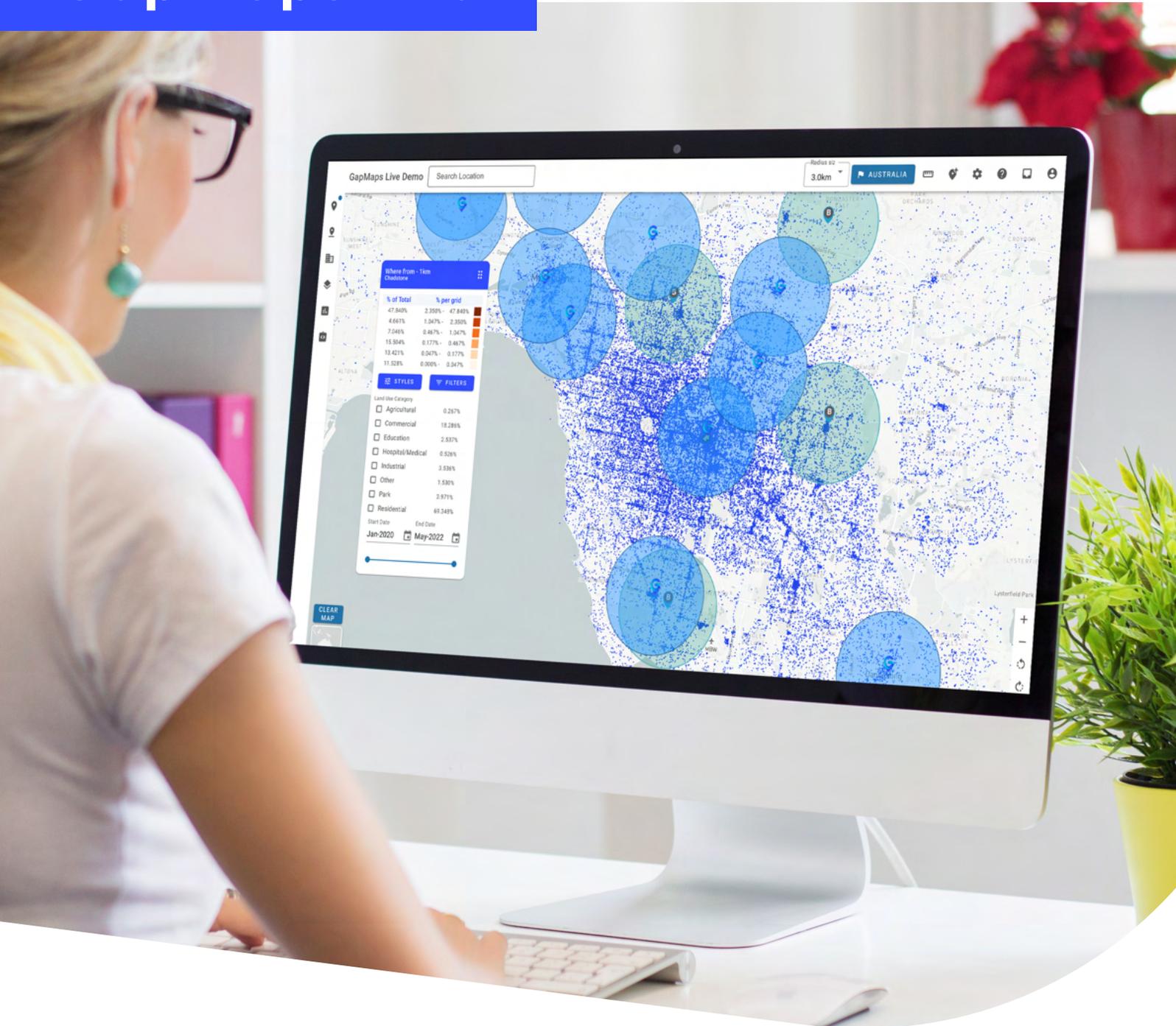


GapMaps Live



A location Intelligence solution accessed via a cloud-based mapping platform. View the fastest and most comprehensive location intel available integrated with your business's data.

