<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>2013</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

**Superbrands comes to Cambodia**

The international branding arbiter is on the lookout for the best brands in the Kingdom

There are various things companies can do to promote their brands. One option is to get a certified logo from Superbrands, an international and independent organization that essentially acts as an arbiter of branding. So far, Superbrands has set up councils to select both domestic and global brands for potential certification in 69 countries – and Cambodia’s next on the list.

“We’re going to be the 69th country,” said Frederic Bonnet, one of two directors for Superbrands Cambodia.

The objective of Superbrands is to identify brands that outperform other brands within their respective markets: voluntary committees consisting of experts, who typically come from marketing/communications backgrounds, are established to determine which brands should be invited to participate in Superbrands.

Companies in Cambodia that get selected and decide to pay a fee and participate, get to have the official Superbrands logo put on their products and will appear in the Cambodian edition of the organization’s large, hard-cover publication.

“We’ll produce a book that’s like a marketing bible,” Bonnet said about the publication that he anticipates will be available in October 2013.

Bonnet and Superbrands Cambodia co-director Richard Buckley have selected a nine-member council that is slated to hold its first meeting in January. Finding the right people for the council was a challenging process, Bonnet said.

“It took longer than expected to find the right people,” he added.

The members of Cambodia Superbrands Council include widely known names in the country’s business community, such as Van Soo Ing, Chairman of CAMAC, Seng Yachareth, President of the Cambodia Women Entrepreneurs Association, Rumi

Superbrands Thailand director, Shadrat, CEO of BMA Cambodia, and You Ang, Nielsen Brand Manager Cambodia, among many others.

The council’s job is to pre-select local and international brands by gathering information through various means, including an online survey of CEOs in Cambodia, Bonnet said. Then the council will approach companies about having their brands become part of Superbrands in the Kingdom.

Companies that get certified can give the Superbrands book to clients, and a company can even have the cover customized with its brand, be printed out.

Superbrands was initially a radio show in the UK that went on air in 1994 after being established in London by advertising executive Marjot Kroll. The show was a hit and the Superbrands organization was established a year later. The program quickly expanded to key global markets and numerous countries, including Thailand, where Superbrands has been operating since 2008.

“Superbrands Thailand has been successful in promoting the most successful brands representing the most strongest brands in Thailand,” said Pooncha Kanspon.
<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>2013</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

**Superbrands Cambodia Media Coverage**

Title: Cambodia Business Review  
Issue: January 2013
<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>2013</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

---

Superbrands to Honor Cambodia’s Strongest Brands

The world’s independent arbiter of branding will also unveil the 2013 Superbrands book featuring many of Cambodia’s best brands.

Superbrands, the independent authority and arbiter of branding, today announced the launch of the 2013 Superbrands Cambodia book to be unveiled at a special tribute event in Phnom Penh. The Superbrands organization has awarded ‘Superbrands’ status to Cambodia’s leading brands that have met the stringent selection criteria set by the Superbrands Council.

“Cambodia is beginning to understand the value of strong brands and we are seeing a real shift in the country’s business landscape,” says Frederic Bonnin, Director Superbrands Cambodia. “To be voted as a Superbrand by our independent Council is a powerful endorsement of the brand to the consumer, potential customer, the media, suppliers, investors and employees of each brand’s exceptional status.”

The Superbrands Council in Cambodia is comprised of individuals who have over 20 years of experience in business and who have a thorough knowledge of the market and methods of business. The Superbrands Council members create a shortlist of candidate brands from the hundreds of brands available within Cambodia, and Superbrands invites Marketing professionals within Cambodia to assess and judge the shortlist of candidate brands. The highest scoring brands are then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands Cambodia book, which traces the history and achievements of each of the brands.

“Superbrands is pleased to announce the Superbrands Cambodia 2013 book launch. It is a testament to the hard work and dedication of the businesses featured within,” said Mr. Bennin.

---

Superbrands Cambodia

Superbrands Cambodia is the independent arbiter of branding. The Superbrands organization was originally set up in London in 1996 to recognize the world’s greatest brands. Since then, it has expanded its operations to 92 countries worldwide, including Argentina, Australia, Brazil, China, Denmark, Egypt, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Kuwait, Lebanon, Macau, Mexico, Morocco, Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Russia, Saudi Arabia, Singapore, Sri Lanka, Sweden, Thailand, Turkey, United Kingdom, the United States and Vietnam.

Superbrands publishes a series of books including Superbrands Business, Superbrands (on BOB brands), Cool Brands and Oprah – making the series of books the largest collection of the world’s greatest brands. In 2013, 10,952 individual brands have been featured worldwide. For further information on Superbrands, please visit www.superbrands.com.
### Media Coverage

<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>2013</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

Title: Economics Today  
Issue: 24 December 2012