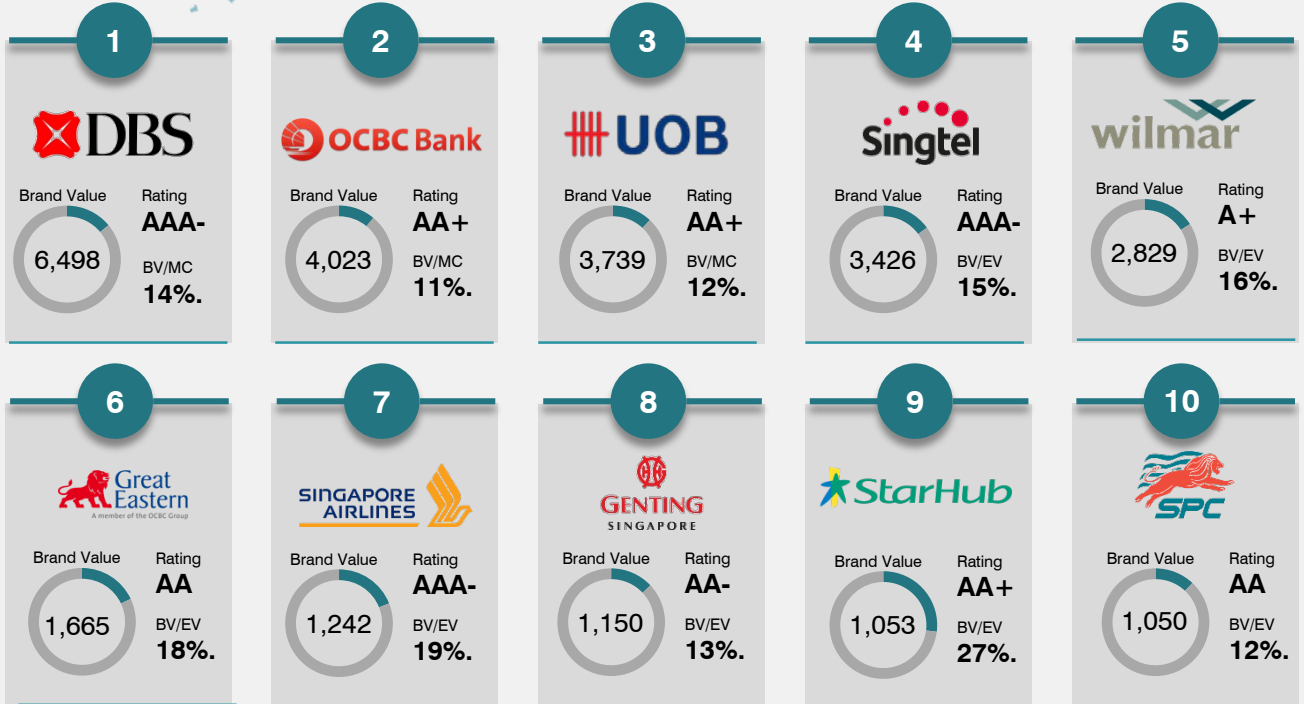


TOP 100 MOST VALUABLE SINGAPORE BRANDS 2018



© Brand Finance

(USD millions)

MOST IMPROVED BRAND (by absolute value)



↑ US\$1,095m

MOST IMPROVED BRAND (by brand strength)

AA (73)



A- (53)



HIGHEST RANKING GROWTH (with positive growth)



