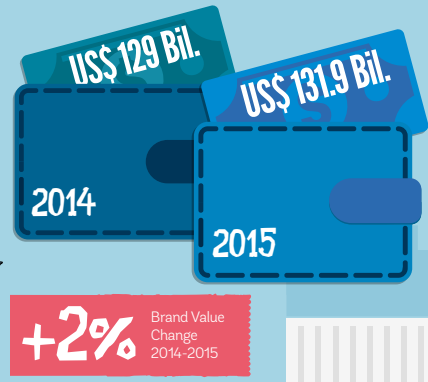


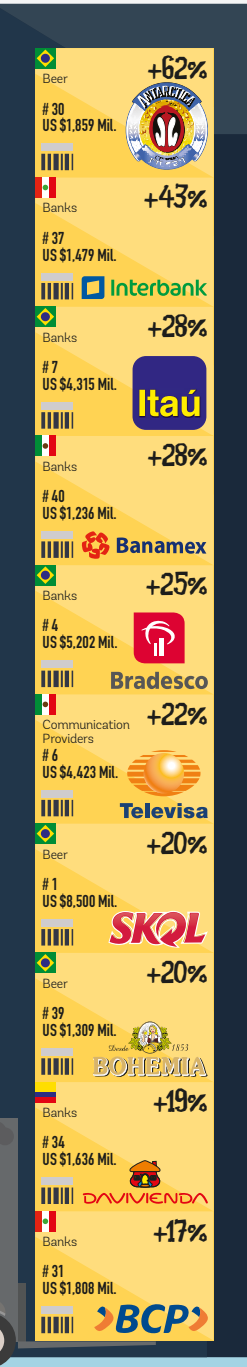
BRANDZ™ TOP 50 MOST VALUABLE Latin American BRANDS 2015

TOTAL VALUE OF LATIN AMERICAN TOP 50 BRANDS

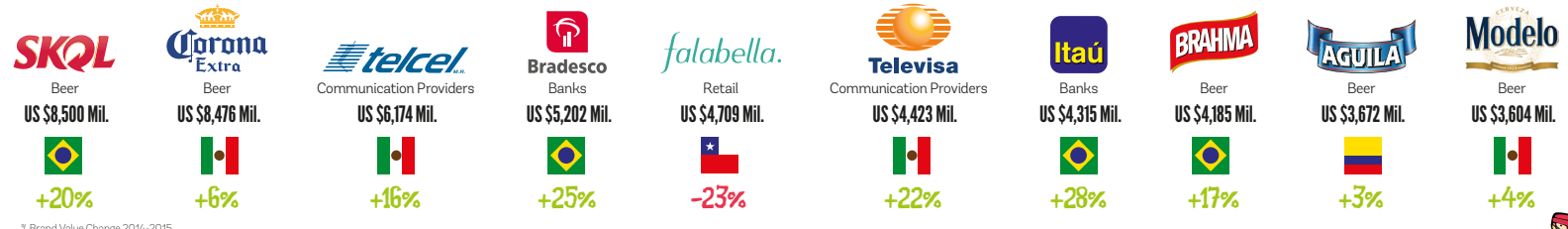


HIGHEST RISERS

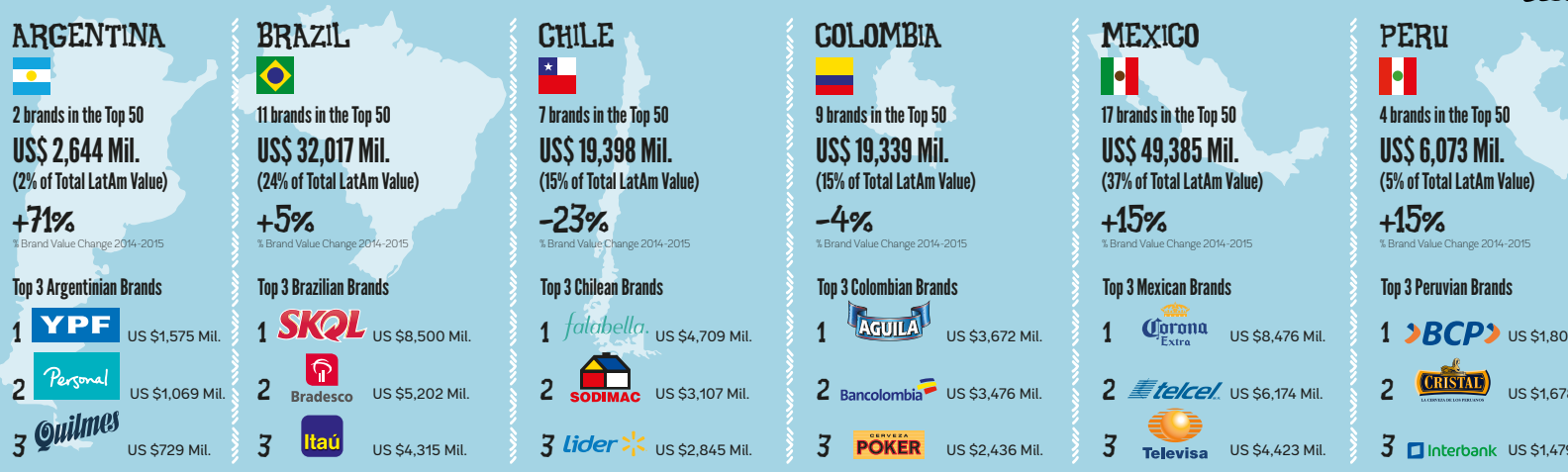
% - Brand Value Change 2014-2015
- Ranking Position
S - Brand Value



TOP 10 MOST VALUABLE LATIN AMERICAN BRANDS



MOST VALUABLE COUNTRY BRANDS



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Methodology and valuation by **MillwardBrown**

Source: Millward Brown and BrandZ™ **WPP**