

TOP 50 MOST VALUABLE CHINESE BRANDS



Ranking	Brand	Brand Value (USD millions)	Year on Year Change	Brand Contribution	Ranking	Brand	Brand Value (USD millions)	Year on Year Change	Brand Contribution
1	中国移动通信 CHINA MOBILE Telecommunications Operator	53,607	-4%	4	14	招商银行 CHINA MERCHANTS BANK Financial institution	8,498	23%	2
2	中国工商银行 Financial institution	43,910	15%	3	15	中国联通 Telecommunications Operator	6,254	N/A**	2
3	中国建设银行 China Construction Bank Financial institution	21,981	1%	2	16	AIR CHINA 中国国际航空公司 Airline	4,731	-15%	3
4	中国银行 BANK OF CHINA Financial institution	18,643	-17%	2	17	五粮液 Wu Liang Ye Liquor Producer	4,037	65%	3
5	中国农业银行 AGRICULTURAL BANK OF CHINA Financial institution	17,329	5%	2	18	蒙牛 Mengniu Dairy Manufacturer & distributor	3,446	66%	5
6	百度 Search Engine	16,256	67%	5	19	太平洋保险 CPIC Insurance Provider	3,434	-3%	2
7	中国人寿 CHINA LIFE Insurance Provider	15,253	-17%	3	20	CHANGYU WINE PRODUCER & RETAILER	3,223	77%	5
8	SINOPEC Oil & Gas Producer and Distributor	13,791	N/A*	1	21	SUNING 苏宁电器 Consumer Electronics Retailer	2,415	10%	2
9	PetroChina Oil & Gas Producer and Distributor	13,755	-3%	1	22	伊利 Yili Dairy Manufacturer & distributor	2,403	36%	5
10	Tencent 腾讯 Internet Service Portal	12,624	3%	4	23	lenovo Computer Hardware Manufacturer	2,319	0%	3
11	中国电信 CHINA TELECOM Telecommunications Operator	10,860	N/A**	4	24	中国东方航空 CHINA EASTERN Airline	2,245	N/A	3
12	中国平安 PING AN Insurance	9,715	15%	3	25	sina 新浪网 sina.com.cn Web Portal	1,905	244%	3
13	王老吉 Alcohol	9,129	58%	3	26	云南白药 Yunnan Baiyao Herbal Remedy Producer	1,897	49%	4

Criteria for selecting Chinese brands for inclusion in the Top 50 ranking were:

- Brand must be owned by a publicly-traded enterprise
- The publicly-traded enterprise must report positive earnings
- Brand must originally have been created by a mainland Chinese enterprise

In addition:

- In valuing financial institutions, we included only banks that obtain at least 20 percent of their earnings from retail banking.
- In valuing telecoms, we included landline, wireless, cable and Internet businesses to reflect the



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27	GREE Air Conditioning Manufacturer and Retailer	1,632	58%	2	40	携程旅行网 e-Commerce	804	N/A	2
28	中国南方航空 CHINA SOUTHERN Airline	1,610	-16%	3	41	ANTA Sportswear Manufacturer	627	35%	2
29	Haier 海尔 Household Appliance Manufacturer	1,584	27%	4	42	燕京啤酒 YANJING BEER Beer Producer	591	-23%	5
30	Metersbonwe Casual Wear Producer And Retailer	1,525	38%	3	43	光明乳业 BRIGHT DAIRY Dairy Manufacturer & distributor	534	2%	5
31	美的 Midea Household Appliance Manufacturer	1,450	3%	3	44	999 爱.在你左右 Pharmaceutical Manufacturer	485	-28%	4
32	双汇集团 SHINWAY GROUP Meat Processor	1,286	-8%	3	45	七匹狼男装 SEPTWOLVES Apparel	453	N/A	3
33	GOME 国美电器 Consumer Electronics Retailer	1,232	-16%	3	46	海南航空 HAINAN AIRLINES Airline	427	N/A	2
34	TSINGTAO 青岛啤酒 Beer Producer	1,118	29%	5	47	福临门 Fulinmen Cooking Oil and Rice Producer	380	138%	4
35	人人网 renren.com Internet Service Portal	1,090	N/A	3	48	BYD Car Manufacturer	353	-83%	1
36	Tong Ren Tang Herbal Remedy Producer	1,026	89%	3	49	搜狐 sohu.com News, Information and Search	326	N/A	2
37	LI-NING Sportswear Manufacturer	1,020	-29%	3	50	361° Sportswear Manufacturer	303	-6%	3
38	华夏银行 HUAXIA BANK Financial institution	932	42%	2					
39	SNOW 雪花啤酒 Beer Producer	921	48%	4					

Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)

* Value not comparable, as we included the upstream business this year, to bring it in line with the global Top 100 methodology
 ** Value not comparable as we included all telecommunications services this year, not just the Wireless portion of the business
 *** Last year's value had to be restated as a result of more robust financial data