



The digital grade intelligence platform for physical places

General presentation



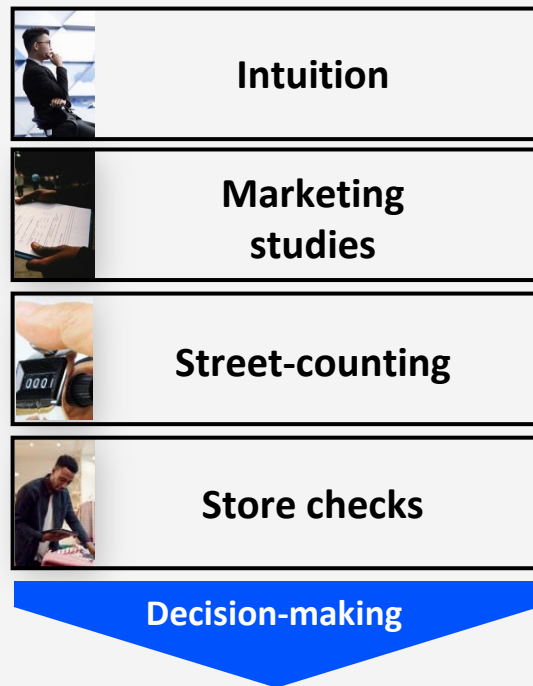
10%*



A new way of taking decisions and running businesses

OLD WAY

Before Mytraffic



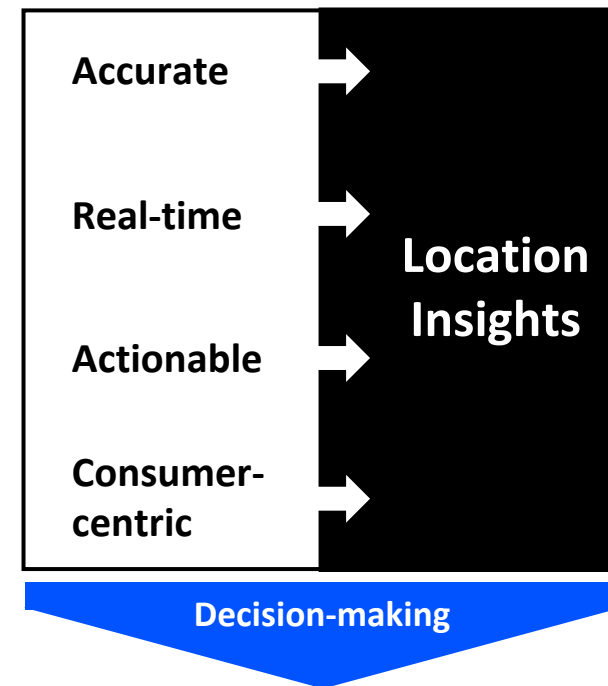
High risk level

Less revenues than expected, missed investments, high volatility on portfolio return

