

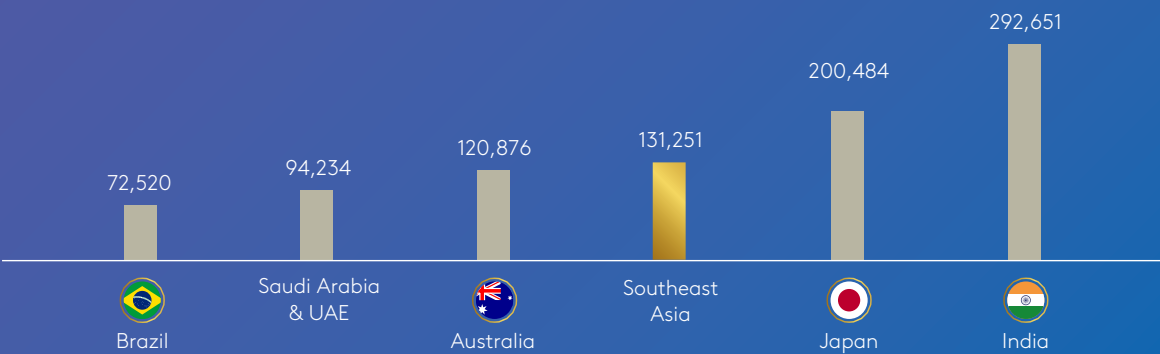
KANTAR BRANDZ

2024 MOST VALUABLE SOUTHEAST ASIAN BRANDS

Top 10 Most Valuable Southeast Asian brands

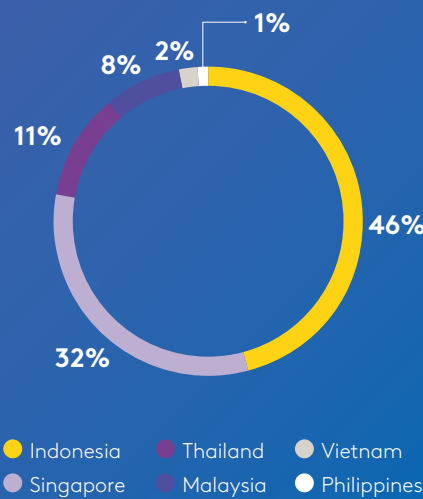
KANTAR BRANDZ RANK 2024 BRAND VALUE (US\$M) CATEGORY	
BCA	#1 \$28,267 FINANCIAL SERVICES
BRI	#2 \$11,258 FINANCIAL SERVICES
DBS	#3 \$11,086 FINANCIAL SERVICES
AIS	#4 \$8,843 TELECOM PROVIDERS
MANDIRI	#5 \$8,344 FINANCIAL SERVICES
UOB	#6 \$6,597 FINANCIAL SERVICES
SHOPEE	#7 \$4,832 RETAIL
TELKOMSEL	#8 \$4,597 TELECOM PROVIDERS
MARINA BAY	#9 \$4,412 TRAVEL SERVICES
SANDS	
TRUE	#10 \$3,706 TELECOM PROVIDERS

Total value of top 30 - market comparison (US\$M)



Southeast Asia Top 30

Proportion of brand value by market (%)



Breakdown by category

FINANCIAL SERVICES	60%
TELECOM PROVIDERS	22%
RETAIL	7%
TRAVEL SERVICES	5%
ALCOHOL	2%
FOOD AND BEVERAGES	2%
CONSUMER TECHNOLOGY AND SERVICES PLATFORMS	2%

Expected GDP growth in 2024

