

BRANDZ Top 100

Most Valuable Global Brands 2015

10th Anniversary Edition

TOP 10 BRANDS

Apple	\$246.9 Bil.	+67%
Google	\$173.6 Bil.	+9%
Microsoft	\$115.5 Bil.	+28%
IBM	\$93.9 Bil.	-13%
VISA	\$91.9 Bil.	+16%
at&t	\$89.5 Bil.	+15%
Verizon	\$86.0 Bil.	+34%
Coca-Cola	\$83.8 Bil.	+4%
McDonald's	\$81.1 Bil.	-5%
Marlboro	\$80.3 Bil.	+19%

TOP 10 RISERS

Facebook	+99%	\$71.1 Bil.
Apple	+67%	\$246.9 Bil.
Intel	+50%	\$18.3 Bil.
ICBC	+44%	\$10.6 Bil.
China Life	+44%	\$17.3 Bil.
Audi	+43%	\$10.1 Bil.
Tencent	+43%	\$76.5 Bil.
Wells Fargo	+38%	\$5.1 Bil.
Verizon	+36%	\$86.0 Bil.
Baidu	+35%	\$48.0 Bil.

BRANDZ™ GLOBAL TOP 100 GROWS 14% IN BRAND VALUE

Technology and retail lead brand value surge.

2015	\$3.3 Trillion
2014	\$2.9 Trillion
2013	\$2.6 Trillion

Growth across all Categories from 2014: **14%**

VALUABLE BRANDS DELIVER SUPERIOR RETURNS

The BrandZ™ Strong Brands Portfolio has outperformed both the S&P market index and the MSCI World Index since 2006.

BrandZ™: 102.6%
S&P 500: 63%
MSCI: 30.3%

Download the Mobile app
www.brandz.com/mobile

IN THE NEWS...

Alibaba Group
Alibaba enters the Global Top 100 and is the number one in retail ahead of Amazon and Walmart

Apple
Apple becomes world's number one most valuable brand, worth \$247.0 Billion

Facebook
Facebook rises 99% in Brand Value

CATEGORY CHANGE

\$ Value of Top 10 Brands in each category
% Change in category Brand Value

TECHNOLOGY	\$268.3 Billion	+24%
TELECOM PROVIDERS	\$388.2 Billion	+17%
BEER	\$78.6 Billion	+9%
SOFT DRINKS	\$139.6 Billion	+8%
OIL & GAS	\$115.3 Billion	+4%
FAST FOOD	\$179.3 Billion	+4%
CARS	\$143.6 Billion	+2%
PERSONAL CARE	\$101.6 Billion	-2%
REGIONAL BANKS	\$254.5 Billion	-1%
APPAREL	\$99.7 Billion	-8%
GLOBAL BANKS	\$120.8 Billion	-2%
LUXURY	\$104.6 Billion	-4%

NEW ARRIVALS

- Alibaba Group (RETAIL)
- HUAWEI TECHNOLOGY
- INDIC BANK (REGIONAL BANKS)
- TELECOM PROVIDERS
- COSTCO WHOLESALE (RETAIL)
- SoftBank (TELECOM PROVIDERS)
- 中国电信 (TELECOM PROVIDERS)

10-YEAR PERFORMANCE AND TRENDS 2006 TO 2015

The BrandZ™ Top 100 Most Valuable Global Brands increases 126% in brand value

2006: \$1.4 Trillion
2015: \$3.3 Trillion

10-YEAR TOP 10 RISERS

Apple	+1,446%
at&t	+1,240%
amazon.com	+941%
Domino's	+900%
SKOL	+702%
verizon	+477%
Google	+364%
ZARA	+331%
SAP	+299%
HERMES PARIS	+292%

CHINA GROWS IN VALUE AND NUMBER OF BRANDS

2006: 1 Brand
2015: 14 Brands

Brand Value growth: **+1,004%**

BRAND VALUE SHIFTS TO TECHNOLOGY

Global Top 100 Brand Value shifted to technology, which grew from 35% of Top 100 total value in 2006, to 44% of total value in 2015. The consumer categories collectively declined.

Technology	2006: 35%	2015: 44%
Consumer & Retail	2006: 34%	2015: 22%

Methodology and valuation by
MillwardBrown

Download the full report at www.brandz.com

WPP