

## 30% of the World's 100 Most Valuable Brands Were Developed Before 1900

\*Source of The Top 100 Brands of 2003, BusinessWeek

\* Source of When the top brands were founded, [www.BrandingontheNet.com](http://www.BrandingontheNet.com), Kristie Tamsevicius

Year Founded	Brand	Brand Value in Billions	Brand Rank
1892	Coca-Cola	70.45	1
1876	GE	42.34	4
1890	Mercedes	21.37	10
1812	Citibank	18.57	13
1850	American Express	16.83	15
1869	Gillette	15.98	16
1795	Budweiser	11.89	22
1898	Pepsi	11.78	23
1855	Merrill Lynch	10.52	27
1891	Merck	9.41	30
1799	JPMorgan	9.12	31
1888	Kodak	7.83	34
1865	HSBC	7.57	37
1869	Heinz	7.1	40
1869	Goldman Sachs	7.04	41
1891	Wrigley's	5.06	55
1806	Colgate	4.69	56
1867	Nestle	4.46	60
1837	Tiffany	3.54	70
1862	Bacardi	3.43	72
1851	Reuters	3.3	76
1853	Levi's	3.3	77
1864	Smirnoff	2.81	85
1880	Johnson & Johnson	2.71	86
1743	Moet & Chandon	2.52	88
1863	Heineken	2.43	90
1849	Mobil	2.41	91
1850	Wall St. Journal	1.76	98
1820	Johnnie Walker	1.72	99
1866	Jack Daniels	1.61	100