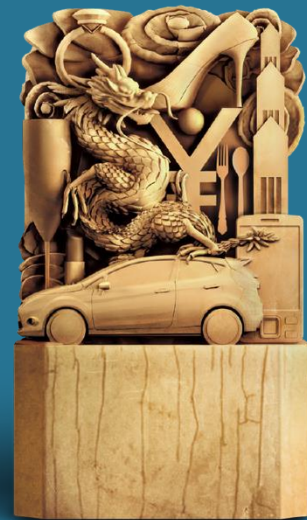


BRANDZ™ TOP 100

Most Valuable
Chinese Brands
最具价值中国品牌100强

2015 二零壹伍年



Methodology and Valuation by



WPP

100k
BRANDS

400
CATEGORIES

50
MARKETS

3m
CONSUMERS

BRANDZ

The largest brand database worldwide

IS BIG DATA

4.5bn
DATA POINTS

Methodology and Valuation by



27,500
reports downloaded annually

100
daily reports

300+
annual studies



BRANDZ Valuation Process



x



=



STEP 1:

Financial Value (\$)

Financial value created by a brand

STEP 2:

Contribution (%)

Proportion of financial value generated by the brand's ability to increase purchase volume and charge premium

STEP 3:

Brand Value (\$)

Methodology and Valuation by

Strong brands generate superior shareholder returns

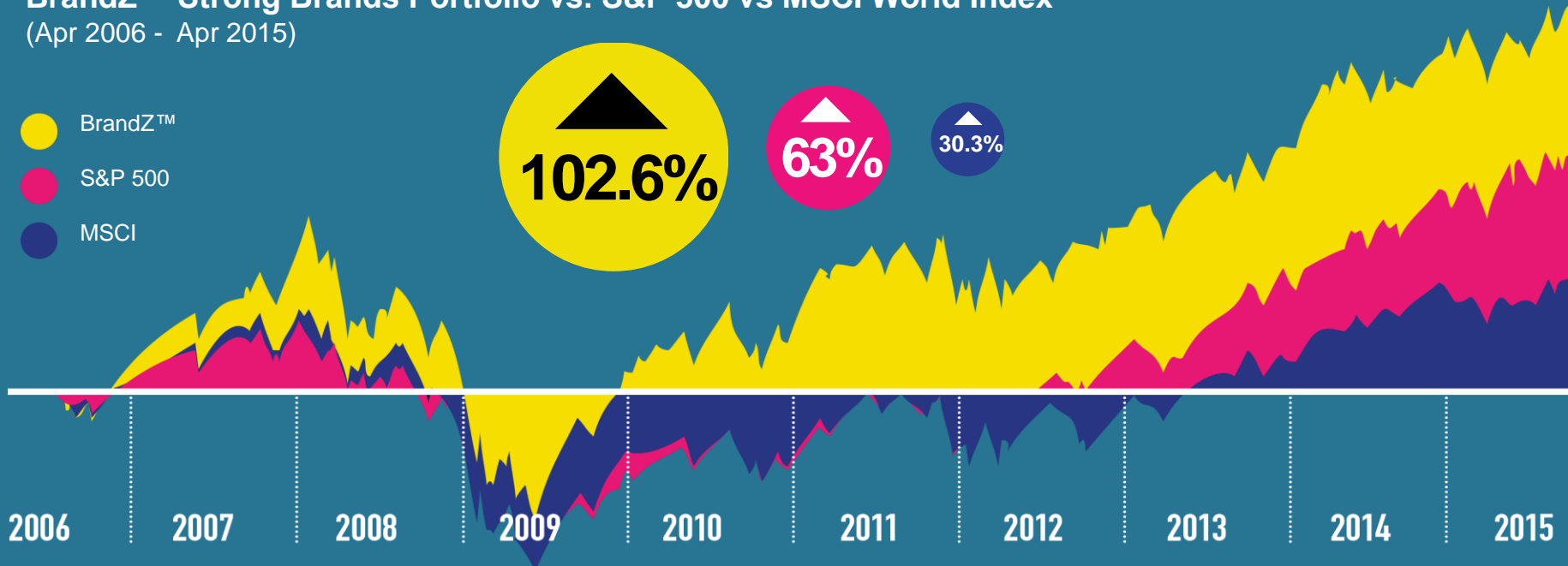
BrandZ™ Strong Brands Portfolio vs. S&P 500 vs MSCI World Index
(Apr 2006 - Apr 2015)

