

LocationPro

OPIS

A DOW JONES COMPANY

Don't Just Expand. Outsmart.



*Increase sales by
optimizing your retail
network planning using AI.*

www.opis.com

Transform Your Retail Expansion Strategy with AI-Powered Planning

In today's high-stakes retail environment, especially in competitive sectors like fuel and convenience, traditional planning is no longer enough. OPIS LocationPro, an AI-powered retail network planning platform, combines near real-time location data, traffic trends, and demographics to help multi-site retailers make high-return investment decisions.

OPIS LocationPro helps:

- ▶ Determine optimal New-To-Industry (NTI) locations
- ▶ Maximize the performance of existing locations
- ▶ Identify M&A opportunities
- ▶ Minimize cannibalization of existing sales
- ▶ Determine the impact of network consolidation
- ▶ Forecast fuel volumes and financial performance
- ▶ Find the right location for your site, your brand, your offer, your price position



How OPIS LocationPro Works

LocationPro leverages AI and machine learning to support smarter, faster decisions throughout the network planning cycle.

Micro-local Performance Analysis

Understand every location down to the block or building level.

Competitor & Mobility Modeling

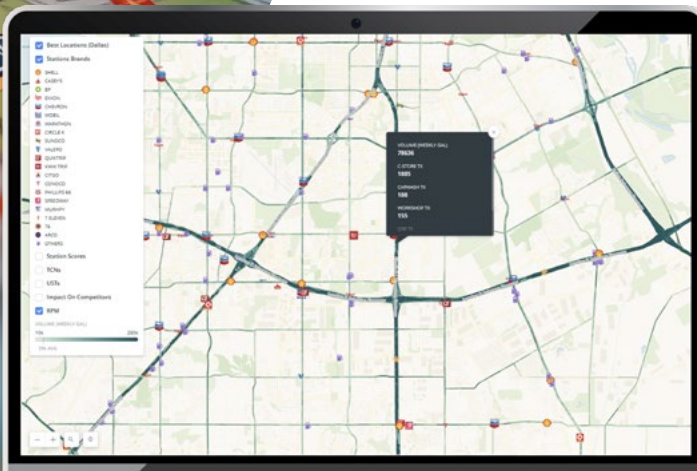
Model interactions between nearby sites and vehicle flows.

Forecast Accuracy & Refinement

Compare predicted sales volumes and financials to actuals to improve future projections.

Investment Justification

Use detailed financial models to support board-level investment approvals.





The Data Sources That Power OPIS LocationPro

OPIS treats your data with integrity and it is never shared with or used to benefit your competitors. LocationPro's market insights are derived from publicly available information and proprietary modeling.

From Market Clarity to Smarter Retail Expansion Planning

AI-Driven Planning

Increase sales through smarter site selection.

Hyperlocal Precision

Analyze down to city blocks or buildings with human mobility insights.

Fuel Data Advantage

Access fuel pricing and market share data to identify areas with optimal margin potential.

Vehicle Flow Forecasts

Use vehicle and traffic patterns to estimate site volume.

Forecast & Validate

Compare forecast vs. actuals to continually improve outcomes.

Proactive & Up To Date

Models updated monthly with the latest available data.



Human Mobility

Track behavioral and demographic patterns through mobile phone signals — including foot traffic trends, work location clustering, and catchment area insights.



Vehicle Mobility

Vehicle counts, traffic speeds, parking behavior, and route timing data — all essential to fuel volume forecasting and investment planning.



Point-of-Interest & Retail Data

Includes demographic data, consumption behaviors, point-of-interest mapping, and social insights.



