

The EGS GlobalVue™ Country Ranking - March 2022 - 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 International Brand Entry	Ease Of Starting A New Business	Corruption Index (Transparency International)	Country Political & Economic Stability	Long Term Investment Level Risk	2022 Projected Coronavirus Recovery	Overall Country Ranking
United Kingdom	2	1	1	1	1	1	1	1	1	1	1.1
Spain	2	1	2	1	1	2	1	1	1	1	1.3
USA	2	1	2	1	1	2	1	1	1	1	1.3
Japan	2	1	1	1	3	2	1	1	1	1	1.4
Sweden	2	3	1	1	2	1	1	1	1	1	1.4
Taiwan	1	2	2	1	2	1	2	1	1	1	1.4
Canada	2	2	3	1	1	1	1	1	1	2	1.5
France	2	1	2	1	3	2	1	1	1	1	1.5
Israel	1	4	1	1	2	2	1	1	1	1	1.5
New Zealand	2	4	1	1	1	1	1	1	1	2	1.5
United Arab Emirates	2	2	2	1	2	2	1	1	1	1	1.5
Australia	2	3	3	1	2	1	1	1	1	1	1.6
Germany	2	1	2	1	3	3	1	1	1	1	1.6
Ireland	2	4	2	1	1	1	1	1	1	2	1.6
Singapore	1	4	1	1	3	1	1	1	1	2	1.6
Italy	2	2	2	2	2	2	2	1	1	1	1.7
Netherlands	2	3	2	1	2	2	1	1	1	2	1.7
South Korea	1	2	3	1	3	2	1	1	1	2	1.7
Czech Republic	2	3	2	1	2	2	2	1	1	2	1.8
Poland	2	2	2	1	2	3	1	2	2	2	1.9
Saudi Arabia	2	2	2	2	2	3	2	1	2	1	1.9
Chile	3	3	1	2	2	2	1	2	2	2	2.0
Egypt	1	1	2	3	2	2	3	2	2	2	2.0
Hungary	2	3	2	2	2	2	2	2	1	2	2.0
India	1	1	2	2	3	3	2	2	2	2	2.0
Malaysia	1	2	3	1	3	3	1	2	2	2	2.0
Thailand	2	2	2	1	2	2	3	2	2	2	2.0
Viet Nam	1	2	2	2	2	2	3	2	2	2	2.0
China	2	1	2	1	3	2	2	2	3	3	2.1
Colombia	2	2	2	2	2	2	3	2	2	2	2.1
Panama	2	4	2	2	2	1	3	1	2	2	2.1
Indonesia	2	1	2	2	2	3	3	2	2	3	2.2
Mexico	2	1	2	2	2	3	3	3	2	2	2.2
Turkey	3	2	2	1	2	2	2	3	3	2	2.2
Dominican Republic	2	3	2	3	2	2	3	2	2	2	2.3
Philippines	2	2	2	2	1	3	3	3	2	3	2.3
Pakistan	1	2	2	3	2	3	3	3	3	2	2.4
Argentina	3	2	2	3	2	4	2	4	3	2	2.7
Russia	2	3	4	1	3	2	3	3	3	3	2.7
Brazil	3	1	2	3	3	4	3	3	3	3	2.8
Peru	3	3	2	2	2	3	3	4	3	3	2.8
South Africa	3	2	3	2	3	3	2	4	3	3	2.8

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 Affairs, McKinsey, Transparency International, Boston Consulting Group, Geopolitical Futures, Overseas Private Investment Corporation, the 'Financial Times', International Monetary Fund, 'Foreign Affairs' and the EGS' GlobalTeam™ covering 43 Countries

Projected 2022 GDP Growth	2022 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	
Country Political & Economic Stability	Stability of the political system, presence of democracy, level of regulation	
Long Term Investment Risk Level	Ability to get cash out, make an acceptable ROI, treatment of foreign companies vs. locals	Projected Coronavirus Recovery rating is based on published data sources, contact with international brands
Projected Coronavirus Recovery	How quickly the country is likely to be significantly vaccinated and open for business	operating in these countries and input from Edwards Global Services Team members covering 43 countries
Overall Country Ranking	Average of all factors above	