About GapMaps

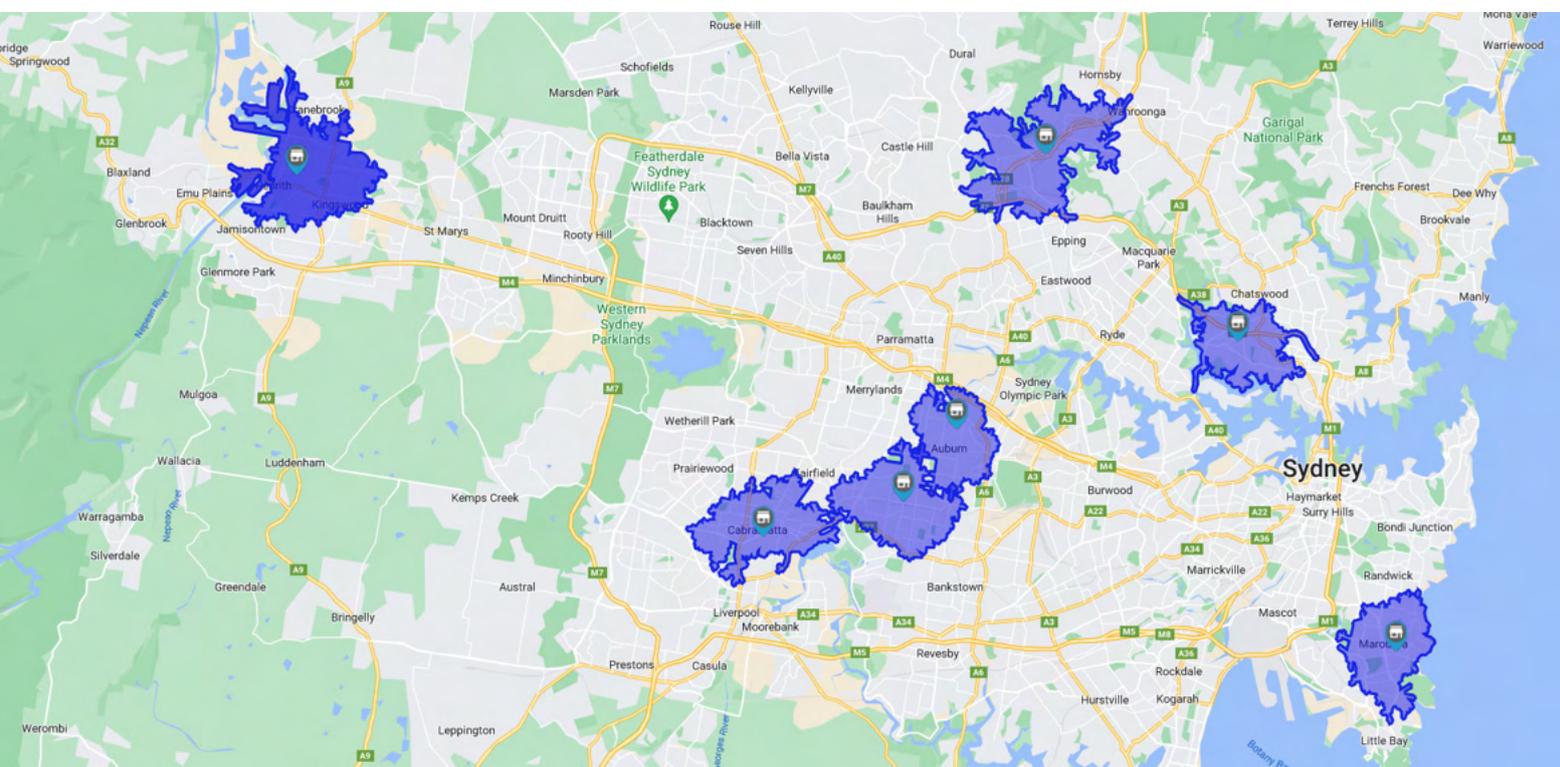
A global brand with an Aussie heart - at GapMaps we've been committed to helping our clients with their location decisions since 2013. We work to enhance our client's growth and investment decisions by delivering accurate and comprehensive location data intelligence. Over 500 brands across 23 countries trust us because of our results. And our results stem from our team of experts, our unique granular data and insights.



GapMaps Live represents the next generation of location Intelligence platforms.

Our GapMaps Live platform was built to solve our founders' own location decision problems. Technology built by the people who need it. An easy-to-navigate and robust platform powered by regularly updated data sets and in-house location intelligence experts. Our data team curates checks

and updates data sets via multiple sources. We then translate the data into an easy-to-digest and understandable format. We enable your team to answer critical location questions quickly and with ease.





Our **GapMaps Live** platform allows you to visualise your own data integrated with the best location intelligence available. So your team can make faster, smarter and more confident decisions.

GapMaps currently has a deep understanding of core sectors including:



"Without GapMaps we couldn't do due diligence on three future sites a week. Now we can do 50. And we can look at sites from Cairns to Adelaide and make decisions in hours. All with the insights from GapMaps in my back pocket."

David Browne
Retail Fuel Developments



"GapMaps gives the company's directors confidence that we are making decisions based on data, not gut feel"

Jason Stubbings
Head of Franchise & Development
at Collective Wellness Group

What you can expect with access to **GapMaps Live**:



Make it yours

Add your data to refine market planning opportunities.