- BrandZ™
- S&P 500
- MSCI

▲
102.6%

▲
63%

▲
30.3%



Methodology and Valuation by



The background is a solid red color with various faint, light-colored icons and Chinese characters scattered across it. The icons include a sofa, a piggy bank, a car, an airplane, a graduation cap, a briefcase, and a hand holding a pen. The Chinese characters are large and stylized, including '游' (travel), '言' (speech), '舌' (tongue), '車' (car), '護' (protect), and '建' (build).

**China is Rebalancing
Moving from Market-Driven
to Consumer-Driven Economy**

The Chinese
Dream combines
**PERSONAL
DREAMS** with
a **NATIONAL
AGENDA**



THE POWER AND POTENTIAL OF THE
THE **CHINESE**
DREAM

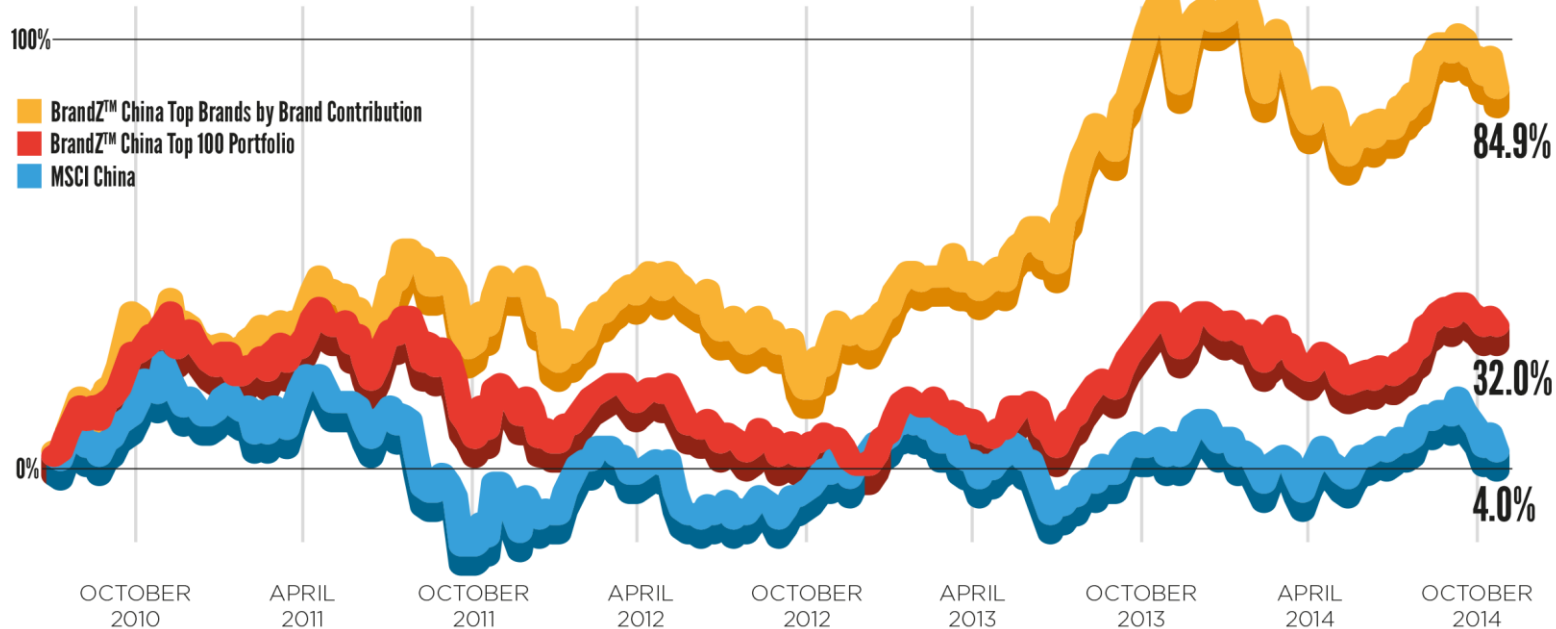
WPP

中国圆**梦**
家家**梦**有福



Strong Chinese brands are able to deliver superior returns to their shareholders

Brand Z™ China Portfolios vs. MSCI China (July 2010 to October 2014)



