

# THE BRANDZ™ TOP 75 MOST VALUABLE

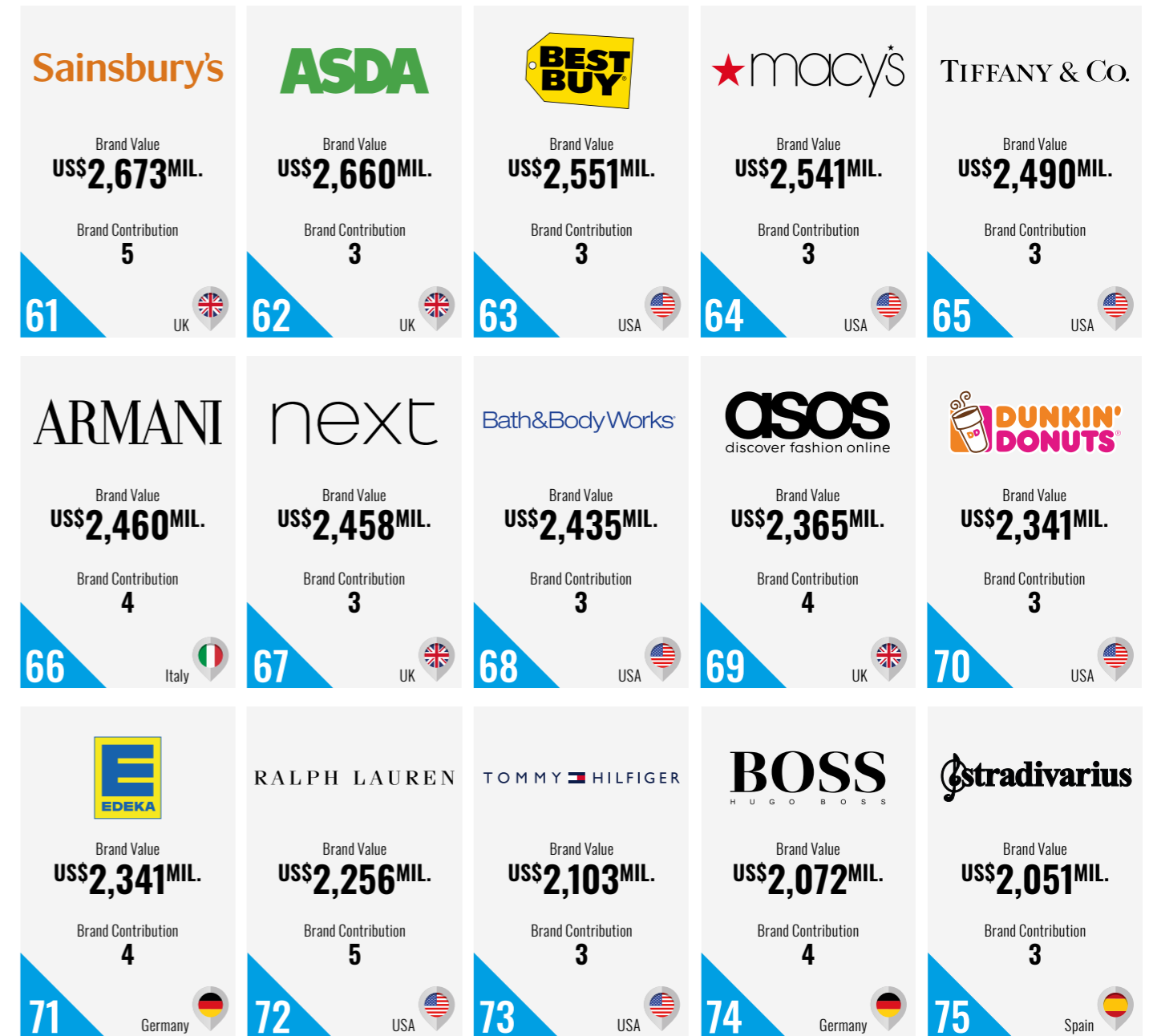
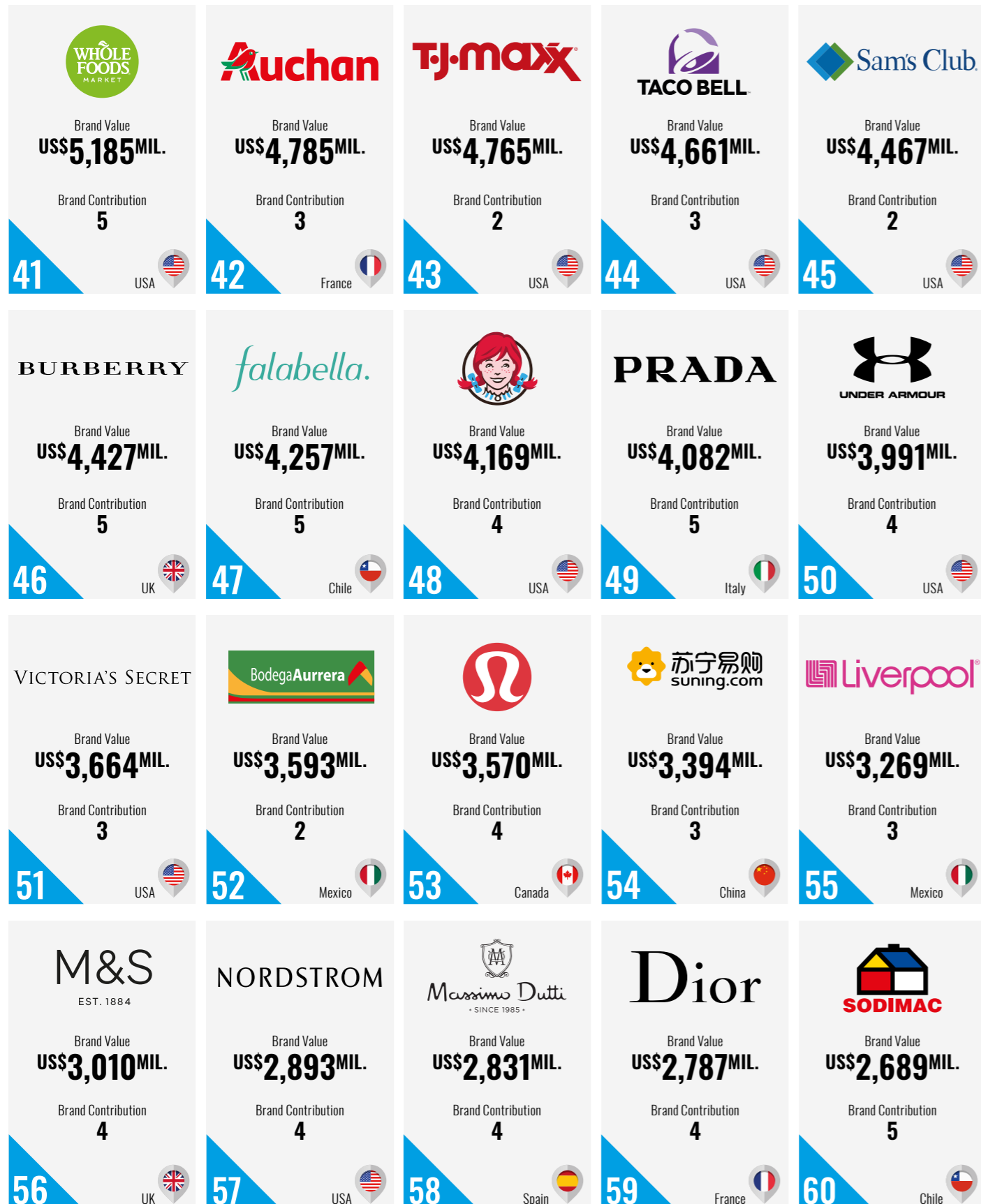
# GLOBAL RETAIL BRANDS 2018



Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)  
 Brand Contribution Index = Brand contribution measures the influence of brand alone on earnings, on a 1-to-5 scale, 5 being highest.

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