

## Franchise statistics in the world by region - 2006 update

Last update: October 2006

Sources: country statistics are provided by the national franchise association

Year of statistics cited: 2005/2006 except where mentioned otherwise

Note : Totals have been made on columns with complete data only. Totals have not been made on the TURNOVER column as figures are cited in USD or Euro;

| Region/Country           | Number of franchise brands | Number of outlets  |                       |                | turnover (in billion USD or Euro) |                       |                       |
|--------------------------|----------------------------|--------------------|-----------------------|----------------|-----------------------------------|-----------------------|-----------------------|
|                          |                            | franchised outlets | company owned outlets | Total          | franchised outlets                | company owned outlets | currency   Total      |
| <b>EUROPE</b>            |                            |                    |                       |                |                                   |                       |                       |
| Austria (2004)           | 37                         |                    |                       | 6 380          |                                   |                       | EURO   4              |
| Belgium                  | 10                         |                    |                       | 3 500          |                                   |                       | USD   2,8             |
| Czech Rep.               | 90                         |                    |                       | 300            |                                   |                       |                       |
| Denmark                  | 12                         |                    |                       |                |                                   |                       | USD   0,07            |
| Finland                  | 177                        |                    |                       | 3 666          |                                   |                       | EURO   4,88           |
| France                   | 92                         | 39 510             | 29 829                | 69 339         | 43                                | 91,7                  | EURO   134,7          |
| Germany                  | 88                         |                    |                       | 45 200         |                                   |                       | USD   28              |
| Great Britain            | 71                         |                    |                       | 31 300         |                                   |                       | EURO   13,3           |
| Greece                   | 43                         |                    |                       | 6 540          |                                   |                       |                       |
| Hungary                  | 30                         | 20 000             |                       |                |                                   |                       |                       |
| Italy (2005)             | 73                         | 46 337             | 8 556                 | 54 893         |                                   |                       | EURO   18,2           |
| Latvia                   | 8                          |                    |                       |                |                                   |                       |                       |
| Netherlands              | 45                         |                    |                       | 19 600         |                                   |                       | EURO   18,8           |
| Poland                   | 21                         |                    |                       | 13 500         |                                   |                       | EURO   1,1            |
| Portugal                 | 48                         |                    |                       | 8 500          |                                   |                       | USD   3,4             |
| <i>Russia</i>            | 154                        |                    |                       | 2 200          |                                   |                       | na                    |
| Slovenia                 | 10                         |                    |                       | 980            |                                   |                       |                       |
| Spain                    | 65                         | 33 032             | 9 522                 | 42 554         | 4,1                               | 9,9                   | EURO   14             |
| Sweden                   | 30                         |                    |                       | 9 600          | 1,9                               | 4,5                   | EURO   8,42           |
| <i>Switzerland</i>       | 18                         |                    |                       |                |                                   |                       |                       |
| <i>Turkey</i>            |                            |                    |                       | 360            |                                   |                       | USD   0,000025        |
| <b>TOTAL EUROPE (20)</b> | <b>7 407</b>               |                    |                       |                |                                   |                       |                       |
| <b>Canada</b>            | <b>85</b>                  |                    |                       | <b>80 000</b>  |                                   |                       | <b>USD   90,00</b>    |
| <b>USA</b>               | <b>150</b>                 |                    |                       | <b>767 483</b> |                                   |                       | <b>USD   624,60</b>   |
| <b>TOTAL N. AMERICA</b>  | <b>2 357</b>               |                    |                       | <b>847 483</b> |                                   |                       | <b>USD   1 590,00</b> |
| <b>LATIN AMERICA</b>     |                            |                    |                       |                |                                   |                       |                       |
| Argentina                | 30                         |                    |                       | 10 000         |                                   |                       | USD   2,00            |

|                         |              |        |       |                |  |     |        |
|-------------------------|--------------|--------|-------|----------------|--|-----|--------|
| Brazil (2005)           | 971          |        |       | 61 458         |  | USD | 1,90   |
| Columbia                | 12C          |        |       | 4 667          |  |     |        |
| Mexico (year 2005)      | 72C          |        |       | 462 000        |  | USD | 50,00  |
| <b>TOTAL L. AMERICA</b> | <b>2 111</b> |        |       | <b>538 125</b> |  |     |        |
| <b>ASIA</b>             |              |        |       |                |  |     |        |
| PPR China               | 2 10C        |        |       | 120 000        |  | USD | 29,60  |
| Hong Kong               | 74           |        |       | 2 700          |  |     | na     |
| India                   | 85C          |        |       | 48 000         |  | USD | 3,80   |
| Japan (2004)            | 1 08C        |        |       | 225 957        |  | USD | 161,40 |
| Malaysia                |              |        |       |                |  |     |        |
| Philippines (year 2003) | 85C          |        |       | 68 000         |  |     |        |
| Singapore               | 38C          |        |       | 3 000          |  | USD | 2,00   |
| <b>TOTAL ASIA</b>       |              |        |       |                |  |     |        |
| <b>PACIFIC</b>          |              |        |       |                |  |     |        |
| Australia               | 72C          |        |       | 50 600         |  |     | 62,00  |
| New Zealand             | 35C          |        |       |                |  |     |        |
| <b>TOTAL PACIFIC</b>    | <b>1 07C</b> |        |       |                |  |     |        |
| <b>AFRICA</b>           |              |        |       |                |  |     |        |
| Egypt                   |              |        |       |                |  |     |        |
| South Africa            | 391          | 21 394 | 1 215 | 22 609         |  | USD | na     |
| Morocco                 | 308          | 1 884  | na    |                |  |     |        |
| <b>TOTAL AFRICA</b>     |              |        |       |                |  |     |        |
| <b>WORLD TOTAL</b>      |              |        |       |                |  |     |        |

