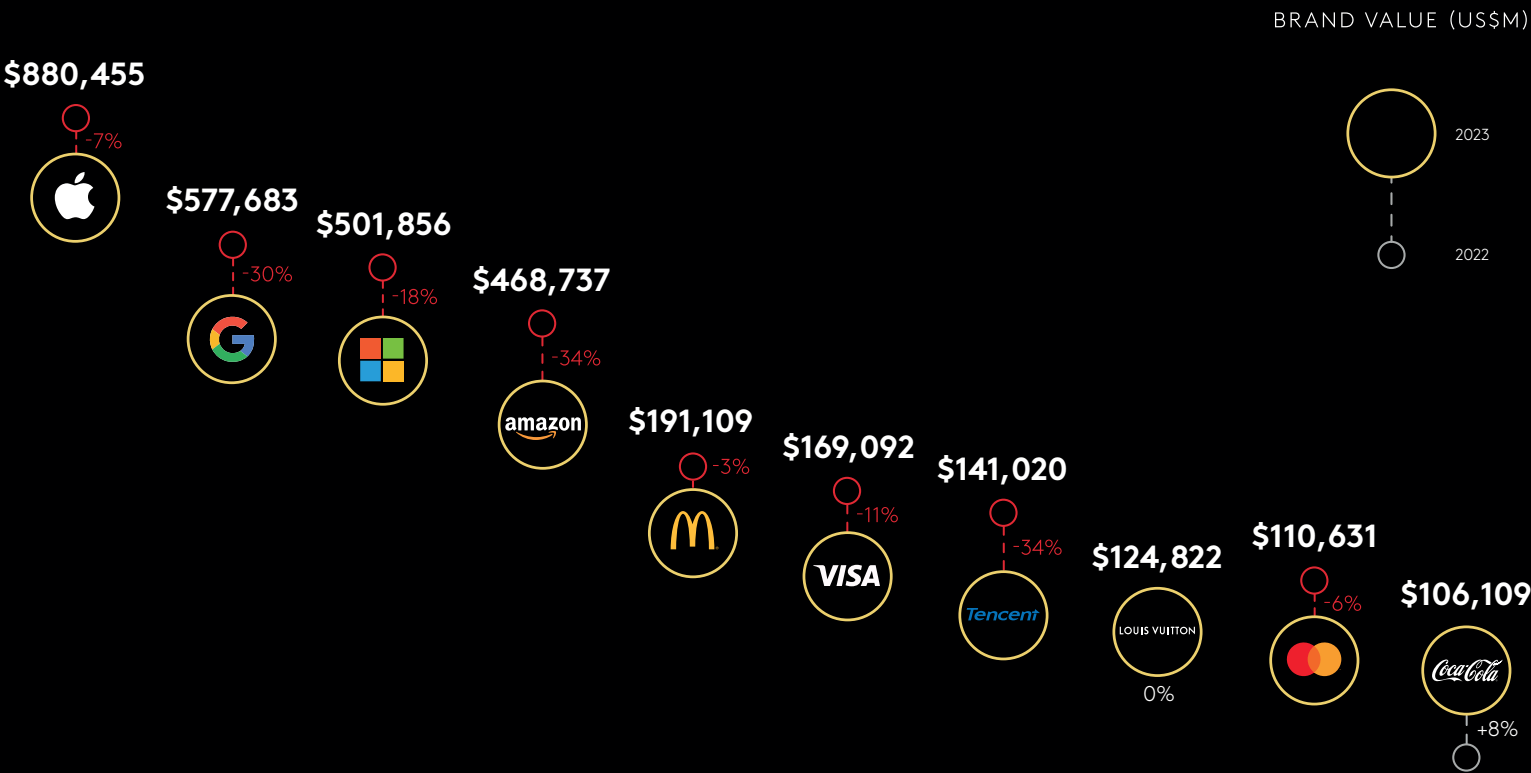


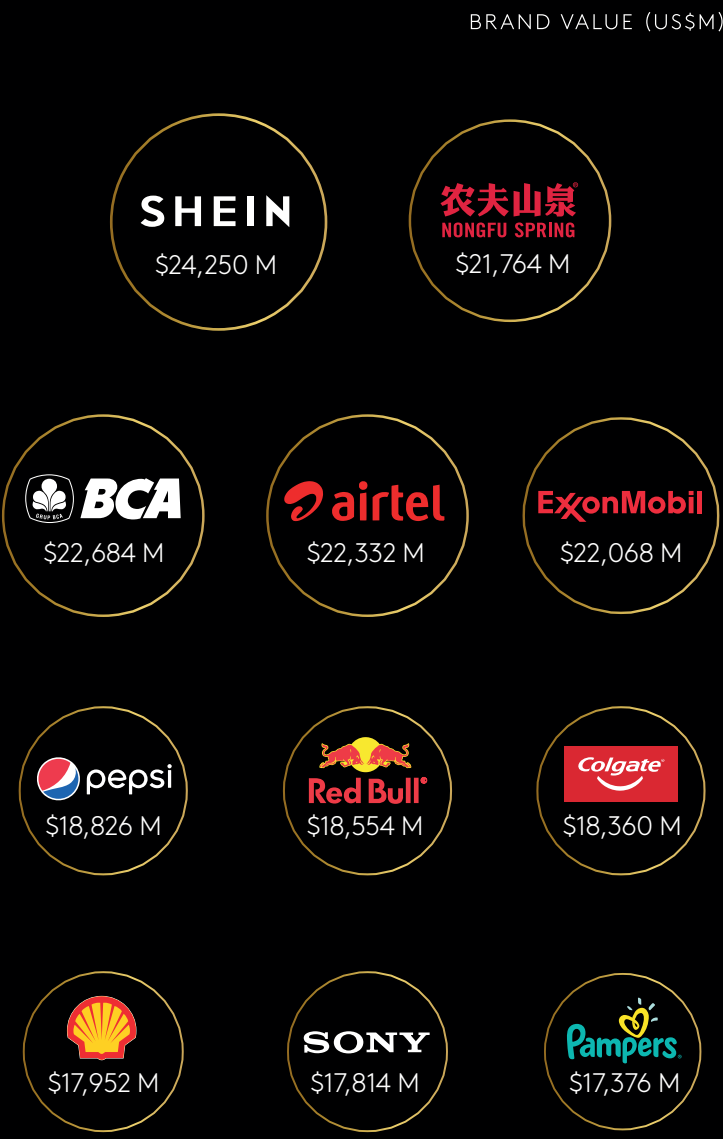
THE TOP 100 MOST VALUABLE
GLOBAL BRANDS

1	APPLE	51	RBC
2	GOOGLE	52	INTEL
3	MICROSOFT	53	WELLS FARGO
4	AMAZON	54	SAMSUNG
5	MCDONALD'S	55	MEITUAN
6	VISA	56	HDFC BANK
7	TENCENT	57	UNITEDHEALTHCARE
8	LOUIS VUITTON	58	HUAWEI
9	MASTERCARD	59	HAIER
10	COCA-COLA	60	XBOX
11	ARAMCO	61	PAYPAL
12	FACEBOOK	62	TOYOTA
13	ORACLE	63	VODAFONE
14	ALIBABA	64	JD
15	AT&T	65	GUCCI
16	VERIZON	66	INFOSYS
17	IBM	67	TD
18	MOUTAI	68	J.P. MORGAN
19	HERMÈS	69	ICBC
20	THE HOME DEPOT	70	SHEIN
21	NIKE	71	MERCEDES-BENZ
22	ACCENTURE	72	MERCADO LIBRE
23	UPS	73	CHINA MOBILE
24	NVIDIA	74	BCA
25	TESLA	75	CHASE
26	TELEKOM/T-MOBILE	76	AIRTEL
27	STARBUCKS	77	SIEMENS
28	WALMART	78	COMMBANK
29	INSTAGRAM	79	EXXONMOBIL
30	MARLBORO	80	KFC
31	CHANEL	81	NONGFU SPRING
32	QUALCOMM	82	BANK OF AMERICA
33	COSTCO	83	LOWE'S
34	YOUTUBE	84	NTT
35	ADOBE	85	PING AN
36	NETFLIX	86	IKEA
37	LINKEDIN	87	BMW
38	CISCO	88	BUDWEISER
39	DISNEY	89	LANCÔME
40	XFINITY	90	AIA
41	TIKTOK	91	PEPSI
42	TCS*	92	DHL
43	TEXAS INSTRUMENTS	93	RED BULL
44	INTUIT	94	ZARA
45	L'ORÉAL PARIS	95	COLGATE
46	SPECTRUM	96	UBER
47	AMERICAN EXPRESS	97	FEDEX
48	SAP	98	SHELL
49	SALESFORCE	99	SONY
50	AMD	100	PAMPERS

