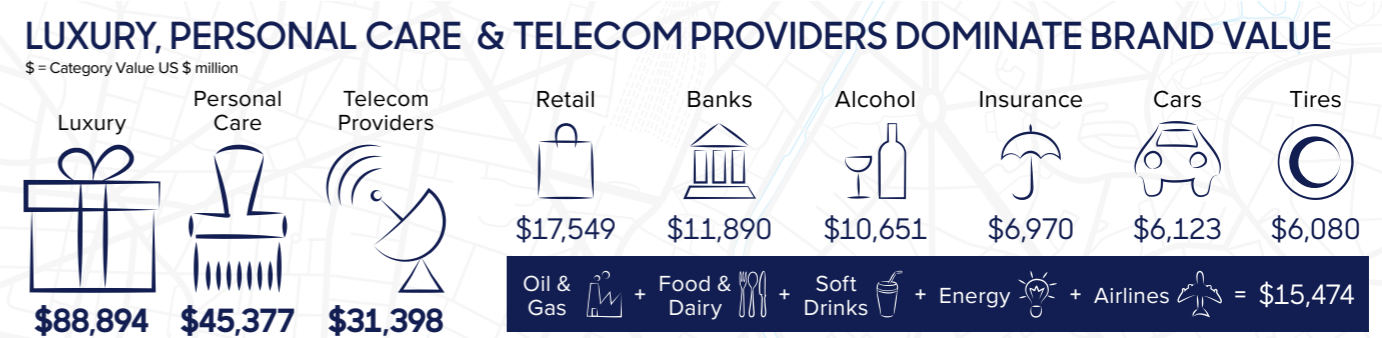


BRANDZ TOP 50 MOST VALUABLE French BRANDS 2018

THE TOTAL VALUE OF THE TOP 50 MOST VALUABLE FRENCH BRANDS...
 \$ = Brand Value US \$ million
\$240.4 BILLION
 (or roughly €201.4 Billion)



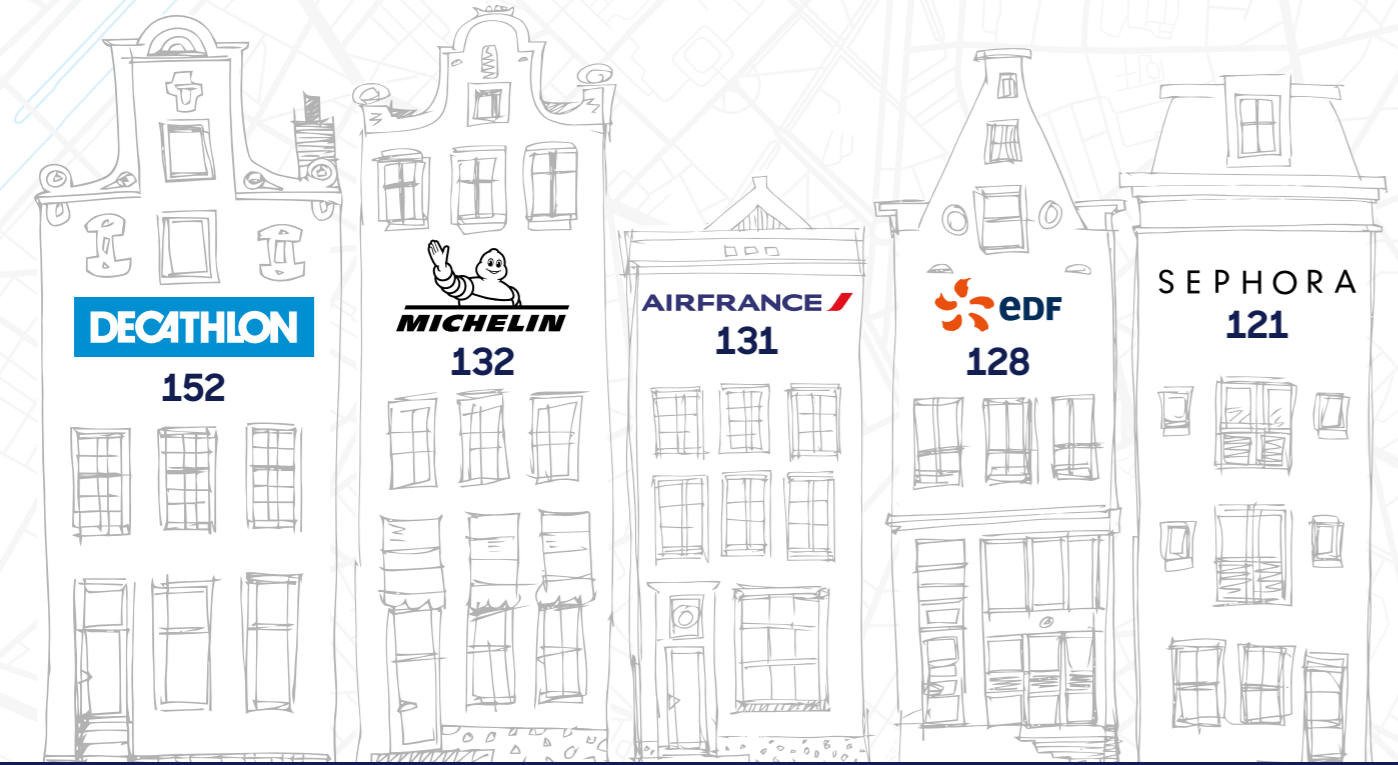
THE TOP 10 MOST VALUABLE FRENCH BRANDS...