Time to react: **Months to Years**

NEW WAY

After Mytraffic



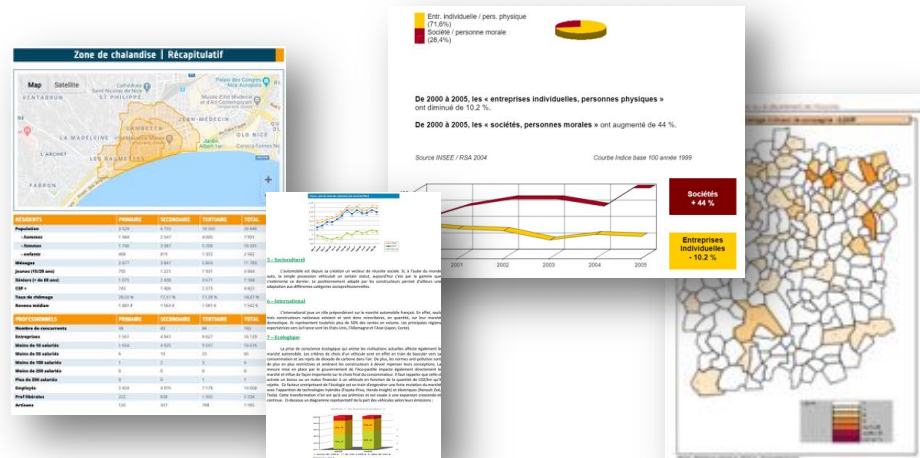
Higher success rate

Increased revenues, reduced risk on investments, higher portfolio's IRR

Time: **Days to Weeks**

Physical locations need a digital grade data stack

Physical location analytics



Imprecise, partial and outdated insights

Website analytics



Consumer-centric, refined,
real-time data & insights,
smart UX

EASY ACCESS

PRECISE AND ACCURATE INFORMATION

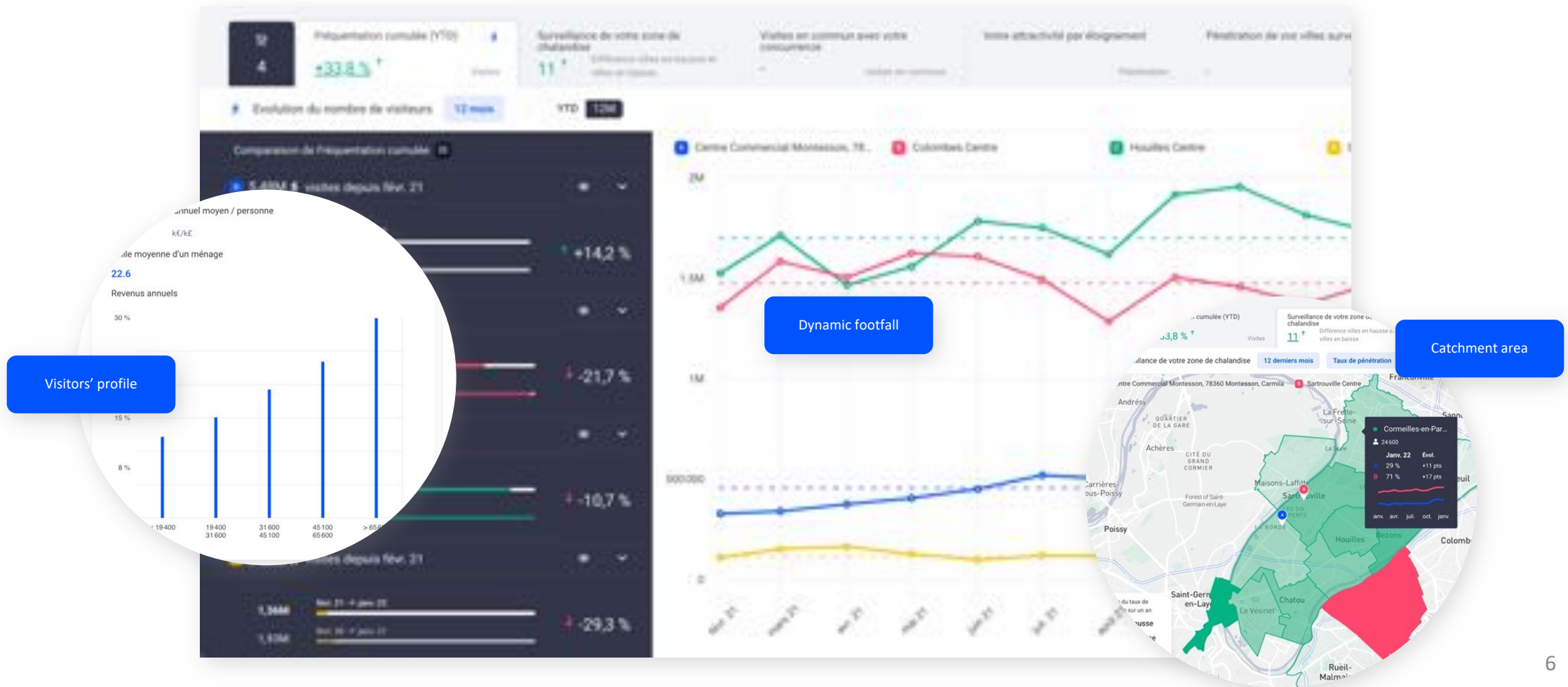
ON ANY PHYSICAL LOCATION

IN REAL TIME



The solution

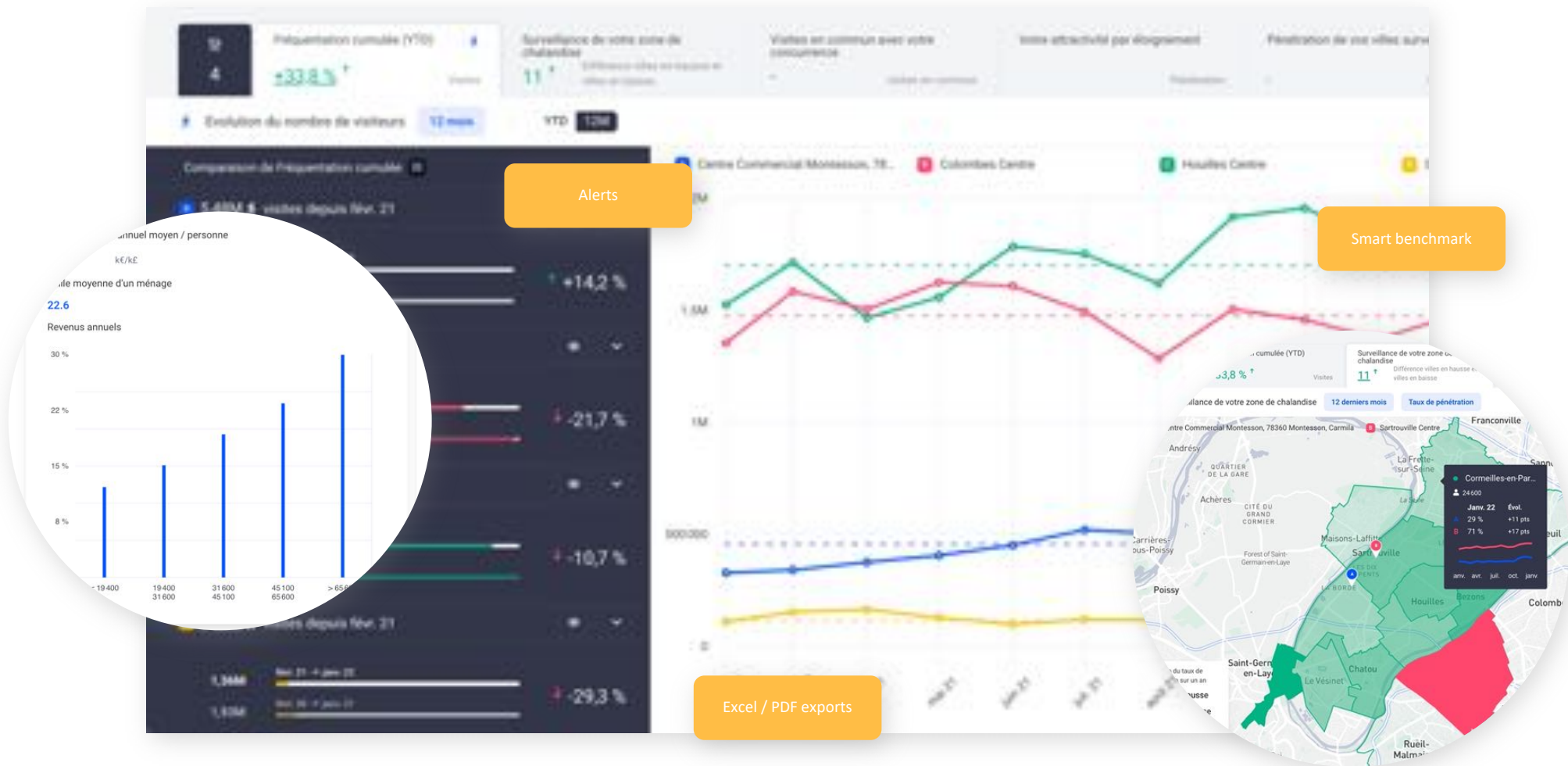
Mytraffic builds a world where physical location analytics finally match digital ones (1/2)





The solution

Mytraffic builds a world where physical location analytics finally match digital ones (2/2)





Irreplaceable for clients, irreplicable by the competition



Compliance

We design GDPR by design processes and technical artefacts

1 Data sources

We collect billions of data points from various sources

GPS

Geolocation data from mobile apps

GSM

We collect aggregate GSM data from telecommunications suppliers

Public data

Demographics public data from various open data sources in Europe

POI

Mapping of all physical places across Europe

2 Processing engine

Our engine refines and aggregate raw data into unified and aggregated insights on physical places

Anonymization

Cleansing

Normalization

Enrichment

Tagging

Extrapolation

Large scale computations

Segmentation

3 Delivery of actionable insights

We deliver actionable intelligence on the physical world



Market shares



Penetration rate



Search



Export



Visitor profile



Catchment area



Share



Benchmark



Shared visits



Traffic



Alerts



API



AI

We use our AI engines to increase accuracy and precision of our insights at scale



Solving vital needs across many industries



Asset management

