

# **ECONOMIC IMPACT IN BRAZIL REACHES NEW HEIGHTS IN 2010**



Developed by:

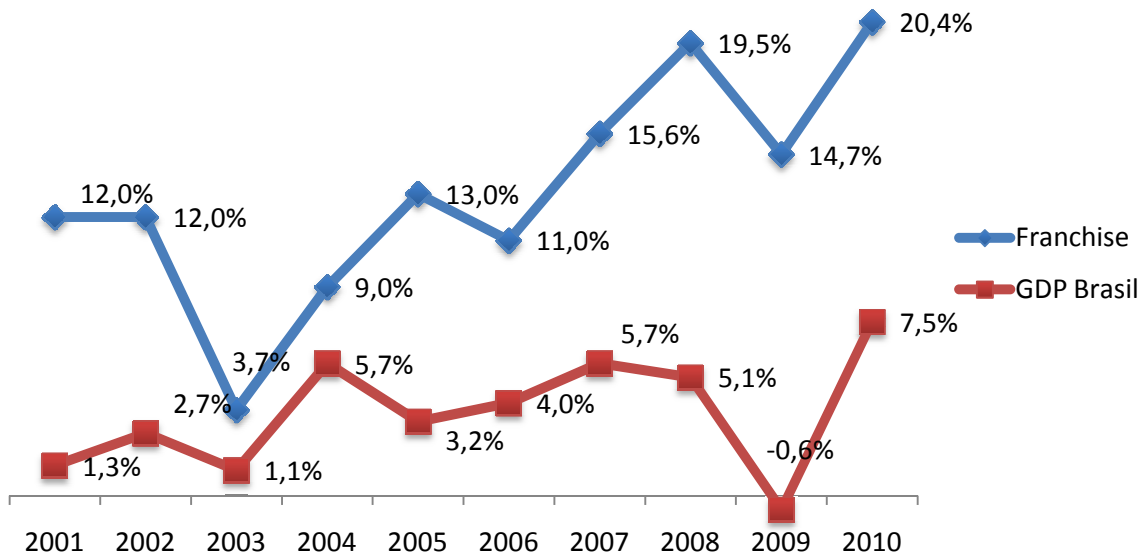


May, 2011

## Economic information of Franchising in Brazil

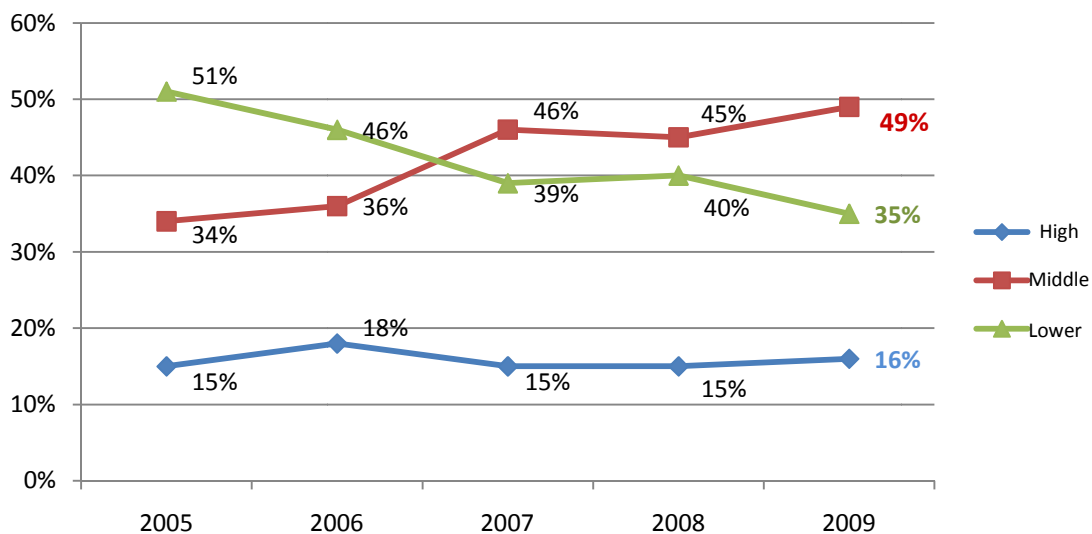
Survey shows that the Franchise sector has been growing in the country in large scale. Note that the year of 2010 the franchising business represented 2,1% of the Brazilian GDP.

