



Indonesia 100 2020

The annual report on the most valuable and strongest Indonesian brands

June 2020

Contents.

About Brand Finance	4
Get in Touch	4
Brandirectory.com	6
Brand Finance Group	6
Foreword	8
Executive Summary	10
Sector Reputation Analysis	14
Brand Finance Indonesia 100 (USD m)	16
Definitions	18
Brand Valuation Methodology	20
Market Research Methodology	21
Stakeholder Equity Measures	21
Consulting Services	22
Brand Evaluation Services	23
Communications Services	24
Brand Finance Network	26

About Brand Finance.

Brand Finance is the world's leading independent brand valuation consultancy.

We bridge the gap between marketing and finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.



We quantify the financial value of brands

We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

We offer a unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility

Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



Get in Touch.

For business enquiries, please contact:

Samir Dixit

Managing Director, Asia Pacific
+65 9069 8651
s.dixit@brandfinance.com



[linkedin.com/company/brand-finance](https://www.linkedin.com/company/brand-finance)

For media enquiries, please contact:

Bernard Lee

Senior Manager, Asia Pacific
+65 9658 3650
b.lee@brandfinance.com



twitter.com/brandfinance

For all other enquiries, please contact:

bfs@brandfinance.com
+65 6727 8388



facebook.com/brandfinance

For more information, please visit our website:

www.brandfinance.com



instagram.com/brand.finance

Request your own Brand Value Report

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.



Brand Valuation Summary



Brand Strength Tracking



Royalty Rates



Cost of Capital Analysis



Customer Research Findings



Competitor Benchmarking



Insight



Strategy



Benchmarking



Education



Communication



Understanding

What's in a Brand Value Report?

Brandirectory.com



Brandirectory is the world's largest database of current and historical brand values, providing easy access to all Brand Finance rankings, reports, whitepapers, and consumer research published since 2007.

- + Browse thousands of published brand values
- + Track brand value, strength, and rating across publications and over time
- + Use interactive charts to compare brand values across countries, sectors, and global rankings
- + Purchase and instantly unlock premium data, complete brand rankings, and research

Visit brandirectory.com to find out more.

Brand Finance Group.

Brand Dialogue®



Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

Brand Exchange

Brand Exchange is a contemporary and exclusive members' club and events space nestled in the heart of the City of London. It was launched in 2015 to provide members with a private space to network and socialise. The club has since held several prestigious events and welcomed many key figures in the marketing and finance sectors as speakers. The membership brings together senior professionals from the world's strongest and most valuable brands.

BRAND EXCHANGE®

WHERE BRANDS MEET FINANCE



vi360

VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.



Customer insight drives our valuations

Our brand valuations are underpinned by extensive market research across a wide range of sectors, countries and brands.

Our research integrates all key brand measures, linking them to commercial outcomes.

Available for purchase separately or as part of a Brand Value Report.

- Over **1,500 brands** researched each year
- **29 countries** and **10 sectors** covered
- More than **50,000 respondents** surveyed annually
- **Key metrics** across all industries and brands
- **B2B** and **B2C** results
- We are now **in our 4th consecutive year** conducting the study



Foreword.



Samir Dixit
Managing Director
Brand Finance Asia Pacific

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity, to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

Telkom Indonesia Retains Title of Indonesia's Most Valuable Brand for 4th Consecutive Year.

- + Total value of top 100 most valuable Indonesian brands in 2020 has increased to US\$40.7 billion, up 3.5% from US\$39.3 billion in 2019
- + **Telkom Indonesia** retains title of Indonesia's most valuable brand, but brand strength rating remains stagnant
- + **Bank BRI** maintains second spot, dominating as most valuable Indonesian bank
- + **BCA** continues to be strongest brand in Indonesia and only brand with AAA+ brand strength rating
- + **PLN**, a fairly new entrant, enters top 10 this year, brand value up 43% to US\$2,893m
- + **U Mild** drops out of top 10 with a marginal brand value decrease of 8%
- + Banking sector still dominates top 10 with 4 banks featuring with a total combined value of US\$10.7 billion

Executive Summary.



Every year, leading brand valuation and strategy consultancy Brand Finance puts thousands of the world's top brands to the test, evaluating which are the most powerful and valuable. Indonesia's top 100 most valuable and strongest brands are included in the Brand Finance Indonesia 100 2020 ranking.

In terms of brand value, **Telkom Indonesia** has retained the title of Indonesia's most valuable brand for the 4th consecutive year and is the only telecoms brand that features in the top 10. Telkom Indonesia has also managed to retain its AAA brand strength rating despite only recording a marginal 3% increase in brand value.

The two dominant industries in the top 10 are the banking sector, with four brands featuring with a combined brand value of US\$10.3 billion and the tobacco sector, with three brands featuring with a combined brand value of US\$6.4 billion.

