

BRANDZ TOP 50

Most Valuable Indonesian BRANDS 2017

TOP 10 INDONESIAN BRANDS 2017

\$ = Brand Value US \$ million % = Brand Value Change from 2016

BCA \$10,537 +13% Banks 1	TELKOMSEL \$8,583 +27% Telecom Providers 2	Mild \$8,297 +13% Tobacco 3	BANK BRI \$8,021 +2% Banks 4	mandiri \$5,438 +10% Banks 5	234 \$2,411 +7% Tobacco 6	Surya \$2,071 -1% Tobacco 7	Gudang Garam \$2,040 +3% Tobacco 8	Marlboro \$2,026 +9% Tobacco 9	BNI \$1,829 +18% Banks 10
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TOP 50 BRAND VALUE

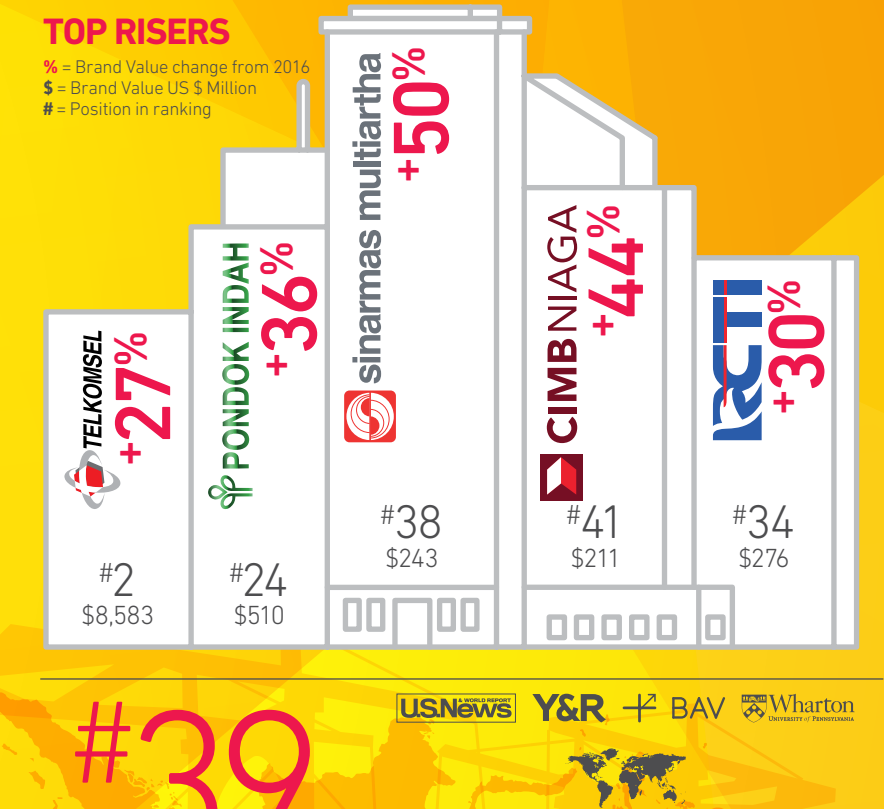
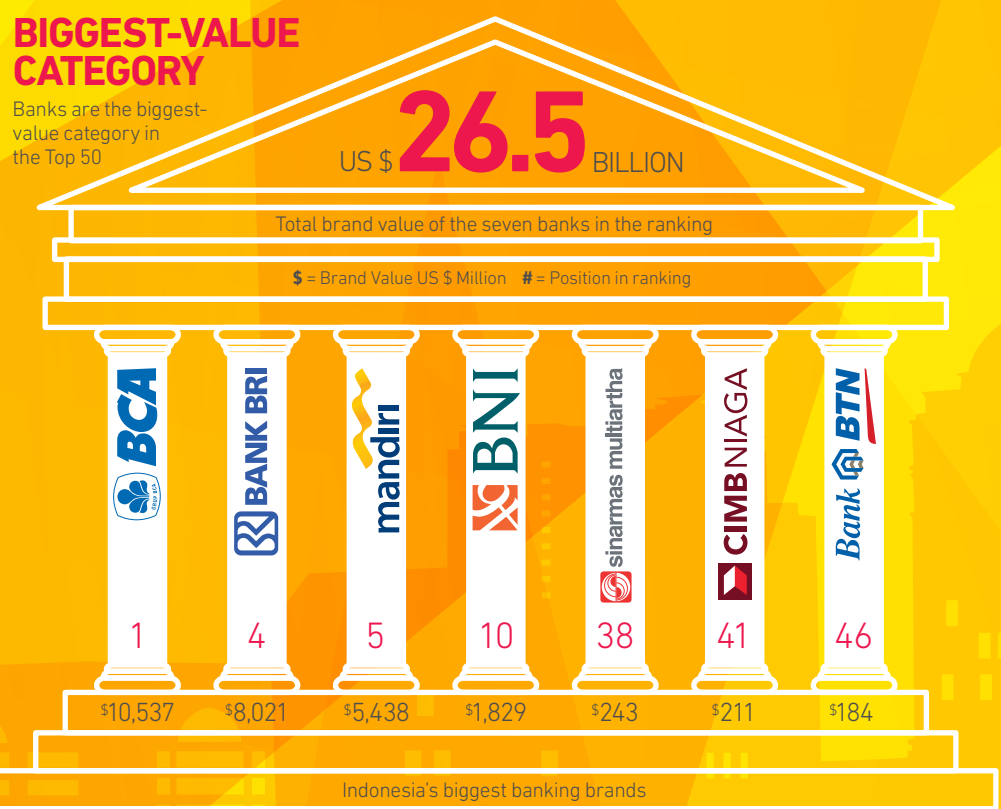
(US\$ BILLION)

The combined value of the BrandZ™ Top 50 Most Valuable Indonesian Brands 2017

+8% YOY

US \$ 71.6 BILLION

Download the full report at www.brandz.com



ADSPEND STILL FAVORS TELEVISION OVER DIGITAL MEDIA

But digital is still by far the fastest growing with a double digit increase vs. 2016. Digital share of total media spend has doubled in 5 years.

Source: This Year Next Year, 2017, GroupM

Media Type	Share (%)
TV	65.5%
Radio	2.2%
Outdoor	2.8%
Newspaper	15.1%
Internet	11.9%
Cinema	0.4%
Magazines	2.1%

at least **43%** of mobile phone users have smartphones

Mobile phone penetration is above 130%

Download the Mobile App at www.brandz.com

Methodology and Valuation by **KANTAR MILLWARD BROWN**

FOOD FOR THOUGHT

Brands in the food & dairy category have performed consistently well in the past year.

Indomie +18% #13 \$1,304	sarimi +18% #42 \$210	ABC +14% #18 \$784	mi instan Supermi +10% #44 \$192	BANGO +9% #21 \$541	NEW Roma +9% #50 \$159
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% = Brand Value change from 2016 # = Position in ranking
\$ = Brand Value US \$ Million

BEST COUNTRIES

OVERALL OUT OF 80 COUNTRIES

To find out more about **BEST COUNTRIES** visit: <https://www.usnews.com/news/best-countries>