

2006



BRANDZ™

Top 100
Most
Powerful
Brands

BRANDZ™ Top 100 Brand Ranking

BRANDZ™ RANKING

#	Brand	Parent	Value (\$m)
1	Microsoft	Microsoft Corp.	62,039
2	GE	GE	55,834
3	Coca-Cola	The Coca-Cola Company	41,406
4	China Mobile	China Mobile (Hong Kong) Limited	39,168
5	Marlboro	Altria Group, Inc.	38,510
6	Wal-Mart	Wal-Mart Stores, Inc.	37,567
7	Google	Google Inc.	37,445
8	IBM	International Business Machines Corp.	36,084
9	Citibank	Citigroup Inc.	31,028
10	Toyota	Toyota Motor Corporation	30,201
11	McDonald's	McDonald's Corporation	28,985
12	Bank of America	Bank of America Corporation	28,155
13	Home Depot	The Home Depot (R)	27,312
14	Nokia	Nokia Corporation	26,538
15	Intel	Intel Corporation	25,156
16	Vodafone	Vodafone Group Plc	24,072
17	BMW	BMW Group	23,820
18	Disney	The Walt Disney Company	22,232
19	UPS	United Parcel Service of America, Inc.	21,829
20	Cisco	Cisco Systems, Inc.	20,922
21	HP	Hewlett-Packard Company	19,732
22	TIM	Telecom Italia Mobile SpA	19,551
23	NTT DoCoMo	NTT DoCoMo, Inc.	19,518
24	Louis Vuitton	LVMH Moët Hennessy Louis Vuitton SA	19,479
25	American Express	American Express Company	18,780
26	Dell	Dell Inc.	18,303
27	Gillette	Proctor & Gamble	17,832
28	Mercedes	DaimlerChrysler AG	17,801
29	Apple	Apple Computer, Inc.	15,976
30	Tesco	Tesco PLC	15,532
31	Telefónica Móviles	Telefónica, S.A.	15,188
32	Verizon Wireless	Verizon Communications Inc.	14,908
33	Honda	Honda Motor Co., Ltd.	14,394
34	Yahoo!	Yahoo! Inc.	14,101
35	Oracle	Oracle	13,913
36	HSBC	HSBC Holdings plc	13,889

Source: Millward Brown Optimor (with data from Euromonitor International and Bloomberg)



2007

BRANDZ™

Top 100 Most Powerful Brands



BRANDZ Top 100 Brand Ranking

BRANDZ RANKING

#	Brand	Brand Value (\$m)	Brand Value Change (%)
1	Google	66,434	77%
2	GE (General Electric)	61,880	11%
3	Microsoft	54,951	-11%
4	Coca Cola (*)	44,134	7%
5	China Mobile	41,214	5%
6	Marlboro	39,166	2%
7	Wal-Mart	36,880	-2%
8	Citi	33,706	9%
9	IBM	33,572	-7%
10	Toyota	33,427	11%
11	McDonald's	33,138	14%
12	Nokia	31,670	19%
13	Bank of America	28,767	2%
14	BMW	25,751	8%
15	HP	24,987	27%
16	Apple	24,728	55%
17	UPS	24,580	13%
18	Wells Fargo	24,284	N.A.
19	American Express	23,113	23%
20	Louis Vuitton	22,686	16%
21	Disney	22,572	2%
22	Vodafone	21,107	-12%
23	NTT DoCoMo	19,450	0%
24	Cisco	18,812	-10%
25	Intel	18,707	-26%
26	Home Depot	18,335	-33%
27	SAP	18,103	N.A.
28	Gillette	17,954	1%
29	Mercedes	17,813	0%
30	Oracle	17,809	28%
31	HSBC	17,457	26%
32	Tesco	16,649	7%
33	ICBC	16,460	N.A.
34	Verizon Wireless	16,261	9%
35	Starbucks	16,057	45%
36	Honda	15,465	7%

*Source: Millward Brown Optimor (including data from BRANDZ, Datamonitor, and Bloomberg)



