

HARNESS THE POWER OF PLACE WITH REGIOGRAPH 2013

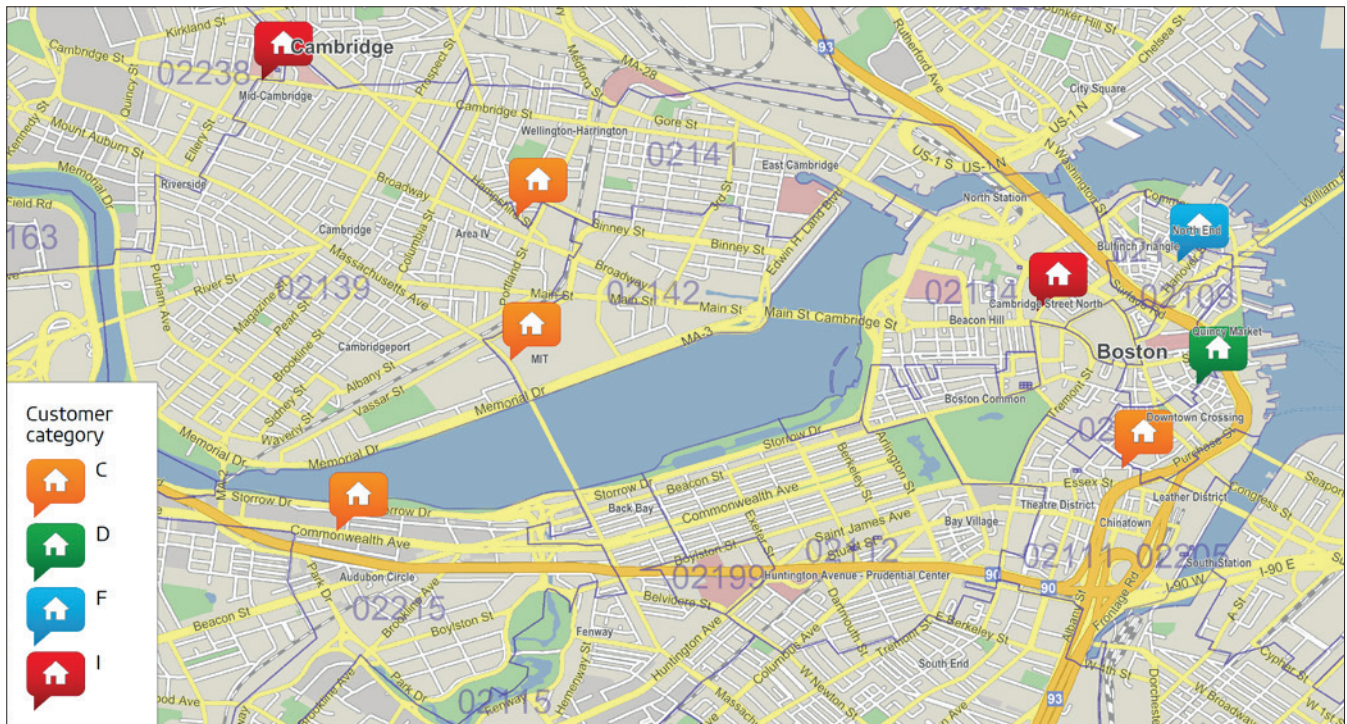
Where do members of your target group live? Where is there untapped sales potential in your market? Where are gaps in your sales territories? Where should new locations be opened?

Get answers to all of your „where“ questions with RegioGraph. Analyze your company data directly on digital maps and spot regional trends and patterns that would otherwise go unnoticed.

Visualize your customer distribution and plan sales territories that fit together without gaps or overlaps. Or analyze your locations' catchment areas and plan more efficient direct marketing campaigns. Geomarketing analyses bring clarity to your markets and operations, allowing you to plan with confidence.

Why RegioGraph?

- » specially designed for sales, marketing and controlling
- » more than 20 years of market success
- » user-friendly interface that requires no prior experience
- » includes maps, data on potential and TomTom street maps
- » innovative planning and analysis tools for working on all regional levels, from states to street segments
- » support for planning both globally and locally
- » exceptional customer support through free user hotline, web tutorials and cost-effective training courses



BETTER EXPLOIT YOUR MARKET BY MAPPING UNTAPPED POTENTIAL

Detailed analyses of potential

You can quickly and easily analyze customers and turnover directly on digital maps in RegioGraph. Import your company data into the software in just a few steps. RegioGraph already includes GfK data on potential, with information on inhabitants, households and purchasing power for a European country of your choice. Compare your existing customers with the actual market potential to spot new sales opportunities in every postcode.

