

GlobalVue™ : International Franchise Market Ranking

| Country Or Region | Expected 2010 GDP Growth | Ease Of Starting A Business | Market Size | Ease Of Market Entry | Legal Concerns | Political Risk (Stability) | Overall Ranking |
|------------------------|--------------------------|-----------------------------|-------------|----------------------|----------------|----------------------------|-----------------|
| Brazil | 1 | 3 | 1 | 2 | 2 | 1 | 1.7 |
| Urban China | 1 | 2 | 1 | 2 | 2 | 2 | 1.7 |
| South Korea | 1 | 1 | 2 | 2 | 3 | 2 | 1.8 |
| India | 1 | 3 | 1 | 3 | 2 | 2 | 2.0 |
| Indonesia | 1 | 3 | 1 | 2 | 3 | 2 | 2.0 |
| Viet Nam | 1 | 4 | 2 | 1 | 2 | 2 | 2.0 |
| Malaysia | 1 | 3 | 2 | 3 | 3 | 2 | 2.3 |
| USA | 2 | 1 | 1 | 1 | 2 | 1 | 1.3 |
| Canada | 2 | 1 | 2 | 2 | 2 | 1 | 1.7 |
| Singapore | 2 | 1 | 4 | 1 | 1 | 1 | 1.7 |
| Australia | 2 | 1 | 2 | 3 | 2 | 1 | 1.8 |
| Hong Kong | 2 | 1 | 4 | 2 | 1 | 1 | 1.8 |
| Mexico | 2 | 2 | 1 | 2 | 2 | 3 | 2.0 |
| Turkey | 2 | 3 | 2 | 1 | 2 | 2 | 2.0 |
| Russia | 2 | 3 | 2 | 3 | 4 | 3 | 2.8 |
| Japan | 3 | 1 | 1 | 2 | 2 | 1 | 1.7 |
| Scandinavia | 3 | 1 | 2 | 1 | 2 | 1 | 1.7 |
| Spain | 3 | 1 | 1 | 2 | 2 | 1 | 1.7 |
| United Kingdom | 3 | 1 | 1 | 2 | 2 | 1 | 1.7 |
| Germany | 3 | 1 | 1 | 3 | 2 | 1 | 1.8 |
| France | 3 | 2 | 1 | 3 | 2 | 1 | 2.0 |
| South Africa | 3 | 2 | 2 | 1 | 2 | 2 | 2.0 |
| Middle East Region/GCC | 3 | 3 | 2 | 2 | 2 | 2 | 2.3 |
| Poland | 3 | 2 | 2 | 2 | 3 | 2 | 2.3 |
| Thailand | 3 | 2 | 2 | 2 | 2 | 3 | 2.3 |
| Ireland | 4 | 1 | 4 | 2 | 1 | 1 | 2.2 |
| Italy | 4 | 2 | 2 | 2 | 2 | 1 | 2.2 |

Country Ranking: 1 is excellent, 2.5 is good, 4 is bad

Source: EGS' literature research, our licensing activity in 25 countries and input from our 40 Member EGS GlobalTeam™ based in 28 countries

Hot International Franchise Sectors For 2010

Automotive – After market products and services
 Children's Education – At all levels
 Management Training and Coaching
 Commercial Services - Facility management, cleaning, handyman, security
 Personal Services – Handyman, maid, mobile, fitness, personal care
 Specialty Food & Retail – Mall anchor concepts, theme brands, ethnic foods, well known pizza brands

Hot Franchise Markets For 2010/2011

Brazil – Strong growth, high level of franchising
 China – Focused on 1st and 2nd Tier Cities
 India – Strong desire for food and retail brands
 The Middle East - Egypt, Saudi Arabia, GCC except Dubai
 S.E. Asia – Indonesia, Malaysia, Singapore – special niche brands
 2011: Chile, Mexico, Peru, Scandinavia, South Africa, Spain, Turkey and Viet Nam

Taking Your Franchise Global Successfully

Assess your internal readiness - training, support, marketing, intranet
 Determine the countries where your franchise has the highest potential Return On Investment
 Build a 3-5 year business plan that prioritizes your top countries
 Follow a clear and proven international development process
 Use a cost effective international development marketing program
Contact EGS to accomplish all of the above: info@egs-intl.com