

The EGS GlobalVue™ Country Ranking

Countries/Regions	Projected 2017 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Ease Of Intl. Brand Entry	Corruption Index	Country Infrastructure	Political Meltdowns	Economic Disasters	Wars and Unrest	Investment Risk Level	Overall Country Ranking
USA	2	1	2	1	1	1	2	1	1	1	1.3
Chile	2	3	1	1	1	1	1	2	1	1	1.4
New Zealand	2	4	1	1	1	1	1	1	1	1	1.4
Spain	2	1	2	1	1	1	2	2	1	1	1.4
Taiwan	2	1	2	3	1	1	1	1	1	1	1.4
Australia	1	2	2	3	1	1	1	2	1	1	1.5
Ireland	2	4	1	1	1	1	1	2	1	1	1.5
United Arab Emirates	2	2	2	3	1	1	1	1	1	1	1.5
United Kingdom	3	1	2	2	1	1	1	2	1	1	1.5
Germany	3	1	2	3	1	1	1	2	1	1	1.6
Hong Kong	1	4	1	2	1	1	2	2	1	1	1.6
Japan	3	1	2	2	1	1	1	3	1	1	1.6
Poland	2	2	3	2	1	1	2	1	1	1	1.6
Canada	3	2	2	2	1	1	1	3	1	1	1.7
Scandinavia	3	3	2	2	1	1	1	2	1	1	1.7
Singapore	3	4	1	3	1	1	1	1	1	1	1.7
Belgium	3	3	2	2	1	1	2	2	1	1	1.8
France	3	1	2	3	1	1	2	3	1	1	1.8
Peru	1	3	2	2	3	2	1	1	1	2	1.8
Philippines	1	2	2	1	3	2	2	1	2	2	1.8
Czech Republic	2	3	2	2	2	1	2	3	1	1	1.9
India	1	1	2	3	2	4	2	1	1	2	1.9
Indonesia	1	1	3	2	3	3	2	1	1	2	1.9
South Korea	2	2	3	3	2	1	1	2	1	2	1.9
Viet Nam	1	2	2	2	3	3	2	1	1	2	1.9
China	1	1	2	3	2	2	2	2	2	3	2.0
Saudi Arabia	2	3	2	2	2	1	2	2	2	2	2.0
Argentina	3	2	2	2	3	2	2	2	1	2	2.1
Italy	3	2	2	3	2	2	2	3	1	1	2.1
Mexico	3	1	2	1	3	2	2	3	2	2	2.1
Thailand	1	2	2	2	3	2	3	2	2	2	2.1
Hungary	2	3	2	2	3	3	2	2	1	2	2.2
Panama	2	4	2	2	2	2	2	2	2	2	2.2
Dominican Republic	2	3	2	3	3	3	2	2	1	2	2.3
Malaysia	1	2	3	3	3	1	3	2	2	3	2.3
Colombia	2	2	2	3	3	2	3	2	3	2	2.4
Turkey	3	2	2	2	2	1	3	3	3	3	2.4
South Africa	3	2	2	2	2	2	3	3	3	3	2.5
Egypt	2	1	2	2	3	3	3	4	3	3	2.6
Brazil	4	1	2	3	2	2	4	4	3	3	2.8
Tunisia	2	4	3	3	2	3	3	3	3	3	2.9
Russia	1	3	3	2	3	4	4	4	4	4	3.2

Country Ranking: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking after the EGS GlobalTeam™ Brand Analysis

Sources: Deloitte, 'Economist', Economist Intelligence Unit, Heritage Foundation, World Bank, Fraser Institute, World Economic Forum, Euromonitor, U.S. Commercial Service, GlobalEdge®, Eules Hermes Risk Monitor

McKinsey, Freidman Report, Boston Consulting Group, GeoFutures, Overseas Private Investment Corporation, the 'Financial Times', International Monetary Fund, 'Foreign Affairs', EGS' GlobalTeam™ on the ground in 35 Countries

Projected 2017 GDP Growth	2017 GDP growth projections are an average of rankings from three sources
Market Size (Customers)	This is a measure of the middle, upper middle and upper class consumers in a country
Legal Concerns for Intl Brands	'1' means low IP and legal risk. '4' means little chance of controlling the brand if there are problems
Ease of International Brand Entry	How open a country is to international brands
Corruption Index	Transparency International Corruption Index. The larger the number the more corruption and the harder it is to do business
Country Infrastructure	What are the road, rail, air and communications standards? How hard is it to get supplies from point 'A' to point 'B'
Political Meltdowns	Stability of the political system, presence of democracy, level of regulation
Economic Disasters	This is an average of research from 10+/- sources
Wars and Unrest	Presence of wars, rebels, insurgents, mobs, martial law
Investment Risk Level	Ability to get cash out, make an acceptable ROI, treatment of foreign companies vs. locals
Overall Country Ranking	Average of all rankings above



processes network confidentiality experience expertise success

Franchise Country Ranking Projections for 2016 Based on GDP Growth

- #1 Highest GDP growth
- #2 Good GDP growth
- #3 Moderate to low growth
- #4 Very low, or no growth
- #5 Not seeing substantial franchise investment at present



EGS clients don't just go global...
They do it with a plan and the resources to succeed.

Who we are:

As the recognized leader in taking U.S. franchises global, here at Edwards Global Services (EGS), we maximize our U.S. franchise clients' return on investment (ROI) by successfully taking U.S. franchises into carefully selected countries.

Our trademarked proven processes, a global in-country associate network, and our vast experience living and working in countries around the world combine to ensure global success.

Why Franchisors Choose EGS to Take Them Global:

Edwards Global Services (EGS) offers a unique combination of experience, processes, network, tools and brand representation that makes taking your U.S. franchise global easier and more successful, start to finish.

EXPERIENCE: EGS executives have 100+ years of international operating executive experience in over 60 countries, across many business sectors and cultures.

PROCESSES: Our processes are defined, proven, and trademarked, and our team is ROI focused so that you're successful sooner.

NETWORK: Our in-country network of proven and trusted associates in 32 countries gives your franchise the best chance for success.

PROVEN, TRADEMARKED GOING GLOBAL TOOLS: Trademarked tools – GlobalPlan™, GlobalVue™, Global-Team™, GlobalProfile™ and LicensePro™ – help determine the countries that are the best fit for your franchise.

ONE BRAND PER SECTOR: We only work with one brand in a sector at a time.

Who We Work For:

Some of the U.S. franchisors that we have worked with: **AbraKadoodle®**, **Arby's®**, **Carl's, Jr.®**, **Cold Stone Creamery®**, **Denny's®**, **Fuddruckers®**, **Grimaldi's Pizzeria®**, **International Dairy Queen**, **Lawry's The Prime Rib®**, **The Melting Pot®**, **Round Table Pizza®**, **The Tilted Kilt®**, **Build-A-Bear Workshop®**, **Great Clips®**, **Massage Heights®**, **Molly Maid®**, **Mr. Handyman®**, **Right At Home®**, **Signs Now®**, **Sky Zone®**, **Sport Clips®**, **Synergy® HomeCare**, **TeamLogicIT®**, **Title Boxing Club®** and **Two Men and A Truck®**



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