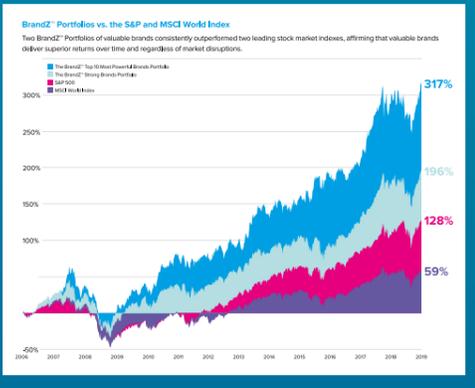


WELCOME TO THE...

BRANDZ TOP 100 Most Valuable Global Brands 2019

Total Value of The Top 100 Most Valuable Global Brands

\$4.7 TRIL.



Top 10 B2B Brands

= Top 100 Rank \$ = Brand Value US\$ Mil.

Rank	Brand	Industry	Brand Value US\$ Mil.
#1	Microsoft	Technology	\$251,244
#2	IBM	Technology	\$86,005
#3	SAP	Technology	\$57,528
#4	UPS	Logistics	\$54,899
#5	WELLS FARGO	Regional Banks	\$46,468
#6	accenture	Technology	\$39,184
#7	intel	Technology	\$31,880
#8	CISCO	Technology	\$28,861
#9	Adobe	Technology	\$27,930
#10	salesforce	Technology	\$26,917

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Top 10 Risers

\$ = Brand Value US\$ Mil. % = Brand Value Change 2019 vs. 2018

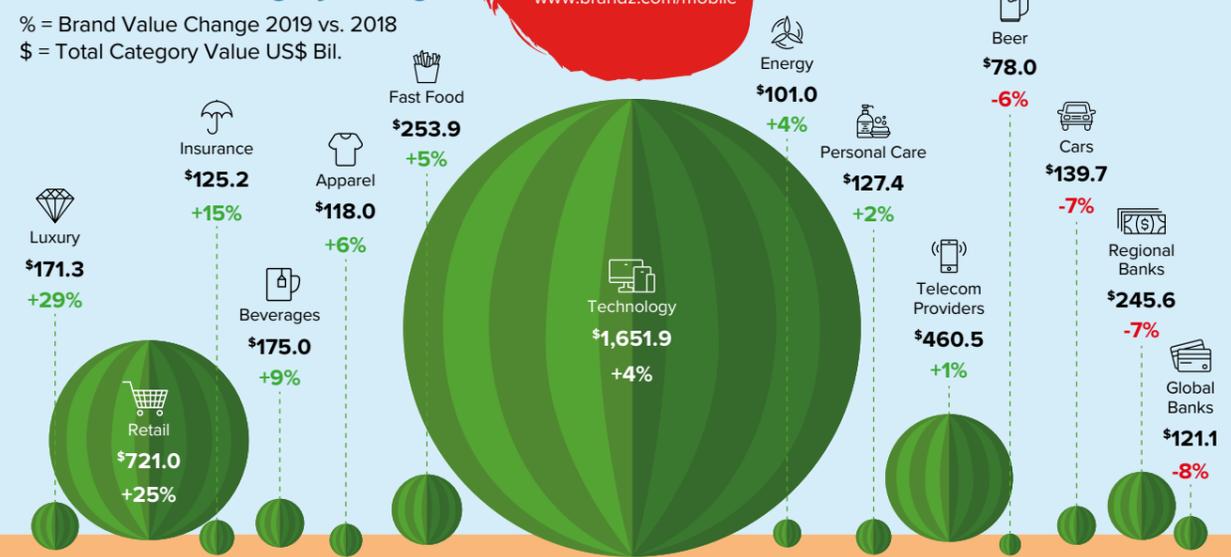
Instagram	Technology	\$28,205	+95%
lululemon	Apparel	\$6,921	+77%
NETFLIX	Entertainment	\$34,290	+65%
salesforce	Technology	\$26,917	+58%
Adobe	Technology	\$27,930	+57%
SHISEIDO	Personal Care	\$5,986	+56%
amazon	Retail	\$315,505	+52%
Uber	Transport	\$24,206	+51%
LinkedIn	Technology	\$22,816	+46%
CHIPOTLE	Fast Food	\$6,201	+40%

Top 10 in Brand Contribution

\$ = Brand Value US\$ Mil. Brand Contribution measures the influence of brand alone and is measured on a scale of 1 to 5, with 5 the highest. All of these brands scored 5.

Brand	Industry	Brand Value US\$ Mil.	Score
Pampers	Baby Care	\$18,664	5
Modelo Especial	Beer	\$3,270	5
Coca-Cola	Beverages	\$68,613	5
ESTÉE LAUDER	Personal Care	\$6,103	5
SKOL	Beer	\$7,253	5
CHANEL	Luxury	\$37,006	5
Corona	Beer	\$7,529	5
HEINEKEN	Beer	\$11,554	5
GUCCI	Luxury	\$25,274	5
HERMÈS PARIS	Luxury	\$30,966	5

Year-on-Year Category Changes



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Top 10 Most Valuable Global Brands

\$ = Brand Value US\$ Mil. % = Brand Value Change 2019 vs. 2018

#1 amazon	#2 Apple	#3 Google	#4 Microsoft	#5 VISA
\$315,505	\$309,527	\$309,000	\$251,244	\$177,918
Retail	Technology	Technology	Technology	Payments
#6 facebook	#7 Alibaba Group	#8 Tencent 腾讯	#9 McDonald's	#10 AT&T
\$158,968	\$131,246	\$130,862	\$130,368	\$108,375
Technology	Retail	Technology	Fast Food	Telecom Providers

Newcomer Brands

= Top 100 Rank \$ = Brand Value US\$ Mil.

#31 CHANEL	#68 LIC	#71 DiDi	#74 mi Xiaomi
\$37,006	\$20,314	\$20,041	\$19,805
Luxury	Insurance	Transport	Technology
#78 Meituan	#81 DELL Technologies	#87 XBOX	#89 Haier
\$18,760	\$18,486	\$16,690	\$16,272
Lifestyle Platform	Technology	Technology	IoT Ecosystem
#97 TATA CONSULTANCY SERVICES			
\$14,282			
Technology			

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