

2019 BRANDS	BRAND STRENGTH & VALUE			REPUTATION INDEX		REPUTATION IMPACT ON BRAND VALUE		REPUTATION IMPACT ON BUSINESS REVENUE	
TOP BRANDS	BRAND VAL M€	STRENGTH	RATE	REPUTATION	RATE	REP IMPACT M€	REP RISK M€	REP IMPACT M€	REP RISK M€
EDP	2 302	68,9	C+	73,0	B-	928	464	6 158	3 079
GALP	1 332	67,8	C+	74,4	B-	767	230	9 889	2 967
JERÓNIMO MARTINS	923	67,0	C+	70,7	B-	499	150	5 416	1 625
PINGO DOCE	847	67,2	C+	74,6	B-	663	199	1 711	513
TAP	733	71,0	B-	72,0	B-	377	189	1674	837
PSI 20	BRAND VAL M€	STRENGTH	RATE	REPUTATION	RATE	REP IMPACT M€	REP RISK M€	REP IMPACT M€	REP RISK M€
EDP	2 302	68,9	C+	73,0	B-	928	464	6 158	3 079
GALP	1 332	67,8	C+	74,4	B-	767	230	9 889	2 967
JERONIMO MARTINS	923	67,0	C+	70,7	B-	499	150	5 416	1 625
MILLENNIUM BCP	683	60,9	C-	61,0	C-	318	191	958	575
SONAE	356	64,7	C-	67,3	C+	189	57	1 830	549
FINANCE (BANK & INSURANCE)	BRAND VAL M€	STRENGTH	RATE	REPUTATION	RATE	REP IMPACT M€	REP RISK M€	REP IMPACT M€	REP RISK M€
MILLENNIUM BCP	683	60,9	C-	59,8	D+	318	191	958	575
SANTANDER TOTTA	482	63,5	C-	63,2	C-	295	148	736	369
BANCO BPI	428	62,3	C-	62,5	C-	256	128	620	310
CGD - CAIXA GERAL DEPOSITOS FIDELIDADE	370	56,4	D+	58,6	D+	165	99	547	328
	206	60,4	C-	61,2	C-	120	60	755	377
ENERGY & UTILITIES	BRAND VAL M€	STRENGTH	RATE	REPUTATION	RATE	REP IMPACT M€	REP RISK M€	REP IMPACT M€	REP RISK M€
EDP	2 302	68,9	C+	73,0	B-	928	464	6 158	3 079
GALP	1 332	67,8	C+	74,4	B-	767	230	9 889	2 967
REPSOL PORTUGAL	188	62,4	C-	63,6	C-	100	50	1 444	722
ENDESA PORTUGAL	148	53,7	D+	63,5	C-	56	33	422	253
PRIO	101	53,5	D+	60,6	C-	38	23	566	340
TELECOM	BRAND VAL M€	STRENGTH	RATE	REPUTATION	RATE	REP IMPACT M€	REP RISK M€	REP IMPACT M€	REP RISK M€
MEO	564	64,4	C-	65,6	C+	283	141	1 020	510
NOS	465	64,6	C-	65,2	C-	240	120	815	407
PT EMPRESAS	363	57,1	D+	55,6	D+	134	80	452	271
VODAFONE PORTUGAL	320	68,4	C+	71,4	B-	182	91	598	299
NOWO	19	36,3	E	47,8	D-	4	3	18	13
RETAIL	BRAND VAL M€	STRENGTH	RATE	REPUTATION	RATE	REP IMPACT M€	REP RISK M€	REP IMPACT M€	REP RISK M€
PINGO DOCE	847	67,2	C+	74,6	B-	663	199	1 711	513
CONTINENTE	371	67,3	C+	75,0	B+	291	87	1 861	558
AUCHAN PORTUGAL	191	63,6	C-	70,4	B-	97	49	667	333
IKEA PORTUGAL	134	71,3	B-	78,8	B+	110	33	272	82
RECHEIO	123	56,4	D+	59,0	D+	56	28	223	111
FOOD & BEVERAGE	BRAND VAL M€	STRENGTH	RATE	REPUTATION	RATE	REP IMPACT M€	REP RISK M€	REP IMPACT M€	REP RISK M€
NESTLE PORTUGAL	215	78,3	B+	82,0	A-	150	30	326	65
LACTOGAL	197	66,6	C+	68,6	C+	103	31	355	106
SUPER BOCK	189	64,0	C-	74,8	B-	103	31	252	76
DELTA	183	76,0	B+	83,3	A-	128	26	278	56
SOVENA	176	60,2	C-	57,7	D+	44	27	195	117