A rapid rise in the brand value of technology and tech-related retail brands

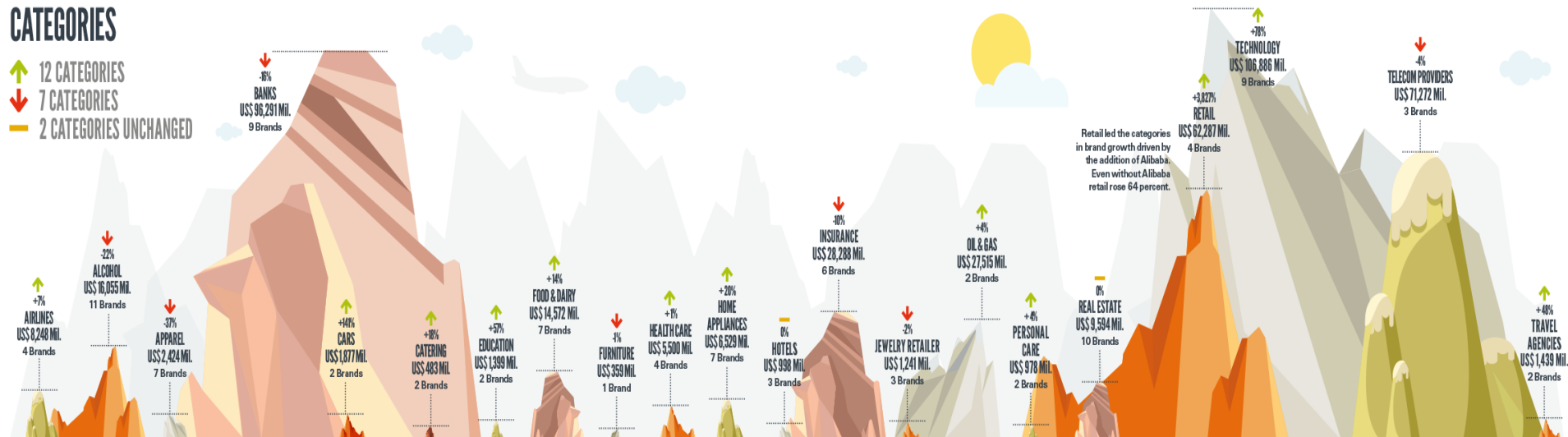
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CATEGORIES

