

TOP TECH BRANDS OF 2020



Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976. From the **Apple I** computer to the current **iPhones** and **Macbooks** that sell millions around the world, Apple had a long journey.

•Revenue: \$260 billion and Employee Count: 137,000



After Google was restructured in October 2015, Alphabet Inc. became the parent company of Google and many other Google businesses. Under Larry Page and Sergey Brin's leadership, Alphabet changes the way we interact with the world through many of their groundbreaking tech products. Revenue: \$161.8 billion and Employee Count: 118.899

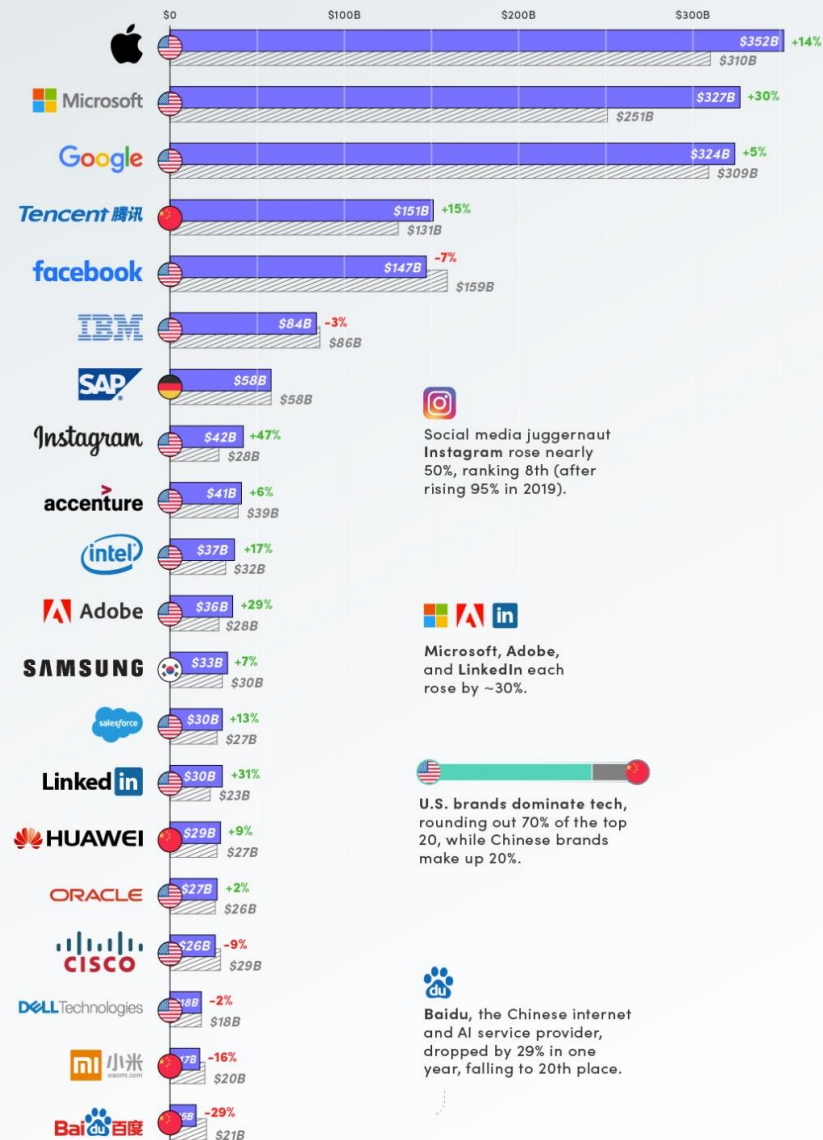


Founded over 45 years ago by Bill Gates and Paul Allen, Microsoft Corporation is a massive technology company that offers solutions on computer software and various electronics. Popular products: Microsoft, Visual Studio, MS Office, Revenue: \$125.8 billion and Employee Count: 151.163



Tencent is a 1998-founded Chinese company that holds the title "biggest video game company" at the moment. They also offer many internet products and services in China and globally Popular products: PUBG Mobile, WeChat, JD, Revenue: \$52.81 billion and Employee Count: 62,885

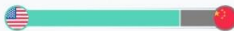
2019 Brand value 2020 Brand value



Social media juggernaut Instagram rose nearly 50%, ranking 8th (after rising 95% in 2019).



Microsoft, Adobe, and LinkedIn each rose by ~30%.



U.S. brands dominate tech, rounding out 70% of the top 20, while Chinese brands make up 20%.



Baidu, the Chinese internet and AI service provider, dropped by 29% in one year, falling to 20th place.