Diverse range of applications:

- » Calculate your regional market exploitation
- » Locate areas where you can acquire new customers
- » Target marketing and sales campaigns where potential is high

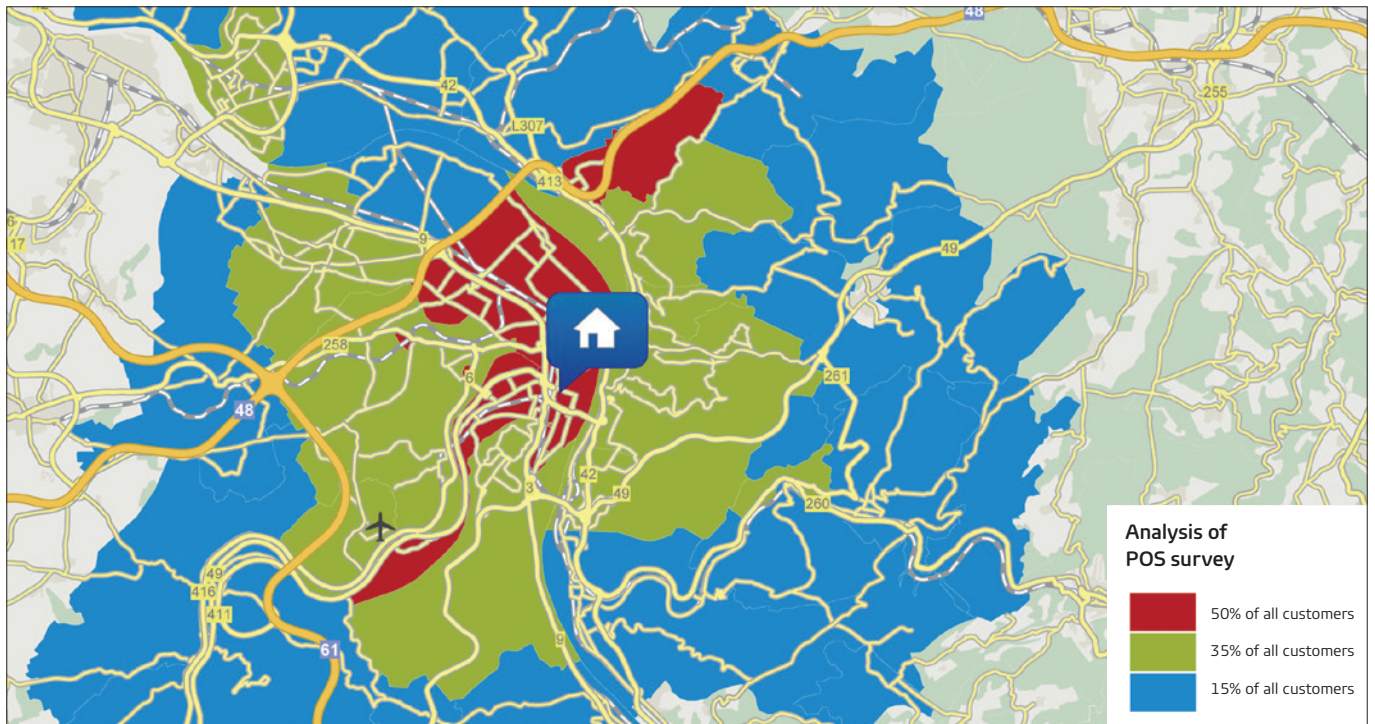
NEW FEATURES IN REGIOGRAPH 2013

New analysis and visualization dialog

Determine the best analysis option faster than ever. All possibilities are now presented in a new dialog window, along with all formatting options for fonts, lines and symbols. Make your selection and then immediately see the results on the map.

New geocoder for many additional countries

We've expanded RegioGraph's geocoding functionality so you can carry out detailed analyses not only in Europe but also worldwide. You can now geocode your company data at the level of street segments for many additional countries such as USA, Mexico, Brazil, Thailand, Malaysia, Singapore, South Africa and many more.



