

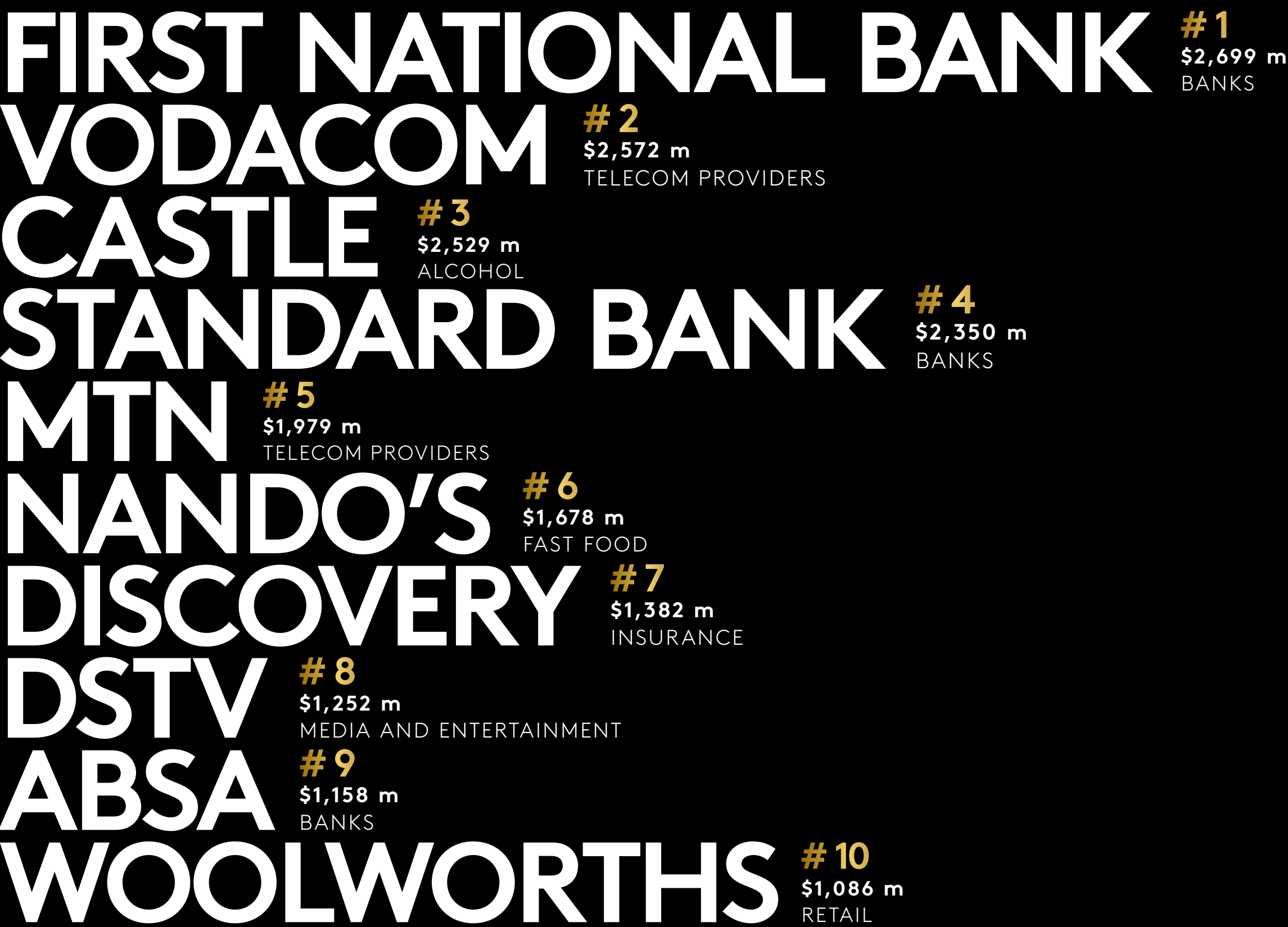
TOTAL VALUE OF THE TOP 30
MOST VALUABLE SOUTH AFRICAN BRANDS

\$28.8 BILLION

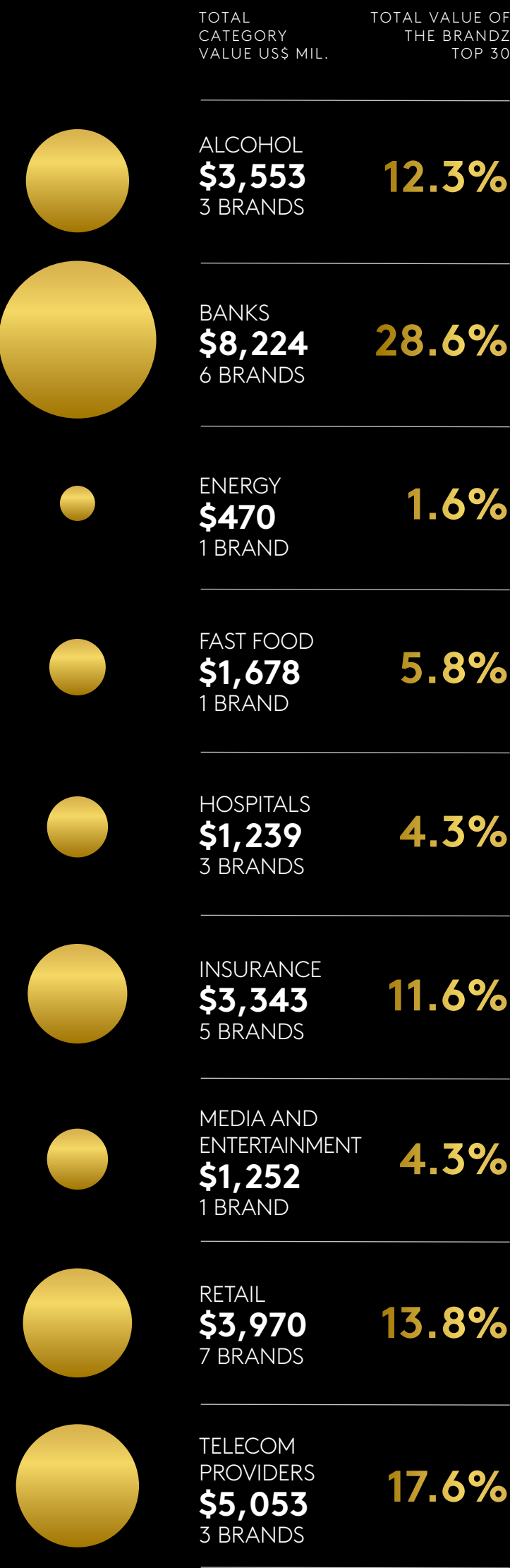
CHANGE OVER THE LAST YEAR

-3%

THE TOP 10 MOST VALUABLE SOUTH AFRICAN BRANDS
THE TOP 10 ACCOUNT FOR \$18.7 BILLION, OR 65% OF THE TOTAL VALUE



