

All three of our portfolio companies which operate in shopping malls, won the “Most Preferred Brand” award in their respective categories.

2012 SHOPPING MALL ASSOCIATION AWARDS

November 7th, 2012

Categories and Winners

	2012	2011	2010	2009
Women's Wear	Koton	Mango	Zara	Zara
Men's Wear	Damat	Kiğılı	Sarar	Sarar
Sportswear	Mavi	Mavi	Levi's	-
Kids	LCW	Mothercare	LCW	LCW
Shoes-Bags	Inci	Derimod	Hotiç	Nine West
Personal Care	Tekin Acar	Watsons	Tekin Acar	Tekin Acar
Restaurants	Ramiz	Ramiz	Burger King	Ramiz
Café	Kahve Dün.	Kahve Dün.	Mado	Mado
Decoration	Koçtaş	Mudo	Koçtaş	Paşabahçe
Electronics (Multi)	Teknosa	Teknosa	Media Markt	Teknosa
Electronics (Single)	Arçelik	Arçelik	Arçelik	Sony



Survey Methodology

Sample of 1,200 shopping mall visitors in 11 cities.

Uses GfK's proprietary Brand Potential Index (BPI®) measure of Brand Equity, which is a set of 10 questions designed to measure the rational and emotional brand appraisal, as well as consumer behavioral intentions: Brand awareness, Uniqueness, Brand identification, Empathy with brand, Confidence in brand, Willingness to recommend, Brand loyalty, Buying intention, Acceptance of premium pricing, Quality.