

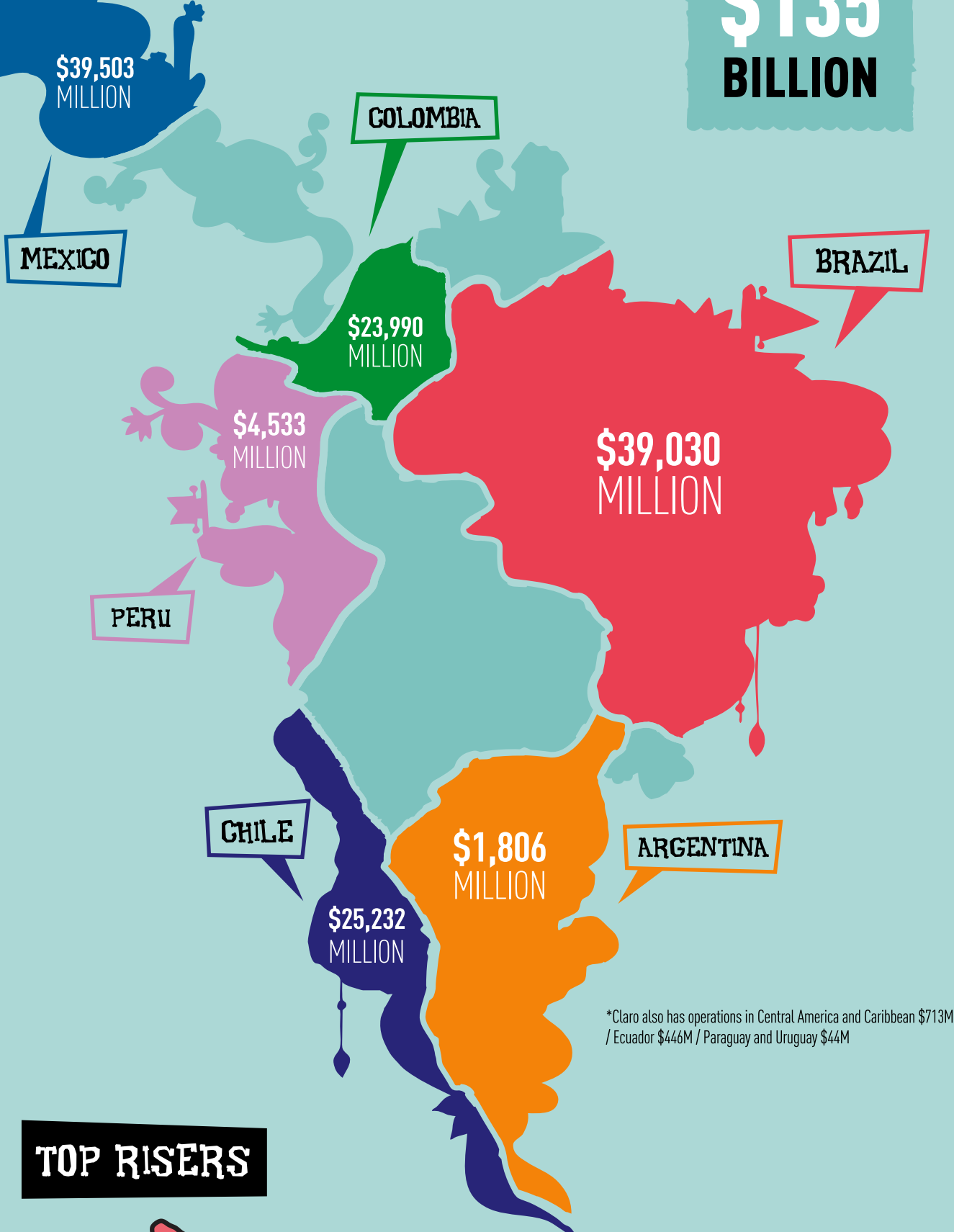


BRANDZ TOP 50 MOST VALUABLE LATIN AMERICAN BRANDS 2013

DISTRIBUTION OF TOTAL VALUE BY COUNTRY

