MALAYSIA'S TOP 30 MOST VALUABLE BRANDS

1 MAYBANK

NO.2 IN 2009

2012 Brand Value (RM million)	10,960
2009 Brand Value (RM million)	5,374
Change (%)	103.9

BANKING

2 CIMB

NO.3 IN 2009

2012 Brand Value (RM million)	10,518
2009 Brand Value (RM million)	5,245
Change (%)	100.5

BANKING

3 MAXIS

-

2012 Brand Value (RM million)	10,084
2009 Brand Value (RM million)	-
Change (%)	-

TELECOMS

4 PUBLIC BANK

NO.1 IN 2009

2012 Brand Value (RM million)	9,134
2009 Brand Value (RM million)	6,593
Change (%)	38.5

BANKING

5 CELCOM

NO.4 IN 2009

2012 Brand Value (RM million)	5,689
2009 Brand Value (RM million)	3993
Change (%)	42.5

TELECOMS

6 DiGi

NO.7 IN 2009

2012 Brand Value (RM million)	4,705
2009 Brand Value (RM million)	3,129
Change (%)	50.4

TELECOMS

7 RESORTS WORLD

NO.6 IN 2009

2012 Brand Value (RM million)	4,181
2009 Brand Value (RM million)	3,464
Change (%)	20.7

LEISURE / ENTERTAINMENT

8 PARKSON

NO.5 IN 2009

2012 Brand Value (RM million)	3,790
2009 Brand Value (RM million)	3,740
Change (%)	1.3

RETAIL

9 SIME DARBY

(–) NO.9 IN 2009

2012 Brand Value (RM million)	3,390
2009 Brand Value (RM million)	2,992
Change (%)	13.3

DIVERSIFIED

10 PETRONAS

(–) NO.10 IN 2009

2012 Brand Value (RM million)	3,316
2009 Brand Value (RM million)	2,649
Change (%)	25.2

ENERGY

* Petronas: Petronas Dagangan and Petronas Gas (B2C, B2B Petroleum, LPG and Natural Gas) business.

11 PERODUA

(–) NO.11 IN 2009

2012 Brand Value (RM million)	2,833
2009 Brand Value (RM million)	2,644
Change (%)	7.2

AUTOMOTIVE

12 AIRASIA

NO.19 IN 2009

2012 Brand Value (RM million)	1,469
2009 Brand Value (RM million)	411
Change (%)	257.3

AIRLINES

13 IOI CORP

-

2012 Brand Value (RM million)	1,340
2009 Brand Value (RM million)	-
Change (%)	-

DIVERSIFIED

14 AMBANK

(–) NO.14 IN 2009

2012 Brand Value (RM million)	1,339
2009 Brand Value (RM million)	761
Change (%)	75.9

BANKING

15 RHB BANK

NO.17 IN 2009

2012 Brand Value (RM million)	1,228
2009 Brand Value (RM million)	691
Change (%)	77.6

BANKING

16 F&N

-

2012 Brand Value (RM million)	1,092
2009 Brand Value (RM million)	-
Change (%)	-

FOOD AND BEVERAGE

17 YTL

NO.15 IN 2009

2012 Brand Value (RM million)	763
2009 Brand Value (RM million)	740
Change (%)	3.1

DIVERSIFIED

18 SP SETIA

-

2012 Brand Value (RM million)	755
2009 Brand Value (RM million)	-
Change (%)	-

PROPERTY / INFRASTRUCTURE

19 TV3

NO.18 IN 2009

2012 Brand Value (RM million)	621
2009 Brand Value (RM million)	587
Change (%)	5.9

MEDIA

20 SUNWAY

-

2012 Brand Value (RM million)	463
2009 Brand Value (RM million)	-
Change (%)	-

DIVERSIFIED

21 DUTCH LADY

NO.22 IN 2009

2012 Brand Value (RM million)	403
2009 Brand Value (RM million)	276
Change (%)	45.9

FOOD AND BEVERAGE

22 THE STAR

NO.20 IN 2009

2012 Brand Value (RM million)	384
2009 Brand Value (RM million)	371
Change (%)	3.5

MEDIA

23 ALLIANCE BANK

NO.26 IN 2009

2012 Brand Value (RM million)	361
2009 Brand Value (RM million)	195
Change (%)	84.8

BANKING

24 OLD TOWN WHITE COFFEE

-

2012 Brand Value (RM million)	294
2009 Brand Value (RM million)	-
Change (%)	-

FOOD AND BEVERAGE

25 PADINI

NO.23 IN 2009

2012 Brand Value (RM million)	260
2009 Brand Value (RM million)	245
Change (%)	6.2

APPAREL

26 AFFIN BANK

NO.25 IN 2009

2012 Brand Value (RM million)	224
2009 Brand Value (RM million)	199
Change (%)	12.4

BANKING

27 SIN CHEW

NO.24 IN 2009

2012 Brand Value (RM million)	219
2009 Brand Value (RM million)	216
Change (%)	1.6

MEDIA

28 TM

-

2012 Brand Value (RM million)	169
2009 Brand Value (RM million)	-
Change (%)	-

TELECOMS

29 BONIA

NO.30 IN 2009

2012 Brand Value (RM million)	129
2009 Brand Value (RM million)	97
Change (%)	33.6

APPAREL

30 PREMIER

NO.28 IN 2009

2012 Brand Value (RM million)	122
2009 Brand Value (RM million)	111
Change (%)	9.3

HOUSEHOLD PRODUCTS