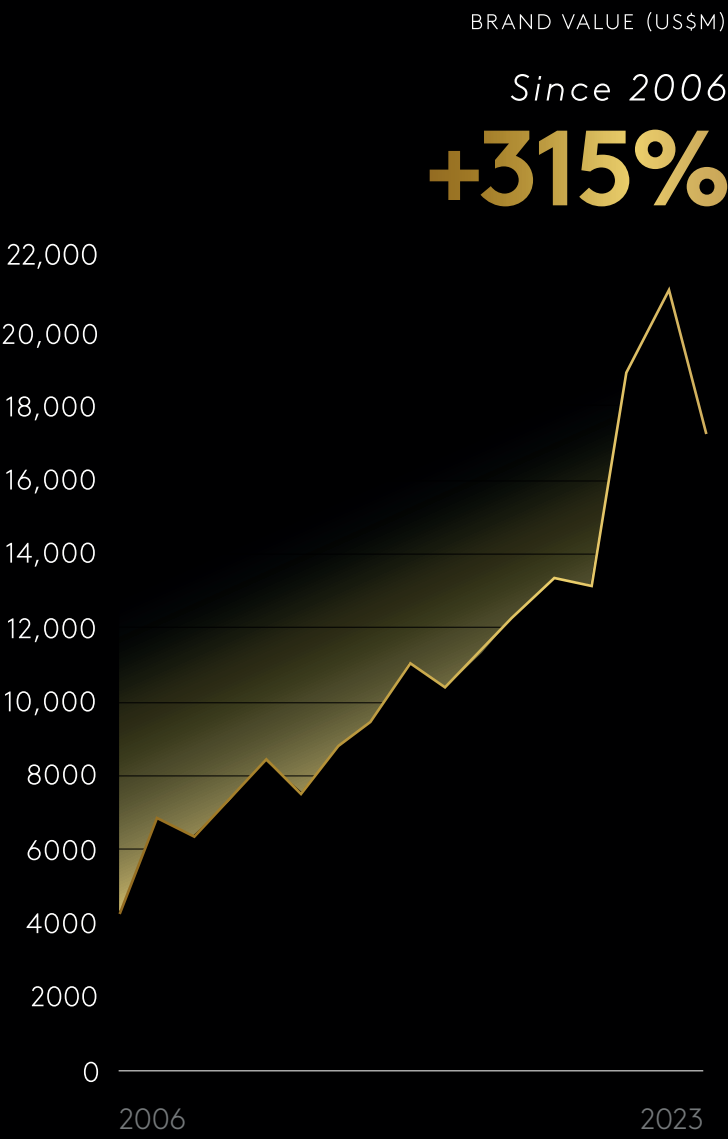
THE TOP 10



NEWCOMERS & RE-ENTRANTS



THRESHOLD FOR ENTRY



TOP 10 RISERS

	BRAND VALUE CHANGE 2023 VS. 2022
#1 airtel	+24% \$22,332 M TELECOM PROVIDERS
#2 pepsi	+17% \$18,826 M FOOD AND BEVERAGES
#3 FANTA	+15% \$8,234 M FOOD AND BEVERAGES
#4 BCA	+12% \$22,684 M FINANCIAL SERVICES
#5 Sprite	+12% \$7,409 M FOOD AND BEVERAGES
#6 G	+11% \$6,633 M FOOD AND BEVERAGES
#7 United Healthcare	+9% \$30,938 M FINANCIAL SERVICES
#8 DIOR	+9% \$11,442 M LUXURY
#9 Coca-Cola	+8% \$106,109 M FOOD AND BEVERAGES
#10 JOHNNIE WALKER	+8% \$10,652 M ALCOHOL

CATEGORY COMPOSITION

	BRAND VALUE (US\$M)	BRAND VALUE CHANGE 2023 VS. 2022
ALCOHOL	\$220,672 M	-13%
APPAREL	\$171,709 M	-21%
FINANCIAL SERVICES	\$728,383 M	N/A
BUSINESS TECHNOLOGY AND SERVICES PLATFORMS	\$1,616,787 M	-24%
AUTOMOTIVE	\$200,501 M	-13%
CONSUMER TECHNOLOGY AND SERVICES PLATFORMS	\$1,078,324 M	N/A
FAST FOOD	\$340,480 M	-4%
FOOD AND BEVERAGES	\$289,278 M	-3%
LUXURY	\$329,500 M	-4%
MEDIA AND ENTERTAINMENT	\$1,004,273 M	-32%
PERSONAL CARE	\$175,424 M	-15%
RETAIL	\$608,333 M	-27%
TELECOM PROVIDERS	\$435,746 M	-10%