

10 most valuable local brands

RANK 2017	RANK 2016	BRAND	SECTOR	BRAND VALUE 2017 (USDm)	BRAND VALUE 2016 (USDm)	BV/EV 2017 (%)	BRAND RATING 2017	BRAND RATING 2016
1	1	DBS	Banks	5,403	5,314	16	AAA-	AAA-
2	2	OCBC Bank	Banks	3,643	3,293	14	AAA-	AA+
3	3	UOB	Banks	3,619	2,762	16	AA+	AA
4	5	Wilmar	Food	2,833	2,467	17	A+	A+
5	6	Singtel	Telecoms	2,625	2,417	11	AA	AA
6	4	Singapore Airlines	Airlines	1,632	2,547	25	AAA-	AAA
7	7	Great Eastern	Insurance	1,516	1,314	30	A+	AA-
8	9	Frasers Centrepoint	Real Estate	1,102	1,012	8	A+	A
9	12	ComfortDelGro	Logistics	1,080	965	25	AA-	AA-
10	14	Genting Singapore	Leisure & Tourism	1,003	812	13	A+	AA-