

The EGS GlobalVue™ - April 2026 - '1' Is Best, "4" Is Worst

| Countries | Country Priority For Specific Franchise | Projected 2026 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 New Investors In 2026 | Overall Country Ranking Average |
|----------------------|---|---------------------------|-------------------------|---------------------------------|--------------------------------|-----------------------------------|---------------------------------|---|--------------------------------|---------------------------------------|---------------------------------|
| Canada | 1 | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 1.8 |
| Saudi Arabia | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1.7 |
| United Arab Emirates | 1 | 1 | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1.6 |
| USA | 1 | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1.4 |
| Argentina | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2.2 |
| Australia | 2 | 3 | 3 | 3 | 1 | 3 | 1 | 1 | 1 | 2 | 2.0 |
| Brazil | 2 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2.4 |
| Chile | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2.1 |
| China | 2 | 1 | 1 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2.2 |
| Colombia | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2.4 |
| Egypt | 2 | 1 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 2.3 |
| France | 2 | 4 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 3 | 1.9 |
| Hungary | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2.4 |
| India | 2 | 1 | 1 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2.1 |
| Indonesia | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1.9 |
| Ireland | 2 | 3 | 4 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 1.9 |
| Israel | 2 | 1 | 4 | 1 | 1 | 2 | 1 | 1 | 2 | 3 | 1.8 |
| Mexico | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2.1 |
| Netherlands | 2 | 3 | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 1.9 |
| New Zealand | 2 | 3 | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1.7 |
| Panama | 2 | 1 | 4 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 2.0 |
| Philippines | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 1.9 |
| Spain | 2 | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1.4 |
| Sweden | 2 | 3 | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 3 | 2.0 |
| Turkey | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 3 | 2.1 |
| United Kingdom | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1.3 |
| Viet Nam | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2.0 |
| Czech Republic | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 2 | 1 | 3 | 2.1 |
| Germany | 3 | 4 | 1 | 2 | 2 | 3 | 1 | 1 | 1 | 3 | 2.0 |
| Italy | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 2.2 |
| Japan | 3 | 4 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 1.7 |
| Malaysia | 3 | 1 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2.3 |
| Peru | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2.3 |
| Poland | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 3 | 1.9 |
| Singapore | 3 | 3 | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1.8 |
| South Africa | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 3.1 |
| South Korea | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2.4 |
| Taiwan | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2.2 |
| Thailand | 3 | 3 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 2.1 |

Projected Country Rankings As Places To Do Business in 2026: 1 is best, 2.5 is fair, 4 is worst - Sorted on Priority For A Specific Franchise

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|---|--|
| Country Priority For Specific Franchise | Country priority based on parameters related to a specific franchise |
| Projected 2026 GDP Growth | 2026 GDP growth projections are an average of rankings from three sources. A projected 2026 GDP growth rate of 4%+ = 1, 2.5%-3.9% = 2, 1.0-2.4% = 3 and <1% = 4. The IMF is the primary source |
| 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 |
| 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 2026 | Ability to find investors willing to fund new projects in their country in 2026 |
| Overall Country Ranking | Overall country ranking as places to do business based on an average of all parameters |

Countries in green rose up the ranking significantly this quarter

Countries in red dropped down the ranking significantly this quarter