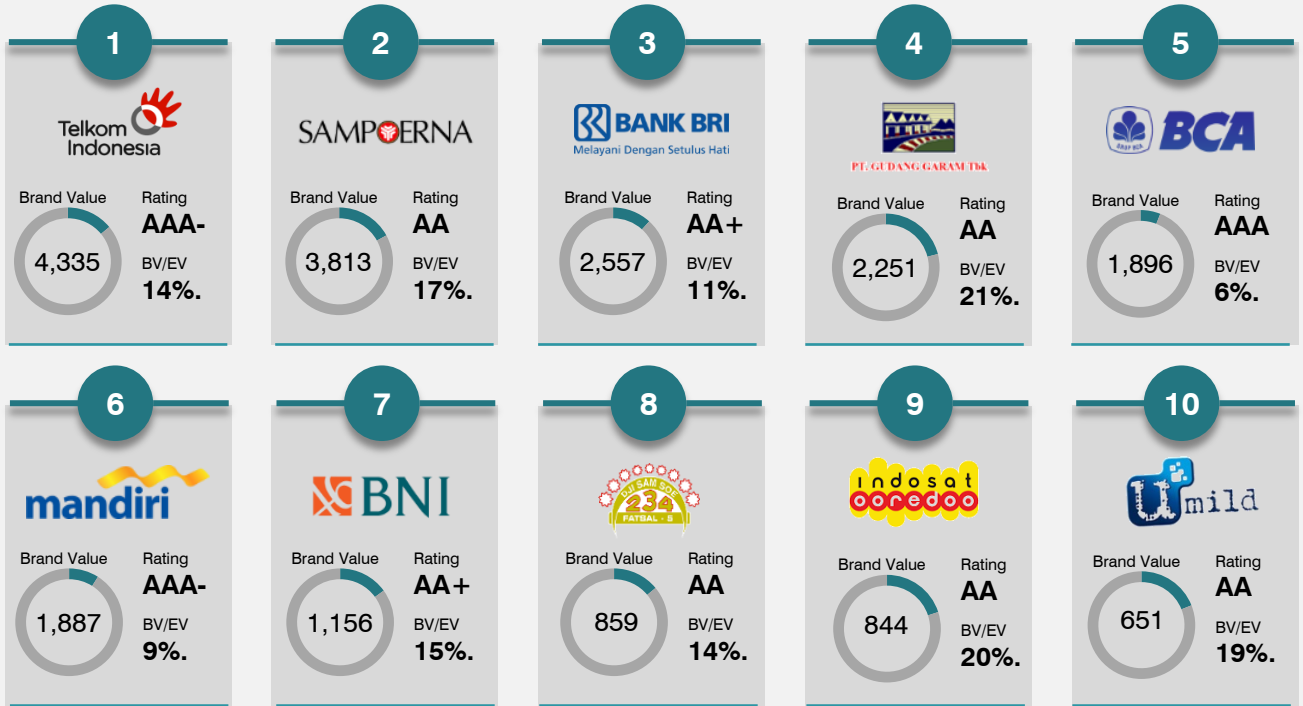




TOP 100 MOST VALUABLE INDONESIAN BRANDS 2017



© Brand Finance

(USD millions)

MOST IMPROVED BRAND (by absolute value)



SAMPOERNA
↑ **US\$1,746m**

HIGHEST INTANGIBLE VALUE (BV/EV ratio)



Brand Value/Enterprise Value
40%

HIGHEST RANKING GROWTH (with positive growth)



LIPPO
PT LIPPO KAWANG TBK

PT AKR Corporindo Tbk **AKR**

↑ **26 places**

BEST NEW ENTRANTS (ranking)



#23

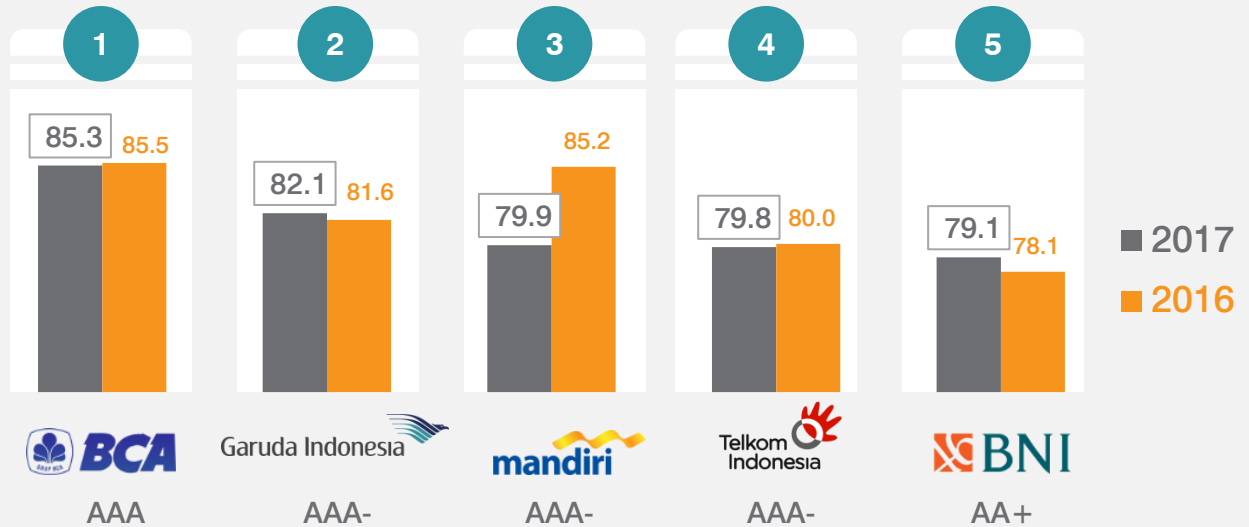


#32



#36

STRONGEST INDONESIAN BRANDS



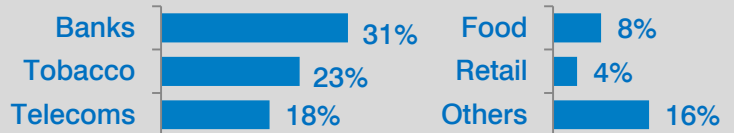
*The strongest brands are awarded based on Brand Finance's Brand Strength Index (BSI).

Total Brand Value

US\$32.3billion

↑44%

Industry Value



The **TOP 10** brands make up **63%** of the Indo Top 100 brand value.

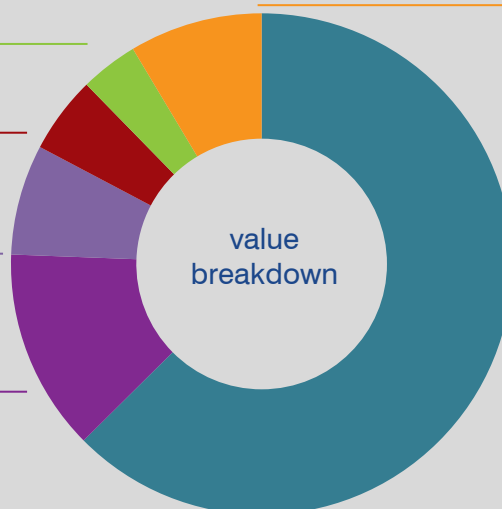
51- 100th (9%)

31- 40th (3%)

31- 40th (5%)

21- 30th (7%)

11- 20th (13%)



Top 10 (63%)

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