

The FutureBrand Index 2022

A unique brand perception study that
surveys informed business professionals
about the world's largest companies.

September 2022



Executive Summary

This year's FutureBrand Index reveals that B2B companies – particularly those which are building the infrastructure and platforms on which human life will thrive in the future – have continued their march to the top of the ranking.

For the first time since our research began, Apple has fallen out of the Top Five. Who has edged it out? Companies, predominantly in Asia, which are focusing on future innovation in sectors such as renewable energy.

The FutureBrand Index also reveals an imperative to focus on the 'E' within ESG to credibly address the growing threat that climate change poses for both business and the planet.

Amongst all the upheaval, there's also a surprising success story. Meta Platforms – following a much debated rebrand in late 2021 – has found itself in the Top Five,

replacing Apple as one of the last consumer-facing organisations at the very top of the ranking.

The 2022 report also provides a new ranking for the companies who are perceived to be 'recession-proof' – of particular interest to business leaders as we approach a global economic downturn.

Finally, for the first time – in partnership with our IPG partner agency, Kinesso, this year's FutureBrand Index includes a deeper analysis of our historical data (2014–2022) from a data science and organisational behaviour perspective, adding richer insights and a greater nuance to our findings.

E is for Emissions

Our 2022 ranking underlines the major shift that began last year; it's no longer enough to just talk about what you're going to do, businesses must tangibly address the biggest challenges facing society today.

What we've seen is a reframing of what it means to affect positive environmental change. There's a stark message – and tension – between what this means on a philosophical level and what it means in practice. Our findings also underline the growing urgency to reappraise the term ESG.

Amid rising concerns about energy supply, and the need to shift to more affordable and sustainable alternatives, there's a clear new message: nothing matters more than reducing emissions. Within our ranking,

this has played out in a way which should make all market watchers and investors take note; even those who are perceived to be performing well when it comes to addressing 'Climate Change' are not protected from a fall in the rankings.

Instead, it is those – like clean energy leader NextEra Energy or electric battery innovator CATL – who are tangibly building infrastructure to reduce emissions and advancing green energy supplies, who are reaping the rewards at the top of the ranking.











The new leaders of the FutureBrand Index prioritise commitments to community and the environment.

This year is the first that we've seen the Top Five dominated mostly by B2B organisations: NextEra Energy, Reliance Industries, CATL, Tata Consultancy Services and Meta Platforms. Within the Top Five, we're also seeing a significant shift towards Asia, with a notable presence of two Indian behemoths in Reliance and Tata.

What's interesting is that we've seen nearly a direct reversal of some of last year's shifts; Walmart and McDonald's have almost bounced back, just as predicted in the 2021 report. This underlines what the world already knew: the events of the last 18 months have thrown up many anomalies.

What it does mean, however, is that the trends that have held steady into this year's FutureBrand Index are perhaps even more important. Those being, the decline of consumer brands in favour of those building the world of tomorrow; the laser focus on energy, with renewables steadily rising to the fore; and the steady advancement of powerhouses in Asia.

One thing is clear: this year's report provides a nuanced outlook on what's to come for the world's Top 100 companies.

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector	Country
1	↑4	 NEXTera ENERGY RESOURCES	5	74	Utilities	USA
2	↑7	 Reliance Industries Limited	9	40	Energy	India
3	—	 CATL	NEW ENTRY 2022	62	Consumer Discretionary	China
4	↑16	 TCS TATA CONSULTANCY SERVICES	20	66	Technology	India
5	↑44	 Meta	49	9	Technology	USA
6	↑16	 NVIDIA	22	8	Technology	USA
7	↓5	 Apple	2	1	Technology	USA
8	↑9	 abbvie	17	31	Healthcare	USA
9	↓3	 TSMC	6	10	Technology	Taiwan, China
10	↓9	 ASML	1	32	Technology	Netherlands

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Why The Futurebrand Index 2022 Matters



1.0

The FutureBrand Index is a global brand perception study that reorders PwC’s Global Top 100 Companies by Market Cap on perception strength, rather than financial strength.

Unlike a number of other reports, the FutureBrand Index is not based on consumer research. Instead, it prioritises the calibre of people it surveys, speaking to leading professionals (CEOs, Chairs, MDs and top-level Civil Servants) as well as skilled professionals and junior managers. As a result, our data gives us an insight into the minds of those with their fingers already on the pulse; business leaders, decision makers and market watchers. In turn, this also helps us to identify and track where a company is already strong, where it is getting stronger, and what needs to be prioritised in the short and long-term future to ensure continued growth and success.

Total number of participants	
2014	n=3,033
2015	n=3,004
2016	n=3,000
2018	n=3,000
2020	n=3,000
2021	n=3,108
2022	n=3,209
TOTAL	n=21,354



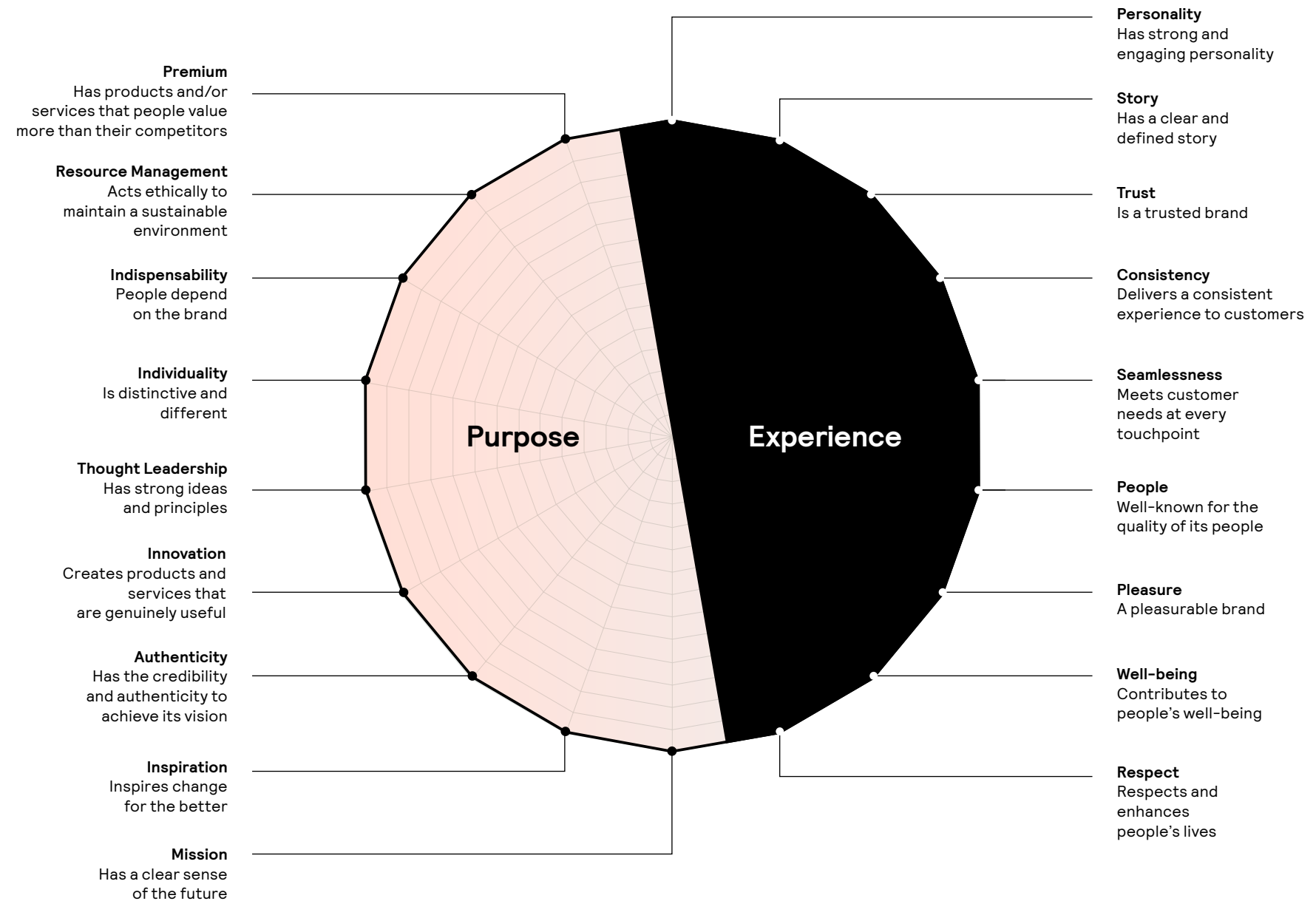
1.0

We work with QRi Consulting, our global research partner and a respected specialist in brand, communication, product strategy and tactics.

With more than three decades of experience, the depth and breadth of QRi's research is perfectly suited to our work.

Over the last eight years, QRi Consulting has enabled us to speak with a global audience of over 21,000 informed professionals from 17 countries who were aware of and knew something about at least seven of the Top 100 companies of that year.

For a more detailed breakdown of our methodology, please see page 75.



The Top 100 Brands

2



2.1

The Top 100 Brands

1-20

Difference between FBI 2022 & FBI 2021

- No Change
- New Entry
- Up
- Down

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
1	↑4	NEXTera ENERGY RESOURCES	5	74	Utilities
2	↑7	Reliance Industries Limited	9	40	Energy
3	—	CATL	NEW ENTRY 2022	62	Consumer Discretionary
4	↑16	TCS TATA CONSULTANCY SERVICES	20	66	Technology
5	↑44	∞ Meta	49	9	Technology
6	↑16	NVIDIA	22	8	Technology
7	↓5	Apple	2	1	Technology
8	↑9	abbvie	17	31	Healthcare
9	↓3	tsmc	6	10	Technology
10	↓9	ASML	1	32	Technology










FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
11	↑2	SAMSUNG	13	22	Technology
12	↑22	NETFLIX	34	73	Consumer Discretionary
13	↓9	DANAHER	4	53	Healthcare
14	↑21	ThermoFisher SCIENTIFIC	35	43	Healthcare
15	↓5	Microsoft	10	2	Technology
16	↑12	aramco	28	3	Energy
17	—	Raytheon Technologies	NEW ENTRY 2022	86	Industrials
18	↑22	Abbott	40	55	Healthcare
19	↓3	Medtronic	16	85	Healthcare
20	↑22	PayPal	42	97	Industrials

2.1

The Top 100 Brands

21-40

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
21	↓14	 MOUTAI	7	23	Consumer Staples
22	↑11	 NIKE	33	50	Consumer Discretionary
23	↓15	 PING AN <small>Expertise Creates Value</small>	8	95	Financials
24	↓12	 TOYOTA	12	28	Consumer Discretionary
25	↓4	 VISA	21	11	Industrials
26	↑4	 Pfizer	30	30	Healthcare
27	↓1	 The Walt Disney Company	26	39	Consumer Discretionary
28	↑11	UNITEDHEALTH GROUP*	39	12	Healthcare
29	↑7	Alphabet	36	4	Technology
30	↑16	 AMGEN	46	98	Healthcare

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
31	↓20	 amazon	11	5	Consumer Discretionary
32	↓18	 TESLA	14	6	Consumer Discretionary
33	↓18	 intel.	15	58	Technology
34	↑34	 novo nordisk®	68	35	Healthcare
35	↑8	 Nestlé	43	17	Consumer Staples
36	↑38	Qualcomm	74	68	Technology
37	↑24	 NOVARTIS	61	48	Healthcare
38	—	 AMD	NEW ENTRY 2022	67	Technology
39	↑36	 Walmart	75	15	Consumer Discretionary
40	↑36	 M.	76	65	Consumer Discretionary

2.1

The Top 100 Brands

41-60










FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
41	↓4	P&G	37	18	Consumer Staples
42	↑3	中国移动 China Mobile	45	83	Telecommunications
43	↓2	SAP	41	93	Technology
44	—	S&P Global	NEW ENTRY 2022	89	Financials
45	↓7		38	21	Industrials
46	↓23	THE <i>Coca-Cola</i> COMPANY	23	34	Consumer Staples
47	↓18	LVMH	29	19	Consumer Discretionary
48	↑14	Bristol Myers Squibb™	62	80	Healthcare
49	↑3	招商银行 CHINA MERCHANTS BANK	52	61	Financials
50	↑5	PEPSICO	55	42	Consumer Staples










FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
51	↓32	Johnson & Johnson	19	13	Healthcare
52	↓2	BERKSHIRE HATHAWAY INC.	50	7	Financials
53	↑1	中国建设银行 China Construction Bank	54	60	Financials
54	↑3	Alibaba.com™	57	29	Consumer Discretionary
55	↑39	中国石油天然气股份有限公司 PetroChina Company Limited	94 (2020)	81	Energy
56	↓5	中国农业银行 AGRICULTURAL BANK OF CHINA	51	72	Financials
57	↑10	AstraZeneca	67	57	Healthcare
58	↓14	L'ORÉAL GROUPE	44	46	Consumer Discretionary
59	↑1	BHP	60	59	Basic Materials
60	↑5	Tencent 腾讯	65	14	Technology

2.1

The Top 100 Brands









61–80








FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
61	↑23	 BROADCOM	84	36	Technology
62	↑9	 Lilly	71	33	Healthcare
63	↑6	ORACLE	69	45	Technology
64	↓6	 COMCAST	58	51	Telecommunications
65	↑17	 RBC	82	78	Financials
66	↑3	 AMERICAN EXPRESS	63 (2014)	91	Industrials
67	↑3	 THE HOME DEPOT	70	27	Consumer Discretionary
68	↓4	 BANK OF AMERICA	64	24	Financials
69	—	 HERMÈS PARIS	NEW ENTRY 2022	83	Consumer Discretionary
70	↑20	 AT&T	90	71	Telecommunications

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
71	↑16	 salesforce	87	52	Technology
72	↑19	 TD Bank	91 (2014)	88	Financials
73	↑19	 verizon ^v	92	49	Telecommunications
74	—	INTUIT	NEW ENTRY 2022	94	Technology
75	↑19	 accenture	94	44	Industrials
76	↓10	 Adobe	66	47	Technology
77	↓29	 CISCO	48	41	Telecommunications
78	↓15	 Roche	63	25	Healthcare
79	↑4	 MERCK	83	56	Healthcare
80	↑5	 LOWE'S	85	99	Consumer Discretionary

2.1

The Top 100 Brands 81-100

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
81	↑7	 HSBC	88 (2020)	92	Financials
82	—	 Blackstone	NEW ENTRY 2022	82	Financials
83	↓36	 Linde	47	75	Basic Materials
84	↑4	Honeywell	88	100	Industrials
85	↑13	ExxonMobil	98	20	Energy
86	↓9	ICBC 	77	37	Financials
87	—	 Charles Schwab	NEW ENTRY 2022	77	Financials
88	↓15		73	54	Energy
89	↓3		86	69	Industrials
90	↑5		95	76	Telecommunications

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
91	↓11	 Commonwealth Bank	80 (2018)	96	Financials
92	↓12		80	26	Energy
93	=		93	63	Industrials
94	↓5	COSTCO <small>WHOLESALE</small>	89	38	Consumer Discretionary
95	↑1	J.P.Morgan	96	16	Financials
96	↑3	 TEXAS INSTRUMENTS	99	70	Technology
97	=		97	64	Financials
98	↓7	 中國銀行 BANK OF CHINA	91	90	Financials
99	—	Morgan Stanley	NEW ENTRY 2022	79	Financials
100	=		100	87	Consumer Staples

The Big Story



3.0

Climate Change

Climate change has long been an issue on the agendas of businesses, governments, and the public alike. For the first time in the FutureBrand Index, ‘climate change and finite resources’ is perceived to be the second highest threat to future business success after ‘technology adoption and integration’.

It is one of only two threats that has increased its level year-on-year (the other is ‘protecting their price premium’) – perhaps even more noteworthy given that it fell in importance in last year’s ranking.

Recent events in Russia have also brought concerns around where our energy comes from, even more sharply into focus. With disruptions to energy supply impacting all areas of businesses, the need to shift to more sustainable alternatives has never been more urgent. Simultaneously, extreme weather conditions across the globe – from abnormal heatwaves to mass flooding – underline the necessity of halting the impact of emissions, and fast.

The convergence of these factors has created a fascinating tension within this year’s FutureBrand Index: even those who are perceived to be performing well when it comes to addressing ‘Climate Change’ – such as Amazon or Apple – are not protected from a fall in the rankings overall.

It’s clear, today more than ever, that talking the talk is not enough. It is those who are credibly creating green solutions to today’s problems who are charging ahead. And, as we’ll unpack further in this year’s report, emissions should be the primary focus.

3.1

The Asia Ascendant

Three of the Top Five companies for 2022 hail from Asia: Reliance Industries, CATL, and Tata Consultancy Services (TCS). This isn't the first time that we've seen such a strong showing from the region however.

Despite being a new entrant in 2020, Reliance Industries ranked second after Apple – the highest entrant to the FutureBrand Index that year. Its success also underlines the value of tracking organisations based on perception strength as opposed to just financial strength. Reliance Industries' high ranking in the FutureBrand Index has been ahead of its upward trajectory in the PwC Top 100 Companies by Market Cap over the last three years.

