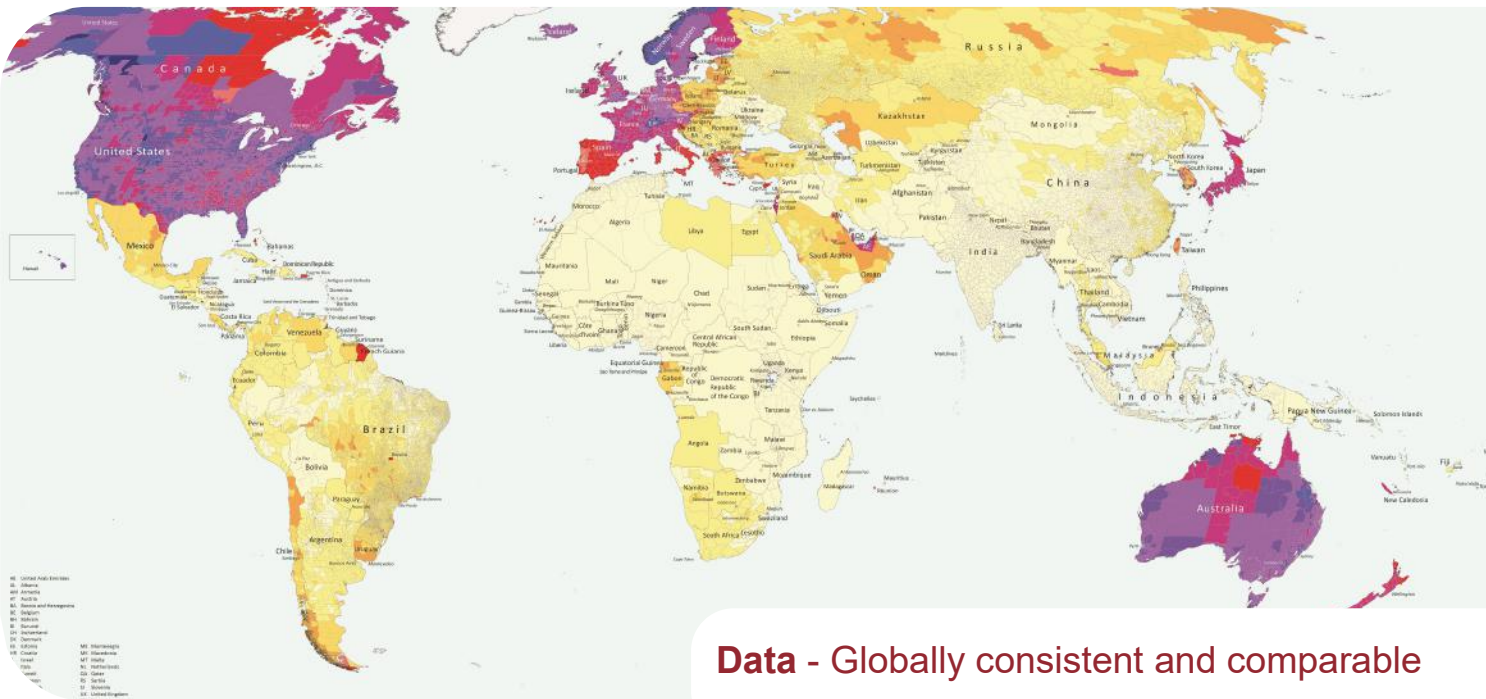


Purchasing Power Worldwide



The key indicator for sound location and sales territory planning



Data - Globally consistent and comparable

Purchasing Power

Purchasing Power refers to the disposable income (i.e. income after taxes and social contributions, including received transfer payments) of a certain region's population. Consequently Purchasing Power consists of net incomes from employment and assets (after taxes and social contributions), pensions, unemployment benefits, benefit payments and other national transfer payments.

A per capita index of 100 indicates the area's purchasing power is in line with the national average and index above or below this average shows the amount of deviation from the average, positively or negatively.