The Big 4 Grows

The four largest Indonesian banks have been performing well for a number of years and this year BRI has retained its second-place ranking, **BCA** is in fourth, **Bank Mandiri** in fifth and **BNI** in eighth. All the banks have recorded a marginal increase in brand value this year, with the total brand value increasing by 7% to US\$10.3 billion. In addition, the brand strength of these banks has also remained solid, in terms of brand strength ratings.

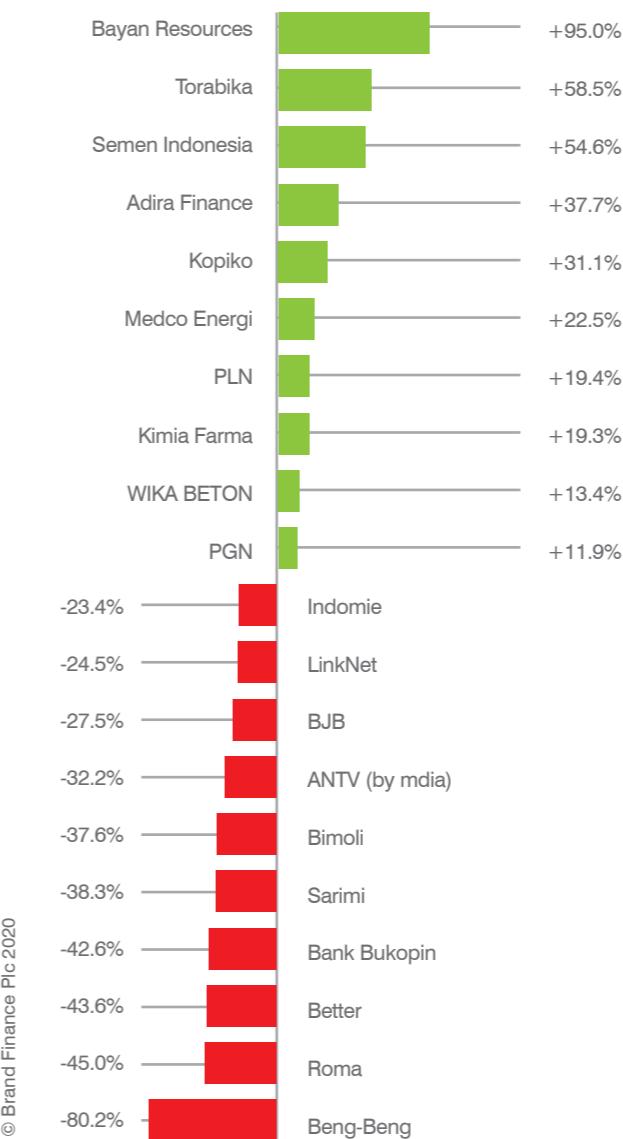
Financial brands continue to make up 33% of the total brand value in Brand Finance's ranking of Indonesia's most valuable brands. As Indonesia further develops, we expect consolidation in the banking sector, so it will be interesting to see which brands survive. Banks who can digitalise and remain relevant will be the ones who will win. While Indonesian brands have grown, they will likely face strong headwinds ahead as they are losing out to some of the other brands in the region in terms of brand competitiveness and value growth.

Samir Dixit,
Managing Director of Brand Finance Asia Pacific

Tele-tales

Telkom Indonesia has significantly and continuously benefited from the high growth in mobile usage across the nation and should benefit further as smart phone usage gathers pace, with Indonesia's consumers being quick to embrace technological upgrades and adoption. With a fast-growing younger population and increasing disposable income, brand building and brand stickiness in the telecom sector will be vital for companies to increase usage and penetration and thus win greater market share.

Brand Value Change 2019-2020 (%)



Top 10 Most Valuable Brands

Rank	Brand	Change	2020: \$m	2019: \$m	Change (%)
1	Telkom Indonesia	↔ 1	\$4,762m	\$4,615m	+3.2%
2	BANK BRI	↔ 2	\$3,531m	\$3,268m	+8.0%
3	PT HM SAMPOERNA Tbk.	↔ 3	\$3,252m	\$3,220m	+1.0%
4	BCA	↑ 5	\$2,917m	\$2,644m	+10.3%
5	mandiri	↑ 6	\$2,708m	\$2,558m	+5.9%
6	PERTAMINA	↓ 4	\$2,599m	\$2,893m	-10.2%
7		↔ 7	\$2,480m	\$2,404m	+3.2%
8	BNI	↔ 8	\$1,580m	\$1,555m	+1.6%
9	PLN	↑ 11	\$780m	\$653m	+19.4%
10	DJI SAM SOE	↓ 9	\$751m	\$779m	-3.6%

Bayan Resources recorded a brand value increase of 95% to US\$78 million simultaneously jumping 23 positions in the ranking, making it the fastest growing brand in the ranking. In contrast, **Corr** recorded an 80% drop to US\$49 million, falling 58 spots.