MillwardBrown
Optimor

Top 100 Most Powerful

BRANDS

08

brandz
The A to Z of brands
a
Z

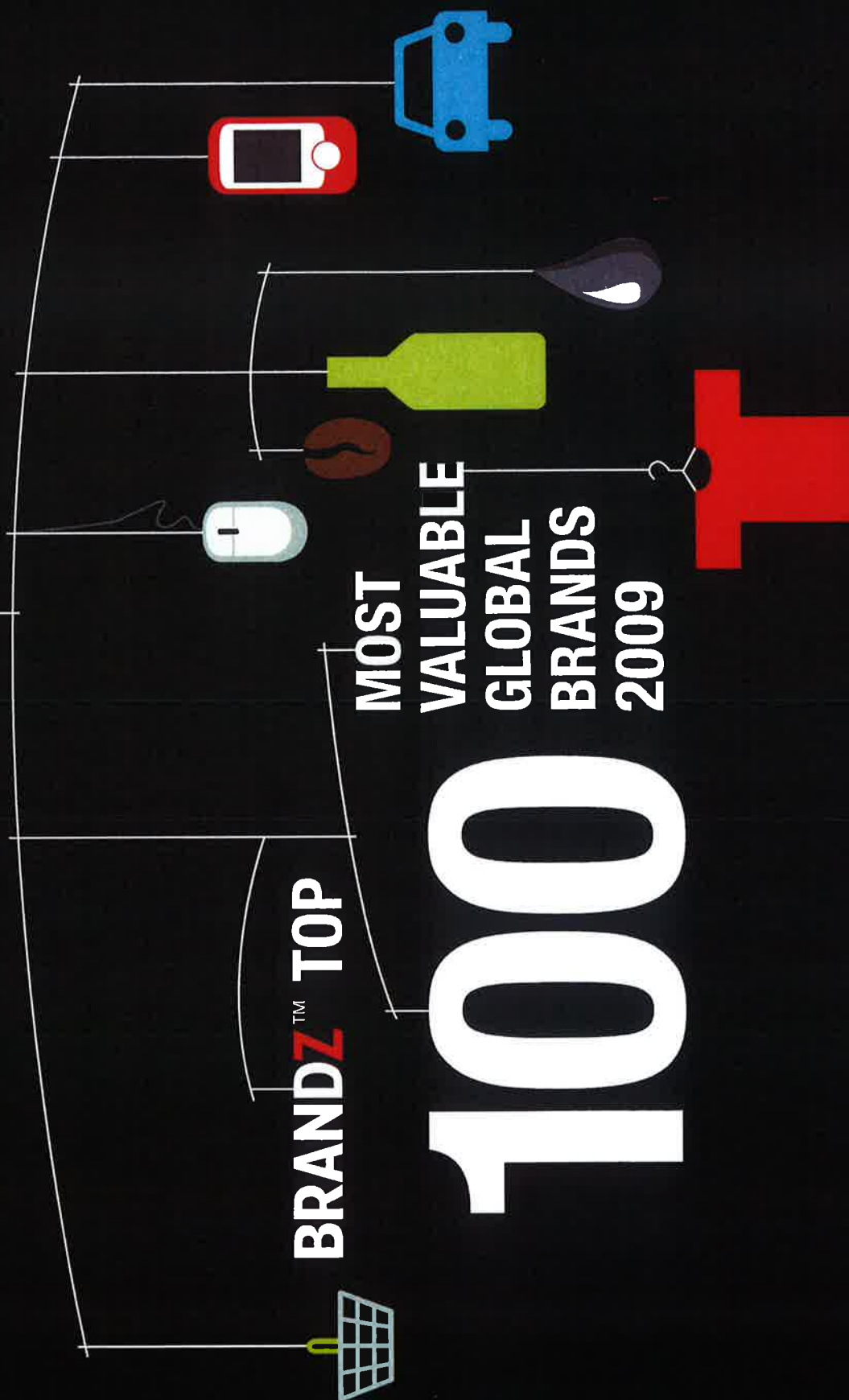
Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

BRANDZ™ TOP

MOST
VALUABLE
GLOBAL
BRANDS
2009

100



THE TOP 100

TOP 100 Most Valuable Global Brands 2009

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1	 Google	100,039	16%	26	 amazon.com	21,294	85%
2	 Microsoft	76,249	8%	27	 中国移动	21,192	9%
3	 Coca-Cola	67,625	16%	28	 at&t	20,059	67%
4	 IBM	66,622	20%	29	 LV	19,395	5%
5	 M	66,575	34%	30	 HSBC	19,079	3%
6	 中国移动	63,113	14%	31	 Pampers	18,945	N/A
7	 中国移动	61,283	7%	32	 Nintendo	18,233	N/A
8	 Verizon	59,793	-16%	33	 Cisco	17,965	-25%
9	 Verizon	53,727	45%	34	 Verizon	17,713	-8%
10	 Marlboro	49,460	33%	35	 Visa	17,467	-20%
11	 Walmart	41,083	19%	36	 Visa	16,353	N/A
12	 ICBC	38,056	36%	37	 Walmart	16,228	-34%
13	 NOKIA	35,163	-20%	38	 Santander	16,035	10%
14	 TOYOTA	29,907	-15%	39	 docomo	15,776	5%
15	 UPS	27,842	-9%	40	 Mercedes-Benz	15,499	-14%
16	 BlackBerry	27,478	100%	41	 Bank of America	15,480	-53%
17	 Lipson	26,745	-9%	42	 Coca-Cola	15,422	1%
18	 SAP	23,948	-15%	43	 accenture	15,076	7%
19	 SAP	23,615	9%	44	 pepsi	14,996	-3%
20	 Diageo	23,110	-3%	45	 L'OREAL	14,991	-9%
21	 TESCO	22,938	-1%	46	 Intel	14,963	-40%
22	 Gillotte	22,919	6%	47	 Bank of America	14,961	-1%
23	 intel	22,851	4%	48	 citi	14,894	-22%
24	 Citi	22,811	16%	49	 HONDA	14,608	-52%
25	 ORACLE	21,438	-6%	50	 HONDA	14,571	-12%

