



HARNESS THE POWER OF PLACE WITH GfK GEODATA

What is geodata?

Geodata is any information with a location reference, such as a postcode. This data yields insights when you display it on a map. That's where we come in.

Our worldwide digital maps and market data allow you to visualize and analyze your markets and operations at a detailed regional level. You can incorporate your own company data for even more insights.

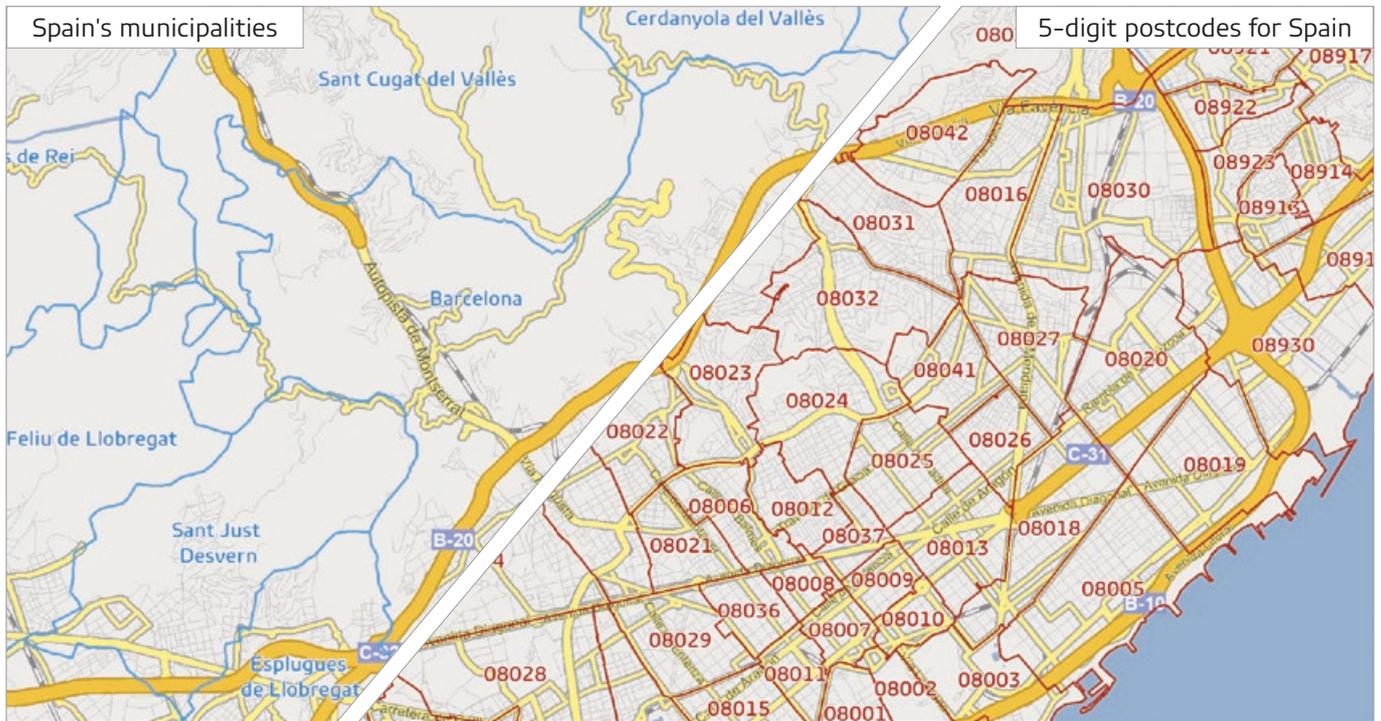
What we offer

- » the largest selection of vector-based postcode and administrative maps on the market
- » market data on consumers, retail and industry that fits seamlessly with our maps

There's never been more information available to today's companies. But this data isn't helpful unless it's accurate, up-to-date and interlinked.

Our concept is simple, but powerful: Use our digital maps to display and analyze all information with a geographic component, from your customer addresses and site-specific turnover to our own global B2C and B2B market data.

This reveals otherwise hidden trends and patterns. Use these insights as a blueprint for syncing your operations to the current market conditions. The benefit is clear: better market exploitation, increased efficiency and improved transparency!



