

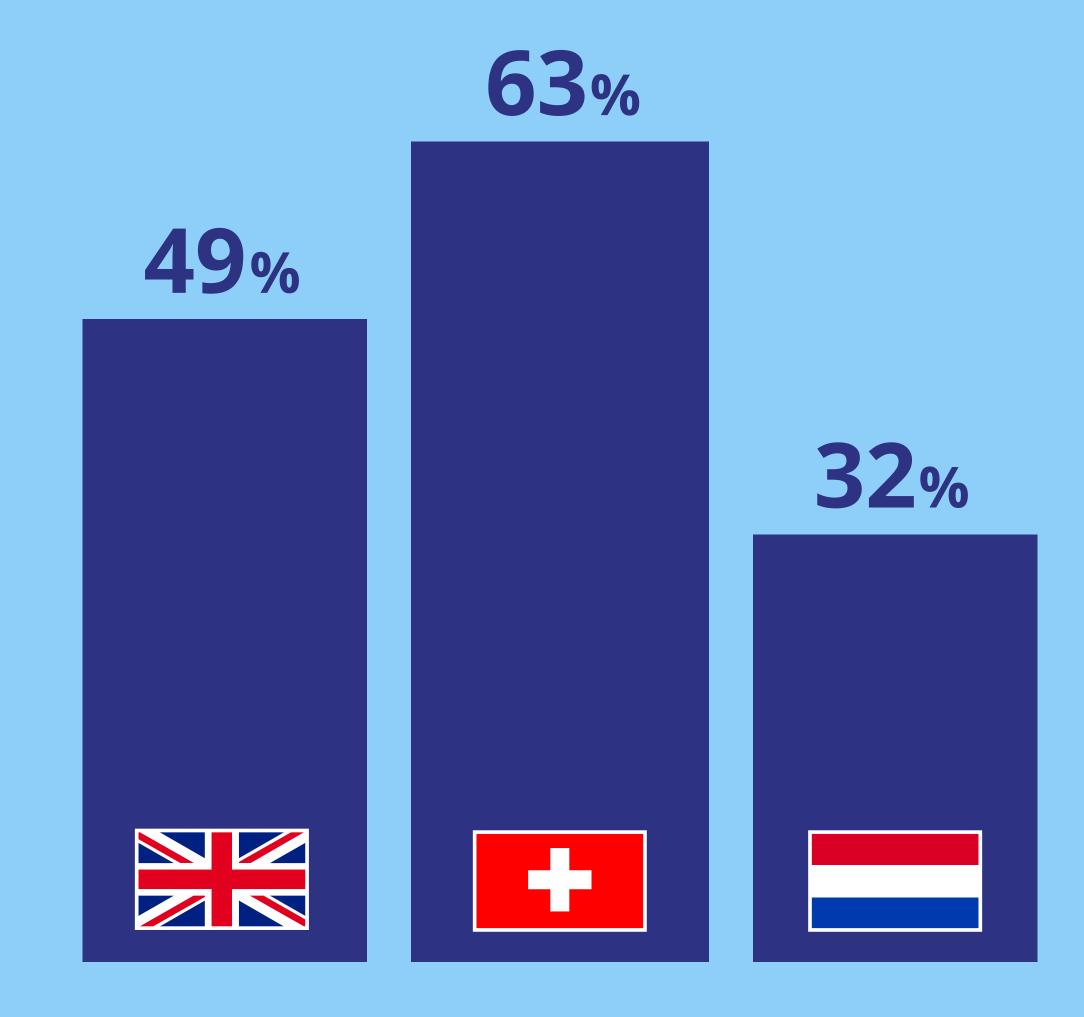
FIND OUT HOW POPULAR RHEINISCHES REVIER IS WITH INTERNATIONAL CORPORATE DECISION-MAKERS.

On behalf of NRW.Global Business, YouGov surveyed corporate decision-makers from Switzerland, the Netherlands and the United Kingdom. The survey focused on investment plans and the attractiveness of Germany and Rheinisches Revier.



The decision-makers in the three countries have varying degrees of enthusiasm for expansion.

"Expanding abroad is planned for the short or medium term."

