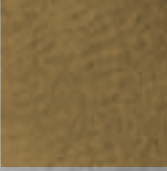


Now you know

FASTER
MORE ACCURATE AND
MORE PROFITABLE
DECISION MAKING.

 **asterop**

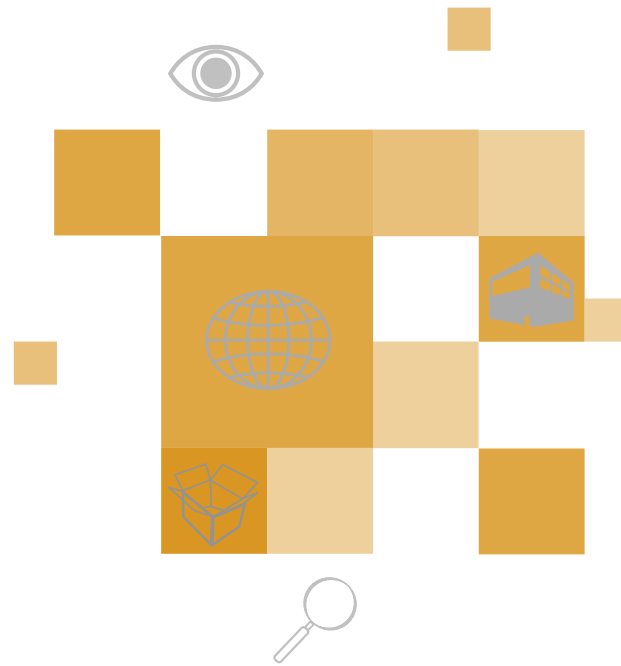


QUANTIFY

INTELLIGENT TOOLS

OPTIMIZE MARKET STRATEGIES AND

GROW REVENUE.



Markets can change overnight, so success depends on your ability to foresee new consumer buying habits and capitalize on emerging market trends, while attracting new customers in existing markets.

How do you efficiently, quickly and accurately manage a future of shifting lifestyles, fickle consumer trends, and a world of changing merchandise?

For every challenge, Asterop will help you find new opportunities. We'll show you how to gain powerful market insights so you can make fast, fully informed decisions far ahead of the competition. And we'll make sure you stay out in front.

Validated by an independent scientific committee, the methodology embedded in our predictive GeoIntelligence Retail® decisional tools delivers proven results. You will instantly recognize market opportunities, take decisive action with minimal risk, and quickly move toward generating higher revenue.

Like never before, you'll be able to establish new affinities with your customers, quickly decoding shifts in consumer behavior and shopping patterns.



PREDICT



IDENTIFY NEW OPPORTUNITIES

SMARTER RETAIL AND MERCHANDISING STRATEGIES

Asterop's predictive intelligence removes the guesswork from the site location, marketing and merchandising processes. Our comprehensive technology-based solutions and consulting services optimize your strategic marketing decisions and easily identify real market opportunities. Since profits depend on the details, our software sifts through all the finer points to ensure that you can make the right decisions, *fast*.

Built by industry professionals for retailers and property owners, Asterop solutions represent retail industry Best Practices, delivering results that you can see and immediately act upon.

Start to finish, you'll have the tools to determine where to go and what customers to pursue.

- Perceptively anticipate trends and take command in your marketplace
- Quickly gain knowledge to increase market share and profits
- Rapidly identify locations that represent maximum opportunity for performance
- Always place the right retailers in the right business locations
- Thoroughly understand drivers for success and accurately forecast retail sales
- Strategically develop new retail brands and plan expansion
- Effortlessly turn raw customer, public and propriety data into meaningful information



“Asterop's solution enables us to see where our customers are now and where they will be in the future. Knowledge like this is very hard to come by, but thanks to Asterop, we know exactly where to open stores. Their solution has given us the confidence to go into new markets, both here and abroad. We are excited about having one decision-making platform for our store location decisions.”

George Blankenship, VP of Real Estate, Apple



IDENTIFY



ASTEROP

GEOINTELLIGENCE

RETAIL[®] SOLUTION

ANALYSIS, APPLICATION AND INSIGHT.

Want to optimize your store development strategies?
Uncover new developments before they happen?
Significantly improve retail performance? In your stores?
In your centers?

GeoIntelligence Retail is a leading-edge business tool that helps you make the right strategic marketing decisions—every time. The solution integrates customer, public, and private data with innovative technology and proprietary methodology, to deliver objective and highly useful insight. You will have the knowledge at your fingertips to quickly and accurately optimize real estate, merchandising, marketing and property development decisions—boosting profits and performance.

The Asterop solution benefits everyone involved with strategic decision making and is ideally suited for all divisions within a company. Whether you are a retailer or

property owner, in the corporate office or on-site in stores or properties, the Asterop GeoIntelligence Retail solution delivers precisely what you need to know:

- Increase revenue potential by realizing market share
- Understand spheres of influence and gain knowledge of your trading areas
- Estimate sales and quantify cannibalization
- Increase performance of existing stores
- Prioritize retail expansion and optimize retail network strategies
- Optimize merchandise mix with market-appropriate strategies
- Improve direct marketing and promotional campaigns with better customer identification
- Simulate development strategies for improved results



“The retail real estate industry is no longer a guessing game. It is a lot of science and a little bit of art. With Asterop’s web-based decision-making tools, we can quickly understand which retailers are most appropriate for our properties. It has become an important tool in our leasing, marketing and development processes, making the success of our retailers much more predictable.”

