

# The EGS GlobalVue™ Country Ranking - December 2021 - A Ranking of '1' Is Best, '4' Is Worst

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

## Country Rankings As Places 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

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|-----------------------------------|--|--|
| Projected 2022 Real GDP Growth    | 2022 real 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.              | Green countries will see likely new project investment in 2022<br>Yellow countries may see new project investment in 2022  |
| Corruption Index                  | Transparency International Corruption Index. The larger the number the more corruption and the harder it is to do business   | Red countries will not likely recover sufficiently to see major new project investment until 2023  |
| Country Political Stability       | Stability of the political system, presence of democracy, level of regulation  |  |
| Country 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   | 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 |
| Overall Country Ranking           | Average of all factors above   |  |