MANAGE YOUR LOCAL AND GLOBAL OPERATIONS WITH GfK MAPS

Plan more effectively with our postal boundaries

Seamlessly fitting postal boundaries are the ideal basis for managing your global and regional operations. Most of your company data contains a postcode, so it's quick and easy to link this data to our maps. You can then enrich the maps with a limitless range of external market data using the same principle.

Why postal boundaries are a superior basis of planning

Postal boundaries provide a comprehensive structure for associating point-based data with postal areas. And the nested nature of postal boundaries means you can easily move between various regional levels for aggregating and reporting purposes.

Get answers to your "where" questions

Our maps bring clarity to all place-based aspects of your business. Choose from single country, continent and global editions. Each edition features administrative and postcode maps, as well as topographic details such as

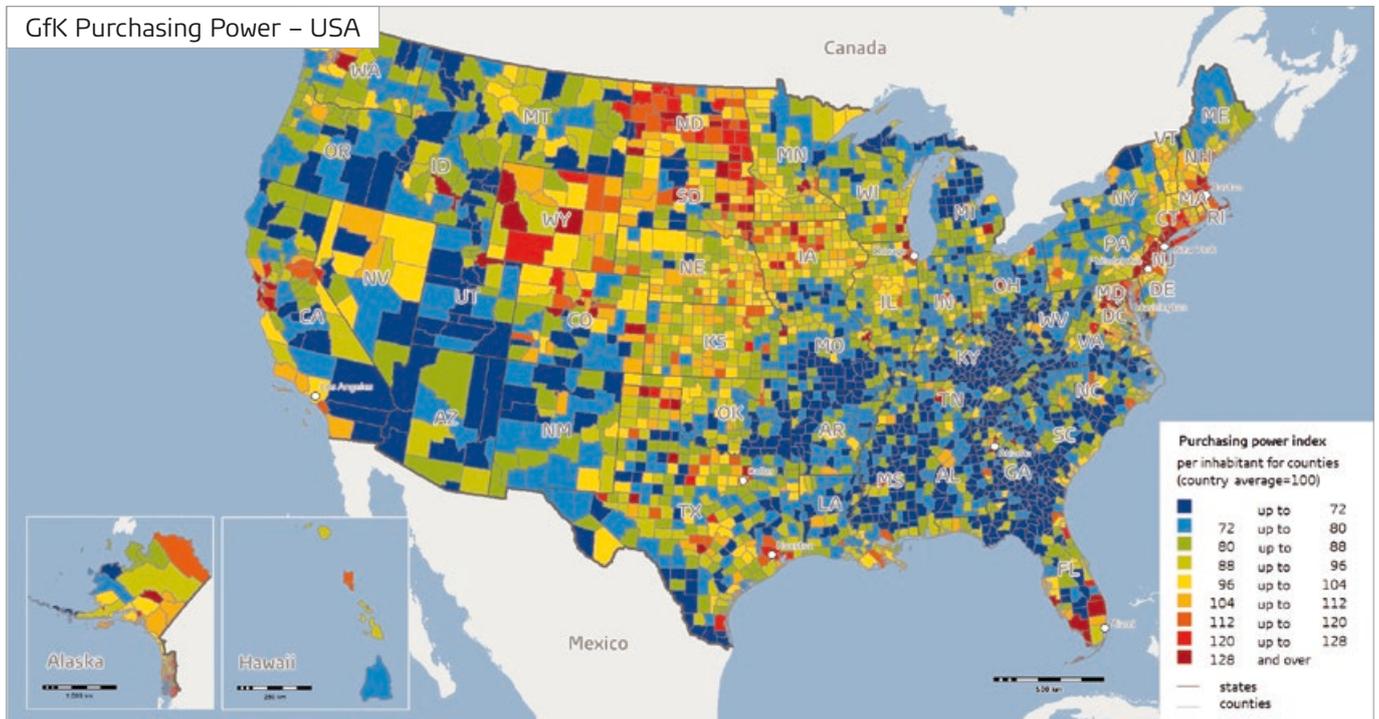
city points, streets, rivers, lakes and elevation levels. Add any of our seamlessly fitting GfK market datasets for even more insights.