It is the brand strength for most brands that still remains a concern and also a significant risk that the brands must recognise and work towards mitigating.

Samir Dixit,
Managing Director of Brand Finance Asia Pacific

Samir Dixit challenged Indonesian brands to be more brand-focussed and not sales and offer-driven. These strategies will help sell in the short term but will absolutely destroy the long-term competitiveness, value and the strength of the brand. Brands must be a strategic agenda for the senior management and boards and must be

managed like any other business asset and not just a legal trademark. AND IT ISNT AT THE MOMENT"

It is teeth gritting to see that Telkom Indonesia is just hanging on in the Brand Finance Global 500 2020 ranking as the only Indonesian brand. Previously Sampoerna was also the other Indonesia brand which had made it to the ranking, but has not featured since 2017.

The brand strength - measured by Brand Strength Index (BSI) scores – of the top 100 most valuable Indonesian brands, has decreased marginally from 69.4 to 67.02 out of 100 this year. The brands have dropped in terms of their brand strength and while they may be doing well locally, they have been losing out to some of the key competitors in the region as they lack competitiveness outside of the Indonesian market. This is something that all the Indonesian brands should watch out for.

This year, the brand values are largely affected by uncontrollable external factors such as country economic outlook, risk free rate and currency exchange rate. In this case, Indonesian brands enjoyed the benefits of lower discount rate and better exchange rate to USD that pushed their brand values higher.

Brand Value by Sector



Sector	Brand Value (USD bn)	% of total	Number of Brands
Banks	13.4	32.9%	19
Tobacco	7.1	17.5%	4
Telecoms	6.2	15.1%	6
Oil & Gas	2.9	7.0%	3
Food	2.7	6.7%	20
Engineering & Construction	2.2	5.4%	9
Other	6.3	15.4%	39
Total	40.7	100.0%	100

© Brand Finance Plc 2020

Top 10 Strongest Brands

	1	← 1		2020: 91.6 AAA+ +0.6
	2	↑ 5		2020: 87.5 AAA +1.9
	3	↓ 2		2020: 85.2 AAA -3.6
	4	↓ 3		2020: 85.1 AAA -2.7
	5	↓ 4		2020: 84.9 AAA -2.0
	6	← 6		2020: 81.7 AAA- -2.4
	7	↑ 20		2020: 78.9 AA+ +2.6
	8	↓ 7		2020: 78.3 AA+ -1.6
	9	↑ 15		2020: 76.7 AA+ -0.6
	10	↑ 34		2020: 76.0 AA+ +4.8

© Brand Finance Plc 2020

branddirectory.com/

The ranking still remains very top heavy, raising concern, with the top 10 hailing from just 4 sectors and contributing over 62% of the total brand value. We would like to see a more diverse mix at the top and more significant value increase at the bottom which means other brands must start focussing on their value and brand strength.

Samir Dixit,
Managing Director of Brand Finance Asia Pacific



Sector Reputation Analysis.

Benchmarking against the very best

Every brand owner will want to compare brand equity against immediate competitors and peers. But broader benchmarking against brands across a range of categories provides a more rounded assessment of brand strength.

This perspective is also important as brand categories converge, with new technologies enabling disruption and brands seeking tactical entry into neighbouring categories, like a trusted supermarket offering financial or telecoms services (but are themselves under threat from Amazon and other disruptors).

Brand reputation is relatively straightforward to compare across sectors. This year's global and UK sector rankings from our B2C research are similar to the previous wave.

Reputation dips slightly overall

On a like-for-like basis, reputation scores are lower this year, by a small margin. The average brand score fell from 6.6 to 6.45 out of 10. Categories where a poor reputation is the default position, such as utilities, telecoms, and banks, have failed to convince customers that they are consumer champions – and the average scores for brands in these categories reflects overall feelings towards brands: acceptance and appreciation, but rarely love and devotion.

Autos lead the way

Car brands continue to enjoy strong reputations, both in the UK and globally. The sector also ranks first on other indicators, such as perceived quality, recommendation and word-of-mouth sentiment – people like talking about cars. Top brands are generally German, such as **Audi** (reputation score 7.6/10) and **BMW** (7.5), but **Jaguar** (7.5) competes strongly in its home market. Meanwhile there are few instances of brands with a really poor reputation – most cars nowadays are well-designed and equipped.

Importantly, the category enjoys a good reputation for being innovative – allowing century-old brands to be well-positioned to withstand the enormous disruption in mobility expected in the coming decade.

