MB-International
Worldwide Geodata

Press release Michael Bauer International GmbH

Success in the US with LeadDog Consulting

Karlsruhe, June 06, 2016: LeadDog Consulting LLC, USA is honored with the award "Fastest growing International Partner 2015." The company showed exceptional growth and success in 2015.

The award was handed over personally to Jim Anderson, LeadDog Founder, in Boston/USA during a May 2016 meeting with Ray Roberts-York, Managing Director of MB-International.

LeadDog Consulting creates, validates and licenses GIS vector maps and imagery. With a team of experienced consultants they have a collective 20 years of experience in the Global GIS and Geo-data industry and are well connected worldwide.

One of the most rewarding parts of business is building lasting partnerships; MBI believes their partners play an integral part in their vision. The "Fastest growing International Partner" Award raises the visibility and progress of partners who excel in delivering innovation combined with outstanding commercial results within one year. For a large number projects carried out by LeadDog last year, MB-International was the preferred data provider for Purchasing Power, administrative boundaries, zip-codes and socio-demographics. With a comprehensive knowledge in Geomarketing, MB-International is a recognized German manufacturer of globally consistent and comparable small-scale market and geographic GIS boundary data.

"We are honored to have LeadDog as a partner and cherish the memories created while pursuing the organization's many accomplishments throughout last year", says Ray Roberts-York, Managing Director of MB-International. "Jim and his team at LeadDog are an important partner for us in the USA. As an official distributor, both companies benefit from this strategic partnership. We are looking forward to continuing our great partnership and professional cooperation."

Jim Anderson, LeadDog Founder, adds: "We are honored to receive this award recognizing the collaborative work our companies have achieved in the last year. Daily, we strive to provide the highest quality GIS products and customer service. Our clients receive industry leading mapping and are confident they made the right choice in us as their GIS data provider. The MB-International data is best suited for many our customers' demands. The large coverage of the worldwide database, the wide variety of the data variables and the data comparability enables our customers an accurate basis for any analyses."

About LeadDog:

LeadDog Consulting creates, validates and licenses GIS vector maps and imagery from the world's leading suppliers. Their worldwide spatial data network includes streets, roads, street addresses, points of interest, demographics and postcodes.

About Michael Bauer International GmbH:

MB-International offers a wide range of data products for business-critical geospatial analysis. MB-International's products include Population, Households, Age Bands, Unemployment as well as Purchasing Power, Retail Turnover and Consumer Spending on most geographical levels. They also produce and license vector postcode boundaries (ZIP), administrative boundaries and small areas maps for most countries Worldwide.

MB-International is a manufacturer and reseller of their own map, socio-demographics and boundary data that strives to provide businesses who want to make better informed investment with market data.

MB-International is committed to supporting their customers to achieve an effective set-up and continuous handling of their geodata. Specialized in providing tailor-made data products according to each customer's individual requirements.

MB-International's data is used globally by GIS engineers, Marketing executives, OEMs and controllers' for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications.

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

MB-International Press and Public Relations:

Nadja Schwannauer

Greschbachstr. 12

76229 Karlsruhe

+49 721-46470342

nadja.schwannauer@mbi-geodata.com

www.mbi-geodata.com