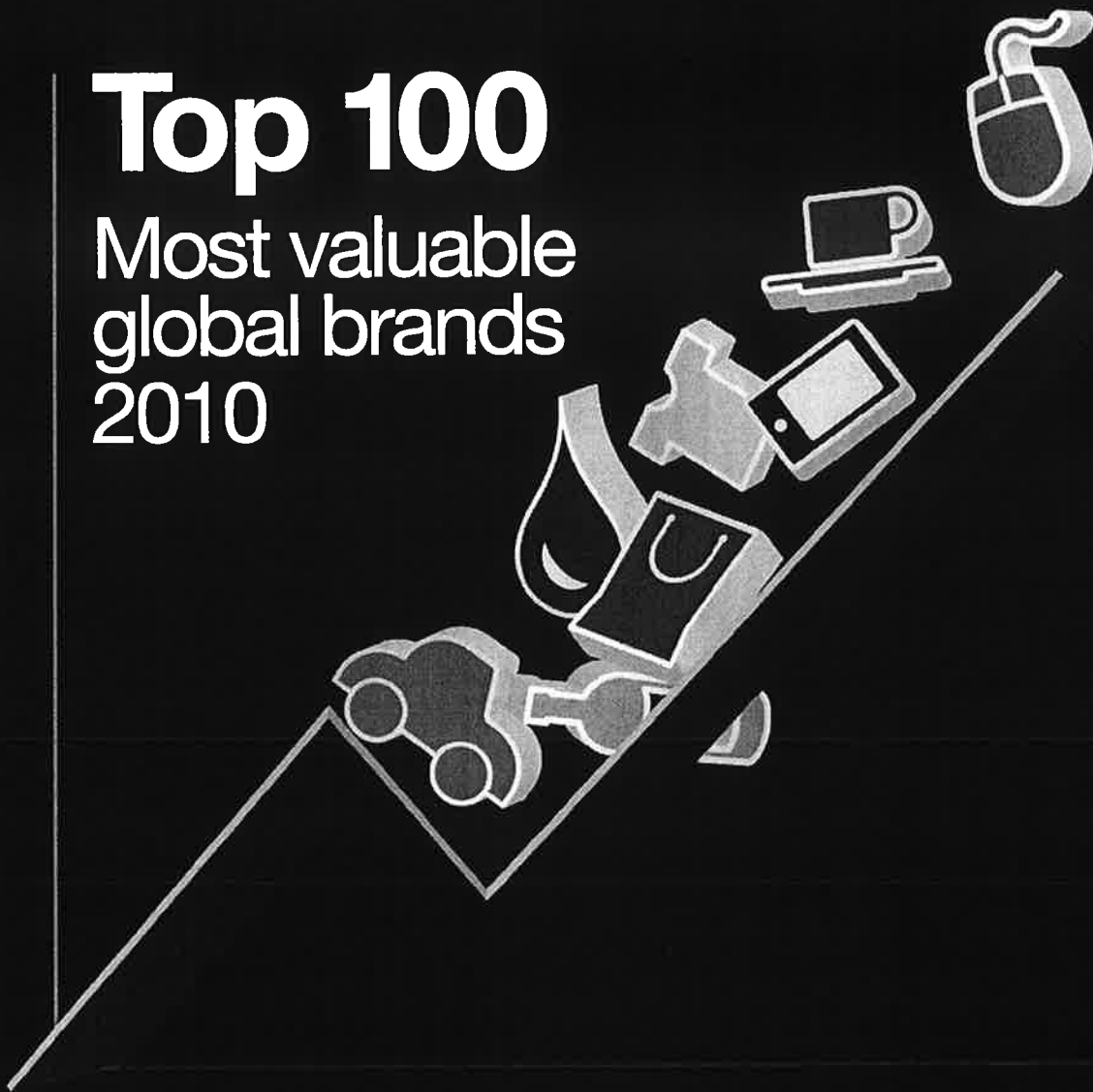
* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero
 ** The brand value of Pepsi includes Diet Pepsi and Pepsi
 *** Budweiser's value includes both Bud Light and Bud
 **** ING value includes ING Bank and ING Insurance
 Sources: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51	 SIEMENS	13,562	-8%	76	 ZARA	8,609	-1%
52	 Pepsi	13,292	23%	77	 O ₂	8,601	36%
53	 Standard Chartered	13,242	-6%	78	 Standard Chartered	8,219	20%
54	 eBay	12,970	16%	79	 Red Bull	8,154	N/A
55	 BBVA	12,549	33%	80	 中国银行	8,052	168%
56	 Colgate	12,396	17%	81	 YAHOO!	7,927	-31%
57	 Target	12,254	-17%	82	 HERMÈS	7,862	13%
58	 H&M	12,061	8%	83	 J.P. Morgan	7,852	-20%
59	 Nike	11,999	-4%	84	 Pepsi	7,777	-8%
60	 SUBWAY	10,997	6%	85	 Pepsi	7,512	-18%
61	 TD	10,991	N/A	86	 GUCCI	7,468	15%
62	 M&M's	10,911	34%	87	 Asda	7,427	7%
63	 T-Mobile	10,864	22%	88	 Asda	7,415	-38%
64	 WRIGLEY'S	10,841	N/A	89	 BARCLAYS	7,260	-40%
65	 Auchan	10,586	48%	90	 BARCLAYS	6,992	-5%
66	 CHASE	10,582	-17%	91	 Morgan Stanley	6,922	-27%
67	 NISSAN	10,206	-13%	92	 Morgan Stanley	6,765	-40%
68	 ZHL	9,719	19%	93	 ING	6,743	-55%
69	 FedEx	9,491	-17%	94	 ING	6,721	10%
70	 FedEx	9,280	-40%	95	 IKEA	6,713	-21%
71	 OASIS	9,189	14%	96	 NIVEA	6,572	24%
72	 Sunstar	8,884	N/A	97	 ESPRIT	6,571	-17%
73	 Canon	8,779	-29%	98	 Bradesco	6,565	N/A
74	 A & P	8,638	49%	99	 TIF	6,409	-19%
75	 A V O N	8,631	20%	100	 LOUIS	6,394	N/A