Four of the Top 10 are luxury brands, two are telecom providers, and two are personal care brands.
 \$ = Brand Value US \$ million



FEELING GREAT!

The Top 5 healthiest brands in the French Top 50.
 Healthy brands deliver a healthy bottom line. We measure a brand's health through combining its readings on five aspects of brand vitality. The average score for all brands is 100.



BRAND CONTRIBUTION

The Top 10 by Brand Contribution
 Brand contribution measures the influence of brand alone, excluding financials or other factors, on a brand in the mind of the consumer. It tends to be a key driver of business growth and is measured on a scale of 1 to 5, with 5 the highest. All ten brands scored 5.



To find out more about BEST COUNTRIES visit: <https://www.usnews.com/news/best-countries>

Methodology and Valuation by **KANTAR MILWARDBROWN**

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ECONOMY AND DEMOGRAPHICS

Economy

GDP (2016)¹ €2,228.9 Bil.
 GDP Growth Rate (2016)¹ 1.2%
 GDP Growth Forecast (2017)⁴ 1.2%

GDP Per Capita⁵

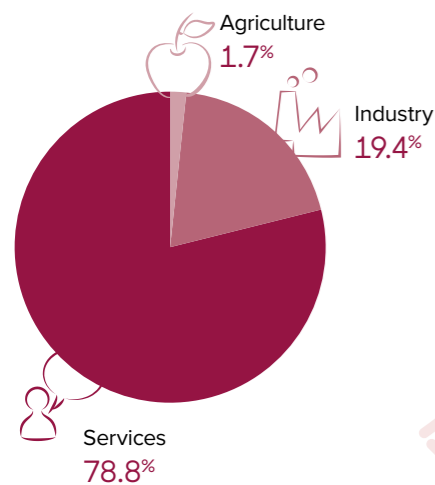
France	Italy	Japan
US\$41,490	US\$38,147	US\$41,534

UK	Germany	US
US\$42,651	US\$48,839	US\$57,325

Imports (2016 est)² US\$561 Bil.
 Exports (2016 est)² US\$489 Bil.

Main Import Partners² Germany, China, Italy, US, Belgium, Spain, Netherlands, UK
 Main Export Partners² Germany, Spain, US, Italy, UK, Portugal

French Economy by Sector (2016 est.)¹



Main Industries
 Energy, machinery, chemicals, automobiles, metallurgy, aircraft, electronics, textiles, food processing and tourism.

Centers of population

Land area¹ 549,970 SQ. KM

10.65 Mil. Paris + Surburbs

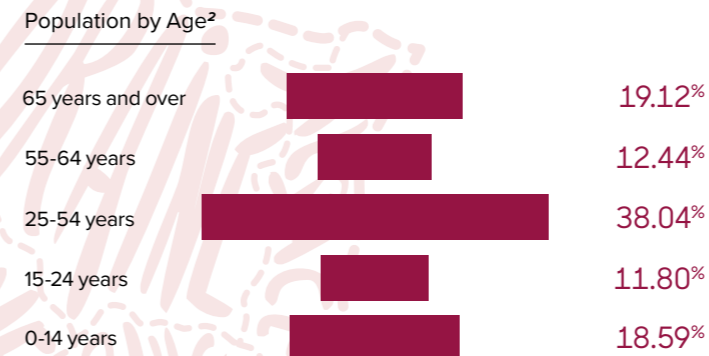
291,000 Nantes

496,000 Lyon

453,000 Toulouse

Population

Total Population¹ 66.99 Mil.
 Urban Population² 79.5% of total population (2015)
 Rate of urbanization² 0.84%



Education³ Among people aged 25-54 years

Finished primary or lower secondary school	18.3%
Finished secondary school or has a higher (non-degree) qualification	43.7%
Degree or comparable qualification	38.0%