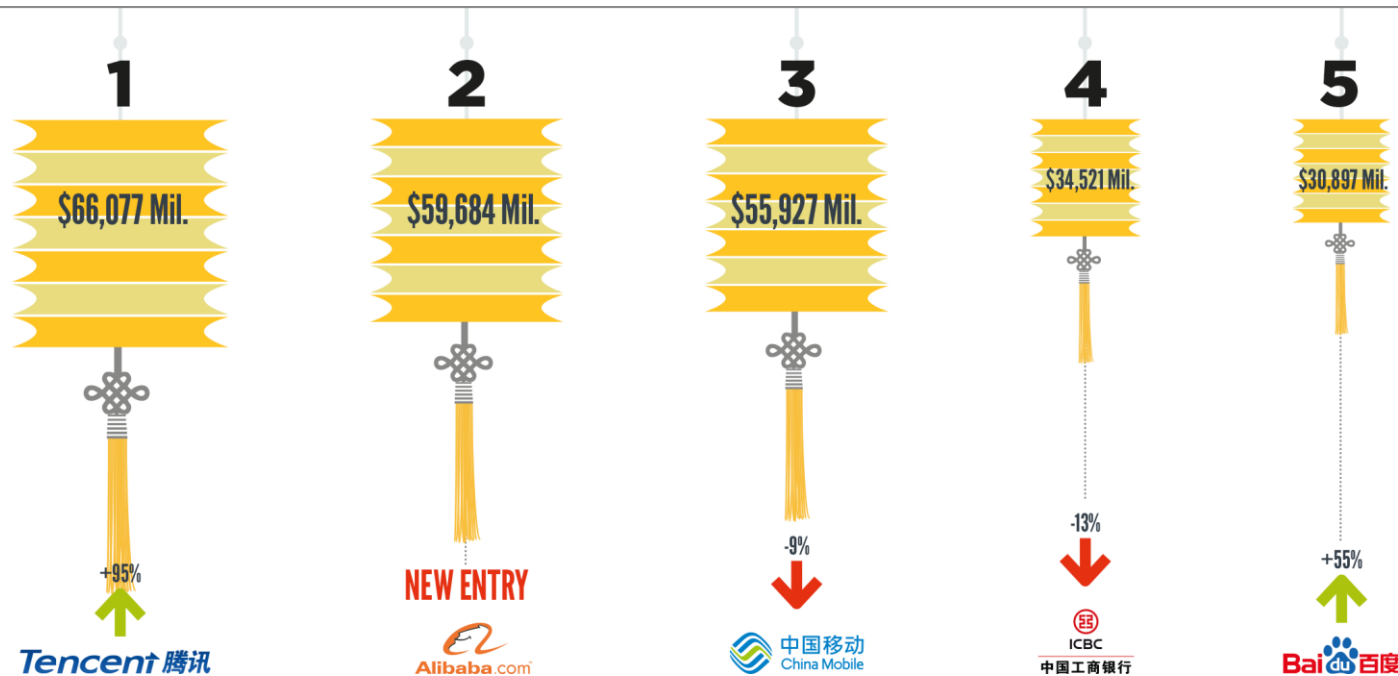
- ↑ 12 CATEGORIES
- ↓ 7 CATEGORIES
- 2 CATEGORIES UNCHANGED



The background is a solid red color with faint, stylized Chinese characters and icons. The characters include '游' (play), '言' (speech), '申' (apply), '護' (protect), and '建' (build). Icons include a sofa, a piggy bank, an umbrella, a car, an airplane, a briefcase, and a graduation cap.

