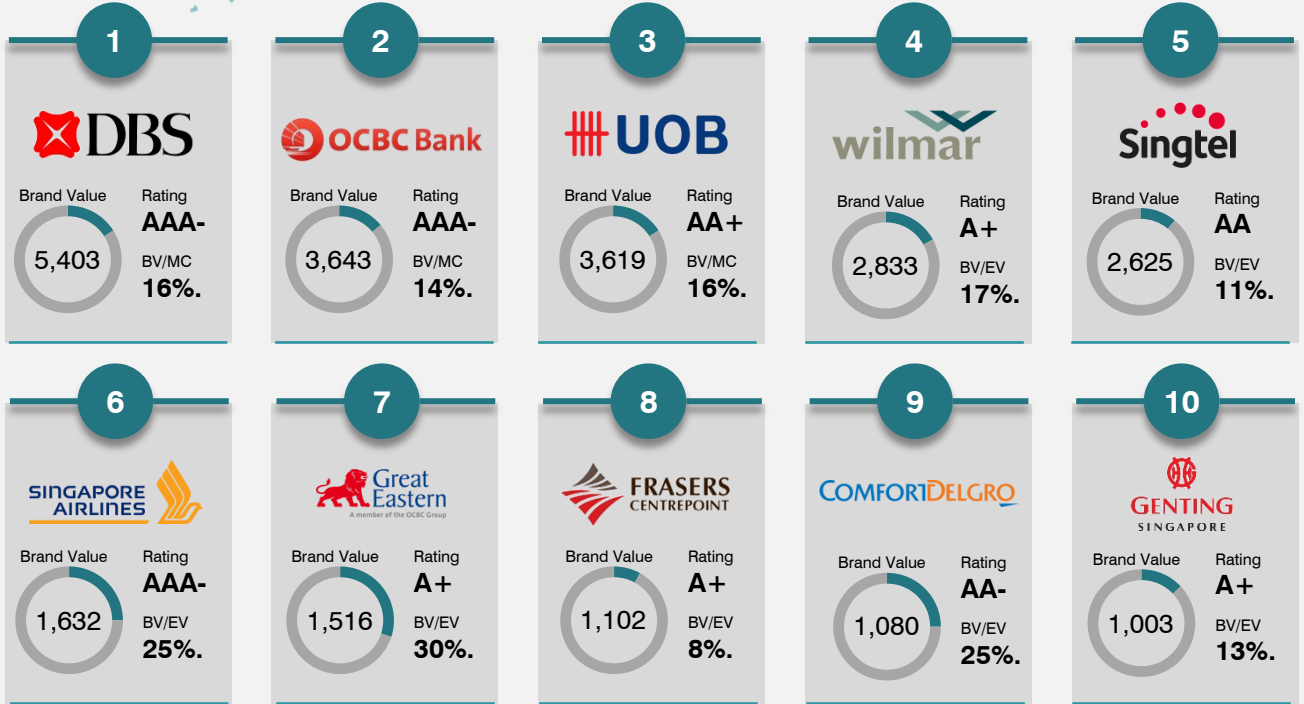




TOP 100 MOST VALUABLE SINGAPORE BRANDS 2017



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(USD millions)

MOST IMPROVED BRAND (by absolute value)



UOB
↑ US\$857m

MOST IMPROVED BRAND (by brand strength)

AA+ (78)



AA- (68)



HIGHEST RANKING GROWTH (with positive growth)



