



PRESS RELEASE

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World's most valuable brand corporations: 1. Apple, 2. Google, 3. Microsoft. China Mobile moves up to No. 6

The global brand value ranking **eurobrand GLOBAL TOP 100** by [eurobrand](http://www.eurobrand.cc) – the European independent experts for brand, patent & IP valuation & strategy, examining more than **3.000** brand corporations and their brands in **16** industries, with comparisons of Europe, America and Asia.

Details and reports: <http://www.eurobrand.cc/studien-rankings/eurobrand-2015/>

Apple remains world's leading brand corporation with a brand value of **EUR 136,903 bn (+21%)**, followed by **Google** representing a value of **EUR 73,632 bn (+9%)** and **Microsoft** with a brand value of **66,598 bn (+7%)** which overtook the Coca Cola Company.

Top 10 global brand corporations dominated by US, except for China Mobile No.6.

LVMH remains Europe's most valuable brand corporation representing a brand value of **EUR 39,829 bn** (global rank 14), followed by **AB Inbev** with a value of **EUR 35,781 bn (+20%)** and **Nestlé** representing a value of **EUR 34,289 bn (+4%)**.

Gerhard Hrebicek, CEO of [eurobrand](http://www.eurobrand.cc) and President [European Brand Institute](http://www.eurobrand.cc) summarizes this year's major findings:

Asia, especially China is growing their presence in the TOP 100. Europe is decreasing.

US brand landscape is dominated by IT & Technology, Consumer Goods and Financial Services and represents **47 (+1)** out of the TOP 100 brand corporations. **Europe** represents **35 (-6)** with Germans leading, whilst **Asia** is represented with **18 (+5)** brand corporations, thereof **10** from **China**.

Average growth of TOP 100 is 11%, TOP 10 USA 13%, TOP 10 Europe 6%.

TOP 10 China grow by 29%, with **China Mobile** remaining No.1 Asian brand corporation with a brand value of **EUR 48,679 bn** (global rank 6) and **Baidu** showing the highest brand value increase of **+47% (EUR 12,413 bn)**.

Press Contact:
eurobrand
Dr. Gerhard Hrebicek
T:+43 1 532 1000 52
office@eurobrand.cc
www.eurobrand.cc