

The EGS **General** GlobalVue™ Country Ranking

Countries/Regions	Projected 2018 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Ease Of Intl. Brand Entry	Ease Of Starting A New Business	Corruption Index	Country Infrastructure	Political Meltdowns	Economic Disasters	Wars and Unrest	Investment Risk Level	Overall Country Ranking
Philippines	1	2	2	1	4	3	2	2	1	2	2	2.0
Viet Nam	1	2	2	2	3	3	3	2	1	1	2	2.0
China	1	1	2	3	3	2	2	2	2	2	3	2.1
India	1	1	2	3	4	2	4	2	1	1	2	2.1
Indonesia	1	1	3	2	4	3	3	2	1	1	2	2.1
Malaysia	1	2	3	4	3	1	1	2	2	2	2	2.1
Dominican Republic	1	3	2	3	3	3	3	2	2	1	2	2.3
Egypt	1	1	2	2	1	3	3	3	4	3	3	2.4
New Zealand	2	4	1	1	1	1	1	1	1	1	1	1.4
Chile	2	3	1	1	2	1	1	1	2	1	1	1.5
Ireland	2	4	1	1	1	1	1	1	2	1	1	1.5
Spain	2	1	2	1	2	1	1	2	2	1	1	1.5
Australia	2	2	2	3	1	1	1	1	2	1	1	1.5
Sweden	2	3	2	2	1	1	1	1	2	1	1	1.5
United Arab Emirates	2	2	3	3	2	1	1	1	1	1	1	1.6
Poland	2	2	3	2	3	1	1	2	1	1	1	1.7
South Korea	2	2	3	3	1	2	1	1	2	1	2	1.8
Czech Republic	2	3	2	2	2	2	1	2	3	1	1	1.9
Peru	2	3	2	2	3	3	2	1	1	1	2	2.0
Panama	2	4	2	2	1	2	2	2	2	2	2	2.1
Argentina	2	2	2	2	4	3	2	2	2	1	2	2.2
Hungary	2	3	2	2	2	3	3	2	2	1	2	2.2
Thailand	2	2	2	2	2	3	2	3	2	2	2	2.2
Turkey	2	2	2	2	2	2	1	3	3	3	3	2.3
Taiwan	3	1	2	3	1	1	1	1	1	1	1	1.5
United Kingdom	3	1	2	2	1	1	1	1	2	1	1	1.5
USA	3	1	2	1	2	1	1	2	1	1	1	1.5
Canada	3	2	2	2	1	1	1	1	3	1	1	1.6
Japan	3	1	2	2	2	1	1	1	3	1	1	1.6
Singapore	3	4	1	3	1	1	1	1	1	1	1	1.6
France	3	1	2	3	1	1	1	2	3	1	1	1.7
Germany	3	1	2	3	3	1	1	1	2	1	1	1.7
Hong Kong	3	4	1	2	1	1	1	2	2	1	1	1.7
Italy	3	2	2	3	2	2	2	2	3	1	1	2.1
Mexico	3	1	2	1	3	3	2	2	3	2	2	2.2
Saudi Arabia	3	3	2	2	4	2	1	2	2	2	2	2.3
Colombia	3	2	2	3	2	3	2	3	2	3	2	2.5
Russia	3	3	3	2	1	3	4	4	4	4	4	3.2
South Africa	4	2	2	2	3	2	2	3	3	3	3	2.6
Brazil	4	1	2	3	4	2	2	4	4	3	3	2.9

General Country Ranking: 1 is best, 2.5 is fair, 4 is worst - Sorted on Expected GDP Growth and Overall Country Ranking For Franchise Development In 2018

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 43 Countries

Projected 2018 GDP Growth	2018 GDP growth projections are an average of rankings from three sources. A GDP growth rate if 4%+ = 1, 2.5%-3.9% = 2, 1.0-2.4% = 3 and <1% = 4
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
Ease of Starting A New Business	The steps to starting anew business, like a country license, and/or starting up a new retail or restaurant location varies widely from country to country.
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

