

Exhibit 25

BRANDZ™ Top 100

Most valuable
global brands



Valuation and Methodology by



BrandZ Top 100 Most Valuable Global Brands 2011

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

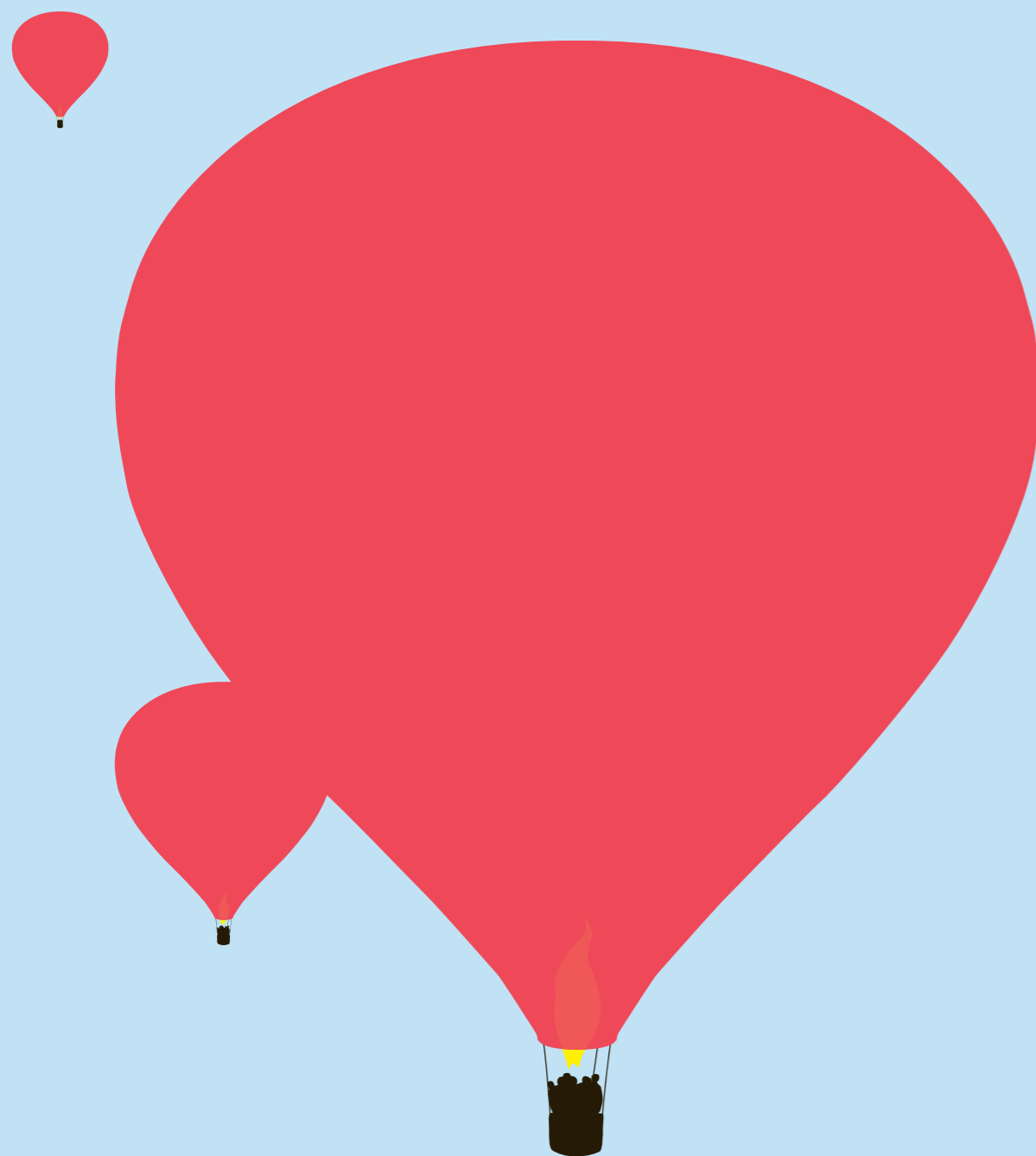
*The Brand Value of Coca-Cola includes Lites, Diets and Zero
 **Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems
 ***The Brand Value of Budweiser includes Bud Light
 ****The Brand Value of Pepsi includes Lites, Diets and Zero

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

****The Brand Value of Nintendo includes Wii and Nintendo DS
 *****The Brand Value of Sony includes Playstation 2 and 3, as well as PSP
 *****The Brand Value of Red Bull includes sugar-free and Cola
 Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)

Top 20 Risers

Technology, vision drove growth



Facebook led the top risers last year.

