



The EGS GlobalVue™ Country Ranking - May 2020

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	Long Term Investment Level Risk	Projected Coronavirus Recovery	Overall Country Ranking
New Zealand	3	4	1	1	1	1	1	1	1	2	1.6
Ireland	3	4	1	1	1	1	1	1	1	3	1.7
Taiwan	3	2	2	2	1	1	1	2	1	1	1.6
USA	4	1	2	1	2	1	2	1	1	2	1.7
Canada	4	2	2	2	1	1	1	2	1	3	1.9
Panama	3	4	2	2	1	2	1	1	1	3	2.0
Sweden	4	3	2	2	1	1	1	1	1	3	1.9
France	4	1	2	3	1	1	1	2	1	3	1.9
Japan	4	1	2	3	2	1	1	2	1	3	2.0
Spain	4	1	2	1	2	1	2	2	1	3	1.9
United Kingdom	4	1	2	2	1	1	2	2	1	3	1.9
Australia	4	2	2	3	1	1	2	2	1	3	2.1
Germany	4	1	2	3	3	1	1	2	1	3	2.1
Indonesia	2	1	2	2	4	3	2	1	2	2	2.1
Philippines	2	2	2	1	4	3	2	1	2	2	2.1
Poland	3	2	2	3	3	1	2	1	1	3	2.1
Singapore	4	4	1	3	1	1	1	2	1	3	2.1
Czech Republic	3	3	2	2	2	2	2	2	1	3	2.2
India	2	1	2	3	4	2	2	2	2	2	2.2
Thailand	3	2	2	2	2	3	2	2	1	3	2.2
Viet Nam	3	2	2	2	3	3	2	1	2	2	2.2
Chile	3	3	2	1	2	1	3	3	1	4	2.3
China	3	1	2	3	3	2	2	3	2	2	2.3
Colombia	3	2	2	2	2	3	2	2	2	3	2.3
Hong Kong	4	4	1	2	1	1	3	3	2	2	2.3
South Korea	3	2	3	4	1	2	2	2	2	2	2.3
United Arab Emirates	4	2	2	2	2	2	2	2	1	4	2.3
Dominican Republic	2	3	2	2	3	3	2	2	2	3	2.4
Hungary	3	3	2	2	2	3	3	2	1	3	2.4
Turkey	3	2	2	2	2	2	3	3	2	3	2.4
Italy	3	2	2	3	2	2	3	2	2	3	2.4
Egypt	3	1	3	2	1	3	3	3	3	4	2.6
Saudi Arabia	3	3	2	2	4	2	3	2	2	3	2.6
Malaysia	3	2	3	4	3	1	3	2	2	4	2.7
Mexico	4	1	2	2	3	3	3	3	2	4	2.7
Peru	3	3	2	2	3	3	3	3	2	3	2.7
Russia	4	3	3	3	1	3	2	3	3	4	2.9
Brazil	4	1	2	3	4	2	3	4	3	4	3.0
South Africa	4	2	3	3	3	2	3	3	3	4	3.0
Argentina	4	2	2	2	4	3	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 For 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 of 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 a new 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
Long Term Investment Risk Level	Ability to get cash out, make an acceptable ROI, treatment of foreign companies vs. locals
Projected Coronavirus Recovery	How quickly the country is likely to recover from the coronavirus impact
Overall Country Ranking	Average of all rankings above

Projected Coronavirus Recovery rating based on published data sources, contact with U.S. brands operating in these countries and input from Edwards Global Services Team members in these countries



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Hong Kong	4	4	1	2	1	1	3	3	2	2	2.3
India	2	1	2	3	4	2	2	2	2	2	2.2
Indonesia	2	1	2	2	4	3	2	1	2	2	2.1
New Zealand	3	4	1	1	1	1	1	1	1	2	1.6
Philippines	2	2	2	1	4	3	2	1	2	2	2.1
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Argentina	4	2	2	2	4	3	3	4	4	4	3.2
Brazil	4	1	2	3	4	2	3	4	3	4	3.0
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