































Exhibit B

Top 100

01 Apple	02 Microsoft	03 Amazon	04 Google	05 Samsung
				
+4% 502,680 \$m	+14% 316,659 \$m	+1% 276,929 \$m	+3% 260,260 \$m	+4% 91,407 \$m
06 Toyota	07 Mercedes-Benz	08 Coca-Cola	09 Nike	10 BMW
				
+8% 64,504 \$m	+9% 61,414 \$m	+1% 58,046 \$m	+7% 53,773 \$m	+10% 51,157 \$m
11 McDonald's	12 Tesla	13 Disney	14 Louis Vuitton	15 Cisco
				
+5% 50,999 \$m	+4% 49,937 \$m	-4% 48,258 \$m	+5% 46,543 \$m	+5% 43,345 \$m
16 Instagram	17 Adobe	18 IBM	19 Oracle	20 SAP
				
+8% 39,342 \$m	+14% 34,991 \$m	+2% 34,921 \$m	NEW 34,622 \$m	+5% 33,078 \$m
21 Facebook	22 Chanel	23 Hermès	24 Intel	25 YouTube
				
-8% 31,625 \$m	+6% 31,007 \$m	+10% 30,190 \$m	-14% 28,298 \$m	+7% 26,039 \$m
26 J.P. Morgan	27 Honda	28 American Express	29 IKEA	30 Accenture
				

