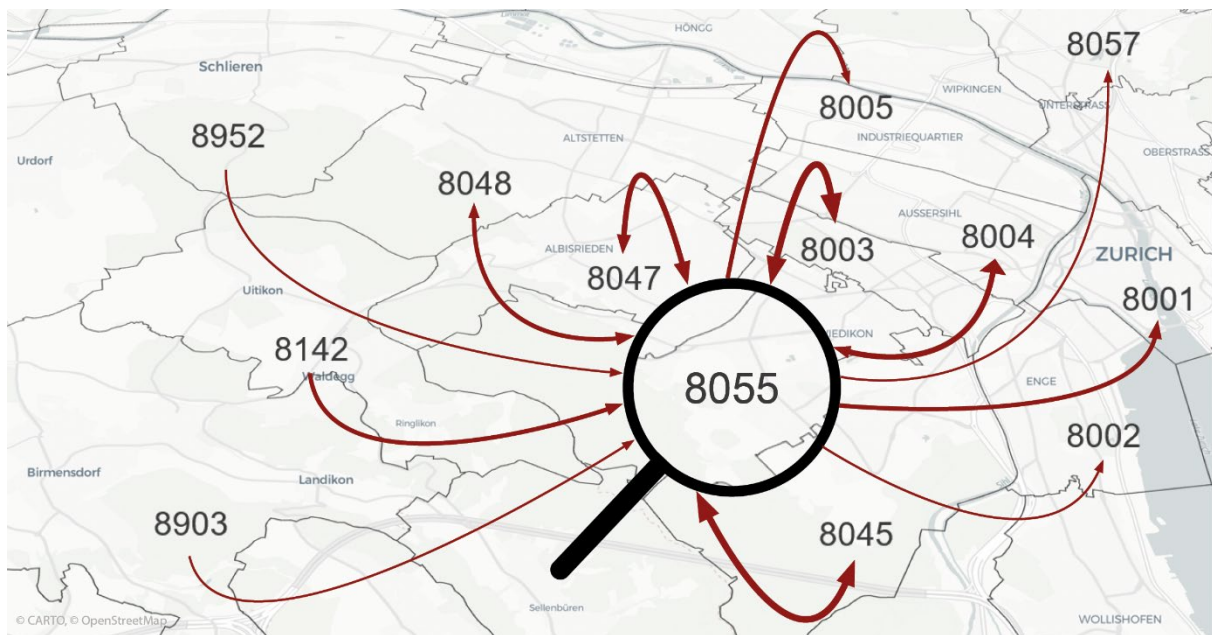


MBI Launches “MBI Where To”: Revealing Real Visitor Flows and Regional Connections

Karlsruhe, October 28th, 2025: Michael Bauer International GmbH (MBI), a global leader in consistent and comparable geodata and location intelligence, announces the launch of its newest data product: MBI Where To. This innovative dataset visualizes and quantifies population movements between postal code areas, enabling users to understand real-world visitor flows, spot new opportunities, and target audiences with greater precision.



Understanding Movement. Spotting Opportunity. Targeting Precisely.

With MBI Where To, users can clearly see where people come from and where they go, uncovering the invisible connections between regions. For every postal code, the dataset provides transparent inbound and outbound travel patterns, showing both the top 10 and top 25 postal codes linked to the selected area, as well as the postal codes that account for 80% of total visitor or resident movements.

The result: a comprehensive, ready-to-use foundation for Origin-Destination Analysis that captures not only final destinations but also every stop – from work commutes and shopping trips to social visits and coffee breaks.

“With MBI Where To, we’re giving our clients a new lens on movement,” said Ray Roberts-York, Managing Director at MBI. “Whether you’re in retail, urban planning, marketing, or real estate, understanding how people actually move between areas provides an unparalleled competitive edge.”

Actionable Insights Across Industries

MBI Where To is designed for professionals across sectors who rely on population dynamics to make data-driven decisions. It helps to:

- Identify promising business locations based on actual visitor flows
- Target advertising campaigns to the right catchment areas
- Understand local versus cross-regional reach
- Support infrastructure and urban planning
- Benchmark area attractiveness and performance

Smart Methodology, GDPR-Compliant Data

The dataset is built using a sophisticated methodology that integrates multiple variables, including population data, workplace density, internal and cross-border migration, and temporary population patterns. All data is aggregated and processed in full compliance with the General Data Protection Regulation (GDPR), ensuring the highest standards of data privacy and reliability.

By combining MBI Where To with MBI's globally consistent geodata portfolio, such as demographics, purchasing power, and area boundaries, users can pinpoint the who, where, and why behind every movement pattern, enabling precise audience segmentation and strategy optimization.

Example: Zurich's Dynamic Flows

The example above from postal code 8055 Zurich illustrates the power of the dataset: Residents of 8055 most frequently visit 8003, 8004, and 8045, while the area itself attracts visitors primarily from 8045, 8003, and 8047 – offering a clear view of real commuting and visitor relationships within the city

About Michael Bauer International GmbH

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over 15 years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic, market and risk data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of

companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey. Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

With CONIAS Risk Intelligence, we provide in-depth and data-driven information about the current and emerging dynamics of political conflicts worldwide. We support internationally operating companies and organizations in identifying political risks to location, logistics and investment security at an early stage and in developing targeted adaptation strategies.

MBI is one of the first global HERE Technologies Distributors as well as **“Global HERE Distributor of the Year 2023”**. HERE is the leading provider in the development of digital maps and location-based services.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

For more information, please visit www.mbi-geodata.com.

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