Brands from the BRICs

Brands & trends

MillwardBrown

10 December 2013

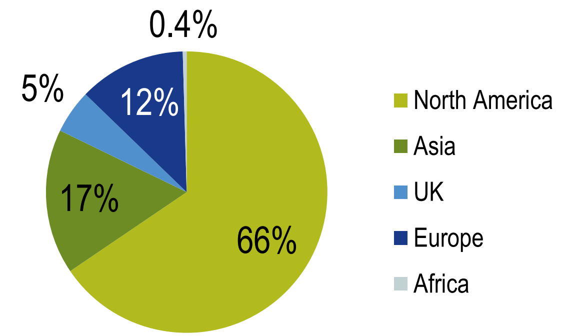
BRANDZ™ Top 100 most valuable global brands 2013

Presence in fast growing markets (Top100)

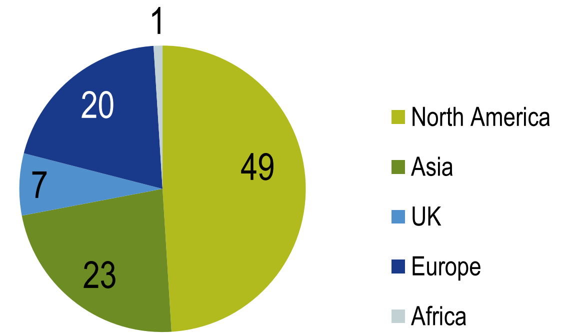
Number of brands in Top 100 by origin

	2006	2007	2008	2009	2010	2011	2012	2013
China	2	5	5	6	7	12	13	12
Russia			1	2	2	2	2	2
Brazil				1	2	3	1	-
India					1	1	2	2
Mexico					1	1	1	-
Africa							1	1
Total	2	5	6	9	13	9	20	17

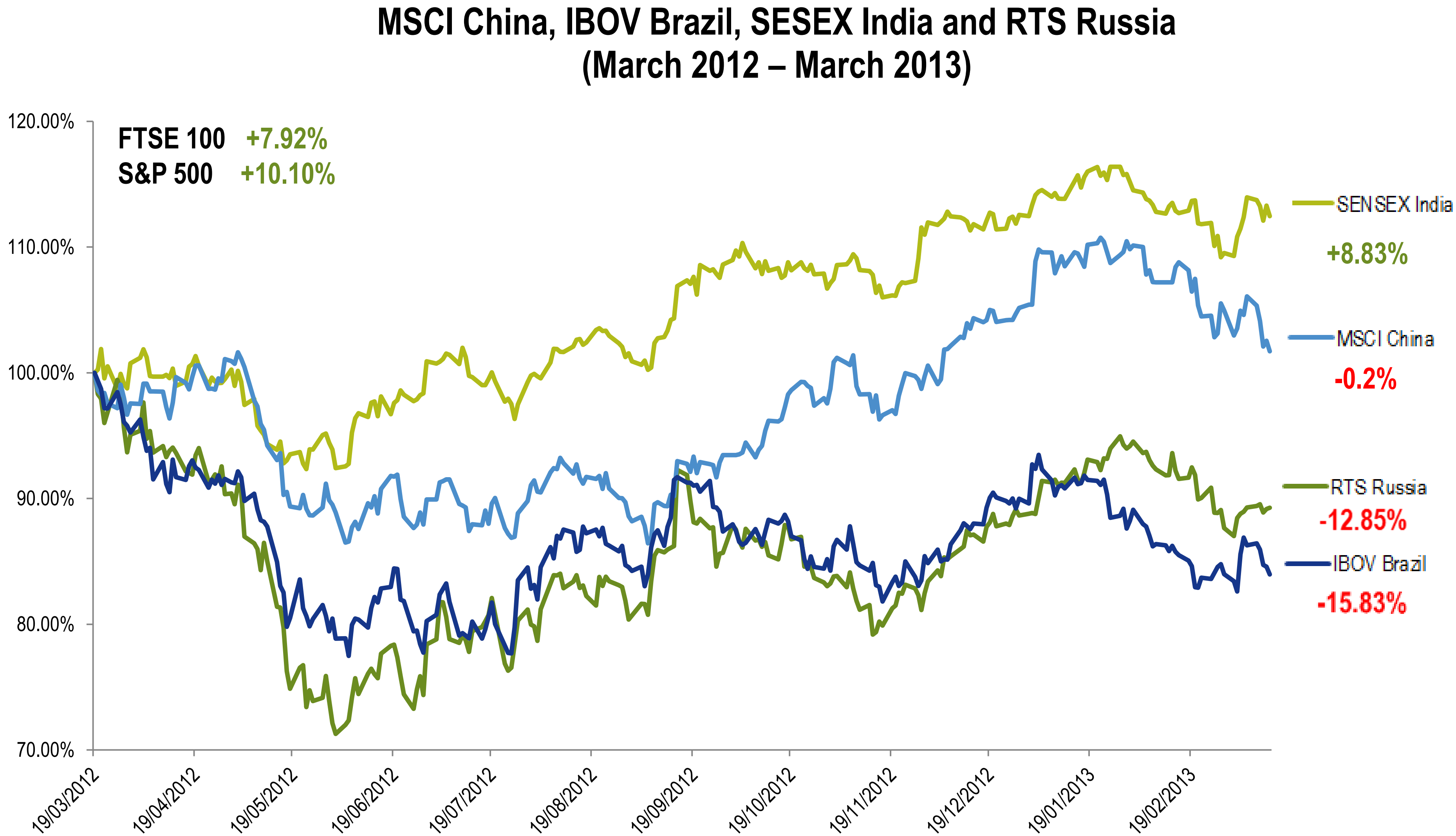
Top100 by Brand Values



Top100 by Number of Brands



Stock Market Indices



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Fast growing markets: China

Rank	T100 Rank	Rank Δ	Brand	Brand Value ($M)	Brand Value Δ	Brand	Financials
1	10	(-)	China Mobile	55,368	18%	↓	↑
2	16	(-3)	ICBC	41,115	-1%	↑	↓
3	21	(+16)	Tencent/QQ	27,273	52%	↓	↑
4	22	(+2)	China Construction Bank	26,859	10%	↑	↑
5	33	(-8)	Baidu	20,443	-16%	↓	↓
6	37	(+1)	Agriculture Bank of China	19,975	12%	↑	↑
7	58	(-5)	China Life	15,279	5%	↓	↑
8	59	(+2)	Bank of China	14,236	10%	↑	↑
9	65	(+3)	Petrochina	13,380	11%	↑	↑
10	67	(-12)	Sinopec	13,127	-6%	↓	↑

Fast growing markets: LatAm

Rank	Rank (Category)	Rank Δ	Brand	Brand Value ($M)	Brand Value Δ	Brand	Financials
1	4	=	Corona	6,620	29%	↑	↑
2			Telcel	6,577	-22%	↑	↓
3	5	=	Skol	6,520	39%	↓	↑
4	8	-3	Petrobras	5,762	-45%	↑	↓
5	16	-4	Falabella	5,611	7%	↑	↑
6	N/A	N/A	Bradesco	5,446	-19%	↓	↓
7	9	NEW	Ecopetrol	5,137	21%	↑	↑
8	N/A	N/A	Claro	4,454	3%	↓	↑
9	N/A	N/A	Itau	4,006	-39%	↓	↓
10	7	NEW	Aguila	3,903	NA	N/A	N/A

Fast growing markets: Other

T100 Rank	Rank Δ	Brand	Brand Value ($M)	Brand Value Δ	Brand	Financials
60	3	ICICI Bank (India)	14,196	12%	↓	↑
73	1	Sberbank (Russia)	12,655	19%	↑	↑
81	7	MTN (Africa)	11,448	23%	=	↑
83	0	MTS (Russia)	10,417	9%	↓	↑
95	-26	Airtel (India)	9,258	-20%	↓	↓

Category Rank	Rank Δ	Brand	Brand Value ($M)	Brand Value Δ	Brand	Financials
7	1	Gazprom	6,182	-8%	↑	↓
10	N/A	Lukoil	5,055	1%	N/A	N/A