SOUTH AFRICA TOP 30
CATEGORY BREAKDOWN



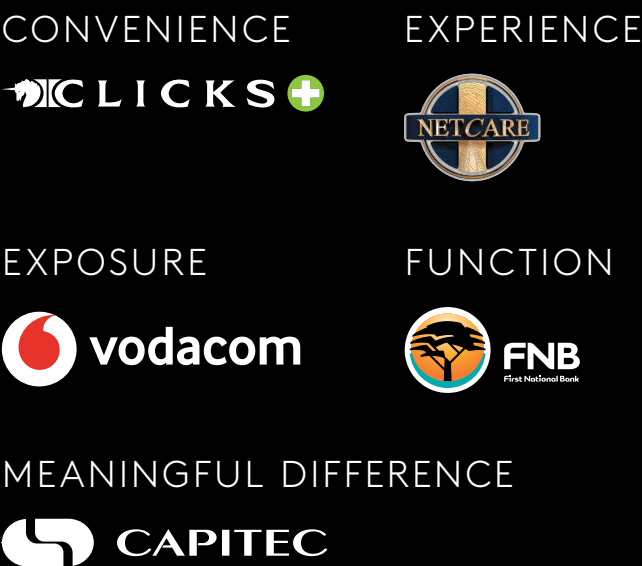
TOP FIVE RISERS
% BRAND VALUE CHANGE 2021 VS 2020



NEWCOMERS



TOP BRAND FOR



(Please note: numbers are rounded to the nearest 0.1%. Total of percentages given may not add up to 100.)