The same is true for TCS, which is up 16 places from its position at number 20 in last year's ranking. The information technology giant

has made a number of investments in supporting green energy, including expanding the suite of services within its Clever Energy Platform – a digital solution for companies looking to manage their emissions.

This provides a clear Asia-focussed angle to our big energy story, with many of those organisations doing well hailing from the region. Interestingly, this is true even of the organisations which deal predominantly in natural gases, such as Aramco.

This seems to be having a halo effect on other categories, like Consumer Discretionary, which are playing a role in shaping the green energy space. CATL, a new entrant into the PwC Top 100 companies at 62, has made an impressive entry into the FutureBrand Index at number three. The Chinese firm may be perceived well because of its innovation in the battery space, predominantly in creating them for electric vehicles.

The same can't be said for Tesla, operating in a similar space, but experiencing a significant decline in perception.



“It is rapidly diversifying its core business portfolio and growing to be future ready.”

ASIA PACIFIC PROFESSIONAL

3.1

The Meta Effect

In some ways, Meta is also a new entrant this year. It was only last year that Facebook announced it was rebranding its parent company to Meta. As such, this is the first year that it appears in the FutureBrand Index under its new name. What's interesting however is that the rebrand doesn't seem to have had the same negative effect that Google's transition to Alphabet had on the organisation's position back in 2016. Back then, the perception of Google was significantly damaged, and it fell in the FutureBrand Index.

Meta's rebrand seems to have had the opposite effect; following its rebranding as Meta Platforms in October 2021, the firm previously known as Facebook has reached fifth place, a soaring rise from 49 in last year's report, and a reversal of its downward trajectory.

Could Zuckerberg's vision for a Meta-powered future hold strong after all?

∞ Meta

“Because the technology will keep growing with virtual reality, metaverse and everything that engines the world of robotics, I see a great future.”

LATAM PROFESSIONAL



3.2

Past to Present

Whilst there are seismic changes at the top of this year's FutureBrand Index, there is much that is simply the culmination of trends we've been tracking across a number of years:

- **Consumer-facing isn't king** – Following in the overarching trend of last year's FutureBrand Index, this year's Top Five is dominated largely by 'behind-the-scenes' infrastructure companies – whether that be renewables company NextEra Energy or Facebook's parent company, Meta. In 2022, we continue to see the rise to prominence of companies who create the platforms and infrastructures on which human life is maintained and enhanced, especially within the energy and technology sectors.
- **ESG is out of the boardroom** – We noted in 2021 that ESG had made it out of the boardroom and that action taken on it was starting to impact the perception of businesses. Well, today, the scrutiny is going one step further: the world's focus is firmly on how businesses are addressing 'E' (for emissions) in isolation.
- **Purpose in practice** – We were forthright in previous reports about future success factors for forward-thinking and innovative businesses. Now, more than ever, our professional respondents are saying that it's not enough for a company to say it has a meaningful purpose and will take action – it must be seen to fulfill its promises, to be fair and honest, to support the community, and to be seen to be actively contributing to society. This will enable a deepening of trust between business and end consumer; being trustworthy and transparent continue to be valuable attributes in this year's research.

Focus

4



4.1





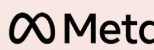
The Top Five

Of the Top Five, only NextEra Energy remains from last year, with the remaining four demonstrating impressive rises to the top of the FutureBrand Index.

Meta has succeeded in reversing a downward trajectory, shooting up to number five from 49th place last year. In comparison, Apple – a Top Five constant since 2014 – was unable to hold onto a spot.

No matter the geographies, what links the Top Five is a focus on building behind-the-scenes infrastructure – a trend we first noticed in 2021. Three of the five play in the energy or utilities space, with the other two playing an important role in building technology infrastructure which could then impact a reduction on emissions.

That these companies are in the Top Five is also reflective of the biggest threats to future business success in 2022. In this year’s FutureBrand Index, ‘climate change and finite resources’ is one of only two ‘threats’ to have increased year-on-year; all the others have either decreased or held steady. As a result, climate change is now viewed as the second most critical threat to business, after ‘technology integration and adoption’.

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
1	↑4	 NEXtera ENERGY RESOURCES	5	74	Utilities
2	↑7	 Reliance Industries Limited	9	40	Energy
3	–	 CATL	NEW ENTRY 2022	62	Consumer Discretionary
4	↑16	 tcs TATA CONSULTANCY SERVICES	20	66	Technology
5	↑44	 ∞ Meta	49*	9	Technology

* Facebook in 2021 was ranked 49

1 ↑4

“It makes electricity that people will need to charge their electric cars.”

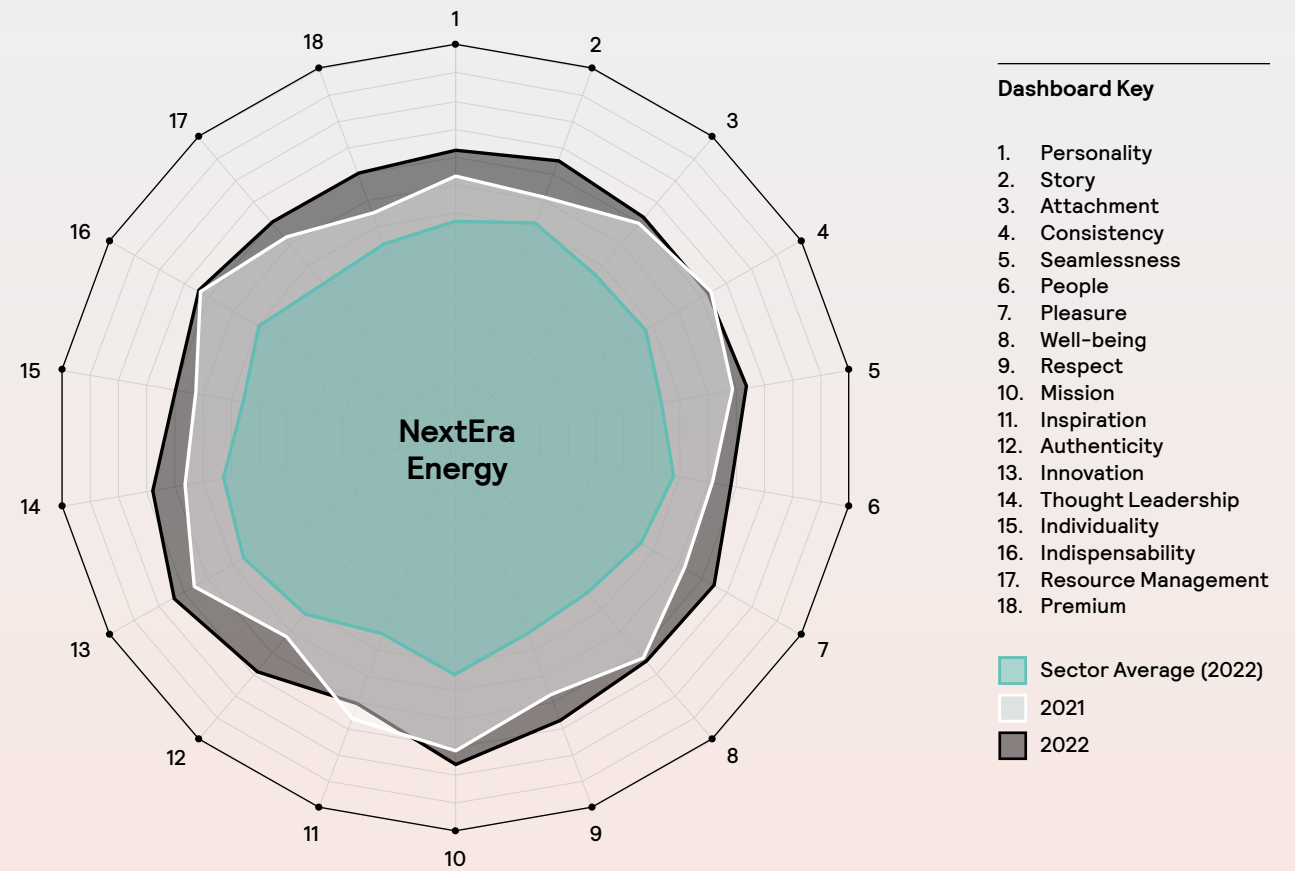
NORTH AMERICAN PROFESSIONAL

NextEra Energy

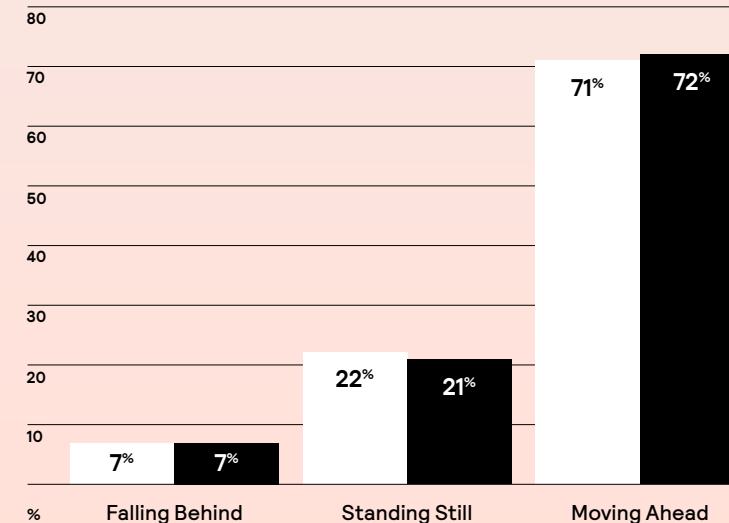
An entrant into the FutureBrand Index Top 20 two years ago, fifth place in 2021, and now number one, NextEra Energy has gone from strength to strength. As one of America’s largest capital investors in infrastructure, the globe’s largest utility company generates more wind and solar energy than any other firm.

A leader in battery storage projects, NextEra Energy has been forthright about what it says is the ‘enormous’ investment opportunity in renewable energy. A series of high-profile commitments to decarbonisation have propelled NextEra Energy into the news over the past year, including a plan to cut all its carbon emissions by 2045.

In the FutureBrand Index 2022, NextEra Energy increased the majority of its attribute scores, including mission, authenticity, and innovation. Respondents noted that it is leading the way in helping to deal with climate change and is providing much needed sustainable energy resources.



NextEra Energy – Today and 3 Years’ Time (Q11 & Q12)
Moving ahead in 3 years’ time average = 61%



Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years’ time? (Falling Behind, Standing Still, Moving Ahead)

Legend: ■ Today, ■ 3 Years' Time

2 ↑7

“It is an Indian company with a versatile product range. It cares for its customers as well as its shareholders.”

ASIA PACIFIC PROFESSIONAL

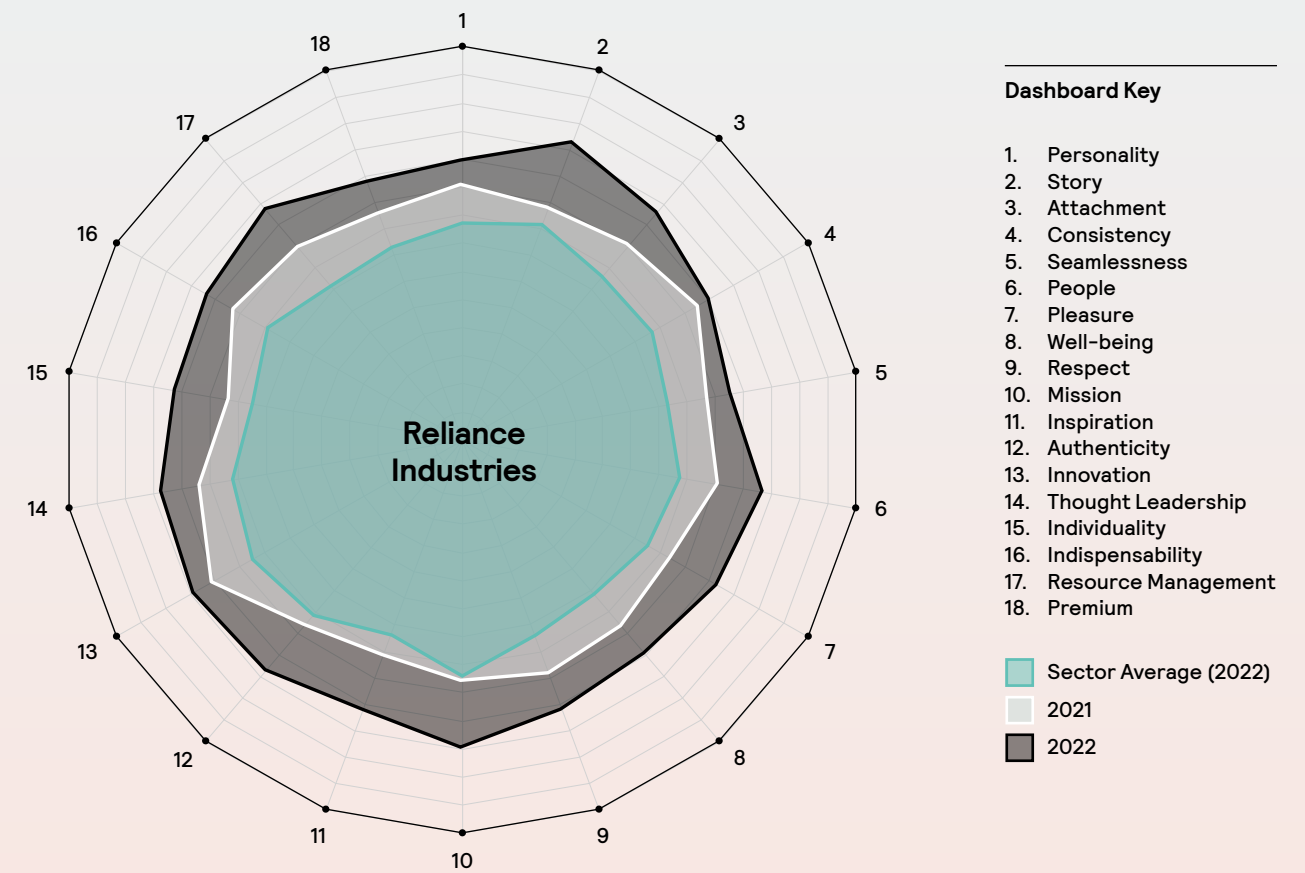
Reliance Industries

In at number two, up from ninth place last year, this Indian multinational conglomerate has only been in the FutureBrand Index since 2020. Nevertheless, Reliance Industries has retained its spot in the Top Ten since entry and, in 2022, all of its attributes have seen bigger scores, in particular both purpose and experience.

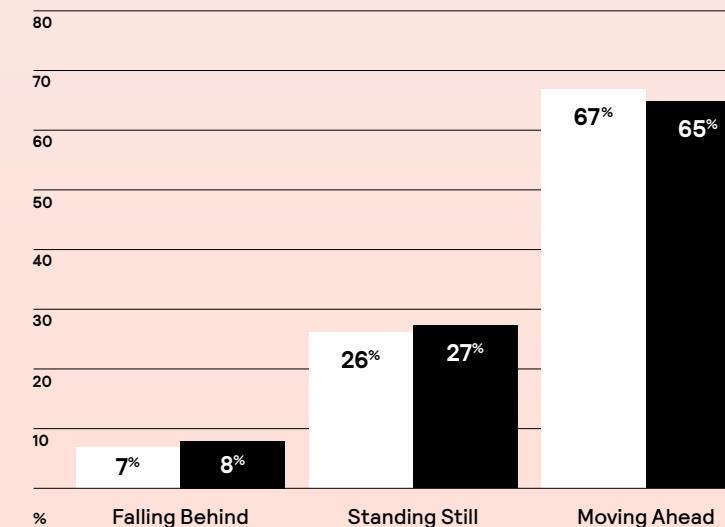
Its wide-ranging business includes oil and gas operations, telecommunications, hydrocarbon exploration and production, retail, and digital services. Recently, shareholders approved the appointment of Ashishkumar Chauhan as Managing Director and Chief Executive Officer.

Reliance Industries has also revealed further plans for its joint venture with BP - ‘Jio-bp’ - including a new battery charging ecosystem for electrical vehicles. Meanwhile, a raft of commercial partnerships have not gone unnoticed, from major sporting tie-ups and retail projects to a deal to bring Pret A Manger to India and a franchise agreement with Balenciaga to launch the luxury brand on the sub-continent.

Perhaps not surprisingly, our report found that Reliance Industries is regarded as highly resilient to surviving a recession with a strong reputation for growth.



Reliance Industries – Today and 3 Years’ Time (Q11 & Q12)
Moving ahead in 3 years’ time average = 61%



Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years' time? (Falling Behind, Standing Still, Moving Ahead)

Legend: ■ Today, ■ 3 Years' Time

3 NEW ENTRY

“The world will soon be on electric battery’s demand.”

