

The BrandZ Top 100 Global Brands			
	Brand	Brand Value (\$M)	Brand Value Change 2011 vs. 2010
1	Apple	153,285	84%
2	Google	111,498	-2%
3	IBM	100,849	17%
4	McDonald's	81,016	23%
5	Microsoft	78,243	2%
6	Coca-Cola*	73,752	8%
7	at&t	69,916	N/A
8	Marlboro	67,522	18%
9	China Mobile	57,326	9%
10	GE (General Electric)	50,318	12%
11	ICBC	44,440	1%
12	Vodafone	43,647	-2%
13	Verizon	42,828	N/A
14	Amazon	37,628	37%
15	Walmart	37,277	-5%
16	Wells Fargo	36,876	97%
17	UPS	35,737	35%
18	HP	35,404	-11%
19	Deutsche Telekom**	29,774	N/A
20	Visa	28,553	15%
21	Movistar	27,249	N/A
22	Oracle	26,948	9%
23	SAP	26,078	7%
24	China Construction Bank	25,524	22%
25	BlackBerry	24,623	-20%
26	Louis Vuitton	24,312	23%
27	Toyota	24,198	11%
28	HSBC	22,587	-4%
29	Baidu	22,555	141%
30	BMW	22,425	3%
31	Tesco	21,834	-15%
32	Gillette	19,782	-4%
33	China Life Insurance	19,542	N/A
34	Pampers	19,350	11%
35	Facebook	19,102	246%
36	Orange	17,597	N/A
37	Bank of China	17,530	-20%
38	Disney	17,290	15%
39	RBC	17,182	3%
40	American Express	17,115	23%
41	ExxonMobil	16,973	10%
42	TD	16,931	19%
43	Agricultural Bank of China	16,909	N/A
44	Cisco	16,314	-2%
45	Budweiser***	15,952	0%
46	L'Oréal	15,719	11%

47	Citi	15,674	17%
48	NTT DoCoMo	15,449	19%
49	Accenture	15,427	5%
50	Mercedes	15,344	12%
51	Shell	15,168	0%
52	Tencent/QQ	15,131	N/A
53	ICICI Bank	14,900	3%
54	SUBWAY	14,306	19%
55	Colgate	14,258	0%
56	Honda	14,182	-1%
57	Nike	13,917	10%
58	Intel	13,904	-2%
59	Carrefour	13,754	-8%
60	MasterCard	13,543	16%
61	Petrobras	13,421	39%
62	H&M	13,006	7%
63	Pepsi****	12,931	1%
64	BP	12,542	-27%
65	Target	12,471	3%
66	Porsche	12,413	3%
67	Samsung	12,160	7%
68	Chase	12,083	-3%
69	Standard Chartered Bank	12,033	45%
70	Siemens	11,998	29%
71	Hermès	11,917	41%
72	Starbucks	11,901	40%
73	FedEx	11,759	25%
74	O2	11,694	10%
75	Telecom Italia	11,609	N/A
76	Telcel	11,558	7%
77	Santander	11,363	-37%
78	PetroChina	11,291	-19%
79	Nintendo*****	11,147	-37%
80	MTS	10,883	12%
81	Nokia	10,735	-28%
82	eBay	10,731	15%
83	Ping An	10,540	N/A
84	U.S. Bank	10,525	26%
85	Sony*****	10,443	19%
86	Zara	10,335	15%
87	Scotiabank	10,076	N/A
88	Nissan	10,072	17%
89	Home Depot	9,877	10%
90	Itaú	9,600	29%
91	China Telecom	9,587	N/A
92	Bank of America	9,358	-43%
93	Red Bull*****	9,263	4%
94	ALDI	9,251	6%
95	TIM	8,838	21%
96	Barclays	8,760	4%
97	China Merchants Bank	8,668	5%
98	Bradesco	8,600	15%

99	Sberbank	8,535	N/A
100	Goldman Sachs	8,439	-9%

*The Brand Value of Coca-Cola includes Lites, Diets and Zero

**Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems

***The Brand Value of Budweiser includes Bud Light

****The Brand Value of Pepsi includes Lites, Diets and Zero

*****The Brand Value of Nintendo includes Wii and Nintendo DS

*****The Brand Value of Red Bull includes sugar-free and Cola

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)