

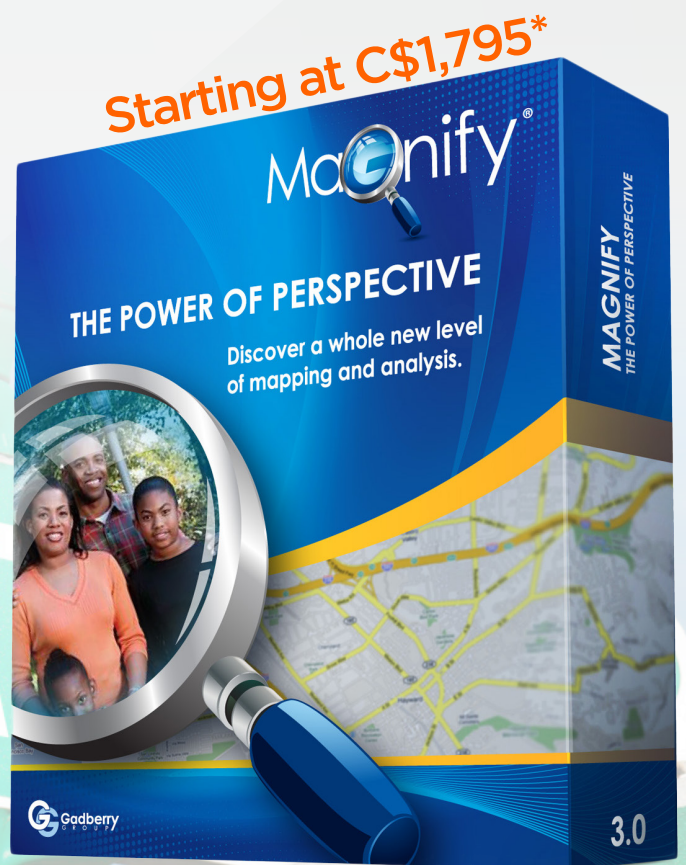
MAGNIFY 4 - CANADA EDITION

Seeing data and location through a different lens

Magnify is a powerful, easy to use and economical tool that merges current and relevant demographic information with contemporary mapping capabilities. It is designed to address the demands of today's rapidly changing demographic landscape. Magnify not only delivers accurate geo-demographic results, but also saves our customers time and money.

With Magnify's powerful batch and online capabilities, users can quickly create accurate and precise location analyses, study areas, reports and detailed Google® maps. And, because Magnify is a cloud solution, there are no expensive, complex or IT intensive desktop software components to install or maintain.

Magnify enjoys over 90% customer retention. Customers stay with Magnify because they not only see the value, but also appreciate the comprehensive customer support they receive. Magnify is the best "bang for the buck" data and location intelligence product available today.



**All prices quoted in CAD*

IS MAGNIFY FOR YOU?

If you need better answers to these questions, Magnify is the solution for you!

- How can I analyze and present my store information when I only have address information?
- How can I map multiple study areas and create demographic reports with a tablet?
- How do I share location data and maps with field staff quickly, easily and affordably?
- How can I access full location details from data sets if we can't afford a full location file license?
- How do I best present the demographics of our city, area or specific locations to potential clients, investors or retailers?
- If I use AnySite[®] or MapInfo[®] Professional for desktop location analysis and intelligence, is it possible to present the same information over the web and on mobile devices.

POWERFUL REPORTING

Magnify has an extensive suite of the reports you need the most.

Pitney Bowes[®]

- Business Summary Reports
- Canada Expenditure Potential Reports (CanEx)
- Canada Detailed Food Expenditure Reports (CanFoodEx)
- Canada Household Facilities and Equipment Reports (CanHFE)
- Disposable and Discretionary Income Reports
- Canada Wealth Reports

PSYTE[®] HD Distribution Reports

(Segment and Financial)

ALL NEW FEATURES!

MAGNIFY 4.0 now has an all new advanced Workflow that makes it even easier to analyze your locations.

- Multi-Function Batch Workflow, including Multiple Study Areas, Rings, Drivetimes, Donuts, and Capture
- Geography Joiner - easily join multiple geographies to create a custom study area
- File Uploading and Export, including MapInfo (.TAB) and Esri (.SHP) formats
- Batch Geocoding

ENHANCED MAPPING CAPABILITIES

Magnify makes visualizing data on maps fast and easy.

- User-friendly browser-agnostic interface
- Google Maps Street View, Aerial Imagery, and Points of Interest
- “My Location” and traveling capabilities for GPS-enabled devices
- Interactive map panning
- Point-and-click data display
- Customizable Microsoft[®] Excel reporting
- Thematic data display
- Customizable layer configuration
- User- and organization-level security
- Seamless product and data updates
- Benchmark comparison reporting
- Highly-rated customer support

BUILT WITH POWERFUL DATA IN MIND

Pitney Bowes Demographic Content (Canada)

Reliable, consistent annual estimates and projections, ensuring confidence in site selection, marketing, distribution, product development even in high-change markets.

Canada Expenditure Potential (CanEx) and Detailed Food Expenditure (CanFoodEx)

Comprehensive aggregate dollar estimates of the amount of money spent annually on detailed categories of consumer expenditures.

Canada Household Facilities and Equipment (CanHFE)

Estimates of dwelling characteristics and selected household equipment based on the relevant portion of Statistics Canada’s Survey of Household Spending (SHS).

Canada Wealth

Current estimates of household wealth including specific assets, liabilities and net worth.

PSYTE HD: Segment and Financial

Powerful market and geodemographic segmentation system that classifies neighborhoods into distinctive neighborhood lifestyle groups (Segment) and neighborhood types (Financial).

ABOUT GADBERRY GROUP

GADBERRY GROUP COMBINES 20+ YEARS OF EXPERTISE

Gadberry Group combines 20+ years of geographic information intelligence expertise with the most current and precise data available to put their software to use at some of the world's largest companies. Along with Magnify 4, Gadberry's MicroBuild data products are built using multiple sources of consumer data at the name and address level.

GADBERRY HAS INDUSTRY-RECOGNIZED EXPERTISE

Headquartered in Little Rock, Arkansas, Gadberry has industry-recognized expertise for combining sophisticated data development, software development and professional services to help clients solve business problems related to site and store selection, marketing campaigns based on specific geographic and demographic targets and geographic-based analytics. MicroBuild is protected under U.S. Patents No. 8,341,010 and 8,428,999.

CONTACT

For more information on the Magnify system and upgrades, to see a demo, or to request more information please visit:

www.MagnifyMaps.com

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