

# The EGS GlobalVue™ Country Ranking - December 2020

A Ranking of '1' Is Best, "4" Is Worst

Countries	Projected 2021 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Ease Of Intl. Brand Entry	Ease Of Starting A New Business	Corruption Index (Transparency International)	Political Situation	Economic Factors	Long Term Investment Level Risk	Projected Coronavirus Recovery	Overall Country Ranking
New Zealand	2	4	1	1	1	1	1	1	1	1	1.4
Taiwan	1	2	2	3	1	1	1	1	1	1	1.4
USA	2	1	1	1	2	1	1	2	1	3	1.5
Ireland	2	4	1	1	1	1	1	1	1	2	1.5
Canada	2	2	2	1	1	1	1	2	1	2	1.5
Singapore	2	4	1	3	1	1	1	1	1	1	1.6
Sweden	2	3	1	2	1	1	1	2	1	2	1.6
United Kingdom	2	1	2	2	1	1	1	2	1	3	1.6
China	1	1	2	3	3	2	1	1	2	1	1.7
Japan	3	1	1	3	2	1	1	2	1	2	1.7
Australia	2	3	2	3	1	1	1	2	1	2	1.8
France	3	1	2	3	1	1	1	2	1	3	1.8
Spain	3	1	2	1	2	1	2	2	1	3	1.8
Viet Nam	1	2	2	2	3	3	1	1	1	2	1.8
Germany	2	1	2	3	3	1	1	2	1	2	1.8
Panama	2	4	2	2	1	2	1	2	1	2	1.9
South Korea	2	2	3	3	1	2	2	2	1	1	1.9
Poland	2	2	2	2	3	1	2	2	2	2	2.0
Czech Republic	3	3	2	2	2	2	2	2	1	2	2.1
India	1	1	2	3	4	2	2	2	2	2	2.1
Indonesia	1	1	2	2	4	3	2	2	2	2	2.1
Philippines	1	2	2	1	4	3	2	1	2	3	2.1
United Arab Emirates	3	2	2	2	2	2	2	2	1	3	2.1
Colombia	3	2	2	2	2	3	2	2	2	2	2.2
Israel	2	4	2	3	2	2	2	2	1	2	2.2
Italy	3	2	2	2	2	2	2	3	2	2	2.2
Thailand	2	2	2	2	2	3	2	2	2	3	2.2
Chile	3	3	1	2	2	1	3	3	2	3	2.3
Dominican Republic	2	3	2	2	3	3	2	2	2	2	2.3
Egypt	2	1	2	2	1	3	3	3	3	3	2.3
Hong Kong	3	4	2	2	1	1	3	3	2	2	2.3
Hungary	2	3	2	2	2	3	2	3	2	2	2.3
Malaysia	1	2	3	3	3	1	3	2	2	3	2.3
Mexico	2	1	2	2	3	3	3	2	2	3	2.3
Saudi Arabia	2	3	2	2	4	2	2	2	2	2	2.3
Turkey	2	2	2	2	2	2	3	3	3	3	2.4
Brazil	2	1	2	3	4	2	3	3	2	3	2.5
Peru	2	3	2	2	3	3	3	3	2	3	2.6
Russia	3	3	4	3	1	3	2	3	3	3	2.8
Argentina	4	2	2	2	4	3	3	4	3	3	3.0
South Africa	4	2	3	3	3	2	3	4	3	4	3.1

Country Ranking As A Place To Do Business in 2021: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking For New Business Development For 2021

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™ covering 40 Countries

Projected 2021 GDP Growth	2021 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 who could be customers at an international brand
Legal Concerns for Intl Brands	'1' means low IP and legal risk. '4' means little chance of controlling the brand if there are problems. Also difficulty granting licenses in a country
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 in 2021 (as of early December 2020)
Overall Country Ranking	Average of all factors above

Projected Coronavirus Recovery rating is based on published data sources, contact with U.S. brands operating in these countries and input from Edwards Global Services Team members covering 43 countries