

## APPAREL - Top 15 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	Nike	10,290	3	6.5	-5%	=
2	H&M	8,711	2	4	9%	=
3	Zara	6,469	3	7	27%	=
4	Esprit	5,411	3	5	29%	=
5	Next	2,888	2	5.5	-6%	=
6	Ralph Lauren	2,765	3	6	48%	+2
7	Adidas	2,748	3	3.5	19%	=
8	Puma	1,855	3	4.5	3%	+2
9	Gap	1,831	2	4	-34%	-3
10	American Eagle Outfitters	1,609	2	8.5	43%	+4
11	Old Navy	1,470	2	4.5	-19%	-2
12	Abercrombie & Fitch	1,172	2	6	-1%	+1
13	Levi's	1,041	2	6	-38%	-2
14	Banana Republic	937	3	5.5	-25%	-2
15	Timberland	831	3	5.5	-17%	=

## BEER - Top 15 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	Budweiser	5,558	3	4	-18%	=
2	Bud Light	4,419	3	4	-11%	=
3	Heineken	3,699	4	2.5	10%	=
4	Corona	3,286	4	4	28%	+1
5	Stella Artois	2,940	4	5	32%	+1
6	Guinness	2,718	4	4.5	-8%	-2
7	Miller Lite	2,104	3	3	8%	=
8	Skol	1,283	4	5.5	21%	=
9	Amstel	1,272	3	2.5	30%	=
10	Cruzcampo	1,084	4	2.5	19%	N.A.
11	Beck's	1,039	4	5	N.A.	N.A.
12	Coors Light	1,027	3	5	N.A.	N.A.
13	Kronenbourg 1664	1,017	3	4.5	10%	-3
14	Baltika	897	5	10	68%	N.A.
15	Carlsberg	744	3	4	N.A.	N.A.

## CARS - Top 15 by brand value

#	Brand	BV '06 (\$m)	EG '06	EM '06	BV Change	# Change
1	Toyota	33,427	3	5.5	11%	=
2	BMW	25,751	4	6	8%	=
3	Mercedes	17,813	4	6	0%	=
4	Honda	15,465	3	4	7%	=
5	Porsche	13,372	5	10	11%	+2
6	Ford	12,627	2	2.5	-9%	-1
7	Chevrolet	11,202	3	3.5	-10%	-1
8	Nissan	11,189	3	4	3%	=
9	VW (Volkswagen)	7,033	3	3.5	4%	=
10	Lexus	5,421	4	6	7%	+1
11	Renault	4,728	2	3.5	-9%	-1
12	Dodge	3,797	2	4.5	-8%	=
13	Audi	3,615	3	5.5	13%	+1
14	Volvo	3,353	4	5.5	-2%	-1
15	Chrysler	3,142	3	3	-1%	=

## COFFEE – Top 5 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	Nescafé	4,320	4	4.5	14%	=
2	Folgers	1,034	4	5.5	26%	=
3	Maxwell House	787	3	3.5	20%	+2
4	Jacobs	689	4	5	-14%	-1
5	Douwe Egberts	480	4	5.5	-32%	-1

## FAST FOOD - Top 10 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	McDonald's	33,138	3	5.5	14%	=
2	Starbucks	16,057	3	10	45%	=
3	Subway (*)	7,433	4	5	N.A. (*)	+6
4	KFC	4,485	3	4	11%	-1
5	Tim Horton's	2,929	4	4.5	N.A.	N.A.
6	Pizza Hut	2,295	2	2.5	1%	-2
7	Wendy's	2,138	3	4	31%	-2
8	Taco Bell	1,537	3	4.5	21%	-2
9	Burger King	1,401	2	3.5	63%	-2
10	Domino's Pizza	434	2	1.5	16%	-2

(\*) Subway's value is not comparable with last year's since we have changed the financial basis for valuation

## FINANCIAL INSTITUTIONS - Top 20 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	Citi	33,706	2	4	9%	=
2	Bank of America	28,767	2	5.5	2%	=
3	Wells Fargo	24,284	3	3.5	N.A.	N.A.
4	American Express	23,113	2	7	23%	-1
5	HSBC	17,457	2	6.5	26%	-1
6	ICBC	16,460	3	6.5	N.A.	N.A.
7	Bank of China	13,689	3	4.5	N.A.	N.A.
8	Royal Bank of Canada	13,624	3	4	N.A.	N.A.
9	Deutsche Bank	13,210	1	4	1%	-4
10	Banco Santander	12,094	2	3.5	-4%	-4
11	Merrill Lynch	11,655	2	3	16%	-2
12	UBS	11,591	2	6	21%	-1
13	ING	11,539	2	5.5	N.A.	+2
14	Morgan Stanley	11,204	2	4.5	6%	-7
15	Chase	11,182	2	4.5	15%	-5
16	China Construction Bank	10,757	3	4.5	N.A.	N.A.
17	Wachovia	10,035	2	6.5	-2%	-9
18	State Farm	8,738	2	6	11%	-5
19	JP Morgan	8,490	2	4.5	20%	-5
20	Goldman Sachs	8,239	2	6	-7%	-8

## LUXURY - Top 10 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	Louis Vuitton	22,686	5	9.5	16%	=
2	Chanel	7,499	5	9.5	15%	=
3	Cartier	7,021	5	8.5	27%	=
4	Hermes	6,939	5	10	44%	+1
5	Gucci	6,524	5	5.5	49%	+1
6	Rolex	5,387	5	10	9%	-2
7	Hennessy	4,765	5	9.5	14%	=
8	Moet & Chandon	4,367	5	7	17%	=
9	Fendi	4,116	5	10	16%	=
10	Armani	4,100	5	10	16%	=