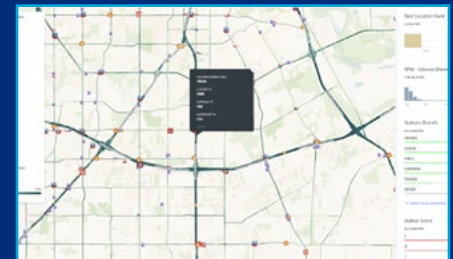
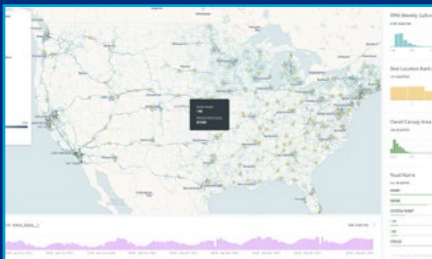
OPIS Fuel Pricing & Market Share

Access historical and near real-time OPIS data on fuel pricing and estimated market share to identify areas with optimal margin potential.

OPIS LocationPro

Core Solutions & Benefits

Solution	Objective	Key Benefit
Site Selection	Identify strategic locations for new outlets.	Find optimal sites that deliver up to 50% more sales than other industry approaches.
Sales Forecasting	Predict current and future sales for any location.	Forecast sales in existing and new sites with negligible error.
Network Optimization	Maximize performance across your entire existing footprint.	Calculate your next best investment to maximize return from every site in your network.
Cannibalization/ Competitive Analysis	Assess the impact of opening new locations on your existing network performance and understand competitive dynamics to optimize your overall network strategy.	Understand the potential competitive impact of opening new locations with data-supported accuracy.
White Space Analysis	Identify untapped market opportunities where new locations can serve unmet customer demand.	Forecast sales in new sites in territories with minimal error.



Who OPIS LocationPro Helps

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Retailers

Choosing the right location for a new retail outlet is a high-stakes decision. Factors like traffic patterns, competitor presence, and local demographics are difficult to analyze comprehensively. A mistake can lead to millions in losses.

How LocationPro Helps: It uses AI and machine learning to analyze a vast array of data, including vehicle mobility data (traffic counts, speeds, route timing), POI (Points of Interest) mapping, and demographic profiles. This allows retailers to accurately forecast sales and financial performance for a specific site, identify “white spaces” with unmet customer demand, and confidently justify new investments to stakeholders.

Real Estate Developers & Investors

These professionals require accurate, data-driven insights to evaluate potential sites for new commercial developments, shopping centers, or mixed-use properties. They need to understand a location’s future potential, not just its current state.

How LocationPro Helps: The platform can forecast foot traffic, project sales volumes for hypothetical retail tenants, and analyze the competitive landscape. This helps them justify a project’s feasibility, secure financing, and attract high-value tenants, ultimately minimizing risk and maximizing their return on investment.

Municipal and Urban Planners

Government agencies and city planners must make long-term decisions about land use, zoning, and infrastructure. They need to understand how new developments will impact traffic flow, local economies, and the needs of a growing population.

How LocationPro Helps: By modeling the impact of new developments, LocationPro can help planners make informed decisions. It can predict traffic patterns, identify “food deserts” or areas lacking essential services, and justify the allocation of resources for public infrastructure projects like new roads or transit stops.

Financial Institutions & Lenders

Banks, private equity firms, and other lenders need to assess the risk of a loan to a retailer or a real estate developer. They need to be confident that the business plan is sound and that the proposed location has a high probability of success.

How LocationPro Helps: LocationPro's accurate forecasting and risk analysis can be a key part of the due diligence process. Lenders can use the platform's data to validate a company's projected sales, evaluate a location's potential, and make more secure lending decisions.

Advertising & Marketing Agencies

Marketers need to understand where their target audience lives, works, and shops in the physical world. This is crucial for planning effective out-of-home advertising campaigns, local promotions, and geofencing strategies.

How LocationPro Helps: The platform's ability to model customer behavior at a granular level helps agencies identify the most profitable areas for their campaigns. They can use the data to optimize their media buys, targeting specific locations with the highest concentration of their client's ideal customers.

Utility & Infrastructure Companies

Companies that provide services such as gas, electricity, water, and telecommunications need to anticipate population shifts and commercial growth to plan future infrastructure investments.

How LocationPro Helps: By forecasting new retail and residential developments, LocationPro can provide valuable insights into where demand for services will increase. This helps these companies plan the expansion of their networks and ensure they have the capacity to serve new areas.

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