BRANDZ™ TOP 100

Most Valuable Chinese Brands

最具价值中国品牌100强

2014 贰零壹肆年

Methodology and Valuation by

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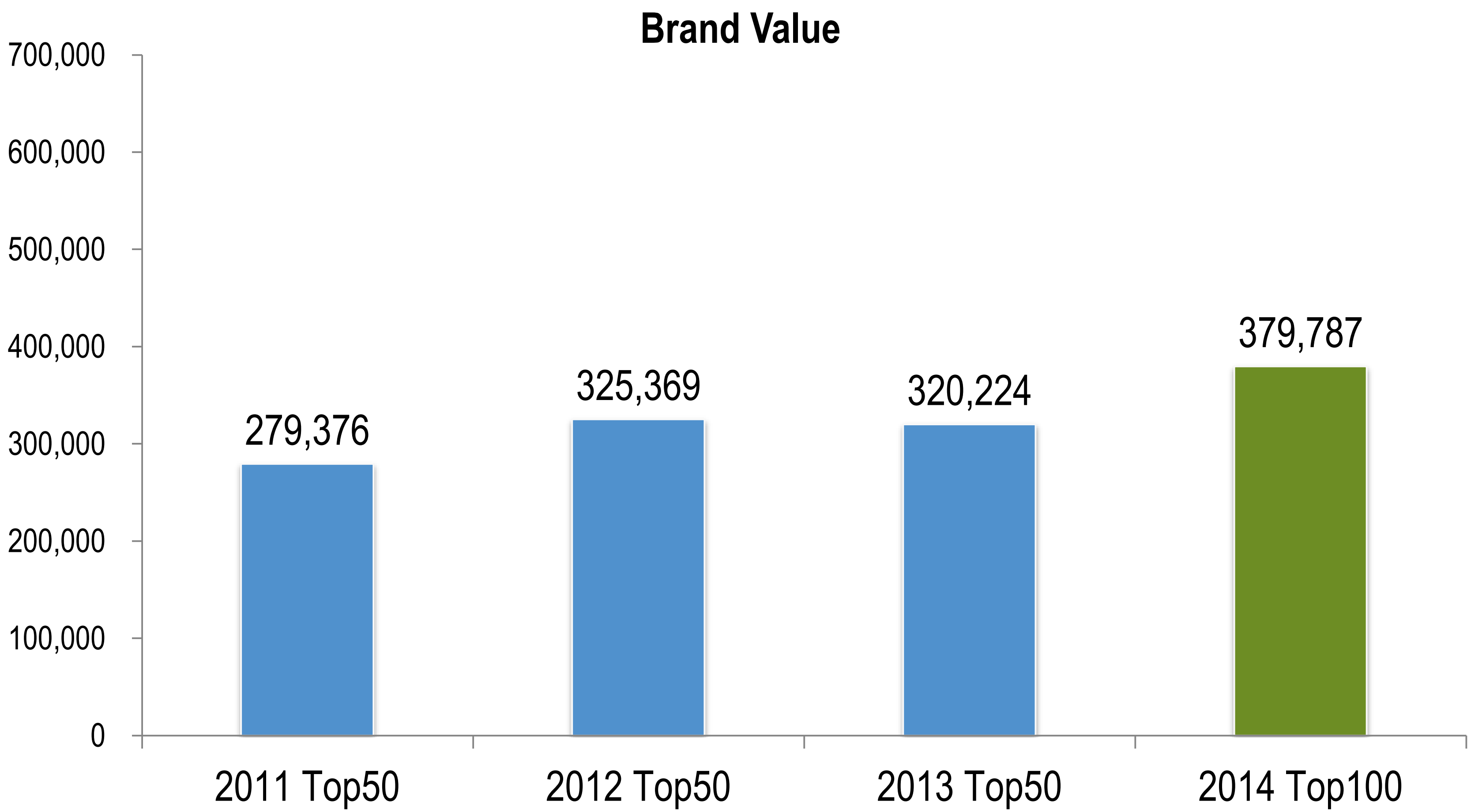
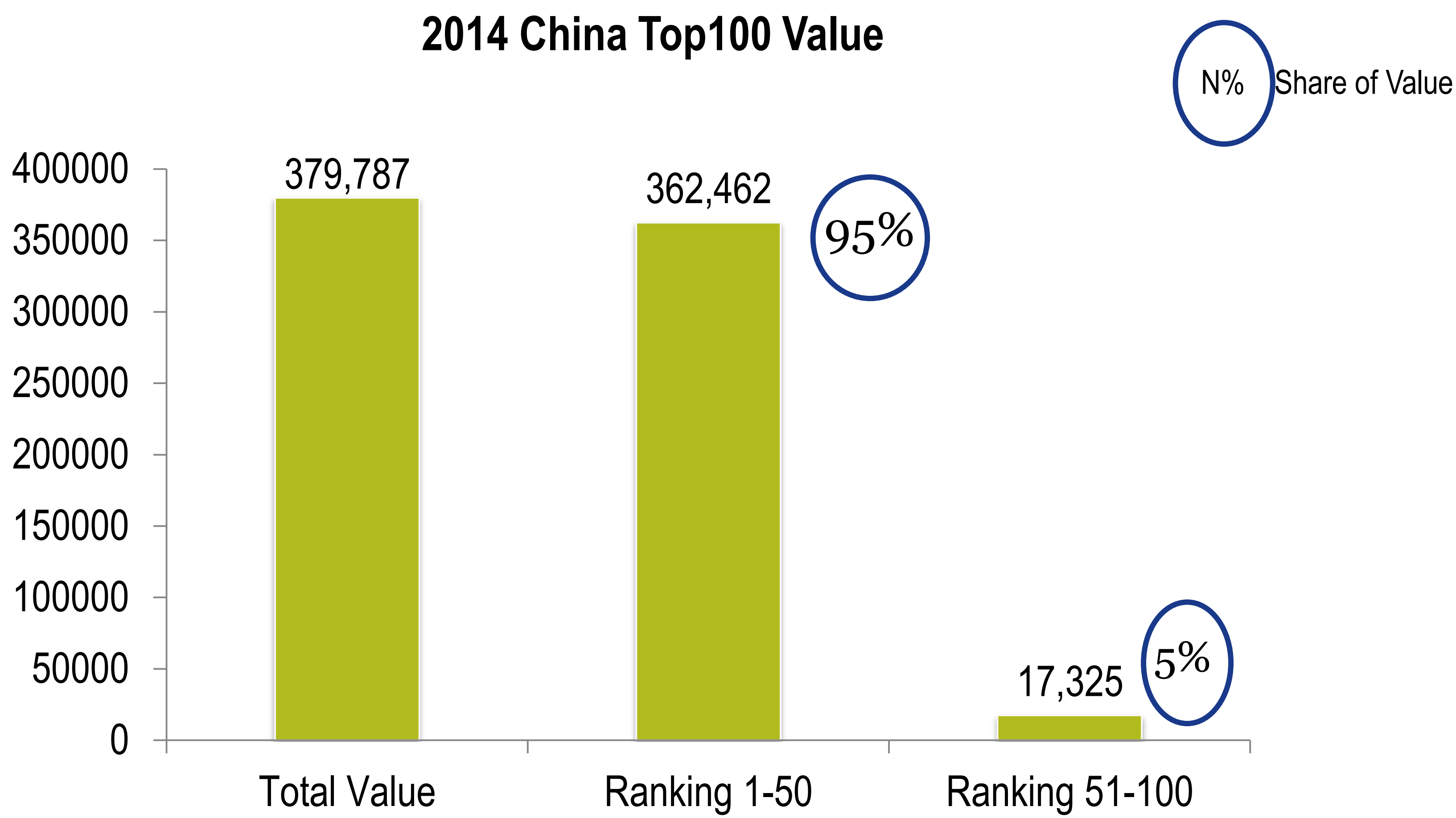
Top100 total value is $379,787 m