Advantages of the MB-International Purchasing Power

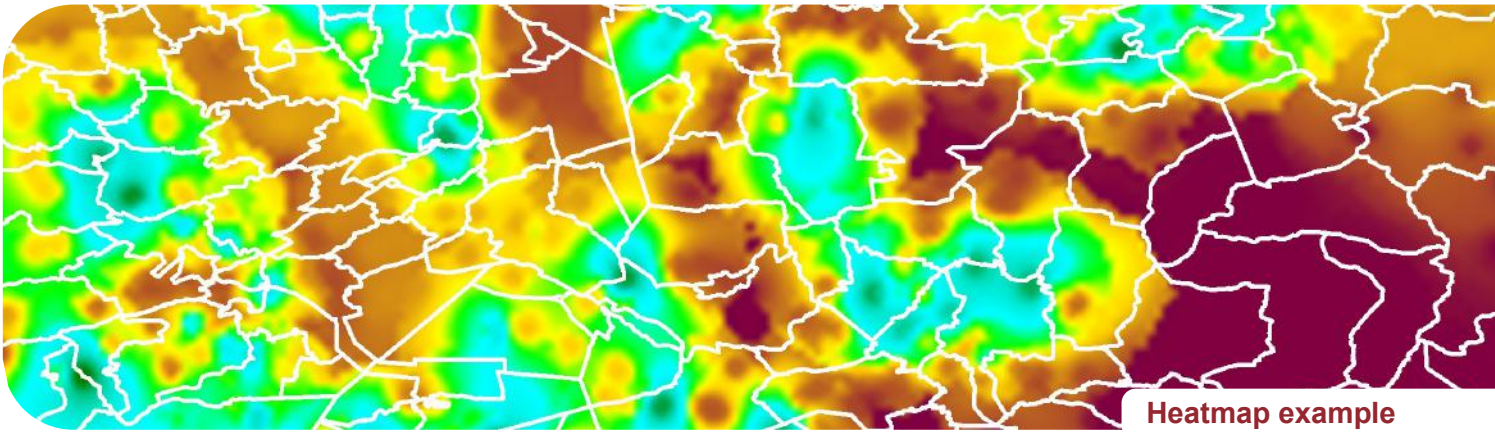
- **Globally consistent and comparable**
- Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- The Purchasing Power allows companies to zero in on their regional markets with increased precision and accuracy
- Using our postcode or administrative boundary maps for the geographic visualization of the Purchasing Power allows for an even more effective and efficient decision-making.

Contact us for more information on our worldwide comparable geodata offering!



First Element B.V.
Scheepmakerij 11
NL 2628 AA Delft

- ☎ +31 15 2190885
- ✉ office@firstelement.nl
- 🌐 www.firstelement.nl



Heatmap example

By using MBI Purchasing Power Data you are able to:

- Quantify regional sales opportunities / market potentials
- Evaluate areas for strengths and weaknesses
- Identify unused market potential
- Set realistic local economic forecasts
- Focus locally on marketing activities
- Formulate quantified and realistic objectives
- Restructure and optimize market and sales areas

Global Data Levels

Postcode (zip) Level

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode

Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries

Small Area Levels

Could be subdivisions of the postcode or administrative boundaries like census areas

Standard Formats

Standard data formats

- Tab delimited file (TXT)
- KML
- Access database (MDB)
- Excel (xls)

Standard GIS formats for our vector boundaries

- Esri Shape file (.shp)
- Esri Geodatabase (.gdb)
- MapInfo (.tab)
- MapInfo MIF/MID

Accessible by API

DATALINK Rest APIs & Platform Extensions Formats: Use simple HTTP GET methods providing maps, sociodemographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.



Contact us for more information on our worldwide comparable geodata offering!



First Element B.V.
Scheepmakerij 11
NL 2628 AA Delft

- +31 15 2190885
- office@firstelement.nl
- www.firstelement.nl



Thematic Map example

Layer attributes structure

Attributes of the layers have the following design layout:

CTRYCODE	Two digit country code by ISO 3166
ADMINCODE / POSTCODE / MICROCODE	Administrative code / Postal code / Micro-code
NAME	Name of area or the next higher level
P_T	Population year average: total number
P_PRM	Population year average: per mill of country
PP_MIO	Purchasing Power: million Euro
PP_PRM	Purchasing Power: per mill of country
PP_EURO	Purchasing Power: Euro per capita
PP_CI	Purchasing Power: index (country eq.100)

Example

Admin code	Name	Population	Purchasing Power				
	Municipality	P_T	P_PRM	PP_MIO	PP_PRM	PP_EURO	PP_CI
500496	Blevice	285	0,027	1,89	0,025	6.624	92,7
505188	Buštěhrad	2.791	0,265	20,51	0,273	7.350	102,9
505587	Dřetovice	500	0,048	3,07	0,041	6.137	85,9
529303	Zákolany	541	0,051	3,48	0,046	6.429	90,0
530883	Kralupy nad Vltavou	17.726	1,685	136,62	1,818	7.707	107,9

Methodological Notes

To safeguard users from methodological challenges by typical work with regional data from different sources, the regional raw data (on bases of research at the national statistical offices, in some countries also regional statistical offices) were adjusted to national figures from internationally comparable data sources (UN, ILO, EUROSTAT and other international organisations).

Contact us for more information on our worldwide comparable geodata offering!



First Element B.V.
Scheepmakerij 11
NL 2628 AA Delft

+31 15 2190885
office@firstelement.nl
www.firstelement.nl