Technology

Internet Users Per 100 People (2015)⁴

France	Italy	US	Spain	Germany	UK
84.7	65.6	74.6	78.7	87.6	92.0

Mobile Subscriptions Per 100 People (2015)⁴

France	Spain	US	Japan	Brazil	Italy
103	108	118	125	127	151

853,000 Marseille

344,000 Nice

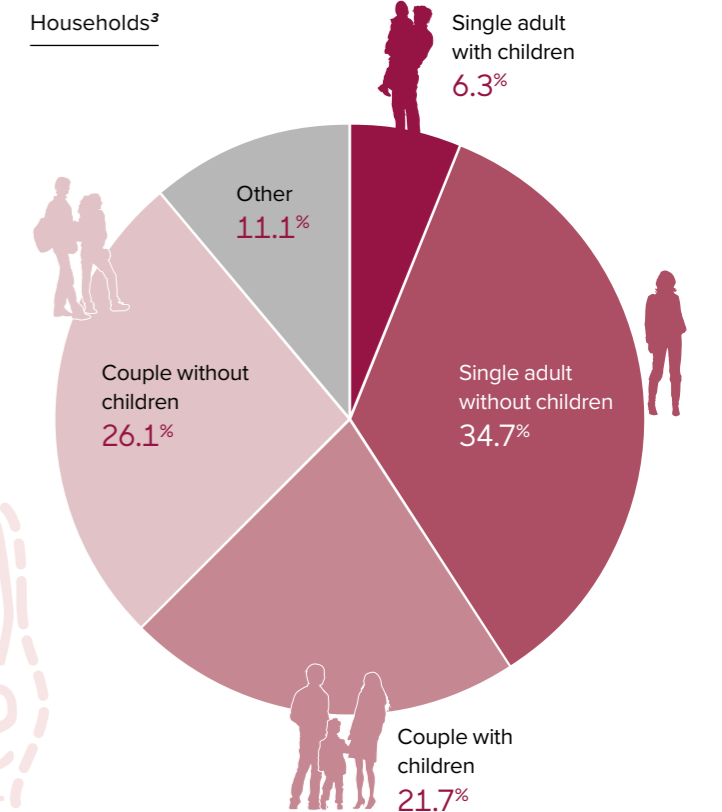
Median Age²

France	Japan	Italy	Spain	US	China
41.2	46.9	45.1	42.3	37.9	37.1

Life Expectancy²

France	81.8	78.7	85.1
--------	------	------	------

Monaco	Japan	Italy	Morocco	China	Indonesia
89.5	85	82.2	76.9	75.5	72.7



¹Institut national de la statistique et des études économiques, INSEE
²CIA
³Eurostat
⁴World Bank
⁵OECD (all figures in dollars for comparison)

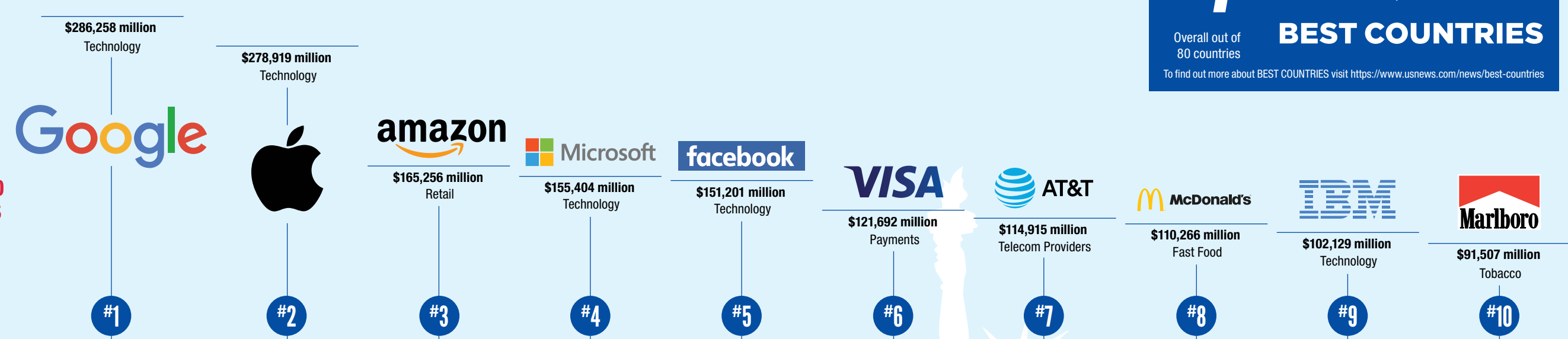
BRANDZ™ TOP 100 MOST VALUABLE US BRANDS 2018

TOTAL VALUE OF THE TOP 100 MOST VALUABLE US BRANDS

\$3.16 trillion

THE TOP 10 MOST VALUABLE US BRANDS...