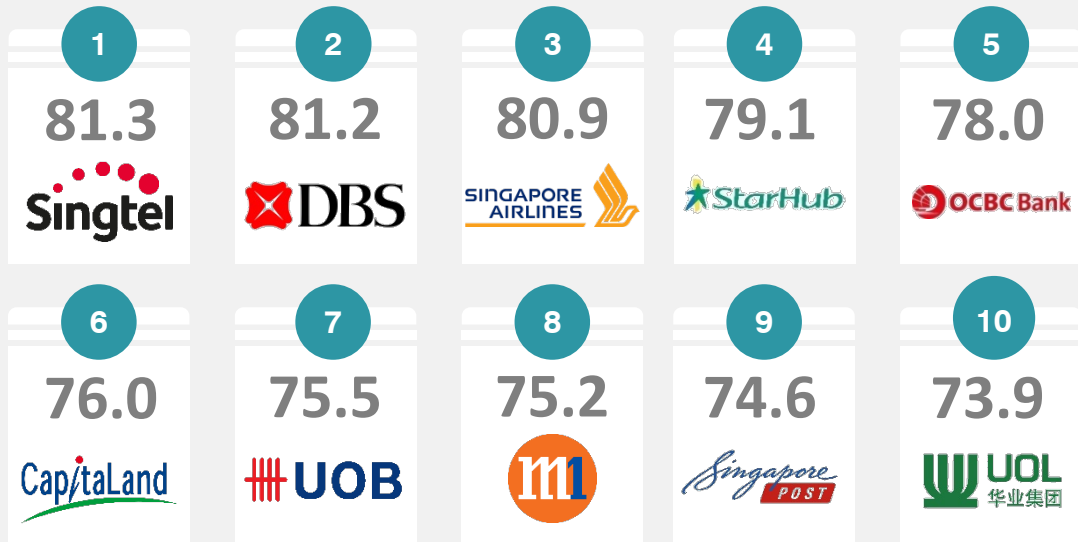
↑ 16 places

HIGHEST INTANGIBLE VALUE (BV/EV ratio)



Brand Value/Enterprise Value
66%

STRONGEST SINGAPORE BRANDS (BSI Score)

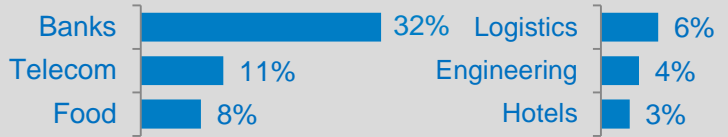


*The strongest brands are awarded based on Brand Finance's Brand Strength Index (BSI).

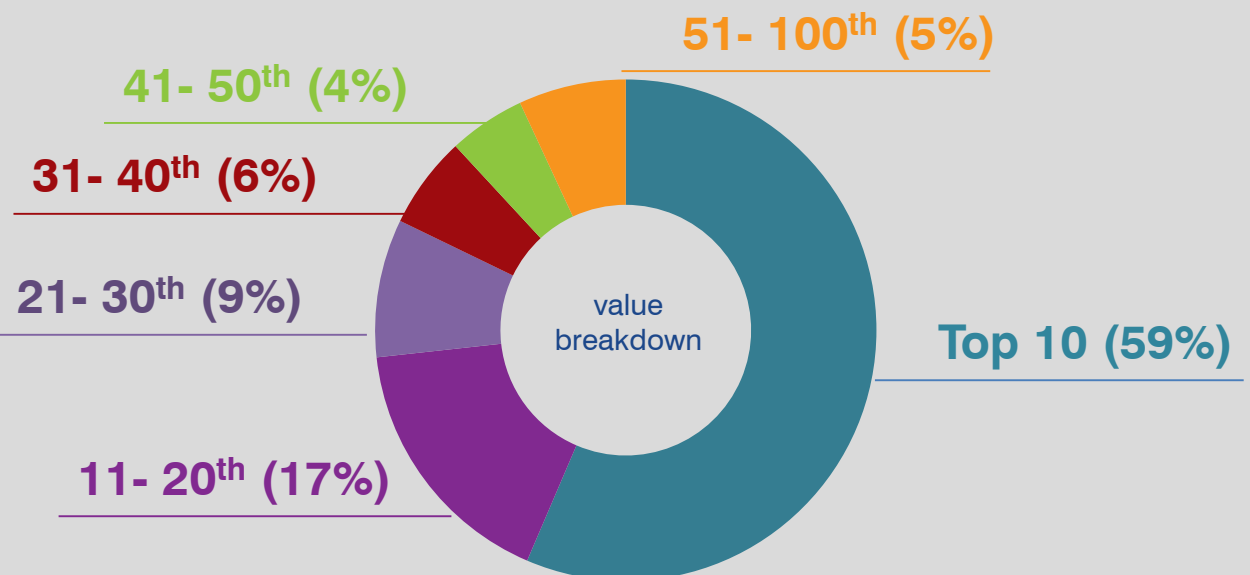
Total Brand Value

US\$45.0billion
↑6%

Industry Value



The **TOP 10** brands make up **59%** of the Singapore Top 100 brand value.



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