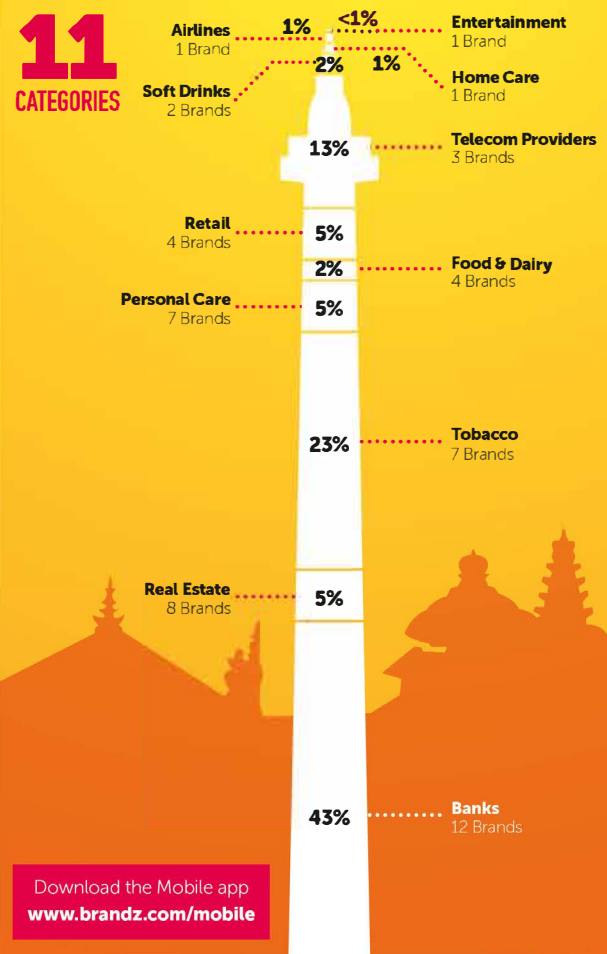
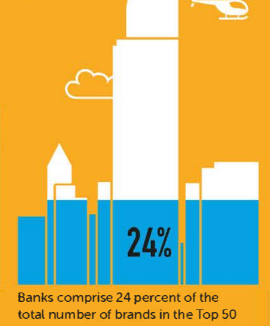




### TOP 10 BRANDS



### BIGGEST CATEGORY



### TOTAL VALUE OF BRANDZ™ TOP 50 MOST VALUABLE INDOONESIAN BRANDS

# US \$64.6 Billion

### FMCG BRANDS LEAD BRAND CONTRIBUTION

The top names in the ranking for Brand Contribution are led by household names in food, drink and personal care.



### INNOVATION DRIVES SUCCESS

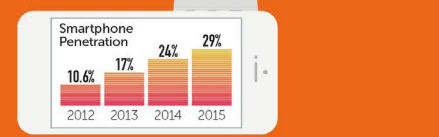
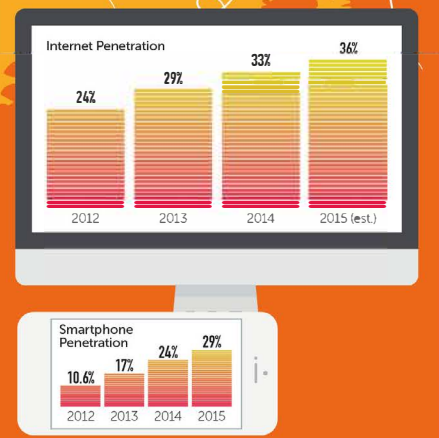
The top six brands indexed according to consumer perceptions that they 'set trends' are from five different sectors.



### BRICKS-AND-MORTAR RETAILERS MAKE STRONG SHOWING



### HUGE DIGITAL POTENTIAL AS INTERNET PENETRATION GROWS



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% of Total Value of BrandZ™ Top 50 Most Valuable Indonesian Brands

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Compiled by GroupM. Historic sources: eMarketer, Partia Research, comScore, Akamai.