With a 246 percent surge in brand value, Facebook entered the BrandZ Top 100 for the first time at No. 35.

Along with Facebook, the Top 20 Risers included online retailer Amazon and four other technology brands – Apple and Baidu along with Siemens and Cannon, which benefited from resurgence in business-to-business demand. Visionary, entrepreneurial leadership also contributed to growth in value, especially for Facebook, Apple, Amazon and Starbucks.

With almost 600 million members worldwide, Facebook last year was anointed “The Social Network” by the film of the same name about the firm’s founding in 2004 by Mark Zuckerberg. Ironically, the film’s release coincided with Facebook’s rapid evolution into a powerful commercial platform exploring ways to monetize its social reach by connecting shoppers, retailers and brand marketers. Valuation is based on a Goldman Sachs study.

Apple rose to the No. 1 position in the BrandZ Top 100 Most Valuable Global Brands. It earned an 84 percent increase in brand value with successful iterations of existing products like the iPhone, creation of the tablet category with iPad, and anticipation of a broadened strategy making the brand a trifecta of cloud computing, software, and innovative, well-designed devices. Perpetual concern over the health of CEO Steve Jobs intensified at the end of the year when he announced a temporary leave of absence.

The Chinese search engine Baidu captured rank No. 29 in the BrandZ Top 100, up from No. 75 in 2009 on a sharp 141 percent rise in brand value. As more of China’s 1.3 billion citizens searched the Internet, they turned to Baidu because the brand has deeply understood the nuances of China’s diverse cultures and languages.

Illustrating how dramatically shopping has changed, Amazon, the online company with no stores, surpassed Walmart as the most valuable retail brand. The company continued to add categories last year, even food, to drive traffic. Since founding the company in 1995, Jeff Bezos has worked to perfect its unparalleled selection, peer reviews and a delivery scheme that builds loyalty.

The Starbucks 40 percent rise in brand value demonstrated the success of the brand revitalization initiatives implemented two years ago by Howard Shultz when he returned as CEO. He closed underperforming locations and improved the coffeehouse experience while extending the brand into instant coffee and preparing it for aggressive international and multi-channel growth in grocery as well as fast food.

TOP BRANDS

		Brand Value \$M	Brand Value Growth
1	Facebook	19,102	246%
2	Baidu	22,555	141%
3	Wells Fargo	36,876	97%
4	Burberry	3,379	86%
5	Apple	153,285	84%
6	Skol	4,579	68%
7	Pizza Hut	5,305	58%
8	GEICO	2,785	53%
9	Standard Chartered Bank	12,033	45%
10	Hermès	11,917	41%
11	Starbucks	11,901	40%
12	Petrobras	13,421	39%
13	Amazon	37,628	37%
14	UPS	35,737	35%
15	Cartier	5,327	34%
16	Estée Lauder	2,592	31%
17	MetLife	2,270	31%
18	Siemens	11,998	29%
19	IKEA	7,293	28%
20	Canon	7,588	27%

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)



The housing recovery drove IKEA’s 28 percent growth. Sector strength also helped brands in fast food, insurance and luxury. While the brand value of the luxury sector still lagged its pre-recession level, customers came back as evinced by Burberry’s 86 percent leap and the brand appreciation of Cartier, Estée Lauder and Hermès.

The fast-growing market dynamism that boosted China’s Baidu also pushed the brand values of Skol, Brazil’s largest beer brand, up 68 percent, and Petrobras, the country’s oil and gas giant, which advanced 39 percent. The 58 percent rise in the brand value of Pizza Hut was in part driven by its performance in China. Standard Chartered Bank of the UK, up 45 percent, also benefited from global business.