

DATE 07/16/97

774005

REPORT CTAB1D (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

BEST ENVIRONMENT IN TERMS OF ...

| | TOTAL | FIRST MENTION | | | SECOND MENTION | | | THIRD MENTION | | | TOTAL MENTIONS | | |
|--|--------------|---------------|-------------|-------------|----------------|-------------|-------------|---------------|-------------|-------------|----------------|--------------|--------------|
| | | U.S. | Canada | Mexico | U.S. | Canada | Mexico | U.S. | Canada | Mexico | U.S. | Canada | Mexico |
| TOTAL INTERVIEWS | 704 100.0 | 450 100.0 | 55 100.0 | 78 100.0 | 360 100.0 | 62 100.0 | 75 100.0 | 260 100.0 | 45 100.0 | 67 100.0 | 518 100.0 | 114 100.0 | 159 100.0 |
| Our business is not suited for that market/ no opportunities available/ unable to invest/ do business there/ lack of profiles suitable for our company | 8 1.1 | 2 .4 | 2 3.6 | - | 1 .3 | 1 1.6 | - | 1 .4 | 1 2.2 | - | 2 .4 | 2 1.8 | - |
| Timing/ food opportunities/ waiting for the right time/ right product/ right place/ opportunity presented itself | 3 .4 | 2 .4 | - | - | 1 .3 | - | - | - | - | - | 2 .4 | - | - |
| Currency exchange rates/ access to foreign currency | 1 .1 | - | - | 1 1.3 | 1 .3 | - | - | 1 .4 | - | - | 1 .2 | - | 1 .6 |
| Demand for our products/ services/ ability to sell our products in that market/ suitability of our products for that market | 22 3.1 | 19 4.2 | 1 1.8 | 2 2.6 | 15 4.2 | 1 1.6 | 2 2.7 | 9 3.5 | 1 2.2 | - | 20 3.9 | 2 1.8 | 3 1.9 |
| Access to market | 3 .4 | 3 .7 | - | - | 1 .3 | 2 3.2 | - | 1 .4 | 1 2.2 | 1 1.5 | 3 .6 | 3 2.6 | 1 .6 |
| Market is new/ young | 2 .3 | 1 .2 | - | - | 1 .3 | - | - | 1 .4 | - | - | 1 .2 | - | - |