

The EGS GlobalVue™ Country Ranking - May 2024 - '1' Is Best, "4" Is Worst

Countries	Projected 2024 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)	Political & Economic Stability	Ease Of Finding Investors In 2024-2025	Overall Country Ranking Average
United Kingdom	4	1	1	1	1	1	1	1	2	1.4
USA	3	1	2	1	1	1	1	1	2	1.4
Spain	3	1	2	1	1	2	1	1	2	1.6
Canada	3	2	2	1	2	1	1	1	2	1.7
Japan	3	1	1	2	2	2	1	1	2	1.7
New Zealand	3	4	1	1	1	1	1	1	2	1.7
Australia	3	3	3	1	2	1	1	1	1	1.8
France	4	1	2	2	2	1	1	1	2	1.8
Ireland	3	4	2	1	1	1	1	1	2	1.8
Netherlands	3	3	2	1	2	1	1	1	2	1.8
Singapore	2	4	1	1	3	1	1	1	2	1.8
Thailand	1	2	2	1	2	1	3	2	2	1.8
United Arab Emirates	1	4	2	2	2	1	1	1	2	1.8
Indonesia	1	1	2	2	2	2	3	2	2	1.9
Philippines	1	2	2	2	1	2	3	2	2	1.9
Poland	2	2	2	2	2	2	1	1	3	1.9
Sweden	4	3	2	1	2	1	1	1	2	1.9
India	1	1	2	3	2	3	2	2	2	2.0
Israel	3	4	1	1	2	1	1	2	3	2.0
Mexico	2	1	2	2	2	2	3	2	2	2.0
Saudi Arabia	3	2	2	2	2	2	2	2	1	2.0
South Korea	2	2	3	2	3	2	1	1	2	2.0
China	1	1	2	3	3	2	2	2	3	2.1
Italy	4	2	2	2	2	2	2	1	2	2.1
Panama	2	4	2	2	1	1	3	2	2	2.1
Taiwan	2	2	2	2	2	2	2	2	3	2.1
Turkey	2	2	2	2	2	2	2	3	2	2.1
Viet Nam	1	2	2	2	2	3	3	2	2	2.1
Chile	3	3	2	2	2	2	1	2	3	2.2
Czech Republic	3	3	2	2	2	2	2	1	3	2.2
Dominican Republic	2	3	2	2	1	3	3	2	2	2.2
Germany	4	1	2	2	3	3	1	1	3	2.2
Malaysia	1	2	3	2	3	3	1	2	3	2.2
Colombia	3	2	2	2	2	2	3	3	2	2.3
Hungary	3	3	2	2	2	2	2	3	2	2.3
Romania	1	3	2	2	2	3	3	2	3	2.3
Egypt	3	1	2	3	2	2	3	3	3	2.4
Brazil	3	1	2	3	3	3	3	2	3	2.6
Argentina	4	2	2	3	2	3	2	3	4	2.8
Pakistan	3	2	2	3	2	2	3	4	4	2.8
Peru	3	3	2	2	2	3	3	4	4	2.9
South Africa	3	2	3	3	3	3	2	4	4	3.0

Projected Country Rankings As Places To Do Business in May 2024: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking

Sources: Deloitte, the 'Economist', Economist Intelligence Unit, Stratfor, Caixin, Heritage Foundation, World Bank, World Economic Forum, Euromonitor, U.S. Commercial Service, Eules Hermes Risk Monitor, Our World In Data, Bloomberg, Council on Foreign Affairs, World Affairs, Caixin Global	
McKinsey & Co., Geopolitical Futures, Statista, Transparency International, Boston Consulting Group, Geopolitical Futures, Overseas Private Investment Corporation, the 'Financial Times', International Monetary Fund, 'Foreign Affairs', Visual Capitalist and the EGS' GlobalTeam™ covering 27 Countries	
Projected 2024 GDP Growth	2024 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)	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 Green countries are considered highest priority for new investment in 2024
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
Ease of Finding Investors in 2024-2024	Ability to find investors willing to fund new projects in their country in 2024-2024
Overall Country Ranking	Average of all factors

