

Malaysia Top 100 Brands 2014

Rank 2014	Rank 2013	Brand	Parent Company	Brand Value 2014 (US\$ mil)	Brand Rating 2014	Enterprise Value 2014 (US\$ mil)	Brand Value / Enterprise Value (%)	Brand Value 2013 (US\$ mil)	Brand Rating 2013	Enterprise Value 2013 (US\$ mil)	Brand Value / Enterprise Value 2013 (%)
1	1	PETRONAS	PETRONAS DAGANGAN BHD	9,160	AA-	89,290	10%	7,068	AA	65,538	11%
2	2	Genting	GENTING BHD	2,494	AA	15,786	16%	2,839	AAA-	16,066	18%
3	3	CIMB	CIMB GROUP HOLDINGS BHD	2,041	AAA-	17,867	11%	1,900	AAA-	18,632	10%
4	6	Maybank	MALAYAN BANKING BHD	2,036	AA+	23,765	9%	1,558	AA-	22,050	7%
5	4	YTL	YTL CORPORATION BHD	1,772	A+	11,111	16%	1,884	AA-	11,647	16%
6	5	Sime Darby	SIME DARBY BHD	1,496	AA-	19,918	8%	1,731	AA-	20,660	8%
7	8	Tenaga Nasional	TENAGA NASIONAL BHD	1,490	AA-	20,382	7%	1,347	AA-	17,663	8%
8	7	Maxis	MAXIS BHD	1,414	AA+	18,075	8%	1,407	AA+	17,991	8%
9	9	Public Bank	PUBLIC BANK BHD	1,137	AA+	18,169	6%	1,073	AA	17,040	6%
10	13	Malaysia Airlines	MALAYSIAN AIRLINE SYSTEM BHD	1,057	AA+	3,785	28%	848	AA-	3,044	28%
11	11	Telekom Malaysia	TELEKOM MALAYSIA BHD	1,051	AA	6,125	17%	898	AA-	5,921	15%
12	10	DiGi	DIGI.COM BHD	895	AA	11,609	8%	943	AA	12,159	8%
13	12	Astro Malaysia	ASTRO MALAYSIA HOLDINGS BHD	886	AA	5,296	17%	863	AA-	5,654	15%
14	15	Axiata	AXIATA GROUP BHD	660	AA-	20,169	3%	605	A+	18,827	3%
15	17	RHB Bank	RHB CAPITAL BHD	615	AA-	6,151	10%	572	AA-	6,350	9%
16	16	IOI	IOI CORPORATION BHD	591	A+	12,067	5%	582	A+	11,697	5%
17	14	Celcom	AXIATA GROUP BHD	578	AA	8,764	7%	695	AA-	9,225	8%
18	18	AmBank	AMMB HOLDINGS BHD	485	AA-	6,876	7%	560	AA-	6,558	9%
19	20	Airasia	AIRASIA BHD	483	AA	4,798	10%	424	AA-	4,534	9%
20	19	Berjaya Sports Toto	BERJAYA SPORTS TOTO BHD	448	A+	1,751	26%	468	A	1,915	24%
21	21	Berjaya	BERJAYA CORP BHD	399	A-	3,901	10%	379	A-	3,645	10%
22	28	Magnum	MULTI-PURPOSE HOLDINGS BHD	365	A-	2,937	12%	211	A-	1,857	1%
23	22	Kuala Lumpur Kepong	KUALA LUMPUR KEPONG BHD	364	A+	7,259	5%	366	AA-	7,471	5%
24		IHH Healthcare	IHH HEALTHCARE BHD	311	A	11,552	3%				
25	24	S P Setia	SP SETIA BHD	278	A+	2,495	11%	247	A	2,230	11%
26	23	Parkson	PARKSON HOLDINGS BHD	255	A+	1,048	24%	322	AA+	1,744	18%
27	44	Proton	PROTON HOLDINGS BHD	237	A	346	69%	100	AA-	N/A	n/a
28	25	MISC	MISC BHD	220	AA-	9,034	2%	227	A+	9,849	2%
29	29	VADS	TELEKOM MALAYSIA BHD	220	AA	1,167	19%	181	A+	1,170	15%