David Contis, EVP and COO, The Macerich Group



UNDERSTAND



UNIQUE AND HIGHLY
SCIENTIFIC APPROACH
TO TECHNOLOGY

INNOVATIVE TECHNOLOGIES
DELIVERING NEW PERSPECTIVES

Asterop provides an entirely new generation of business intelligence backed by scientific research. Our solutions deliver actionable business knowledge based on socio-economic realities. The unique methodologies embedded in our software combine precision demographics and explanatory statistical and geo-statistical analysis with information accessed from high value-added databases. Developed for strategic and operational marketing decisions, the technology allows for evaluations of market share by product line, store or shopping center, as well as trade area modeling. With Asterop's tools, businesses now have the ability to plan the optimal merchandise mix for stores and properties, new retail concepts, and strategic expansion, and analyze sales potential and cannibalization.

SOPHISTICATED ALGORITHMS,
PROPRIETARY MODELING

Asterop's GeoIntelligence Retail® tools include decisional analysis technology to model spheres of influence and forecast retail sales potential. The unique methodologies embedded in Asterop GeoIntelligence have been validated by a prestigious independent scientific committee, France's National Institute for Research in Computer Science and Control (INRIA).

PATENT-PENDING BENCHMARK
SCORING INDEX

Our Benchmark Scoring Index lets you obtain the results fast. Get it done and get it right. That's the beauty of our scoring system. It shows what you need to know, and why.

- Shorten decision making by instantly matching retailers to properties
- Match any location, anywhere, and receive comparative insight to power decision making
- Eliminate the guesswork by quickly generating analog sales forecasts
- Find tenants in other markets by identifying centers with similar attributes

DELIVERY OPTIONS

Asterop's breakthrough solutions are available on multiple platforms that leverage software and data from multiple sources. Our thin client architecture can be implemented through an Internet/intranet approach or on an ASP model. Additionally, the technology is an open technology that can be integrated into all standard information systems. We also offer a desktop delivery option and with our web-based solutions, you get universal access, anytime, anywhere—from corporate headquarters to each and every retail outlet or property.

ANALYTICAL SERVICES

To make sure you have business-critical knowledge at your fingertips fast, Asterop provides interpretive results in report formats customized to your requirements.



“The ASTEROP GeoIntelligence retail solution provides an entirely new dimension to business intelligence, allowing us to transform our traditional approach to geo-marketing. We now have the business intelligence tools to anticipate commercial trends, optimize our promotional campaigns, and better evaluate our programs. Asterop has helped us move into analytical CRM and we have achieved a fast return on our investment.”

Jean-Christophe Gauchet, Director of Marketing, Castorama-Kingfisher Group

“Profound shifts in the socio-economic scene—the concentration of large trade names, changes in consumer behavior, a new emphasis on increasingly higher standards—are forcing management to rethink its development strategies in order to keep up with a rapidly changing world. Asterop has responded to these challenges with a new generation of business intelligence tools. It is our goal to provide our clients with tools that enable them to develop more aggressive growth strategies and to more effectively support their operations.”



*Christophe Girardier
CEO, Asterop, Inc.*



“It is no longer possible to survive on hunches about market trends. The Asterop solution provides our customers with the ability to instantly recognize voids in the marketplace for stores, optimal merchandise offerings, and under-penetrated business. And we provide a single platform for our customers’ business intelligence and decision-making needs throughout the world.”



*Kathryn A. Huber
President, Asterop, Inc.*





BRANDS LIKE THESE

WORK WITH PEOPLE LIKE US.

RETAILERS • PROPERTY OWNERS • FINANCIAL INSTITUTIONS • INVESTORS

Ann Taylor
Apple
BNP Paribas
Bebe
Big Boy Restaurants
Books-A-Million
Coach
Crate & Barrel
Domino's Pizza
Galeries Lafayette Group
Intermarche
Jones Lang LaSalle
Lindt Chocolate
Macerich
Mills Corporation
Monoprix
National Car Rental
Peugeot
Pinault Printemps Group
Vornado
Westcor

Our growing roster of name brand clients and industry leaders knows precisely where they're headed. We give them fast, accurate and measurable results. State-of-the-art products, key services and complete research provide precise knowledge of their markets.

Every client we work with knows we use our industry experience to deliver unique insights. This is the perspective they need to make their every move generate the best return on investment.



“We had been thinking about entering Portland, Oregon for quite some time. When a good opportunity presented itself, we were better able to evaluate its potential for us with Asterop’s web-based software. Their web tool allowed us to more accurately determine the presence of Crate & Barrel customers in the marketplace, and where they lived relative to the development project. We are on Asterop’s system almost every day.”

*Peter Rusnak, Director of Real Estate,
Crate & Barrel*