ME/AFRICAN PROFESSIONAL

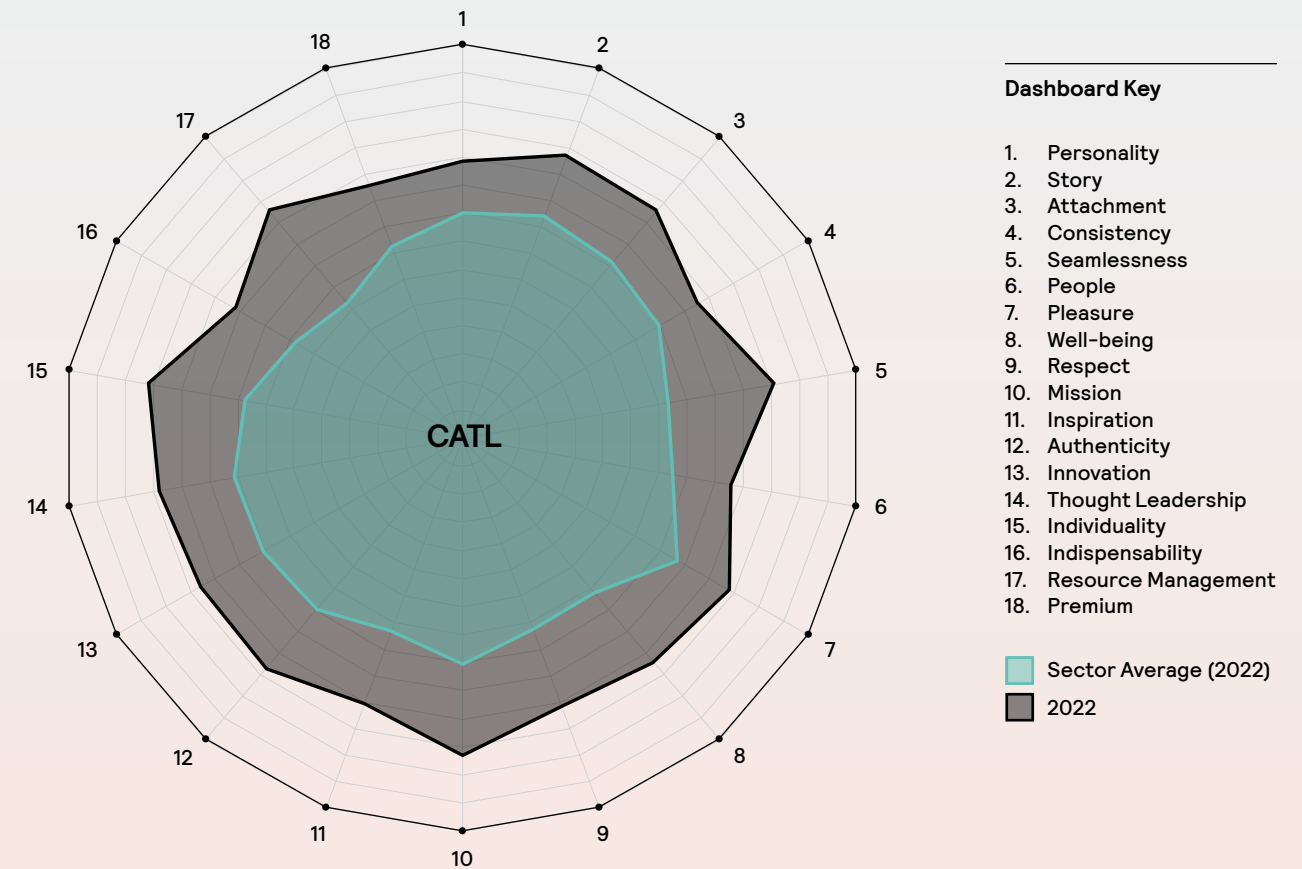
Contemporary Amperex Technology (CATL)

A new entry at number three, CATL shows a considerable advantage in all attribute scores compared to its sector average (consumer discretionary). A leading provider of new energy technologies, this Chinese battery manufacturer and technology company specialises in lithium-ion batteries for electric vehicles, energy storage, and battery management systems.

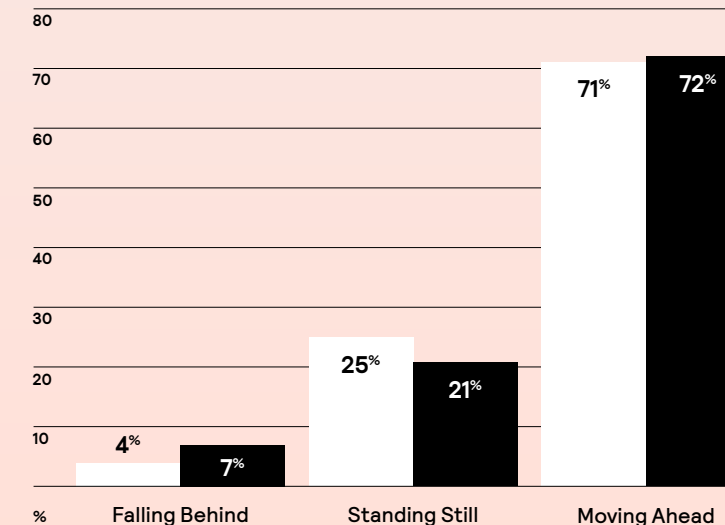
Respondents’ emotional connection to CATL is nine percentage points higher than average and it outperforms the average on ‘would work for’ and ‘would buy its products and services’.

Looking at perceptions of future potential, CATL, the world’s biggest electric vehicle battery maker, is deemed to operate in a future-oriented industry and is environmentally responsible. Its initiatives support these findings, including its plans to establish the world’s first zero-carbon battery factory in Sichuan Province and the fact that it has extended its supply agreement with Tesla to the end of 2025.

A note of caution, however: demand for lithium is predicted to outpace global supply and there are already issues over the soaring prices of raw materials.



CATL – Today and 3 Years’ Time (Q11 & Q12)
 Moving ahead in 3 years’ time average = 61%



Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years' time? (Falling Behind, Standing Still, Moving Ahead)

Legend:
■ Today
■ 3 Years' Time

4 ↑16

“It is an environmentally responsible company and is continuously taking steps to lead on climate change and environment.”

ASIA PACIFIC PROFESSIONAL

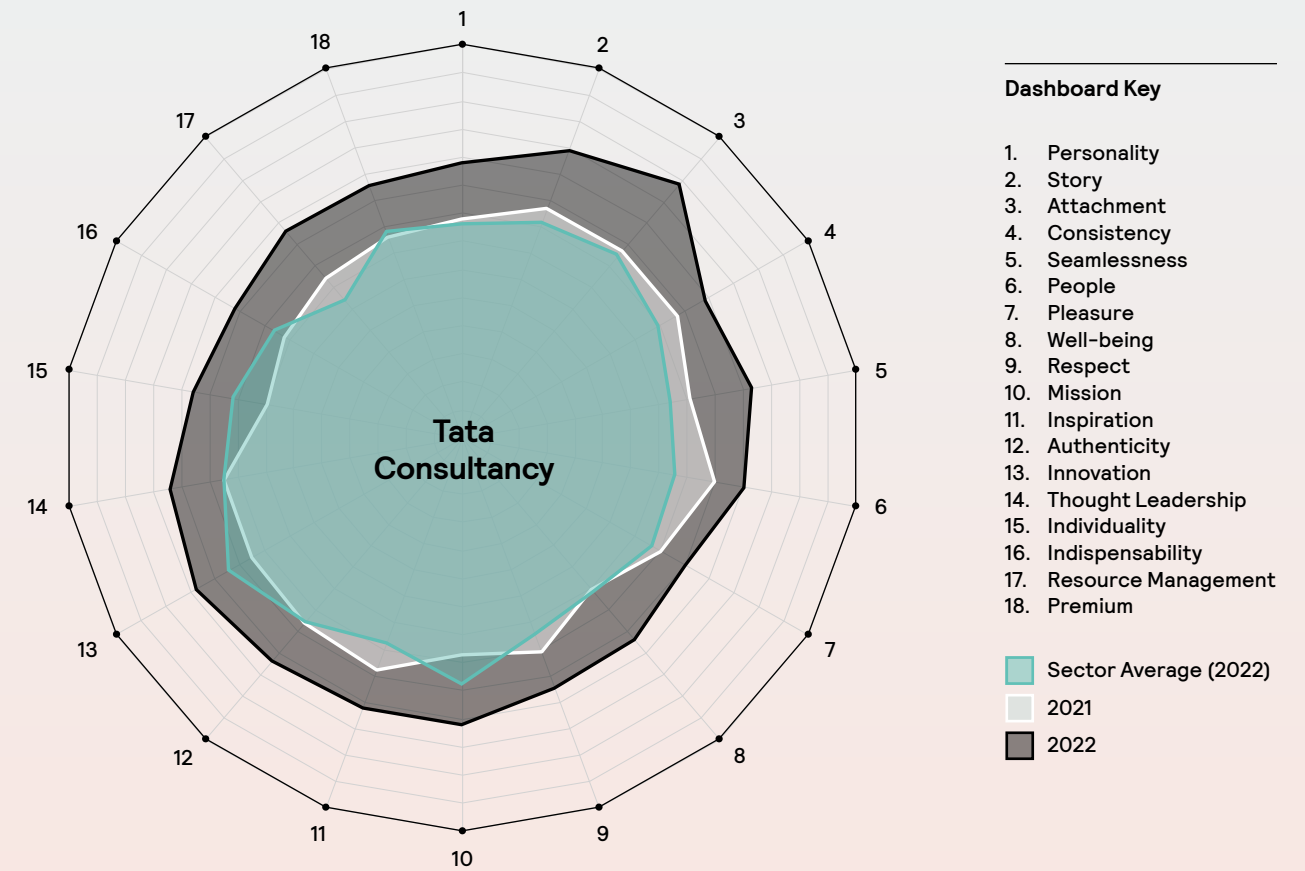
Tata Consultancy Services

Last year, we marked Tata Consultancy Services’ (TCS) upward momentum in the rankings when it jumped 45 places to land itself in the Top 20. In 2022 it has risen even further, edging into fourth place.

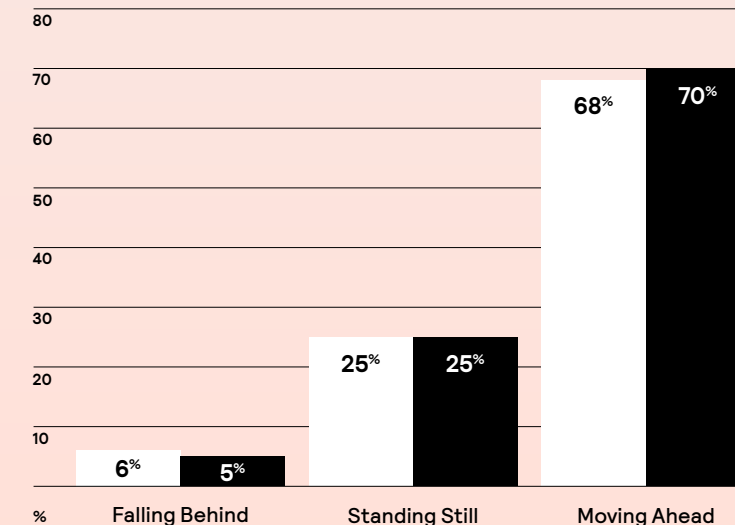
This global IT services and consulting firm, with headquarters in Mumbai, is gaining ground on another Indian giant, Reliance Industries (number two), and has added weight to the argument that the Indian Powerhouse is something to be reckoned with in 2022.

In this year’s FutureBrand Index, TCS recorded a rise in every single attribute score compared to 2021, doing particularly well on attachment, story, and innovation. Our professionals’ emotional connection to the brand has gone up significantly year-on-year and the business is regarded as having strong management, a contented workforce, and very good customer service.

On the environment, TCS has beaten its 2025 target for achieving net-zero emissions across its Asia-Pacific locations and is building on a range of sustainability solutions including TCS Clever Energy, an energy and emission managements system that helps organisations to be more efficient and reduce carbon emissions.



Tata Consultancy – Today and 3 Years’ Time (Q11 & Q12)
Moving ahead in 3 years’ time average = 61%



Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years’ time? (Falling Behind, Standing Still, Moving Ahead)

Legend: ■ Today, ■ 3 Years' Time

5 ↑44

“Social media is the way of the future. More and more people are using Meta everyday. Meta is a way for people to connect with other people and have their voices heard by others like them.”

NORTH AMERICAN PROFESSIONAL

Meta Platforms

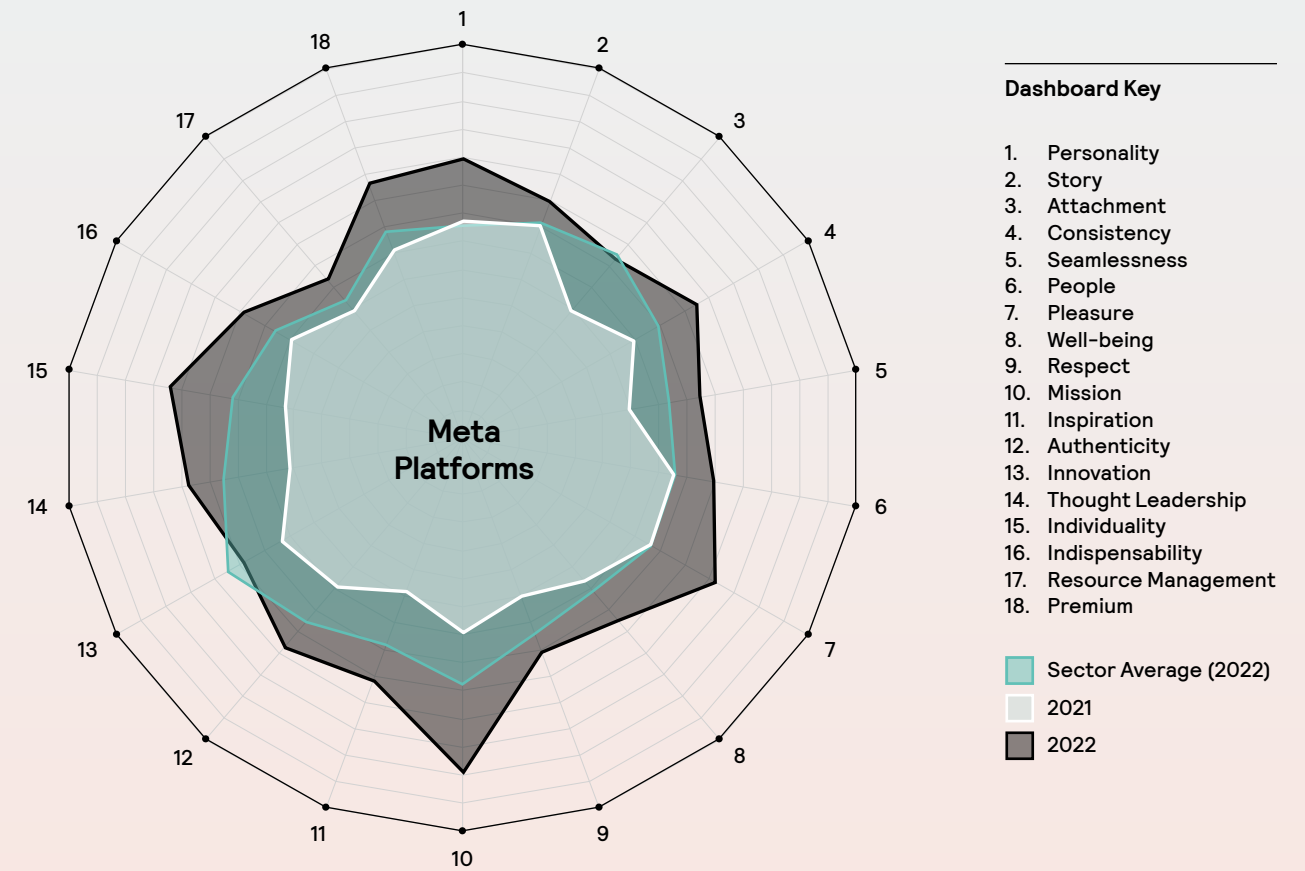
(Formerly Facebook)

The social media giant formerly known as Facebook has crept into the Top Five this year after a massive jump in our ratings. Last year it sat at 49 and the year before was at 37. In the history of the FutureBrand Index, it has only made it to the Top Ten once before – in 2016. So, what’s happened?

Its future-oriented approach has been noted by our respondents who also said that the US firm maximises technological possibilities and enables people to connect and communicate with each other. Furthermore, mission is clearly its strongest attribute followed by individuality.

Perhaps the name change has something to do with it, too? In October 2021, CEO Mark Zuckerberg announced that the name of Facebook’s holding company would be Meta Platforms, a rebranding centred around the business’ focus on virtual reality, the so-called ‘metaverse’. Like the other companies in our Top Five, Meta’s utopian vision could also have a knock-on impact on emissions – although the sustainability credentials of the metaverse have still to be earned.

While tech rebranding is not new – think of Google and Alphabet – the shiny new Meta does seem to have had an impact on the opinions of our professionals, with one person saying there is no doubt about the quality of its products.