+6%
25,876 \$m

+7%
24,412 \$m

+9%
24,093 \$m

+5%
22,942 \$m

+4%
21,320 \$m

31
Allianz



+12%
20,850 \$m

32
Hyundai



+18%
20,412 \$m

33
UPS



-4%
20,374 \$m

34
Gucci

GUCCI

-2%
19,969 \$m

35
Pepsi



+1%
19,767 \$m

36
Sony

SONY

+12%
19,065 \$m

37
Visa

VISA

+8%
18,611 \$m

38
Salesforce



+6%
18,317 \$m

39
Netflix

NETFLIX

+9%
17,916 \$m

40
PayPal



+4%
17,794 \$m

41
Mastercard



+6%
17,133 \$m

42
adidas



+4%
16,568 \$m

43
Zara

ZARA

+10%
16,502 \$m

44
AXA



+4%
16,401 \$m

45
Audi



+9%
16,352 \$m

46
Airbnb



+22%
16,344 \$m

47
Porsche



+20%
16,215 \$m

48
Starbucks



+10%
15,409 \$m

49
GE



+7%
15,303 \$m

50
Volkswagen



+2%
15,140 \$m

51
Ford



+3%
14,867 \$m

52
Nescafé

NESCAFÉ

-2%
14,818 \$m

53
Siemens

SIEMENS

+9%
14,588 \$m

54
Goldman Sachs



-2%
14,215 \$m

55
Pampers



-0%
13,771 \$m

56
H&M

H&M

+5%
13,649 \$m

57
L'Oréal Paris

L'ORÉAL
PARIS

+6%
13,638 \$m

58
Citi

citi

+5%
13,624 \$m

59
LEGO



+10%
13,069 \$m

60
Red Bull



+12%
12,986 \$m

61
Budweiser

62
eBay

63
Nissan

64
HP

65
HSBC



-16%
12,984 \$m



-0%
12,745 \$m



+4%
12,676 \$m



-0%
11,841 \$m



+4%
11,734 \$m

66
Morgan Stanley

Morgan Stanley

+3%
11,372 \$m

67
Nestlé



+4%
11,369 \$m

68
Philips



-12%
11,208 \$m

69
Spotify



+8%
11,114 \$m

70
Ferrari



+16%
10,830 \$m

71
Nintendo



-2%
10,498 \$m

72
Gillette



+2%
10,444 \$m

73
Colgate



+3%
10,433 \$m

74
Cartier



+4%
9,868 \$m

75
3M



-7%
9,791 \$m

76
Dior



+8%
9,665 \$m

77
Santander



+7%
9,609 \$m

78
Danone



-4%
9,152 \$m

79
Kellogg's



+1%
8,861 \$m

80
LinkedIn



+13%
8,595 \$m

81
Corona



+4%
8,082 \$m

82
FedEx



-1%
8,067 \$m

83
Caterpillar



+9%
8,065 \$m

84
DHL



+3%
7,706 \$m

85
Jack Daniel's



+6%
7,595 \$m

86
Prada



+12%
7,321 \$m

87
Xiaomi



-1%
7,266 \$m

88
Kia



+7%
7,059 \$m

89
Tiffany & Co.



+7%
7,031 \$m

90
Panasonic



+6%
6,699 \$m

91
Hewlett Packard Enterprise



+2%
6,642 \$m

92
Huawei



-2%
6,512 \$m

93
Hennessy



+6%
6,447 \$m

94
Burberry



+9%
6,445 \$m

95
KFC



+5%
6,392 \$m

96
Johnson & Johnson

Johnson&Johnson

+4%
6,387 \$m

97
Sephora

SEPHORA

+15%
6,329 \$m

98
Nespresso

NESPRESSO

NEW
6,168 \$m

99
Heineken



+1%
6,062 \$m

100
Canon

Canon

+3%
6,032 \$m

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 - Madrid
 - Middle East
 - Milan
 - Mumbai
 - New York
 - Seoul
 - Shanghai
 - Sydney
 - Tokyo

Interbrand



Best
Global
Brands
2023

51
Ford
▼ DOWN 1 PLACE



14,867
\$m

Brand
value

+3%

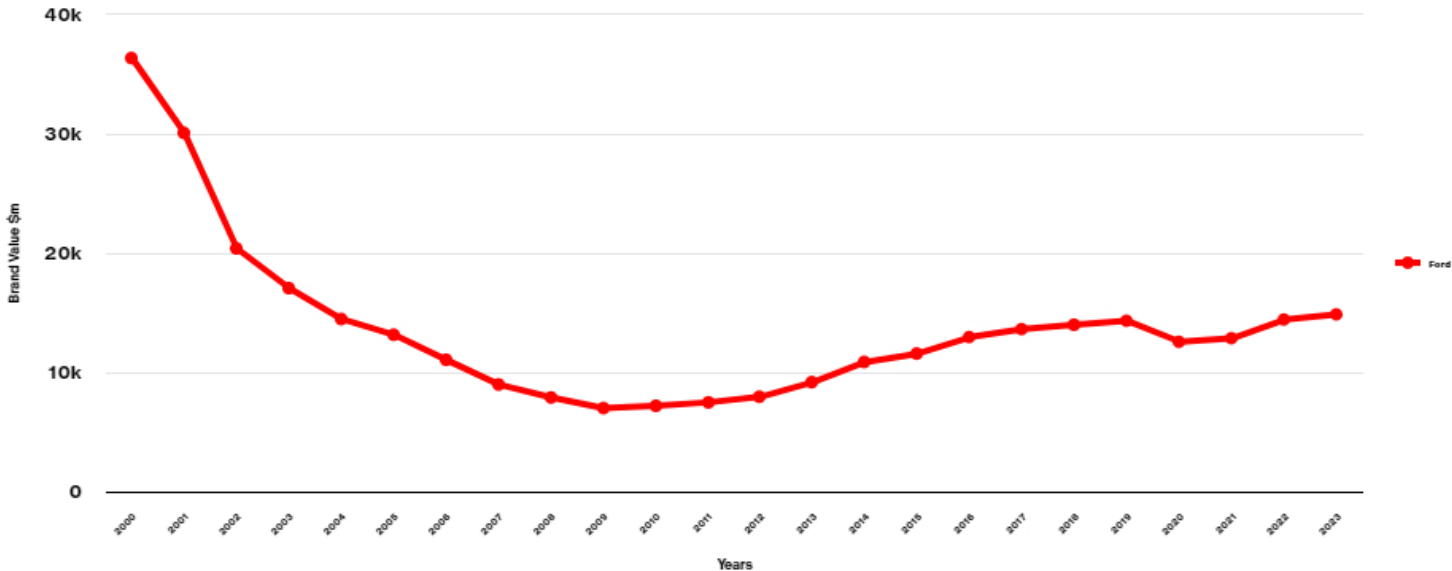
Growth

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions.

Compare to: N/A



Ford





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50

Volkswagen



52

Nescafé



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Tokyo