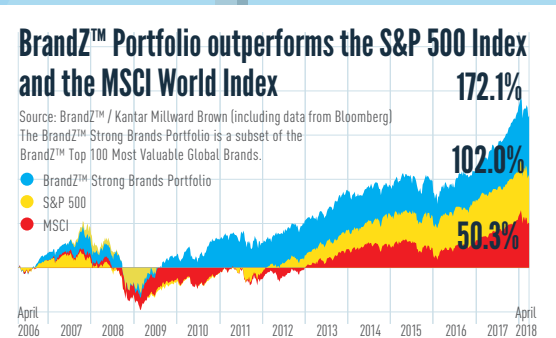


Welcome to the...



Total Value of The Top 100 Most Valuable Global Brands **\$4.4 Trillion**



Download the full report at www.brandz.com/global

Top 10 Most Valuable Global Brands				
\$ = Brand Value US \$Mil. % = Brand Value Change 2018 vs. 2017				
#1	Google	Technology	\$302,063	+23%
#2	Apple	Technology	\$300,595	+28%
#3	Amazon	Retail	\$207,594	+49%
#4	Microsoft	Technology	\$200,987	+40%
#5	Tencent 腾讯	Technology	\$178,990	+65%
#6	Facebook	Technology	\$162,106	+25%
#7	Visa	Payments	\$145,611	+31%
#8	McDonald's	Fast Food	\$126,044	+29%
#9	Alibaba Group 阿里巴巴集团	Retail	\$113,401	+92%
#10	AT&T	Telecom Providers	\$106,698	-7%

Newcomer Brands			
# = Top 100 Rank \$ = Brand Value US \$Mil.			
#27	Spectrum	Telecom Providers	\$39,372
#59	JD.COM	Retail	\$20,933
#81	UBER	Transport	\$16,045
#89	hp	Technology	\$14,797
#90	SF Express	Logistics	\$14,537
#91	Instagram	Technology	\$14,496
#99	BCA	Regional Banks	\$12,674
#100	adidas	Apparel	\$12,456

Top 10 in Brand Contribution



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.

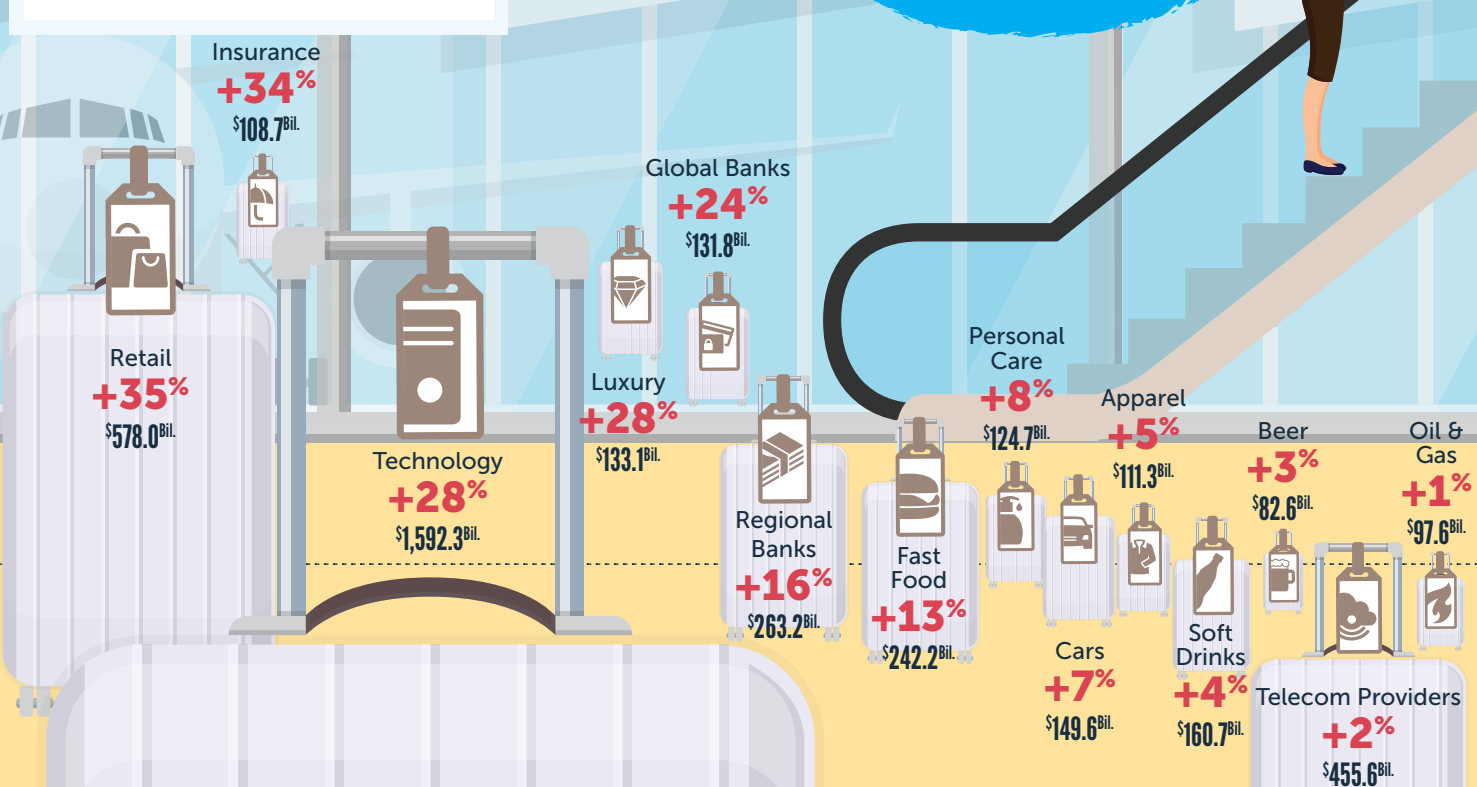
Top 10 B2B Brands

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

IBM	Technology	\$96,269	#11
WELLS FARGO	Regional Banks	\$54,952	#18
intel	Technology	\$28,316	#38
ups	Logistics	\$60,412	#16
GE	Conglomerate	\$39,041	#28
ORACLE	Technology	\$25,802	#45
Microsoft	Technology	\$200,987	#4
SAP	Technology	\$55,366	#17
accenture	Technology	\$33,723	#32
HUAWEI	Technology	\$24,922	#48

Year-on-Year Category Changes

% = Brand Value Change 2018 vs. 2017
\$ = Total Category Value US \$Bil.



Top 10 Risers				
\$ = Brand Value US\$ Mil. % = Brand Value Change 2018 vs. 2017				
#1	JD.COM	Retail	\$20,933	+94%
#2	Alibaba Group 阿里巴巴集团	Retail	\$113,401	+92%
#3	MOUTAI	Alcohol	\$32,113	+89%
#4	PayPal	Payments	\$35,440	+85%
#5	NETFLIX	Entertainment	\$20,819	+73%
#6	GUCCI	Luxury	\$22,442	+66%
#7	Tencent 腾讯	Technology	\$178,990	+65%
#8	TESLA	Cars	\$9,415	+60%
#9	Dior	Luxury	\$3,612	+54%
#10	Adobe	Technology	\$17,831	+53%



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Methodology and Valuation by
KANTAR MILLWARD BROWN

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WPP