

STRETTAMENTE CONFIDENZIALE SOTTO EMBARGO FINO ALLE ORE 02.00 AM DEL 17 OTTOBRE 2019

The ranking of the 100 most valuable global brands

01	02	03	04	05	06	07	08	09	10
Ć	Google	amazon	Microsoft	Coca Cola	SAMSUNG	TOYOTA		M .	DISNEP
+9% 234,241 \$m	+8% 167,713 \$m	+24% 125,263 \$m	+17% 108,847 \$m	-4% 63,365 \$m	+2% 61,098 \$m	+5% 56,246 \$m	+5% 50,832 \$m	+4% 45,362 \$m	+11% 44,352 \$m
11	12	13	14	15	16	17	18	19	20
O M 4		(intel®)	A	cisco		LOUIS VUITTON	ORACLE°	(ge)	SAP
+1% 41,440 \$m	-6% 40,381 \$m	-7% 40,197 \$m	-12% 39,857 \$m	+3% 35,559 \$m	+7% 32,376 \$m	+14% 32,223 \$m	+1% 26,288 \$m	-22% 25,566 \$m	+10% 25,092 \$m
21	22	23	24	25	26	27	28	29	30
HONDA	CHANEL	AMERICAN EXPRESS	pepsi _®	J.P.Morgan	IKEA	ups	HERMES PARIS	ZARA	H&M
+3% 24,422 \$m	+11% 22,134 \$m	+13% 21,629 \$m	-1% 20,488 \$m	+8% 19,044 \$m	+5% 18,407 \$m	+7% 18,072 \$m	+9% 17,920 \$m	-3% 17,175 \$m	-3% 16,345 \$m
31	32	33	34	35	36	37	38	39	40
accenture	Budweiser	GUCCI	Pampers.	Ford	HYUNDAI	Gillette ^a	NESCAFÉ.	Adobe	
+14% 16,205 \$m	+3% 16,018 \$m	+23% 15,949 \$m	-5% 15,773 \$m	+2% 14,325 \$m	+5% 14,156 \$m	-18% 13,753 \$m	+4% 13,605 \$m	+20% 12,937 \$m	+6% 12,921 \$m
41	42	43	44	45	46	47	48	49	50
cîti	0000	Allianz 🕕	ebay	adidas	AXA	HSBC		PHILIPS	PORSCHE
+10% 12,697 \$m	+4% 12,689 \$m	+12% 12,078 \$m	-8% 12,010 \$m	+11% 11,992 \$m	+6% 11,830 \$m	+5% 11,816 \$m	+23% 11,798 \$m	-4% 11,661 \$m	+9% 11,652 \$m
51	52	53	54	55	56	57	58	59	60
ĽORÉAL	NISSAN	Goldman Sachs	hp	VISA	SONY	Kelloggis	SIEMENS	DANONE ONE PLANET, ONE HEALTH	Nestle
+4% 11,589 \$m	-6% 11,502 \$m	-4% 11,352 \$m	+4% 10,891 \$m	+19% 10,756 \$m	+13% 10,514 \$m	-2% 10,419 \$m	+1% 10,259 \$m	+4% 9,915 \$m	+7% 9,534 \$m
61	62	63	64	65	66	67	68	69	70
Canon	mastercard.	D LLTechnologies	3M	NETFLIX	Colgate	♦ Santander	Cartier	Morgan Stanley	salesforce
-9% 9,482 \$m	+25% 9,430 \$m	New 9,086 \$m	-1% 9,035 \$m	+10% 8,963 \$m	+2% 8,824 \$m	+13% 8,521 \$m	+7% 8,192 \$m	-7% 8,185 \$m	+24% 8,004 \$m
71	72	73	74	75	76	77	78	79	80
Hewlett Packard Enterprise	P PayPal	FecEx _®	HUAWEI	LEGO	CATERPILLAR®	Ferrari	KIN	Corona.	JACK DANJEZÝ
-3% 7,909 \$m	+15% 7,604 \$m	+2% 6,998 \$m	-9% 6,887 \$m	+5% 6,884 \$m	+19% 6,791 \$m	+12% 6,458 \$m	-7% 6,428 \$m	+15% 6,369 \$m	+13% 6,347 \$m
81	82	83	84	85	86	87	88	89	90
Panasonic	DIOR		JOHN DEERE	LAND= =ROVER	Johnson-Johnson	Uber	Heineken®	Nintendo	MINI
-2% 6,189 \$m	+16% 6,045 \$m	+2% 5,987 \$m	+9% 5,883 \$m	-6% 5,855 \$m	-8% 5,720 \$m	New 5,714 \$m	+4% 5,626 \$m	+18% 5,550 \$m	+5% 5,532 \$m
91	92	93	94	95	96	97	98	99	100
_	Spotify [®]		TIFFANY & CO.	Hennessy	BURBERRY		Linkedin	HARLEY-DAVIDSON	PRADA
Siscovery	Spottiy				LONDON ENGLAND		8	TOY (IES)	