

Press Release

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All European Markets in one Map Set

Unique in scope and quality, the new Europe Map Set offers companies a current and detailed basis for all international activities. The map collection contains the more than 1,500 territorial changes in Europe since last year as well as many enhancements and new additions.

Unique scope with more than 1,000 maps

The Europe Map Set is the world's most extensive collection of digital maps for postal codes and municipalities in Europe. The maps cover all postal and administrative districts of 39 Western and Eastern European countries, and Turkey. An extensive collection of topographical maps such as elevations, city points, roads and waterways are also included.

The maps contain names and official descriptions of all European countries – with international names and in many cases including special characters of the respective native language. This creates a standardized planning basis for companies who do business throughout Europe. Local names and spellings are extremely important in new markets and countries that are targeted for expansion. Especially when working with local partners, clear names help avoid misunderstandings and improve communication beyond language barriers.

Klaus Dittmann, head of the cartography department at GfK GeoMarketing, explains: "By fully covering the whole of Europe with standardized, high resolution, overlap-free territorial maps, GfK GeoMarketing can meet the needs of company's sales, controlling and marketing departments. An increasing number of companies are choosing to plan strategies and sales territories across borders. With the European map sets, it is possible to combine standard maps to create customized solutions. For example, the standard postal code maps for Austria, Slovakia, the Czech Republic and Hungary found in the Europe Map Set can be seamlessly combined to create a large customized sales territory map."

More than 5,000 changes since 2003

Countries with especially many changes since 2005		
Country	No. of changes	Type of change
Spain	67	Mostly new and cancelled postal code areas
Austria	51	Mostly new and cancelled postal code areas
Switzerland	92	Many changes to municipality borders
Germany	600	New and cancelled postal code areas and municipalities
Italy	128	New municipality codes
Latvia	172	Mostly new and cancelled postal code areas
Croatia	80	Mostly new and cancelled postal code areas
Estonia	195	New and cancelled postal code areas and municipalities

Across Europe, several thousand municipal boundaries and postal code districts are changed each year. As currently seen in many Central and Eastern European countries, this occurs as part of municipal

reforms, in order to make administration more efficient. Even the postal services adjust the division of their postal code areas to suit current postal transport volumes within a region.

In 2005 alone there were more than 1,500 changes across Europe to municipal boundaries and postal code districts. Since 2003, more than 5,000 changes have occurred. Companies should be using current maps, because, in a worst-case scenario, an outdated sales territory structure is a serious impediment to achieving optimal efficiency in sales.

Latest Europe map set contains new and more detailed maps

The new Europe Map Set contains new additional maps each year. With this update, the focus was on fully covering all postal code areas of Scandinavia. The new scope

features complete postal code maps for Finland, Sweden, Norway and also Belarus. Thus, it is now also possible to evaluate company data even for the smallest territorial units in these countries. As well, many topographical maps have been newly digitalized to include more detail than ever before. In many European countries, the level of

Country	What's new?
Norway	3,065 4-digit postal code districts; new and more detailed topography
Sweden	Approximately 9,000 5-digit postal code districts; new topography
Finland	3,034 5-digit postal code districts; new coastlines, lakes and waterways
Moldova	Approximately 1,250 4-digit postal code districts and 966 municipalities; new city points
Serbia-Montenegro	Now divided into two states
Lithuania	Approximately 15,500 5-digit postal codes; new and more detailed topography
Belarus	Approximately 3,900 6-digit postal codes; new topography

detail is equivalent to a paper map scale of 1:10,000 in cities. An example: Finland's maps, in one of the most comprehensive updates this year, now come with more than 15,000 lakes in the inland and also feature a very detailed coastline. Such precision enables companies to analyze and plan locations and sales territories much more efficiently.

Continent map set is a worthwhile bargain

The continent map set of Europe covers all countries and regional units without any gaps and offers consistent up-to-dateness and highest map quality for all countries. Individual maps fit each other seamlessly. Furthermore, it contains additional maps of European highways and other European infrastructure. The maps also fit the market data offered by GfK GeoMarketing perfectly. For companies that are active in several European countries, the Europe map set is very worthwhile: In comparison to purchasing single country sets, the investment pays off with the fourth country.

For further information on the Europe Map Set, please contact Ms. Friedlind Duerr, Tel. +49 (0)7254/ 983 -140, f.duerr@gfk-geomarketing.com.

Graphics Download

A high resolution graphic is available for download at www.gfk-geomarketing.com/press/zip/Europe_PLZ2.zip

About GfK GeoMarketing

GfK GeoMarketing is one of the biggest providers of geomarketing services in Europe for customers and users from all branches of trade. The business areas are:

- Consulting
- Market data
- Digital Maps
- RegioGraph and DISTRICT

GfK GeoMarketing was formed in 2006 through the merger of GfK MACON, GfK PRISMA and GfK Regionalforschung and is a part of the international GfK network. Currently, GfK is represented in 70 countries with over 130 subsidiaries and 7,800 employees. GfK is the world's number 4 market research institute.