

# ASTEROP INTELLIGENCE BRIEF

## It's not about what you sell... it's about who you sell to, where you sell it, and why you sell it there!

Identifying new and emerging retail opportunities and exploiting them for maximum gain is no small feat. It requires accurate and timely information about geographic and local market dynamics, as well as real-world insight into consumer preferences and buying habits. To succeed, you need to be able to quickly recognize which trade areas offer the most promising opportunities and make intelligent decisions about product mix, merchandising and store location, in order to drive revenues and maximize profits.

In today's competitive and unpredictable retail landscape, it's simply not enough to rely on raw data and statistics derived from demographic reports and census gathering. For example, even if you know the average household income and population growth in a specific geographic region, how do you know whether or not consumers in that region are likely to purchase your products? What's needed is an "intelligent" decision-support solution that allows you to make more profitable business decisions based on accurate, relevant and timely information.

Asterop, Inc., the leader in Business GeoIntelligence®, offers a new generation of decision-making tools for retailers. We can help you identify, analyze, and prioritize new and emerging business opportunities and optimize existing retail programs to boost your bottom line. Our GeoIntelligence solutions integrate vast amounts of customer, public and private data, and using innovative technology and proprietary methodology — we transform raw data into intelligent information and actionable insights. Asterop's solutions allow you to make the right sales and marketing decisions each and every every time.

Asterop's GeoIntelligence Retail® is the leading-edge solution that helps you optimize merchandise mix, forecast product revenue, develop and implement marketing and distribution strategies through proprietary predictive models. The GeoIntelligence Retail solution also identifies under-penetrated products and stores, thereby allowing you to easily gain market share. This powerful decision making solution puts the knowledge you need instantly at your fingertips, to quickly and accurately optimize real estate, merchandising, marketing, property leasing, and development decisions—boosting profits and performance.

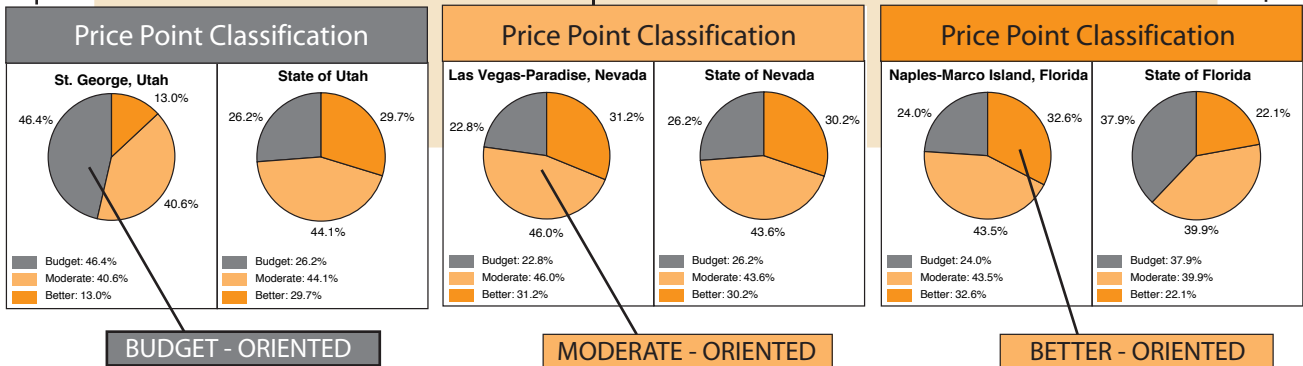


**Fact: Asterop can help you identify the hottest market opportunities and determine the price classification at which consumers are most likely to purchase.**

Asterop's Price Point Classification Report allows you to view the predominance of Better, Moderate, and Budget price-oriented households within the zip codes, polygon, or radius in a given retail property's trade area. This report allows you to create a "birds-eye" view into specific geographic markets in order to better understand the likely purchasing behavior of consumers in that trade area.

