












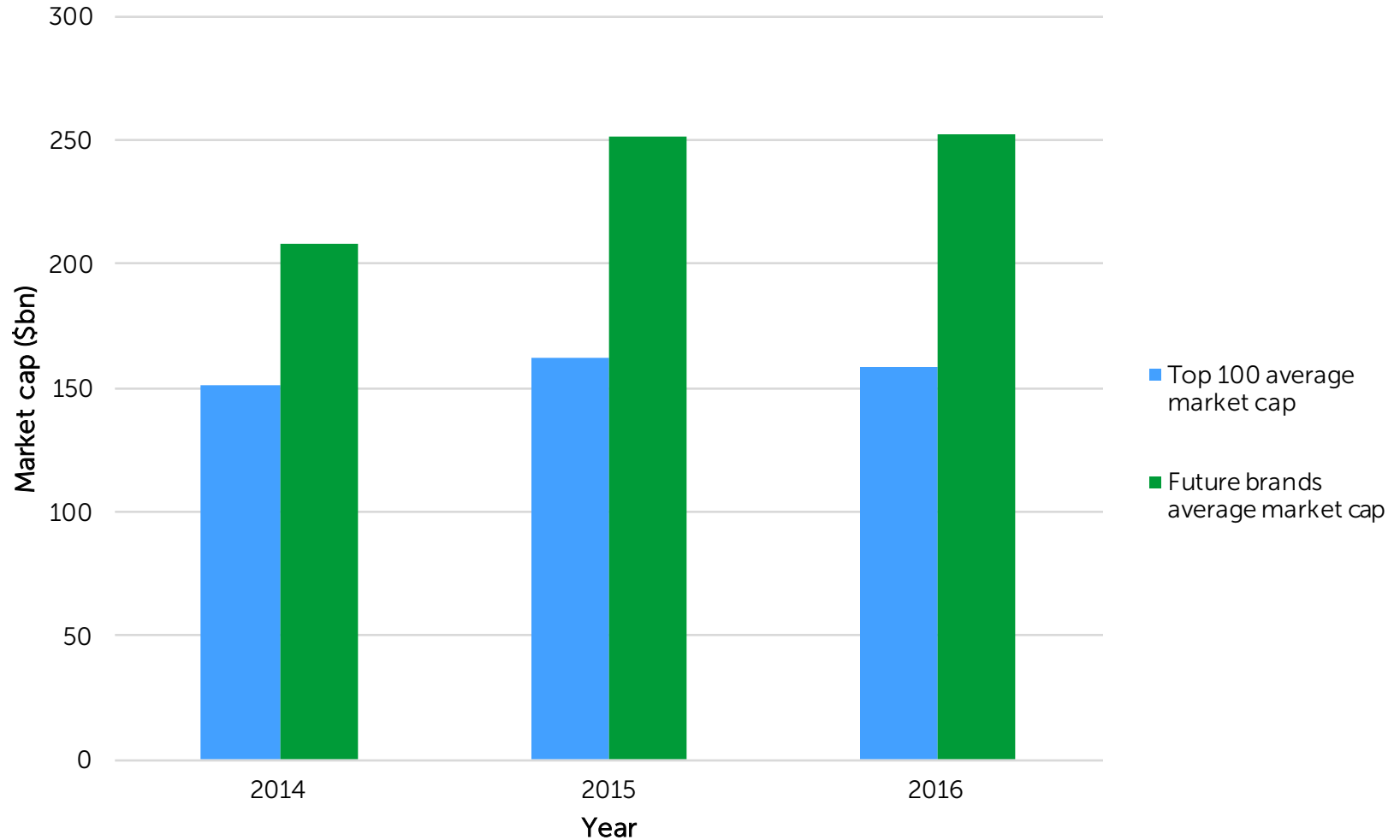
Top 10 companies in the FutureBrand Index 2016

Rank	Company	Sector	Rank	Company	Sector
1		Technology	6	facebook.	Technology
2	 Microsoft	Technology	7	TOYOTA	Consumer Goods
3	SAMSUNG	Consumer Goods	8	amazon	Consumer Services
4	The  Company	Consumer Services	9		Healthcare
5	abbvie	Healthcare	10	 GILEAD	Healthcare

Bottom 10 companies in the FutureBrand Index 2016

Rank	Company Sector	Rank	Company Sector
91	 Oil & Gas	96	 中國銀行 BANK OF CHINA Financials
92	 Oil & Gas	97	 Oil & Gas
93	 Consumer Goods	98	 PHILIP MORRIS INTERNATIONAL Consumer Goods
94	 Financials	99	 BRITISH AMERICAN TOBACCO Consumer Goods
95	 Oil & Gas	100	 ExxonMobil Oil & Gas

