

Top Five Argentina Brands 2012

Rank	Brand	Category	Brand Value (\$m)	Brand Contribution (out of five)
1	YPF	Energy	3,074	2
2	Personal Telecom	Communication Providers	681	3
3	Telecom Argentina	Communication Providers	390	3
4	Quilmes	Beer	334	5
5	Banco Galicia	Financial Institution	188	3
Total			4,667	

Top 15 Chile Brands 2012

Rank	Brand	Category	Brand Value (\$m)	Brand Contribution
1	Falabella	Retail	5,263	5
2	LAN	Airlines	3,964	4
3	Sodimac	Retail	3,318	5
4	Banco de Chile	Financial Institution	3,109	3
5	Copec	Energy	2,815	5
6	Lider	Retail	1,980	5
7	Almacenes Paris	Retail	1,699	5
8	Jumbo	Retail	1,361	5
9	Mall Plaza	Retail	1,116	3
10	Ripley	Retail	987	4
11	Santa Isabel	Retail	948	4
12	Arauco	Paper	690	1
13	Banco de credito e inversion	Financial Institution	600	1
14	Easy	Retail	566	5
15	Cristal	Beer	564	4
Total			28,981	

Top 10 Colombia Brands 2012

Rank	Brand	Category	Brand Value (\$m)	Brand Contribution
1	Comcel	Communication Providers	5,513	4
2	Ecopetrol	Energy	4,240	1
3	Bancolombia	Financial Institution	3,465	5
4	Banco de Bogota	Financial Institution	2,842	4
5	Banco Popular	Financial Institution	2,414	4
6	Davivienda	Financial Institution	1,251	5
7	Exito	Retail	1,168	4
8	Banco Occidente	Financial Institution	1,143	3
9	ETB	Communication Providers	558	4
10	Tigo	Communication Providers	517	3
Total			23,111	

Top 15 Mexico Brands 2012

Rank	Brand	Category	Brand Value (\$m)	Brand Contribution
1	Telcel	Communication Providers	8,449	4
2	Corona	Beer	5,114	5
3	Telmex	Communication Providers	2,656	2
4	Televisa	Communication Providers	2,585	3
5	Bodega Aurrera	Retail	2,511	2
6	Bimbo	Food	1,995	5
7	Sanborns	Retail	1,834	3
8	Cemex	Industrial	1,494	2
9	Elektra	Retail	1,398	3
10	Inbursa	Financial Institution	1,352	2
11	Modelo	Beer	1,244	5
12	Liverpool	Retail	1,156	4
13	TV Azteca	Communication Providers	676	3
14	Soriana	Retail	589	2
15	Tecate	Beer	563	5
Total			32,219	

Source: BrandAnalytics (including data from BrandZ and Bloomberg)