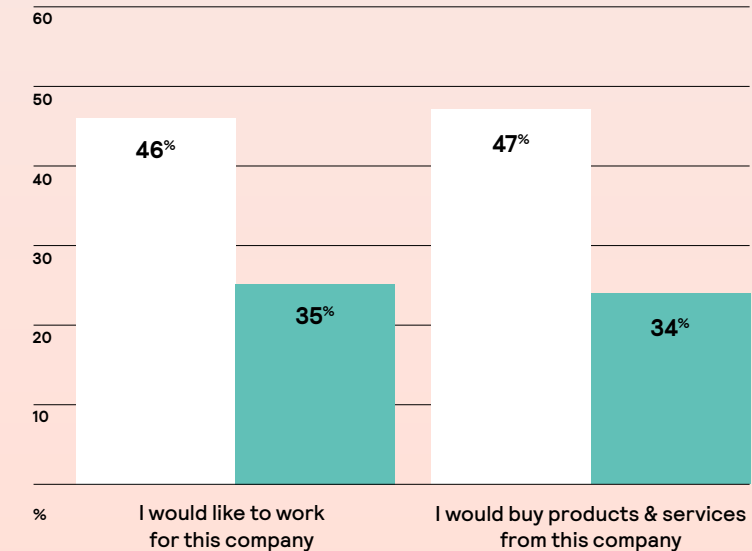


Dashboard Key

1. Personality
2. Story
3. Attachment
4. Consistency
5. Seamlessness
6. People
7. Pleasure
8. Well-being
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

- Sector Average (2022)
- 2021
- 2022

Work For & Would Buy Products/Services (Q15)



Q11: Thinking about each company please say how much you agree or disagree with each of these statements?



- Meta Platforms 2022
- Facebook 2021

4.2

The Top Five Risers

What do 2022's Top Five Risers have in common and what does it tell us about the state of the world in 2022?

All have witnessed a rise in attribute scores for both purpose and experience while holding on to their own particular strengths to climb the rankings. Nevertheless, mission and innovation appear to be key.

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position	Sector
5	↑44	∞ Meta	49*	9	Technology
55	↑39	 中国石油天然气股份有限公司 PetroChina Company Limited	94 (2020)	81	Energy
36	↑38	Qualcomm	74	68	Technology
39	↑36	Walmart ✨	75	15	Consumer Discretionary
40	↑36		76	65	Consumer Discretionary

* Facebook in 2021 was ranked 49

5 ↑44

Meta Platforms (Formerly Facebook)

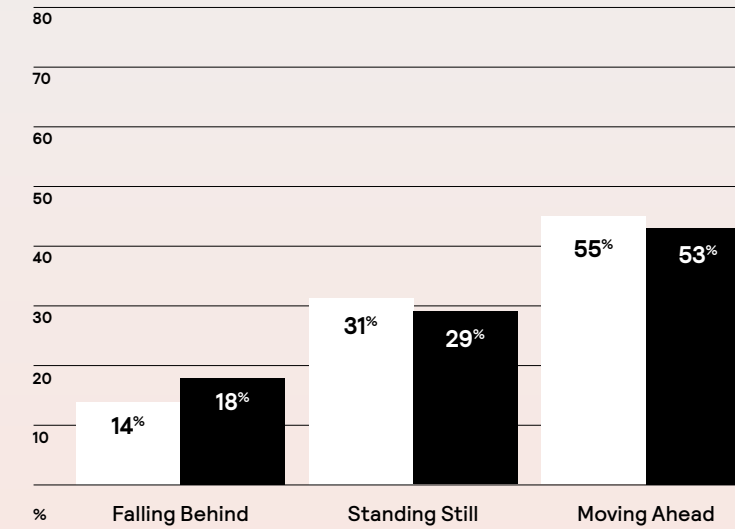
“Because the technology will keep growing with virtual reality, metaverse and everything that engines the world of robotics, I see a great future.”

LATAM PROFESSIONAL

As we saw in the list of the top ranked companies for 2022, Meta Platforms, previously known as Facebook, has rocketed up the rankings to secure fifth place. Up 44 places year-on-year, all attribute scores are significantly above the previous two years for the social media behemoth.

Of all its gains, Meta is particularly well regarded when looking to the future. In 2021, 53% said they expected it to be moving ahead in three years' time. In 2022, this figure is 75%. Meta is also thought to be highly resilient in terms of surviving a recession (52%).

Facebook 2021 – Today and 3 Years' Time (Q11 & Q12)
Moving ahead in 3 years' time average = 59%

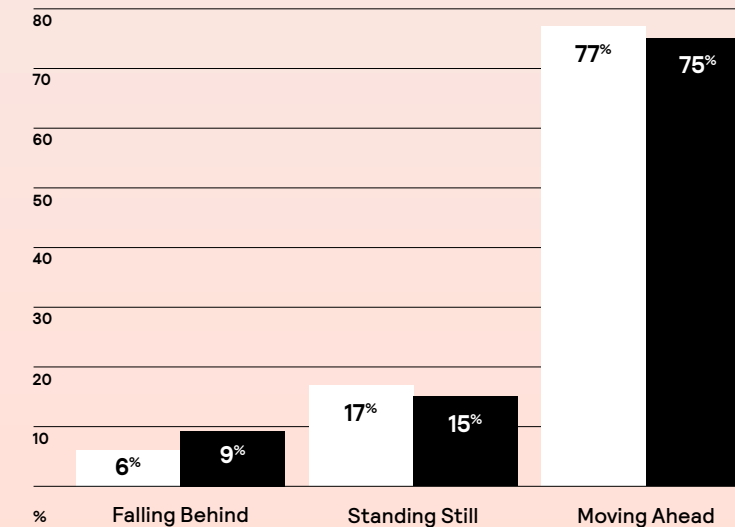


Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years' time? (Falling Behind, Standing Still, Moving Ahead)

Today
3 Years' Time

Meta Platforms 2022 – Today and 3 Years' Time (Q11 & Q12)
Moving ahead in 3 years' time average = 61%



55 ↑39
(2020)

“Actively addresses global warming, reduces pollution and is responsible for the environment.”

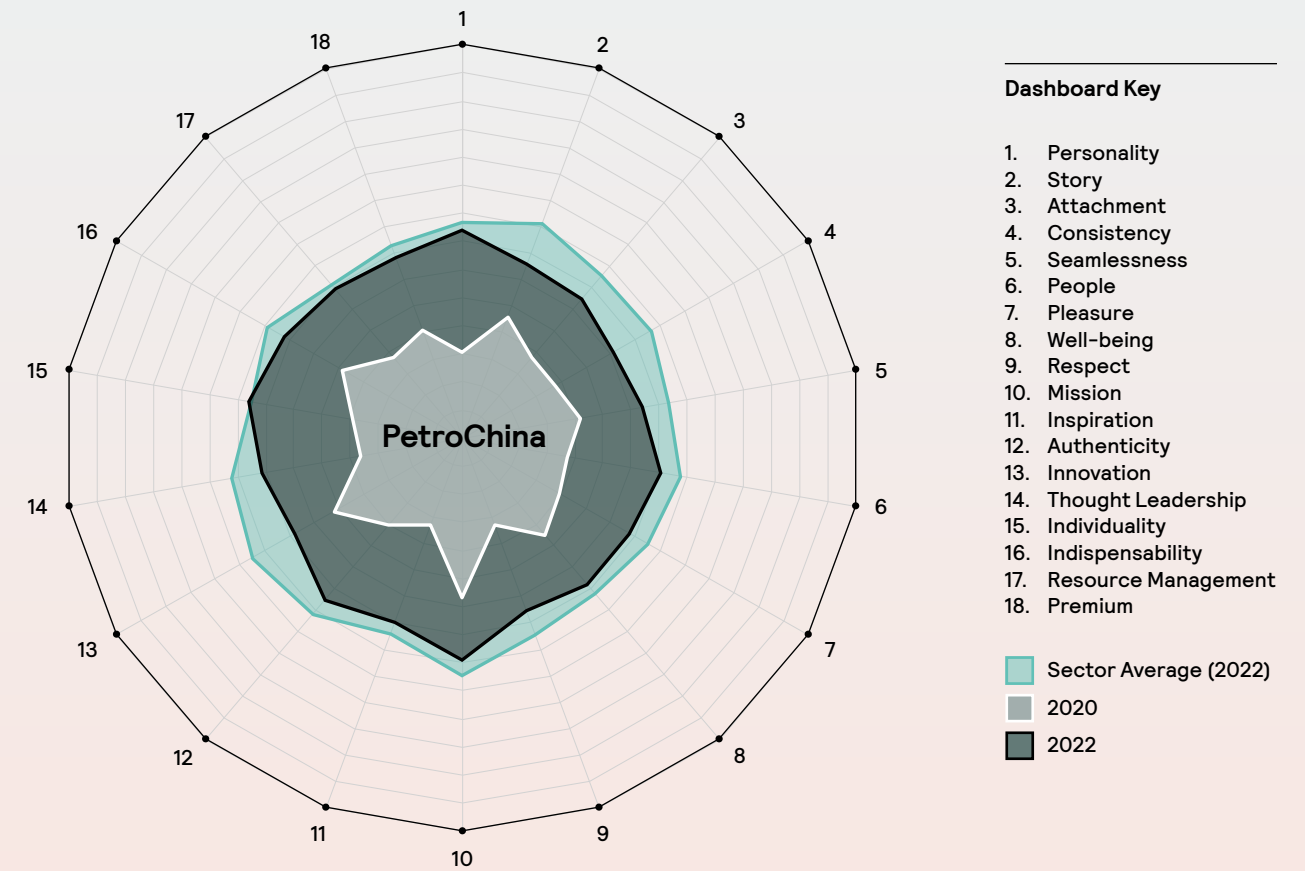
ASIA PACIFIC PROFESSIONAL

PetroChina

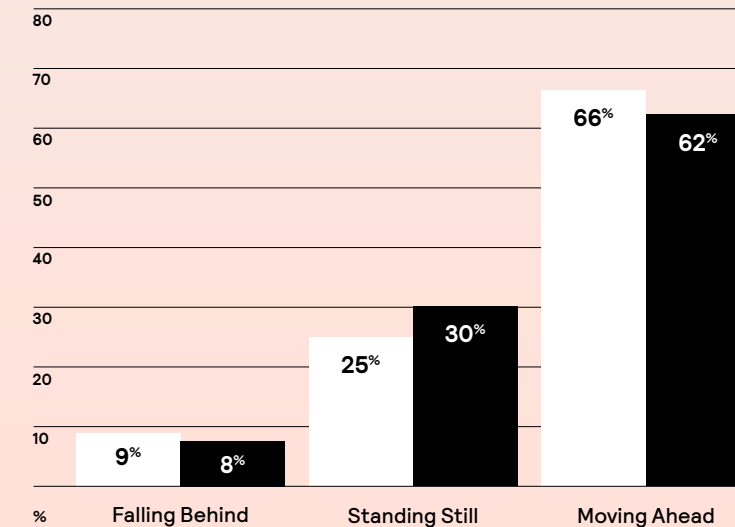
PetroChina didn't appear at all in the 2021 FutureBrand Index, but in 2022 it has secured 55th place, up from number 94 in 2020.

The Chinese oil and gas company is the listed arm of the state-owned China National Petroleum Corporation and is currently Asia's largest oil and gas producer. Since the launch of the FutureBrand Index in 2014, PetroChina has improved upon its emotional connection, recording a 12% rise in the attribute of 'passionate' over the past eight years.

Respondents have the impression that Chinese companies will evolve and expand, with one individual in the Asia-Pacific region mentioning that it “actively addresses global warming, reduces pollution, and is responsible for the environment”.



PetroChina – Today and 3 Years' Time (Q11 & Q12)
Moving ahead in 3 years' time average = 61%



Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years' time? (Falling Behind, Standing Still, Moving Ahead)

Legend: ■ Today ■ 3 Years' Time

36 ↑38

“Because it is responsible for providing hardware solutions that change our lives in a major way.”

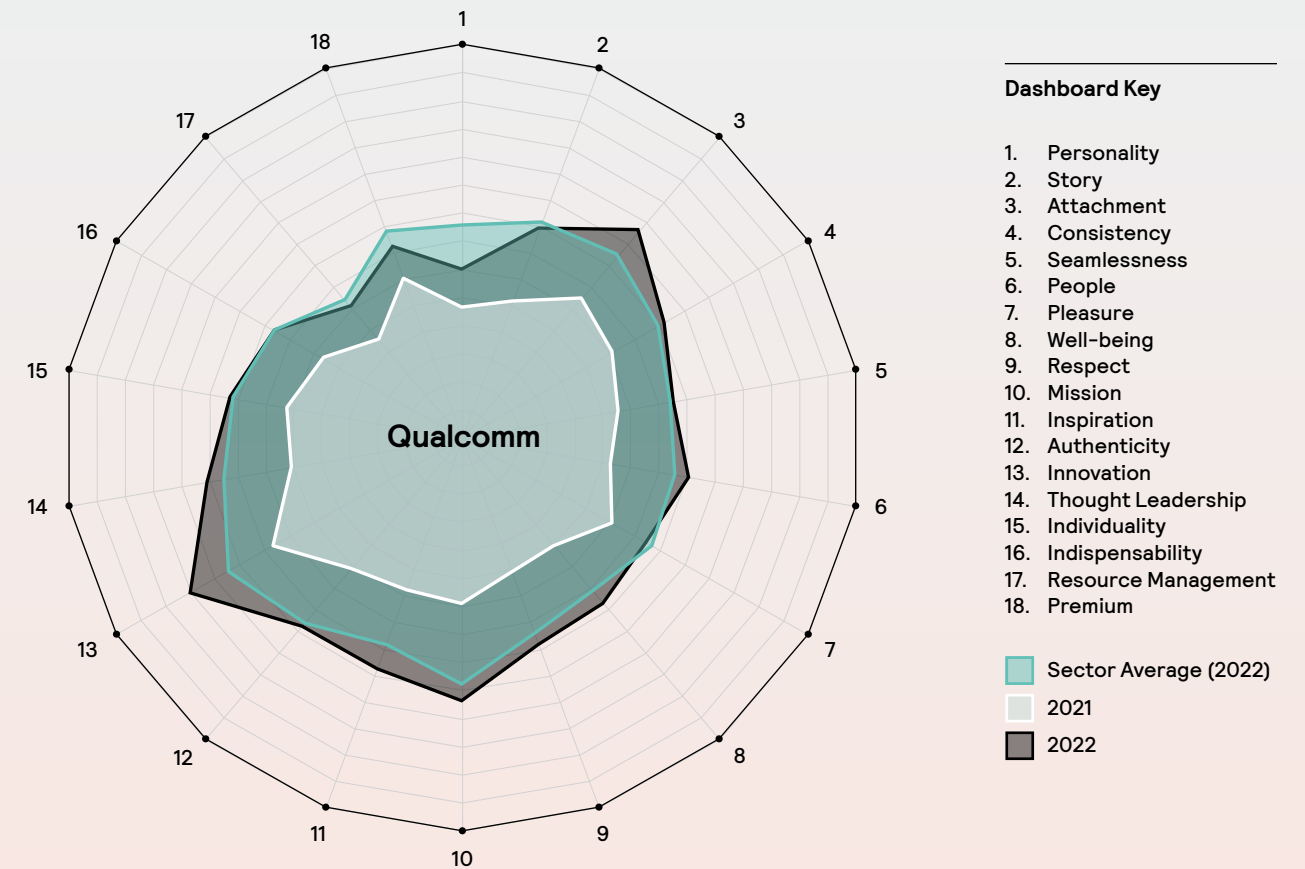
ME/AFRICAN PROFESSIONAL

Qualcomm

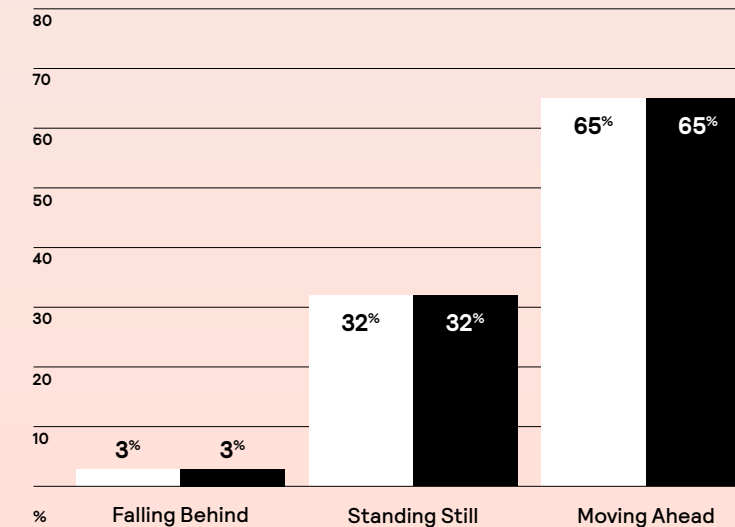
Qualcomm is up 38 places to number 36 in 2022. Considering it didn't appear in the FutureBrand Index at all in 2020 and 2018, this is an impressive comeback for the American wireless technology giant.

