

TOP 20 MOST VALUABLE SAUDI BRANDS

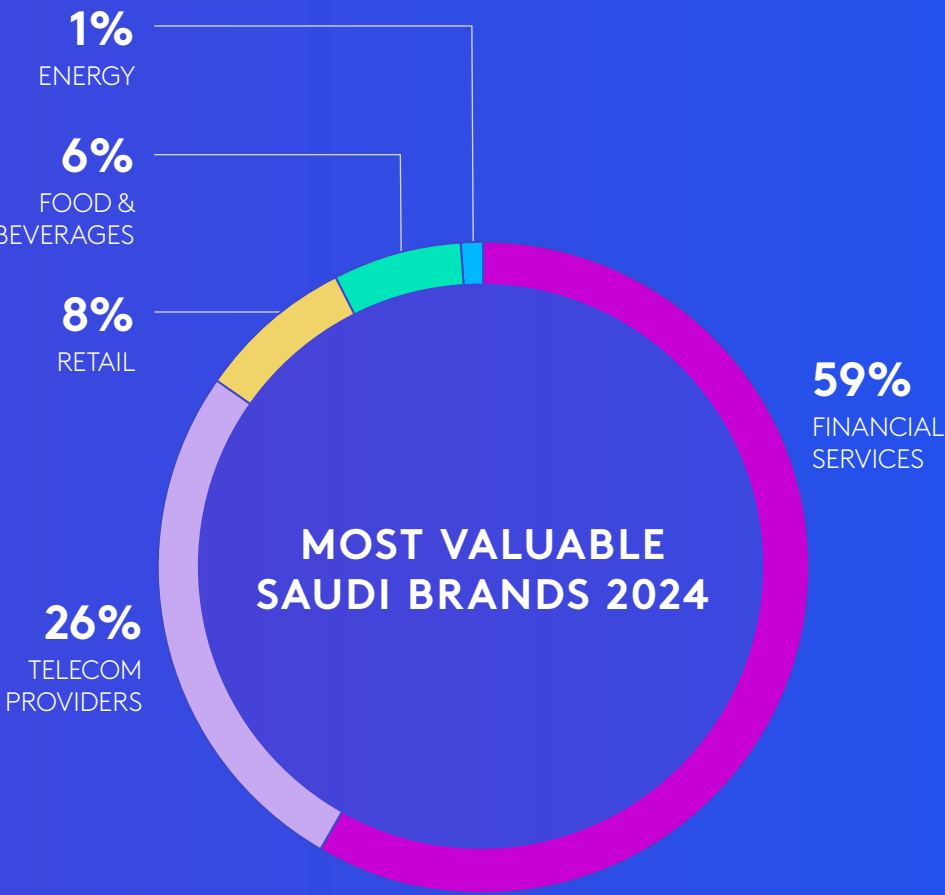
| | | | |
|---------------------|-----|----------|--------------------|
| AL RAJHI BANK | #1 | \$13,959 | FINANCIAL SERVICES |
| STC | #2 | \$13,673 | TELECOM PROVIDERS |
| SAUDI NATIONAL BANK | #3 | \$11,148 | FINANCIAL SERVICES |
| MOBILY | #4 | \$3,480 | TELECOM PROVIDERS |
| ALMARAI | #5 | \$3,423 | FOOD & BEVERAGES |
| BUPA ARABIA | #6 | \$2,598 | FINANCIAL SERVICES |
| ALINMA BANK | #7 | \$2,250 | FINANCIAL SERVICES |
| JARIR BOOKSTORE | #8 | \$1,843 | RETAIL |
| RIYAD BANK | #9 | \$1,787 | FINANCIAL SERVICES |
| SAB | #10 | \$1,590 | FINANCIAL SERVICES |
| BANK ALBILAD | #11 | \$1,506 | FINANCIAL SERVICES |
| NAHDI | #12 | \$1,464 | RETAIL |
| TAWUNIYA | #13 | \$1,209 | FINANCIAL SERVICES |
| AL OTHAIM | #14 | \$986 | RETAIL |
| BSF | #15 | \$900 | FINANCIAL SERVICES |
| SAUDIA | #16 | \$821 | FOOD & BEVERAGES |
| PANDA | #17 | \$762 | RETAIL |
| AL RAJHI TAKAFUL | #18 | \$747 | FINANCIAL SERVICES |
| ALDREES | #19 | \$704 | ENERGY |
| ARAB NATIONAL BANK | #20 | \$668 | FINANCIAL SERVICES |

KANTAR BRANDZ RANK 2024
BRAND VALUE (US\$M)

TOTAL VALUE (US\$M)

\$65.5 BILLION

COMPOSITION OF THE SAUDI TOP 20
SHARE OF BRAND VALUE (%)



YOY CHANGE

+7%

TOP RISERS
YOY CHANGE (%)

| | | |
|-----|---|------|
| #13 |  | +76% |
| | \$1,209 M FINANCIAL SERVICES | |
| #16 |  | +50% |
| | \$821 M FOOD & BEVERAGES | |
| #6 |  | +43% |
| | \$2,598 M FINANCIAL SERVICES | |
| #17 |  | +38% |
| | \$762 M RETAIL | |
| #7 |  | +33% |
| | \$2,250 M FINANCIAL SERVICES | |

NEWCOMERS

| | | |
|-----|---|-----|
| #15 |  | NEW |
| | \$900 M FINANCIAL SERVICES | |
| #18 |  | NEW |
| | \$747 M FINANCIAL SERVICES | |
| #19 |  | NEW |
| | \$704 M ENERGY | |