

## The EGS GlobalVue™ - July 2026 - ‘1’ Is Best, “4” Is Worst

| Countries                                                                                                                                | 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 2026-2027 | Overall Country Ranking Average |
|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------------|--------------------------------|-----------------------------------|---------------------------------|-----------------------------------------------|--------------------------------|--------------------------------------------|---------------------------------|
| Spain                                                                                                                                    | 3                                                                                                                                                                                              | 1                       | 2                               | 1                              | 1                                 | 1                               | 1                                             | 1                              | 1                                          | 1.3                             |
| United Kingdom                                                                                                                           | 3                                                                                                                                                                                              | 1                       | 1                               | 1                              | 1                                 | 1                               | 1                                             | 2                              | 1                                          | 1.3                             |
| USA                                                                                                                                      | 2                                                                                                                                                                                              | 1                       | 2                               | 1                              | 1                                 | 1                               | 1                                             | 1                              | 2                                          | 1.3                             |
| Japan                                                                                                                                    | 4                                                                                                                                                                                              | 1                       | 1                               | 2                              | 2                                 | 1                               | 1                                             | 1                              | 2                                          | 1.7                             |
| New Zealand                                                                                                                              | 3                                                                                                                                                                                              | 4                       | 1                               | 1                              | 1                                 | 1                               | 1                                             | 1                              | 2                                          | 1.7                             |
| Singapore                                                                                                                                | 2                                                                                                                                                                                              | 4                       | 1                               | 1                              | 2                                 | 1                               | 1                                             | 1                              | 2                                          | 1.7                             |
| Canada                                                                                                                                   | 3                                                                                                                                                                                              | 2                       | 2                               | 1                              | 2                                 | 1                               | 1                                             | 1                              | 3                                          | 1.8                             |
| Poland                                                                                                                                   | 2                                                                                                                                                                                              | 2                       | 2                               | 2                              | 2                                 | 1                               | 2                                             | 1                              | 2                                          | 1.8                             |
| United Arab Emirates                                                                                                                     | 1                                                                                                                                                                                              | 4                       | 1                               | 1                              | 2                                 | 1                               | 1                                             | 2                              | 3                                          | 1.8                             |
| France                                                                                                                                   | 4                                                                                                                                                                                              | 1                       | 2                               | 2                              | 2                                 | 1                               | 1                                             | 1                              | 3                                          | 1.9                             |
| Indonesia                                                                                                                                | 1                                                                                                                                                                                              | 1                       | 2                               | 2                              | 2                                 | 2                               | 3                                             | 2                              | 2                                          | 1.9                             |
| Ireland                                                                                                                                  | 3                                                                                                                                                                                              | 4                       | 2                               | 1                              | 1                                 | 1                               | 1                                             | 1                              | 3                                          | 1.9                             |
| Netherlands                                                                                                                              | 3                                                                                                                                                                                              | 3                       | 2                               | 1                              | 2                                 | 1                               | 1                                             | 1                              | 3                                          | 1.9                             |
| Australia                                                                                                                                | 3                                                                                                                                                                                              | 3                       | 3                               | 1                              | 3                                 | 1                               | 1                                             | 1                              | 2                                          | 2.0                             |
| Chile                                                                                                                                    | 3                                                                                                                                                                                              | 3                       | 2                               | 2                              | 2                                 | 1                               | 2                                             | 1                              | 2                                          | 2.0                             |
| Germany                                                                                                                                  | 4                                                                                                                                                                                              | 1                       | 2                               | 2                              | 3                                 | 1                               | 1                                             | 1                              | 3                                          | 2.0                             |
| Israel                                                                                                                                   | 2                                                                                                                                                                                              | 4                       | 1                               | 1                              | 2                                 | 1                               | 1                                             | 3                              | 3                                          | 2.0                             |
| Panama                                                                                                                                   | 1                                                                                                                                                                                              | 4                       | 2                               | 2                              | 1                                 | 1                               | 3                                             | 2                              | 2                                          | 2.0                             |
| Philippines                                                                                                                              | 1                                                                                                                                                                                              | 2                       | 2                               | 2                              | 1                                 | 2                               | 3                                             | 2                              | 3                                          | 2.0                             |
| Saudi Arabia                                                                                                                             | 1                                                                                                                                                                                              | 2                       | 2                               | 2                              | 2                                 | 2                               | 2                                             | 2                              | 3                                          | 2.0                             |
