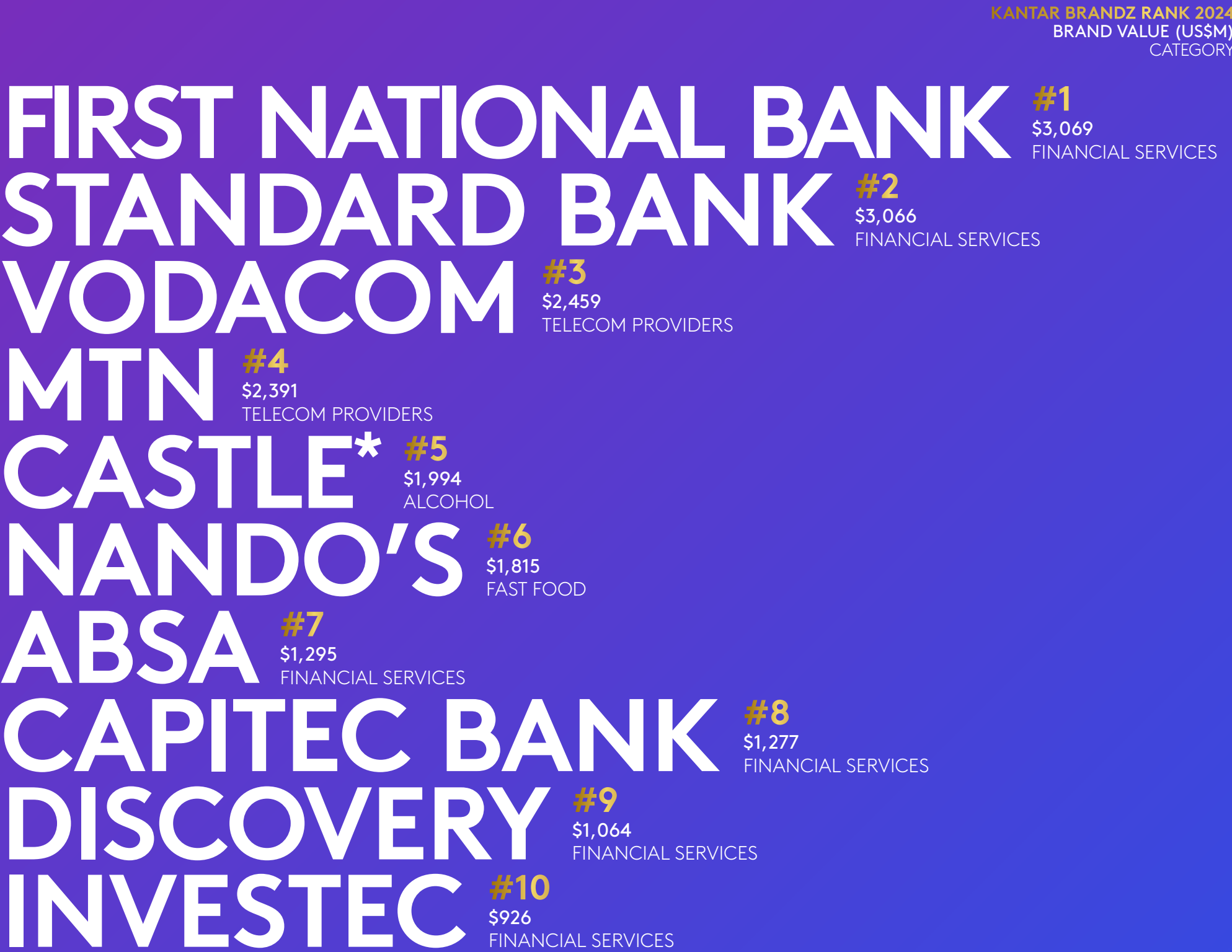


\$29.7 BILLION

THE TOP 10 MOST VALUABLE SOUTH AFRICAN BRANDS

THE TOP 10 ACCOUNT FOR \$19.4 BILLION, OR SLIGHTLY MORE THAN 65% OF THE TOTAL VALUE

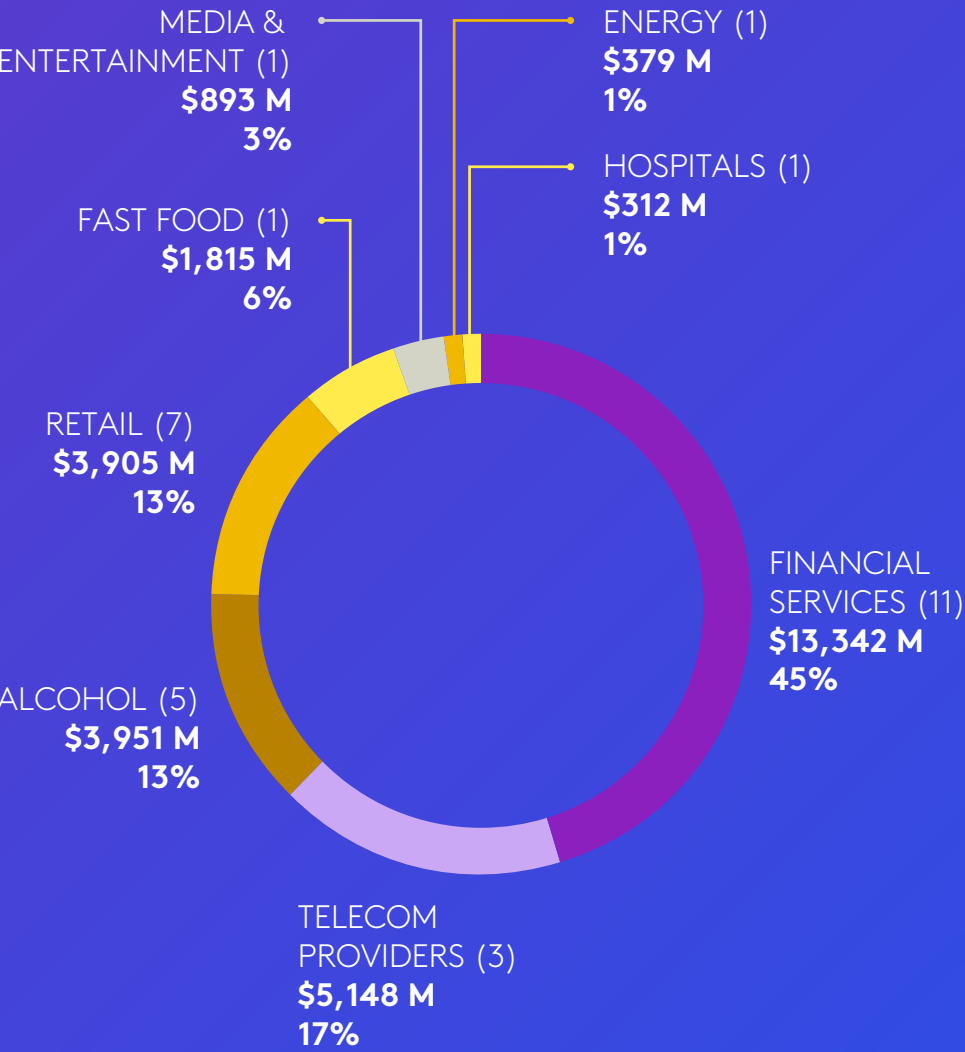


\* Brand value of Castle includes Castle Lager and Castle Lite

CATEGORY BREAKDOWN

\$ = TOTAL CATEGORY VALUE (US\$)

% = OF THE TOTAL VALUE OF THE TOP 30 MOST VALUABLE SOUTH AFRICAN BRANDS



NEWCOMERS

BRAND VALUE (US\$M)



BLUEPRINT GROWTH DRIVER AND ACCELERATORS

Most Meaningfully Different



Most successful in demonstrating great value



Best at finding new space



Most memorable advertising



Best at capturing market share



TOP 5 RISERS

BRAND VALUE CHANGE 2024 VS. 2023

