

# HOW WELL IS THE IH BRAND KNOWN?

An overview of how agents in different countries recognise our brand in comparison to other organisations:

ITALY

SPAIN

FRANCE

GERMANY

JAPAN

CHINA

KOREA

THAILAND

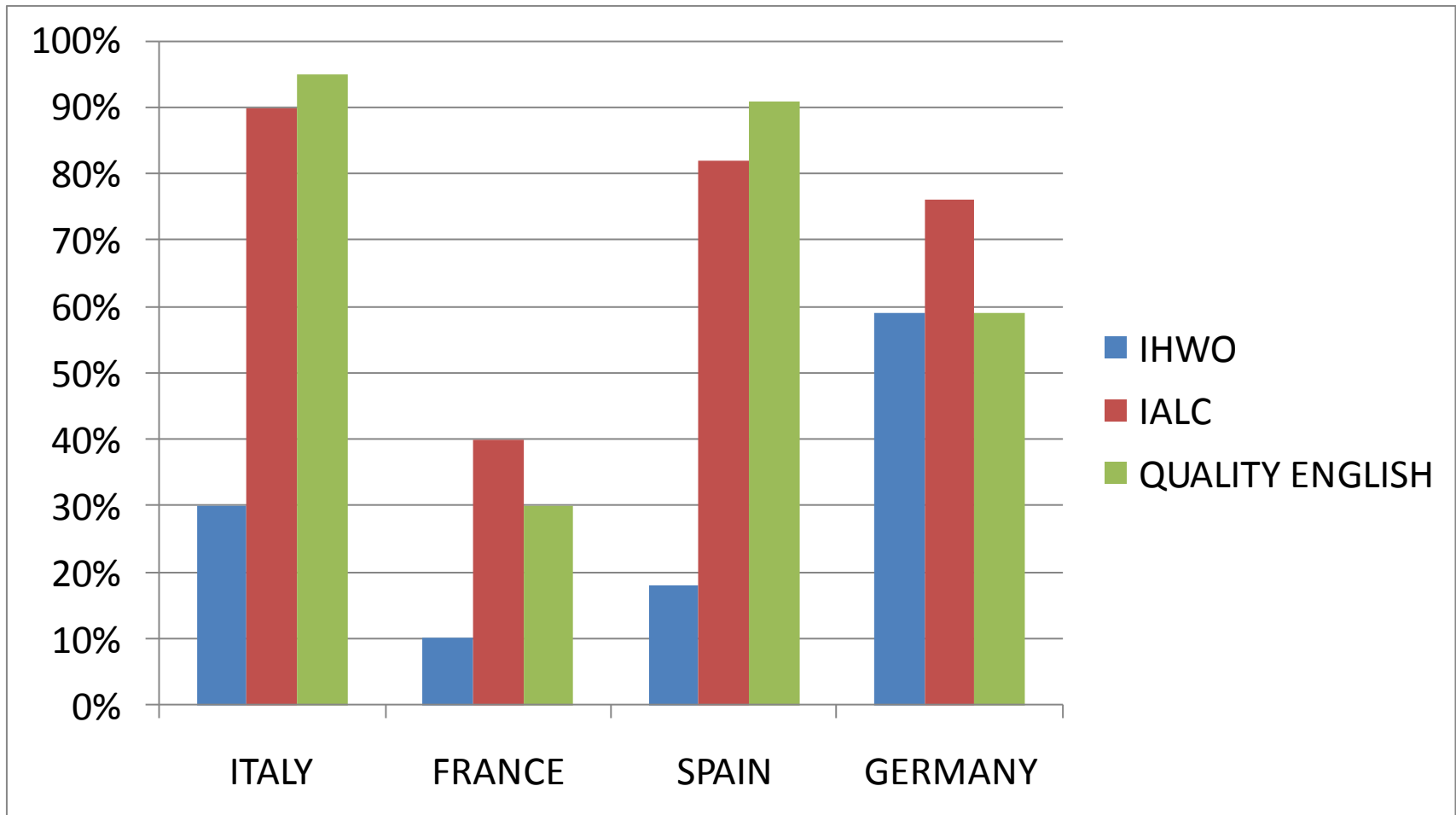
BRAZIL

MEXICO

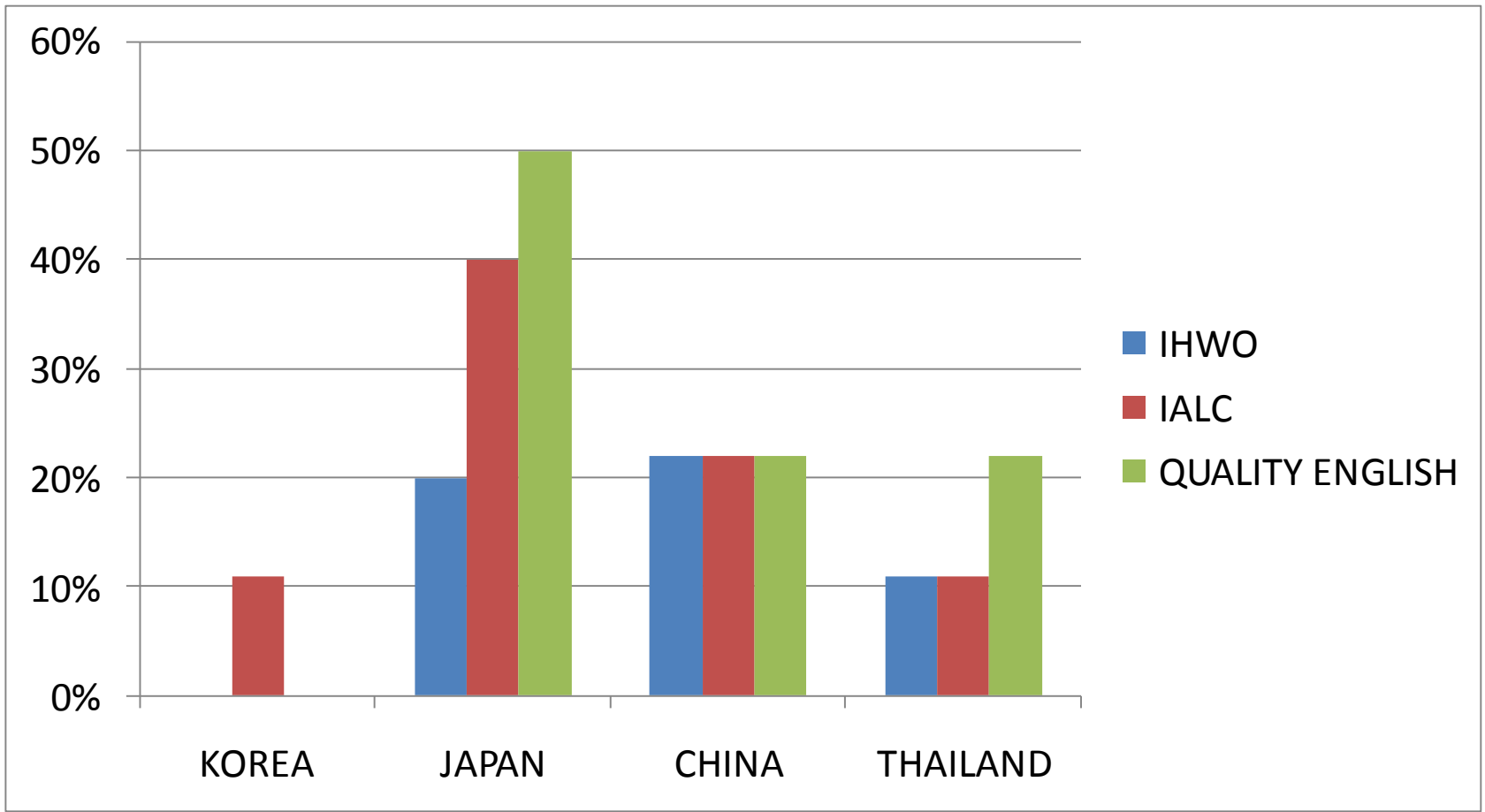
TURKEY

RUSSIA

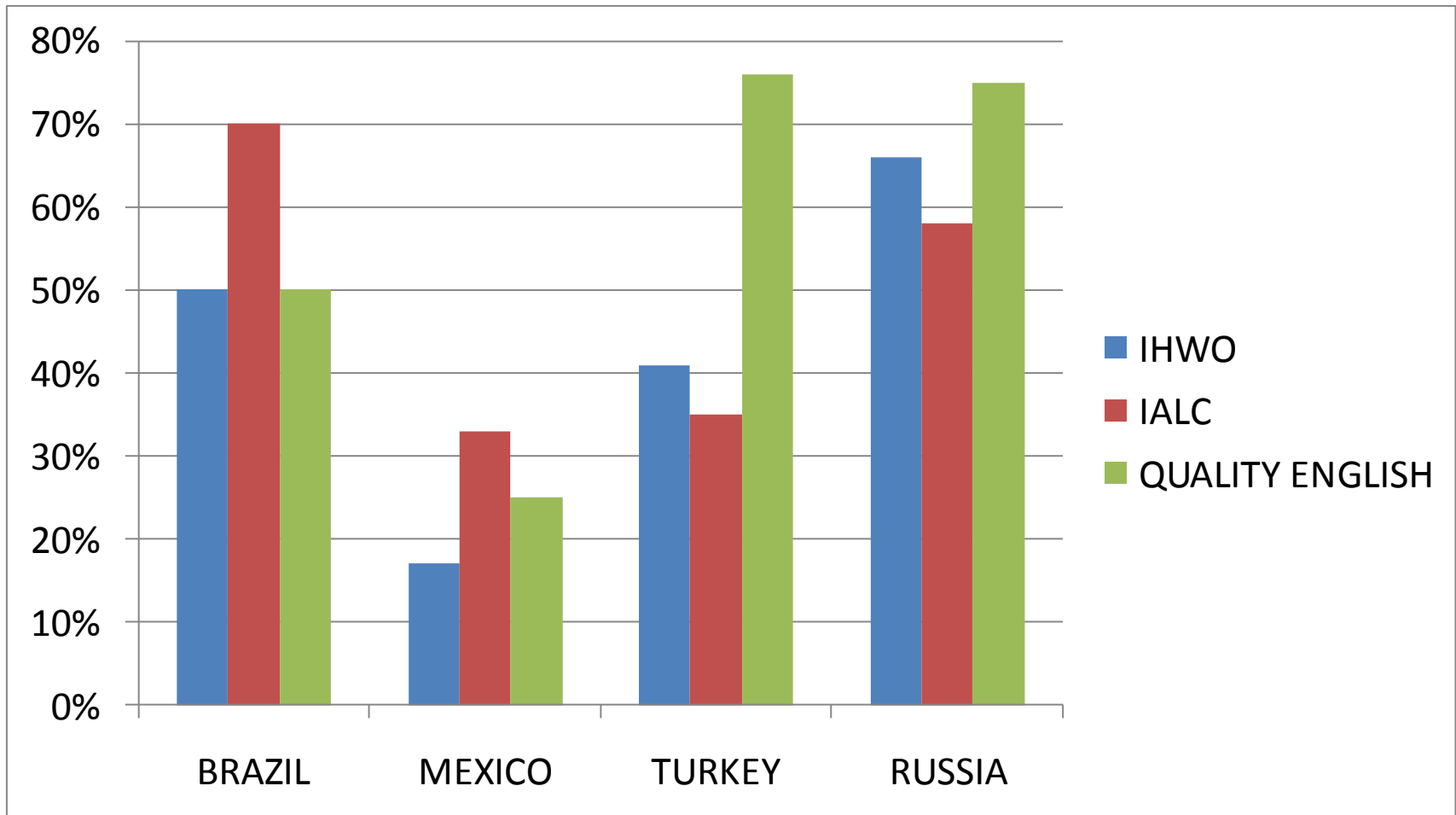
# How we compare to others



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# WHAT DO WE DO WITH THESE FIGURES?

- Are we surprised by these figures?
- How do these figures affect us?
- How can we improve our exposure?
- What are others doing better?

## Thank You

Costantino Mifsud - Managing Director