

Insurance

Top 10 by brand value

Rank	Brand	BV 09 (\$m)	BC	BV as % of market cap*
1	State Farm	6,922	2	N/A**
2	Allianz	5,669	2	15
3	Axa	3,701	1	9
4	ING	2,936	2	15
5	Allstate	2,371	2	17
6	Geico	1,916	2	N/A***
7	MetLife	1,856	2	8
8	Zurich	1,659	2	6
9	AIG	1,488	1	6
10	Sumitomo Life Insurance	1,073	2	4

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Top 10 by BV as % of market capitalisation

Rank	Brand	BV as % of market capitalisation*	BV (\$m)
1	Allstate	17	2,371
2	ING	15	2,936
3	Allianz	15	5,669
4	Axa	9	3,701
5	MetLife	8	1,856
6	AIG	6	1,488
7	Zurich	6	1,659
8	Sumitomo Life Insurance	4	1,073
	State Farm	N/A**	6,922
	Geico	N/A***	1,916

** State Farm is a private company. *** Not applicable as Berkshire Hathaway's market cap is not reflective of the Geico brand.