

3.1. Global Top 100 Rankings

1–20

Brand		Ranking	Difference		Market Cap Ranking*	Sector
	Google	1	↑	2	3	Technology
	Microsoft	2	↑	2	4	Technology
	Walt Disney	3	↑	37	40	Consumer Services
	Apple Inc.	4	↓	3	1	Technology
	Samsung Electronics	5	↑	13	18	Consumer Goods
	Intel	6	↑	43	49	Technology
	Toyota	7	↑	14	21	Consumer Goods
	Johnson & Johnson	8	↓	1	7	Healthcare
	Unilever	9	↑	43	52	Consumer Goods
	IBM	10	↑	14	24	Technology

Brand		Ranking	Difference		Market Cap Ranking*	Sector
	Facebook	11	↑	18	29	Technology
	Boeing	12	↑	64	76	Industrials
	SABIC	13	↑	72	85	Basic Materials
	Visa	14	↑	28	42	Financials
	Nestle	15	↓	5	10	Consumer Goods
	Mastercard	16	↑	67	83	Technology
	Volkswagen	17	↑	36	53	Consumer Goods
	General Electric	18	↓	10	8	Industrials
	Gilead Sciences	19	↑	27	46	Consumer Goods
	Abbvie	20	↑	80	100	Technology

* Source: PwC Global Top 100 Companies by Market Capitalisation 2014

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21–40

Brand		Ranking	Difference		Market Cap Ranking*	Sector
L'ORÉAL®	L'Oreal	21	↑	50	71	Consumer Goods
	Coca Cola	22	↑	10	32	Consumer Goods
	Procter & Gamble	23	↓	6	17	Consumer Goods
	LVMH Moët Hennessy	24	↑	53	77	Consumer Goods
	Inditex	25	↑	62	87	Consumer Goods
	GlaxoSmithKline	26	↑	17	43	Healthcare
	Ambev SA	27	↑	31	58	Consumer Goods
	Tencent Holdings	28	↓	10	38	Technology
	Siemens	29	↑	25	54	Industrials
	Amazon	30	↑	4	34	Consumer Services

Brand		Ranking	Difference		Market Cap Ranking*	Sector
	Pfizer	31	↓	12	19	Healthcare
	Berkshire Hathaway	32	↓	27	5	Financials
	Westpac Banking	33	↑	48	81	Financials
	Oracle	34	↓	7	27	Technology
	Bayer	35	↑	20	55	Basic Materials
	Daimler	36	↑	36	72	Consumer Goods
	TSMC	37	↑	45	82	Technology
	Eco Petrol	38	↑	57	95	Oil & Gas
	Walmart	39	↓	28	11	Consumer Services
	3M	40	↑	48	88	Industrials

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41–60

Brand		Ranking	Difference	Market Cap Ranking*	Sector
	ANZ Bank	41	↑ 55	96	Financials
	BHP Billiton	42	↓ 16	26	Basic Materials
	Amgen	43	↑ 37	80	Healthcare
	SAP	44	↑ 29	73	Technology
	China Mobile	45	↓ 20	25	Telecom-munications
	Home Depot	46	↑ 10	56	Healthcare
	Pepsi-Co	47	↑ 3	50	Consumer Goods
	Vodafone	48	↑ 12	60	Telecom-munications
	CVS Caremark	49	↑ 44	93	Consumer Services
	Roche	50	↓ 16	34	Healthcare

Brand		Ranking	Difference	Market Cap Ranking*	Sector
	McDonald's	51	↑ 27	78	Consumer Services
	UPS	52	↑ 38	90	Industrials
	United Technologies	53	↑ 10	63	Industrials
	Novartis	54	↓ 40	14	Healthcare
	Royal Dutch Shell	55	↓ 43	12	Oil & Gas
	China Construction Bank	56	↓ 26	30	Financials
	Verizon	57	↓ 35	22	Telecom-munications
	Allied Irish Banks	58	↑ 9	67	Financials
	Novo Nordisk	59	↑ 6	65	Healthcare
	Petrobras	60	↑ 30	90	Oil & Gas

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3.1. Global Top 100 Rankings

61–80

Brand		Ranking	Difference	Market Cap Ranking*	Sector
	Cisco Systems	61	↓ 2	59	Financials
	Total	62	↓ 25	37	Oil & Gas
	American Express	63	↑ 12	75	Financials
	Bristol-Myers Squibb	64	↑ 25	89	Healthcare
	Citi Group	65	↓ 26	39	Financials
	Anheuser-Busch InBev	66	↓ 35	31	Consumer Goods
	Schlumberger	67	↓ 16	51	Oil & Gas
	HSBC	68	↓ 48	20	Financials
	AT&T	69	↓ 34	35	Telecommunications
	Merck	70	↓ 37	33	Healthcare

Brand		Ranking	Difference	Market Cap Ranking*	Sector
	Bank of America	71	↓ 43	28	Financials
	SoftBank Corp	72	↑ 14	86	Telecommunications
	Sanofi	73	↓ 32	41	Healthcare
	BP	74	↓ 38	36	Oil & Gas
	Toronto Dominion Bank	75	↑ 22	97	Financials
	Chevron	76	↓ 61	15	Oil & Gas
	China Petroleum	77	↓ 7	70	Oil & Gas
	Industrial Commercial Bank of China	78	↓ 55	23	Financials
	Banco Santander	79	↓ 13	66	Financials
	Agricultural Bank of China	80	↓ 32	48	Financials

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3.1. Global Top 100 Rankings

81–100

Brand		Ranking	Difference	Market Cap Ranking*	Sector
	Wells Fargo	81	↓ 72	9	Financials
	Statoil	82	↑ 12	94	Oil & Gas
	JP Morgan Chase & Co	83	↓ 67	16	Financials
	Commonwealth Bank	84	↓ 23	61	Financials
	Royal Bank of Canada	85	↓ 6	79	Financials
	Rio Tinto	86	↓ 24	62	Basic Materials
	Qualcomm	87	↓ 40	47	Technology
	Lloyds Banking Group	88	↓ 14	74	Financials
	Exxon Mobil	89	↓ 87	2	Oil & Gas
	BASF	90	↓ 26	64	Basic Materials

Brand		Ranking	Difference	Market Cap Ranking*	Sector
	British American Tobacco	91	↓ 23	68	Consumer Goods
	Petro China	92	↓ 79	13	Oil & Gas
	ENI	93	↓ 1	92	Oil & Gas
	Philip Morris	94	↓ 49	45	Consumer Goods
	Union Pacific	95	↑ 3	98	Industrials
	Comcast	96	↓ 52	44	Consumer Services
	Gazprom	97	↓ 13	84	Oil & Gas
	Bank of China	98	↓ 41	57	Financials
	ConocoPhillips	99	--	99	Oil & Gas
	BNP Paribas SA	100	↓ 31	69	Financials

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