The top 10 alone account for \$1.6 trillion, or half of the total value.
\$ = 2018 Brand Value US \$ million



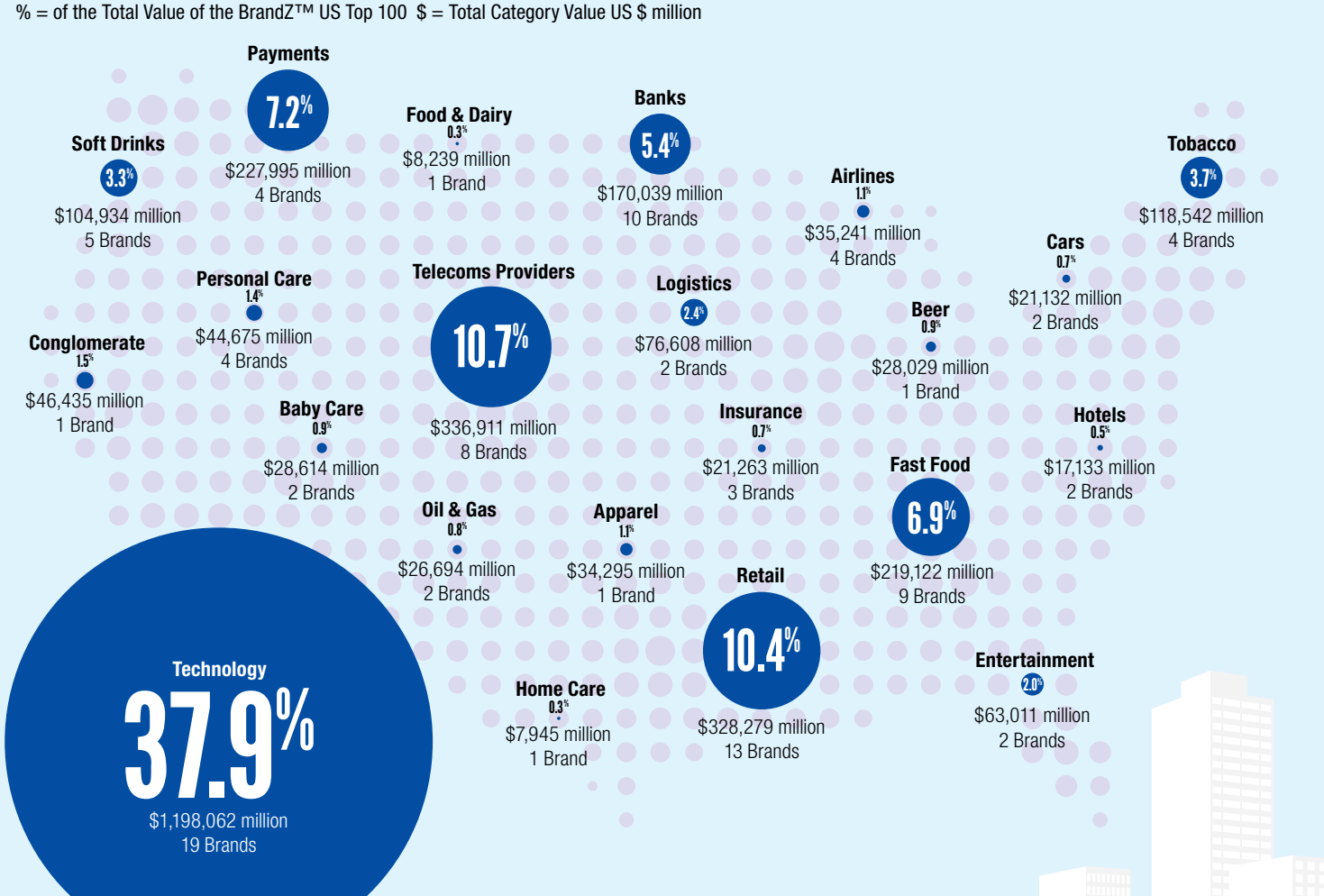
#7 BEST COUNTRIES

Overall out of 80 countries

To find out more about BEST COUNTRIES visit <https://www.usnews.com/news/best-countries>

US TOP 100 CATEGORY BREAKDOWN

% = of the Total Value of the BrandZ™ US Top 100 \$ = Total Category Value US \$ million



BRAND CONTRIBUTION TOP 10

Brand Contribution measures the influence of brand alone, excluding financials or other factors, on a brand in the mind of the consumer. It tends to be a key driver of business growth and is measured on a scale of 1 to 5, with 5 the highest. All of these brands scored 5.



THE STRONGEST...



THE MOST INNOVATIVE...



BEST BRAND EXPERIENCE...



THE MOST LOVED...



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Methodology and Valuation by
KANTAR MILWARDBROWN

WPP

ECONOMY AND DEMOGRAPHICS

ECONOMY

GDP (2016)

\$18,569.1 Mil.