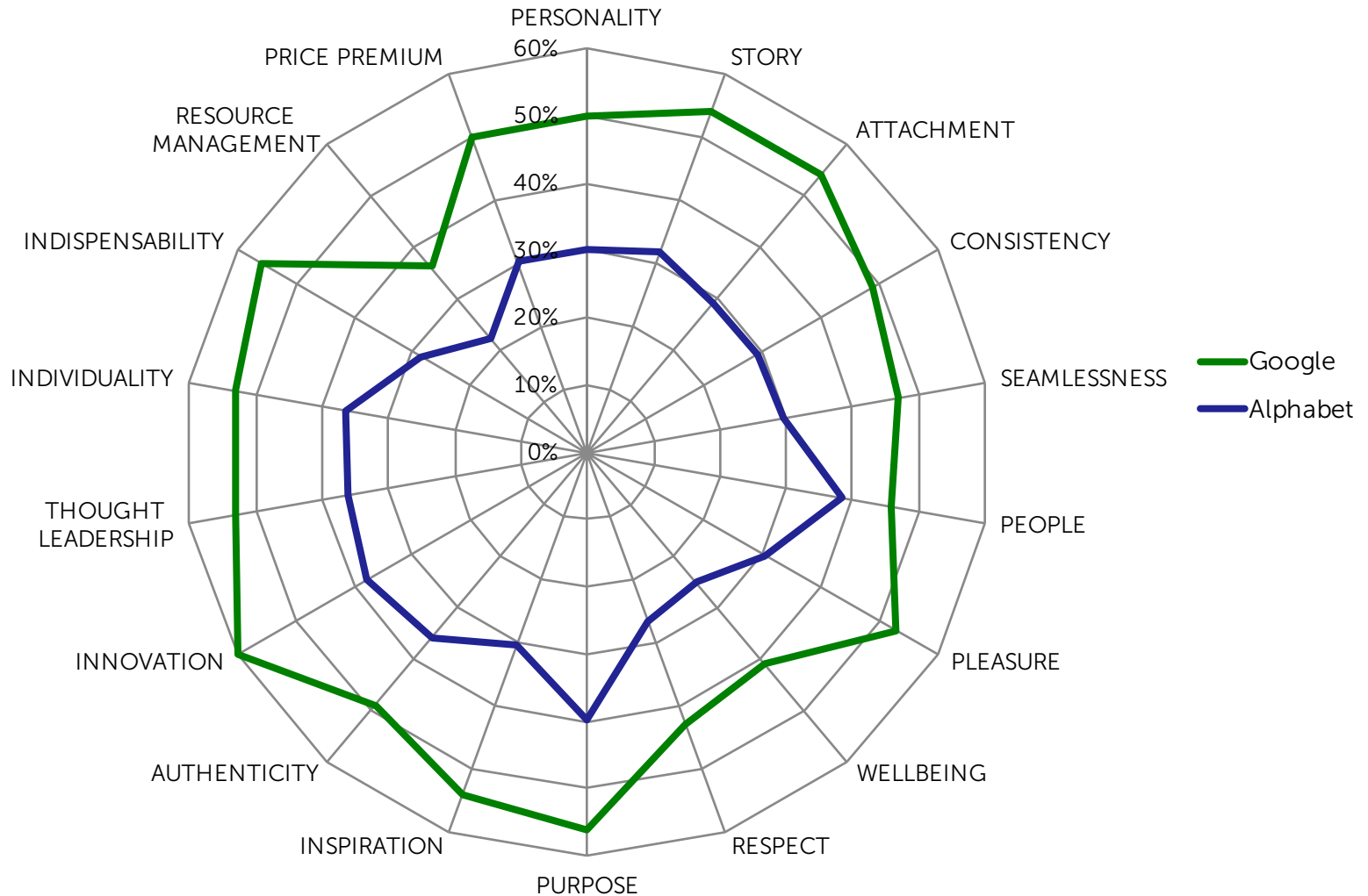
Future brands outperform the Top 100 by market cap



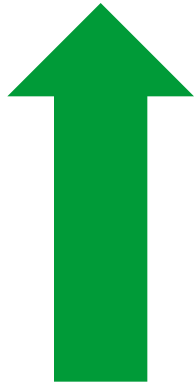
There are more 'future brands' in 2016 than ever before

	2016	2015	2014
Future Brands	24	21	22
Purpose Brands	4	6	3
Experience Brands	7	5	3
More Admired Corporates	35	28	22
Corporates	30	42	50

Is Alphabet seen as a weaker Google?



Consumer services perceptions outperform the Tech sector*



Consumer Services

10%



Technology

3%

Top 3 Risers

1.  Walgreens Boots Alliance
2. 
3. 

Top 3 Risers

1. 
2. 
3. 