PINPOINT THE PERFECT LOCATION WITH REGIOGRAPH

Locations under the microscope

Map analyses bring clarity to your branch network. Import your locations into the map and visualize your catchment areas using various indicators, such as POS survey results. Or use RegioGraph's integrated gravity model to determine the catchment area and turnover potential for each location, while taking into account competitor influences. We're always happy to advise you on how best to assess new locations with RegioGraph.

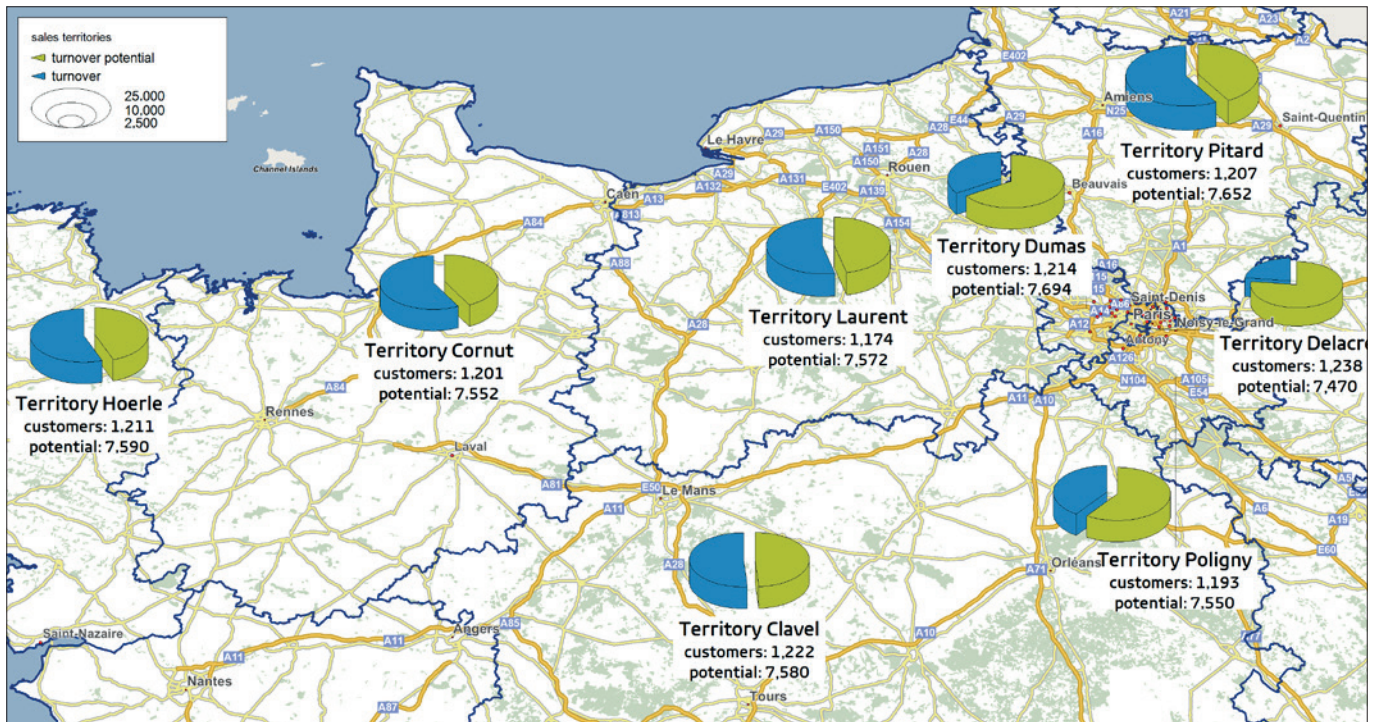
NEW FEATURES IN REGIOGRAPH 2013

Analyze restructurings in RegioGraph Planning

Use the product flow analysis feature in RegioGraph Planning to evaluate how opening or relocating business sites will impact your existing network. Quickly see how changes to individual locations affect the distribution of potential in your market.

Make more informed location decisions:

- » Analyze your regional market share and customer distribution
- » Pinpoint promising regions for marketing and POS campaigns
- » Evaluate new locations according to specific criteria



CREATE PICTURE-PERFECT SALES TERRITORIES WITH REGIOGRAPH

Professional sales territory planning

RegioGraph saves you time, money and headaches when optimizing your sales structure! You can immediately spot coverage gaps after importing your current structure. Powerful tools support you every step of the way to an optimal structure.