| Sweden                                                                                                                                   | 3                                                                                                                                                                                              | 3                       | 2                               | 2                              | 2                                 | 1                               | 1                                             | 1                              | 3                                          | 2.0                             |
| Viet Nam                                                                                                                                 | 1                                                                                                                                                                                              | 2                       | 2                               | 2                              | 2                                 | 2                               | 3                                             | 2                              | 2                                          | 2.0                             |
| China                                                                                                                                    | 1                                                                                                                                                                                              | 1                       | 2                               | 3                              | 3                                 | 2                               | 3                                             | 2                              | 2                                          | 2.1                             |
| Colombia                                                                                                                                 | 2                                                                                                                                                                                              | 2                       | 2                               | 2                              | 2                                 | 2                               | 3                                             | 2                              | 2                                          | 2.1                             |
| Czech Republic                                                                                                                           | 3                                                                                                                                                                                              | 3                       | 2                               | 2                              | 2                                 | 1                               | 2                                             | 1                              | 3                                          | 2.1                             |
| Hungary                                                                                                                                  | 3                                                                                                                                                                                              | 3                       | 2                               | 2                              | 2                                 | 2                               | 2                                             | 1                              | 2                                          | 2.1                             |
| India                                                                                                                                    | 1                                                                                                                                                                                              | 1                       | 2                               | 3                              | 3                                 | 2                               | 3                                             | 2                              | 2                                          | 2.1                             |
| Italy                                                                                                                                    | 4                                                                                                                                                                                              | 2                       | 2                               | 2                              | 2                                 | 2                               | 2                                             | 1                              | 2                                          | 2.1                             |
| Mexico                                                                                                                                   | 3                                                                                                                                                                                              | 1                       | 2                               | 2                              | 2                                 | 2                               | 3                                             | 2                              | 2                                          | 2.1                             |
| Thailand                                                                                                                                 | 3                                                                                                                                                                                              | 2                       | 2                               | 1                              | 2                                 | 1                               | 3                                             | 2                              | 3                                          | 2.1                             |
| Turkey                                                                                                                                   | 2                                                                                                                                                                                              | 2                       | 2                               | 2                              | 2                                 | 1                               | 3                                             | 2                              | 3                                          | 2.1                             |
| Argentina                                                                                                                                | 1                                                                                                                                                                                              | 2                       | 2                               | 3                              | 2                                 | 3                               | 3                                             | 2                              | 2                                          | 2.2                             |
| Taiwan                                                                                                                                   | 3                                                                                                                                                                                              | 2                       | 2                               | 2                              | 2                                 | 2                               | 2                                             | 2                              | 3                                          | 2.2                             |
| Egypt                                                                                                                                    | 1                                                                                                                                                                                              | 1                       | 2                               | 3                              | 2                                 | 2                               | 3                                             | 3                              | 4                                          | 2.3                             |
| Peru                                                                                                                                     | 2                                                                                                                                                                                              | 3                       | 2                               | 2                              | 2                                 | 2                               | 3                                             | 2                              | 3                                          | 2.3                             |
| Brazil                                                                                                                                   | 3                                                                                                                                                                                              | 1                       | 2                               | 3                              | 3                                 | 3                               | 3                                             | 2                              | 2                                          | 2.4                             |
| Malaysia                                                                                                                                 | 1                                                                                                                                                                                              | 2                       | 3                               | 3                              | 3                                 | 2                               | 2                                             | 3                              | 3                                          | 2.4                             |
| South Korea                                                                                                                              | 3                                                                                                                                                                                              | 2                       | 3                               | 3                              | 3                                 | 2                               | 2                                             | 2                              | 2                                          | 2.4                             |
| South Africa                                                                                                                             | 3                                                                                                                                                                                              | 2                       | 3                               | 4                              | 3                                 | 2                               | 3                                             | 4                              | 4                                          | 3.1                             |
| Projected Country Rankings As Places To Do Business in July 2026: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking |                                                                                                                                                                                                |                         |                                 |                                |                                   |                                 |                                               |                                |                                            |                                 |
| 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                                                                                                         |                         |                                 |                                |                                   |                                 |                                               |                                |                                            |                                 |