

MB-International and First Element announce Strategic Partnership

Spatial Technology leaders launch collaboration to advance sales in the Benelux area

Karlsruhe, 19.07.2013: Michael Bauer International GmbH, Karlsruhe announces an official partnership with First Element b.v., Delft (NL) for the sale of Geodata. The companies' mutual goal is to add value and resources to benefit customers in the Benelux. According to the agreement, First Element b.v. will act as a sales agent for the marketing, sale and processing of MB-International's worldwide Geographical data and Socio-demographics into solutions for customer projects.

MB-International, a manufacturer and reseller of their own map data, offers a wide range of data products for business-critical geospatial analysis. Their products include Economical data such as Purchasing Power and Retail trade-relevant variables, Socio-demographics as well as the matching area boundaries. Global Road Maps in different scales and qualities completes the product line.

MB-International's data is used globally for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications, mainly in the retail sector.

First Element b.v. has more than 20 year's experience in the development of web based and desktop geographic information systems, for example geomarketing solutions for small and large retail organisations. For many years First Element has been partnering with Pitney Bowes Software (MapInfo) and is the best performing MapInfo partner in the Netherlands. They develop the leading geographic analytical and visualization tool for the Dutch police and GIS solutions for commercial businesses in the Benelux region with specialist knowledge in retail. Their Geomarketing solutions in the retail sector focus on a number of areas such as analysis and visualization of target groups and competitors, optimization of

commercial actions such as catalogue distribution, drive time analysis, sales optimization, strategic expansion planning and site analysis.

“First Element is the ideal partner for us to increase our activities in the Benelux region. Their many years’ experience of the retail market and the team’s local knowledge are a good basis for a successful business partnership”, explains Mr Roberts-York, Managing Director of MB-International.

Erik van Hunnik, Managing Director of First Elements, says: “The data of MB-International suits most of the demand of the customers. The large coverage of the worldwide database, the wide variety of the data and the data comparability enables our customers to a precise marketing and store planning.”

About Michael Bauer International GmbH:

MB-International, a sister company of MB-Research, 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 (ZIP) and administrative boundaries 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. With a team of experienced consultants they have a collective 30 years of experience in the Global GIS and Geo-data industry.

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 about Michael Bauer International GmbH, please visit www.mbi-geodata.com

About First Element bv, Delft, NL:

First Element was founded in 1990 as supplier and developer of relational database systems. Since 1994 the focus of the company has been mainly in the area of Geographical Information Systems (GIS). First Element has been partnering with Pitney Bowes Software (MapInfo) for over 25 years.

They develop GIS solutions for government and commercial businesses with specialist knowledge in the Police, Retail and Real Estate markets.

First Element is situated in Delft and member of various branch and knowledge organisations such as ICT-Kring Delft, VNO-NCW West and Delft Design.

Knowledge areas: Geomarketing/ Retail solutions: location planning, business planning, sales territory planning and market research analyses, Public safety: creating maps and crime analyses solutions for web and desktop, MapXtreme. Net-implementation and development of web based GIS software, Development of Geographical oriented website- PHP, ASP.NET, Javascript, HTML/CSS, MapBasic-application development within MapInfo Professional, Process cadastral information for real estate- and project development, Corporate Housing Geographical Management solutions.

For more information about First Element bv, please visit <http://www.element.nl/en/>

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