TOTAL VALUE OF LATAM TOP 50

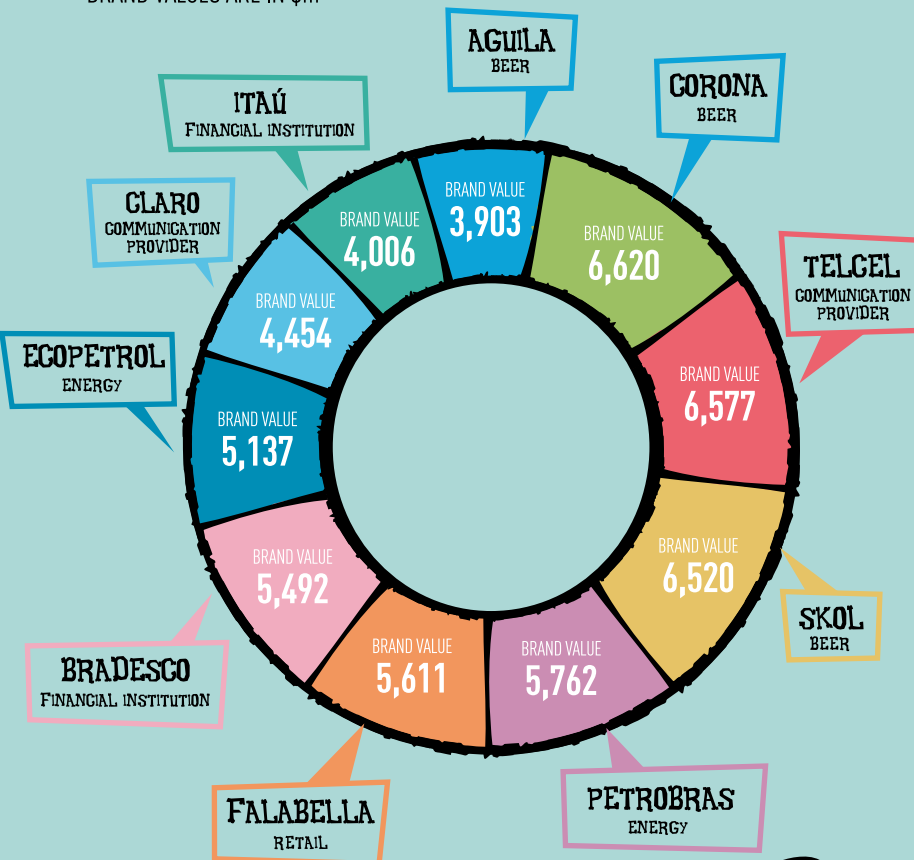
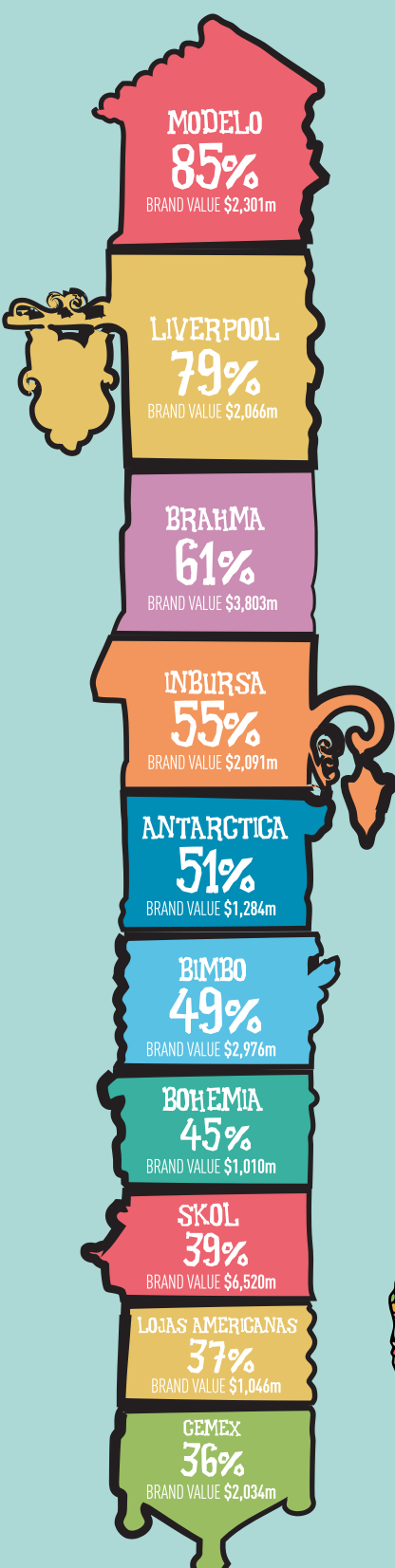
\$135 BILLION