BRANDZ™

Top 100

Most valuable
global brands
2010



MillwardBrown
Optimor

THE TOP 100

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
1	Google	114,260	14%	26	TOYOTA	21,769	-27%
2	IBM	86,383	30%	27	GUINNESS	20,929	-8%
3	Starbucks	93,153	32%	28	Gillette	20,663	-10%
4	Microsoft	76,344	0%	29	LV	19,781	2%
5	Coca-Cola	67,993	1%	30	WILLIS TOWERS WATSON	18,746	16%
6	McDonald's	66,005	-1%	31	Sanander	18,012	12%
7	Marlboro	57,047	15%	32	Nintendo	17,834	-2%
8	China Mobile	52,616	-14%	33	Pampers	17,434	-8%
9	3G	45,054	-25%	34	Unilever	17,283	N/A
10	Verizon	44,404	-17%	35	Cisco	16,719	-7%
11	ICBC (Asia)	43,927	15%	36	Bank of America	16,608	12%
12	HP	39,717	48%	37	Bank of America	16,393	6%
13	Walmart	39,421	-4%	38	Budweiser	15,991	20%
14	BlackBerry	30,708	12%	39	ExxonMobil	15,476	N/A
15	amazon.com	27,459	29%	40	Shell	15,112	N/A
16	UPS	26,492	-5%	41	Disney	15,000	-35%
17	TESCO	25,741	12%	42	Carrefour	14,980	0%
18	VISA	24,883	52%	43	NOKIA	14,866	-58%
19	ORACLE	24,817	16%	44	accenture	14,734	-2%
20	Verizon	24,675	39%	45	ICICI Bank	14,454	N/A
21	SAP	24,291	3%	46	Wendy's	14,303	-2%
22	at&t	23,714	18%	47	Colgate	14,224	15%
23	HSBC	23,408	23%	48	Intel	14,210	-38%
24	China Bank	21,960	4%	49	L'OREAL	14,129	-6%
25	Bank of China	21,816	-9%	50	Unilever	14,018	6%

†The Brand Value of Coca-Cola includes Lites, Diet and Zero.
 ††The Brand Value of Nintendo includes Wii and Nintendo DS.
 †††The Brand Value of Budweiser includes Bud Light.
 ††††The Brand Value of Pepsi includes Lites, Diet and Zero.
 †††††The Brand Value of Red Bull includes sugar-free and Cola.
 ††††††The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket.
 †††††††The Brand Value includes Playstation 2 and 3, as well as PSP.
 Source: Millward Brown Optimum (including data from BRANDZ, Datamonitor and Bloomberg)

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51	etv	13,935	N/A	76	etv	9,328	-28%
52	SIEMENS	13,912	-7%	77	SIEMENS	9,293	-31%
53	Mercedes	13,736	-11%	78	Mercedes	9,283	25%
54	citi	13,403	-8%	79	WRIGLEY'S	9,201	-15%
55	BBVA	13,010	20%	80	ZARA	8,986	4%
56	BBVA	12,977	3%	81	Red Bull	8,971	-3%
57	docomo	12,969	-18%	82	Red Bull	8,917	9%
58	pepsi	12,752	-15%	83	NISSAN	8,747	1%
59	NIKE	12,597	5%	84	NISSAN	8,607	-16%
60	CHASE	12,434	14%	85	HERMES	8,490	17%
61	CHASE	12,426	17%	86	BARCLAYS	8,457	8%
62	H&M	12,148	-1%	87	BARCLAYS	8,383	20%
63	H&M	12,131	1%	88	USbank	8,377	N/A
64	SUBWAY	12,032	9%	89	Standard Chartered	8,327	1%
65	Standard Chartered	12,021	-31%	90	Standard Chartered	8,236	2%
66	Standard Chartered	11,938	-23%	91	Standard Chartered	8,214	19%
67	Standard Chartered	11,659	57%	92	Standard Chartered	8,160	-8%
68	Standard Chartered	11,351	80%	93	J.P. Morgan	8,159	4%
69	Standard Chartered	10,850	NA	94	SONY	8,147	30%
70	O2	10,593	23%	95	SONY	8,003	18%
71	ID	10,274	-7%	96	Auchan	7,848	NA
72	NTS	9,723	6%	97	GUCCI	7,588	2%
73	PETROBRAS	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	A O N	7,293	-16%
75	Baidu	9,356	62%	100	TIM	7,280	14%

BrandZ Top 100 Most Valuable Global Brands 2011

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

***The Brand Value of Coca-Cola includes Lipton, Diet Coke and Zest.
 **Doublestar Telecom is in the process of re-branding its services to T, which incorporates T-Mobile, T-Mobile and T-Mobile.
 ***The Brand Value of Blackberry includes Bold, Torch and Z10.
 ****The Brand Value of Pepsi includes Pepsi Next, Pepsi Next Zero and Zest.