See it your way

Style your own catchments - via radius, drive time, walk time or freeform.



Go macro or go micro

Scale your sales & territories to suit your business. Detailed or top level reports on catchments.



Go with the flow

Understand human & traffic movement patterns across your network.



Remove the guesswork

Discover industry-leading, supply-and-demand insights.

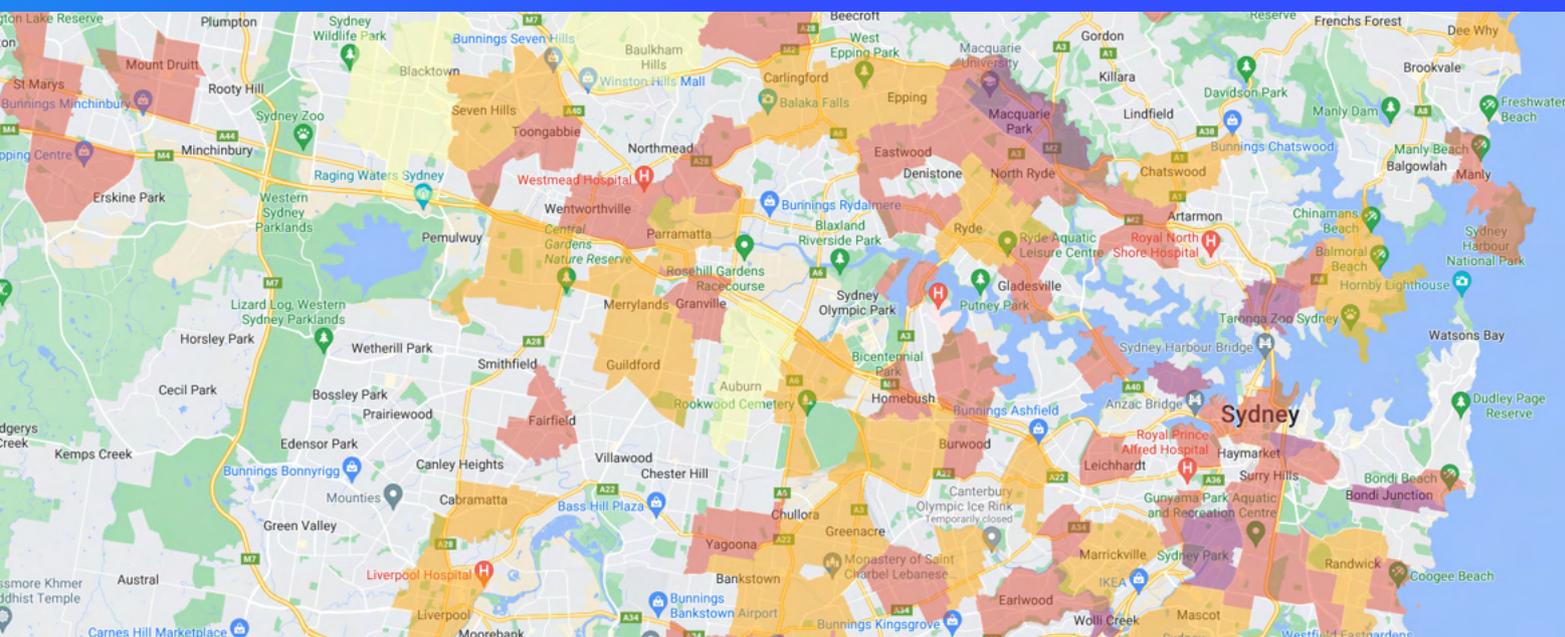


Know your surroundings

Understand your competitive landscape with access to point of interest data.

