

The EGS GlobalVue™ Country Ranking - October 2021

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

Countries	Projected 2022 GDP Growth	Market Size (Customers)	Legal Concerns For Intl. Brands	Overall Ease Of Doing Business	Ease Of Intl. Brand Entry	Ease Of Starting A New Business	Corruption Index (Transparency International)	Political Stability	Economic Stability	Long Term Investment Level Risk	2022 Projected Coronavirus Recovery	Overall Country Ranking For 2022
United Kingdom	2	1	1	1	1	1	1	1	1	1	1	1.1
USA	1	1	2	1	1	2	1	1	1	1	1	1.2
Spain	2	1	2	1	1	2	1	1	1	1	1	1.3
Canada	2	2	2	1	1	1	1	1	1	1	2	1.4
France	1	1	2	1	3	2	1	1	1	1	1	1.4
New Zealand	2	4	1	1	1	1	1	1	1	1	2	1.5
Sweden	2	3	1	1	2	1	1	1	1	1	2	1.5
Taiwan	1	2	2	1	2	1	2	1	1	1	2	1.5
United Arab Emirates	2	2	2	1	2	2	1	1	1	1	1	1.5
Australia	2	3	2	1	2	1	1	1	1	1	2	1.5
Ireland	2	4	2	1	1	1	1	1	1	1	2	1.5
Israel	1	4	1	1	2	2	1	2	1	1	1	1.5
Japan	3	1	1	1	3	2	1	1	1	1	2	1.5
Netherlands	2	3	2	1	2	2	1	1	1	1	1	1.5
Singapore	2	4	1	1	3	1	1	1	1	1	1	1.5
Italy	2	2	2	2	2	2	2	1	1	1	1	1.6
South Korea	1	2	3	1	3	2	1	1	1	1	2	1.6
Czech Republic	2	3	2	1	2	2	2	1	1	1	2	1.7
Germany	2	1	2	1	3	3	1	2	1	1	2	1.7
China	1	1	2	1	3	2	2	2	2	2	2	1.8
Poland	2	2	2	1	2	3	1	2	1	2	2	1.8
Chile	2	3	1	2	2	2	1	2	2	2	2	1.9
Hungary	2	3	2	2	2	2	2	1	1	2	2	1.9
Malaysia	1	2	3	1	3	3	1	2	2	2	1	1.9
Saudi Arabia	2	3	2	2	2	3	2	1	2	1	2	2.0
Turkey	2	2	2	1	2	2	2	3	2	2	2	2.0
Viet Nam	1	2	2	2	2	2	3	2	2	2	2	2.0
Hong Kong	2	4	2	1	2	1	1	3	2	3	2	2.1
India	1	1	2	2	3	4	2	2	2	2	2	2.1
Panama	2	4	2	2	2	1	3	1	2	2	2	2.1
Thailand	2	2	2	1	2	2	3	2	2	2	3	2.1
Colombia	2	2	2	2	2	2	3	3	2	2	3	2.3
Egypt	2	1	2	3	2	2	3	2	3	2	3	2.3
Indonesia	2	1	2	2	2	3	3	2	3	2	3	2.3
Dominican Republic	2	3	2	3	2	2	4	2	2	2	2	2.4
Mexico	2	1	2	2	2	3	3	3	2	3	3	2.4
Philippines	2	2	2	2	1	3	3	3	3	2	3	2.4
Pakistan	1	2	2	3	2	3	3	3	3	3	2	2.5
Brazil	2	1	2	3	3	4	3	3	3	3	3	2.7
Peru	2	3	2	2	2	3	3	4	3	3	3	2.7
Russia	2	3	4	1	3	2	3	3	3	4	3	2.8
Argentina	3	2	2	3	2	4	2	4	4	3	3	2.9
South Africa	3	2	3	2	3	3	2	4	4	3	4	3.0

Country Ranking As A Place To Do Business in 2022: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking For New Business Development For 2022

Sources: Deloitte, the 'Economist', Economist Intelligence Unit, Stratfor, Caixin, Heritage Foundation, World Bank, Fraser Institute, World Economic Forum, Euromonitor, U.S. Commercial Service, Eules Hermes Risk Monitor, Trading Economics, Our World In Data, Bloomberg, Council on Foreign
McKinsey, Transparency International, Boston Consulting Group, Geopolitical Futures, Overseas Private Investment Corporation, the 'Financial Times', International Monetary Fund, 'Foreign Affairs', EGS' GlobalTeam™ covering 43 Countries

Projected 2022 GDP Growth 2021 GDP growth projections are an average of rankings from three sources. A 2021 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 intellectual property and legal risk. '4' means little chance of controlling the brand if there are problems and difficulty granting licenses in a country

Overall Ease of Doing Business Where a country ranks as a place to do business on the 190 country Doing Business Index published by the World Bank

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 Stability Stability of the political system, presence of democracy, level of regulation

Economic Stability 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 be significantly vaccinated and open for business

Overall Country Ranking Average of all factors above

Green countries will see new project investment in 2022
Yellow countries will likely see new project investment in 2022
Red countries will likely recover sufficiently to see major new project investment by 2023

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