

# 100 Best Global Brands

Interbrand ■●●



HUAWEI #94

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01 Apple +21% 118,863 \$m	02 Google +15% 107,439 \$m	03 Coca-Cola +3% 81,563 \$m	04 IBM -8% 72,244 \$m	05 Microsoft +3% 61,164 \$m	06 GE -3% 45,480 \$m	07 SAMSUNG +15% 45,462 \$m	08 TOYOTA +20% 42,392 \$m	
09 McDonald's +1% 42,264 \$m	10 Mercedes-Benz +8% 34,338 \$m	11 BMW +7% 34,214 \$m	12 Intel -8% 34,153 \$m	13 Disney +14% 32,223 \$m	14 CISCO +6% 30,936 \$m	amazon +25% 29,478 \$m TOP RISK		
16 ORACLE +8% 26,980 \$m	17 hp -8% 23,758 \$m	18 Gillette -9% 22,845 \$m	19 LOUIS VUITTON -9% 22,552 \$m	20 HONDA +17% 21,673 \$m	21 H&M +16% 21,083 \$m			
22 Nike +16% 19,875 \$m	23 Microsoft +11% 19,510 \$m	24 PepsiCo +7% 19,119 \$m	25 SAP +4% 17,340 \$m	26 IKEA +15% 15,885 \$m	27 UPS +5% 14,470 \$m	28 eBay +9% 14,359 \$m	30 Pampers +8% 14,078 \$m	
29 Facebook +86% 14,049 \$m TOP RISK		31 Volkswagen +23% 13,716 \$m TOP RISK		32 Kellogg's +4% 13,442 \$m	33 HSBC +8% 13,142 \$m	34 PepsiCo +3% 13,024 \$m	35 JPMorgan +9% 12,456 \$m	
40 Hyundai +16% 10,409 \$m	41 GUCCI +2% 10,385 \$m	42 Shell +5% 10,264 \$m	43 L'OREAL +3% 10,162 \$m	44 accenture +4% 9,882 \$m	45 Audi +6% 11,712 \$m		46 HERMÈS +18% 8,977 \$m	
47 Caterpillar +3% 8,758 \$m	48 Citi +10% 8,737 \$m	49 SIEMENS +2% 8,672 \$m	50 Colgate +5% 8,215 \$m	51 DANONE +3% 8,205 \$m	52 SONY -3% 8,133 \$m TOP RISK			
53 Allianz +14% 8,120 \$m	54 Nestlé +6% 8,000 \$m	55 Allianz +15% 7,702 \$m	56 NISSAN +23% 7,623 \$m TOP RISK		57 Morgan Stanley -8% 7,472 \$m	58 Cartier +8% 7,449 \$m	59 adidas -2% 7,378 \$m	
60 ROCHE +11% 7,171 \$m	61 CATERPILLAR -4% 6,812 \$m	62 XEROX -2% 6,641 \$m	63 Morgan Stanley +11% 6,334 \$m		64 Panasonic +8% 6,303 \$m	65 Shell +14% 6,288 \$m		
66 3M +14% 6,177 \$m	67 Microsoft +7% 6,143 \$m	68 McDonald's -2% 6,059 \$m	69 VISA +10% 5,998 \$m	70 PRADA +7% 5,977 \$m	71 TIFFANY & CO. +9% 5,936 \$m	72 PepsiCo -3% 5,646 \$m	73 BURBERRY +8% 5,594 \$m	
74 KIA +15% 5,396 \$m	75 Santander +16% 5,382 \$m	76 Starbucks +22% 5,333 \$m	77 Adobe +9% 5,194 \$m	78 Johnson & Johnson +9% 5,124 \$m	79 John Deere +5% 5,124 \$m	80 PepsiCo +2% 5,102 \$m	81 DHL NEW 5,084 \$m	
82 Chevrolet +10% 5,036 \$m	83 Ralph Lauren +9% 4,979 \$m	84 DURACELL +6% 4,935 \$m	85 Wal-Mart +5% 4,884 \$m	86 Walmart +2% 4,842 \$m	87 Harley-Davidson +13% 4,772 \$m	88 MasterCard +13% 4,758 \$m	89 Xerox +5% 4,643 \$m	
90 SMIRNOFF +8% 4,609 \$m	91 Land Rover NEW 4,473 \$m	92 FedEx NEW 4,414 \$m	93 Corona +3% 4,387 \$m	94 HUAWEI NEW 4,313 \$m	95 Schneider -3% 4,221 \$m	96 PepsiCo -2% 4,196 \$m	97 BOSS NEW 4,143 \$m	
98 NOKIA -44% 4,138 \$m	99 GAP +5% 4,122 \$m	100 Nintendo -33% 4,103 \$m						