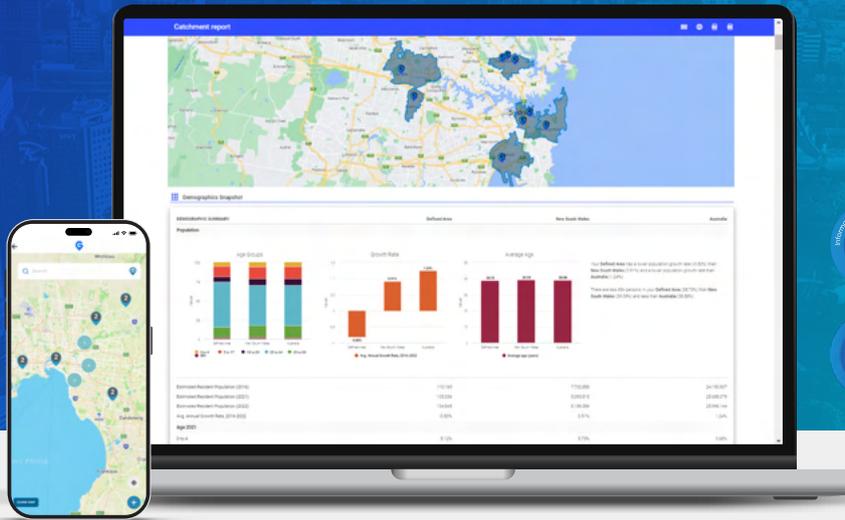
Live integrated datasets

- Demographic information, including 2021 ABS census
- Population forecasts
- Household Expenditure insights
- Over 50 categories of Points of Interest (POI) data
- Development approvals data
- Traffic Data integration
- NearMaps Data Integration
- Sector specific supply and demand data



GapMaps Live Location Intelligence Platform Packages

Australia & New Zealand



Standard

Ideal for retailers and developers seeking detailed demographic, and Point of Interest (POI) data to make informed decisions about their network or portfolio.

Starting at AUD

\$1,000 inc GST per month

Total \$12,000 / per annum

Minimum 12 month term
Monthly direct debit

Includes:

- ✓ Up to 10 users
- ✓ Map your own store data
- ✓ Understand your competitive landscape with up to 5 business locations across 20 Point of Interest (POI) categories
- ✓ Analyse generators likely to drive visitors to your locations like schools, shopping centres and universities
- ✓ Access advanced demographics insights beyond census data such as population forecasts to identify future growth locations
- ✓ Understand traffic movement patterns across your network
- ✓ Online self guided tutorials and guides



Most Popular

Premium

Ideal for brands managing large store networks requiring deeper insights and advanced tools including visitation data to optimise and grow existing network.

Starting at AUD

\$1,650 inc GST per month

Total \$19,800 / per annum

Minimum 12 month term
Monthly direct debit

Includes everything in Standard, plus:

- ✓ Up to 20 users
- ✓ Understand your competitive landscape with unlimited business locations across all Point of Interest (POI) categories
- ✓ Use Visitation Data to understand customer visitation patterns across your network
- ✓ Access and update store data from the field in real-time with GapMaps Connect
- ✓ Expert guided set up and support
- ✓ Discover industry-leading insights



Professional

Ideal for brands managing large global store networks requiring advanced tools and integrations to support location decisions with enterprise grade security features.

[Contact us for pricing](#)

Includes everything in Premium, plus:

- ✓ Unlimited users
- ✓ Location intelligence partnership
- ✓ Map your store data across up to 25 countries with one login
- ✓ Enterprise-grade security & governance
- ✓ API access
- ✓ Enterprise-scale integrations

Basic	Standard	Premium	Professional
Maximum number of users	Up to 10 users	Up to 20 users	Unlimited
Network/Portfolio visualisation	✓	✓	✓
Future locations development pipeline	✓	✓	✓
Competitor locations	Up to 5 brands	Unlimited	Unlimited
Points of interests (POIs)	Up to 10 categories	Unlimited	Unlimited
Population generators	✓	✓	✓
Demographics	✓	✓	✓
Modeled traffic insights	✓	✓	✓
GapMaps Connect App (iOS & Android)	-	✓	✓
Tenant finder	✓	✓	✓
Your location data and attributes	✓	✓	✓
Advanced			
Visualise your data	✓	✓	✓
Household spending	Household - retail spend category only	✓	✓
Whole network travel visualisation	-	✓	✓
Integrate your data with our demographic data	-	Optional integration	✓
Customised styling options	✓	✓	✓
Administration access	-	✓	✓
Mobility Data			
Customer visitation and mobility data <i>Additional token bundles available for purchase</i>	Additional cost per token	25 tokens included	100 tokens included
Premium Data			
Commercial Real Estate Listings <i>(AUS only)</i>	✓	✓	✓
Real Estate - Corelogic Cordell Real Estate - Corelogic RP Data <i>(AUS only)</i>	-	Optional integration	Optional integration
Real Estate - Pacificon <i>(NZ only)</i>	Optional integration	Optional integration	Optional integration
High Resolution Imagery - Nearmap™ <i>(AUS, NZ & USA only)</i>	Optional integration	Optional integration	Optional integration
Traffic Premium - Zenith <i>(AUS only)</i>	Optional integration	Optional integration	Optional integration
Industry Insights			
Premium Industry Insights	-	✓	✓
Precinct Insights	-	✓	✓
CommBank iQ Spending Data	-	✓	✓
Retail Network Reports	✓	✓	✓
Support	Self Guided Help	Expert guided support	Location intelligence experts

Want to learn more?
Contact info@gapmaps.com

www.gapmaps.com