Tech halo continues to shine in the UK

Consumers continue to hold the tech sector in high regard. This is true globally, even though reputation

Sectors Ranked by Reputation

	1	Auto	7.0 /10
	2	Tech	6.8 /10
	3=	Restaurants	6.7 /10
	3=	Apparel	6.6 /10
	5=	Retail	6.6 /10
	5=	Insurance	6.5 /10
	7	Airlines	6.4 /10
	8	Banks	6.1 /10
	9=	Utilities	5.9 /10
	10=	Telecoms	5.9 /10

Top Sectors per Metric

Metric	Top Sector
Reputation	 AUTO
Quality	 AUTO
Recommendation (NPS)	 AUTO
Loyalty	 TECH
Innovation	 TECH
Website/App	 TECH
Value for money	 RETAIL
OVERALL STAKEHOLDER EQUITY	 TECH

scores have fallen slightly – and in any case this small drop has not occurred in the UK. **Paypal** (8.0), **Netflix** (7.9 – up significantly vs. the previous year), **Amazon** and **Google** (7.6) continue to enjoy strong reputations and buzz – most brands would love to be in their position.

The implications are clear – brands in categories such as retail, media, banking and automotive will continue to be under constant threat of disruption from these tech giants, regardless of concerns about security, tax arrangements and other issues which some have. Hence Netflix's continued growth during the COVID-19 pandemic.

Supermarkets are value champions

Supermarket brands seen as very reputable in most countries, though in the UK their ranking is only mid-table. They are category leaders in terms of delivering value for money, and for 'caring about the wider community', and it may be that their handling of the COVID-19 crisis may well result in an improvement in the next wave's scores. Consumers are well aware that supermarkets are out to make a profit – but the consumer verdict is that brands such as **Aldi** (68% 'great value'), **Lidl** (62%) and **Asda** (52%) charge fair prices.

Where supermarkets need to raise their game, perhaps, is in innovation. Online grocery shopping has had increasing profile and usage during the pandemic, and is increasingly routine and relied-on. Hence to be innovative means offering more than an efficient online platform – what else can supermarkets offer?

Banks and Telcos Continue to Struggle

Banking brands and telecoms providers continue to struggle to earn the respect of consumers, both globally and in the UK. Telecoms providers are particularly poorly-perceived in the UK, with no dimension where they score even moderately well – rated lowest of all for overall reputation and quality of service (3.2 out of 5).

Banks fare a little better with some consumers acknowledging service delivery and ease of doing business. In addition, for national and regional brands especially, banks score reasonably well for 'care about the wider community' – a possible pillar for building a defence against encroachment from tech giants and fintech challenger brands.

Brand Finance Indonesia 100 (USD m.).

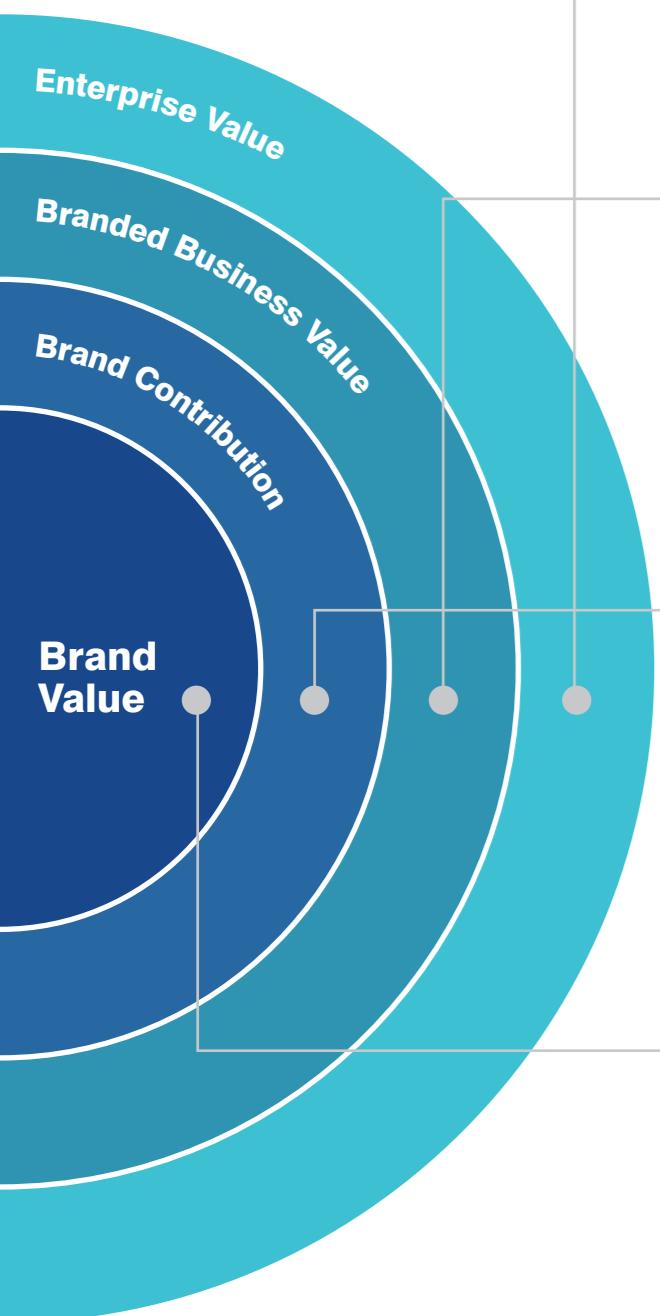
Top 100 most valuable Indonesian brands 1-50