A wealth of planning options at your fingertips:

- » Analyze your current structure and identify strengths and weaknesses
- » Develop alternative planning scenarios for a new structure
- » Optimize your existing territories using specific criteria (e.g., potential)

NEW FEATURES IN REGIOGRAPH 2013

Streamlined planning on single base map

You can now plan multiple territory structures on a single base layer. Easily compare all planning variations, avoid mistakes and arrive more quickly at your optimal sales structure.

Location-based optimization

When optimizing territories, you can take into account existing locations, such as employees' places of residence. This gives you more flexibility when planning and implementing changes to your operations.

Improved interactive optimization

The new, even more user-friendly interface clearly displays all optimization recommendations. Make use of indices and diagrams when restructuring territories and comparing your existing structure to your target structure.

KEEP YOUR MARKETS IN FOCUS WITH REGIOGRAPH'S REPORTING FEATURES

Reports that deliver insights

Use RegioGraph's reporting features to evaluate the results of your planning endeavors. Overview maps, rankings and charts bring together the most important information on your sales territories and location networks. This means you're always aware of what's going on in your markets and can quickly and clearly communicate any changes to colleagues.

Reporting features:

- » Determine realistic growth opportunities in your sales territories
- » Compare multiple planning scenarios and structures
- » Rank your locations

NEW FEATURES IN REGIOGRAPH 2013

Create customized reports

You can now enhance the presentation of your results by inserting diagrams and tables onto the worksheet alongside your maps. Like the maps, these components are linked to the layer table and are automatically updated if any data in your layer table changes. You can also distribute maps, diagrams and tables among multiple worksheet pages. Create a custom look by adding your logo and headings.

Optimized territory reports

Directly compare two territory structures, such as your current and proposed structures. A new and improved territory report summarizes the most important information in just a few pages.

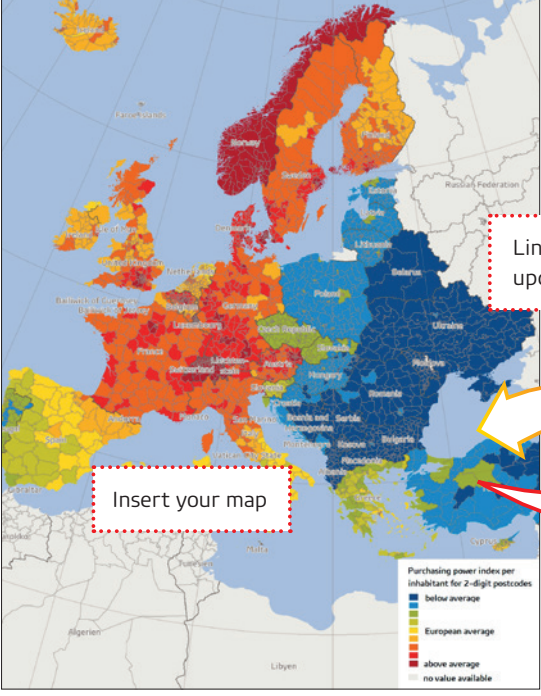
Automated assignment lists

A new report feature lets you evaluate the composition of your territories at the click of a mouse. It's easy to view the key characteristics of your structure, such as a list of the postcodes that comprise your advertising distribution regions.

Example of customized report

YOUR HEADING

Insert your logo



Insert your map

Country	Inhabitants	GfK Purchasing Power per capita in €	Europe index per capita (European average = 100)
Liechtenstein	36,149	56,978	445.1
Norway	4,985,870	32,037	250.2
Switzerland	7,864,012	31,666	247.3
Austria	8,234,853	28,924	225.9
Denmark	5,580,516	22,040	172.2
France	6,404,252	20,613	161.0
Germany	8,175,160	20,331	158.8
Italy	62,791,011	19,289	156.3
Belgium	10,951,261	18,289	155.3
Netherlands	16,655,799	17,132	150.9
Finland	5,401,267	16,936	150.7
UK	62,261,967	16,179	142.9
Iceland	319,575	15,408	133.8
Ireland	4,588,252	12,943	132.3
Spain	47,190,493	11,500	126.4
Cyprus	1,152,247	11,350	120.3
Greece	10,769,704	10,350	101.1
Slovenia	2,055,496		

Insert a table or diagram

Linked elements update automatically

Create multi-page reports

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