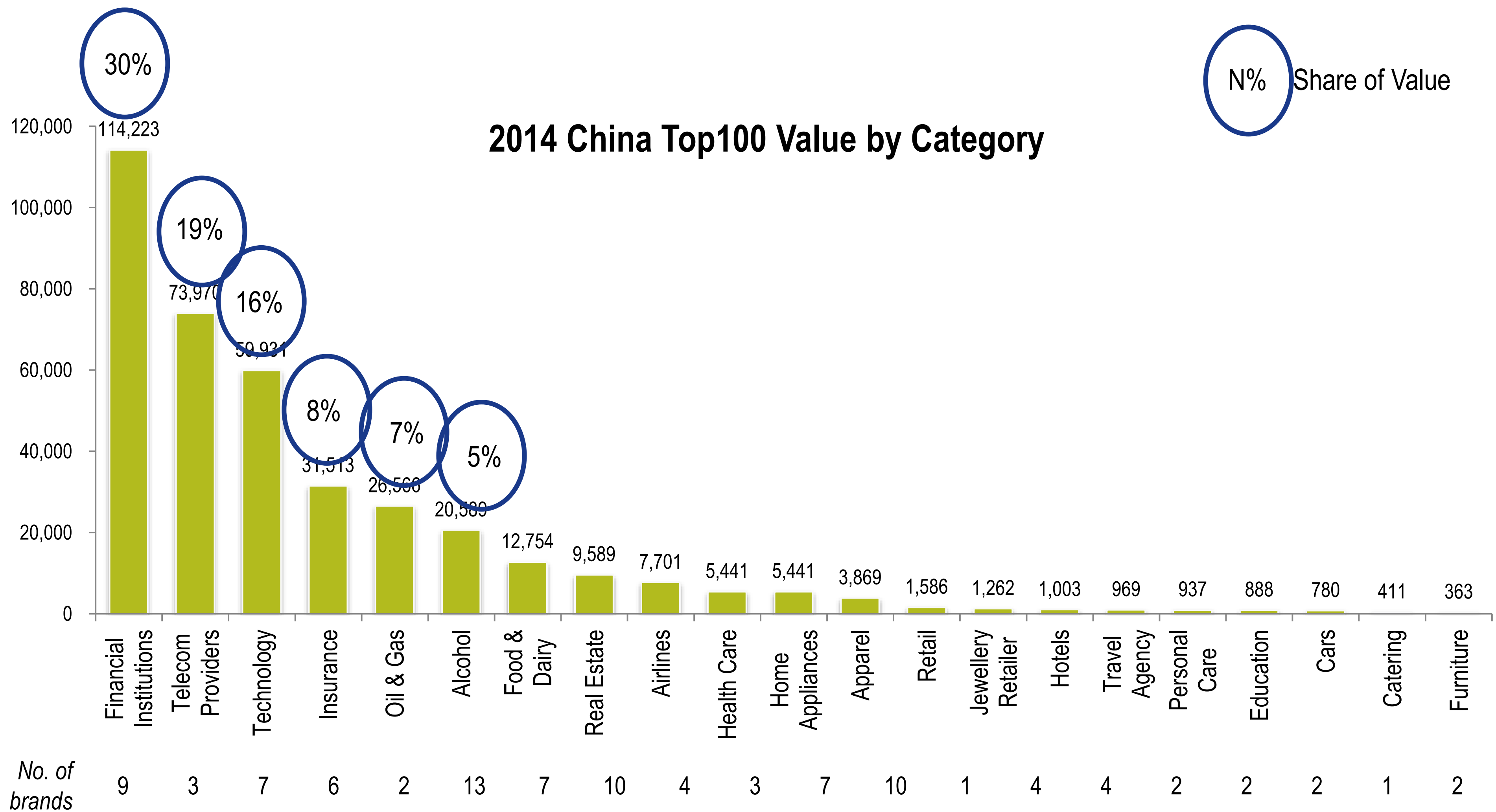
Data source: 2014 BrandZ China Top100

Top50 brands contribute to the most value



Data source: 2014 BrandZ China Top100

Top Categories are Finance & Technology



Only show 5% +share of value

Data source: 2014 BrandZ China Top100

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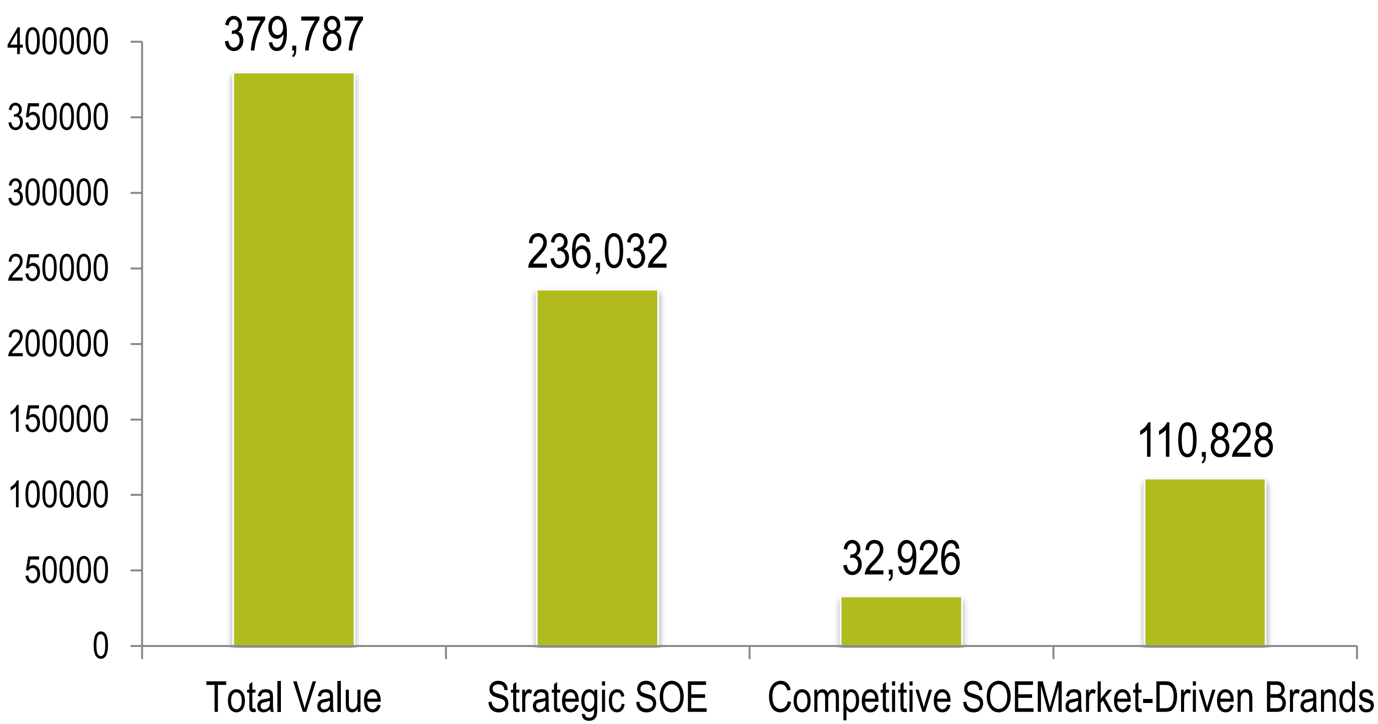
SOEs take 71% of the total value

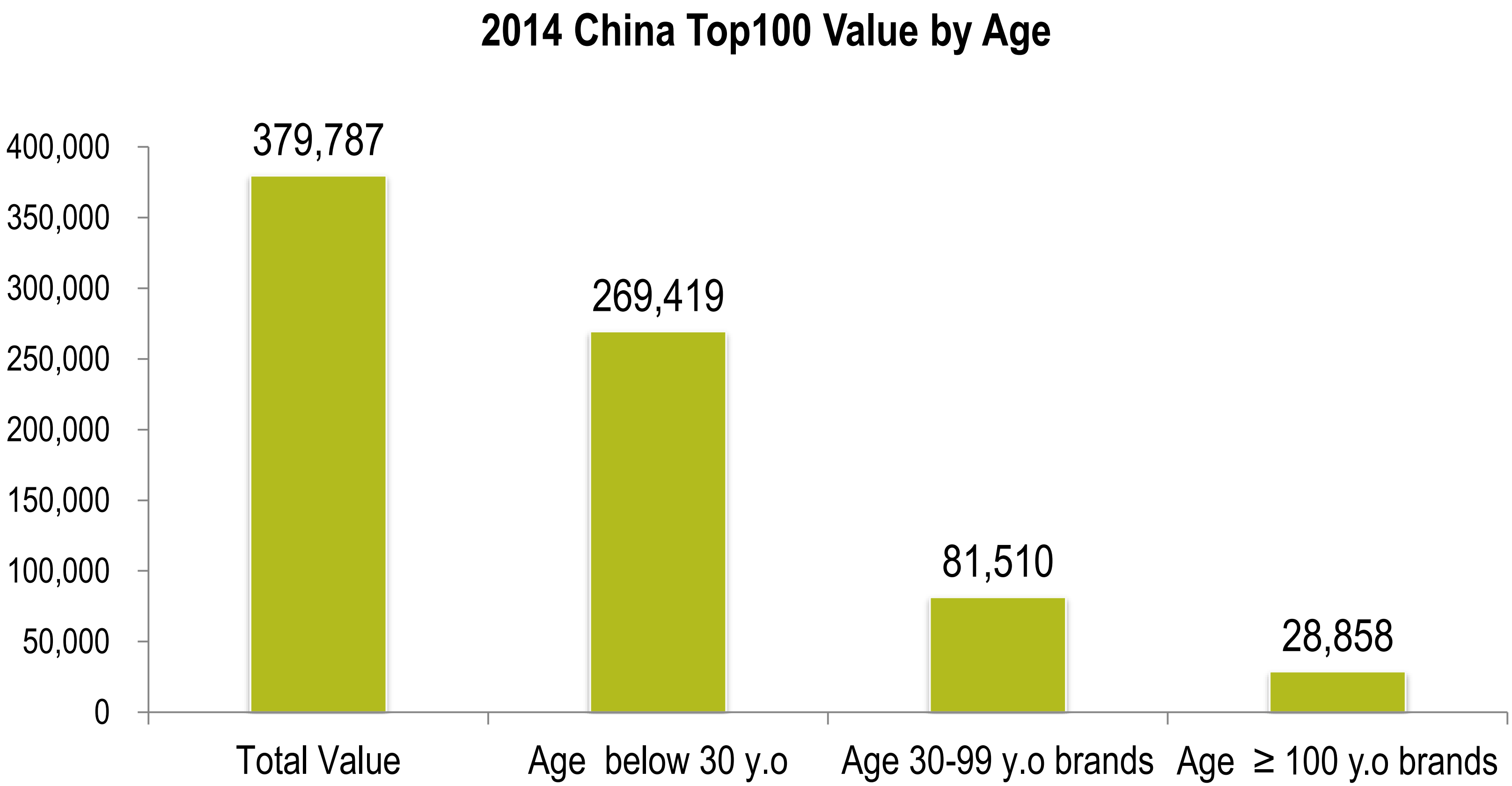
2014 China Top100 Value by Ownership



No. of Brands	**100**	**21**	**24**	**55**
Share of Value	100%	62%	9%	29%

Data source: 2014 BrandZ China Top100

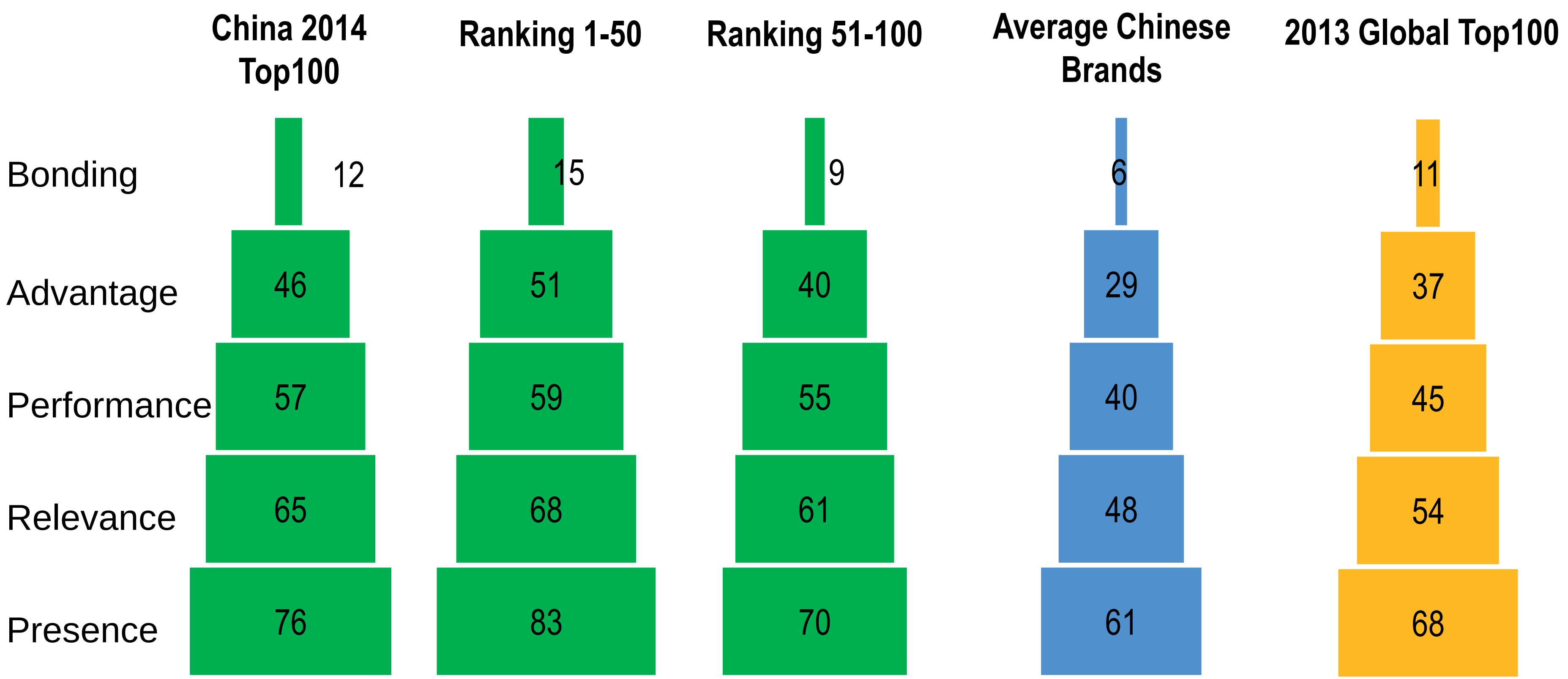
Most China Top100 brands are still young