Below there is a graph showing the GDP Growth x Franchise Business Growth:

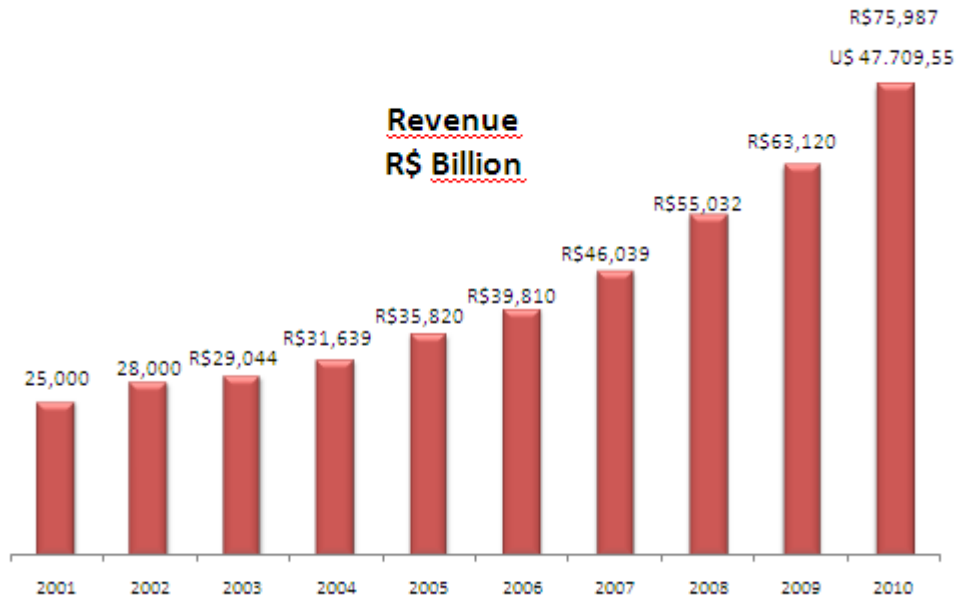


It is important to mention that the Brazilian economic growth has impacted the country's social mobility. Therefore, the lower class (the poorest ones) has increased their income; as a result they have improved their purchasing parity power.

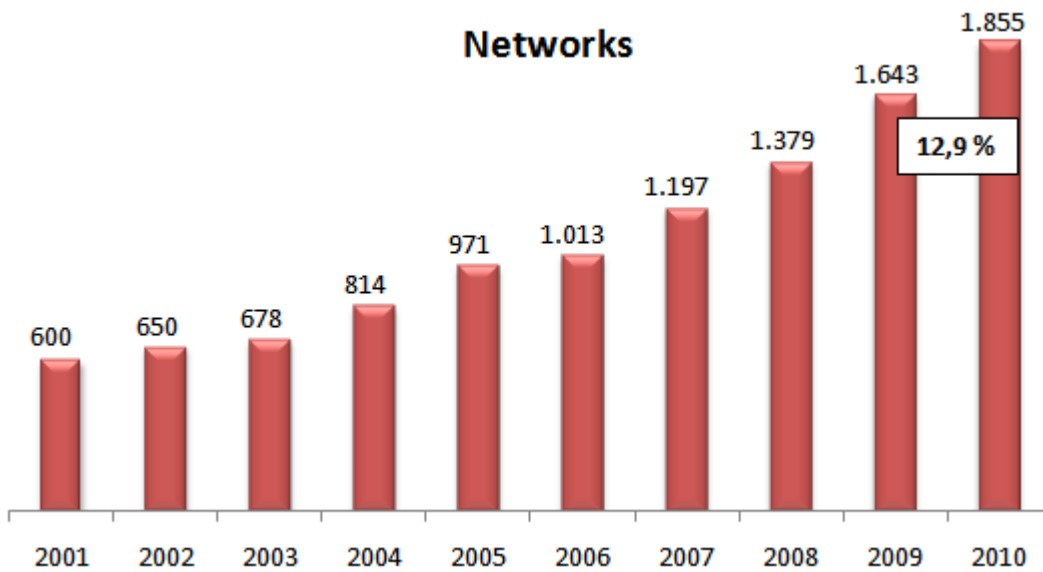
**Note in the graph below that the lower class has decreased 5% while the middle class has increased 4%.**

