

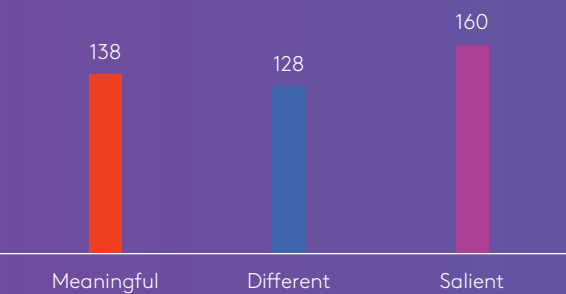
KANTAR BRANDZ

2026 MOST VALUABLE SOUTHEAST ASIAN BRANDS

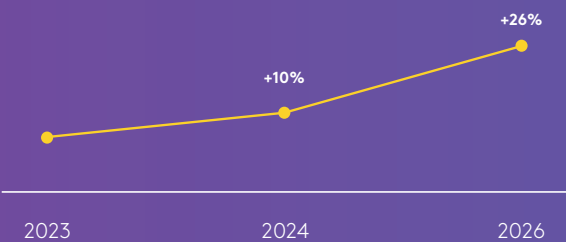
TOTAL BRAND VALUE

\$165,271 M

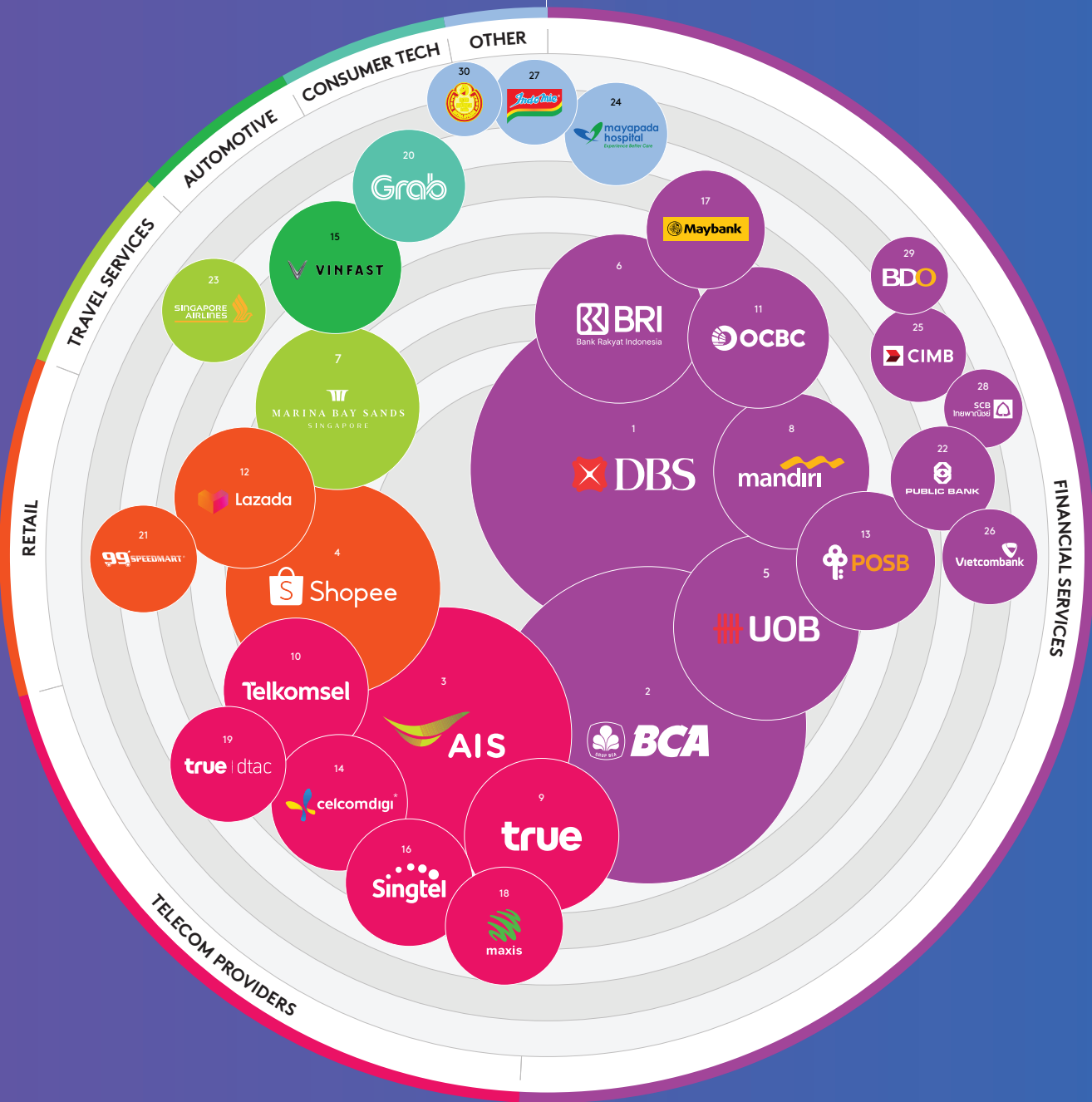
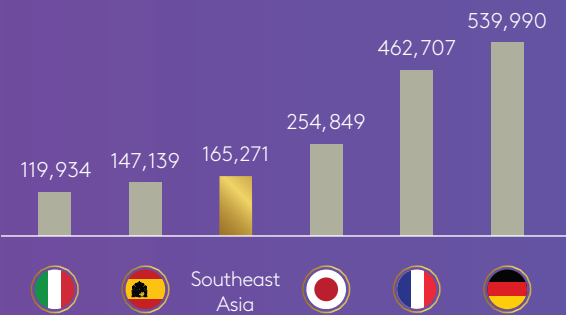
AVERAGE BRAND EQUITY



TOTAL BRAND VALUE CHANGE OVER TIME



MARKET COMPARISON TOP 30 BRAND VALUE (US\$M)



Other: Hospitals, Food and Beverage, Alcohol

*Celcom and Digi have merged under a single brand, CelcomDigi

TOP RISERS

Brand rank		Growth since 2024 Brand Value 2026 (US\$)
#13	POSB	+126%
		\$4,352 M FINANCIAL SERVICES
#1	DBS	+121%
		\$24,545 M FINANCIAL SERVICES
#4	Shopee	+116%
		\$10,428 M RETAIL
#12	Lazada	+105%
		\$4,488 M RETAIL
#11	OCBC	+73%
		\$4,509 M FINANCIAL SERVICES

NEWCOMERS

#14	celcomdigi	\$4,194 M NEW
#15	VINFAST	\$3,968 M NEW
#21	SPEEDMART	\$2,603 M NEW
#24	mayapada hospital	\$2,399 M NEW
#28	SCB	\$1,409 M NEW
#29	BDO	\$1,363 M NEW