No. of Brands	**100**	**68**	**22**	**10**
Share of Value	100%	71%	21%	8%

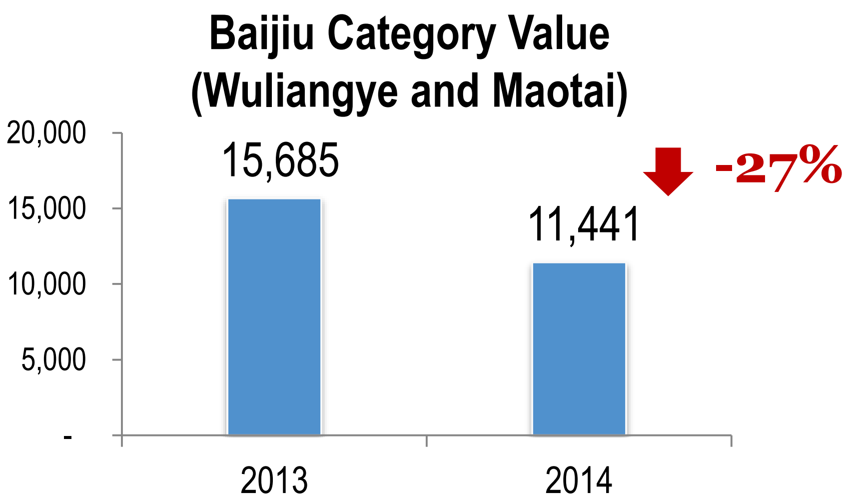
Data source: 2014 BrandZ China Top100

China Top100 brand equity is better than Global Top100

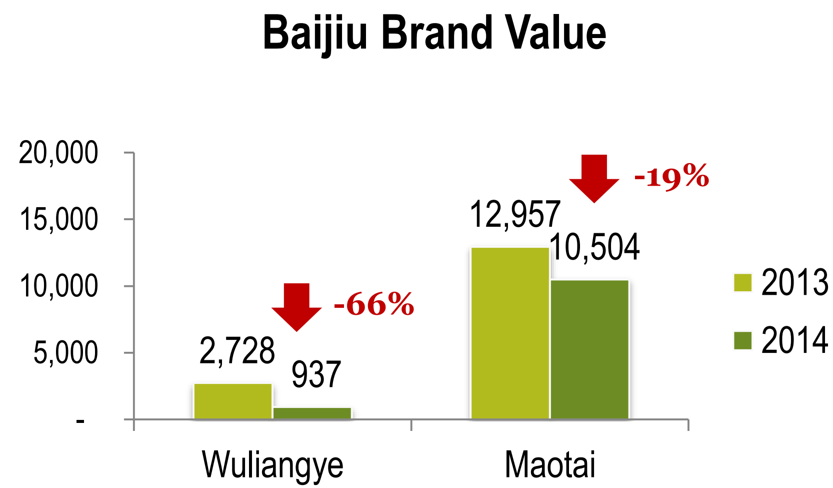


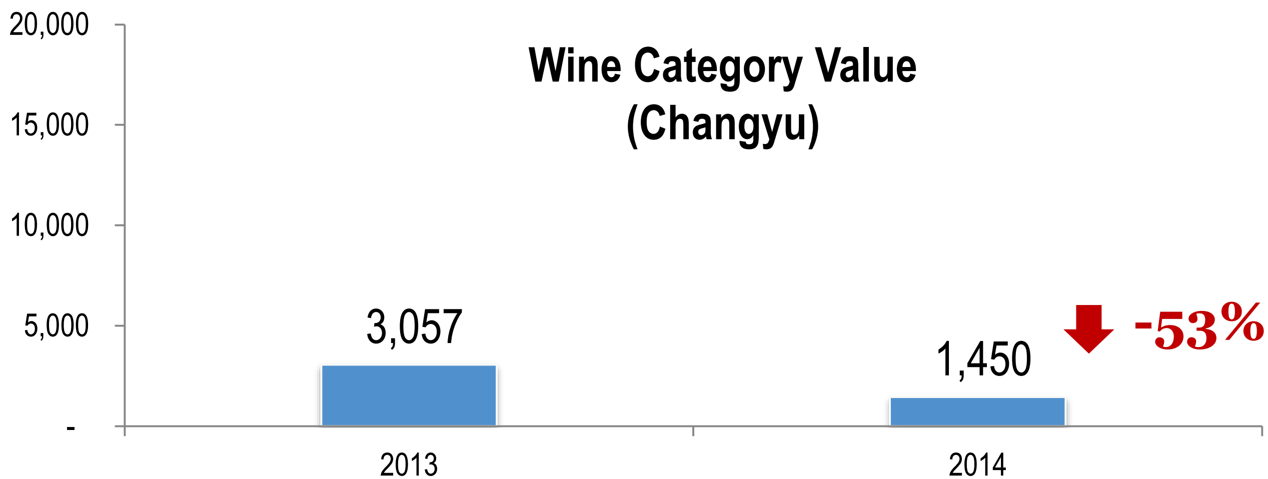
Data source: 2014 BrandZ China Top100 and MillwardBrown BrandZ

Baijiu and Wine brands are down due to Government policy and safety scares



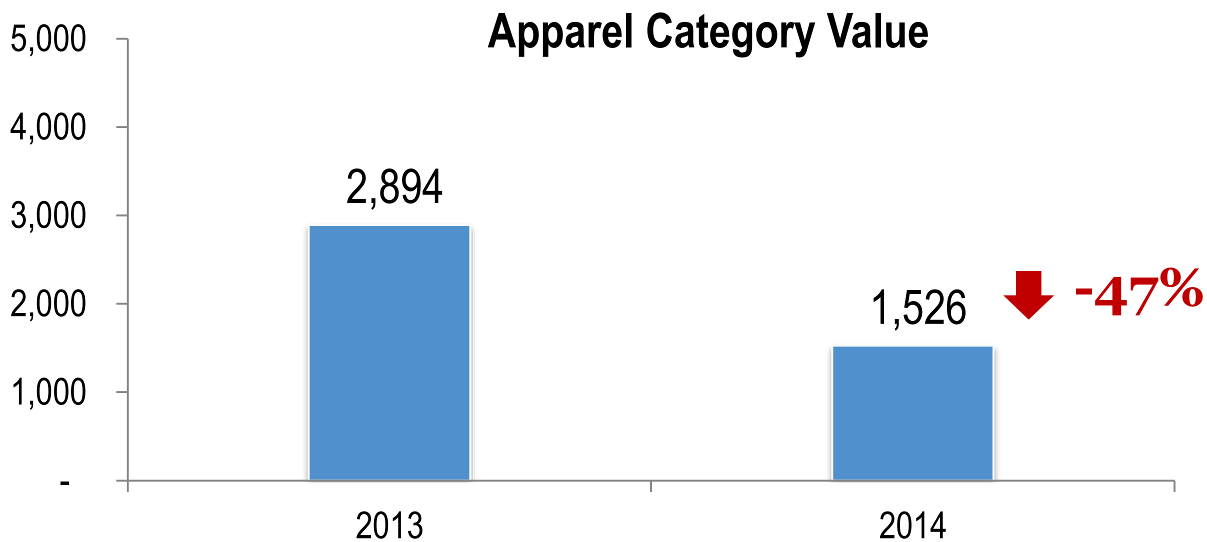
Two brands in Baijiu Category: Wuliangye and Maotai, these two brands are both in 2013 Top50 and 2014 Top100



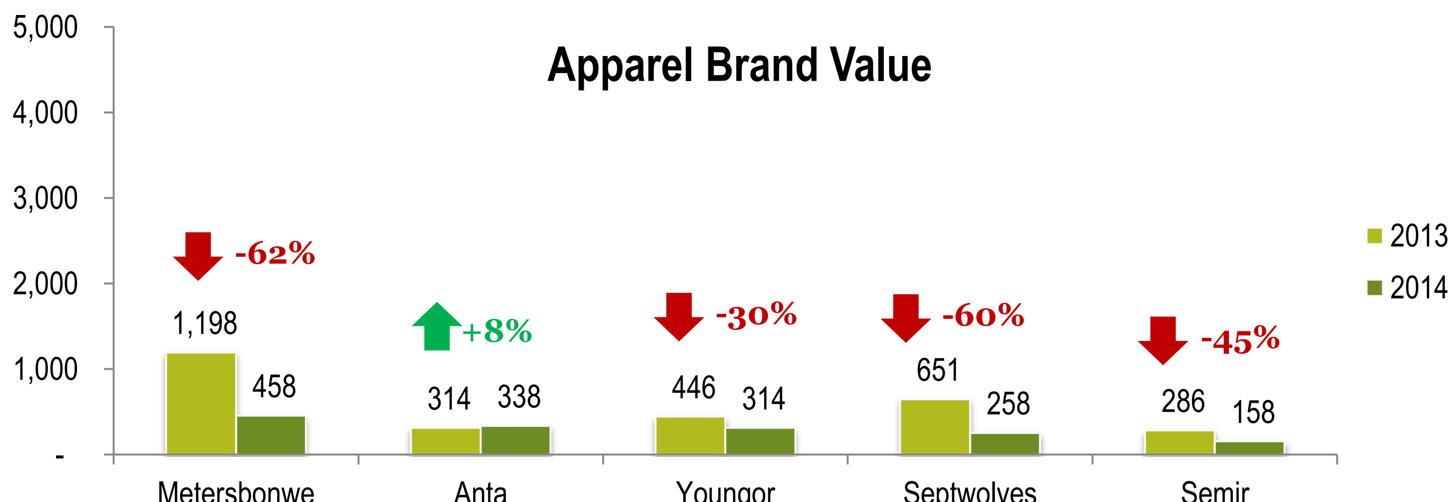


Only one brand in Wine Category: Changyu, this brand is in both 2013 Top50 and 2014 Top100
Data source: 2014 BrandZ China Top100

Apparel category is down due to over-stocking



* Five brands in Apparel Category: Metersbonwe, Anta, Youngor, Septwolves and Semir, these five brands are both in 2013 Top50 and 2014 Top100

