

# Year - on - year growth

| Category               | Increase in brand value (%) |
|------------------------|-----------------------------|
| Mobile operators       | <b>28</b>                   |
| Soft drinks            | <b>24</b>                   |
| Coffee                 | <b>18</b>                   |
| Fast food              | <b>16</b>                   |
| Beer                   | <b>15</b>                   |
| Luxury                 | <b>10</b>                   |
| Retail                 | <b>7</b>                    |
| Spirits                | <b>5</b>                    |
| Technology             | <b>2</b>                    |
| Personal care          | <b>2</b>                    |
| Water                  | <b>2</b>                    |
| Motor fuel             | <b>-5</b>                   |
| Apparel                | <b>-9</b>                   |
| Financial Institutions | <b>-11</b>                  |
| Cars                   | <b>-22</b>                  |
| Insurance              | <b>-48</b>                  |

*Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)*