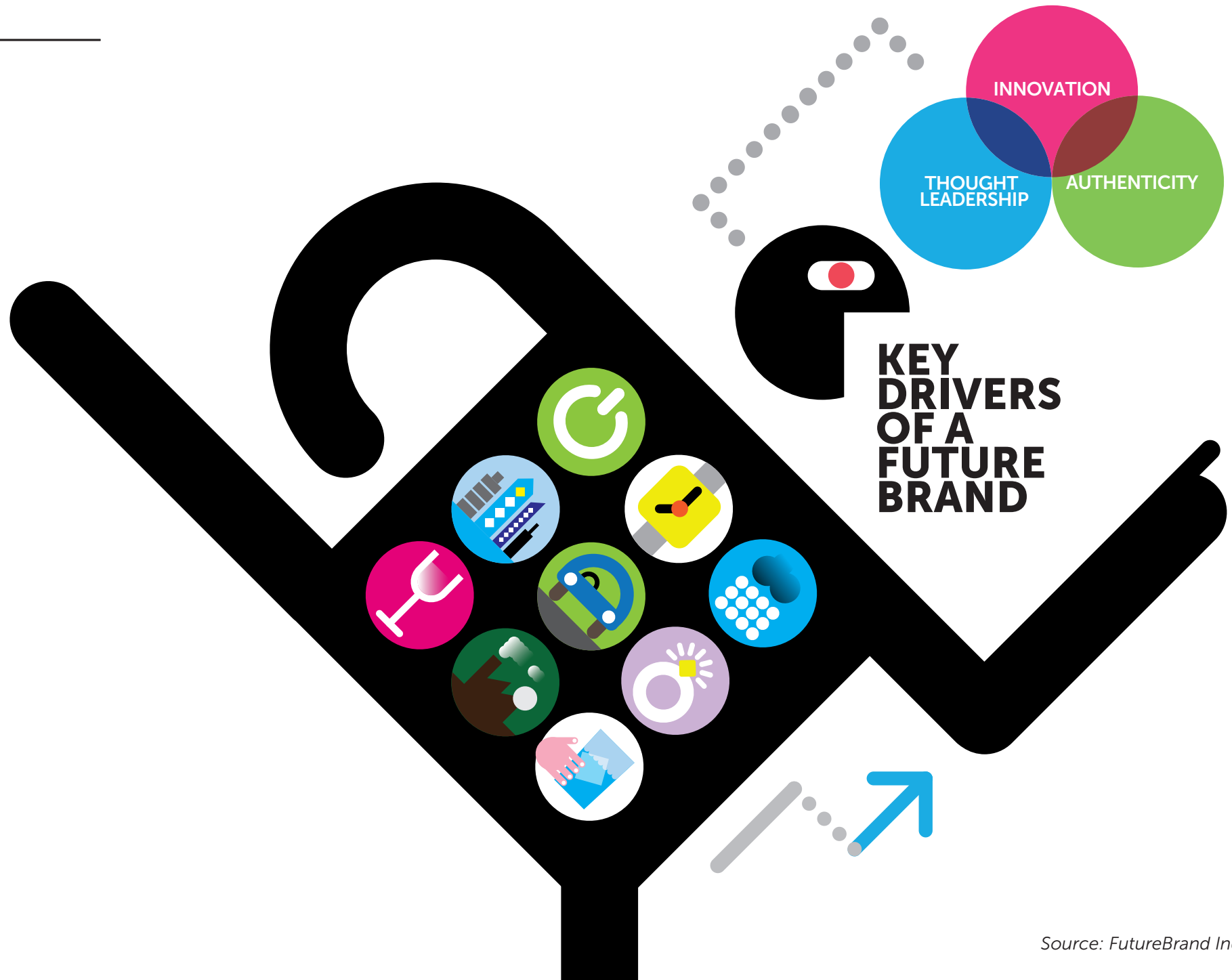


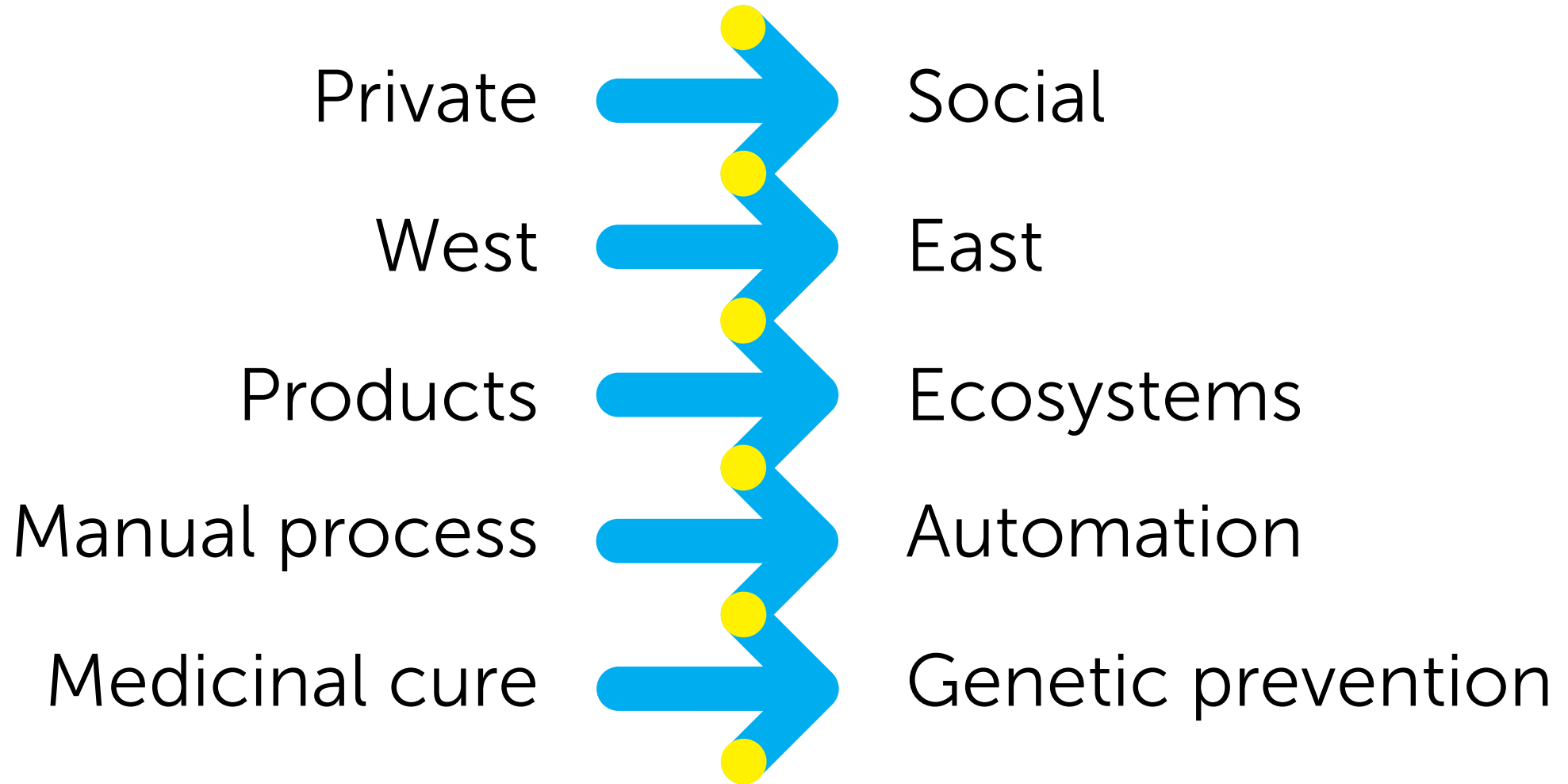
Top 10 companies in the FutureBrand Index 2015

Rank	Company	Sector	Rank	Company	Sector
1		Technology	6		Healthcare
2		Technology	7		Consumer Goods
3		Technology	8		Financials
4		Consumer Services	9		Healthcare
5		Healthcare	10		Consumer Goods

Drivers of a future brand



Macroshifts this century



Many of the
organizations
that dominated
the 20th century
were taking
root by 1915.

1799 JPMORGAN CHASE & CO.

1836 HSBC 

1837 *P&G*

1860 
bhpbilliton

1882 **ExxonMobil**

1885 
Unilever

1886 *The Coca-Cola Company*
 Nestlé *Johnson & Johnson*

1896  DAIMLER

1911 

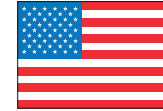
Top 10 declines in FutureBrand Index with country of origin indicated