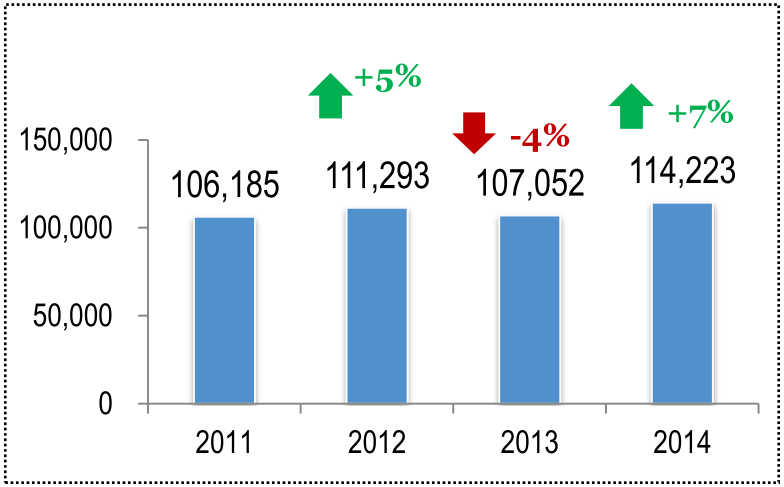


Data source: 2014 BrandZ China Top100

Financial Institutions are up

Financial Institution Brands	Ranking
Industrial & Commercial Bank of China	2
Construction Bank of China	4
Agricultural Bank of China Limited	6
Bank of China	7
China Merchants Bank	14
Bank of Communications	16
Minsheng Bank	19
Industrial Bank	55
Everbright Bank	69

Value Change

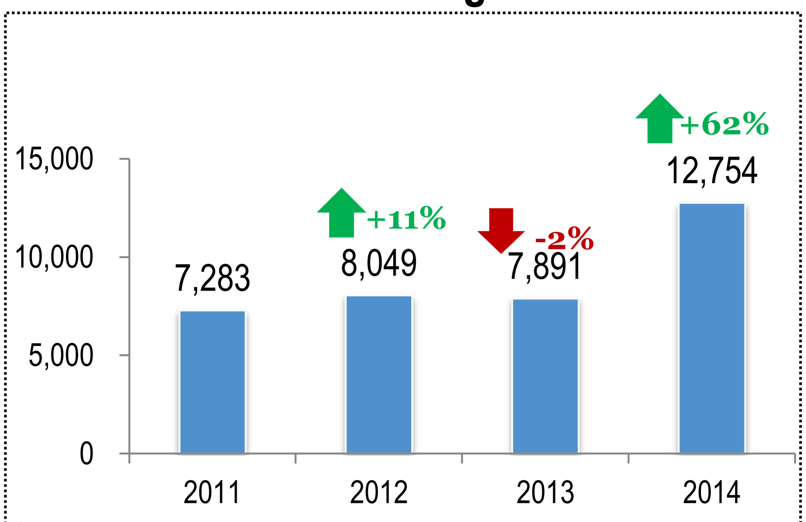


1. Banks paid more attention to online business, and offered more comprehensive services to clients.
2. Innovations in Internet finance.
3. Stepping up overseas expansion, especially in LatAM

Food and Dairy are up

Food and Dairy Brands	Ranking
Yili	15
Mengniu	21
Shuanghui	23
Bright (Guangming)	44
Fulinmen	64
Sanquan	76
Yashili	100

Value Change

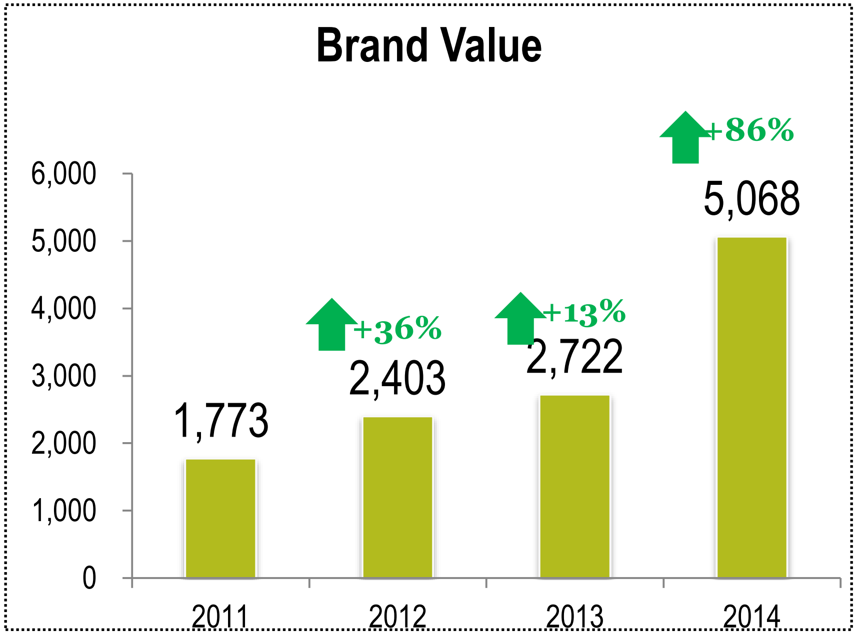


1. Foreign brands seized the chance of China's dairy trust crisis and entered domestic market.
2. But domestic brands are trying to rebuild trust.
3. Government-sponsored industry consolidation has removed the weaker players.

Top brands are increasing exposure to overseas markets

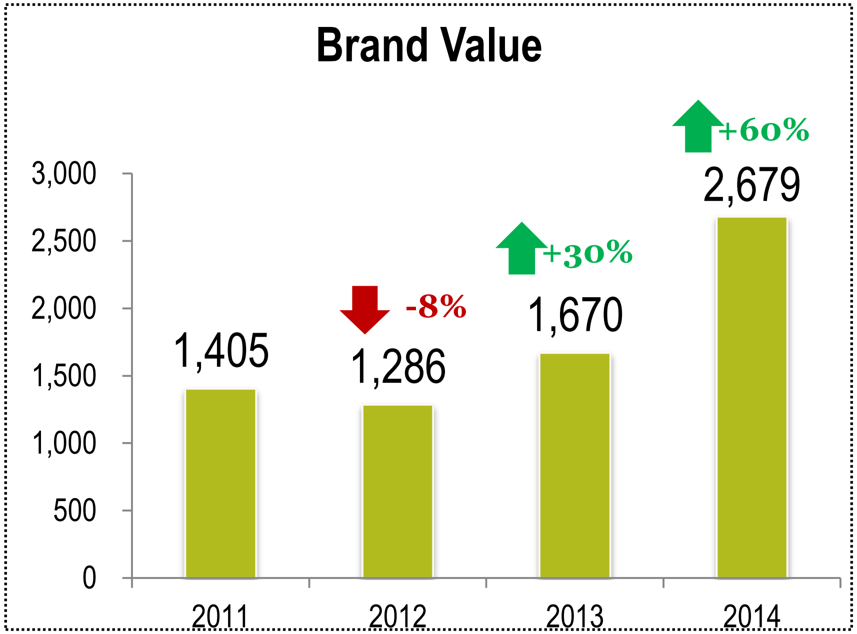
Brand	Category	2014 Ranking	Overseas Revenue
Lenovo	Technology	24	57%
Air China	Airlines	18	34%
China Eastern	Airlines	29	33%
Hisense	Home Appliances	78	32%
Petrochina	Oil & Gas	8	32%
Sinopec*	Oil & Gas	9	25%
Midea	Home Appliances	40	19%
China Southern Airlines	Airlines	34	18%
Bank of China	Financial Institutions	7	17%
Gree	Home Appliances	32	17%
BYD	Cars	49	15%
Bright	Food & Dairy	44	14%
Hainan Airlines	Airlines	57	13%
Haier	Home Appliances	37	11%
Tong Ren Tang	Health Care	33	7%
China Merchant's Bank	Financial Institutions	14	6%
Mengniu	Food & Dairy	21	5%
Tai Ping Life Insurance	Insurance	88	5%
Great Wall	Alcohol	95	5%
Sohu.com	Technology	87	5%

Yili



1. Constructing a global supply network.
2. Increased international exposure using 2012 London Olympics.

Shuanghui



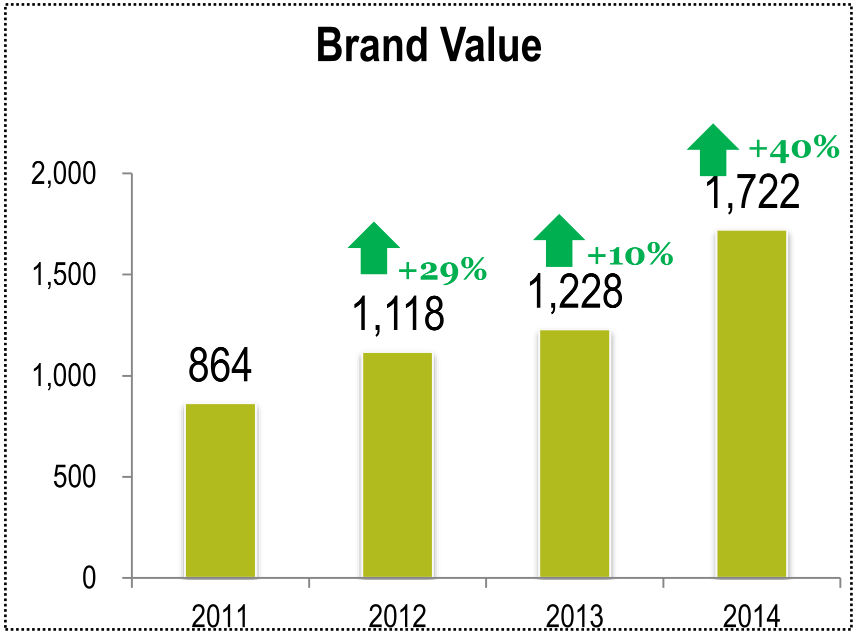
1. In the face of brand reputation damage from food safety scandals, Shuanghui made three major strategic changes:

a. Production upgrade:

b. Shifted focus from fast food to food safety;