**The power of consumers
requires brand creativity
and technology innovations**

2015 Tencent becomes the Most Valuable Chinese Brand with Alibaba second



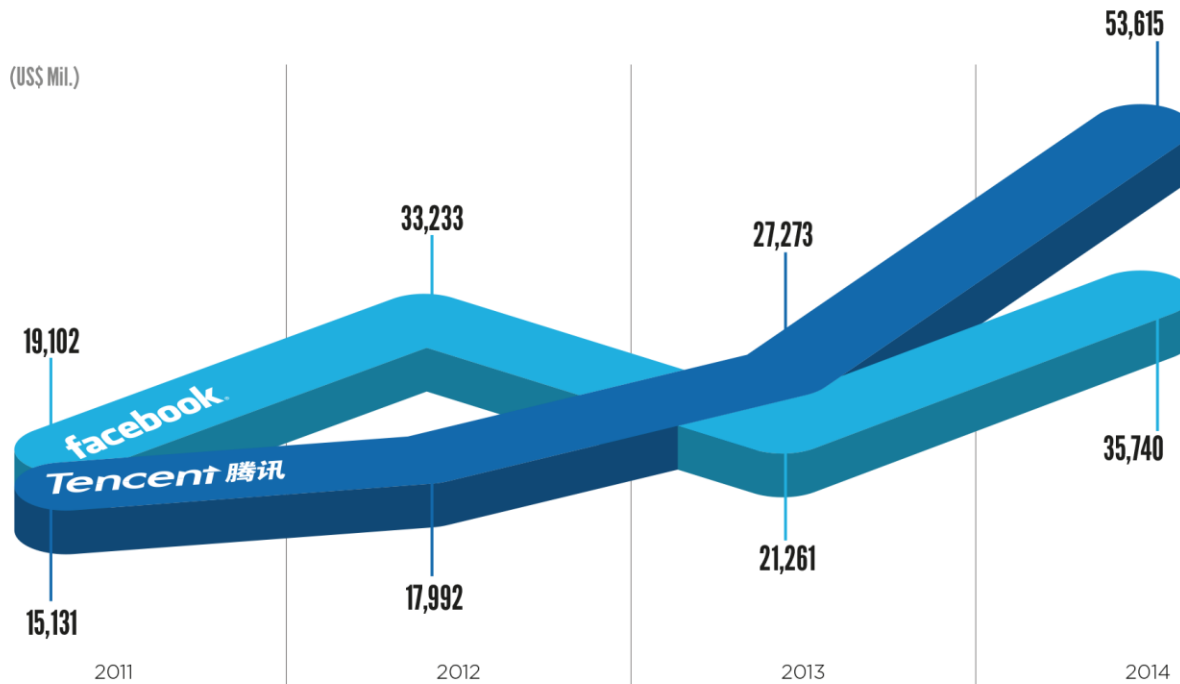
In 2011 the BRANDZ™ Top 5 were all SOEs



中国工商银行



Tencent surpassed Facebook in brand value



The background is a solid red color with faint, semi-transparent Chinese characters and icons. The characters include '游' (play), '話' (talk), '建' (build), and '護' (protect). Icons include a sofa, a car, an airplane, a smartphone, and a graduation cap.

**Chinese brand value
grew at the fastest
pace since 2011**

Chinese brand value grew at the fastest pace Top 50 Chinese brands rose 59% since 2011

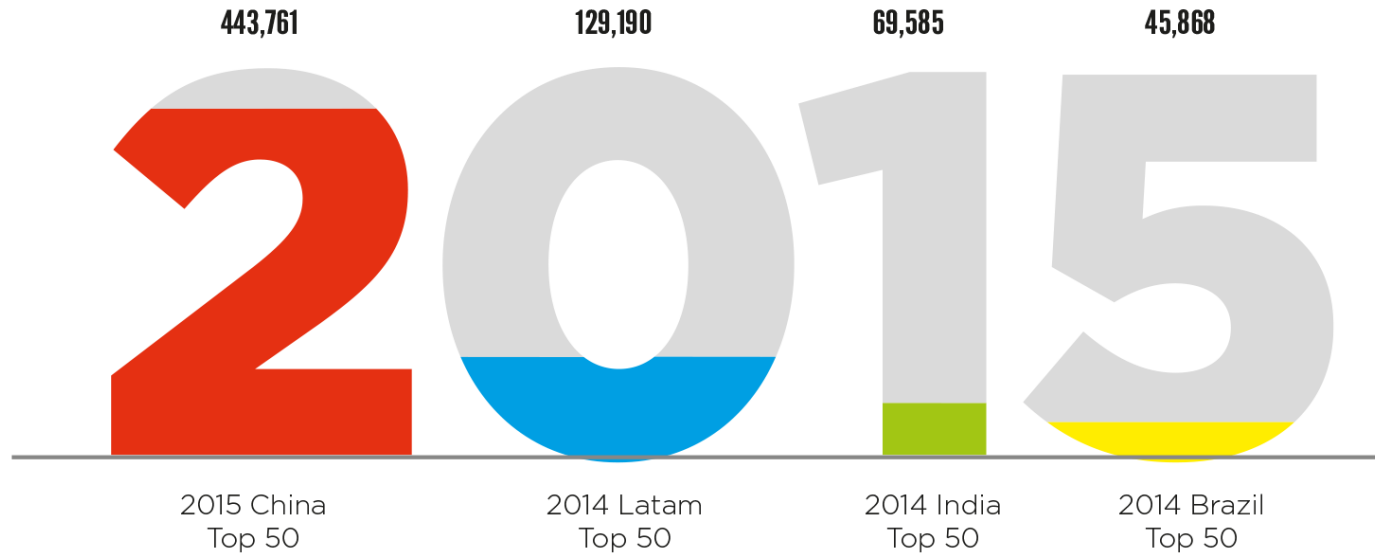
China Top 50 Brand Value
(US\$ Mil.)