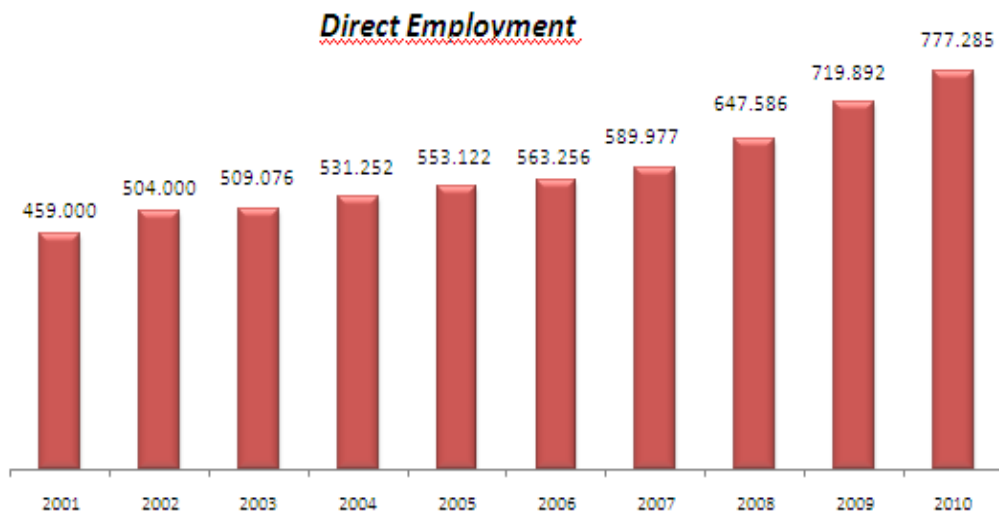
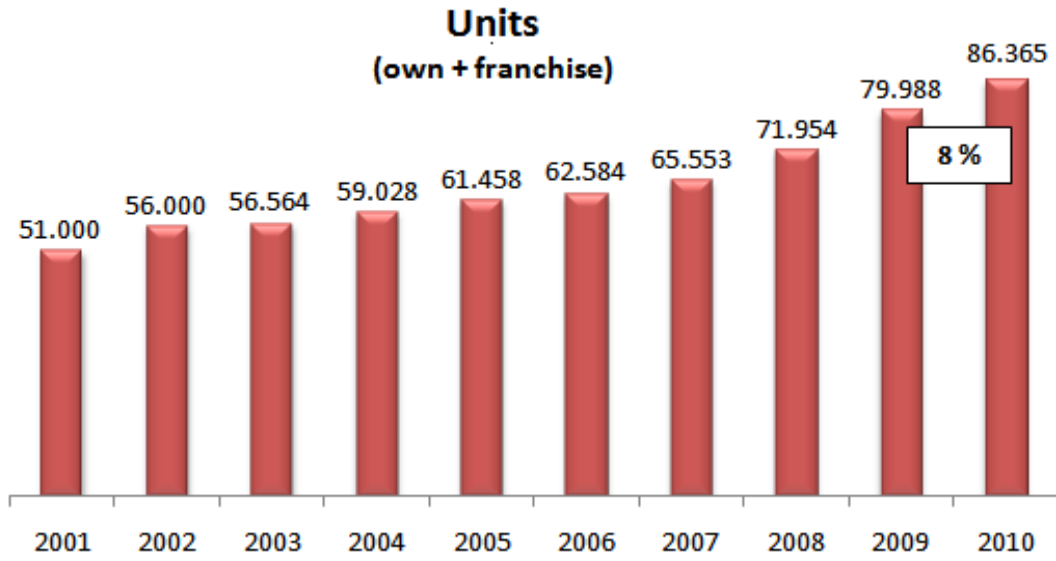


