

# BRANDZ TOP 50 MOST VALUABLE INDONESIAN BRANDS 2019

| #  | Brand                        | Category          | 2019 Brand Value (US\$ Mil.) | Brand Value Change 2018-2019 |
|----|------------------------------|-------------------|------------------------------|------------------------------|
| 1  | <b>BCA</b>                   | Banks             | 13,050                       | 3%                           |
| 2  | <b>BANK BRI</b>              | Banks             | 10,988                       | 17%                          |
| 3  | <b>TELKOMSEL</b>             | Telecom Providers | 7,322                        | -17%                         |
| 4  | <b>A</b>                     | Tobacco           | 7,023                        | -15%                         |
| 5  | <b>mandiri</b>               | Banks             | 6,203                        | -3%                          |
| 6  | <b>gojek</b>                 | Transport         | 4,487                        | 88%                          |
| 7  | <b>234</b>                   | Tobacco           | 3,123                        | 18%                          |
| 8  | <i>Surya</i>                 | Tobacco           | 2,522                        | 6%                           |
| 9  | <b>PT. PAKUWON JATI TBK.</b> | Tobacco           | 2,442                        | 6%                           |
| 10 | <b>tokopedia</b>             | Retail            | 2,231                        | 487%                         |



| Category           | Sector Brand Value (US\$ Mil.) | % of 2019 ranking |
|--------------------|--------------------------------|-------------------|
| Financial Services | 33,721                         | 40%               |
| Tobacco            | 18,189                         | 22%               |
| Telecom Providers  | 10,021                         | 12%               |
| Travel & Transport | 6,465                          | 8%                |
| Retail             | 4,831                          | 6%                |
| Food & Drink       | 4,201                          | 5%                |
| Personal Care      | 2,889                          | 3%                |
| Real Estate        | 2,217                          | 3%                |
| Other              | 1,455                          | 2%                |

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## Brands that shine for delivering great consumer experience



## Most Trusted Brands from Top 50 Ranking 2019



## Total value of the Indonesian Top 50 Brands in 2019

US\$83,989 million

## Value change since 2018

4%