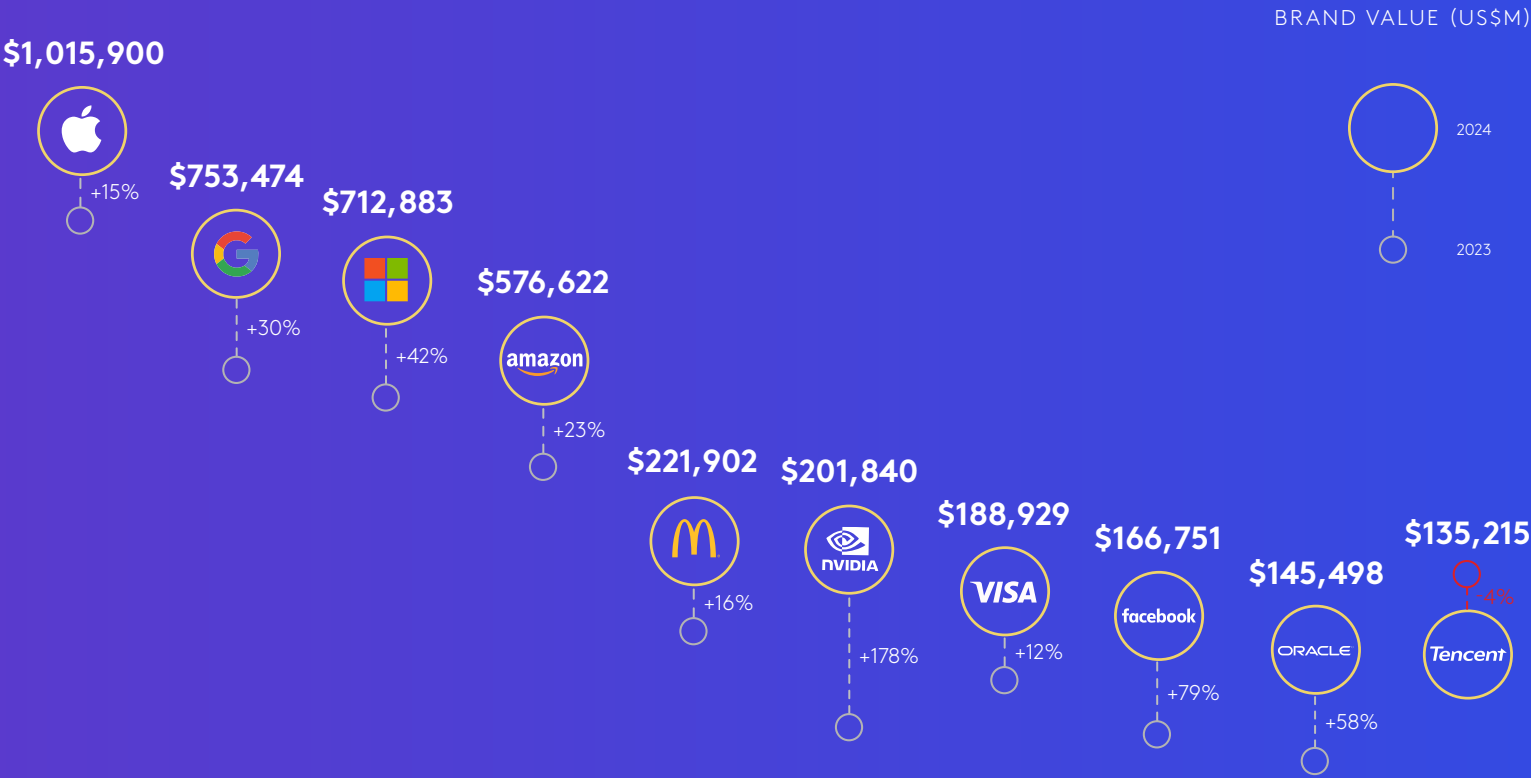


THE TOP 100 MOST VALUABLE GLOBAL BRANDS

1	APPLE	51	SAMSUNG
2	GOOGLE	52	SPECTRUM
3	MICROSOFT	53	SERVICENOW
4	AMAZON	54	XBOX
5	MCDONALD'S	55	AMERICAN EXPRESS
6	NVIDIA	56	L'ORÉAL PARIS
7	VISA	57	MERCADO LIBRE
8	FACEBOOK	58	HAIER
9	ORACLE	59	J.P. MORGAN
10	TENCENT	60	UNITEDHEALTHCARE
11	MASTERCARD	61	UBER
12	LOUIS VUITTON	62	CHASE
13	INSTAGRAM	63	CHINA MOBILE
14	ARAMCO	64	RBC
15	COCA-COLA	65	WELLS FARGO
16	IBM	66	TOYOTA
17	HERMÈS	67	ICBC
18	MOUTAI	68	SIEMENS
19	ADOBE	69	BCA
20	ACCENTURE	70	ZARA
21	VERIZON	71	HUAWEI
22	AT&T	72	LOWE'S
23	NETFLIX	73	AIRTEL
24	THE HOME DEPOT	74	INFOSYS
25	TELEKOM/T-MOBILE	75	KFC
26	TESLA	76	GUCCI
27	NIKE	77	TD
28	ALIBABA	78	EXXONMOBIL
29	WALMART	79	PAYPAL
30	STARBUCKS	80	BMW
31	YOUTUBE	81	DELL TECHNOLOGIES
32	LINKEDIN	82	COMMBANK
33	UPS	83	MERCEDES-BENZ
34	COSTCO	84	RED BULL
35	TIKTOK	85	FEDEX
36	CHANEL	86	IKEA
37	MARLBORO	87	NTT
38	CISCO	88	VMWARE
39	SAP	89	SONY
40	QUALCOMM	90	PING AN
41	AMD	91	ALDI
42	SALESFORCE	92	LULULEMON
43	INTUIT	93	VODAFONE
44	ADP	94	PINDUODUO
45	XFINITY	95	BUDWEISER
46	TCS	96	NONGFU SPRING
47	HDFC BANK	97	BANK OF AMERICA
48	INTEL	98	HSBC
49	DISNEY	99	DHL
50	TEXAS INSTRUMENTS	100	CORONA

THE TOP 10



NEWCOMERS & RE-ENTRANTS