GDP PER CAPITA

\$57,467

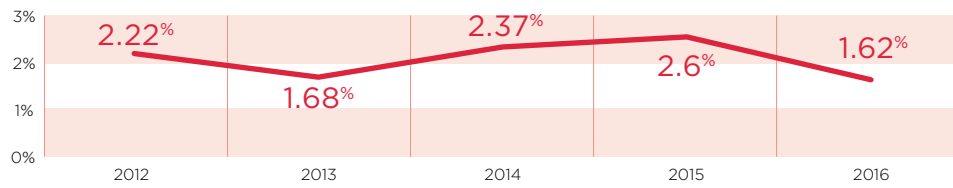
GDP GROWTH RATE

1.62%

STOCKS VALUE TRADED (US\$ Billion)

\$42,071

GDP ANNUAL GROWTH (%)



POPULATION

TOTAL POPULATION

324 Mil.

URBAN POPULATION (% of total population)

81.6%

RATE OF URBANIZATION

1.02%

INCOME EQUALITY

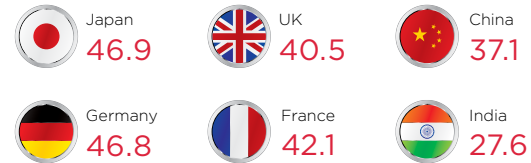
\$57,000 Median household income

\$33,000 Median household income of lower 60%

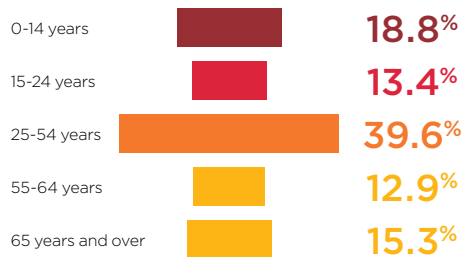
\$117,000 Median household income of top 40%

MEDIAN AGE

37.9



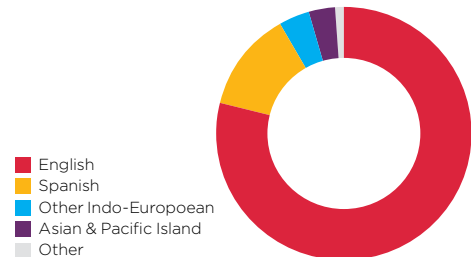
POPULATION BY AGE



RELIGION



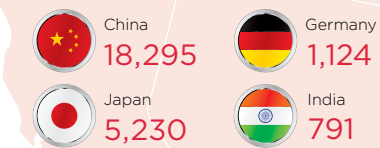
LANGUAGES



LAND AREA

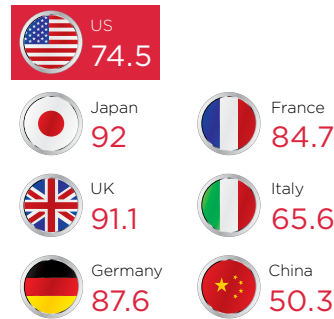
3,531,905 sq. miles

CENTERS OF POPULATION



TECHNOLOGY

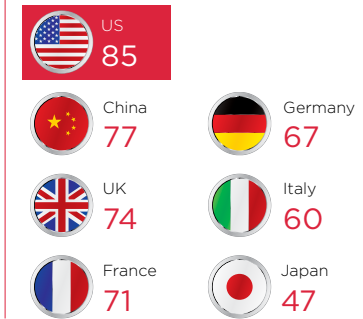
INTERNET USERS (% of people using the internet)



MOBILE SUBSCRIPTIONS (per 100 people)

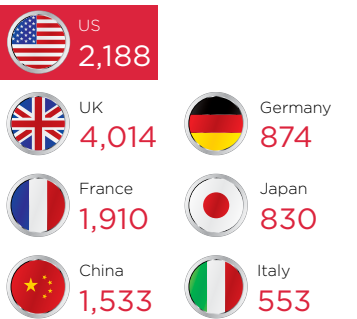


SMARTPHONE (as a % of mobile handsets)



E-COMMERCE

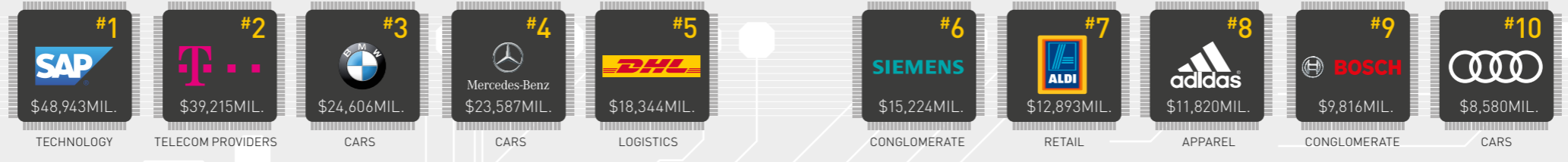
SPEND ON E-COMMERCE (annual spend per internet user in US\$)



BRANDZ TOP 50 MOST VALUABLE GERMAN BRANDS 2018

THE TOP 10 MOST VALUABLE GERMAN BRANDS

Three of the Top 10 are car brands, with a wide range of other categories represented.
\$ = Brand Value US \$ million



BEST COUNTRIES:

Germany #3

To find out more about BEST COUNTRIES visit: <https://www.usnews.com/news/best-countries>

TOTAL VALUE OF THE TOP 50 MOST VALUABLE GERMAN BRANDS

US\$305.7BIL.

