

## → METHODOLOGY

Role of Brand™ is an Interbrand's proprietary tool that quantifies the **influence of the brand on customer choice**, relative to other factors (i.e., price).

The ROB quantifies this influence as a percentage:

If it is equal to 0%, the customer can compare the product in the competition with total accuracy, If it is equal to 100% the customer is totally influenced by the brand.

## → FOCUS ON VESPA

Strong brands exert a relevant influence on customers' decision process: **Vespa**, with a **ROB of 43%**, **higher than Automotive and Scooter Industry Average**, shows a similar performance to the Best Global Brands.

Vespa®

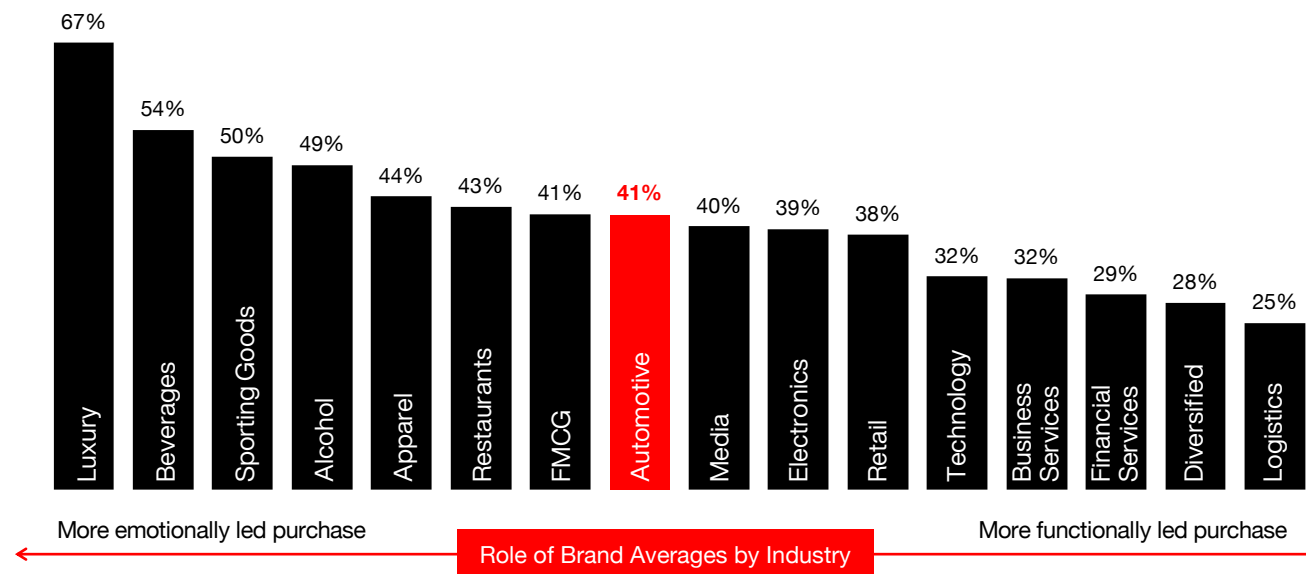
43%

Scooter Industry (μ)



38%

SOURCE: INTERBRAND,  
VESPA'S BRAND VALUATION 2021



SOURCE: INTERBRAND, BEST GLOBAL BRANDS 2021

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Brand Strength™ is Interbrand's proprietary tool that assesses the brand performance across a set of internal and external factors. The external performance is made relative to a competitive set on a scale from 0% to 100%, where 50% reflects the average industry. This means that a score higher than 50% reflects a better-than-average performance, while a score lower than 50% implies a worse-than-average performance.



### → FOCUS ON VESPA

Vespa performs way better than the Scooter Industry's average, given its External Brand Strength™ score of 58%. This means that Vespa is perceived as a very strong brand in the industry, especially because it is recognized as an inspiring icon with a strong lifestyle character, Italian essence and unique design.