2020 Rank	2019 Rank	Brand	Sector	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
1	1	↑ Telkorn Indonesia	Telecoms	\$4,762	+3.2%	\$4,615	AAA	AAA
2	2	↑ BRI	Banks	\$3,531	+8.0%	\$3,268	AAA	AAA
3	3	↑ Sampoerna	Tobacco	\$3,252	+1.0%	\$3,220	AA-	AA-
4	5	↑ BCA	Banks	\$2,917	+10.3%	\$2,644	AAA+	AAA+
5	6	↑ Bank Mandiri	Banks	\$2,708	+5.9%	\$2,558	AAA	AAA
6	4	↓ Pertamina	Oil & Gas	\$2,599	-10.2%	\$2,893	AAA-	AAA-
7	7	↑ Gudang Garam	Tobacco	\$2,480	+3.2%	\$2,404	A+	A+
8	8	↑ BNI	Banks	\$1,580	+1.6%	\$1,555	AAA	AAA
9	11	↑ PLN	Utilities	\$780	+19.4%	\$653	AA	AA-
10	9	↓ Dji Sam Soe	Tobacco	\$751	-3.6%	\$779	A+	AA-
11	10	↓ U Mild	Tobacco	■	■	■	■	■
12	12	↑ Garuda Indonesia	Airlines	■	■	■	■	■
13	14	↑ XL	Telecoms	■	■	■	■	■
14	21	↑ Semen Indonesia	Engineering & Construction	■	■	■	■	■
15	15	↑ Indosat Ooredoo	Telecoms	■	■	■	■	■
16	16	↑ Astra International	Retail	■	■	■	■	■
17	17	↑ Bank Danamon	Banks	■	■	■	■	■
18	13	↓ Indomie	Food	■	■	■	■	■
19	18	↓ PP (Persero)	Engineering & Construction	■	■	■	■	■
20	-	New Energen	Food	■	■	■	■	■
21	25	↑ PGN	Utilities	■	■	■	■	■
22	-	New Kereta Api	Logistics	■	■	■	■	■
23	-	New Indomilk	Food	■	■	■	■	■
24	20	↓ Waskita Karya	Engineering & Construction	■	■	■	■	■
25	22	↓ CIMB Niaga	Banks	■	■	■	■	■
26	19	↓ Bank BTN	Banks	■	■	■	■	■
27	24	↓ Matahari Department Store	Retail	■	■	■	■	■
28	-	New WIKA	Engineering & Construction	■	■	■	■	■
29	27	↓ Panin Bank	Banks	■	■	■	■	■
30	34	↑ Medco Energi	Oil & Gas	■	■	■	■	■
31	28	↓ Jasa Marga	Commercial Services	■	■	■	■	■
32	35	↑ Kopiko	Food	■	■	■	■	■
33	31	↓ Indah Kiat Pulp & Paper	Engineering & Construction	■	■	■	■	■
34	33	↓ Indofood	Food	■	■	■	■	■
35	43	↑ Adira Finance	Banks	■	■	■	■	■
36	30	↓ Bank OCBC NISP	Banks	■	■	■	■	■
37	32	↓ BTPN	Banks	■	■	■	■	■
38	23	↓ Roma	Food	■	■	■	■	■
39	37	↓ Indocement	Engineering & Construction	■	■	■	■	■
40	36	↓ Surya Citra Media	Media	■	■	■	■	■
41	26	↓ Bimoli	Food	■	■	■	■	■
42	41	↓ Media Nusantara Citra	Media	■	■	■	■	■
43	45	↑ Adhi Karya	Engineering & Construction	■	■	■	■	■
44	44	↑ Tiphone	Telecoms	■	■	■	■	■
45	46	↑ AKR Corporindo	Commercial Services	■	■	■	■	■
46	60	↑ Torabika	Food	■	■	■	■	■
47	40	↓ Gajah Tunggal	Tyres	■	■	■	■	■
48	47	↓ Chandra Asri Petrochemical	Chemicals	■	■	■	■	■
49	49	↑ Lippo Karawaci	Real Estate Services	■	■	■	■	■
50	39	↓ Bank Mega	Banks	■	■	■	■	■