- » Manage your markets down to the level of postcodes, streets and even street segments
- » Enhance your analyses with GfK market data on your target group or industry

MAP FEATURES

- » worldwide coverage of vector-based administrative and postcode maps
- » regularly updated to ensure accuracy
- » seamlessly fitting boundaries, without gaps or overlaps
- » easy to integrate into any GIS, CRM, ERP, BI system or data warehouse
- » cross-checked against recent satellite imagery
- » attributed with local and international place names
- » topographic details, such as cities, streets, rivers and more
- » granular coastlines to support detailed planning and analyses
- » easily combinable with all GfK market data

Learn more about GfK maps and download samples at www.gfk.com/maps.



COMBINE MAPS WITH MARKET DATA FOR MORE INSIGHTS

Maps and market data: designed to work together

Add GfK market data to our maps for penetrating insights into your specific target group or product line. Use our market data on consumers, retail and industries to pinpoint areas of untapped potential, evaluate your market share and hone in on promising regions for new locations. Our GfK maps and market data shine a spotlight on all areas of your market.

Identify areas of untapped potential

Where are lucrative regions for your product or service? Find out with our purchasing power data, which shows you disposable income levels across your regional markets. This lets you gauge your market exploitation, locate areas for expansion and carry out more targeted sales and marketing campaigns. Track broad trends, or drill down and work at the level of streets and even street segments!

Detailed market indices on your product or industry

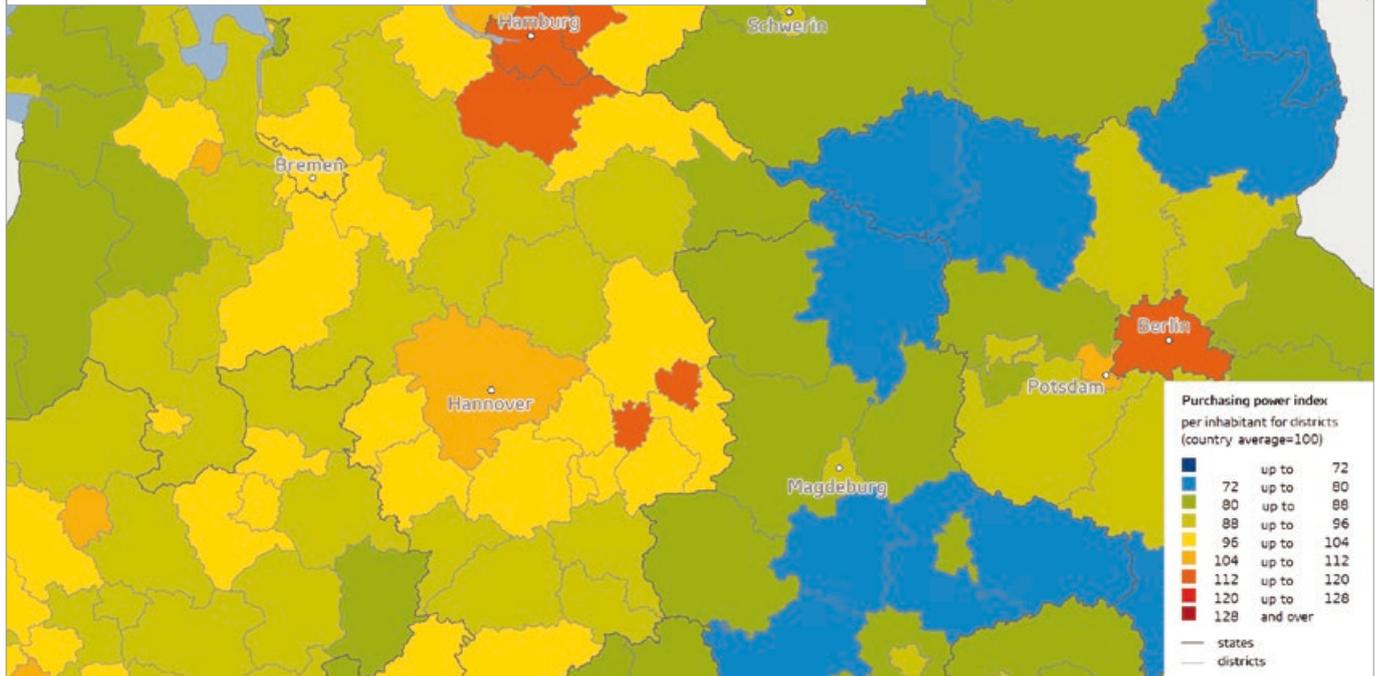
You need data on your specific product line or industry to pull ahead of the competition. Use our retail purchasing power data to see exactly how much money consumers in a given area have for retail purchases. Or get even more detail with our purchasing power for specific product lines, such as food, clothing, electrical household appliances and consumer electronics. Our custom market data packages help you take a more region-sensitive approach to sales, marketing and controlling.