## MOBILE COMMUNICATIONS - Top 10 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	China Mobile	41,214	3	7.5	5%	=
2	Vodafone	21,107	2	5	-12%	=
3	NTT DoCoMo	19,450	2	7	0%	+1
4	Verizon Wireless	16,261	3	5	9%	+2
5	Orange	9,922	2	3.5	5%	+3
6	Cingular Wireless	9,260	2	7	39%	+3
7	TIM	8,440	2	4	N.A.	-4
8	T-Mobile	8,047	2	6.5	-32%	-1
9	Movistar	4,686	2	3	N.A.	N.A.
10	O <sub>2</sub>	3,983	2	4.5	1%	=

## MOTOR FUEL - Top 10 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	BP	5,931	2	5.5	8%	=
2	Shell	4,679	2	4	38%	=
3	Mobil	1,829	2	3.5	-6%	=
4	Exxon	1,495	2	5	12%	=
5	Petrochina	1,249	4	3.5	N.A.	N.A.
6	Esso	1,067	2	3.5	12%	-1
7	Texaco	952	1	3	21%	=
8	Chevron	832	2	5	2%	-2
9	Lukoil	810	3	6	N.A.	N.A.
10	Aral	694	2	5.5	28%	-2

## PERSONAL CARE - Top 20 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	Gillette	17,954	4	7.5	1%	=
2	L'Oréal	12,303	4	6.5	15%	=
3	Colgate	7,711	4	5	32%	1
4	Avon	6,558	3	5.5	-1%	-1
5	Garnier	4,159	3	5	18%	=
6	Nivea	3,148	3	4.5	33%	1
7	Lancôme	3,090	3	6.5	21%	-1
8	Oral B	2,545	3	5.5	57%	1
9	Crest	2,294	3	5.5	51%	1
10	Olay	2,284	4	6	83%	1
11	Estée Lauder	2,008	3	6	-1%	-3
12	Shiseido	1,863	3	5	88%	2
13	Dove	1,214	3	5	6%	=
14	Clarins	1,127	4	6.5	28%	1
15	Neutrogena	1,102	3	4	-6%	-3
16	Pantene	726	4	6	3%	1
17	Aquafresh	714	3	3	1%	-1
18	Pond's	605	2	3.5	-2%	1
19	Signal	544	3	3.5	-17%	-1
20	Sensodyne	472	3	3.5	-5%	=

## RETAIL - Top 15 by brand value

#	Brand	BV '06 (\$m)	BC '06	EM '06	BV Change	# Change
1	Wal-Mart	36,880	2	7.5	-2%	=
2	Home Depot	18,335	2	4	-33%	=
3	Tesco	16,649	3	4	7%	=
4	eBay	12,927	2	10	-2%	=
5	Carrefour	11,710	3	4	8%	=
6	Target	11,560	2	7	88%	+1
7	Marks & Spencer	9,509	3	6.5	192%	+5
8	IKEA	7,373	3	5.5	2%	-2
9	Best Buy	6,674	2	6.5	113%	+4
10	Amazon	5,964	2	10	0%	-2
11	Auchan	5,570	3	5	4%	-2
12	Asda	5,540	3	3.5	19%	-2
13	ALDI	4,712	2	5.5	84%	+2
14	Costco	3,784	2	6.5	-4%	-3
15	Safeway	3,772	2	5	62%	+1

## SOFT DRINKS - Top 10 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	Coca Cola	34,958	4	5	7%	=
2	Pepsi Cola	9,685	4	5	6%	=
3	Diet Coke/Coca Cola Light	9,177	4	4.5	6%	=
4	Fanta	2,930	2	2	-12%	=
5	Sprite	2,456	2	3	-15%	=
6	Diet Pepsi	2,072	3	5	-11%	=
7	Dr. Pepper	1,885	3	2.5	-1%	=
8	Mountain Dew	1,879	4	4	24%	=
9	7 Up	962	2	3	1%	=
10	Nestea	823	3	2.5	40%	=

## TECHNOLOGY - Top 20 by brand value

#	Brand	BV '06 (\$m)	BC '06	BM '06	BV Change	# Change
1	Google	66,434	3	10	77%	+1
2	Microsoft	54,951	3	6	-11%	-1
3	IBM	33,572	2	5	-7%	=
4	Nokia	31,670	3	7	19%	=
5	HP	24,987	3	4	27%	+2
6	Apple	24,728	3	10	55%	+3
7	Cisco	18,812	2	7.5	-10%	-1
8	Intel	18,707	2	5	-26%	-3
9	SAP	18,103	2	3.5	89%	+6
10	Oracle	17,809	2	6	28%	+1
11	Dell	13,903	2	5.5	-24%	-3
12	Yahoo!	13,201	2	6	-6%	-2
13	Samsung	12,742	3	5	6%	-1
14	Canon	11,413	2	4	15%	-1
15	Sony	11,389	3	5.5	22%	+1
16	Motorola	10,787	3	5	19%	+1
17	Accenture	10,534	3	6.5	8%	-3
18	Siemens	9,111	2	3.5	35%	=
19	Adobe	5,261	2	6	35%	+1
20	EA	4,672	2	6	-12%	-1

## WATER - Top 5 by brand value

#	Brand	BV '06 (\$m)	EC '06	BM '06	BV Change	# Change
1	Evian	713	3	6	9%	=
2	Aquafina	680	3	7	10%	=
3	Perrier	568	3	6	10%	=
4	Dasani	466	3	6	3%	=
5	Volvic	423	3	5.5	3%	=