THE GERMAN TOP 50 BREAKDOWN

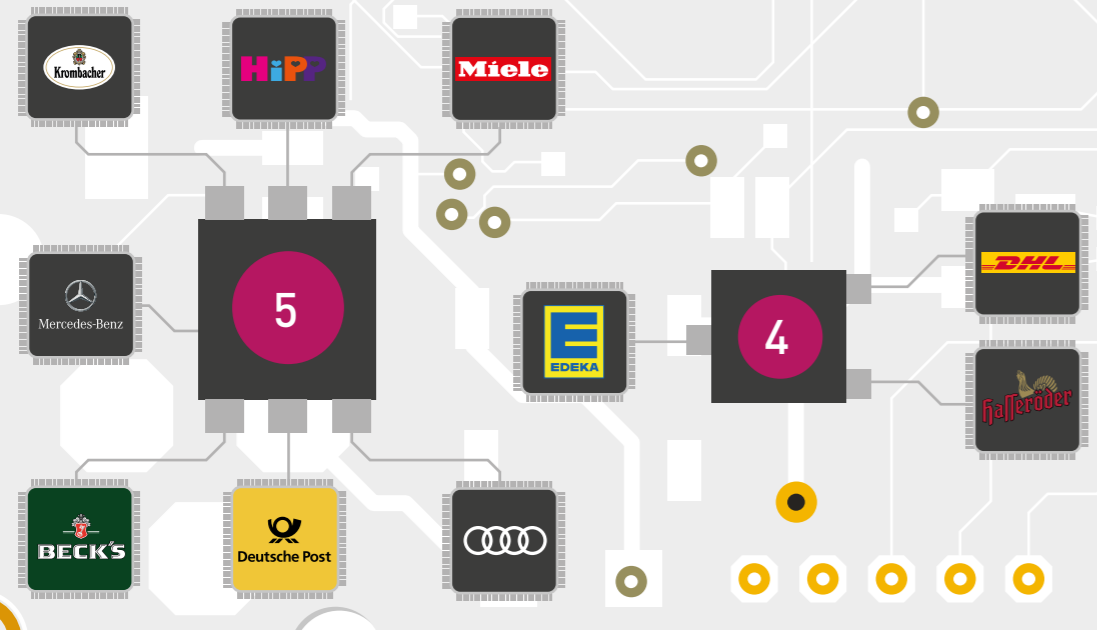
19 categories are represented in the 2018 Top 50. The most influential are:

22% (5 Brands)	CARS	16% (1 Brand)	TECHNOLOGY
14% (2 Brands)	TELECOM PROVIDERS	10% (9 Brands)	RETAIL
8% (4 Brands)	LOGISTICS	8% (2 Brands)	CONGLOMERATES
5% (3 Brands)	APPAREL	3% (2 Brands)	PERSONAL CARE
3% (3 Brands)	INSURANCE	3% (4 Brands)	BANKS

% of Top 50's Total Value

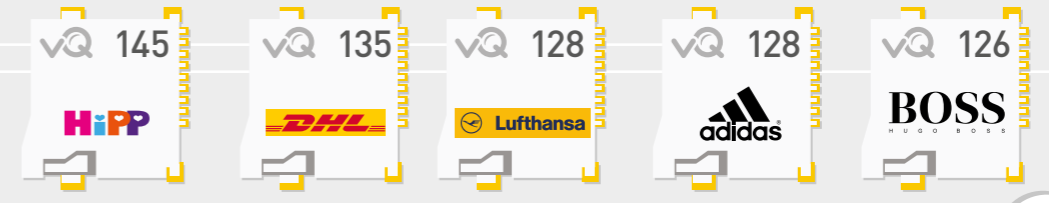
LEADERS ON BRAND CONTRIBUTION

Brand contribution is the proportion of value driven by brand equity rather than other in-market factors (such as promotions or distribution). It tends to be a key driver of business growth and is measured on a scale of 1 to 5, with 5 the highest.



GESUNDHEIT!

The Top 5 German brands in the German Top 50 on the BrandZ™ measure of vitality, called vQ. Brands that are bursting with vitality deliver a healthy bottom line. We measure brand vitality by monitoring five key contributors to brand wellness. The average for all brands is 100.



