

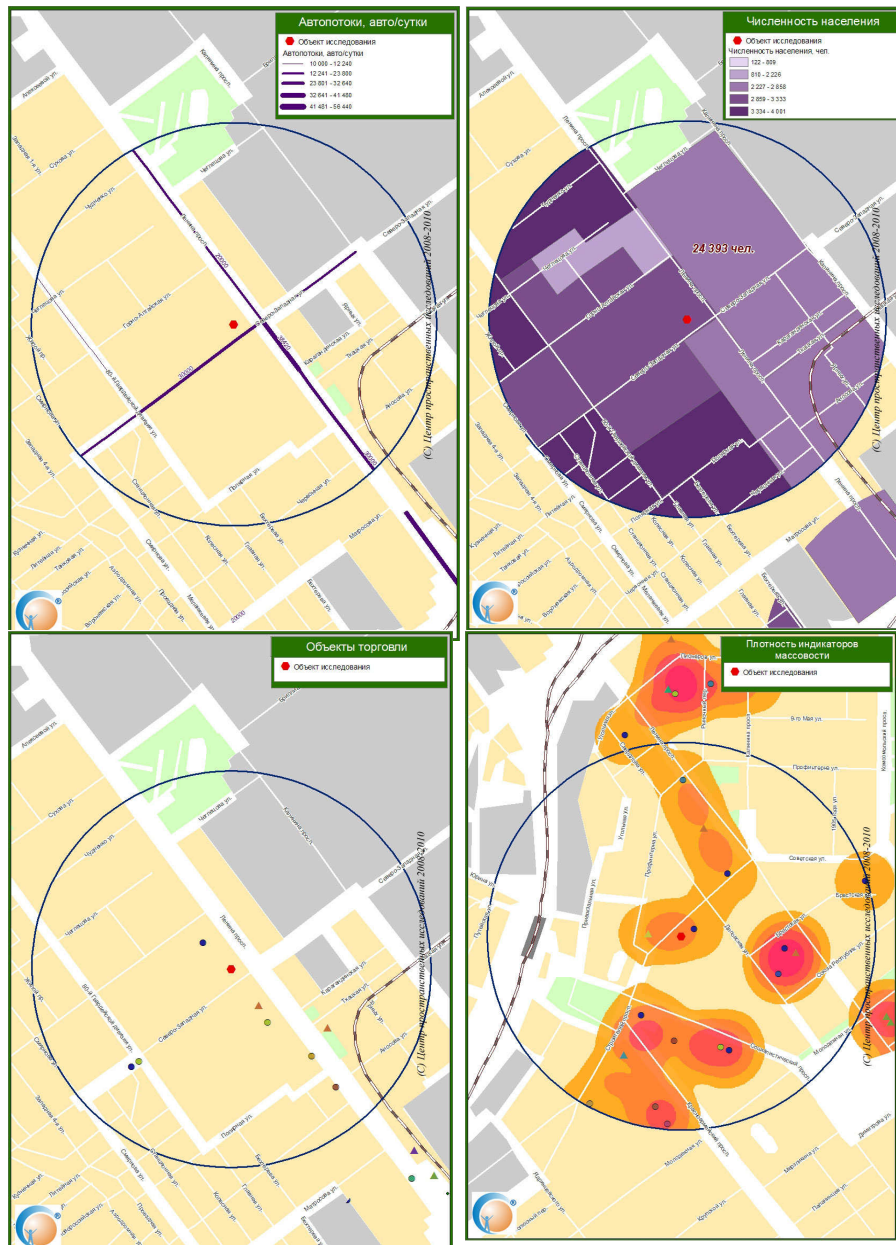


**Dear Sirs!**

**Briefly about the organization:**

- Full company name is The Center for Spatial Research LCC (ООО «Центр пространственных исследований»)
- Abbreviated name is CSR
- Experience in implementing similar contracts, list of chief partners, completed projects, terms of cooperation
  - More than 70 full detailed geomarketing researches have been made since 2003 for more than 100 companies in Russia, USA, Germany, Czech Republic and Finland (WalMart, REAL, Sberbank Baykalsky, Sberban Severo-Zapadny, Pervaya pomosch, Sberbank Moskovsky, Sberbank Tsentralny, Home Credit Bank (Czech Republic), Teremok, SRV-development (Finland), Kesko (Finland), PRIZMA (Finland), WorldClass, Leroy Merlin, O'KEY, KFC, Unicredit Bank, etc.), every third client contact us repeatedly.
  - Registered trademark in Rospatent ®
  - Experience in retail chains planning, locations estimation at the macro (cities and settlements choice) and micro levels – at specific city locations. Our company specializes in geomarketing researches **in Russian cities** when choosing a specific location for the sales outlet from the perspective of its potential concerning consumers, competitive situation and infrastructure characteristics.
  - You can read about our experience in detail at our web-site:
    - Short list of clients: <http://www.geointellect.ru/?id=420>
    - In detail: <http://www.geointellect.ru/?id=2455> – for retail, <http://www.geointellect.ru/?id=2321> – for development. Or you can download PDF <http://www.geointellect.ru/images/2763-0>
    - Experience in bank sphere: <http://www.geointellect.ru/?id=2434>
    - Experience in pharmacies planning: <http://www.geointellect.ru/?id=226>
    - Example of the fitness-center planning method: <http://csrgeomarketing.com/services/testpage/>
    - Example of environment estimation around future shopping center: <http://www.geointellect.ru/?id=227>
    - State projects: <http://www.geointellect.ru/?id=2453>
    - Presentations: <http://www.geointellect.ru/?id=134>
    - Publications: <http://www.geointellect.ru/?id=1700>
    - Geodata and cities: <http://www.geointellect.ru/?id=2287>
    - Web-site in English: <http://csrgeomarketing.com/>

- Clients recommendations: <http://www.geointellect.ru/?id=2358>
