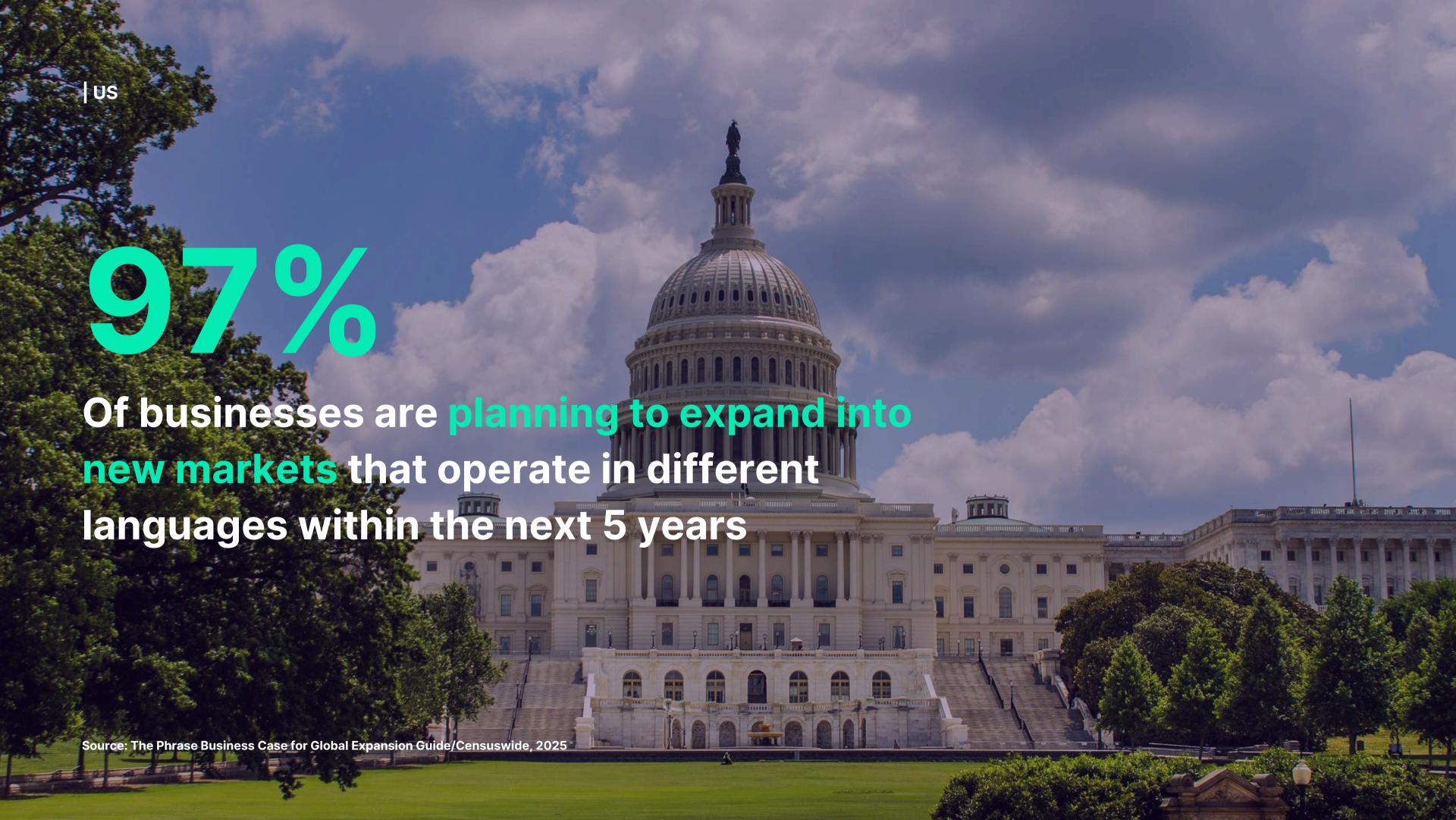
Phrase

The Business Case for Global Expansion Guide: Key Metrics and Market Trends



USA





7400 of US business leaders highlighted language barriers as a challenge to their business expansion efforts