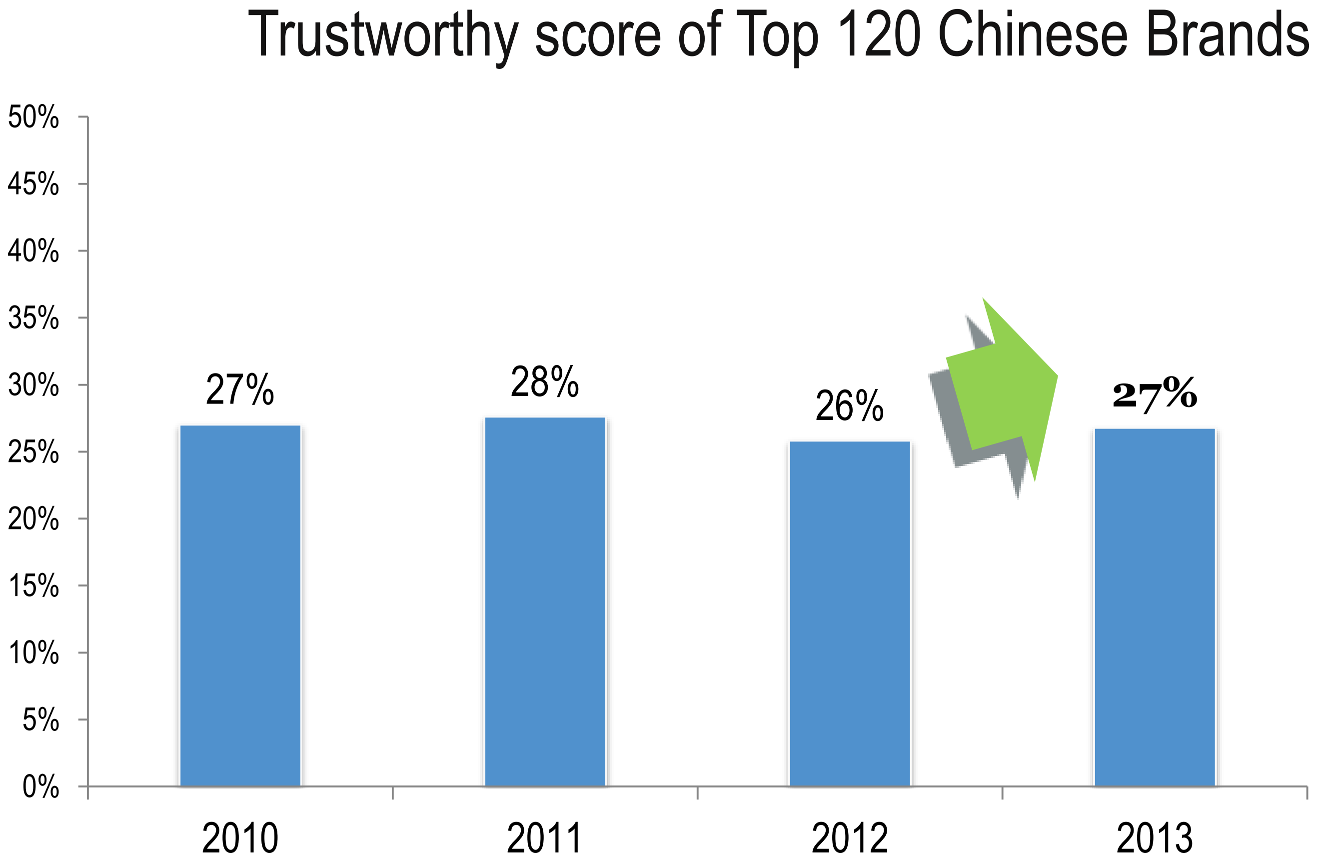
c. Entered international market by acquiring Smithfield Foods Inc., largest meat processor and supplier in America.

Tsingtao



1. Avoided domestic beer industry slowdown
2. Reduced costs
3. Increased promotional activity.

In 2013, there is evidence that a recovery in trust



Data source: MillwardBrown BrandZ

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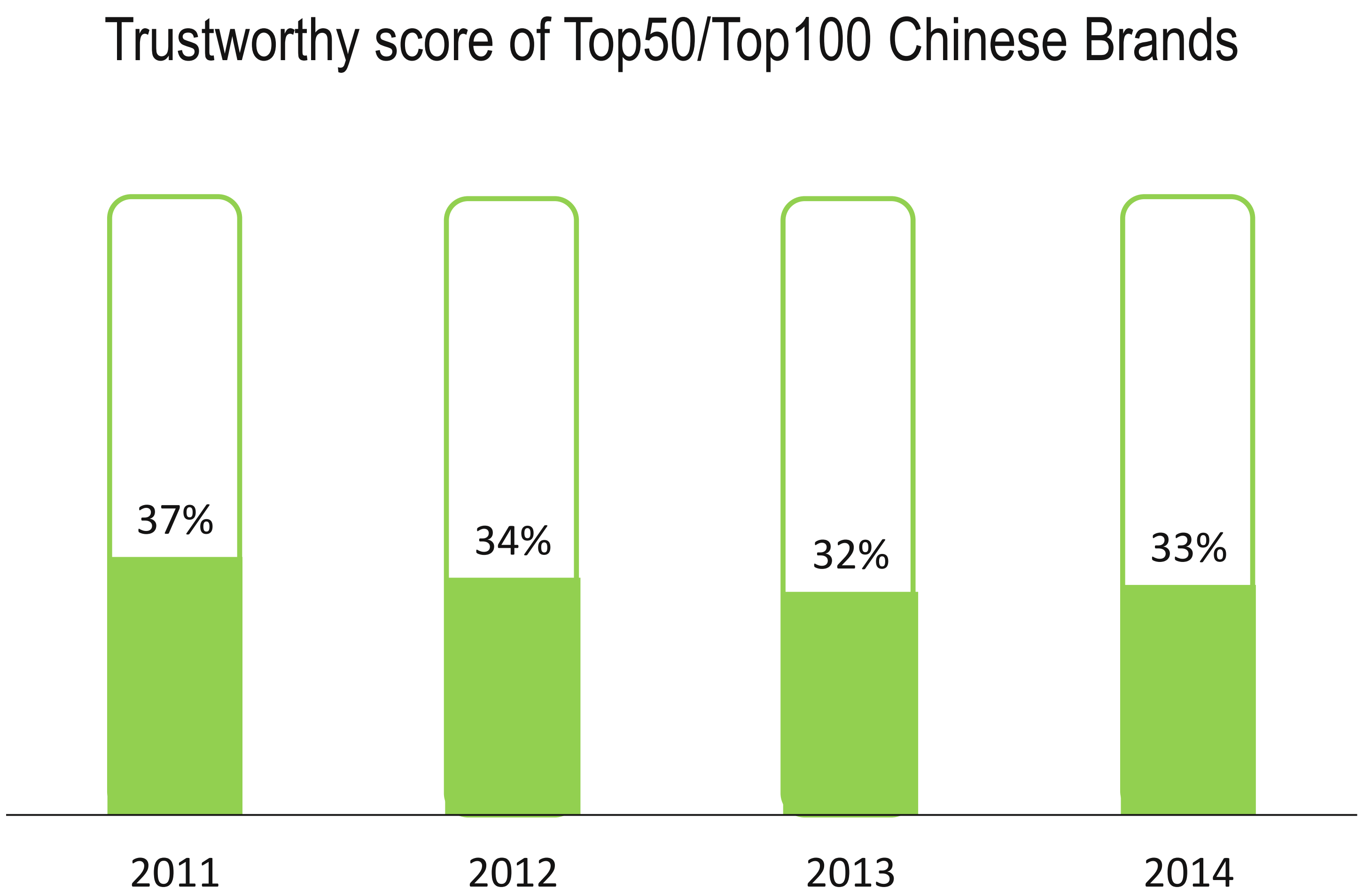
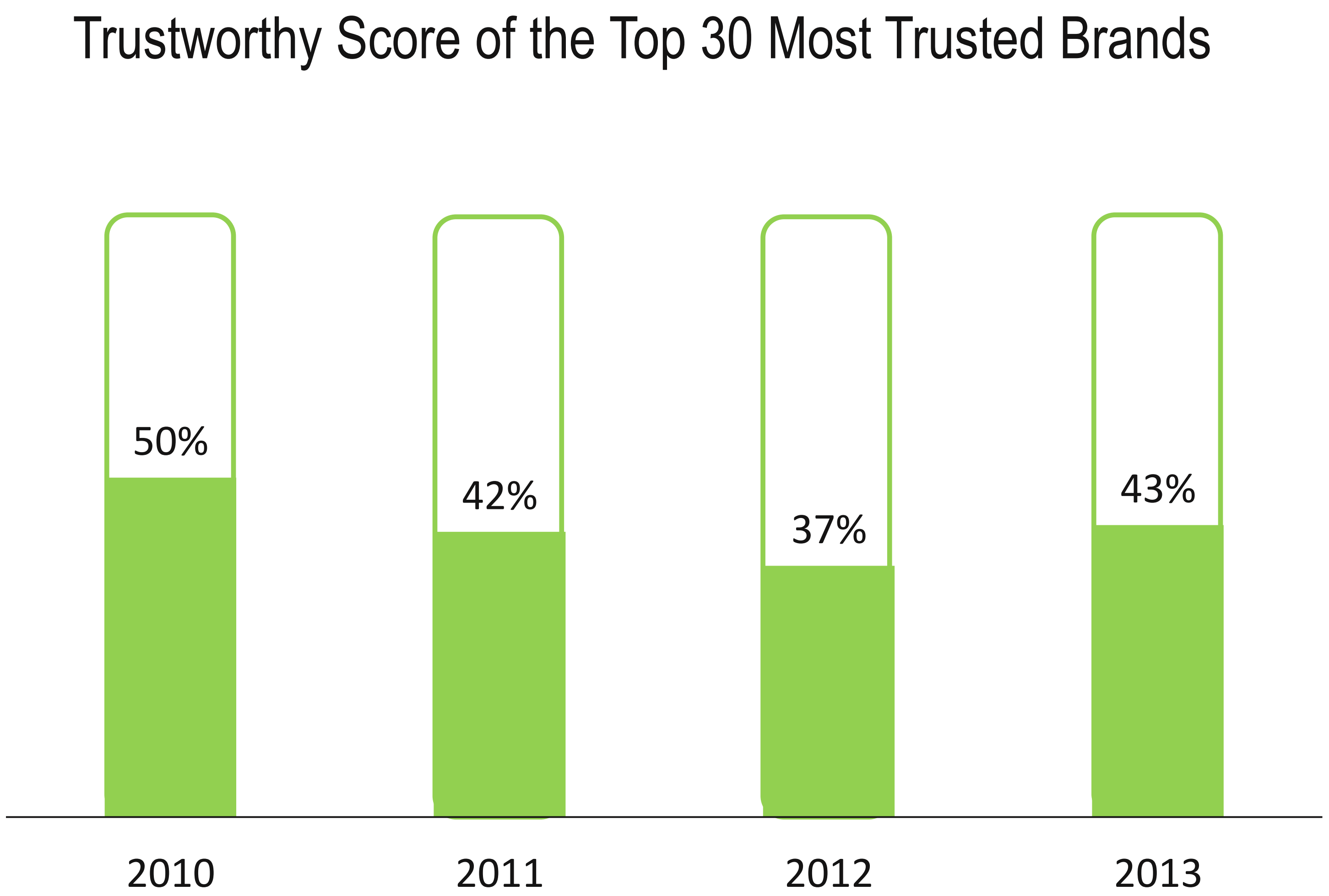
Trust of Top Chinese brands is increasing



