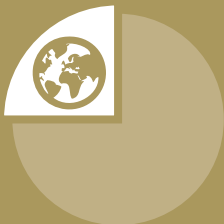


The Case for Investing in Europe

10 reasons
why business
should stay
the course

1

**One of the
world's largest
and wealthiest
markets**



**Almost
25% of
world output**

2

Highly skilled and productive workforce



**Leader in
science and
engineering
talent**

3

500 million consumers and rising incomes



**22% of global
personal
expenditures
in the EU
(2015)**

4

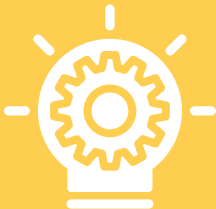
Economy on the upswing



**Strongest GDP
growth in years
and dropping
unemployment**

5

Innovation and world-class R&D infrastructure



21.2% of
global R&D
spending
in Europe
(2016)

6

Ongoing long-term structural reforms



Embracing change in labour markets and the public sector

7

Renewed political vision for the EU



**Stronger
institutional
framework for
the EU and the
Eurozone**

8

Most competitive economies in the world



6 European countries in top 10

9

Easy to do business



**Most business-
friendly
nations: 16
European
countries in
top 25**

10

Access to a large and attractive periphery



Springboard
to growing
economies at
Europe's door



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