



PRESS RELEASE

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World's most valuable brand corporations US-dominated: 1. Apple, 2. Google, 3. Microsoft, Alibaba shows highest growth (+77%) overall

The **GLOBAL TOP 100 BRAND CORPORATIONS RANKING** by [European Brand Institute](http://www.europeanbrandinstitute.com) – Europe's independent brand & patent valuation experts, examined more than **3.000** brand corporations and their brands in **16** industries, according to the latest ISO valuation standards.

Ranking: <http://www.europeanbrandinstitute.com/rankings/2016globaltop100/>

Apple remains world's leading brand corporation with a brand value of **EUR 148,531 bn (+8%)**, followed by **Google** representing **EUR 91,850 bn (+25%)** and **Microsoft** with a brand value of **EUR 75,572 bn (+13%)**. **Amazon** increasing its brand value by **+54%**, climbing to global rank 7. Asian No.1 China Mobile EUR 52,946 bn (+9%) holds global rank No.9.

French No.1 **LVMH** remains **Europe's most valuable brand corporation**, representing brand values of **EUR 43,510 bn (+9% / global rank 14)**, followed by Belgian **AB Inbev** showing **EUR 39,468 bn (+10% / global rank 17)** and Swiss No.1 **Nestlé** representing **EUR 37,957 bn (+11% / global rank 20)**. German No.1 Volkswagen Group EUR 26,662 bn holds global rank 28 Austrian's Red Bull EUR 15, 111 bn holds global rank 70.

Gerhard Hrebicek, President [European Brand Institute](http://www.europeanbrandinstitute.com) summarizes: "Average growth of TOP 100 shows +13%, TOP10 USA rise by +17%, TOP10 China grow by +22% and Europe's TOP 10 grow by +13% . Alibaba shows the highest growth (+77%), followed by Facebook gaining +57% and ex-aequo Starbucks and Amazon by +54%. Europe's growth leaders are Robert Bosch and BT Group increasing their brand values by +28%.

US brand corporations are leading with **49 (+2)** out of the TOP 100 brand corporations. **Europe** represents **35 (0)** with Germans leading, whilst **Asia** is represented with **16 (-2)** brand corporations.

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