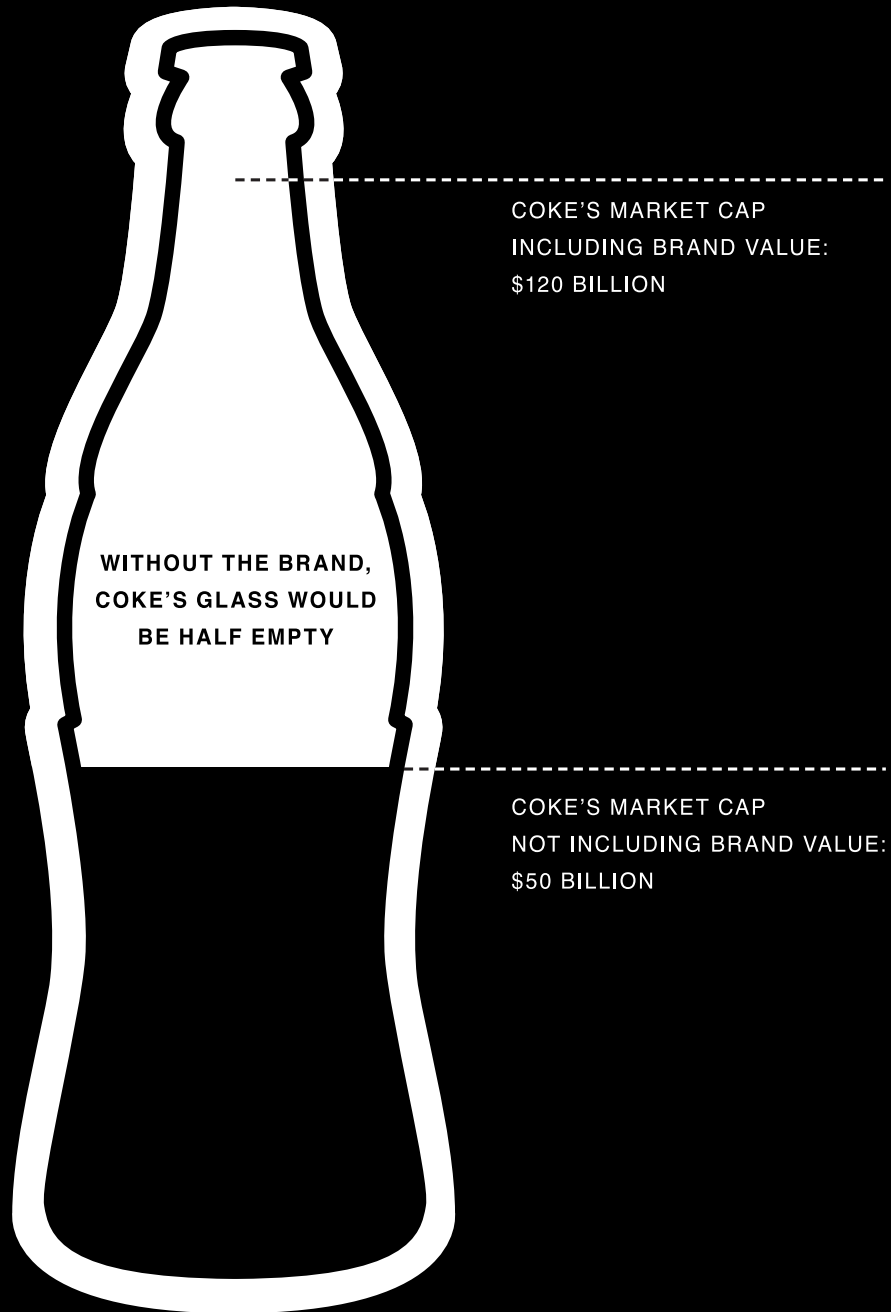


# Coke's brand value:



# Five ways to measure brand value:

① PRICE PREMIUM

② CUSTOMER PREFERENCE

③ REPLACEMENT COST

④ STOCK PRICE

⑤ FUTURE EARNINGS