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	25%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

***The Brand Value of Nintendo includes Wii and Nintendo DS.
 ****The Brand Value of Standard Chartered includes Standard Chartered Bank.
 *****The Brand Value of Bradesco includes Bradesco Bank.
 Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg).

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-18%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial		41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	4%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-4%	0
25	Technology		24,326	5	10	8%	4

#	Category	Brand	Brand Value 2012 (\$M)	Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
26	Technology		22,898	3	3	-35%	-8
27	Technology		22,529	2	5	-16%	-5
28	Cars		21,779	3	5	-10%	-1
29	Financial		20,759	4	8	53%	31
30	Financial		20,198	4	3	18%	10
31	Financial		19,313	3	3	-14%	-3
32	Luxury		19,161	5	8	61%	39
33	Personal Care		19,055	5	7	-4%	-1
34	Oil & Gas		18,315	1	7	8%	7
35	Baby Care		18,299	5	7	-5%	-1
36	Retail		18,007	4	9	-18%	-5
37	Technology		17,992	4	8	19%	15
38	Financial		17,867	2	4	6%	5
39	Oil & Gas		17,781	1	3	17%	12
40	Financial		17,225	4	3	0%	-1
41	Telecoms		17,113	2	4	-37%	-20
42	Fast Food		17,072	4	9	43%	30
43	Entertainment		17,056	3	8	-1%	-5
44	Apparel		16,255	4	9	17%	13
45	Technology		16,118	3	5	4%	4
46	Cars		16,111	4	4	5%	4
47	Telecoms		15,981	3	6	3%	1
48	Beer		15,882	4	6	0%	-3
49	Technology		15,633	2	5	12%	9
50	Telecoms		15,351	2	3	-13%	-14

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology	Apple	185,071	4	1%	0
2 Technology	Google	113,669	3	5%	1
3 Technology	Microsoft	112,536	3	-3%	-1
4 Fast Food	McDonald's	90,256	4	-5%	0
5 Soft Drinks	Coca-Cola	78,415	5	6%	1
6 Telecoms	AT&T	75,507	3	10%	2
7 Technology	Microsoft	69,814	3	-9%	-2
8 Tobacco	Philip Morris	69,383	3	-5%	-1
9 Credit Card	Visa	56,060	4	45%	6
10 Telecoms	China Mobile	55,368	3	18%	0
11 Conglomerate	Samsung	55,357	2	21%	0
12 Telecoms	Verizon	53,004	3	8%	-3
13 Regional Banks	Bank of China	47,748	3	20%	1
14 Retail	Amazon.com	45,727	3	34%	4
15 Logistics	FedEx	42,747	5	15%	1
16 Regional Banks	Bank of China	41,115	2	-1%	-3
17 Telecoms	Verizon	39,712	3	-8%	-5
18 Retail	Walmart	36,220	2	5%	-1
19 Technology	SAP	34,365	2	34%	3
20 Credit Card	MasterCard	27,821	4	34%	9
21 Technology	Tencent	27,273	4	82%	16
22 Regional Banks	China Construction Bank	26,859	2	10%	2
23 Cars	Toyota	24,497	4	12%	5
24 Cars	Ford	24,015	4	-2%	-1
25 Global Banks	HSBC	23,970	3	24%	6
26 Entertainment	Disney	23,913	3	40%	17
27 Telecoms	AT&T	23,893	2	-11%	-7
28 Credit Card	American Express	23,514	4	16%	2
29 Luxury	Louis Vuitton	22,719	4	-12%	-8
30 Technology	Spotify	21,404	3	51%	26
31 Technology	Facebook	21,261	4	-36%	-12
32 Baby Care	Pampers	20,564	5	13%	3
33 Technology	Baidu	20,443	5	-16%	-8
34 Beer	Pilsener	20,297	4	28%	14
35 Apparel	ZARA	20,167	3	50%	31
36 Technology	ORACLE	20,039	2	-11%	-8
37 Regional Banks	中国农业银行	19,975	2	12%	1
38 Regional Banks	中国工商银行	19,968	4	16%	2
39 Oil & Gas	ExxonMobil	19,229	1	5%	-5
40 Luxury	Cartier	19,129	4	0%	-9
41 Retail	H&M	18,488	2	43%	21
42 Personal Care	L'ORÉAL	17,971	4	30%	15
43 Cars	Mercedes-Benz	17,952	4	11%	3
44 Fast Food	Starbucks	17,892	4	5%	-2
45 Personal Care	Gillette	17,823	4	-6%	-12
46 Regional Banks	中国建设银行	17,781	4	22%	8
47 Retail	eBay	17,749	2	-40%	17
48 Regional Banks	中国工商银行	17,745	3	36%	12
49 Oil & Gas	Shell	17,678	1	-1%	-10
50 Personal Care	Colgate	17,250	4	15%	1

Top 100 Most Valuable Global Brands 2013
The Brand Value of the Top 100 Most Valuable Global Brands 2013

Valuations include fees from brands for the use of their names and logos.
Brand Contribution measured the influence of brand names on sales, on a scale of 1 to 6 (highest).

