TOP 100 MOST VALUABLE INDONESIAN BRANDS 2017

1. Telkom Indonesia
   - Brand Value: 4,335
   - Rating: AAA-
   - BV/EV: 14%

2. Sampoerna
   - Brand Value: 3,813
   - Rating: AA
   - BV/EV: 17%

3. Bank BRI
   - Brand Value: 2,557
   - Rating: AA+
   - BV/EV: 11%

4. Persero
   - Brand Value: 2,251
   - Rating: AA
   - BV/EV: 21%

5. BCA
   - Brand Value: 1,896
   - Rating: AAA
   - BV/EV: 6%

6. Mandiri
   - Brand Value: 1,887
   - Rating: AAA-
   - BV/EV: 9%

7. BNI
   - Brand Value: 1,156
   - Rating: AA+
   - BV/EV: 15%

8. Indosat Ooredoo
   - Brand Value: 859
   - Rating: AA
   - BV/EV: 14%

9. Unilever
   - Brand Value: 844
   - Rating: AA
   - BV/EV: 20%

10. Mild
    - Brand Value: 651
    - Rating: AA
    - BV/EV: 19%

MOST IMPROVED BRAND (by absolute value)
- Sampoerna
  - Brand Value: US$1,746m

HIGHEST RANKING GROWTH (with positive growth)
- Lippo
- PT. AKR Corporindo Tbk
- AKR
  - Rank: #23
  - Increase: 26 places

HIGHEST INTANGIBLE VALUE (BV/EV ratio)
- Adira Finance
  - Brand Value/Enterprise Value: 40%

BEST NEW ENTRANTS (ranking)
- MPM
- hypermart
  - Rank: #32
  - Rank: #36
STRONGEST INDONESIAN BRANDS

The strongest brands are awarded based on Brand Finance’s Brand Strength Index (BSI).

Total Brand Value

US$32.3billion

↑44%

Industry Value

<table>
<thead>
<tr>
<th>Category</th>
<th>Value Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banks</td>
<td>31%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>23%</td>
</tr>
<tr>
<td>Telecoms</td>
<td>18%</td>
</tr>
<tr>
<td>Food</td>
<td>8%</td>
</tr>
<tr>
<td>Retail</td>
<td>4%</td>
</tr>
<tr>
<td>Others</td>
<td>16%</td>
</tr>
</tbody>
</table>

The TOP 10 brands make up 63% of the Indo Top 100 brand value.

31-40th (5%)

21-30th (7%)

11-20th (13%)

51-100th (9%)