2015 Global Top 100 brand value increased **41%** vs. 2011

Chinese brands led fast-growing markets in total value

Top 50 Brand Value Across Rankings
(US\$ Mil.)



The background is a solid red color with various faint, light-colored icons and Chinese characters scattered across it. The characters include '游' (play), '話' (talk), '申' (Shanghai), '護' (protect), and '建' (build). Icons include a sofa, a car, an airplane, a graduation cap, a suitcase, a telephone, and an umbrella.

5 years of Chinese valuations

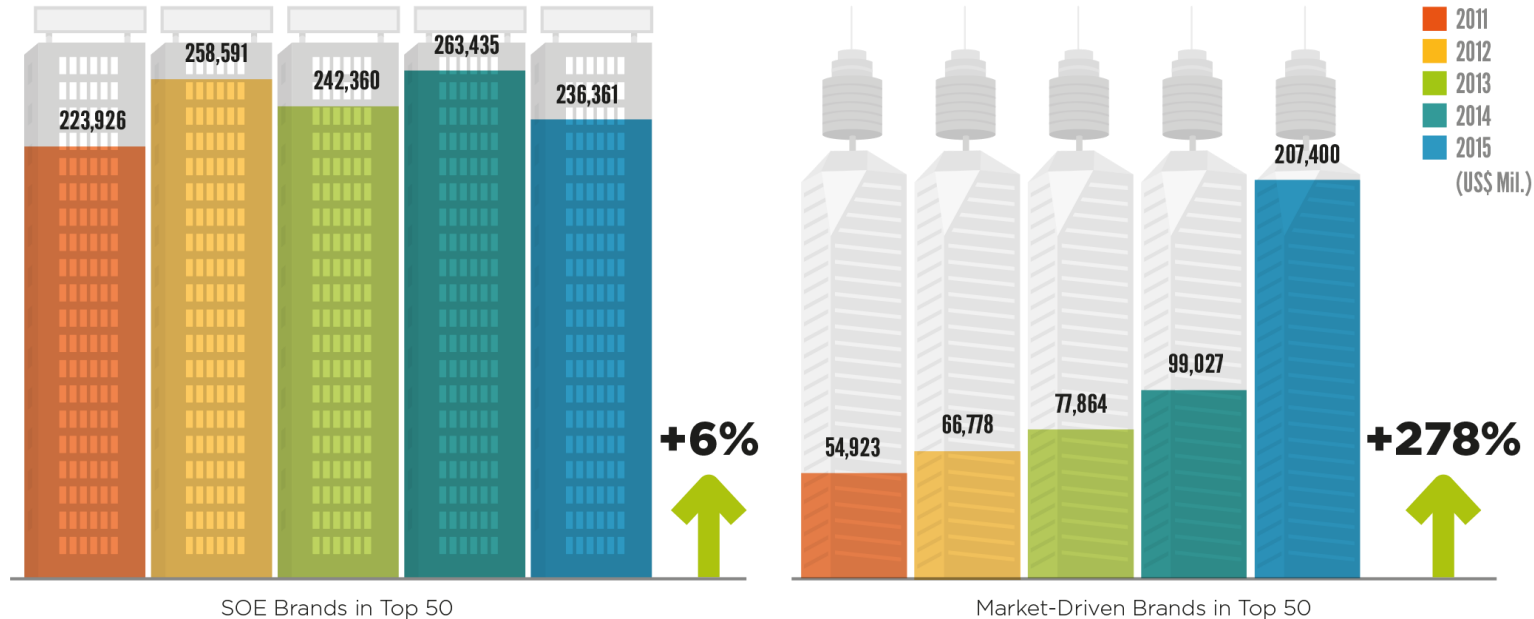
5 key observations

1. Advance China Dream by building strong brands

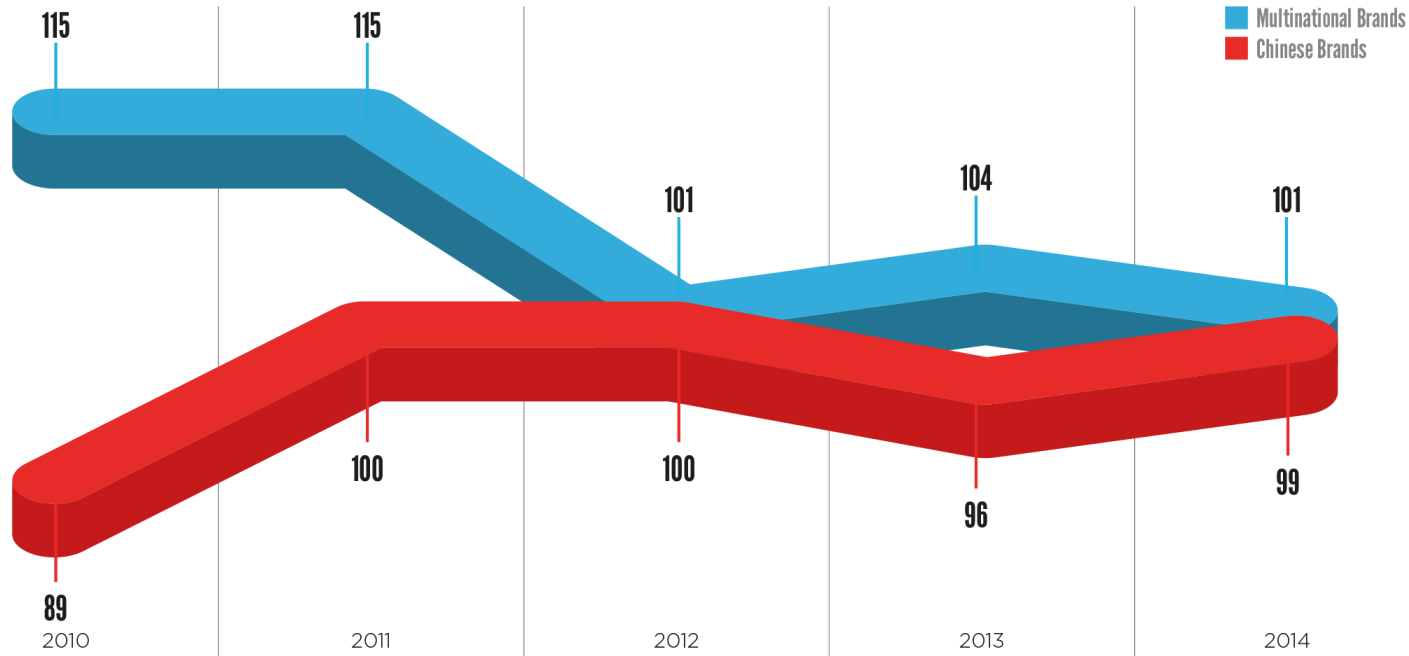


2. Market-driven brands value rose 278% in 5 years

China Top 50 Brand Value by Ownership



3. Chinese and multinational brands in China close the gap



4. More big brands increase consumers' choices



Chinese Brands in BrandZ™ Top 100 Most Valuable Global Brands



Tencent 腾讯

中国平安 PINGAN



2006
39 US\$ Bil.
2.7% total value

2015
432 US\$ Bil.
13.2% total value

5. Going Global: Huawei, Lenovo and ZTE achieved $\geq 50\%$ revenue from abroad

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2015 二零壹伍年



Summary

- 10-Year Plan **China Dream** requires strong brands
- Strong Chinese brands generate **superior shareholder returns**
- Innovation and creativity trigger rapid growth in **Technology** and **E-commerce**
- **Market-driven brands** dominate brand value growth and outperform SOE
- Marketing enables Chinese brands **narrow the gap** with MNCs and achieved initial success on **globalization**
- The fast growth of **Chinese brands** and increasing competition for **consumer attention** bring **big** opportunities for **WPP**



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Methodology and Valuation by

 MillwardBrown

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