Top 100 most valuable Indonesian brands 51-100

2020 Rank	2019 Rank	Brand	Sector	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
51	42	↓ Adaro Energy	Mining	■	■	■	■	■
52	48	↓ Alfa Mart	Retail	■	■	■	■	■
53	50	↓ Mayora Indah	Food	■	■	■	■	■
54	38	↓ BJB	Banks	■	■	■	■	■
55	53	↓ Bumi Serpong Damai	Real Estate Services	■	■	■	■	■
56	55	↓ Bir Bintang	Beers	■	■	■	■	■
57	-	New Silver Queen	Food	■	■	■	■	■
58	58	↑ Kalbe Farma	Pharma	■	■	■	■	■
59	51	↓ MPM	Automobiles	■	■	■	■	■
60	54	↓ United Tractors	Mining	■	■	■	■	■
61	52	↓ Bank Permata	Banks	■	■	■	■	■
62	61	↓ Indika Energy	Mining	■	■	■	■	■
63	62	↓ Ramayana	Retail	■	■	■	■	■
64	56	↓ Blue Bird	Logistics	■	■	■	■	■
65	63	↓ BFI	Banks	■	■	■	■	■
66	69	↑ ITM (Indo Tambangraya Megah)	Mining	■	■	■	■	■
67	-	New Pakuwon	Real Estate Services	■	■	■	■	■
68	65	↓ Sinar Mas Multiartha	Banks	■	■	■	■	■
69	92	↑ Bayan Resources	Mining	■	■	■	■	■
70	57	↓ LinkNet	Telecoms	■	■	■	■	■
71	74	↑ Citra Marga Nusaphala Persada	Commercial Services	■	■	■	■	■
72	72	↑ Smartfren	Telecoms	■	■	■	■	■
73	67	↓ Bank Jatim	Banks	■	■	■	■	■
74	66	↓ Bank Mayapada	Banks	■	■	■	■	■
75	81	↑ WIKA BETON	Engineering & Construction	■	■	■	■	■
76	73	↓ Astra Agro Lestari	Food	■	■	■	■	■
77	79	↑ Tunas Ridean	Retail	■	■	■	■	■
78	78	↑ Erajaya	Retail	■	■	■	■	■
79	68	↓ Hypermart	Retail	■	■	■	■	■
80	70	↓ MNC Sky Vision	Media	■	■	■	■	■
81	80	↓ Enseval	Pharma	■	■	■	■	■
82	59	↓ Bank Bukopin	Banks	■	■	■	■	■
83	64	↓ ANTV (by midia)	Media	■	■	■	■	■
84	75	↓ Charoen Pokphand	Food	■	■	■	■	■
85	89	↑ CSA	Logistics	■	■	■	■	■
86	-	New Protelindo	Electronics	■	■	■	■	■
87	29	↓ Beng-Beng	Electronics	■	■	■	■	■
88	82	↓ Japfa	Food	■	■	■	■	■
89	87	↓ Tower Bersama	Technology	■	■	■	■	■
90	83	↓ Smart	Food	■	■	■	■	■
91	-	New Choki Choki	Food	■	■	■	■	■
92	90	↓ Mitra Keluarga	Healthcare Services	■	■	■	■	■
93	-	New Bukit Asam	Mining	■	■	■	■	■
94	98	↑ Kimia Farma	Pharma	■	■	■	■	■
95	93	↓ Siloam Hospital	Healthcare Services	■	■	■	■	■
96	96	↑ Tempo ScanPacific	Pharma	■	■	■	■	■
97	97	↑ MNC Investama	Media	■	■	■	■	■
98	76	↓ Better	Food	■	■	■	■	■
99	84	↓ Sarimi	Food	■	■	■	■	■
100	91	↓ Panin Financial	Insurance	■	■	■	■	■

Definitions.



Brand Value

+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.

+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.

+ Brand Contribution

The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.

+ Brand Value

The value of the trade mark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Strength

Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.



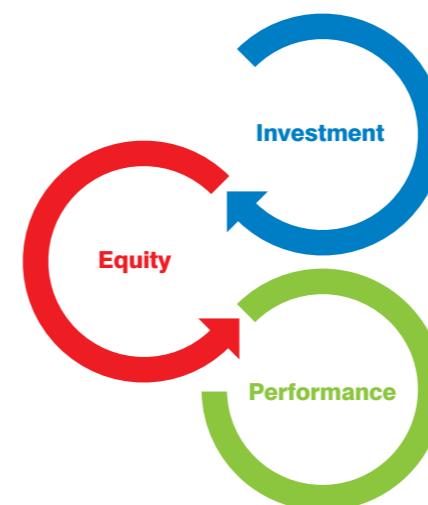
Widely recognised factors deployed by marketers to create brand loyalty and market share.

