

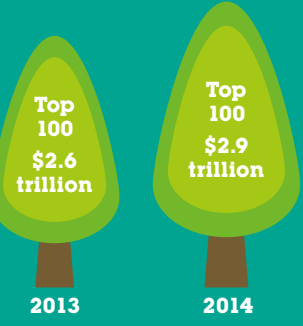
BRANDZ™ Top 100

2014: YEAR OF TRANSFORMATION, CONSOLIDATION AND DISRUPTION

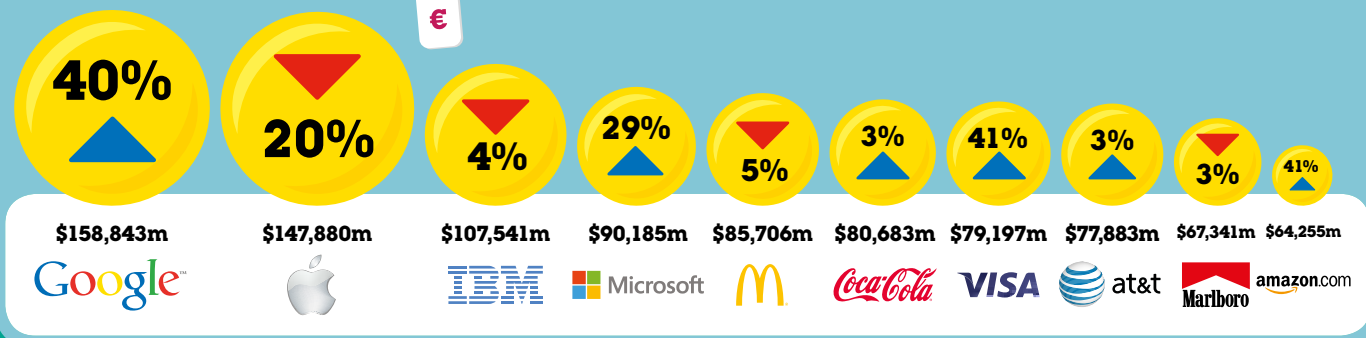
The value of the BrandZ™ Top 100 Most Valuable Global Brands 2014 is \$2.9 trillion.

12%

GROWTH ACROSS ALL CATEGORIES FROM 2013



TOP 10 BRANDS



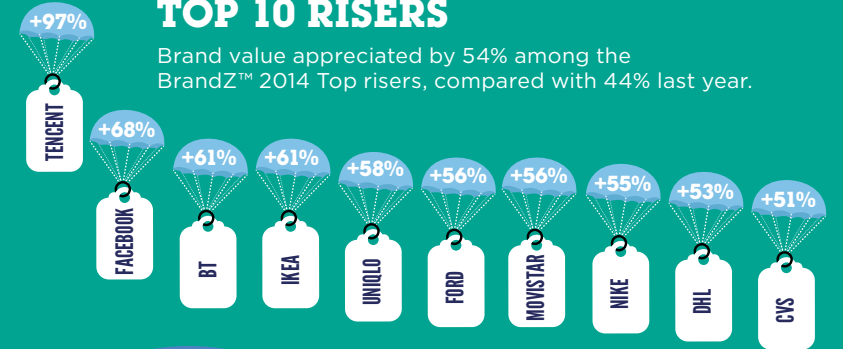
STOCK MARKET PERFORMANCE

The BrandZ™ Top 100 Most Valuable Global Brands share price index consistently outperform the S&P market index.