The EGS Client Specific GlobalVue™ Country Ranking

Countries/Regions	Specific EGS Client Potential	Projected 2018 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Ease Of Starting A New Business	Ease Of Intl. Brand Entry	Corruption Index	Country Infrastructure	Political Meltdowns	Economic Disasters	Wars and Unrest	Investment Risk Level	Overall Country Ranking
Australia	1	2	2	2	1	3	1	1	1	2	1	1	1.5
Canada	1	3	2	2	1	2	1	1	1	3	1	1	1.6
Indonesia	1	1	1	3	4	2	3	3	2	1	1	2	2.0
Ireland	1	2	4	1	1	1	1	1	1	2	1	1	1.4
Mexico	1	3	1	2	3	1	3	2	2	3	2	2	2.1
Philippines	1	1	2	2	4	1	3	2	2	1	2	2	1.9
Poland	1	2	2	3	3	2	1	1	2	1	1	1	1.7
Saudi Arabia	1	3	3	2	4	2	2	1	2	2	2	2	2.2
Spain	1	2	1	2	2	1	1	1	2	2	1	1	1.4
United Arab Emirates	1	2	2	2	2	3	1	1	1	1	1	1	1.5
United Kingdom	1	3	1	2	1	2	1	1	1	2	1	1	1.4
USA	1	3	1	2	2	1	1	1	2	1	1	1	1.4
Viet Nam	1	1	2	2	3	2	3	3	2	1	1	2	1.9
Argentina	2	2	2	2	4	2	3	2	2	2	1	2	2.2
Brazil	2	3	1	2	4	3	2	2	4	4	3	3	2.8
Chile	2	2	3	1	1	1	1	1	1	2	1	1	1.4
China	2	2	1	2	3	3	2	2	2	2	2	3	2.2
Czech Republic	2	2	3	2	2	2	2	1	2	3	1	1	1.9
Hong Kong	2	3	4	1	1	2	1	1	2	2	1	1	1.8
Hungary	2	2	3	2	2	2	3	3	2	2	1	2	2.2
India	2	1	1	2	4	3	2	4	2	1	1	2	2.1
Japan	2	3	1	2	1	2	1	1	1	3	1	1	1.6
Malaysia	2	1	2	3	3	3	3	1	3	2	2	3	2.3
New Zealand	2	2	4	1	1	1	1	1	1	1	1	1	1.4
Peru	2	1	3	2	3	2	3	2	1	1	1	2	1.9
Singapore	2	3	4	1	1	3	1	1	1	1	1	1	1.7
South Korea	2	2	2	3	1	3	2	1	1	2	1	2	1.8
Taiwan	2	3	1	2	1	3	1	1	1	1	1	1	1.5
Thailand	2	2	2	2	2	2	3	2	3	2	2	2	2.2
Turkey	2	2	2	2	2	2	2	1	3	3	3	3	2.3
Belgium	3	3	3	2	1	2	1	1	2	2	1	1	1.8
Colombia	3	3	2	2	2	3	3	2	3	2	3	2	2.5
Dominican Republic	3	1	3	2	3	3	3	3	2	2	1	2	2.3
Egypt	3	1	1	2	1	2	3	3	3	4	3	3	2.4
France	3	3	1	2	1	3	1	1	2	3	1	1	1.8
Germany	3	3	1	2	3	3	1	1	1	2	1	1	1.8
Italy	3	3	2	2	2	3	2	2	2	3	1	1	2.2
Panama	3	2	4	2	1	2	2	2	2	2	2	2	2.2
Russia	3	3	3	3	1	2	3	4	4	4	4	4	3.2
South Africa	3	3	2	2	3	2	2	2	3	3	3	3	2.6
Sweden	3	2	3	2	1	2	1	1	1	2	1	1	1.7

Country Ranking: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking after the EGS proprietary 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 43 Countries

Specific EGS Client Brand Potential	This priority ranking of an EGS U.S. Franchisor Client is based on our GlobalAssess™ analysis tool, Client brand specifics, EGS experience and that of our in-country GlobalTeam™ Associates
Projected 2018 GDP Growth	2018 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
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Political Meltdowns	Stability of the political system, presence of democracy, level of regulation
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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

Problems Franchisors Face Deciding Whether To Take Their Franchise Global

- **Why should we consider going global with our brand?**
- **Which countries have the highest potential for our specific brand?**
- **Will our brand fit into the culture of other countries?**
- **Are any of the international Internet leads we get worthwhile?**
- **Will we have to change our training, support and marketing programs?**
- **How much management and staff time will all this take?**
- **What will this cost and how much can we make over time?**

The Solution: The EGS **GlobalAssess™ Tool**

- ✓ **Assess the international readiness your brand's systems, staff, training, support, technology and marketing programs**
- ✓ **Define your brand's international potential using EGS' GlobalTeam™ in over 20 countries – the GlobalSurvey™ tool**



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