Looking at our data, Qualcomm is showing an increasingly strong set of attributes, led by innovation and followed by attachment (trust). Mission has also scored well.

Regarded as a leader in its industry this year, it is perceived as providing solutions which positively affect everyday life. As the primary Android handset chipmaker across the globe, Qualcomm continues to beat market expectations for sales and earnings. But a slowdown in smartphone sales may mean we see a different picture in 2023.



Qualcomm – Today and 3 Years' Time (Q11 & Q12)
Moving ahead in 3 years' time average = 61%



Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years' time? (Falling Behind, Standing Still, Moving Ahead)

Legend: ■ Today, ■ 3 Years' Time

39 ↑36

“Walmart has been very helpful during this time of inflation, and really affected its community positively.”

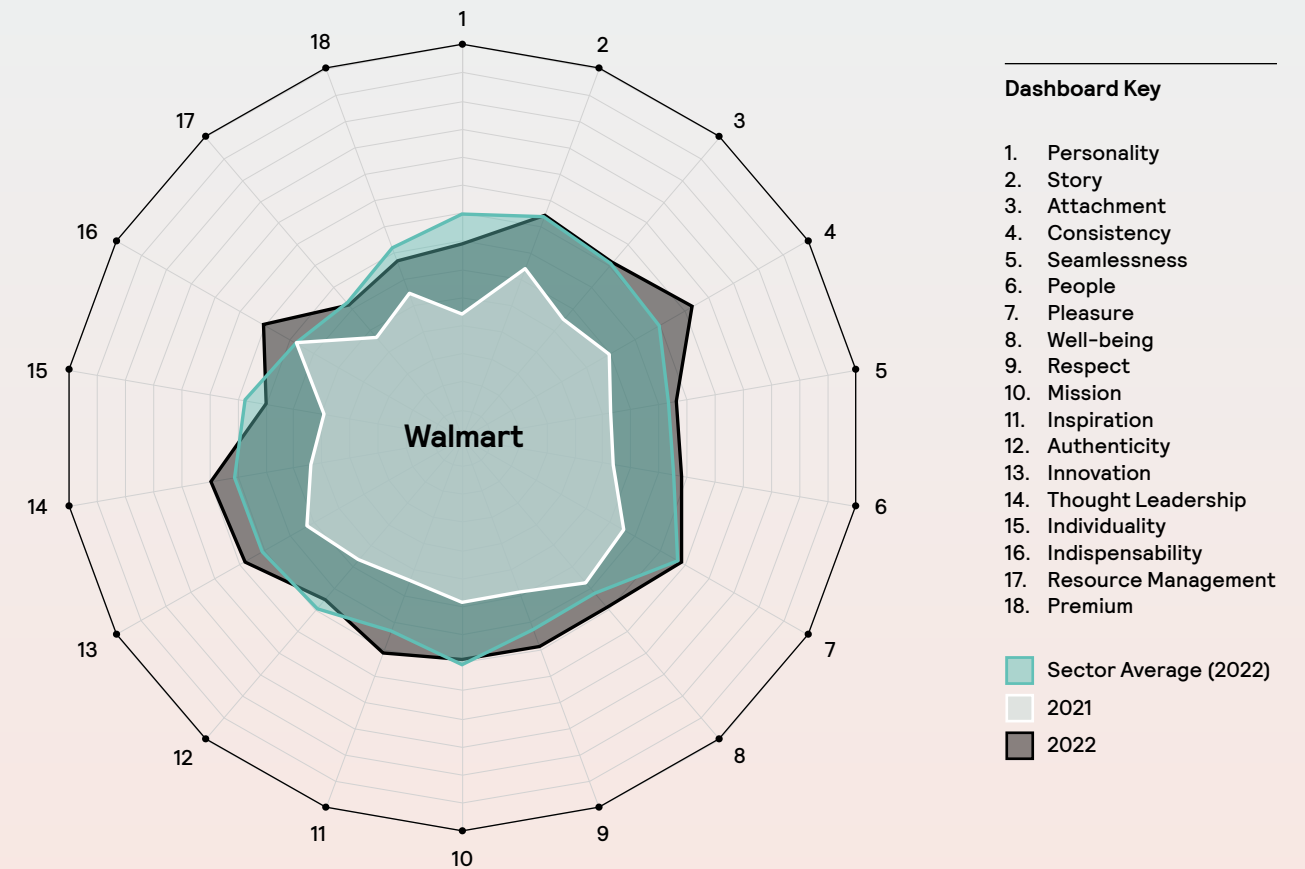
NORTH AMERICAN PROFESSIONAL

Walmart

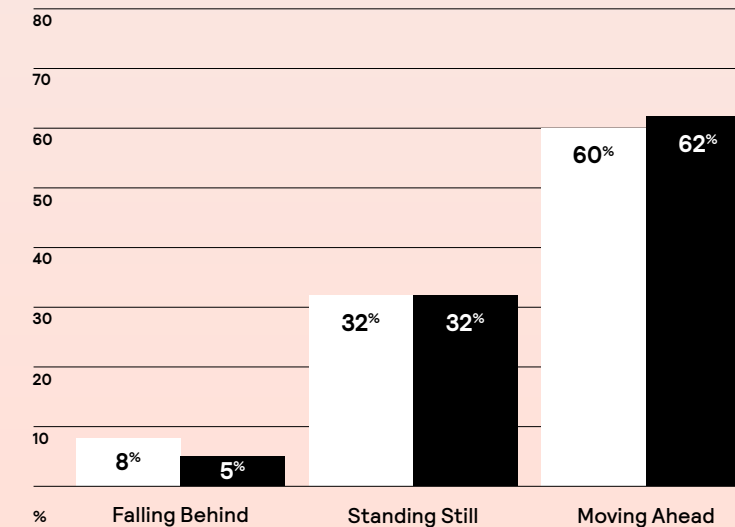
In our 2018 FutureBrand Index, we suggested that, from a brand perspective, Walmart should revamp its corporate purpose and associated brand experiences following a poor showing across most perceptions. We saw evidence that it had started doing something different in 2020 when it climbed up our rankings. But it slipped back down last year.

In 2022, Walmart is one of our top risers, up 36 places to 39. Since 2021, all of its attribute scores have clearly increased and it is strong on both purpose and experience, and particularly strong on consistency, innovation, and thought leadership.

While the US multinational retail corporation issued a profit warning recently, reports of talks with media firms about including streaming entertainment in its membership service could reap rewards.



Walmart – Today and 3 Years' Time (Q11 & Q12)
Moving ahead in 3 years' time average = 61%



Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years' time? (Falling Behind, Standing Still, Moving Ahead)

Legend: ■ Today, ■ 3 Years' Time

40 ↑36

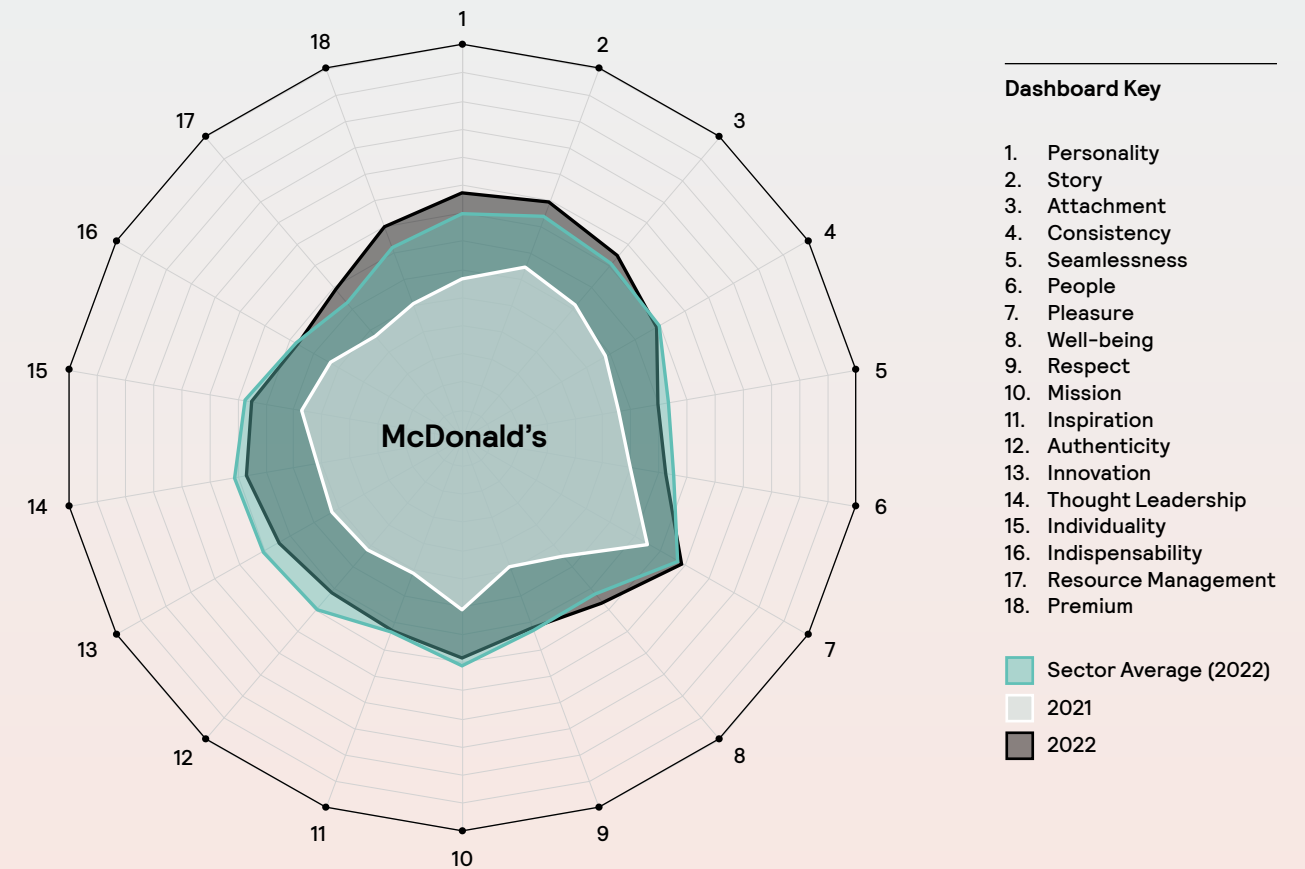
“It is a company which is popular and offers a service that everyone uses and it is a trusted brand name.”

ASIA PACIFIC PROFESSIONAL

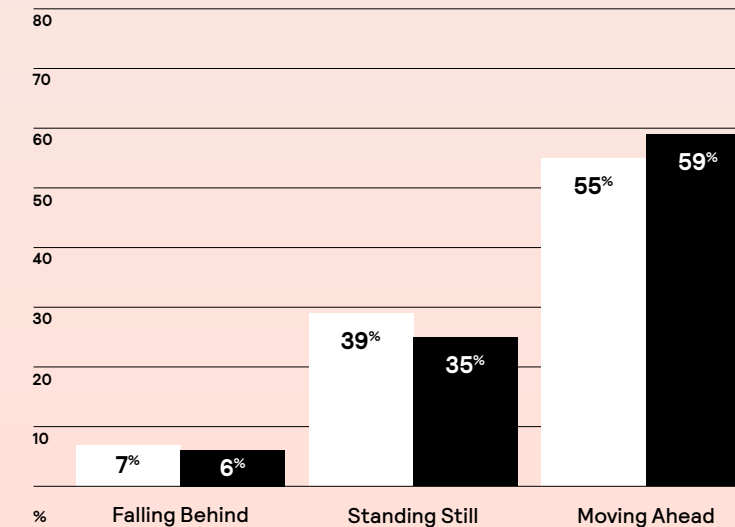
McDonald's

Up 36 places to 40, McDonald's has seen its attribute of emotional connection (passionate) increase by 10% since 2014. In fact, its 2022 ranking of 40 is the highest since we launched the FutureBrand Index eight years ago.

For a company whose business is feeding people, it's perhaps no surprise that 'pleasure' is mostly associated with this firm. Respondents who thought about what's behind those golden arches told us that it offers products which are always in demand, has a huge recognisable global presence, is trustworthy and reliable, and is innovative with its product offering.



McDonald's – Today and 3 Years' Time (Q11 & Q12)
Moving ahead in 3 years' time average = 61%



Q11: For each of these companies please tell us where it is today? (Falling Behind, Standing Still, Moving Ahead)

Q12: Where do you see these companies being in 3 years' time? (Falling Behind, Standing Still, Moving Ahead)

Legend: ■ Today, ■ 3 Years' Time

4.3

Who's In?

There are nine new entrants to the FutureBrand Index 2022, two of which are in the Top 20 (CATL at number three and Raytheon Technologies, an American aerospace and defence conglomerate, at 17). The new entrants tend to be from the technology, financial, and consumer discretionary sectors.

It's also worth noting that an additional five companies have returned to the FutureBrand Top 100 in 2022: American Express, PetroChina, Toronto-Dominion Bank, HSBC, and CommBank.

FBI Global Ranking 2022	Company	Last Appeared in FBI List	PwC 2022 Position	Sector
3	Contemporary Amperex Technology Co	NEW ENTRANT	62	Consumer Discretionary
17	Raytheon Technologies Corp	NEW ENTRANT	86	Industrials
38	Advanced Micro Devices	NEW ENTRANT	67	Technology
44	S&P Global Inc	NEW ENTRANT	89	Financials
55	PetroChina	2020	81	Energy
66	American Express	2014	91	Industrials
69	Hermes Intl	NEW ENTRANT	83	Consumer Discretionary
72	Toronto-Dominion Bank	2018	88	Financials
74	Intuit Inc	NEW ENTRANT	94	Technology
81	HSBC	2020	92	Financials
82	Blackstone Inc	NEW ENTRANT	82	Financials
87	Charles Schwab Corporation	NEW ENTRANT	77	Financials
91	CommBank	2018	96	Financials
99	Morgan Stanley	NEW ENTRANT	79	Financials

4.4 Perceptions of Positive Impact

This year, as last year, we tracked our respondents' perception of which companies are having the most positive impact on Climate Change and Environment; Society; Corporate Governance; and DEIBA.

4.4

Climate Change and Environment

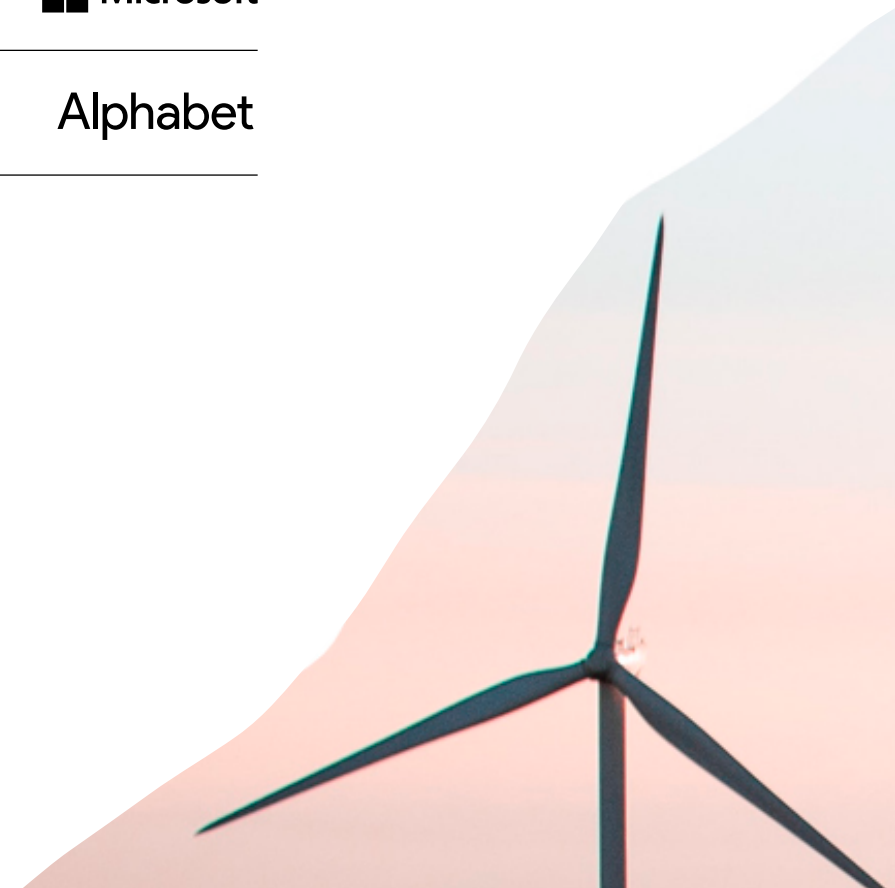
Who do business professionals see as leaders in this field? Number one is Tesla, followed by Amazon, Apple, Microsoft, and Alphabet.

Companies seen to be leading on climate change and environment are perceived to:

- Focus on innovative solutions
- Look for sustainability in all forms
- Produce recyclable packaging and products, have recycling and waste management centres
- Support organisations focused on dealing with climate change
- Are reducing carbon emissions preferably with a goal of net-zero
- Lead their field in dealing with climate change
- Design and use innovative materials
- Commit to its actions, do what it says it will, be transparent

So, who are the leaders?