↓ 44

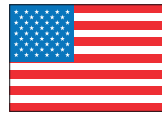
Westpac



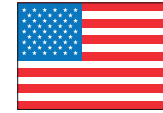
↓ 28



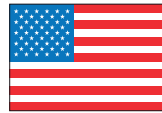
↓ 39



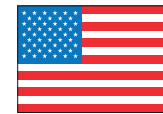
↓ 26



↓ 39



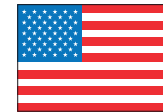
↓ 24



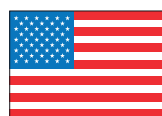
↓ 33



↓ 21

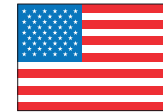


↓ 32

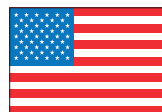


↓ 21

L'ORÉAL



↓ 29



Oil & Gas and Financials sectors have the weakest perceptions

Oil & Gas sector rankings

99 **ExxonMobil**

91 
PetroChina

88 

86 
bp

84 
Chevron

83 **Schlumberger**

80  **TOTAL**

73 
SINOPEC

44 **KINDER MORGAN**

Financials sector rankings

98 

97 **Bank of America** 

95 JPMORGAN CHASE & CO.

92  **中國銀行**
BANK OF CHINA

90 **Commonwealth Bank** 

87  **Santander**

85 **HSBC** 

82 **Westpac**

77 **ICBC**  **中國工商銀行**
INDUSTRIAL AND COMMERCIAL BANK OF CHINA

74 **citi**

65  **中國建設銀行**
China Construction Bank

55 **BERKSHIRE HATHAWAY INC.**

54 
CHINA LIFE
中国人寿

51  **中国农业银行**
AGRICULTURAL BANK OF CHINA

40 
MUFG

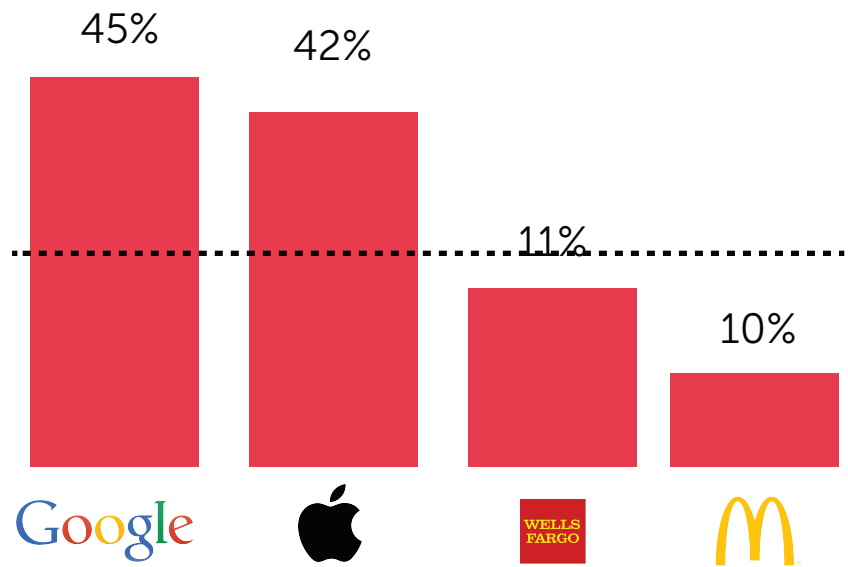
35 **VISA**

19 **中国平安 PINGAN**
保险·银行·投资

8 

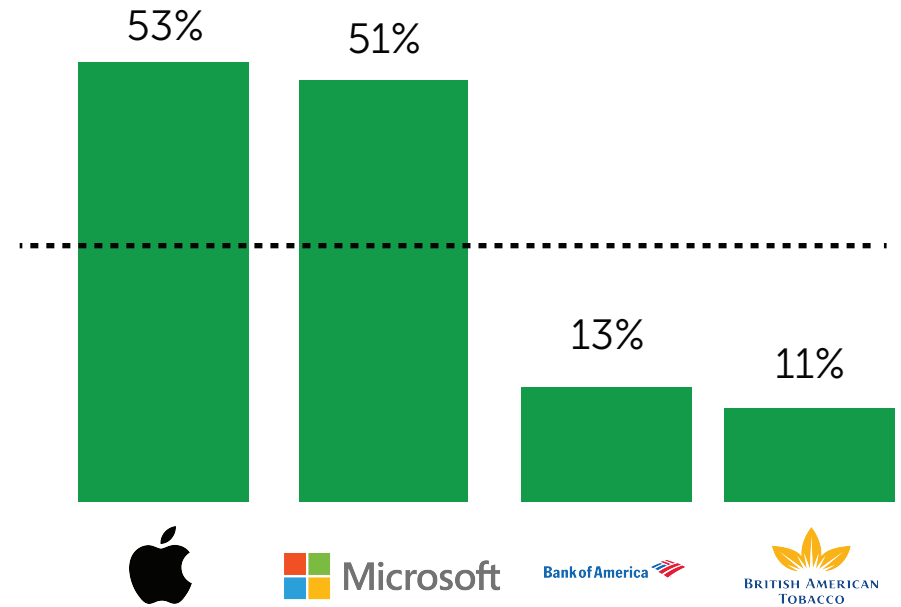
Future brands have a measurable competitive advantage

I would like to work for this company



..... 25% average

I would buy Products & Services from this company



..... 32% average

2015 'future brands'

14 organizations carried on as future brands from 2014.

Google



Microsoft

The
WALT DISNEY
Company

abbvie

GILEAD

SAMSUNG



TOYOTA

Nestlé



Johnson & Johnson

INDITEX

facebook.

7 new organizations became future brands in 2015.



Allergan



Altria

中国平安 PINGAN
保险 · 银行 · 投资

Tencent 腾讯