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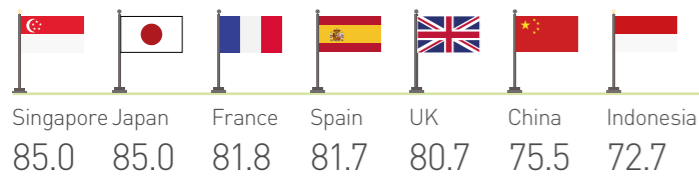
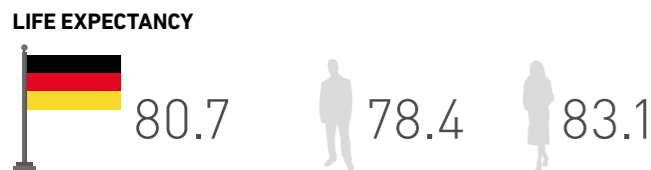
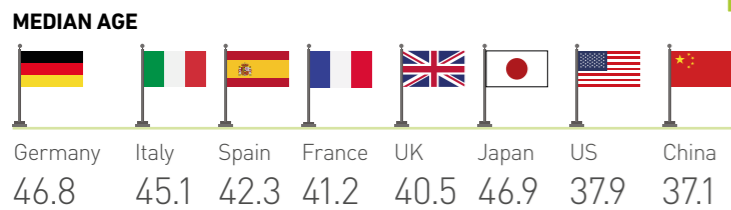
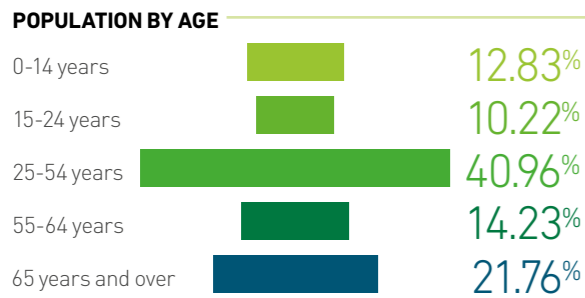
ECONOMY AND DEMOGRAPHICS

GEOGRAPHY

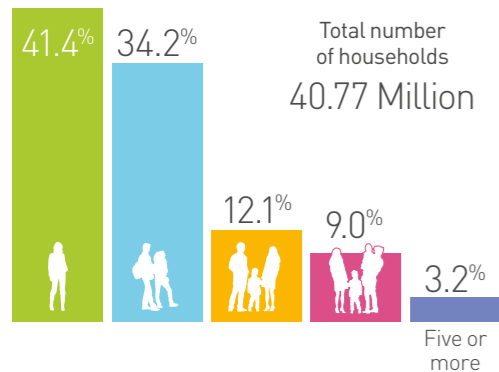
LAND AREA
348,672 Sq. km

DEMOGRAPHICS

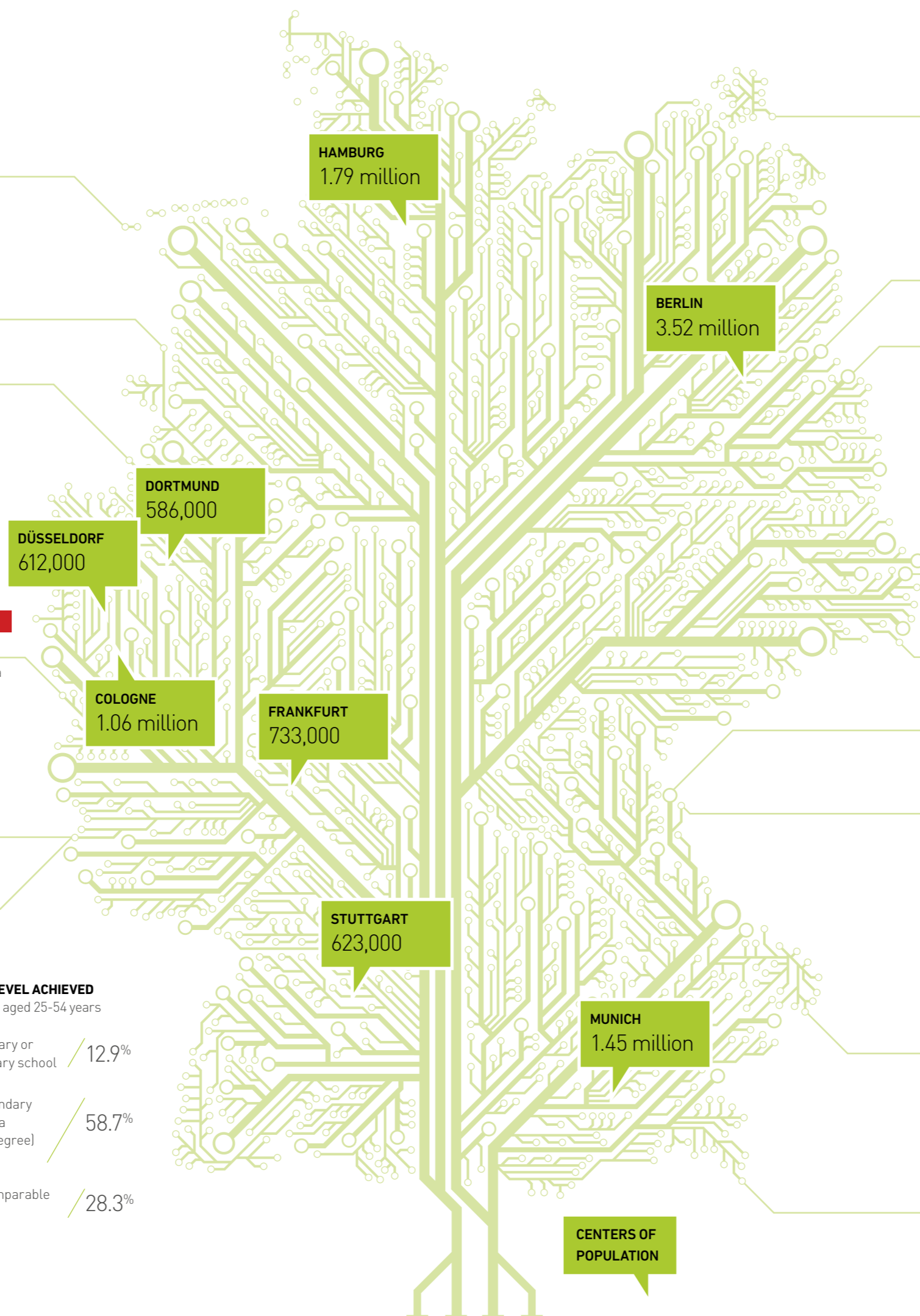
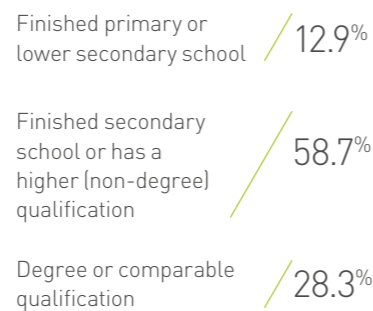
POPULATION
81.292 Million