MARKET DATA FEATURES

- » worldwide availability
- » gapless, overlap-free coverage
- » informed by global GfK network
- » extensively researched and regularly updated
- » validated through on-site evaluations
- » data on end consumers, retail and industries
- » seamless fit with GfK digital maps

Learn more about GfK market data and download samples at www.gfk.com/marketdata.

GfK Purchasing Power for consumer electronics, electronic media – Germany



MARKET POTENTIAL UNDER THE MICROSCOPE

GfK data on potential for retail and industries

Our retail turnover data gives you a detailed view of a location's retail performance. Use turnover data on your product line to evaluate your existing sites and select the best new locations. Fine-tune your marketing and sales plan with our data on the distribution of businesses according to size and branch. Or take advantage of our data on potential for office supplies and financial services.

Data on target groups

Who are your ideal customers? Environmentally conscious women, or young couples with a passion for home improvement? And where do they live? In a big city or an affluent suburb? Our demographic and target group data answers these questions through a regional breakdown of the population's age, income level and other traits. Use our Roper Consumer Style data to locate your target group and find out what drives their spending.

Get a clearer picture with multiple datasets

Where can you benefit from a steady stream of customers willing to spend money on your product? Find out by combining our purchasing power and POS turnover indices with data on retail centrality, which is a measure of a location's retail drawing power. Use this information to evaluate prospective business sites and optimize your catchment areas and product positioning. Or use our data on commuter flows to discover which sites receive the most traffic.

USE GfK MAPS & MARKET DATA TO

- » locate areas of untapped market potential
- » evaluate performance of your staff and locations
- » determine regional market share and exploitation
- » pinpoint ideal areas for expansion
- » steer marketing and advertising campaigns
- » optimize your branch and partner networks
- » manage and analyze risk in high-profile regions

Select your geodata package

We tailor our map and market data packages to your unique needs. Choose from single-country, continent and world editions. Our maps are available for 240 countries and in all standard formats, including *.shp/*.gdb (ESRI), *.tab (MapInfo), *.lay (RegioGraph) and *.oracle (Oracle). Map editions include postcode and administrative maps as well as topographic features such as cities, streets, rivers and elevation levels. Easily add perfectly fitting market data on your product line, industry or target group.

Competitive prices & flexible licensing models

Benefit from our various licensing arrangements, including single- and multiple-user licenses. Get discounts when you purchase editions for multiple countries or sign up for a subscription. We offer special licensing contracts to consultants, resellers and educational institutions.

What others are saying about GfK geodata

» „GfK is the first place that I turn when I need digital maps for Europe and Asia. I have been using their cartographic data for over 4 years now and I am impressed with both the quality of their data and their excellent support.“

David Pinals, President & CEO, TTG Incorporated

» “GfK’s data served as a key source for the RMS industry exposure database. The GfK data, which is available for all of the European countries covered by our model, provides up-to-date, highly detailed and consistent coverage of various regional levels.”

Barbara Page, chief risk modelers at RMS

» “GfK’s range and quality of boundary data is really unsurpassed. It’s great that there is one source for all of our mapping data needs.”

Steve Maughan, CEO, Cozmix

ABOUT GfK

GfK is one of the world’s largest research companies, with approximately than 13,000 experts working to discover new insights into the way people live, think and shop, in over 100 markets, every day.

GfK offers the largest selection of administrative and postcode maps on the market and is the official supplier of the worldwide CRESTA zones for the reinsurance industry.

You can purchase online at www.gfk-webshop.de.

QUESTIONS?

Don’t hesitate to contact us at **+49 7251 9295 200**
or visit www.gfk.com/maps.