| Region/Country<br>(year) | Employment(est)    |                       | Total             | POPULATION<br>est. 2004 |
|--------------------------|--------------------|-----------------------|-------------------|-------------------------|
|                          | franchised outlets | company owned outlets |                   |                         |
| <b>EUROPE</b>            |                    |                       |                   |                         |
| Austria                  |                    |                       | 90 000            | 8,174,000               |
| Belgium                  |                    |                       | 30 000            | 10,348,000              |
| Czech Rep.               |                    |                       |                   | 10,246,000              |
| Denmark                  |                    |                       | 22 316            | 5,413,000               |
| Finland                  |                    |                       | 46 000            | 5,214,000               |
| France                   | only               | na                    | 400 000           | 60,424,000              |
| Germany                  |                    |                       | 406 000           | 82,424,000              |
| Great Britain            |                    |                       | 327 000           | 60,270,000              |
| Greece                   |                    |                       |                   | 10,647,000              |
| Hungary                  |                    |                       |                   | 10,032,000              |
| Italy                    |                    |                       | 120 340           | 58,057,000              |
| Latvia                   |                    |                       |                   | 2,306,000               |
| Netherlands              |                    |                       | 187 000           | 16,318,000              |
| Poland                   |                    |                       |                   | 38,626,000              |
| Portugal                 |                    |                       | 53 000            | 10,524,000              |
| Russia                   |                    |                       | na                | 143,782,000             |
| Slovenia                 |                    |                       |                   | 2,011,000               |
| Spain                    | 135 309            | 50 691                | 186 000           | 40,280,000              |
| Sweden                   | 50 000             | 17 000                | 67 000            | 8,986,000               |
| Switzerland              |                    |                       |                   | 7,450,000               |
|                          |                    |                       | 3 621             |                         |
| <b>TOTAL EUROPE</b>      |                    |                       |                   | <b>730,000,000</b>      |
| <b>Canada</b>            |                    |                       |                   |                         |
|                          | 1 000 000          |                       | 1 000 000         | 32,507,000              |
| <b>USA</b>               |                    |                       |                   |                         |
|                          |                    |                       | 9 700 000         | 293,027,000             |
| <b>TOTAL N. AMERICA</b>  | <b>10 700 000</b>  |                       | <b>10 700 000</b> | <b>325,663,000</b>      |
| <b>LATIN AMERICA</b>     |                    |                       |                   |                         |
| Argentina                |                    |                       | 180 000           | 39,144,000              |

|                         |  |    |                  |                     |
|-------------------------|--|----|------------------|---------------------|
| Brazil                  |  |    | 531 000          | 184,101.00          |
| Columbia                |  |    | 35 000           | 42,310.00           |
| Mexico (year 2005)      |  |    | 500 000          | 104,959.00          |
| <b>TOTAL L. AMERICA</b> |  |    | <b>1 246 000</b> | <b>550,058.00</b>   |
| <b>ASIA</b>             |  |    |                  |                     |
| PPR China               |  |    | 2 400 000        | 1,298,847.00        |
| Hong Kong               |  | na |                  | 6,855.00            |
| India                   |  |    | 300 000          | 1,065,070.00        |
| Japan                   |  |    | 2 000 000        | 127,333.00          |
| Malaysia                |  |    | 500 000          | 23,522.00           |
| Philippines (year 2003) |  |    | 1 000 000        | 86,241.00           |
| Singapore               |  |    |                  | 4,353.00            |
| <b>TOTAL ASIA</b>       |  |    |                  | <b>3,867,953.00</b> |
| <b>Oceania</b>          |  |    |                  |                     |
| Australia               |  |    | 600 000          | 19,913.00           |
| New Zealand             |  |    |                  | 3,993.00            |
| <b>TOTAL OCEANIA</b>    |  |    |                  | <b>32,359.00</b>    |
| <b>AFRICA</b>           |  |    |                  |                     |
| Egypt                   |  |    |                  | 76,117.00           |
| South Africa            |  | na | 285 000          | 42,718.00           |
| <b>TOTAL AFRICA</b>     |  |    |                  | <b>873,742.00</b>   |
| <b>WORLD TOTAL</b>      |  |    |                  |                     |