30	26	Malaysia Airports	MALAYSIA AIRPORTS HLDGS BHD	214	A+	3,511	6%	217	AA-	2,944	7%
31	31	Gamuda	GAMUDA BHD	204	A+	3,518	6%	175	A+	2,766	6%
32	33	Bank Islam	BIMB HOLDINGS BHD	203	A	1,912	11%	162	A	1,003	16%
33	34	Boustead	BOUSTEAD HOLDINGS BHD	196	A+	4,000	5%	156	A	3,391	5%
34	27	Star Publications (Malaysia)	STAR PUBLICATIONS (MALAYSIA) BHD	185	A+	553	33%	212	A+	682	31%
35	32	Hap Seng	HAP SENG CONSOLIDATED BHD	183	A	2,035	9%	171	A	1,913	9%
36	30	Dutch Lady Milk	DUTCH LADY MILK INDS BHD	169	A	855	20%	180	AA-	907	20%
37		U Mobile	U MOBILE SDN BHD	164	A-	N/A	N/A				
38	35	KPJ Healthcare	KPJ HEALTHCARE BHD	152	A	1,462	10%	147	A	1,367	11%
39	41	UMW	UMW HOLDINGS BHD	149	A+	5,669	3%	111	A+	4,183	3%
40	51	DRB-HICOM	DRB-HICOM BHD	141	A	1,649	9%	62	A	1,586	4%
41	36	Top Glove	TOP GLOVE CORP BHD	136	A	1,125	12%	128	A	1,066	12%
42	37	QL Resources	QL RESOURCES BHD	135	A	1,124	12%	124	A	1,036	12%
43	47	Pos Malaysia	POS MALAYSIA BHD	126	A	527	24%	82	A	330	25%
44	43	PPB Group	PPB GROUP BHD	125	AA	5,737	2%	108	AA-	4,656	2%
45	40	Affin	AFFIN HOLDINGS BHD	124	A+	1,873	7%	112	A+	1,694	7%
46	59	Malaysia Buildng	MALAYSIA BUILDING SOCIETY BHD	122	A	1,430	9%	35	A	943	4%
47	39	Alliance Financial	ALLIANCE FINANCIAL GROUP BHD	119	A	2,213	5%	117	A	2,212	5%
48	46	TA Enterprise	TA ENTERPRISE BHD	115	A	1,062	11%	91	A	448	20%
49	45	Padini	PADINI HOLDINGS BHD	96	A	299	32%	92	A	401	23%
50	49	Kossan Rubber Industries	KOSSAN RUBBER INDUSTRIES BHD	96	A	617	15%	72	A	373	19%
51	48	MMC	MMC CORP BHD	81	A+	8,641	1%	76	AA-	8,406	1%
52	53	Bonia	BONIA CORP BHD	81	A	229	36%	54	AA-	157	35%
53	50	Wah Seong	WAH SEONG CORP BHD	77	A	630	12%	72	A	568	13%
54	42	Puncak Niaga	PUNCAK NIAGA HOLDINGS BHD	72	A	829	9%	108	A	1,334	8%
55	38	Lion Corporation	LION CORP BHD	68	A-	942	7%	121	A-	951	13%
56	52	Time dotCom	TIME DOTCOM BHD	65	A	625	10%	59	A	645	9%
57	57	Tan Chong Motor	TAN CHONG MOTOR HOLDINGS BHD	56	A	1,474	4%	37	A	1,133	3%
58	67	Bursa Malaysia	BURSA MALAYSIA BHD	52	A	1,215	4%	25	AA-	1,210	2%
59	64	Malaysian Reinsurance	MNRB HOLDINGS BHD	51	A	197	26%	31	A	177	18%
60	56	Dksh Malaysia	DKSH HOLDINGS MALAYSIA BHD	48	A	301	16%	41	A-	171	24%
61		Yes	YTL COMMUNICATIONS SDN BHD	46	A-	229	20%				
62		Cagamas	CAGAMAS BHD	43	A-	N/A	N/A				
63	54	Kulim Malaysia	KULIM MALAYSIA BHD	41	A+	673	6%	46	AA-	1,069	4%
64	58	KUB	KUB MALAYSIA BHD	40	A	79	50%	36	A-	82	44%