HOUSEHOLD STRUCTURE
by number of occupants (2015)

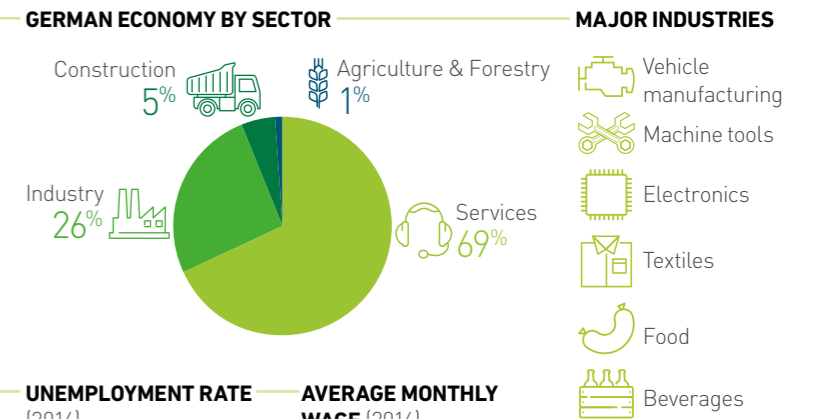
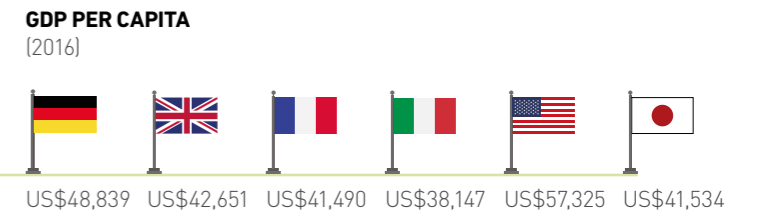


EDUCATION LEVEL ACHIEVED
Among people aged 25-54 years



ECONOMY

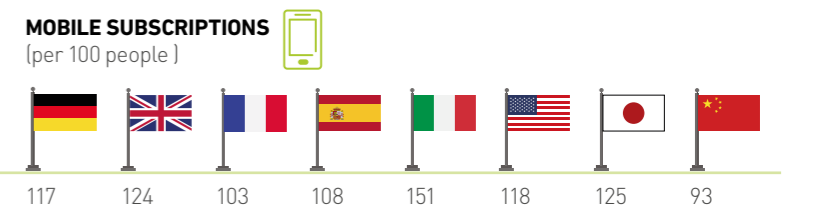
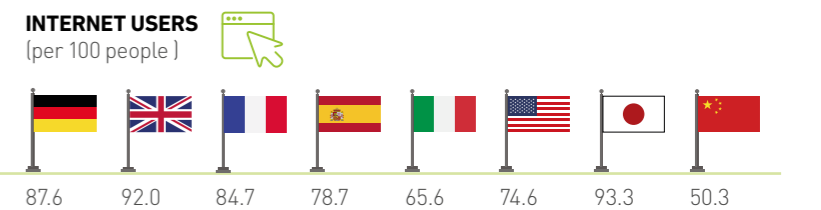
GDP €3,134.1 Billion
GDP GROWTH RATE 1.9%
GDP GROWTH FORECAST (2017) 1.4%



UNEMPLOYMENT RATE (2016) 3.9%
AVERAGE MONTHLY WAGE (2016) €2,774



TECHNOLOGY



SOURCES: DeStatis, CIA, ONS, Eurostat, Citypopulation.de, OECD, World Bank