*% Change in Average Perception Score 2015-2016

Source: FutureBrand Index 2016

Consumer goods firms rising in the connected economy



+13

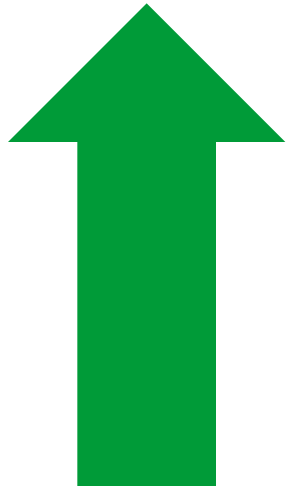
LVMH

+10

L'ORÉAL

+13

The drivers of a future brand are shifting to 'experience'



Consistency

Seamlessness

**Resource
management**



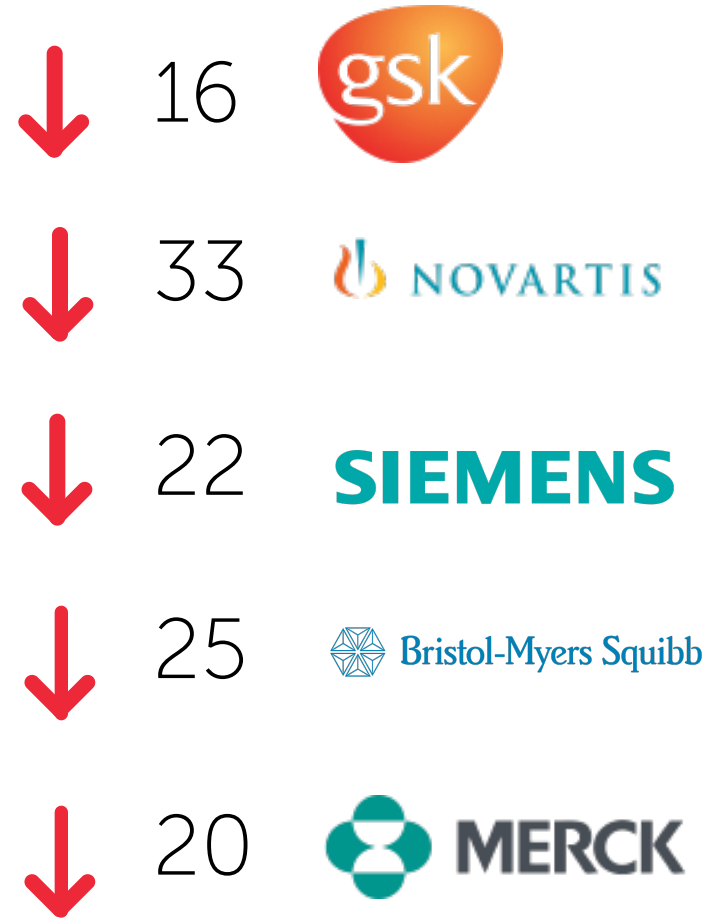
**Thought
leadership**

Purpose

Financial services enjoy significant perception strength increase



Top 10 fallers in the 2016 FutureBrand Index*



*Presented in rank order

Source: FutureBrand Index 2016








Top 10 risers in the 2016 FutureBrand Index*



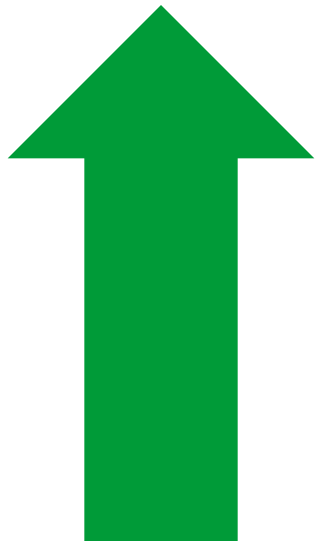
*Presented in rank order

Source: FutureBrand Index 2016

UK companies in the 2016 FutureBrand Index

Rank	Company	Sector	Rank	Company	Sector
15		Consumer Goods	97		Oil & Gas
31		Consumer Goods	99		Consumer Goods
57		Healthcare			
87		Financials			
88		Telecommunications			

Perception strength up for Chinese organizations*



8%

PING AN



China Construction Bank



PetroChina

Tencent 腾讯



*% Change in Average Perception Score 2015-2016

Source: FutureBrand Index 2016

How have the 'future brands' changed in 2016?

15 organizations from 2015 continue to qualify as future brands in 2016



9 new organizations became future brands in 2016*



*Alphabet is treated as a new company and was researched separately from Google in 2016.