Perceptions of the brand among different stakeholder groups, with customers being the most important.

Quantitative market and financial measures representing the success of the brand in achieving price and volume premium.

Marketing Investment

- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.



Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.

Brand Valuation Methodology.

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a ‘brand value’ understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance’s extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.



Market Research Methodology.

Brand Finance conducted original market research in 10 sectors across 29 markets with a sample size of over 50,000 adults, representative of each country’s internet population aged 18+. Surveys were conducted online during autumn 2019.



Stakeholder Equity Measures.

Key Metrics

- + Reputation
- + Innovation
- + Value for Money
- + Emotional Fit
- + Recommendation
- + Quality etc.



Brand conversion funnel

The brand conversion funnel is a way of summarising the likely strength of a brand to convert to purchase.

Awareness

Knowledge that your brand exists

Familiarity

Depth of knowledge of the brand

Consideration

Narrowing down market to candidate brand set

Preference

Category users’ brand preference

Loyalty

Intention to repeat purchase

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.

Consulting Services.

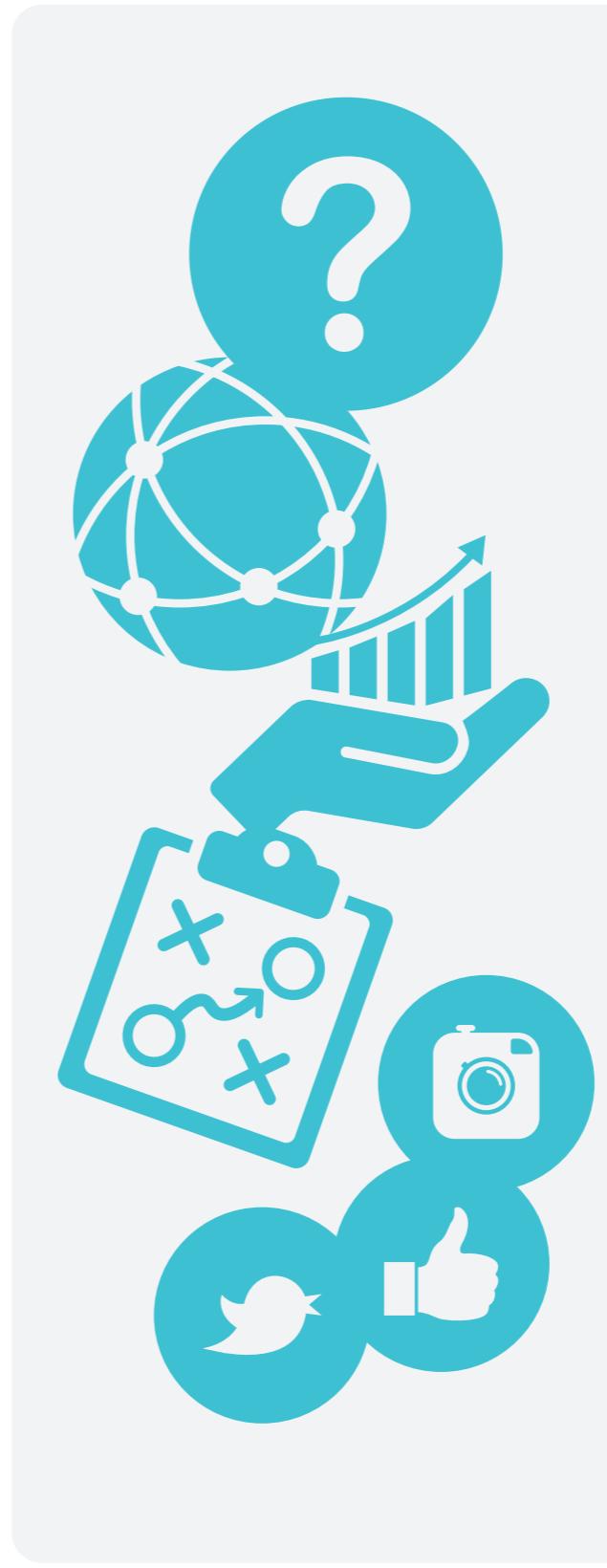


We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

We provide financers and auditors with an independent assessment on all forms of brand and intangible asset valuations.

We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.

Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

What if I need more depth or coverage of a more specialised sector?

Our bespoke brand scorecards help with market planning and can be designed to track multiple brands over time, against competitors, between market segments and against budgets. Our 30-country database of brand KPIs enables us to benchmark performance appropriately.