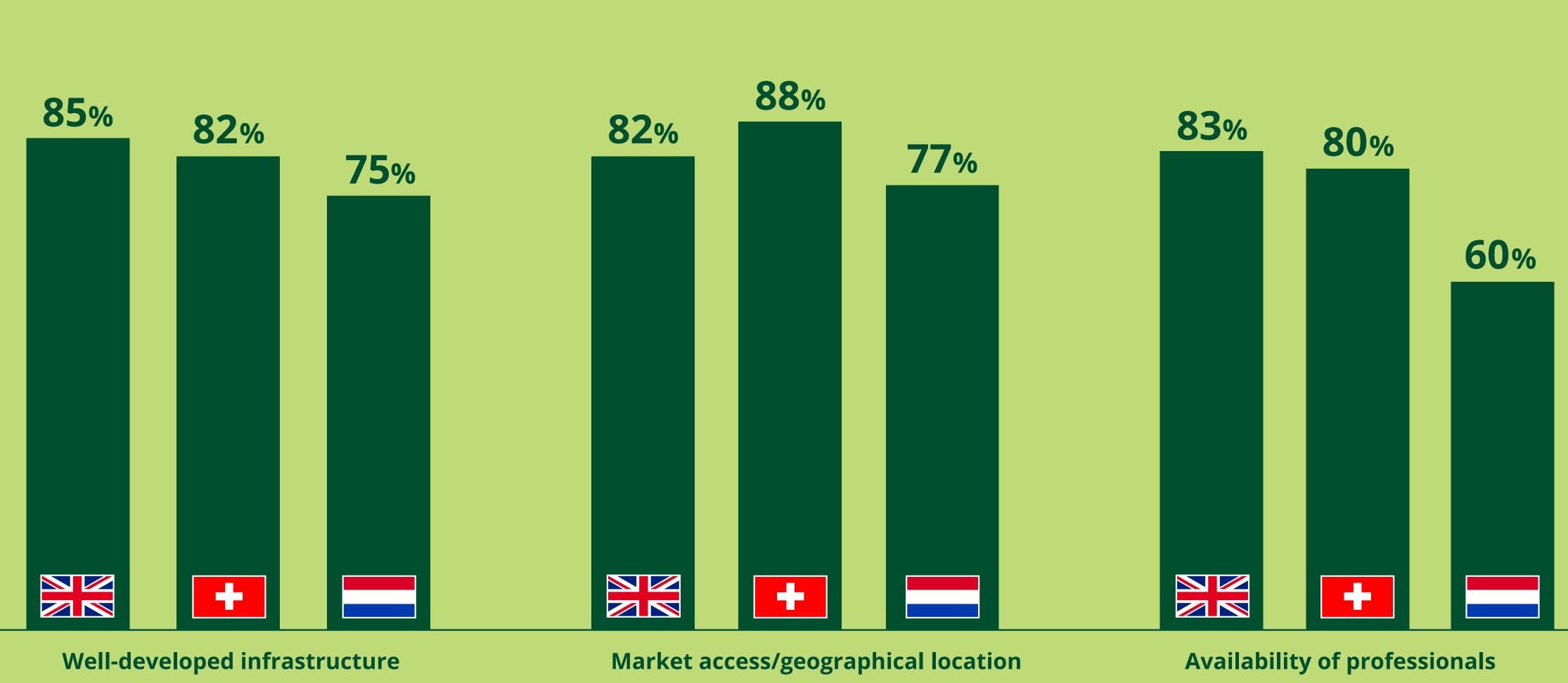


Particularly important factors for the selection of a location (across countries):



Germany is a popular investment location across the board.

Germany performs very or rather well according to these three key investment factors:



"Germany is a very or rather attractive investment location."





Switzerland



■ The Rheinisches Revier transformation region is popular – in some cases even more popular than Germany.

"Rheinisches Revier is a very or rather attractive investment location," say



In each country, an above average number of young decision-makers are attracted to Rheinisches Revier. The region is considered very or rather attractive by:

Switzerland.



64%: very attractive | 29%: rather attractive

the **United Kingdom**.