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	Google	Technology	158,843	3	40%	1
2	Apple	Technology	147,880	4	-20%	-1
3	IBM	Technology	107,541	4	-4%	0
4	Microsoft	Technology	90,185	4	29%	3
5	McDonald's	Fast Food	85,706	4	-5%	-1
6	Coca-Cola	Soft Drinks	80,683	4	3%	-1
7	VISA	Credit Card	79,197	4	41%	2
8	AT&T	Telecoms	77,883	3	3%	-2
9	Marlboro	Tobacco	67,341	3	-3%	-1
10	amazon.com	Retail	64,255	3	41%	4
11	Verizon	Telecoms	63,460	3	20%	1
12	General Electric	Conglomerate	56,685	2	2%	-1
13	Wells Fargo	Regional Banks	54,262	3	14%	0
14	Tencent 腾讯	Technology	53,615	4	97%	7
15	China Mobile 中国移动	Telecoms	49,899	3	-10%	-5
16	DHL	Logistics	47,738	4	12%	-1
17	ICBC 中国工商银行	Regional Banks	42,101	2	2%	-1
18	MasterCard	Credit Card	39,497	3	42%	2
19	SAP	Technology	36,390	2	6%	0
20	Vodafone	Telecoms	36,277	3	-9%	-3
21	Facebook	Technology	35,740	4	68%	10
22	Walmart	Retail	35,325	2	-2%	-4
23	Disney	Entertainment	34,538	4	44%	3
24	American Express	Credit Card	34,430	4	46%	4
25	Baidu 百度	Technology	29,768	4	46%	8

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg.
Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	 TOYOTA	Cars	29,598	3	21%	-3
27		Telecoms	28,756	2	20%	0
28		Global Banks	27,051	3	13%	-3
29		Technology	25,892	3	21%	1
30		Luxury	25,873	4	14%	-1
31	 Starbucks	Fast Food	25,779	3	44%	13
32		Cars	25,730	4	7%	-8
33	 China Construction Bank	Regional Banks	25,008	2	-7%	-11
34		Apparel	24,579	4	55%	22
35		Beer	24,414	4	20%	-1
36		Personal Care	23,356	4	30%	6
37		Apparel	23,140	3	15%	-2
38		Regional Banks	22,620	4	13%	0
39		Baby Care	22,598	5	10%	-7
40		Retail	22,165	2	20%	1
41	 HERMÈS PARIS	Luxury	21,844	5	14%	-1
42	 Mercedes-Benz	Cars	21,535	4	20%	1
43		Fast Food	21,020	4	26%	8
44	 Commonwealth Bank	Regional Banks	21,001	3	18%	4
45		Technology	20,913	2	4%	-9
46		Telecoms	20,809	2	56%	20
47		Regional Banks	19,950	3	12%	-1
48		Oil & Gas	19,745	1	3%	-9
49		Technology	19,469	2	19%	5
50		Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light

MillwardBrown
Opinion

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51		Regional Banks	19,072	3	15%	1
52	Gillette	Personal Care	19,025	4	7%	-7
53		Oil & Gas	19,005	1	8%	-4
54	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,235	2	-9%	-17
55	accenture	Technology	18,105	3	10%	-2
56	Colgate	Personal Care	17,668	4	2%	-6
57	citi	Global Banks	17,341	2	30%	7
58	FedEx	Logistics	17,002	4	24%	4
59	SIEMENS	Technology	16,800	2	36%	13
60	GUCCI	Luxury	16,131	5	27%	8
61	ebay	Retail	15,587	2	-12%	-14
62		Telecoms	15,580	3	13%	-2
63	H&M	Apparel	15,557	2	22%	6
64	BT	Telecoms	15,367	2	61%	30
65	usbank	Regional Banks	14,926	3	9%	-2
66	TESCO	Retail	14,842	4	-9%	-11
57		Oil & Gas	14,269	1	9%	0
68	 中国银行 BANK OF CHINA	Regional Banks	14,177	2	0%	-10
69	YAHOO!	Technology	14,174	3	44%	23
70		Cars	14,085	3	14%	1
71		Technology	13,837	4	New	New
72		Technology	13,710	2	16%	5
73		Logistics	13,687	4	53%	25
74		Oil & Gas	12,871	1	12%	4
75		Regional Banks	12,637	3	0%	-5