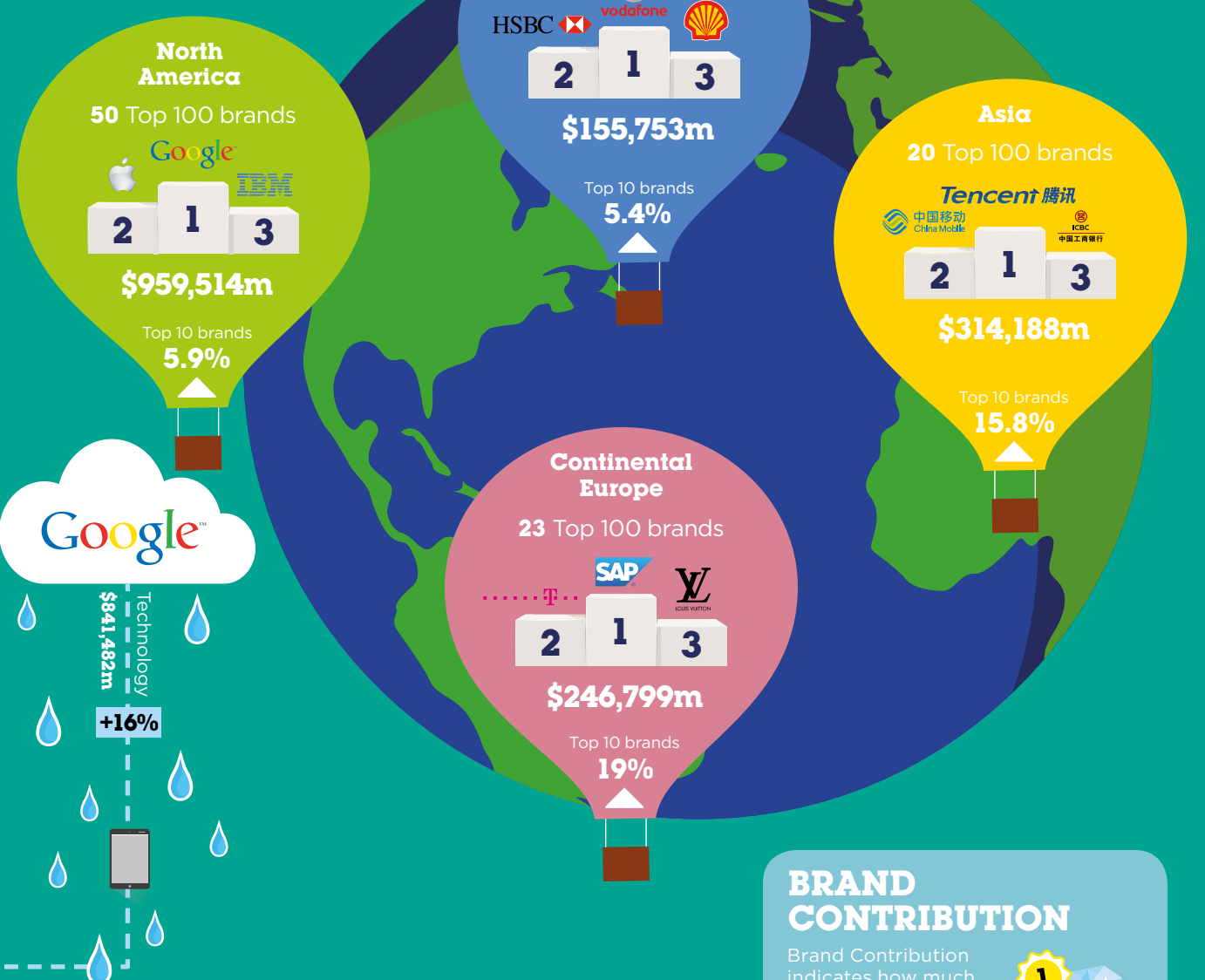


TOP 10 RISERS

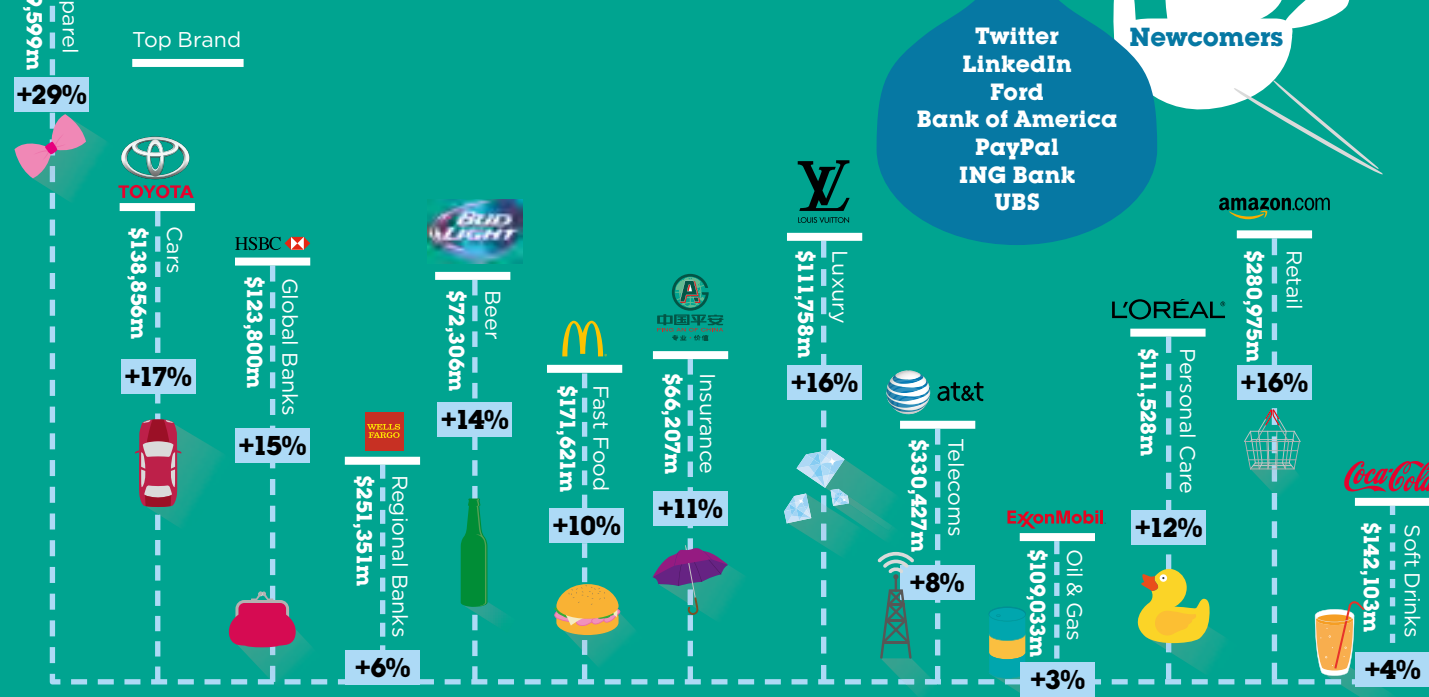
Brand value appreciated by 54% among the BrandZ™ 2014 Top risers, compared with 44% last year.



REGIONAL GROWTH



CATEGORY GROWTH

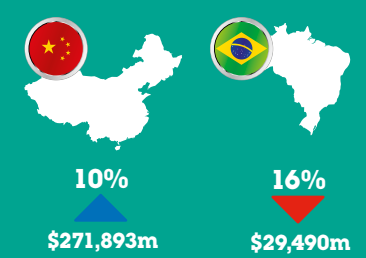


Newcomers
Twitter, LinkedIn, Ford, Bank of America, PayPal, ING Bank, UBS

RISING IMPORTANCE OF TECHNOLOGY

Google's rise symbolizes the strength of the technology category. Technology brands in the Global Top 100 total \$827 billion, almost 30% of the value of the BrandZ™ Global Top 100. Technology category rose 16% overall in brand value.

FAST GROWING MARKETS



BRAND CONTRIBUTION

Brand Contribution indicates how much of brand value can be attributed to brand itself. The index runs from 1 (low) up to 5 (high). Luxury is the most represented category in the top brands by Brand Contribution with 6 brands, followed by beer with 2 brands.



KEY VALUATION CHANGES

- 97% ↑ BRAND VALUE**
Tencent 腾讯
Tencent, the Chinese social network and Internet portal, led the list of fastest risers overtaking China Mobile as China's most valuable brand.
- TOP 100 DEBUT**
Twitter LinkedIn
Twitter and LinkedIn entered the Top 100 for the first time, at numbers 71 and 78, respectively.
- TOP 10 DISTINCTION**
amazon.com
Amazon became the first retailer to enter the Top 10 at number 10.
- \$45.2 BILLION ↑**
Google
Google increased the most in \$ value in the 2014 rankings. It has also increased significantly since 2006, \$121.4b, second only to the gain of \$131.9b by Apple during the same period.