1	Tesla	TESLA
2	Amazon	amazon
3	Apple	Apple
4	Microsoft	Microsoft
5	Alphabet	Alphabet






4.4

Positive Impact on Society

An examination of companies seen as having a positive impact on society reveals the top five as Amazon, Apple, Alphabet, Microsoft, and Tesla. The leaders in this area are perceived to:

- Increase social awareness, bring people together
- Make everyday lives better/easier
- Focus on the environment
- Improve health and well-being
- Support the local community
- Have a charitable side, give back
- Keep prices low as living costs rise
- Produce recyclable packaging
- Create equal opportunities
- Help support underdeveloped communities
- Positively contribute to societal change with initiatives

So, who are the leaders?

1	Amazon	
2	Apple	
3	Alphabet	Alphabet
4	Microsoft	
5	Tesla	TESLA



4.4






Corporate Governance

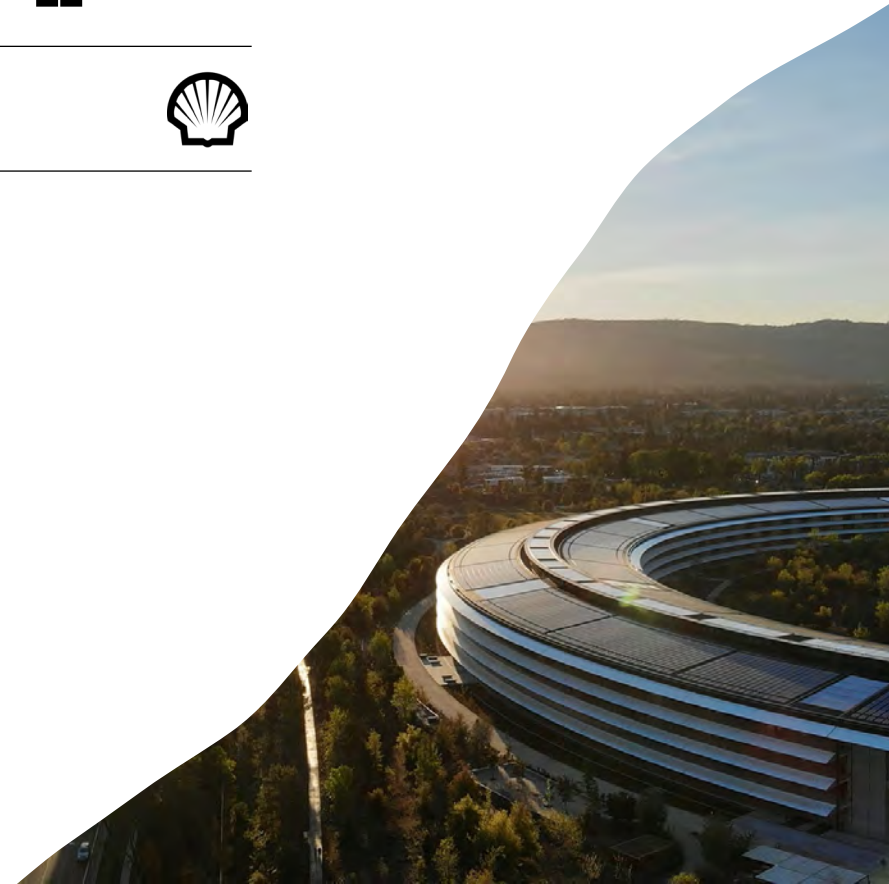
While perceived as less important to our respondents, corporate governance is nonetheless a key issue in the FutureBrand Index 2022. The leaders here are Apple, Amazon, Alphabet, Microsoft, and Shell.

According to our data, companies seen to be leading on this are perceived to:

- Be transparent and ethical
- Inspire trust in society
- Be committed to people and the environment
- Have clear and honest principles
- Show long-term future growth
- Disclose information, hide nothing
- Have a loyal and respectful leadership
- Show equality in all areas
- Commit to a consistent code of conduct
- Lead the way in their practices
- Provide very good customer service

So, who are the leaders?

1	Apple	
2	Amazon	
3	Alphabet	
4	Microsoft	
5	Shell	



4.4





DEIBA

In previous years, the FutureBrand Index has focused strongly on diversity, equity, inclusivity, belonging and accessibility (DEIBA). It remains a crucial issue in terms of our data, and in the wider world the business case is stronger than ever. But it's worth noting that environmental matters seem to have overtaken it as a concern for our respondents.

In 2022, the top five DEIBA performers are Apple, Amazon, Alphabet, Microsoft, and Coca-Cola. We found that companies seen to be leading on DEIBA are perceived to:

- Have clear and transparent DEIBA policies
- Be trustworthy, honest, open and reliable
- Connect with and support the local community
- Treat workers fairly with equal opportunities for all
- Have more female leaders
- Be fully committed to a diverse and inclusive happy workforce
- Have fair pay scales across ethnicity and gender
- Contribute positively to society

So, who are the leaders?

1	Apple	
2	Amazon	
3	Alphabet	Alphabet
4	Microsoft	 Microsoft
5	The Coca-Cola Company	



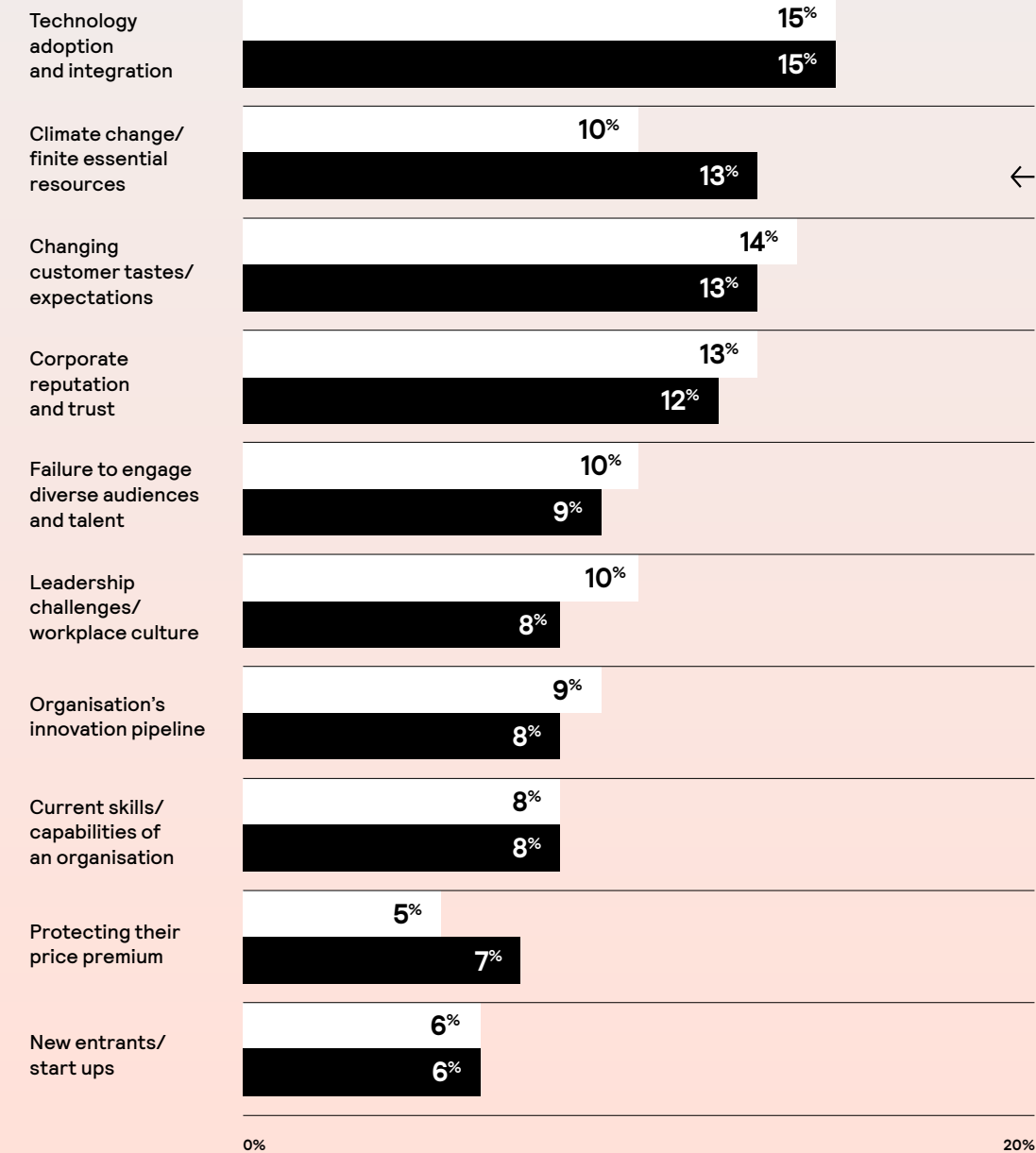
4.4

Threats to Future Success

Given the importance placed on tackling climate change by our respondents, it follows that, in terms of threats to future success, 'climate change/finite essential resources' has significantly increased since 2021, recording a rise from 10% to 13%.

Threats to Future Success

2021
2022



4.4






A Looming Recession

This year, we also asked how resilient companies would be in surviving a recession. With the International Monetary Fund now saying that the global economy is edging towards recession, this has proved to be an appropriate question. We found that the top five companies perceived to be best placed to survive a recession are Apple, Microsoft, Amazon, Meta, and TSMC.

The key drivers for how resilient companies would be in surviving a recession are:

- It has the credibility and authenticity to achieve its vision
- It inspires change for the better
- Trust in the company
- Company has a clear sense of the future

Top Five 'Resilient to Survive a Recession'

1	Apple	
2	Microsoft	
3	Amazon	
4	Meta	
5	TSMC	



“Apple is not afraid to reveal what is happening in its structure, everything is very transparent and innovative.”

LATAM PROFESSIONAL

4.4





Moving on up

Companies perceived to be moving ahead in three years' time are Apple, Tesla, Nvidia, Meta and Abbott. They all have strong experience, which is seemingly more important than purpose. This differs immensely from the 2021 report.

The key drivers for moving ahead in three years' time are:

- Contributes to peoples' well-being
- Gives pleasure to its customers
- Inspires change for the better

Top Five 'Moving Ahead in Three Years' Time'

1	Apple	
2	Tesla	TESLA
3	Nvidia	 NVIDIA
4	Meta	 Meta
5	Abbott	 Abbott

TESLA

“It is innovating like few companies have done, it has advanced in products and services, and its technology is currently very advanced and promises great achievements in the future.”

LATAM PROFESSIONAL

4.4

Do You Want to Work for this Company?

There are a variety of key drivers for wanting to work for a company, including trust in the business, a perception that it inspires change for the better, and that it's a firm which respects and enhances people's lives. In 2022, the top five are NextEra Energy, CATL, Tata Consultancy Services, Nvidia, and Raytheon Technologies.

The key drivers for wanting to work for this company are:

- Trust in the company
- Inspires change for the better
- A company which respects and enhances people's lives

Top Five 'Would like to Work for'

1	NextEra Energy	
2	CATL	
3	Tata Consultancy Services	
4	Nvidia	
5	Raytheon Technologies	



“Because it is the company that I see is evolving faster and seeking more technologies without harming the environment.”

LATAM PROFESSIONAL

4.4

What Are You Selling?

We asked what drives people to want to buy products and services from a company and found that trust in the business and the credibility and authenticity to achieve its vision were high on the agenda. The top five are Nvidia, Apple, NextEra Energy, Nike, and Walmart.



“Apple stands tall on all its policies.”

NORTH AMERICAN PROFESSIONAL



“Cleaning up on carbon emissions and sponsorship.”

ME/AFRICAN PROFESSIONAL

Top Five ‘Want to Buy Products & Services’

1	Nvidia	
2	Apple	
3	NextEra Energy	
4	Nike	
5	Walmart	



“Because this company is future-oriented and is constantly improving.”

EUROPEAN PROFESSIONAL



“I believe it has people’s futures and the earth’s future in mind with every mission it sets out to accomplish.”

NORTH AMERICAN PROFESSIONAL

Sector by Sector

5.1 Technology

5.2 Financials

5.3 Healthcare

5.4 Consumer Discretionary

5.5 Consumer Staples

5.6 Telecommunications

5.7 Energy & Utilities/Basic Materials

5.8 Industrials

5

5.1

Technology

In 2022, technology is the dominant sector. A total of eight tech companies are in the Top 20, with 20 tech firms in the Top 100. Across the board, the majority of attribute scores have risen this year.

As we detailed earlier in the report, Meta Platforms (previously Facebook) is at number five in our Top 100 while Tata Consultancy Services has risen 16 places to number four.

In sixth place and up 16 places is Nvidia, an American multinational known for designing and manufacturing graphics processing units (GPUs). Meanwhile, Broadcom Inc., a US semiconductor and infrastructure software business, has climbed 23 places, settling at 61, and Qualcomm has soared 38 places to number 36.

5.1

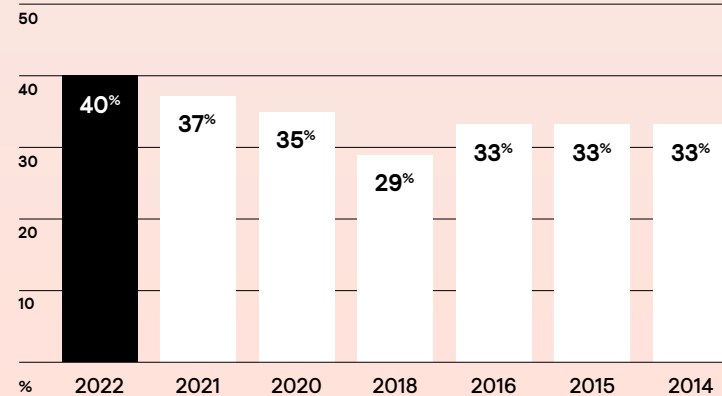
Sector Snapshot

“Apple’s strategy encompasses carbon emissions, circularity, and forests, making it among the most comprehensive in the technology industry.”

UK PROFESSIONAL

Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.



FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
4	↑16	TATA CONSULTANCY SERVICES Tata Consultancy	20	66
5	↑44	Meta Meta Platforms*	49	9
6	↑16	NVIDIA Nvidia	22	8
7	↓5	Apple Inc	2	1
9	↓3	TSMC	6	10
10	↓9	ASML ASML Holdings	1	32
11	↑2	SAMSUNG Samsung	13	22
15	↓5	Microsoft Microsoft	10	2
29	↑7	Alphabet Alphabet	36	4
33	↓18	intel Intel	15	58
36	↑38	Qualcomm Qualcomm	74	68
38	—	AMD Advanced Micro Device	NEW ENTRY	67
43	↓2	SAP SAP	41	93
60	↑5	Tencent 腾讯 Tencent Holdings	65	14
61	↑23	BROADCOM Broadcom Inc	84	36
63	↑6	ORACLE Oracle	69	45
71	↑16	salesforce Salesforce.com	87	52
74	—	INTUIT Intuit Inc	NEW ENTRY	94
76	↓10	Adobe Adobe Systems	66	47
96	↑3	TEXAS INSTRUMENTS Texas Instruments	99	70

5.2 Financials

It seems that trust is returning to financial institutions as the sector has 18 companies in the 2022 Top 100. Financials also has four new entries, all of which are American: S&P Global, Blackstone Inc, Charles Schwab Corporation, and Morgan Stanley.

Canadian financials have had a good showing too with Royal Bank of Canada (65) up 17 places year-on-year and Toronto-Dominion Bank (72) up 19 places since it last appeared in our table in 2014.

5.2

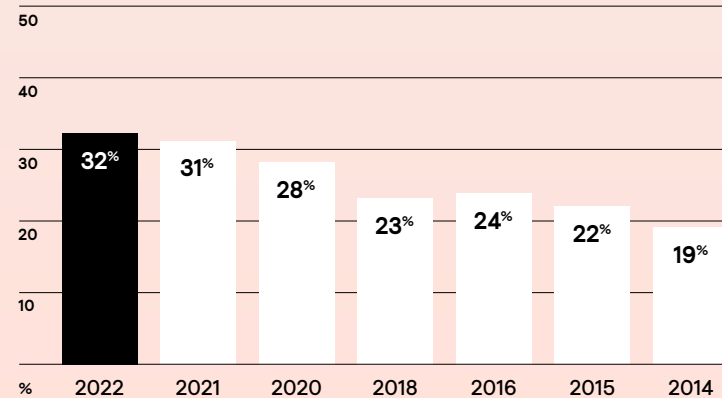
Sector Snapshot

“Ping An technology is the future.”

LATAM PROFESSIONAL

Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.



FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
23	↓15	PING AN Expertise Creates Value Ping An Insurance	8	95
44	—	S&P Global S&P Global	NEW ENTRY	89
49	↑3	招商银行 CHINA MERCHANTS BANK China Merchants Bank	52	61
52	↓2	BERKSHIRE HATHAWAY INC. Berkshire Hathaway	50	7
53	↑1	中国建设银行 China Construction Bank China Construction Bank	54	60
56	↓5	中国农业银行 AGRICULTURAL BANK OF CHINA Agricultural Bank of China	51	72
65	↑17	RBC Royal Bank of Canada	82	78
68	↓4	BANK OF AMERICA Bank of America	64	24
72	↑19	TD Bank Toronto Dominion Bank	91 (2014)	88
81	↑7	HSBC HSBC	88 (2020)	92
82	—	Blackstone Blackstone Inc	NEW ENTRY	82
86	↓9	ICBC Industrial & Commercial Bank of China	77	37
87	—	charles SCHWAB Charles Schwab Corporation	NEW ENTRY	77
91	↓11	CommBank CommBank	80 (2018)	96
95	↑1	J.P.Morgan JP Morgan Chase	96	16
97	=	WELLS FARGO Wells Fargo	97	64
98	↓7	中国银行 BANK OF CHINA Bank of China	91	90
99	—	Morgan Stanley Morgan Stanley	NEW ENTRY	79

5.3 Healthcare

With 16 businesses in our Top 100, healthcare is continuing to do well in an era of increasing awareness of public health issues and well-being needs.

The stand-out healthcare riser in 2022 is Novo Nordisk. The Danish pharmaceutical company has rocketed up the rankings to take 34th spot, a rise of 34 places year-on-year. Also rising in this year's FutureBrand Index is another pharma firm, the Swiss-American Novartis (up 24 places to number 37).

Others climbing up the tables are two US firms - Thermo Fisher Scientific (up 21 places to number 14) and Abbott Laboratories (up 22 places to number 18).



5.3

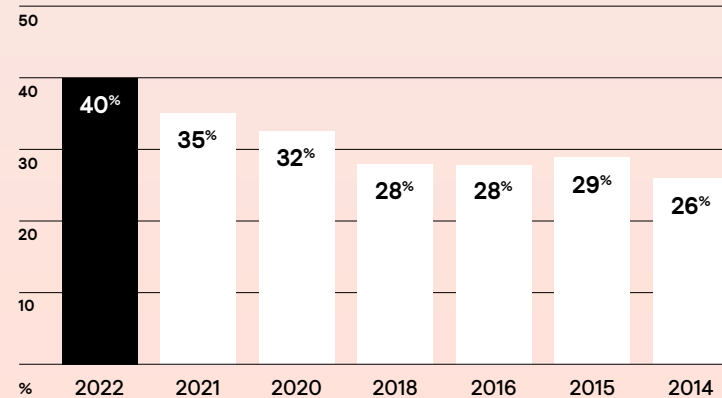
Sector Snapshot

“AbbVie is one of the fastest growing pharma companies, which has a good quality research system and saves human lives with its medicines.”

ASIA PACIFIC PROFESSIONAL

Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.



FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
8	↑9	abbvie AbbVie	17	31
13	↓9	DANAHER DanaHER Corp	4	53
14	↑21	ThermoFisher SCIENTIFIC Thermo Fisher Scientific	35	43
18	↑22	Abbott Abbott Laboratories	40	55
19	↓3	Medtronic Medtronic	16	85
26	↑4	Pfizer Pfizer	30	30
28	↑11	UNITEDHEALTH GROUP UnitedHealth Group	39	12
30	↑16	AMGEN Amgen	46	98
34	↑34	Novo Nordisk Novo Nordisk	68	35
37	↑24	NOVARTIS Novartis	61	48
48	↑14	Bristol Myers Squibb Bristol Myers Squibb	62	80
51	↓32	Johnson & Johnson Johnson & Johnson	19	13
57	↑10	AstraZeneca AstraZeneca	67	57
62	↑9	Lilly Eli Lilly & Co	71	33
78	↓15	Roche Roche	63	25
79	↑4	MERCK Merck	83	56

5.4

Energy & Utilities/ Basic Materials

Energy & utilities has seven businesses in our Top 100 with no decrease in attribute scores since last year. Sustainability and resource management are key here as companies seek new and innovative energy solutions.

NextEra Energy has the most to cheer about, having gone up four places to number one. With a rise of seven places, Reliance Industries is in second place. Meanwhile, Aramco (up 12 places to number 16) and PetroChina (up 39 places since it last appeared in the report in 2020 to 55th spot) have made strong gains in the rankings, and the clean energy sector has also done well – climate and sustainability are regarded as important.

While there are only two businesses representing the basic materials sector in this year's report, it's interesting to note that Linde, the chemicals company and the world's largest industrial gas firm, has dropped 36 places to 83rd.

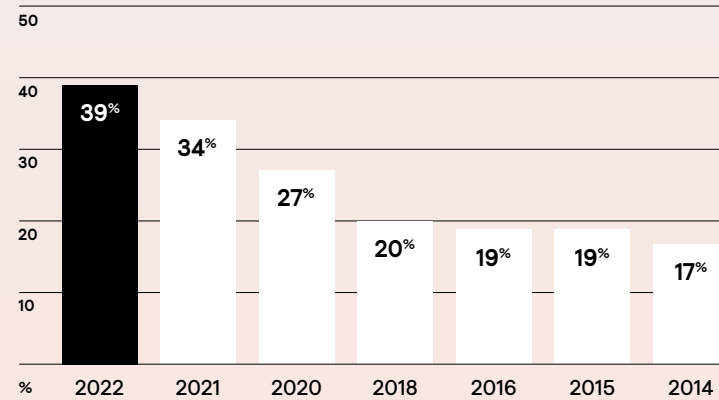
5.4

Sector Snapshots

Energy & Utilities

Performance Score by Year

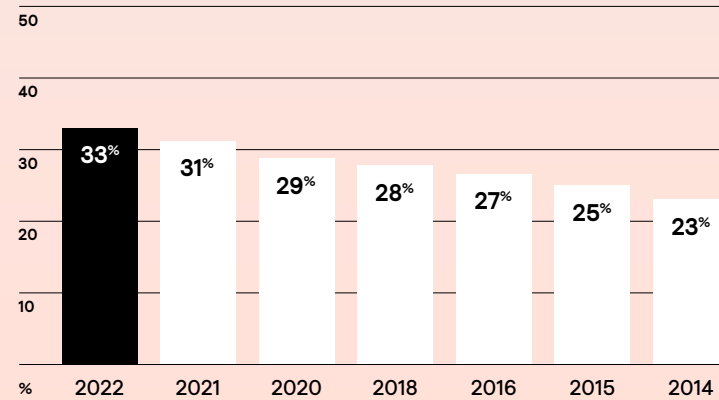
Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.



Basic Materials

Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.



Energy & Utilities

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
1	↑4	NextEra Energy	5	74
2	↑7	Reliance Industries	9	40
16	↑12	Aramco	28	3
55	↑39	PetroChina	94 (2020)	81
85	↑13	Exxon Mobil	98	20
88	↓15	Shell	73	54
92	↓12	Chevron	80	26

Basic Materials

FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
59	↑1	BHP Group	60	59
83	↓36	Linde PLC	47	75

5.5

Consumer Discretionary

(previously Consumer Services)

Most companies in this sector provide wants and needs on an everyday basis, either pleasure or necessity-focused. The headline this year is CATL. The Chinese battery manufacturer and tech business has gone straight into the Top 100 at number three.

Meanwhile, Netflix is at 12 having risen 22 places, with both Walmart and McDonald's recording an increase of 36 places to land at 39 and 40 respectively – a boomerang in the rankings which we predicted in last year's report.

In total, the consumer discretionary sector has 16 brands in the Top 100 with pleasure standing out on the experience side.

5.5

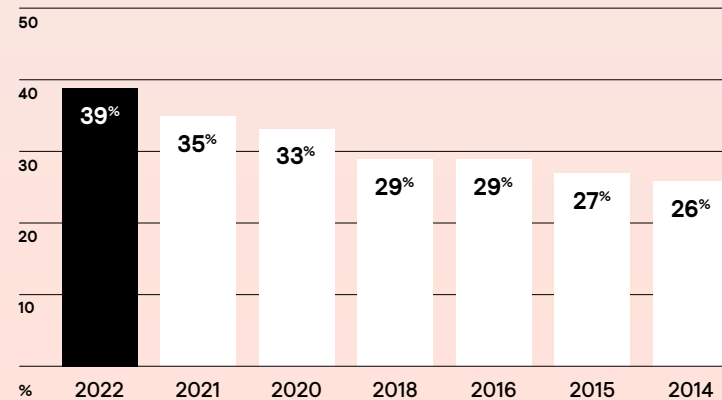
Sector Snapshot

“CATL always has good reviews from its customers. It is committed and fully dedicated.”

NORTH AMERICAN PROFESSIONAL

Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.



FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
3	—	CATL Contemporary Amperex Tech.	NEW ENTRY	62
12	↑22	NETFLIX Netflix	34	73
22	↑11	Nike Inc	33	50
24	↓12	TOYOTA Toyota	12	28
27	↓1	The WALT DISNEY Company Walt Disney	26	39
31	↓20	amazon Amazon	11	5
32	↓18	TESLA Tesla	14	6
39	↑36	Walmart Walmart	75	15
40	↑36	M McDonald's	76	65
47	↓18	LVMH LVMH	29	19
54	↑3	Alibaba.com Alibaba	57	29
58	↓14	L'ORÉAL L'Oreal	44	46
67	↑3	HOME DEPOT Home Depot	70	27
69	—	HERMÈS Paris Hermes Intl	NEW ENTRY	83
80	↑5	LOWE'S Lowe's	85	99
94	↓5	COSTCO Wholesale Costco	89	38

5.6

Consumer Staples

(previously Consumer Goods)

Consumer Staples has six businesses in the Top 100 but only Nestlé and PepsiCo have gone up the FutureBrand Index's ranking.

Despite doing well in previous years, Kweichow Moutai has dropped down 14 places in 2022 and is now just outside of the Top 20 at number 21.

Pleasure and consistency are the strongest attributes in this sector.

5.6

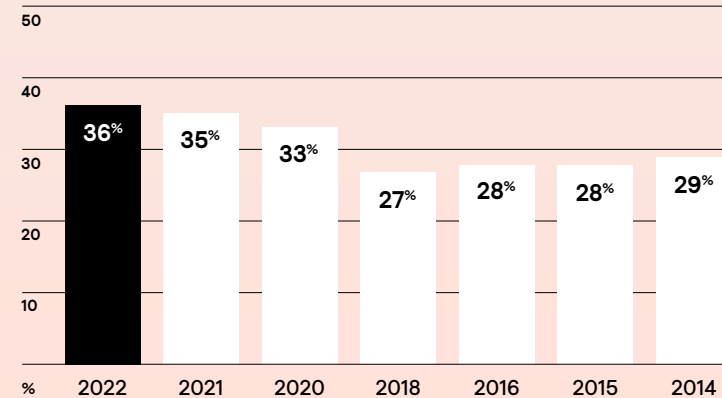
Sector Snapshot

“Nestlé is a brand that has been growing very fast and overcoming barriers.”

LATAM PROFESSIONAL

Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.



FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
21	↓14	 Kweichow Moutai	7	23
35	↑8	 Nestlé	43	17
41	↓4	 Procter & Gamble	37	18
46	↓23	 The Coca-Cola Company	23	34
50	↑5	 PepsiCo	55	42
100	=	 Philip Morris	100	87

5.7

Telecoms

Connecting people continues to be an important consideration for our respondents with AT&T and Verizon rising up the ranks in the 2022 FutureBrand Index.

While the telecommunications sector has six businesses in the Top 100, none are ranked higher than 42.



5.7

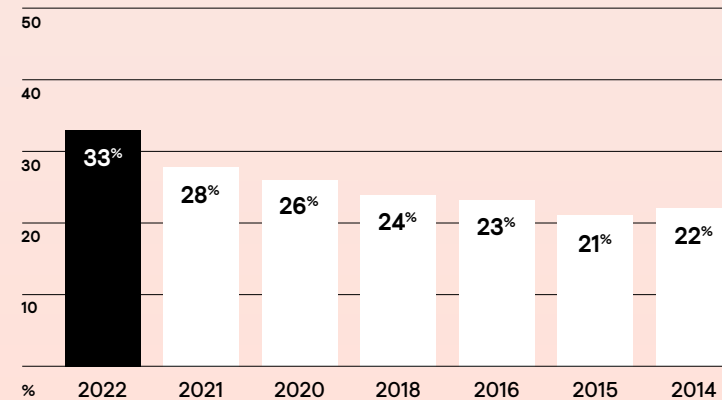
Sector Snapshot

“China Mobile has been deeply rooted in the hearts of the people for many years, and it is difficult to replace.”

ASIA PACIFIC PROFESSIONAL

Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.



FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
42	↑3	中国移动 China Mobile	45	83
64	↓6	COMCAST Comcast	58	51
70	↑20	AT&T AT&T	90	71
73	↑19	verizon Verizon	92	49
77	↓29	CISCO Cisco Systems	48	41
90	↑5	T-Mobile T-Mobile	95	76

5.8

Industrials

In 2022, there are nine businesses in industrials in our Top 100 with sector average scores all higher than 2021.

The story here is Raytheon Technologies as the US aerospace and defence company is a new entry at number 17. Meanwhile, PayPal has gone up 22 places to nudge into the Top 20 and Accenture is up 19 places to number 75.

However, US firms Visa and Mastercard have both fallen in the rankings.

5.8

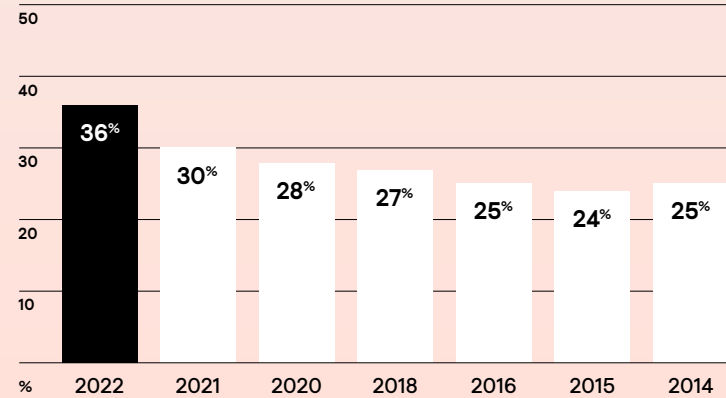
Sector Snapshot

“Raytheon Technologies is helping combat climate change by reducing its greenhouse gas emissions, enhancing energy efficiency and optimising manufacturing processes.”

ASIA PACIFIC PROFESSIONAL


Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.

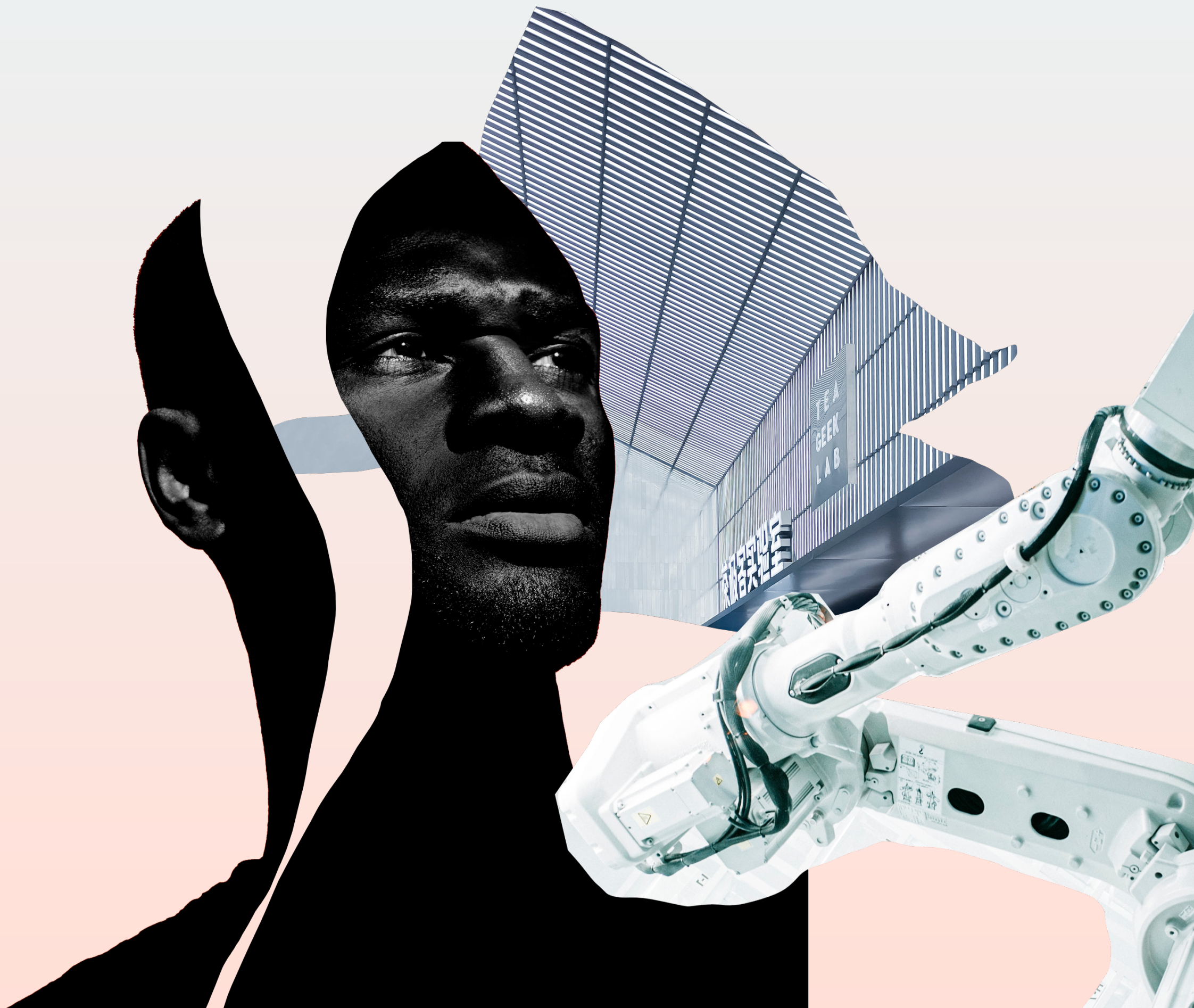


FBI Global Ranking 2022	2022 vs 2021	Company	FBI Global Ranking 2021	PwC 2022 Position
17	—	Raytheon Technologies	NEW ENTRY	86
20	↑22	PayPal	42	97
25	↓4	VISA	21	11
45	↓7	Mastercard	38	21
66	↑3	AMERICAN EXPRESS	63 (2014)	91
75	↑19	accenture	94	44
84	↑4	Honeywell	88	100
89	↓3	UNION PACIFIC GROUP	86	69
93	=	ups	93	63

The Long View

In partnership with  Kinesso

6



6.1

What a Decade of Data Tells Us

The organisational climate for brands has evolved rapidly over the last decade. From market digitalisation to pandemics and the impact of climate change, companies have been experiencing forces that could simultaneously impede and drive growth.