Data source: 2014 BrandZ China Top100

Trust of the Top30 most trusted brands shows a much clearer upward trend



Data source: 2014 BrandZ China Top100

Comparisons: China & LatAm

Population Comparison

BRANDZ™ TOP100 Most Valuable Chinese Brands 最具价值中国品牌100强 2014 贰零壹肆年

CHINA

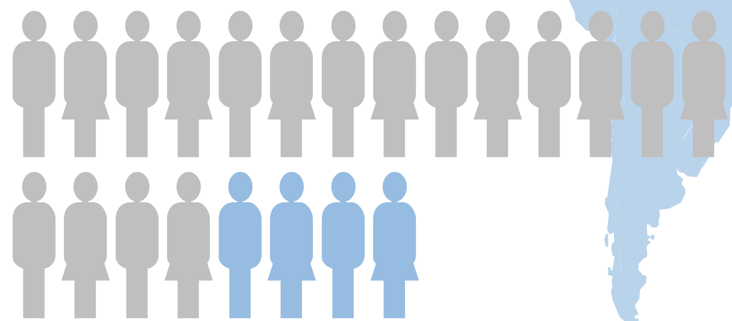
Population

1.339.190 ❯ 1st Most Populated

LATAM

Population

578.689 ❯ 3rd Most Populated*



Methodology and Valuation by MillwardBrown Optimor BA

* Sum of all LATAM population, behind China and India

WPP MillwardBrown

Economic Comparison

BRANDZ™ TOP 100 Most Valuable Chinese Brands 最具价值中国品牌100强 2014 贰零壹肆年

CHINA

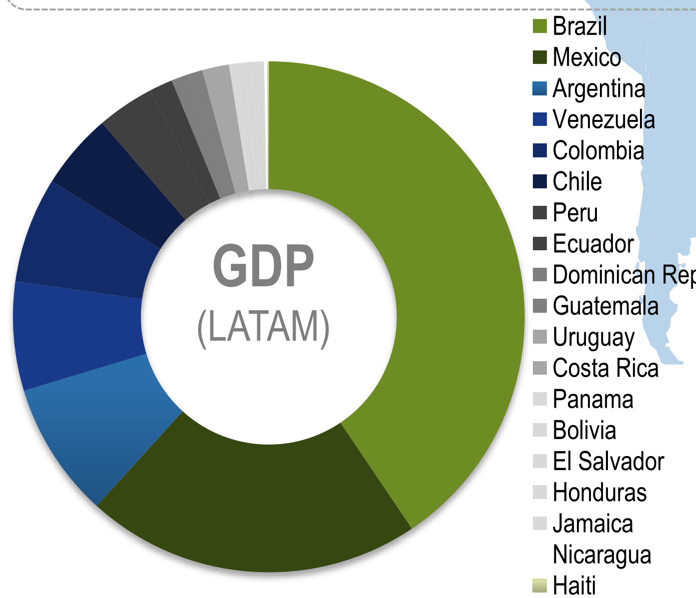
GDP (millions USD)

8.227.103,0 › 2nd World Economy

LATAM

GDP (millions USD)

5.549.170,0 › 4th World Economy*

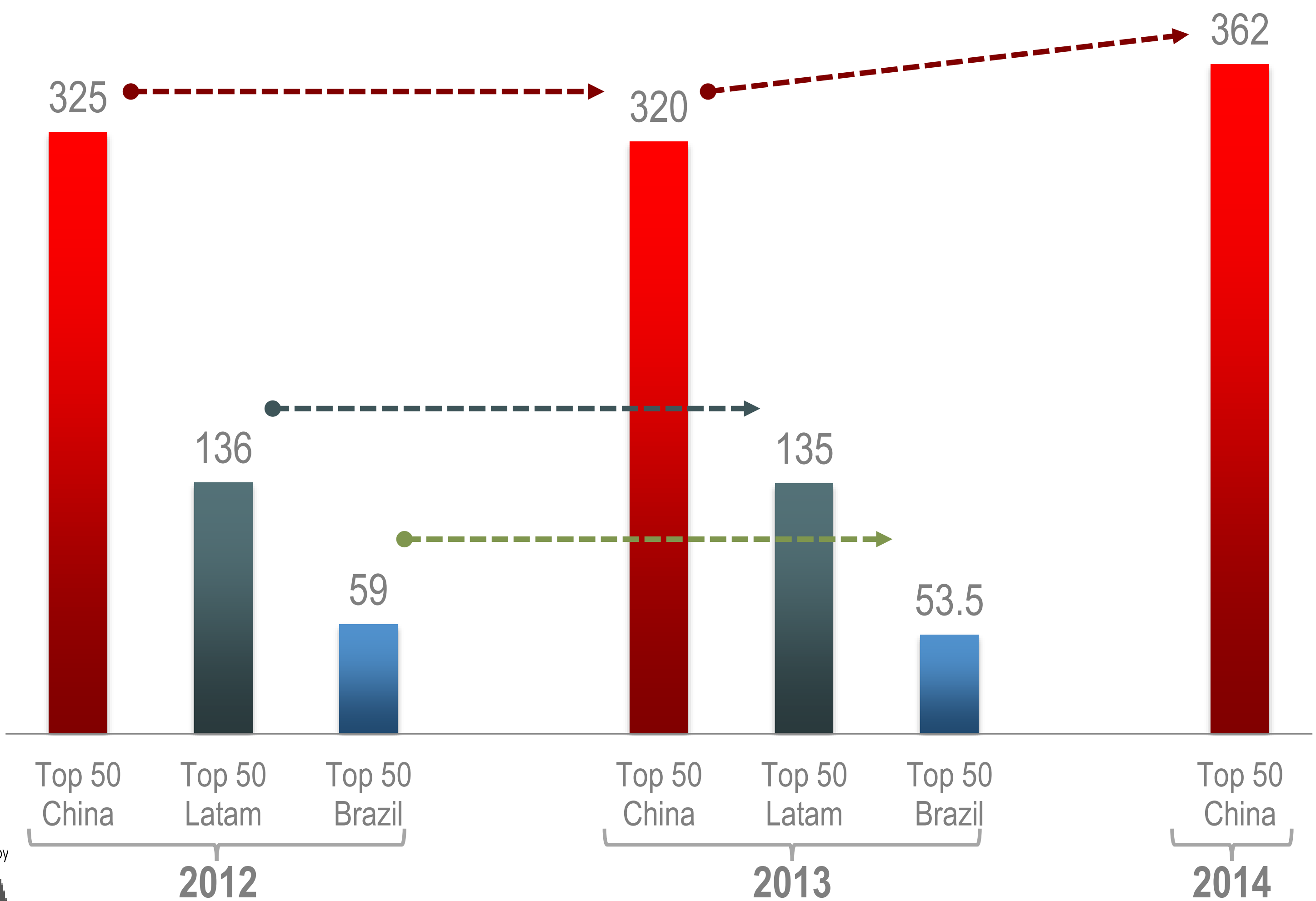


* Sum of all LATAM GDP, behind US, China and Japan

Comparison Of Total Brand Valuation

(billions USD)

BRANDZ™ TOP100 Most Valuable Chinese Brands 最具价值中国品牌100强 2014 贰零壹肆年



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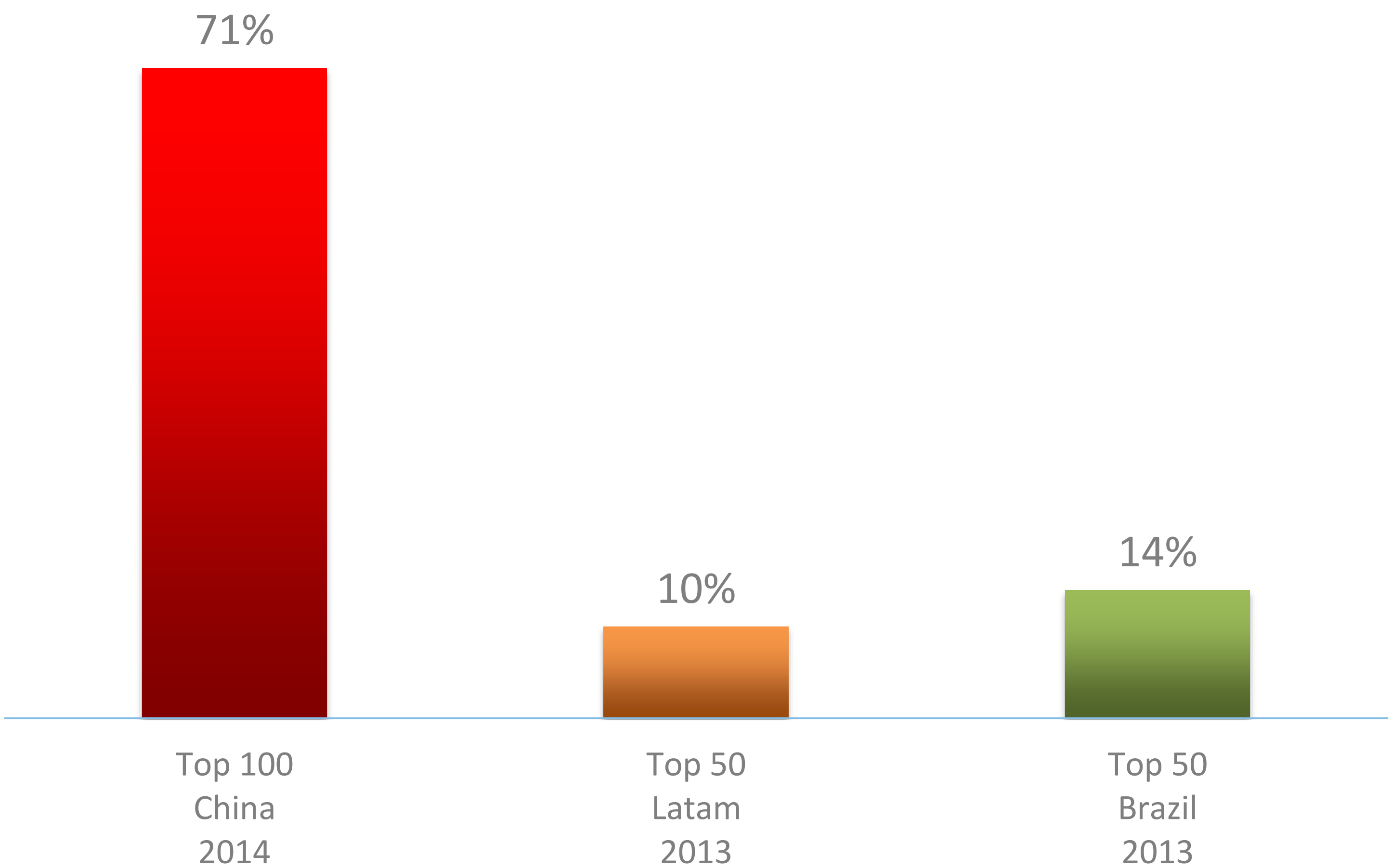
Percentage Of SOE Brands In Total Value