86% within the 18-to-44 age group in

63%: very attractive | 23%: rather attractive

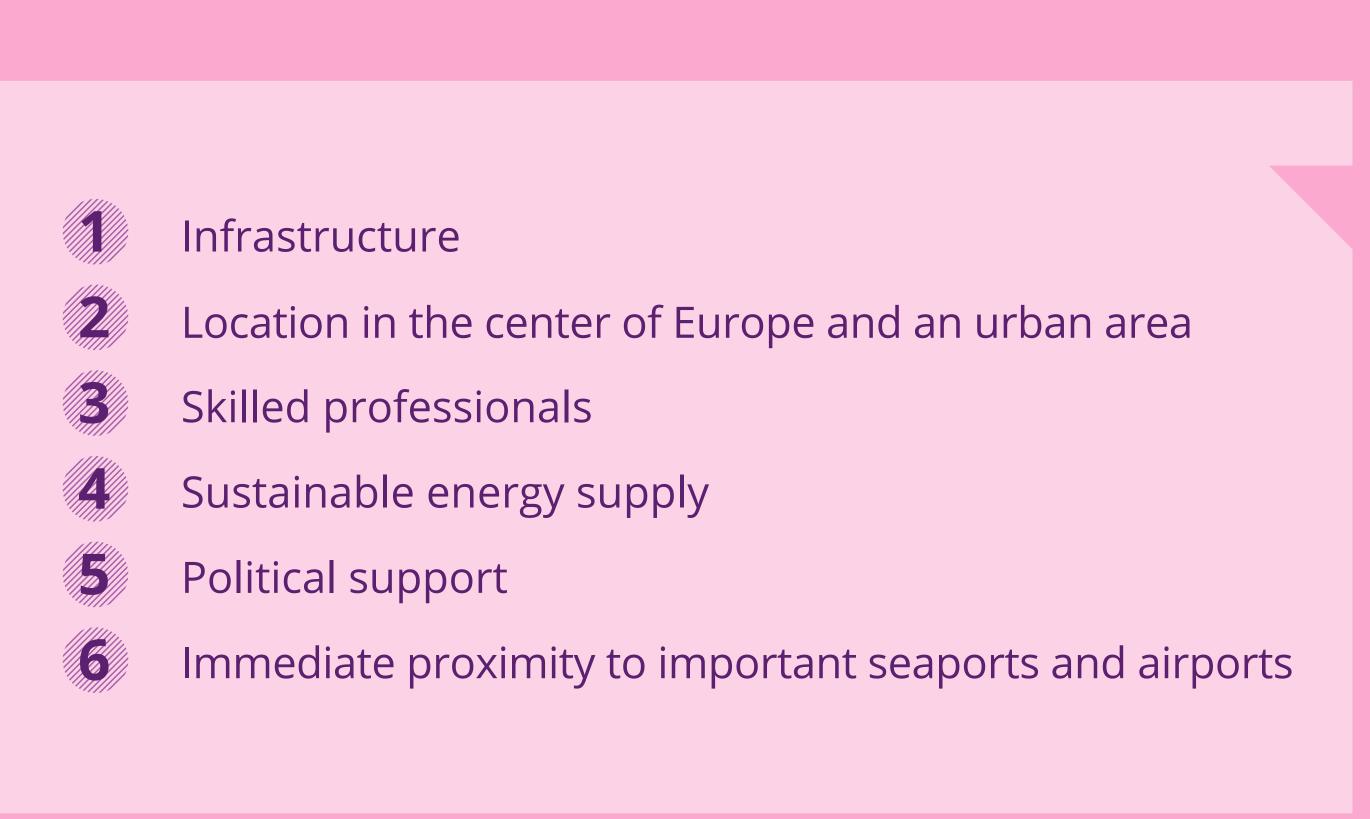
63%

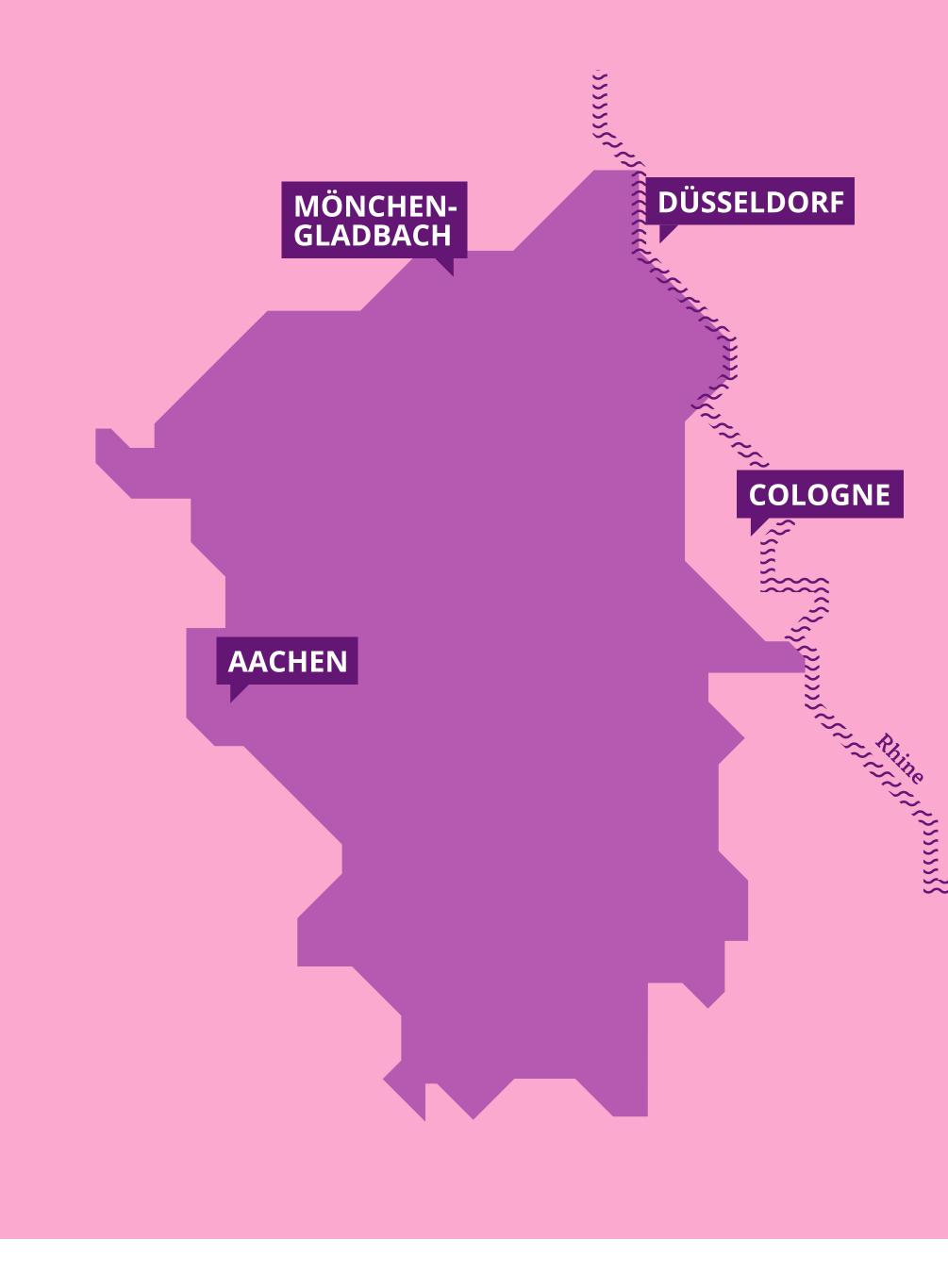
the **Netherlands**. 25%: very attractive | 38%: rather attractive

within the 18-to-44 age group in

particularly important across all countries:

The following advantages of Rheinisches Revier are considered







this survey, YouGov must be named as the source and NRW.Global Business as the client.



on the basis of a decision by the German Bundestag

The data in this survey, commissioned by NRW.Global Business, is based on online interviews with members of the YouGov panel who agreed to participate in advance. For this

survey, a total of 296 corporate decision-makers in the Netherlands, 216 corporate decision-makers in Switzerland, and 554 corporate decision-makers in the UK were surveyed

between May 12 and May 20, 2025. The survey was not quota-weighted and the results were not weighted. The results are not representative. If you plan to publish the results of