**Price Point Classification Analysis: Top 10 Fastest Growing Markets**

	HH	Avg HH Size	5 Year Market Growth	Budget	Moderate	Better
Bend, OR CBSA	56,779	2.5	16.6%	39.2%	37.2%	23.5%
OR State	3,622,696	2.6	5.9%	35.20%	39.90%	25.00%
Greeley, CO CBSA	80,214	2.9	18.8%	31.2%	41.6%	27.2%
CO State	1,784,568	2.6	7.1%	25.0%	38.4%	36.6%
Gainesville, GA CBSA	56,021	3.0	15.8%	36.9%	42.6%	20.5%
GA State	3,274,785	2.7	8.3%	39.6%	31.1%	29.3%
St. George, UT CBSA	37,347	3.0	19.1%	46.4%	40.6%	13.0%
Heber, UT	5,704	3.2	17.2%	37.9%	28.7%	33.4%
UT State	757,155	3.2	7.4%	26.2%	44.1%	29.7%
Las Vegas-Paradise, NV CBSA	612,693	2.7	18.2%	22.8%	46.0%	31.2%
NV State	877,140	2.7	15.8%	26.2%	43.6%	30.2%
The Villages, FL CBSA	21,966	2.6	15.3%	55.9%	37.1%	7.0%
Palm Coast, FL CBSA	47,799	2.3	20.9%	38.8%	42.3%	18.9%
Naples-Marco Island, FL CBSA	125,631	2.4	19.3%	24.0%	43.5%	32.6%
Cape Coral-Ft. Myers, FL CBSA	222,860	2.3	15.8%	36.5%	43.0%	20.5%
FL State	6,952,418	2.5	9.3%	37.9%	39.9%	22.1%
USA	111,006,754	2.7	4.9%	35.0%	37.6%	27.4%





## A NEW DIMENSION OF BUSINESS GEOINTELLIGENCE

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

Asterop GeoIntelligence Retail® is backed by scientific research and delivers real-world business knowledge based on socio-economic realities. The unique methodologies embedded in our software combine precision demographics and explanatory statistical analysis with information accessed from high value-added databases. And, our web-based decisional tools can be accessed anywhere, anytime— from corporate headquarters to each and every retail outlet.

### DESIGNED BY AND FOR RETAILERS AND PROPERTY OWNERS

Asterop GeoIntelligence Retail benefits everyone involved with strategic decision making and is ideally suited for all divisions within your company. Whether you are in the corporate office or on-site in stores or shopping centers, the Asterop GeoIntelligence Retail solution delivers precisely what you need to know in order to:

- Increase revenue potential by realizing market share
- Understand spheres of influence and gain knowledge of your trade 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 through increased responsiveness
- Simulate development strategies for improved results

#### **Sophisticated Algorithms. Proprietary Modeling.**

Asterop's GeoIntelligence Retail includes 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).



## **ASTEROP TRANSFORMS TRADITIONAL GEOMARKETING AND DELIVERS FAST ROI**

*“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*

## **ASTEROP GEOINTELLIGENCE ENABLES FASTER, MORE ACCURATE DECISION MAKING**

*“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 Conti  
EVP and COO, The Macerich Company*

## **A NEW ERA OF BUSINESS INTELLIGENCE TOOLS TO ANALYZE CONSUMER BEHAVIOR AND TRENDS, PLUS DEFINE MARKET OPPORTUNITIES FOR RETAILERS AND PROPERTY OWNERS**

### **PATENT-PENDING BENCHMARK SCORING INDEX**

Asterop GeoIntelligence Retail delivers faster decision-making, so you can instantly match retailers to properties, compare locations, and generate analog sales forecasts.

### **ASTEROP DELIVERY OPTIONS**

Asterop’s GeoIntelligence solutions are available on multiple platforms, including intranet, desktop, or our Internet solution that gives you universal access – anytime, anywhere.