Three-quarters (75%) of US business leaders struggle to adapt products and services when expanding their business globally





Three-quarters of US business leaders find maintaining brand consistency a challenge when expanding their business globally







More than three-quarters of US business leaders find competition a challenge in their business expansion efforts



The majority (74%) of US business leaders find adapting marketing content a challenge when expanding their business



Of US businesses are (or are considering) translating/localizing multimedia content



Over three-quarters (81%) of US business leaders confirm their company has lost business due to the lack of a proper translation/localization strategy



Over three-quarters (78%) of US business leaders have faced instances where the lack of translation/localization has negatively impacted their business

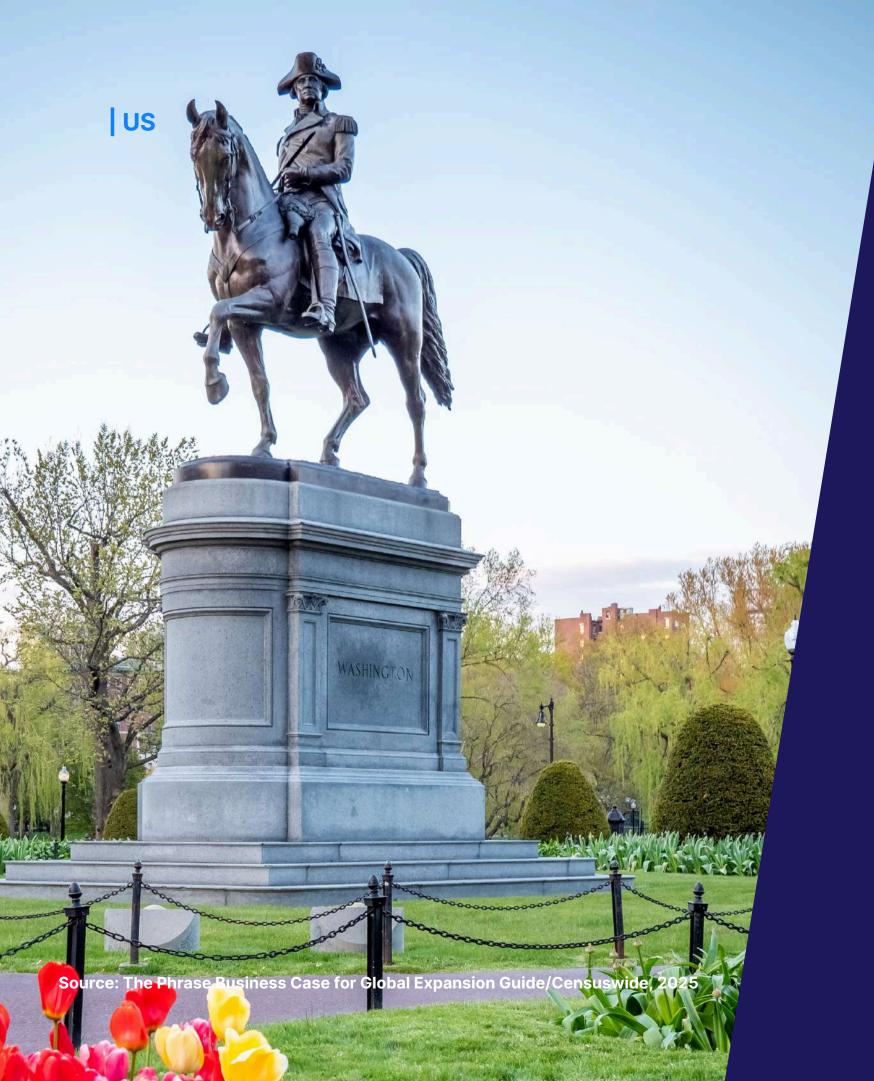


Of US businesses are (or are considering) translating/localizing support documents

Almost all of US business leaders advised that the extent and reach of their global footprint ties directly to their ability to win new business and grow existing relationships







Over three-quarters (81%) of US business leaders confirm their company has lost business due to the lack of a proper translation/localization strategy

Over two-thirds of US business leaders do not think their business is communicating effectively with global audiences









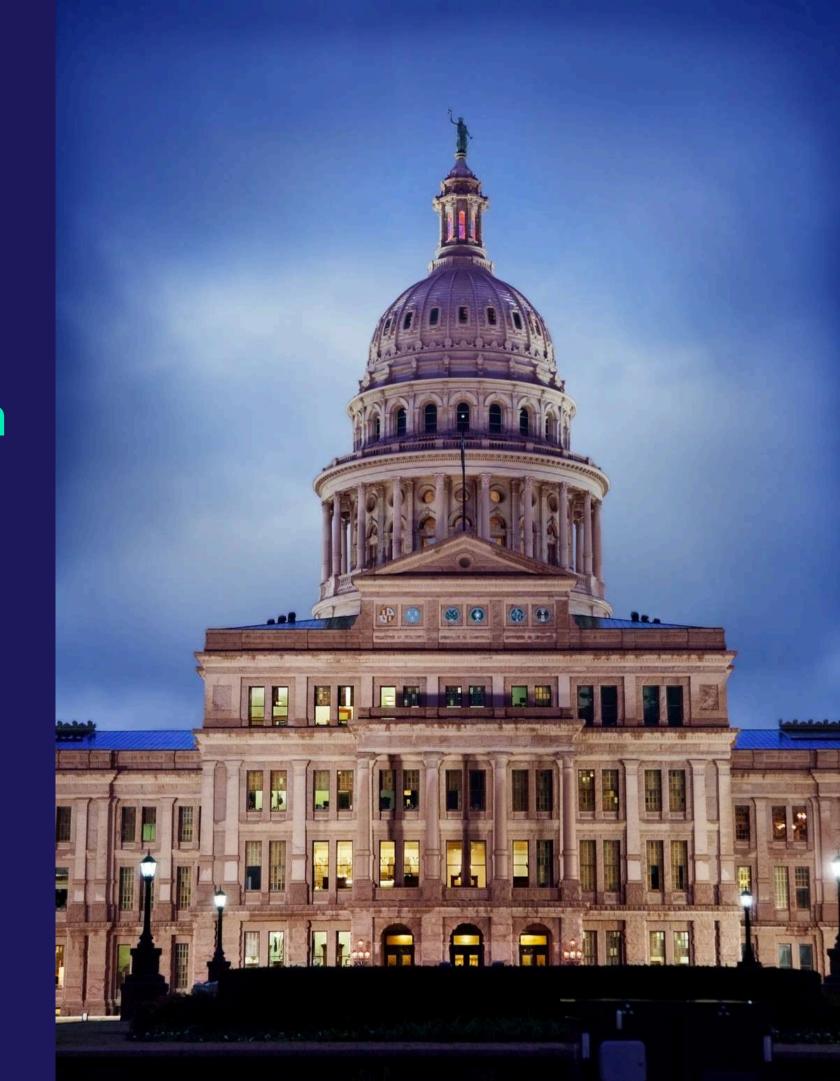


Almost all US business leaders surveyed (95%) foresee the role of translation/localization evolving in their business strategy in the next 3 years



All areas of US businesses have seen an increase in translation/localization demand, specifically:

- Software (66%)
- Website (53%)
- Ecommerce (48%)





Over two-thirds of US business leaders do not think their business is communicating effectively with global audiences





Business leaders in the US believe a lack of localization/translation strategy can impact all aspects of a business, particularly brand credibility (48%), communications (42%), speed to market (41%), and the ability to remain competitive (40%)



