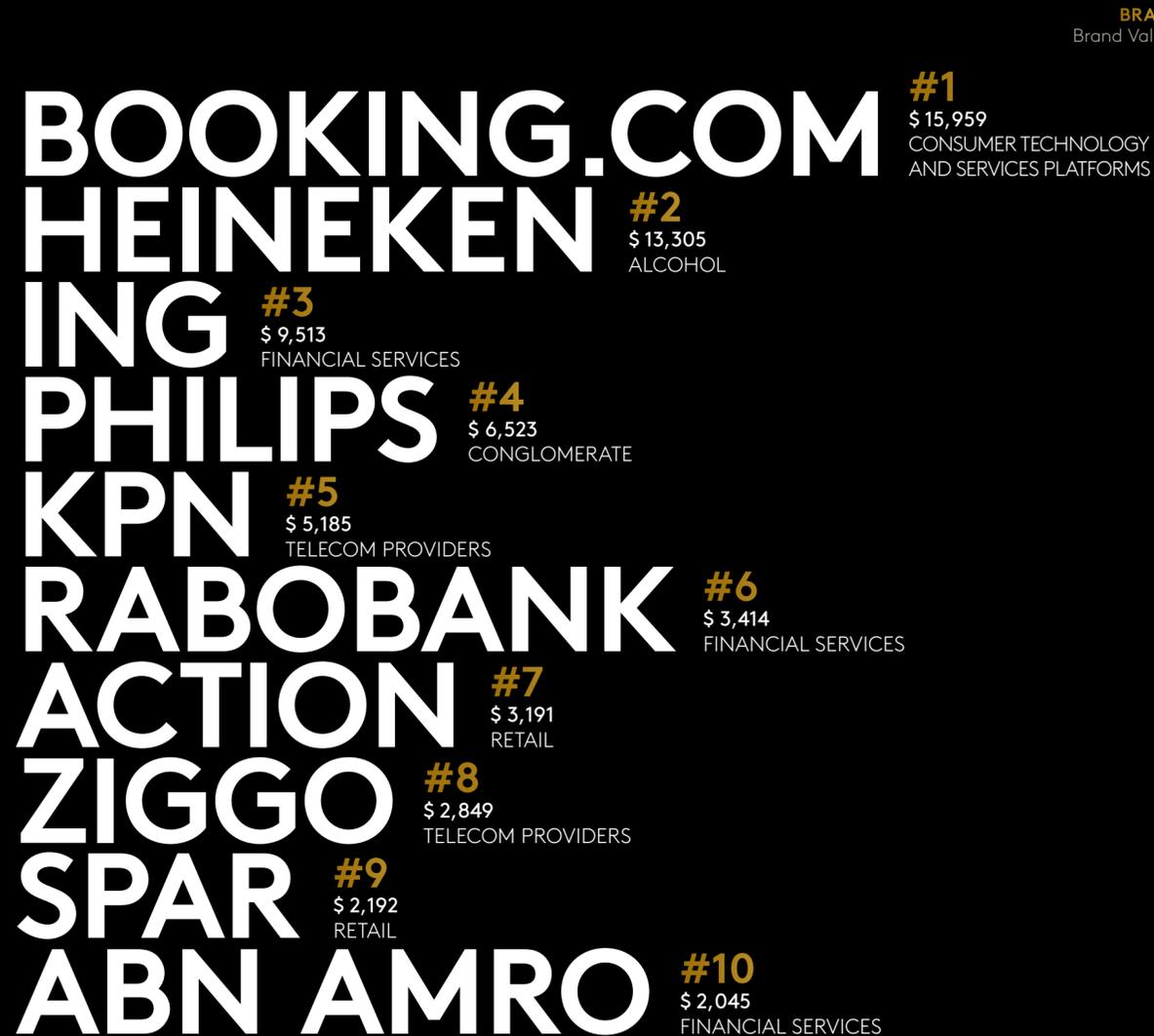


TOTAL VALUE OF KANTAR BRANDZ TOP 30 MOST VALUABLE DUTCH BRANDS 2024 (US\$M):

YEAR-ON-YEAR CHANGE 2024 VS. 2023:

\$79,771 MILLION **+10%**

TOP 10 MOST VALUABLE DUTCH BRANDS 2024



TOP 30 CATERGORY BREAKDOWN BRAND VALUE (US\$M)



NEWCOMERS BRAND VALUE (US\$M)



TOP 5 RISERS

