

# Apple world's most valuable brand: Report

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**London:** Apple has emerged as the world's most valuable brand — worth nearly \$119 billion. The tech company increased its brand value by 21% and is followed by Google, valued at \$107 billion. The search giant's brand value rose 15%.

According to the Interbrand Best Global Brands annual report, for the first time in the history of the index, two global brands — not just one — have each earned a brand value that exceeds \$100 billion.

Facebook has been the biggest riser in the chart at 29th spot with a brand value rise of 86% to \$14.3 billion from \$562 million a year before. For the first time in its history, Facebook reported that revenue from advertising on mobile phones exceeded half (53%) of its advertising revenue for the quarter. Facebook's acquisitions of messaging service WhatsApp for \$19 billion and Oculus VR for \$2 billion signal a new strategy.

Huawei has also made Best Global Brands history as the first Chinese company to appear on Interbrand's ranking. With 65% of its revenue

## PECKING ORDER

Top 10 Brands	
Apple	118
Google	107
Coca-Cola	81
IBM	72
Microsoft	61
GE	45
Samsung	45
Toyota	42
McDonald's	42
Merc-Benz	34

Figures are brand values, in \$ billion

coming from outside of China — and its earnings contin-

uing to climb both domestically and across Europe, the Middle East and Africa — Huawei is quickly becoming one of the largest telecommunications equipment makers in the world.

The company is currently the third largest smartphone manufacturer in the world — behind Samsung and Apple — and is ranked 94th in terms of most important brand in the world. The Chinese brand is one of the five new entrants to enter the Best Global Brands ranking this year, the others being DHL (81), Land Rover (91), FedEx (92) and Hugo Boss (97).

Jez Frampton, Interbrand's global CEO, said, "Apple and Google's meteoric rise to more than \$100 billion is truly a testament to the power of brand building".

Audi is the top-rising automotive brand in this year's report. It was a record-breaking year for the brand, having sold the largest amount of cars in its history, and having achieved an operating profit of more than \$6 billion. It is ranked 44. Amazon was ranked 15, while Volkswagen was ranked 31. Close rivals Nissan was ranked 56, while British carmaker Land Rover stands at 91.