

The EGS GlobalVue™ Country Ranking

Countries	Projected 2020 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Ease Of Intl. Brand Entry	Ease Of Starting A New Business	Corruption Index	Political Situation	Economic Factors	Investment Risk Level	Overall Country Ranking	Country Trend
Ireland	2	4	1	1	1	1	1	1	1	1.4	■
New Zealand	2	4	1	1	1	1	1	1	1	1.4	■
Canada	3	2	2	2	1	1	1	1	1	1.6	■
Taiwan	2	2	2	2	1	1	2	1	1	1.6	■
USA	3	1	2	1	2	1	2	1	1	1.6	■
France	3	1	2	3	1	1	1	2	1	1.7	▼
Panama	1	4	2	2	1	2	1	1	1	1.7	■
Spain	3	1	2	1	2	1	2	2	1	1.7	▲
Sweden	3	3	2	2	1	1	1	1	1	1.7	■
Japan	3	1	2	3	2	1	1	2	1	1.8	■
United Kingdom	3	1	2	2	1	1	3	2	1	1.8	▼
Australia	3	2	2	3	1	1	2	2	1	1.9	■
Germany	3	1	2	3	3	1	1	2	1	1.9	▼
Poland	2	2	2	3	3	1	2	1	1	1.9	■
Singapore	3	4	1	3	1	1	1	2	1	1.9	▼
United Arab Emirates	3	2	2	2	2	2	1	2	1	1.9	■
Viet Nam	1	2	2	2	3	3	1	1	2	1.9	■
China	1	1	2	3	3	2	2	2	2	2.0	▼
Czech Republic	2	3	2	2	2	2	2	2	1	2.0	■
Indonesia	1	1	2	2	4	3	2	1	2	2.0	▲
Philippines	1	2	2	1	4	3	2	1	2	2.0	▲
Thailand	2	2	2	2	2	3	2	2	1	2.0	▲
Chile	3	3	2	1	2	1	3	3	1	2.1	▼
Colombia	2	2	2	2	2	3	2	2	2	2.1	■
Hungary	2	3	2	2	2	3	2	2	1	2.1	■
India	1	1	2	3	4	2	2	2	2	2.1	▼
Dominican Republic	1	3	2	2	3	3	2	2	2	2.2	■
Egypt	1	1	3	2	1	3	3	3	3	2.2	▼
Hong Kong	3	4	1	2	1	1	4	2	2	2.2	▼
Italy	3	2	2	3	2	2	2	2	2	2.2	▼
Malaysia	1	2	3	4	3	1	2	2	2	2.2	■
South Korea	2	2	3	4	1	2	2	2	2	2.2	■
Turkey	2	2	2	2	2	2	3	3	2	2.2	▲
Saudi Arabia	2	3	2	2	4	2	2	2	2	2.3	■
Mexico	3	1	2	2	3	3	3	3	2	2.4	▼
Brazil	3	1	2	3	4	2	2	4	3	2.7	▲
Peru	2	3	2	2	3	3	4	3	2	2.7	▼
Russia	3	3	3	3	1	3	2	3	3	2.7	▼
South Africa	3	2	3	3	3	2	3	3	3	2.8	▼
Argentina	4	2	2	2	4	3	4	4	4	3.2	▼

Country Ranking As A Place To Do Business in 2020: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking For Franchise Development In 2020

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, Trading Economics
McKinsey, Transparency International, 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 2020 GDP Growth	2020 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	
Political Situation	Stability of the political system, presence of democracy, level of regulation	
Economic Factors	This is an average of research from 10+/- sources	Country Trend
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	



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Since 2001, William Edwards has published the EGS GlobalVue™ country ranking analysis quarterly based on recent activities in countries, feedback from the in-country EGS GlobalTeam™ around the world and continuous review of over 25 international information sources. The following countries have seen changes recently as shown on the attached GlobalVue™ analysis.

Argentina	Negative GDP growth, high inflation, poor election result
Australia	Pro-business government, housing bubble
Brazil	Economy and inflation slowly turning positive
Chile	Population unrest and uncertain future
China	Tariff war and slowing GDP growth
Egypt	Increasing unrest turning foreign investment off
Hong Kong	Violence and unrest impacting business, tourism, GDP
India	Iffy banking sector and government economic policies
Mexico	New government not pro-business, continued unrest
Peru	Government in disarray, population unrest
Philippines	GDP growth continues, very open to foreign brands
Saudi Arabia	Will social changes and economy diversification help?
South Africa	High unemployment, low new investment, corruption
Spain	Employment up, retail rents up, good GDP growth
Thailand	New government encouraging new investment
Turkey	Democracy iffy, economy limping along
United Kingdom	BREXIT and election uncertainty means business worries

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