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg.
Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76	 PetroChina	Oil & Gas	12,413	1	-7%	-11
77	 中国平安 PING AN	Insurance	12,409	2	18%	7
78	 LinkedIn	Technology	12,407	4	New	New
79	J.P.Morgan	Global Banks	12,356	2	28%	14
80	 MTS	Telecoms	12,175	3	14%	2
81	 中国人寿 China Life	Insurance	12,026	2	-21%	-24
82	 Woolworths	Retail	11,953	3	8%	-2
83	 McDonald's	Fast Food	11,910	3	20%	8
84	 Ford	Cars	11,812	3	56%	New
85	Westpac	Regional Banks	11,743	3	17%	3
86	 Intel	Technology	11,667	2	-15%	-25
87	CHASE	Regional Banks	11,663	3	8%	-6
88	 Pepsi	Soft Drinks	11,476	3	-5%	-13
89	 Scotiabank	Regional Banks	11,351	2	9%	-4
90	 Nissan	Cars	11,104	3	9%	-4
91	 Santander	Global Banks	11,060	3	20%	5
92	 Red Bull	Soft Drinks	10,873	4	3%	-9
93	 MTN	Telecoms	10,221	3	-11%	-14
94	Bank of America 	Regional Banks	10,149	2	New	New
95	 NTT docomo	Telecoms	10,041	2	0%	-5
96	PRADA	Luxury	9,985	4	6%	-1
97	 PayPal	Payments	9,833	4	New	New
98	 ING	Global Banks	9,771	3	29%	New
99	 UBS	Global Banks	9,683	2	30%	New
100	 H&M	Retail	9,584	2	8%	-1

The Brand Value of Pepsi includes Diets
The Brand Value of Red Bull includes sugar-free and Cola

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Optima

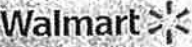
BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,992	4	67%	1
2	Google	Technology	173,652	4	9%	-1
3	 Microsoft	Technology	115,500	4	28%	1
4	 IBM	Technology	93,987	4	-13%	-1
5	 VISA	Payments	91,962	4	16%	2
6	 at&t	Telecom Providers	89,492	3	15%	2
7	 verizon	Telecom Providers	86,009	3	36%	4
8	 Coca-Cola	Soft Drinks	83,841	5	4%	-2
9	 McDonald's	Fast Food	81,162	4	-5%	-4
10	 Marlboro	Tobacco	80,352	3	19%	-1
11	 Tencent 腾讯	Technology	76,572	5	43%	3
12	 facebook	Technology	71,121	4	99%	9
13	 Alibaba Group 阿里巴巴集团	Retail	66,375	2	NEW ENTRY	
14	 amazon.com	Retail	62,292	4	-3%	-4
15	 中国移动 China Mobile	Telecom Providers	59,895	4	20%	0
16	 WELLS FARGO	Regional Banks	59,310	3	9%	-3
17	 360	Conglomerate	59,272	2	5%	-5
18	 UPS	Logistics	51,798	5	9%	-2
19	 Disney	Entertainment	42,962	5	24%	4
20	 MasterCard	Payments	40,188	4	2%	-2
21	 Baidu 百度	Technology	40,041	5	35%	4
22	 ICBC 中国工商银行	Regional Banks	38,808	2	-8%	-5
23	 vodafone	Telecom Providers	38,461	3	6%	5
24	 SAP	Technology	38,225	3	5%	-5
25	 American Express	Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5. 5 highest

Coca-Cola includes Lights, Diets and Zero

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	35,245	2	0%	-4
27	 T ..	Telecom Providers	33,834	3	18%	0
28		Apparel	29,717	4	21%	6
29	 Starbucks	Fast Food	29,313	4	14%	2
30	 TOYOTA	Cars	28,913	4	-2%	-4
31		Retail	27,705	2	25%	9
32		Luxury	27,445	5	-6%	-2
33		Beer	26,657	4	9%	2
34		Cars	26,349	4	2%	-2
35	 HSBC	Global Banks	24,029	3	-11%	-7
36		Regional Banks	23,989	4	6%	2
37		Baby Care	23,757	5	5%	2
38	 L'ORÉAL PARIS	Personal Care	23,376	4	0%	-2
39		Technology	23,039	3	18%	10
40		Fast Food	22,561	4	7%	3
41	 China Construction Bank	Regional Banks	22,065	2	-12%	-8
42		Apparel	22,036	3	-5%	-5
43	 Mercedes-Benz	Cars	21,786	4	1%	-1
44		Technology	21,680	2	4%	-1
45		Technology	21,602	4	-17%	-16
46	 movistar	Telecom Providers	21,215	3	2%	0
47		Regional Banks	20,638	4	3%	0
48	 Commonwealth Bank	Regional Banks	20,599	3	-2%	-4
49		Oil & Gas	20,412	1	3%	-1
50	 中国农业银行	Regional Banks	20,189	1	11%	-4

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

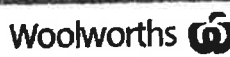
Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
51	 accenture	Technology	20,183	3	11%	4
52	 Gillette	Personal Care	19,737	5	4%	0
53	 FedEx	Logistics	19,566	5	15%	5
54	 Shell	Oil & Gas	18,943	1	0%	-1
55	 HERMÈS PARIS	Luxury	18,938	5	-13%	-14
56	 intel	Technology	18,385	2	58%	30
57	 Colgate	Personal Care	17,977	4	2%	-1
58	 BT	Telecom Providers	17,953	3	17%	6
59	 ANZ	Regional Banks	17,702	4	-7%	-8
60	 citi	Global Banks	17,486	2	1%	-3
61	 orange	Telecom Providers	17,384	3	-12%	1
62	 中国人寿 China Life	Insurance	17,365	3	44%	19
63	 Lukoil	Oil & Gas	17,267	1	21%	-4
64	 Walmart	Retail	17,025	3	-12%	-14
65	 中国银行 BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	 DHL	Logistics	16,301	4	19%	7
67	 CISCO	Technology	16,060	2	17%	5
68	 中国平安 PING AN	Insurance	15,959	3	29%	9
69	 SIEMENS	Technology	15,496	3	-8%	-10
70	 HUAWEI	Technology	15,335	3	NEW ENTRY	
71	 ENI	Oil & Gas	15,022	1	21%	-5
72	 usbank	Regional Banks	14,786	3	-1%	-7
73	 ebay	Retail	14,171	3	-9%	-12
74	 HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75	 H&M	Apparel	13,827	2	-11%	-12