Asset managers who need to drive their performance with real-time insights on portfolio and competition

Performance monitoring

Asset leasing

nuveen *H&M* PRIMONIAL



Commercial development

Network developers who need to take the right decision for their next location and avoid costly failure

RE development

Performance monitoring

HOMEbase THE BODY SHOP LVMH
FOOT HENRIEY - LOUIS VUITTON



City management

Customers who need to improve the city attractiveness and reduce commercial vacancy

Attract visitors

Performance monitoring

Asset leasing

PARIS STRASBOURG JULE



Merchandizing

Customer insight manager who need to optimize merchandizing and marketing reach

Attract visitors

Performance monitoring

nh00d KLEPIERRE APSYS
ICONIC PLACES



Finance & Consultancy

Analysts who want to enrich predictive models and anticipate performance assessment

Enrich models & predict

Performance monitoring

AMERICAN EXPRESS Ipsos IRI
Growth delivered

Use cases



Unlocking better performance at every decisive step



INVESTMENT

Find the perfect location



100% success rate at opening
and 20% outperformance

30% time saved by opening



ASSET MANAGEMENT

CITY MANAGEMENT

Attract the right tenants at the right price

-25% commercial vacancy

+10% revenue uplift thanks to
renegotiated leases



MERCHANDIZING

Better understand offline behaviors
and optimize reach

+16% visits in the shopping
center – Marketing budget
optimization by 25%































Stakes: topline, EBITDA margins & investments

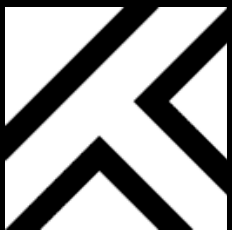
Mytraffic ROI: from x 10 to x 100



350 organizations joined MyTraffic community

Real Estate		Retail		City		Other*
 <small>A TILIA Company</small>						
 KLEPIERRE						
						
						

Note: * Encompasses finance & consultancies, advertising, mobility, consumer goods



Physical location insights

Defining a new category

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