These forces, accompanied by faster growth in global trade, influence how we perceive brands' abilities to succeed while meeting higher expectations for their products and services. This new world demands a new way of looking at things. That is why we have worked with our IPG partner Kinesso's Applied Behavioural Science team to analyse what our FutureBrand Index data – as a whole* – can tell us about what it takes to endure and succeed over time.



*Research conducted between 2014–2022.

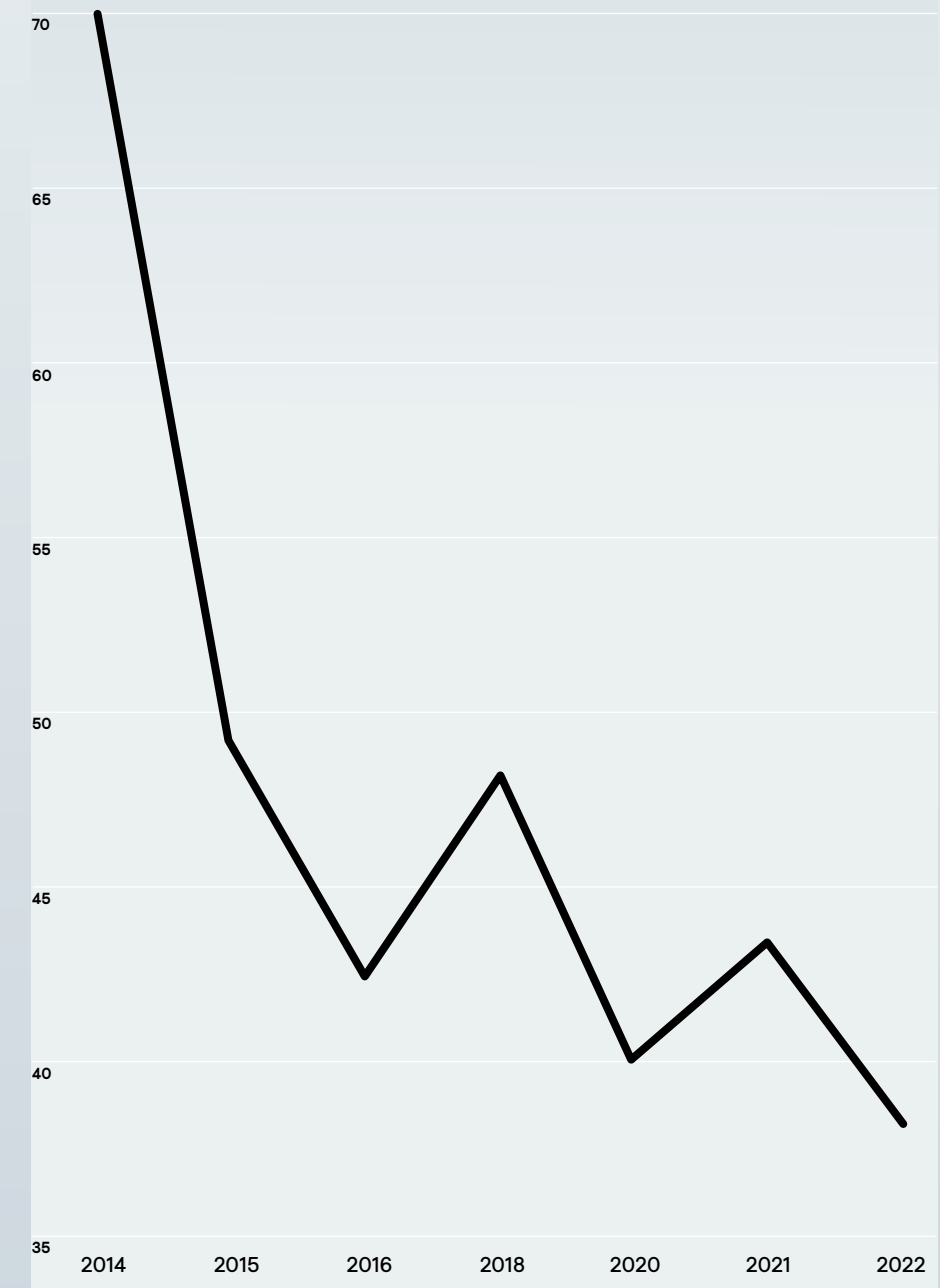
6.1

Corporate Longevity

The first new finding is the long-term sharp decline in corporate longevity trends across the FutureBrand Index, of which our Top 10 reveals a sharp decline since 2014 (Chart 1). In short, fewer and fewer companies are consistently featuring in our Top 10. In addition to M&A activity and the growth of startups with multibillion-dollar valuations, human behaviour and change management can determine whether older or younger companies get to and remain at the top. NextEra Energy, for example, has acquired several companies over its 97 years in business, and most recently a 50% interest in a contracted renewable projects portfolio. While Raytheon Technologies, only two years old, was founded as a merger of two longstanding companies.

Past performance is no indicator of future success while, of course, high value startups could easily burn bright but all too briefly without careful long-term brand management.

Chart 1. FBi Top 10, average corporate longevity



6.1

Industry Sectors

Next, we took a deeper dive into another characteristic of companies that have regularly ranked in the Top 10 of the FutureBrand Index since 2014: the trends in industry sectors. Companies in the technology sector have dominated, while healthcare and consumer discretionary companies have become less prominent over time (Chart 2). An emerging industry sector among the Top 10 since 2020 is energy and utilities.

In 2022, NextEra Energy and Reliance Industries are leading the way in this sector by achieving high levels of market responsiveness and agility, plus, a strong climate change focus that is highly relevant to today’s consumers.

Chart 2. FBI Top 10 companies by industry sector*



6.1

Geographical Origin

We then observed trends in geographical origins among those ranking in the Top 10 (Chart 3). Companies in Asia are riding a growth momentum and winning top positions previously filled by US-based companies. This momentum was already building largely through changing global trading dynamics such as preferential trade agreements between emerging economies; most recently, this momentum has been sustainability driven.

China and India are among the top three emitters of CO2 and methane, but companies like Reliance Industries, CATL, and Tata Consultancy Services are taking tangible actions to address consumers' demands for environmental credentials of the organisations they and their businesses consume.

Chart 3. FBI Top 10 by geographical origin



6.1

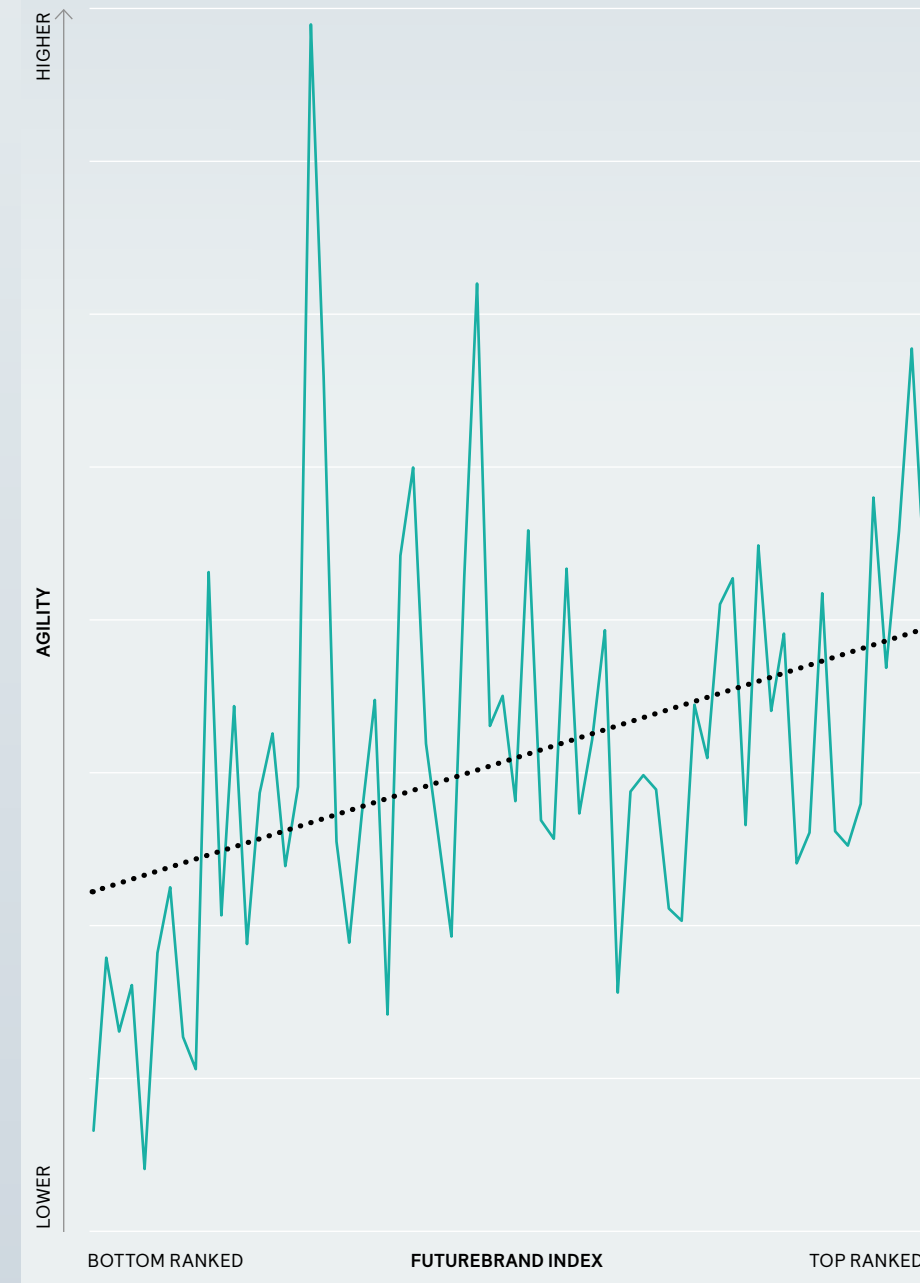
Agility and Adaptability

Lastly, and perhaps most importantly for brand managers and business leaders alike, is what the FutureBrand Index data since 2014 tells us about how changing contextual forces and consumer expectations have been reflected in changing brand perceptions. To explore the FutureBrand Index trends in context – and reveal what matters most for brand and business managers today – we looked at changes in the composite scores of companies that had been ranked in the FutureBrand Index for at least four years since 2014.

Chart 4 shows how, on average, brands that have been perceived to be more agile tend to place higher in the ranking than their less agile counterparts over time. By agile, we mean the ability to stand out on different and varied brand attributes over time rather than prioritise steady, ‘across the board’ brand development. This tendency has grown even stronger since the COVID pandemic hit. The magnitude of FutureBrand Index agility reflects how well our informed global public sample perceives an organisation’s ability to adapt rapidly and cope with uncertainty while fulfilling ever-evolving market needs.

The companies who stand out in this regard include TSMC, Apple, Intel and Qualcomm, who are all – perhaps unsurprisingly – high performers in the technology space.

Chart 4. Higher FBI Agility = Higher FBI Ranking



intel.

Qualcomm

6.1

What's becoming increasingly clear, when one takes a long view, is that what it takes for brands and the business to become future-proof is not what it took back in 2014, when we published our first FutureBrand Index. It is no longer one that delivers steady consistent improvement across every touch point. Instead, today's most future-proof businesses, whether B2C or B2B, are those that deliver in ways that are seen to be most valuable to consumers given the current and emerging contextual market forces and perceived and real consumer needs.

**Agility and adaptability
are increasingly critical
skillsets in a world
where the only certainty
is uncertainty itself.**



Summary



There is much to digest, and act on, in the FutureBrand Index 2022.

From the continued strength of the tech sector, the importance of having a positive impact on society and individual lives, and the central role of innovation, our 2022 research has uncovered a series of must-read findings and key shifts as well as recording seismic changes in the rankings.

But one story stands head and shoulders above the rest: climate. It's no longer enough for businesses to trumpet their ESG credentials. They must distil it down into 'E' and, within that, go even further. Emissions are what matters.

If brands aren't seen to be acting on the greatest threat to our planet, they will suffer. And so will everyone else.

Notes and Methodology Detail



8.0

Now in its eighth year, the FutureBrand Index is a global perception study that reorders PwC's Global Top 100 Companies by Market Cap on perception strength rather than financial strength.

Unlike most other ratings, the FutureBrand Index offers a rigorous assessment of how to future-proof the world's 100 most prominent companies based on the views of a highly informed and highly professional group of specialists. Using a wide range of indicators that, in FutureBrand's experience, provide the most relevant signals of success (including 'purpose' and 'experience'), the rankings are determined with precise and proven parameters.

In previous years, our research has conclusively demonstrated that organisations who top our report have a measurable competitive advantage, in part due to their standing on national and international stages. Importantly, our rankings show that financial strength does not necessarily translate into perception strength. This year's fieldwork took place between Monday 20th June and Monday 4th July 2022.

This 2022 edition is the seventh FutureBrand Index. Previous editions were conducted by QRI Consulting in 2014, 2015, 2016, 2018, 2020 and 2021.

The Futurebrand Index 2022

futurebrand.com

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About FutureBrand

FutureBrand is a brand-led business transformation company part of the Interpublic Group of Companies. Alongside our sister companies, UXUS and Hugo & Cat, we are a global community of brand, experience, technology, and design experts who use unique methods to deliver positive business change. We believe that brand is how a company's products, services and people behave wherever and whenever they show up in the world.

Based in twenty two of the world's most exciting cities, we combine strategic rigour and design thinking to create, build and manage brands for our clients. We are powered by a shared set of values that put difference and diversity at our core, because the future that our brands create, has to be a future for us all. Our clients include Merck, Nestlé, McDonald's, Walgreens, Sanofi, Barilla, American Airlines and Bentley Motors.

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Our Partners

QRi

QRi Consulting is FutureBrand's global research partner for the FutureBrand Index. Working in close collaboration, QRi helped to define the research approach against FutureBrand's initial hypothesis, as well as managing recruitment, questionnaire development, and providing in-depth analysis of the qualitative and quantitative data underpinning the report. This is informed by QRi's extensive research, brand and sector knowledge and experience as well as its proprietary QualiQuant methodologies.

About Kinesso

Kinesso is the connected intelligence company that builds applications and software solutions, working with agencies and partners to deliver consistent and relevant customer experiences for people across all channels. Kinesso's technology solutions and services span audience, planning, and activation, delivering insights that drive growth for leading global brands. Kinesso is part of The Interpublic Group of Companies, Inc. (IPG). For more information, visit kinesso.com

Kinesso's Applied Behavioural Science

The Applied Behavioural Science team is a consulting unit which plays an integral part between brand strategy and people-based data to bridge the gap between brands, data, and consumers.

PwC

FutureBrand has worked with the Capital Markets division of PwC in the UK, who kindly provided its Global Top 100 Companies by Market Capitalisation ranking as the data source for this research and report. The report and its findings have been informed by Capital Markets' data, but FutureBrand is responsible for all views, opinion and data emerging from this research unless otherwise stated.

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