

The EGS GlobalVue™ - 4th Qtr. 2015 General Country Opportunity Ranking

Countries/Regions	Projected 2016 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Ease Of Intl. Brand Entry	Ease Of Starting A New Business	Supply Chain Quality	Country Infrastructure	Political & Economic Stability	Overall Country Ranking
Malaysia	1	2	3	3	2	1	1	2	1.9
Thailand	1	2	2	2	2	2	2	3	2.0
Philippines	1	2	2	1	4	1	2	2	1.9
United Arab Emirates	1	2	2	3	3	1	1	2	1.9
Egypt	1	1	2	2	2	2	3	3	2.0
Peru	1	3	2	2	2	2	2	2	2.0
China	1	1	2	3	4	3	2	2	2.3
Indonesia	1	1	3	2	4	2	3	2	2.3
Viet Nam	1	2	2	2	3	3	3	2	2.3
Kazakhstan	1	3	3	2	2	3	3	2	2.4
India	1	1	2	3	4	3	4	2	2.5
USA	2	1	2	1	1	1	1	1	1.3
Chile	2	3	1	1	1	1	1	1	1.4
United Kingdom	2	1	2	2	1	1	1	1	1.4
Ireland	2	4	1	1	1	1	1	1	1.5
New Zealand	2	4	1	1	1	1	1	1	1.5
Australia	2	2	2	3	1	1	1	1	1.6
Spain	2	1	2	1	3	1	1	2	1.6
Taiwan	2	1	2	3	1	1	1	2	1.6
Mexico	2	1	2	1	2	2	2	2	1.8
Singapore	2	4	1	3	1	1	1	1	1.8
South Korea	2	2	3	3	1	1	1	1	1.8
Czech Republic	2	3	2	2	3	1	1	1	1.9
Poland	2	2	3	2	3	1	1	1	1.9
Saudi Arabia	2	3	2	2	2	2	1	1	1.9
Turkey	2	2	2	2	2	1	1	3	1.9
Caribbean	2	3	2	3	2	2	2	2	2.3
Colombia	2	2	2	3	2	2	2	3	2.3
Morocco	2	4	2	3	2	2	2	2	2.4
Tunisia	2	3	2	2	2	2	2	4	2.4
Pakistan	2	2	3	3	3	3	3	3	2.8
Germany	3	1	2	3	1	1	1	1	1.6
Belgium	3	3	2	2	1	1	1	1	1.8
Canada	3	2	2	2	2	1	1	1	1.8
Hong Kong	3	4	1	2	1	1	1	1	1.8
Japan	3	1	2	2	3	1	1	1	1.8
Scandinavia	3	3	2	2	2	1	1	1	1.9
Italy	3	2	2	3	2	1	2	2	2.1
Portugal	3	3	2	2	2	1	2	2	2.1
South Africa	3	2	2	2	2	1	2	3	2.1
Argentina	3	2	2	3	3	2	2	2	2.4
France	4	1	2	3	1	1	1	1	1.8
Brazil	4	1	2	3	3	2	2	2	2.4
Russia	4	1	3	3	2	2	3	4	2.8

General Country Ranking: 1 is best, 2.5 is fair, 4 is worst - Sorted on GDP Growth then overall ranking

2016 Projected GDP Growth Ranking: 1 = 4% or more, 2 = 2.5-3.9%, 3 = 1.0-2.4%, 4 = <1% annual growth

Sources: Deloitte, 'The Economist', EIU, Heritage Foundation, World Bank, Fraser Institute, World Economic Forum, Euromonitor, U.S. Commercial Service

Eules Hermes Risk Monitor, McKinsey, the 'Financial Times', International Monetary Fund and the EGS' GlobalTeam™ in 30+ Countries

The EGS GlobalVue™ - 4th Qtr. 2015 Specific Company Opportunity Ranking

Countries/Regions	Specific Company Potential	Projected 2016 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Ease Of Intl. Intl Brand Entry	Ease Of Starting A New Business	Supply Chain Quality	Country Infrastructure	Political & Economic Stability	Overall Country Ranking
Philippines	1	1	2	2	1	4	1	2	2	1.8
United Arab Emirates	1	1	2	2	3	3	1	1	2	1.8
Egypt	1	1	1	2	2	2	2	3	3	1.9
China	1	1	1	2	3	4	3	2	2	2.1
Indonesia	1	1	1	3	2	4	2	3	2	2.1
USA	1	2	1	2	1	1	1	1	1	1.2
Chile	1	2	3	1	1	1	1	1	1	1.3
New Zealand	1	2	4	1	1	1	1	1	1	1.4
Australia	1	2	2	2	3	1	1	1	1	1.6
Spain	1	2	1	2	1	3	1	1	2	1.6
Mexico	1	2	1	2	1	2	2	2	2	1.7
Singapore	1	2	4	1	3	1	1	1	1	1.7
Hong Kong	1	3	4	1	2	1	1	1	1	1.7
Scandinavia	1	3	3	2	2	2	1	1	1	1.8
Malaysia	2	1	2	3	3	2	1	1	2	1.9
Peru	2	1	3	2	2	2	2	2	2	2.0
Thailand	2	1	2	2	2	2	2	2	3	2.0
Viet Nam	2	1	2	2	2	3	3	3	2	2.2
India	2	1	1	2	3	4	3	4	2	2.4
United Kingdom	2	2	1	2	2	1	1	1	1	1.4
Ireland	2	2	4	1	1	1	1	1	1	1.6
Taiwan	2	2	1	2	3	1	1	1	2	1.7
South Korea	2	2	2	3	3	1	1	1	1	1.8
Czech Republic	2	2	3	2	2	3	1	1	1	1.9
Turkey	2	2	2	2	2	2	1	1	3	1.9
Pakistan	2	2	2	3	3	3	3	3	3	2.7
Germany	2	3	1	2	3	1	1	1	1	1.7
Belgium	2	3	3	2	2	1	1	1	1	1.8
Canada	2	3	2	2	2	2	1	1	1	1.8
Japan	2	3	1	2	2	3	1	1	1	1.8
Italy	2	3	2	2	3	2	1	2	2	2.1
Portugal	2	3	3	2	2	2	1	2	2	2.1
Argentina	2	3	2	2	3	3	2	2	2	2.3
Brazil	2	4	1	2	3	3	2	2	2	2.3
Kazakhstan	3	1	3	3	2	2	3	3	2	2.4
Poland	3	2	2	3	2	3	1	1	1	2.0
Saudi Arabia	3	2	3	2	2	2	2	1	1	2.0
Caribbean	3	2	3	2	3	2	2	2	2	2.3
Colombia	3	2	2	2	3	2	2	2	3	2.3
Morocco	3	2	4	2	3	2	2	2	2	2.4
Tunisia	3	2	3	2	2	2	2	2	4	2.4
South Africa	3	3	2	2	2	2	1	2	3	2.2
France	3	4	1	2	3	1	1	1	1	1.9
Russia	3	4	1	3	3	2	2	3	4	2.8

Specific Company Ranking: 1 is best, 2.5 is fair, 4 is worst - Sorted on specific company potential ranking, then GDP growth and finally overall ranking

2016 Projected GDP Growth Ranking: 1 = 4% or more, 2 = 2.5-3.9%, 3 = 1.0-2.4%, 4 = <1% annual growth

Sources: Deloitte, 'The Economist', EIU, Heritage Foundation, World Bank, Fraser Institute, World Economic Forum, Euromonitor, U.S. Commercial Service

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