The EGS GlobalVue™ Country Ranking - May 2024 - '1' Is Best, "4" Is Worst

Countries	Specific Franchise Brand Country Fit	Projected 2024 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)	Political & Economic Stability	Ease Of Finding Investors In 2024-2025	Overall Country Ranking Average
Canada	1	3	2	2	1	2	1	1	1	2	1.7
New Zealand	1	3	4	1	1	1	1	1	1	2	1.7
Spain	1	3	1	2	1	1	2	1	1	2	1.6
United Kingdom	1	4	1	1	1	1	1	1	1	2	1.4
USA	1	3	1	2	1	1	1	1	1	2	1.4
Argentina	2	4	2	2	3	2	3	2	3	4	2.8
Australia	2	3	3	3	1	2	1	1	1	1	1.8
Brazil	2	3	1	2	3	3	3	3	2	3	2.6
Chile	2	3	3	2	2	2	2	1	2	3	2.2
Colombia	2	3	2	2	2	2	2	3	3	2	2.3
Czech Republic	2	3	3	2	2	2	2	2	1	3	2.2
Dominican Republic	2	2	3	2	2	1	3	3	2	2	2.2
Egypt	2	3	1	2	3	2	2	3	3	3	2.4
France	2	4	1	2	2	2	1	1	1	2	1.8
Germany	2	4	1	2	2	3	3	1	1	3	2.2
Hungary	2	3	3	2	2	2	2	2	3	2	2.3
Ireland	2	3	4	2	1	1	1	1	1	2	1.8
Israel	2	3	4	1	1	2	1	1	2	3	2.0
Italy	2	4	2	2	2	2	2	2	1	2	2.1
Japan	2	3	1	1	2	2	2	1	1	2	1.7
Mexico	2	2	1	2	2	2	2	3	2	2	2.0
Netherlands	2	3	3	2	1	2	1	1	1	2	1.8
Peru	2	3	3	2	2	2	3	3	4	4	2.9
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Saudi Arabia	2	3	2	2	2	2	2	2	2	1	2.0
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China	3	1	1	2	3	3	2	2	2	3	2.1
India	3	1	1	2	3	2	3	2	2	2	2.0
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Pakistan	3	3	2	2	3	2	2	3	4	4	2.8
Panama	3	2	4	2	2	1	1	3	2	2	2.1
Romania	3	1	3	2	2	2	3	3	2	3	2.3
South Africa	3	3	2	3	3	3	3	2	4	4	3.0
South Korea	3	2	2	3	2	3	2	1	1	2	2.0
Sweden	3	4	3	2	1	2	1	1	1	2	1.9
Taiwan	3	2	2	2	2	2	2	2	2	3	2.1
Thailand	3	1	2	2	1	2	1	3	2	2	1.8
Viet Nam	3	1	2	2	2	2	3	3	2	2	2.1
Singapore	4	2	4	1	1	3	1	1	1	2	1.8

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Sources: Deloitte, the 'Economist', Economist Intelligence Unit, Stratfor, Caixin, Heritage Foundation, World Bank, World Economic Forum, Euromonitor, U.S. Commercial Service, Eules Hermes Risk Monitor, Our World In Data, Bloomberg, Council on Foreign Affairs, World Affairs, Caixin Global McKinsey & Co., Geopolitical Futures, Statista, Transparency International, Boston Consulting Group, Geopolitical Futures, Overseas Private Investment Corporation, the 'Financial Times', International Monetary Fund, 'Foreign Affairs', Visual Capitalist and the EGS' GlobalTeam™ covering 27 Countries

Specific Franchise Brand Country Fit	How well does the specific franchise brand fit into the country's culture, demographic and economy based on the EGS GlobalAsses™ analysis tool
Projected 2024 GDP Growth	2024 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
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Specific brand countru priority analysis based on EGS' GlobalAsses™ tool