Methodology and Valuation by

Category Comparison
(billions USD)

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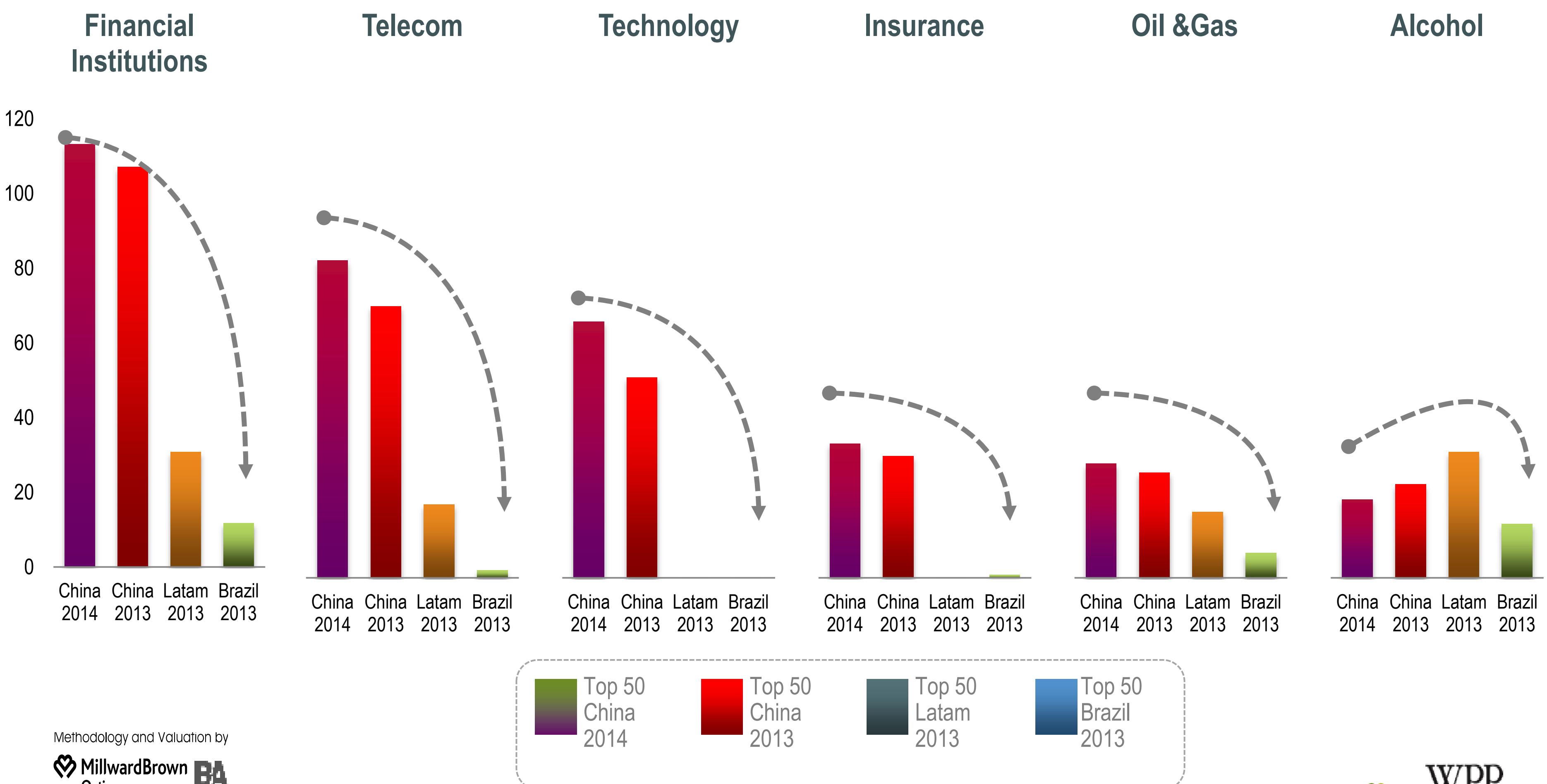

Methodology and Valuation by
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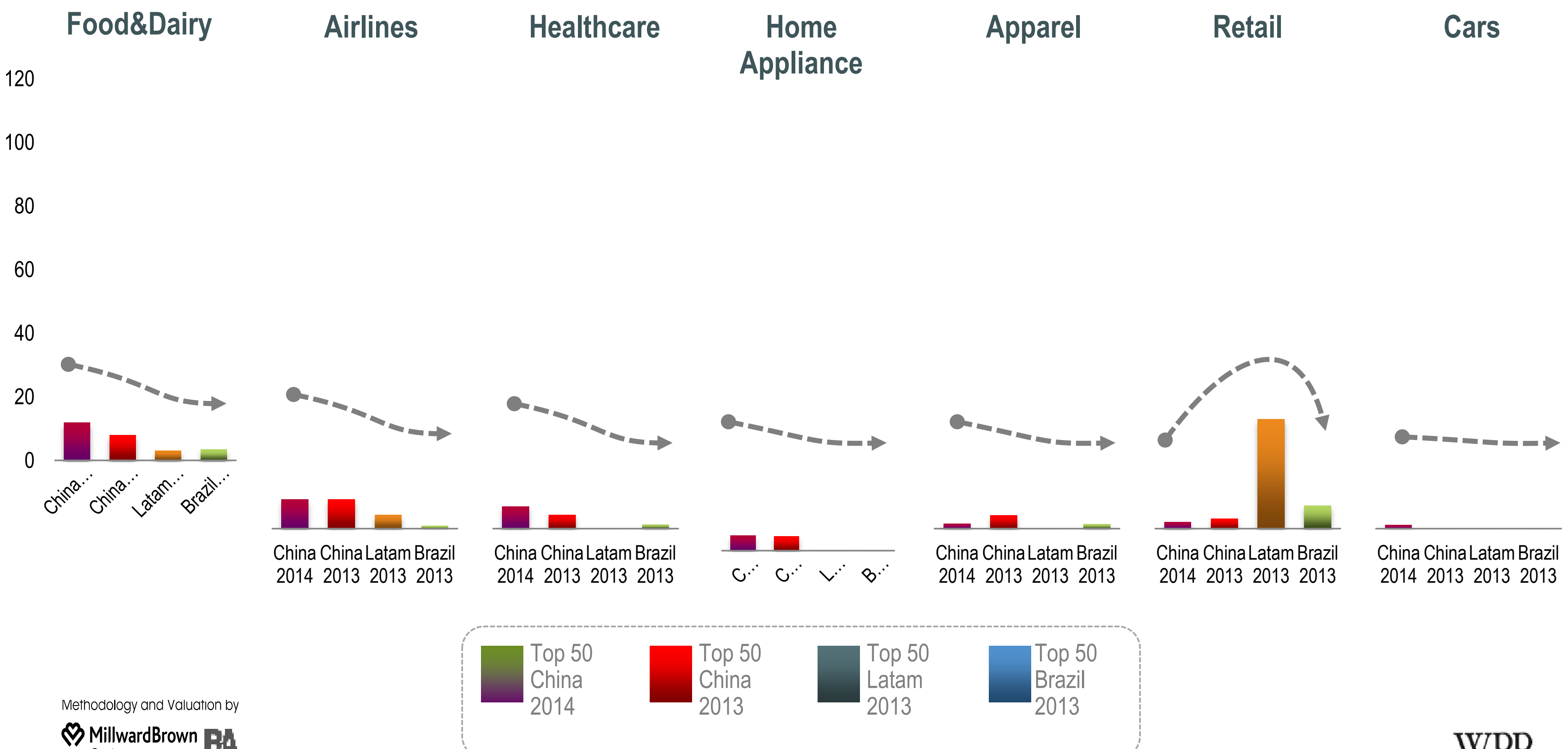
Category Comparison
(billions USD)



Methodology and Valuation by MillwardBrown Optimor BA

Going forward

BRIC Economic Growth Rates

Country	2013	2015
China	7.5%	6.0%
India	4.2%	4.5%
Brazil	1.8%	2.3%
Russia	1.1%	1.7%

Source: Trading Economics

Next 11

Phrase coined by Jim O'Neill of Goldman Sachs:

- BRIC combined GDP $14 trn in 2012
- Next 11 combined GDP $4 trn in 2012

Nigeria +7%

Philippines +7%

Bangladesh +6%

Vietnam +5%

Indonesia +4%

Turkey +3%

Pakistan +3%

South Korea +3%

Mexico +1%

Egypt (-2%)

Iran (-7%)

Thank you

MillwardBrown