

P R E S S R E L E A S E

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UNITED KINGDOM, SPAIN TOP NEW RANKING OF INTERNATIONAL RETAILER PRESENCE

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United States is #11, with 39% of 250 International Retailers Present

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U.K. Attracts Greatest Number of American Retailers

Los Angeles, CA – March 6, 2008 – The United Kingdom is home to the highest percentage of the world's top international retailers, with 55% of 250 brands surveyed present, according to *How Global is the Business of Retail?*, a new report from CB Richard Ellis.

The report explores the globalization of the retail industry and analyzes retailer presence in relation to market sectors, country of origin, regional trends and other influences, and ranks the top 20 global retail markets in relation to the current presence of international retailers in each country.

At 51%, Spain had the second-highest percentage of international retailers present, while France, Germany and Italy rounded out the top five. The United States came in at number 11, with 39% of international retailers present in that country. According to the report, the maturity, size and strength of the domestic retailers in the U.S. make it a market that only the strongest foreign retailers are able to break into.

The study also underscores the strong economic link between the United Kingdom and the United States. While retailers from the United States are represented around the world, in markets as diverse as South Africa, Scandinavia, Ireland and Israel, the United Kingdom attracts more American retailers than any other country.

"London is often a springboard destination for U.S. retailers, allowing them to be present in an iconic fashion hub and explore opportunities for expansion into Europe at the same time," said Anthony Buono, Executive Managing Director of CBRE Retail Services. "However, U.S. retailers have a relatively low penetration outside the mature Western European markets, suggesting that Europe still holds considerable opportunities."

According to the report, of the 52 North American retailers surveyed, 75% are currently present in the U.K. By way of comparison, France held the next highest presence of American retailers

in EMEA, attracting 48% of retailers, and within Asia Pacific, Singapore had 50% of North American retailers present. Of the North American retailers present in EMEA, only four were not present in the U.K.

The report also analyzed the types of retailers that have the strongest international penetration. Luxury goods dominated international retail expansion, with almost 90% of major luxury retailers having a presence in more than 10 countries. Least likely to ‘travel’ were department stores, with only 5% represented in 10 or more markets. The U.K. held the highest number of international clothing, footwear and accessories retailers, with 48% of all surveyed present, and the highest number of international grocery, food and drink retailers, with 60% of all surveyed present.

To obtain a full copy of the report or to arrange to speak with a CBRE expert, please contact Robert McGrath at 212.984.8267 or robert.mcgrath@cbre.com.

Top 15 Most International Retail Markets

Rank	Country	% of International Retailers Present*
1	UK	55%
2	Spain	51%
3	France	49%
4	Germany	47%
5	Italy	45%
6	Switzerland	42%
7	Austria	42%
8	United Arab Emirates	41%
9	China	40%
10	Russia	39%
11	United States	39%
12	Netherlands	38%
13	Singapore	38%
14	Belgium	37%
15	Ireland	35%

* Percentage of retailers surveyed for the *How Global is the Business of Retail?* report

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