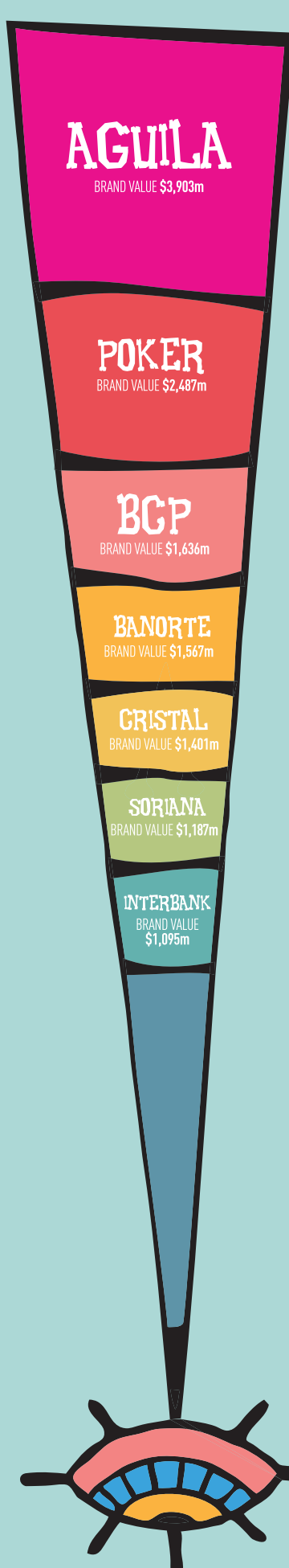
TOP RISERS

BRANDZ TOP 10 LATIN AMERICAN BRANDS

BRAND VALUES ARE IN \$m



NEWCOMERS



COLOMBIA

ECOPETROL	\$5,137m
AGUILA	\$3,903m
BANCOLOMBIA	\$3,009m
POKER	\$2,487m
BANCO DE BOGOTA	\$2,466m
BANCO POPULAR	\$2,094m
EXITO	\$1,286m
DAVIVIENDA	\$1,281m
BANCO DE OCCIDENTE	\$992m
TIGO	\$479m

ARGENTINA

YPF	\$1,272m
QUILMES	\$583m
PERSONAL TELECOM	\$423m
TELECOM ARGENTINA	\$242m
BANCO GALICIA	\$143m

CHILE

FALABELLA	\$5,611m
BANCO DE CHILE	\$3,632m
SODIMAC	\$3,537m
LAN	\$3,274m
COPEC	\$3,204m
LIDER	\$1,932m
ALMACENES PARIS	\$1,558m
JUMBO	\$1,248m
MALL PLAZA	\$1,190m
RIPLEY	\$987m

BRAZIL

SKOL	\$6,520m
PETROBRAS	\$5,762m
BRANDESCO	\$5,492m
ITAÚ	\$4,006m
BRAHMA	\$3,803m
NATURA	\$3,707m
SADIA	\$1,993m
BANCO DO BRASIL	\$1,427m
ANTARCTICA	\$1,284m
LOJAS AMERICANAS	\$1,046m

MEXICO

CORONA	\$6,620m
TELCEL	\$6,577m
TELEVISA	\$3,281m
BODEGA AUERRERA	\$2,992m
BIMBO	\$2,976m
TELMEX	\$2,768m
MODELO	\$2,301m
INBURSA	\$2,091m
LIVERPOOL	\$2,066m
CEMEX	\$2,034m

PERU

BCP	\$1,636m
CRISTAL	\$1,401m
INTERBANK	\$1,095m
PILSEN CALLAO	\$899m
INCA KOLA	\$571m
CUSQUEÑA	\$528m
PACIFICO	\$301m