The revenue has reached R\$ 75,987 billion which is approx. US\$ 48 billion.

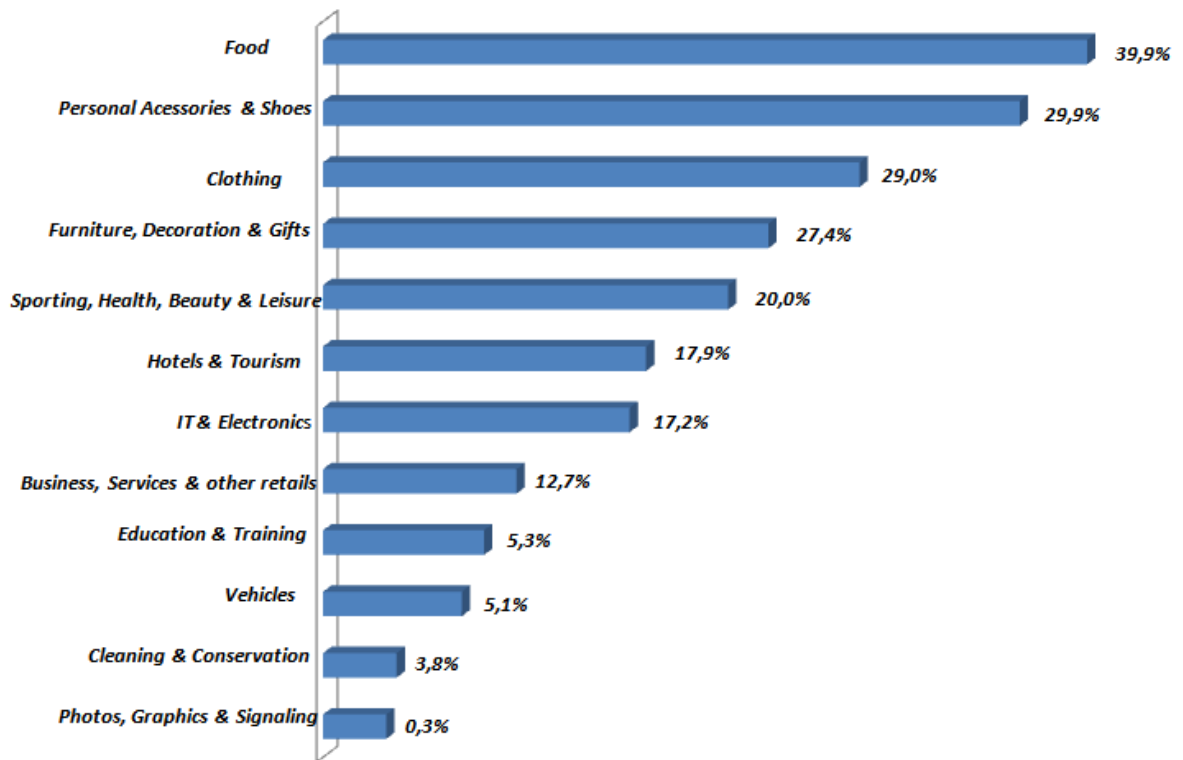


Exchange rate: US\$1,00 = R\$1,592 (April, 2011)





The growth by sector in 2010 is shown below:



Brazil is the 4<sup>o</sup> biggest vehicles producer and the 5<sup>o</sup> biggest consumer computer market.



The Segments Participation is shown below:

