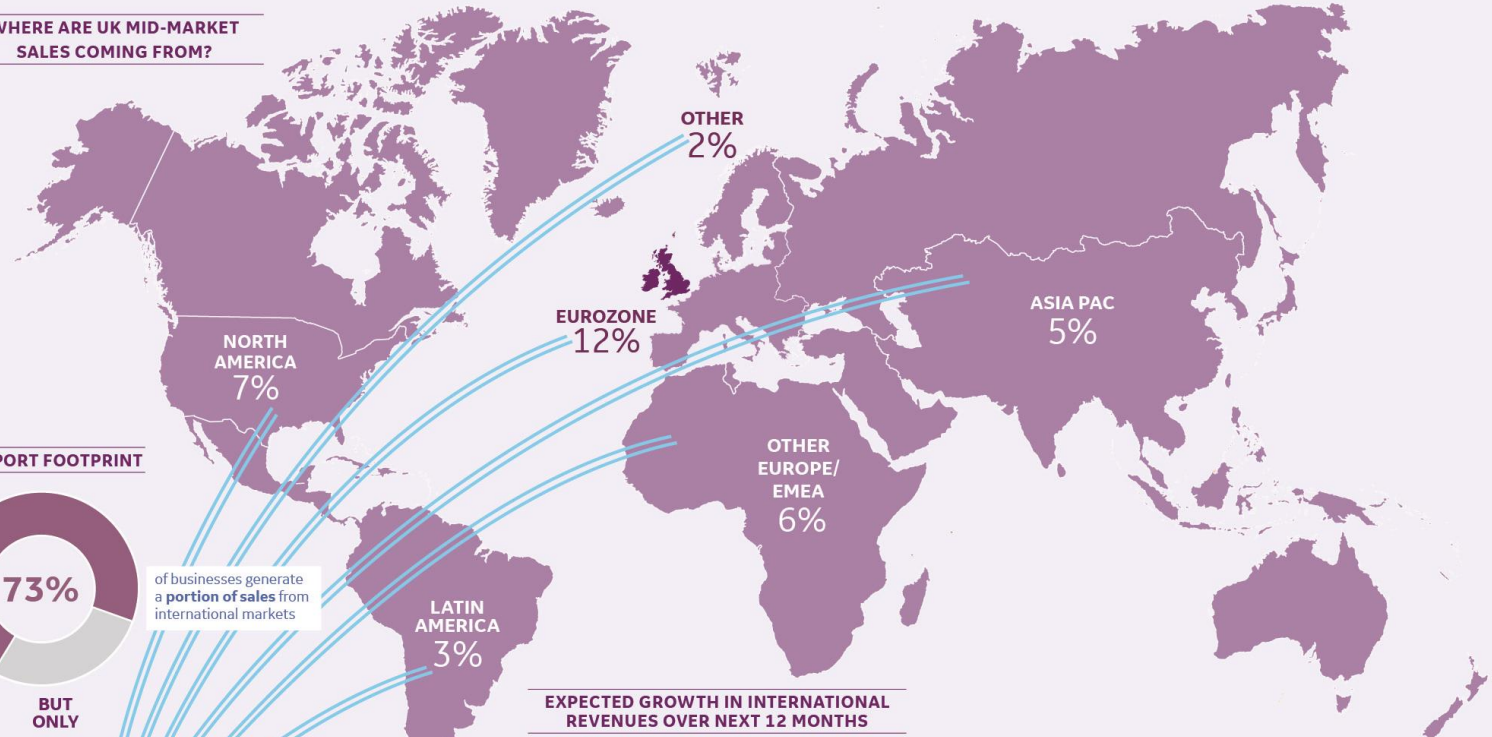
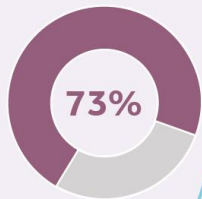


UK MID-MARKET - GOING INTERNATIONAL

WHERE ARE UK MID-MARKET SALES COMING FROM?

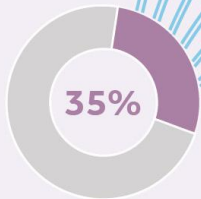


EXPORT FOOTPRINT



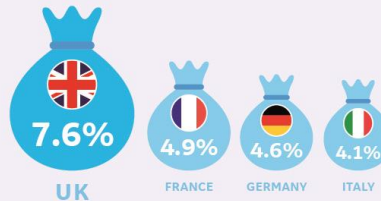
of businesses generate a **portion of sales** from international markets

BUT ONLY



of **total sales volume** comes from international markets

EXPECTED GROWTH IN INTERNATIONAL REVENUES OVER NEXT 12 MONTHS



TOP EXPORT CHALLENGES FOR UK MID-MARKET COMPANIES

- complex or strict regulation
- lack of knowledge and contacts in new markets
- limited resources or capacity
- cost of exporting to new markets
- having the relevant products or services

ALL STATISTICS TAKEN FROM GE CAPITAL'S 2014 REPORT: THE UK MID-MARKET: PIVOTING TO GROWTH, CONDUCTED 14 MARCH TO 27 APRIL 2014 AND BASED UPON ~1,000 INTERVIEWS PER EU4 COUNTRY.

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