



## PRESS RELEASE

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### European Brand Institute: Facebook hits global TOP 10 most valuable brand corporations (+44%), US-brand corporations lead: 1. Apple, 2. Google, 3. Microsoft, LVMH Group No. 1 in Europe

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/2017globaltop100/>

**Facebook**, poster child for **Consumer Engagement** increases its brand value by **+44%** (EUR **54.763 bn**), climbing up to global rank 10 (**+44%**) within 4 years. **Apple** slightly loses but remains world's leading brand corporation with brand values of **EUR 144.571 bn (-3%)**, followed by **Google EUR 107.913 bn (+17%)** and **Microsoft EUR 76.867 bn (+2%)**. **China Mobile EUR 55.589 bn (+5%)** moves to global rank 8.

**LVMH** remains **Europe's most valuable brand corporation**, representing brand values of **EUR 49.979 bn (+15%/global rank 12)**, followed by Belgian **AB Inbev EUR 41.674 bn (+3%/global rank 17)** and Swiss No.1 **Nestlé EUR 37.745 bn (-1%/global rank 20)**. Germany's **Telecom EUR 25.217 bn (+2%/global rank 32)** replaces **Volkswagen Group (EUR 23.363 bn/-12%)** on top. Austrian's **Red Bull (EUR 15,247 bn)** holds global rank 74.

**Gerhard Hrebicek**, President [European Brand Institute](http://www.europeanbrandinstitute.com): "Average growth of GLOBAL TOP 100 shows **+6,4%**, **TOP 10** rise by **+12,4%**. Strong brands become even stronger and more valuable. **Facebook** shows the highest relative growth (+44%), followed by **Adidas** gaining +41% and **KraftHeinz (+34%)**. US brand corporations, dominating IT & Technology, are leading 10 industries and are worth 62% of TOP 100.

**US** brand corporations are leading with **49 (0)** amongst TOP 100 brand corporations. **Europe** represents **34 (-1)** with Germans leading, whilst **Asia** catches up with **17 (+1)**.

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