Do I have the right brand architecture or strategy in place?

Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

Using sophisticated analytics, we have a proven track record of developing comprehensive brand scorecard and brand investment frameworks to improve return on marketing investment.

What about the social dimension? Does my brand get talked about?

Social interactions have a proven commercial impact on brands. We measure actual brand conversation and advocacy, both real-world word of mouth and online buzz and sentiment, by combining traditional survey measures with best-in-class social listening.

Communications Services.

How we can help communicate your brand's performance in brand value rankings



Brand Accolade – create a digital endorsement stamp for use in marketing materials, communications, annual reports, social media and website. Advertising use subject to terms and conditions.



**TOP 100
INDONESIAN
BRAND**



**MOST VALUABLE
INDONESIAN
BRAND**



**STRONGEST
INDONESIAN
BRAND**



Video Endorsement – record video with Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external communications.



Bespoke Events – organise an award ceremony or celebratory event, coordinate event opportunities and spearhead communications to make the most of them.



Digital Infographics – design infographics visualising your brand's performance for use across social media platforms.



Trophies & Certificates – provide a trophy and/or hand-written certificate personally signed by Brand Finance CEO to recognise your brand's performance.



Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



Media Support – provide editorial support in reviewing or copywriting your press release, pitching your content to top journalists, and monitoring media coverage.

Brand Dialogue®



Value-Based Communications

With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value. Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media.

SERVICES

- Research and Insights
- Integrated Communications Planning
- Project Management and Campaign Execution
- Content and Channel Strategy
- Communications Workshops

For more information, contact enquiries@brand-dialogue.co.uk or visit www.brand-dialogue.co.uk

Brand Dialogue is a member of the Brand Finance plc group of companies



BRAND EXCHANGE®

WHERE BRANDS MEET FINANCE

BECOME A MEMBER TODAY

A CONTEMPORARY AND EXCLUSIVE
MEMBERS' CLUB
IN THE HEART OF THE CITY OF LONDON

CHARACTERFUL SPACE
for
MEETINGS
&
PRIVATE EVENTS

MEMBERS' EVENTS
with
FOCUS ON MARKETING
&
BRANDING

DISCOUNTED
ROOM HIRE
for
MEMBERS

3 Birch Lane, London, EC3V 9B +44 (0)207 389 9410 enquiries@brandexchange.com

Brand Exchange is a member of the Brand Finance plc group of companies

Brand Finance Network.

For further information on our services and valuation experience, please contact your local representative:

Market	Contact	Email	Telephone
Africa	Jeremy Sampson	j.sampson@brandfinance.com	+27 82 885 7300
Asia Pacific	Samir Dixit	s.dixit@brandfinance.com	+65 906 98 651
Australia	Mark Crowe	m.crowe@brandfinance.com	+61 282 498 320
Canada	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
Caribbean	Nigel Cooper	n.cooper@brandfinance.com	+1 876 825 6598
China	Scott Chen	s.chen@brandfinance.com	+86 186 0118 8821
France	Bertrand Chovet	b.chovet@brandfinance.com	+33 6 86 63 46 44
Germany	Holger Muehlbauer	h.muehlbauer@brandfinance.com	+49 151 54 749 834
India	Ajimon Francis	a.francis@brandfinance.com	+91 989 208 5951
Indonesia	Jimmy Halim	j.halim@brandfinance.com	+62 215 3678 064
Ireland	Simon Haigh	s.haigh@brandfinance.com	+353 087 669 5881
Italy	Massimo Pizzo	m.pizzo@brandfinance.com	+39 02 303 125 105
Japan	Jun Tanaka	j.tanaka@brandfinance.com	+81 90 7116 1881
Mexico & LatAm	Laurence Newell	l.newell@brandfinance.com	+52 55 9197 1925
Middle East	Andrew Campbell	a.campbell@brandfinance.com	+971 508 113 341
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com	+234 012 911 988
Romania	Mihai Bogdan	m.bogdan@brandfinance.com	+40 728 702 705
Spain	Teresa de Lemus	t.deleimus@brandfinance.com	+34 654 481 043
Sri Lanka	Ruchi Gunewardene	r.gunewardene@brandfinance.com	+94 11 770 9991
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com	+90 216 352 67 29
UK	Richard Haigh	rd.haigh@brandfinance.com	+44 207 389 9400
USA	Laurence Newell	l.newell@brandfinance.com	+214 803 3424
Vietnam	Lai Tien Manh	m.lai@brandfinance.com	+84 90 259 82 28





Contact us.

The World's Leading Independent Brand Valuation Consultancy

T: +65 6727 8388 (Singapore)
+62 812 8900 9800 (Indonesia)
E: bfs@brandfinance.com
www.brandfinance.com