

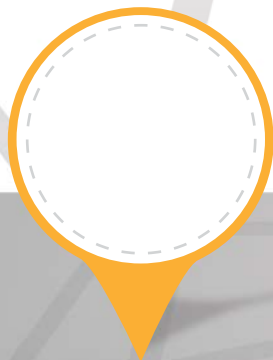
# MASTERCARD RETAIL LOCATION INSIGHTS FOR THE PUBLIC SECTOR

Vibrant and productive state, local counties and cities function as critical pivots to identify and enable economic corridors. They are the hubs that attract and retain businesses, people and resources to their region. Often times, Economic Development Organizations (EDOs) leverage a variety of data sources, sometimes disparate, incomplete and inaccurate, and often times cumbersome, complex and untimely. Mastercard Advisors believes that relevant data should inform and drive economic decisions, and that objective data can take out the guess work in where economic investments should be made, or what areas are up-and-coming to attract even more specific investments.

To analyze the performance of ANY economic area in your community, **Mastercard Retail Location Insights (MRLI)** provides an interactive mapping solution which evaluates the revenue performance of your retail locations.

MRLI integrates Mastercard Advisors data expertise, and anonymous, aggregated and secure transaction data from more than 2.2 billion cards to provide you with insights on revenue performance at the census block level. Our offering can help answer questions such as:

- How does my community benchmark against other comparable US communities?
- What are the ideal locations for new retailers/small businesses in my community?
- How can we motivate large big box retailers to relocate/invest in my community?
- How are retail conditions changing?
- What is the impact of an economic decision over time, and what can we learn from that to spur additional economic growth?



**MRLI provides the true story behind the rent. Transaction-based data provides details on the underlying dimensions of a retail business. This moves retail real estate closer to a data-based marketplace – the next frontier for retail commercial real estate evaluation and decision-making.**

- Delivers accurate, timely and reliable metrics to validate, evaluate, and benchmark your community against other comparable communities within the 50 US states.
- Measures the dynamics of your community's retail locations by evaluating metrics such as growth, stability, sales, transactions, and ticket size.
- Reduces cost and time associated by providing the performance of your retail locations in one concise tool, rather than having to gather similar data from multiple resources.

**Involve MRLI data during:**

- **Retail site planning/selection** – identify the best locations for new retailers to thrive
- **Strategic planning** – identify revenue/economic growth opportunities for your community
- **Retail benchmarking** – compare your community's retail performance across geographies
- **Economic Assessment** – review monthly trends to identify changing retail dynamics



**About Mastercard Advisors:**

Mastercard is a world leader in providing near real-time transaction data and prtransaction data and proprietary analysis, data driven consulting,oprietary analysis, data driven consulting, and marketing services solutions to help clients optimize, stre, streamline, and grine, and grow their business.business.



**Contact Mastercard Advisors now.**

Contact your Mastercard representative, **Steve Tae**, [steve.tae@mastercard.com](mailto:steve.tae@mastercard.com), 914-217-6596, to gain access to Mastercard Retail Location Insights data and analytics.