65	60	LPI Capital	LPI CAPITAL BHD	39	A+	1,200	3%	32	A	994	3%
66	61	IJM	IJM CORP BHD	36	A	3,920	1%	32	A	3,474	1%
67	63	Hwang-Dbs (Malaysia)	HWANG-DBS (MALAYSIA) BHD	35	A-	328	11%	31	A-	233	13%
68		Bank Muamalat	BANK MUAMALAT MALAYSIA BHD	35	A-	N/A	N/A				
69		P1	PACKET ONE NETWORKS (MALAYSIA) SDN BHD	33	A-	N/A	N/A				
70	62	The Store	STORE CORP BHD/THE	30	A	78	39%	32	A-	92	34%
71	74	Cahaya Mata Sarawak	CAHYA MATA SARAWAK BHD	29	A	450	6%	18	A	240	8%
72	68	QSR Brands	QSR BRANDS BHD	28	A	N/A	N/A	24	A+	990	2%
73	69	Tradewinds Plantation	TRADEWINDS PLANTATION BHD	27	A	N/A	N/A	23	A	1,119	2%

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74	66	Padiberas Nasional	PADIBERAS NASIONAL BHD	26	A	856	3%	27	A	898	3%
75		Masteel	MALAYSIA STEEL WORKS KL BHD	26	A	154	17%				
76	71	Southern Steel	SOUTHERN STEEL BHD	24	A	519	5%	21	A	447	5%
77	65	Lingui	LINGUI DEVELOPMENTS BHD	22	A-	N/A	N/A	27	A-	522	5%
78	70	Ancom	ANCOM BHD	20	A-	115	17%	21	A-	122	17%
79	73	CCM	CHEMICAL COMPANY OF MALAYSIA BHD	18	A	350	5%	19	A-	444	4%
80	78	MBf	MBF HOLDINGS BHD	15	A-	N/A	N/A	10	A-	496	2%
81	75	K & N Kenanga	K & N KENANGA HOLDINGS BHD	15	A	131	11%	15	A	145	11%
82	79	Redtone	REDTONE INTERNATIONAL BHD	14	A	99	14%	10	A-	60	17%
83	76	Media Prima	MEDIA PRIMA BHD	14	AA-	855	2%	14	AA-	886	2%
84		Berjaya Auto Bhd	BERJAYA AUTO BHD	12	A	347	4%				
85	85	Hiap Teck Venture	HIAP TECK VENTURE BHD	12	A	287	4%	7	A	177	4%
86	77	MSM Malaysia	MSM MALAYSIA HOLDINGS BHD	12	A	978	1%	12	A	1,091	1%
87	80	KNM	KNM GROUP BHD	9	A	455	2%	9	A	516	2%
88	82	Kwantas	KWANTAS CORP BHD	8	A	401	2%	8	A	395	2%
89	89	Jobstreet	JOBSTREET CORP BHD	8	A	357	2%	6	A	215	3%
90	81	United Plantations	UNITED PLANTATIONS BHD	8	A	1,375	1%	9	A	1,465	1%
91	87	Takaful Ikhlas	MNRB HOLDINGS BHD	8	A	33	24%	6	A	29	20%
92	88	MNRB	MNRB HOLDINGS BHD	8	A	234	3%	6	A	211	3%
93	83	V.S. Industry	V.S. INDUSTRY BHD	7	A	103	7%	8	A	113	7%
94	94	Melewar Industrial Group	MELEWAR INDUSTRIAL GROUP BHD	7	A-	299	2%	4	A	132	3%
95	93	M-Mode	M-MODE BHD	6	A-	25	26%	4	A-	12	37%
96	84	Nylex Malaysia	NYLEX MALAYSIA BHD	6	A	62	10%	8	A	78	10%
97	90	Ta Ann	TA ANN HOLDINGS BHD	6	A	584	1%	5	A	579	1%
98	91	Batu Kawan	BATU KAWAN BHD	5	A	2,280	0%	5	A	2,525	0%
99	96	FCW	FCW HOLDINGS BHD	5	A	61	8%	4	A-	40	10%
100	95	Wing Tai Malaysia	WING TAI MALAYSIA BHD	5	A+	317	2%	4	A+	261	2%