- We always strive to agree on an acceptable price for a concrete result for our work. We suggest different options from express-analysis to complex full and deep geomarketing researches or solutions in the form of software or web-services to the cloud technologies. Example of the information access to the cloud system “Geointellect” is [www.geointellect.com](http://www.geointellect.com) . Example of an express-estimation by radius please see below:



	A	B	C	D	E	F
1	Факторы в зоне 10 мин пешком (800 м) от адресов:	Численность населения (чел)	Автопоток (среднесуточный, шт)	Кол-во индикаторов массовости (шт)	Кол-во пеш. Потока (	Конкуренция
2	Ленина 113	20418	45 000	12		
3	Ленина 159	24 393	30 000	8		
4	Советская 7	26875	20 000	11		
5	Строителей 15	26 665	30 000	17		
6						
7		кол-во населения в заданных радиусом кварталов		можно ранжировать по степени массовости и учесть в модели плотности потока		

- Company resources (23 persons, engaging in geomarketing):
  - Information and analytic department staff
  - GIS technologies department staff
  - Fieldwork staff collecting data in Russian cities
  - IT staff
  - Access to the detailed maps and space images with up-to-building quality. Geodata for more than 60 cities of Russia:
    - Infrastructure (map)
    - Population by blocks (example: <http://www.geointellect.ru/?id=135>)
    - Traffic on the road networks
    - Large trade objects (hypermarkets, shopping centers, malls, etc.)
    - Food retail chains
    - And others (<http://www.geointellect.ru/?id=2688> )
  - Affiliate network is basically presented by marketing agencies with call-centers, several state structures and non-profit associations such as Russian Guild of Realtors, etc.
- We possess a networking experience not only at the market of food, pharmacy and DIY-retail. We established techniques for branches and ATM planning for bank retail. There is an experience in developing of math models to estimate city territories in order to forecast the amount of operations in ATM, area attractiveness for opening a branch in the city, enterprise revenue in specific place, etc.

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*Yours faithfully, Denis Strukov  
 Managing Director of  
 Information and consulting group  
 "The Center for Spatial Research"*

**Your best decision is our job!**



[The Center for Spatial Researches LLC](http://www.geointellect.ru)