maple^{tree}

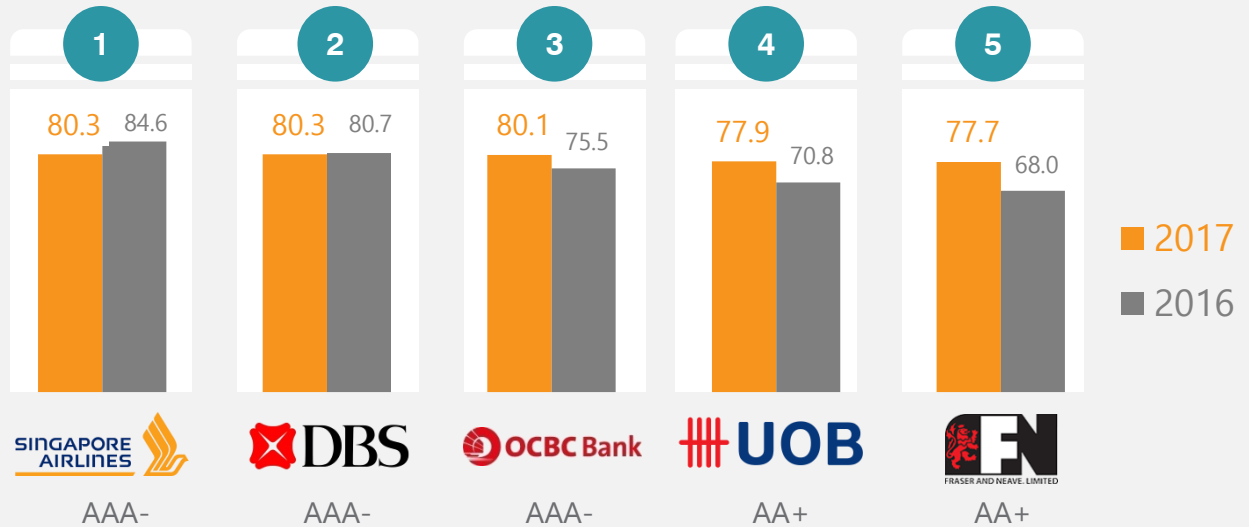
↑ 27 places

HIGHEST INTANGIBLE VALUE (BV/EV ratio)

Challenger

Brand Value/Enterprise Value
79%

STRONGEST SINGAPORE BRANDS

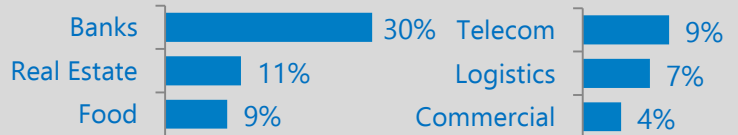


*The strongest brands are awarded based on Brand Finance's Brand Strength Index (BSI).

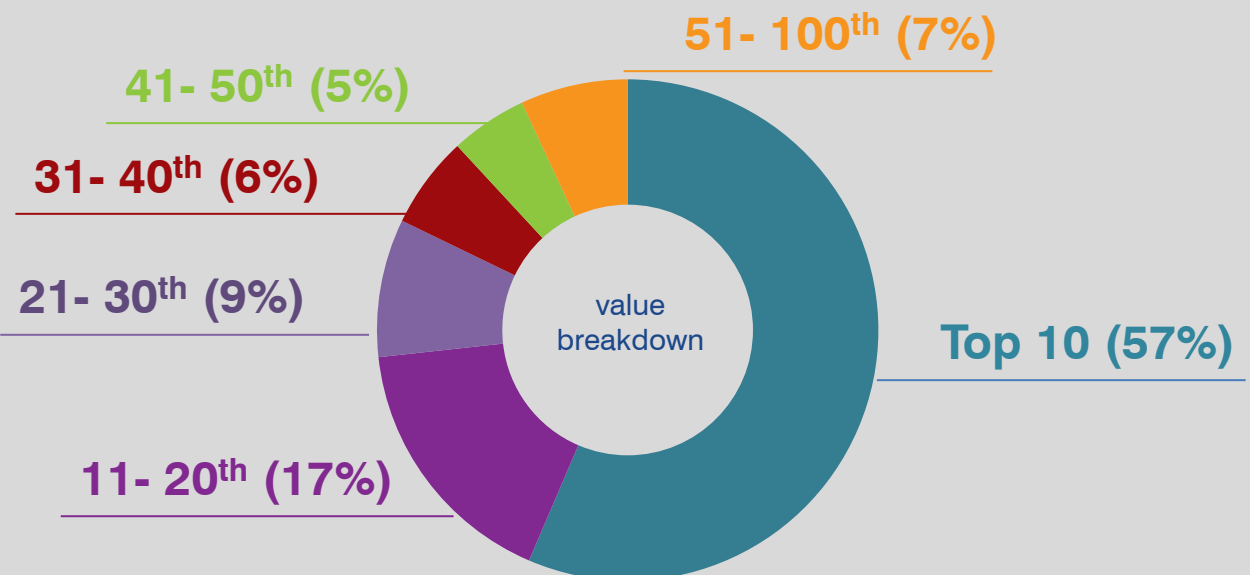
Total Brand Value

US\$42.6billion
↑ 4%

Industry Value



The **TOP 10** brands make up **57%** of the Singapore Top 100 brand value.



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