TOP 10 RISERS

	BRAND VALUE (US\$M)	BRAND VALUE CHANGE 2024 VS. 2023
#1	NVIDIA	+178% \$201,840 M BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
#2	Instagram	+93% \$113,916 M MEDIA AND ENTERTAINMENT
#3	facebook	+79% \$166,751 M MEDIA AND ENTERTAINMENT
#4	Google Cloud	+74% \$70,408 M BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
#5	Uber	+71% \$31,377 M CONSUMER TECHNOLOGY AND SERVICES PLATFORMS
#6	Adobe	+66% \$84,821 M BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
#7	Pinduoduo	+61% \$20,369 M RETAIL
#8	SAP	+60% \$55,670 M BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
#9	ORACLE®	+58% \$145,498 M BUSINESS TECHNOLOGY AND SERVICES PLATFORMS
#10	AMD	+53% \$51,860 M BUSINESS TECHNOLOGY AND SERVICES PLATFORMS

CATEGORY COMPOSITION

	BRAND VALUE (US\$M)	BRAND VALUE CHANGE 2024 VS. 2023
BUSINESS TECHNOLOGY AND SERVICES PLATFORMS	\$2,336,695	45%
MEDIA AND ENTERTAINMENT	\$1,347,214	34%
FAST FOOD	\$392,025	15%
CONSUMER TECHNOLOGY AND SERVICES PLATFORMS	\$1,238,544	15%
FINANCIAL SERVICES	\$803,942	10%
LUXURY	\$356,936	8%
ALCOHOL	\$232,743	5%
APPAREL	\$180,485	5%
AUTOMOTIVE	\$210,176	5%
RETAIL	\$631,571	4%
FOOD AND BEVERAGES	\$288,037	0%
PERSONAL CARE	\$174,357	-1%
TELECOM PROVIDERS	\$432,789	-1%