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 GUCCI	Luxury	13,800	5	-14%	-16
77	J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA THE POWER OF DREAMS	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83		Fast Food	12,649	4	6%	0
84	 Westpac	Regional Banks	12,420	4	6%	-1
85	 LinkedIn	Technology	12,200	5	-2%	-7
86		Global Banks	12,181	3	10%	5
87	 Woolworths	Retail	11,818	4	-1%	-5
88	 PayPal	Payments	11,806	4	20%	9
89	 CHASE	Regional Banks	11,661	3	0%	-2
90	 ALDI	Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92		Technology	11,447	4	-17%	-21
93		Cars	11,411	3	3%	-3
94	 Red Bull	Soft Drinks	11,375	4	5%	-12
95	 Bank of America	Regional Banks	11,335	2	12%	-1
96	 docomo	Telecom Providers	11,223	3	12%	-1
97	 Costco WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	 SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Pepsi includes Diets
Red Bull includes sugar-free and Cola

**BRAND
TOP**



**Brand value increases
to \$3.4 trillion, despite
disruptive global forces**

BRANDZ™ Top 100 Most Valuable Global Brands 2016

BRANDZ™ Top 100 Most Valuable Global Brands 2016

Rank	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
1	 Google	Technology	229,198	4	32%	1
2	 Apple	Technology	228,460	4	-8%	-1
3	 Microsoft	Technology	121,824	3	5%	0
4	 AT&T	Telecom Providers	107,387	3	20%	2
5	 facebook	Technology	102,551	4	44%	7
6	 VISA	Payments	100,800	4	10%	-1
7	 amazon	Retail	98,988	3	59%	7
8	 verizon	Telecom Providers	93,220	3	8%	-1
9	 McDonald's	Fast Food	88,654	4	9%	0
10	 Tencent 腾讯	Technology	86,206	4	-8%	-6
11	 L'ORÉAL PARIS	Technology	84,945	4	11%	0
12	 Marlboro	Tobacco	84,143	3	5%	-2
13	 Coca-Cola	Soft Drinks	80,314	5	-4%	-5
14	 中国银行	Regional Banks	58,540	3	-1%	2
15	 中国移动	Telecom Providers	55,923	4	-7%	0
16	 UPS	Conglomerate	54,093	2	-9%	1
17	 Logistics	Logistics	49,816	4	-4%	1
18	 Alibaba Group	Retail	49,298	2	-26%	-5
19	 Disney	Entertainment	49,229	4	15%	0
20	 Paycom	Payments	46,141	4	15%	0
21	 Starbucks	Fast Food	43,565	4	49%	8
22	 SAP	Technology	39,023	3	2%	2
23	 T-Mobile	Telecom Providers	37,753	3	12%	4
24	 Nike	Apparel	37,472	4	26%	4
25	 Vodafone	Telecom Providers	36,750	3	-4%	-2

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value on a scale of 1 to 5, 5 highest

Rank	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	 中国工商银行	Retail	36,440	2	32%	5
27	 ICBC	Regional Banks	33,637	2	-13%	-5
28	 TOYOTA	Cars	29,501	3	2%	2
29	 百度	Technology	29,030	4	-27%	-8
30	 LV	Luxury	28,508	4	4%	2
31	 Pampers	Beer	27,925	4	5%	2
32	 Walmart	Retail	27,275	2	-23%	-6
33	 BMW	Cars	26,837	4	2%	1
34	 ZARA	Payments	26,641	4	-30%	-9
35	 L'ORÉAL PARIS	Apparel	25,221	3	14%	7
36	 L'ORÉAL PARIS	Personal Care	23,524	4	1%	2
37	 Pampers	Baby Care	22,911	5	-4%	0
38	 accenture	Technology	22,813	3	13%	13
39	 Mercedes-Benz	Cars	22,708	4	4%	4
40	 movistar	Telecom Providers	21,945	3	3%	6
41	 SUBWAY	Fast Food	21,567	4	-4%	-1
42	 hp	Technology	21,387	2	-7%	-3
43	 HSBC	Global Banks	20,276	2	-16%	-8
44	 HERBES	Luxury	19,821	5	5%	11
45	 中国建设银行	Regional Banks	19,635	4	-18%	-9
46	 中国建设银行	Regional Banks	19,617	2	-11%	-5
47	 NTT	Telecom Providers	19,552	2	N/A	N/A
48	 SAMSUNG	Technology	19,490	4	-10%	-3
49	 ORACLE	Technology	19,489	1	-10%	-5
50	 HUAWEI	Technology	18,652	3	22%	20

The Brand Value of Coca-Cola includes Lights, Diet, and Zero
The Brand Value of Budweiser includes Bud Light
NTT is now valued as a telecom provider and its brand value is restated this year