



MOBILE DATA COLLECTION

WHAT IS MOBILE TRACKING?

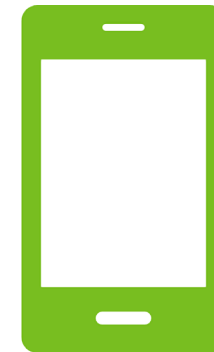
This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a polygon around a specific business or location we are able to gather valuable data about the customer base that has actively used their mobile device while in the polygonned location.

WHAT DOES MOBILE DATA SHOW?

Once the polygon is drawn around the designated location we then specify a time frame in order to compare visitor patterns. The resulting data is based on the shoppers who visited the defined location during the designated time period. The system produces latitude/longitude points to showing the likely home and work locations of the visitors from which trade areas are derived. These data inputs are updated as quickly as every 24 hours.

HOW DO WE USE MOBILE DATA?

This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.



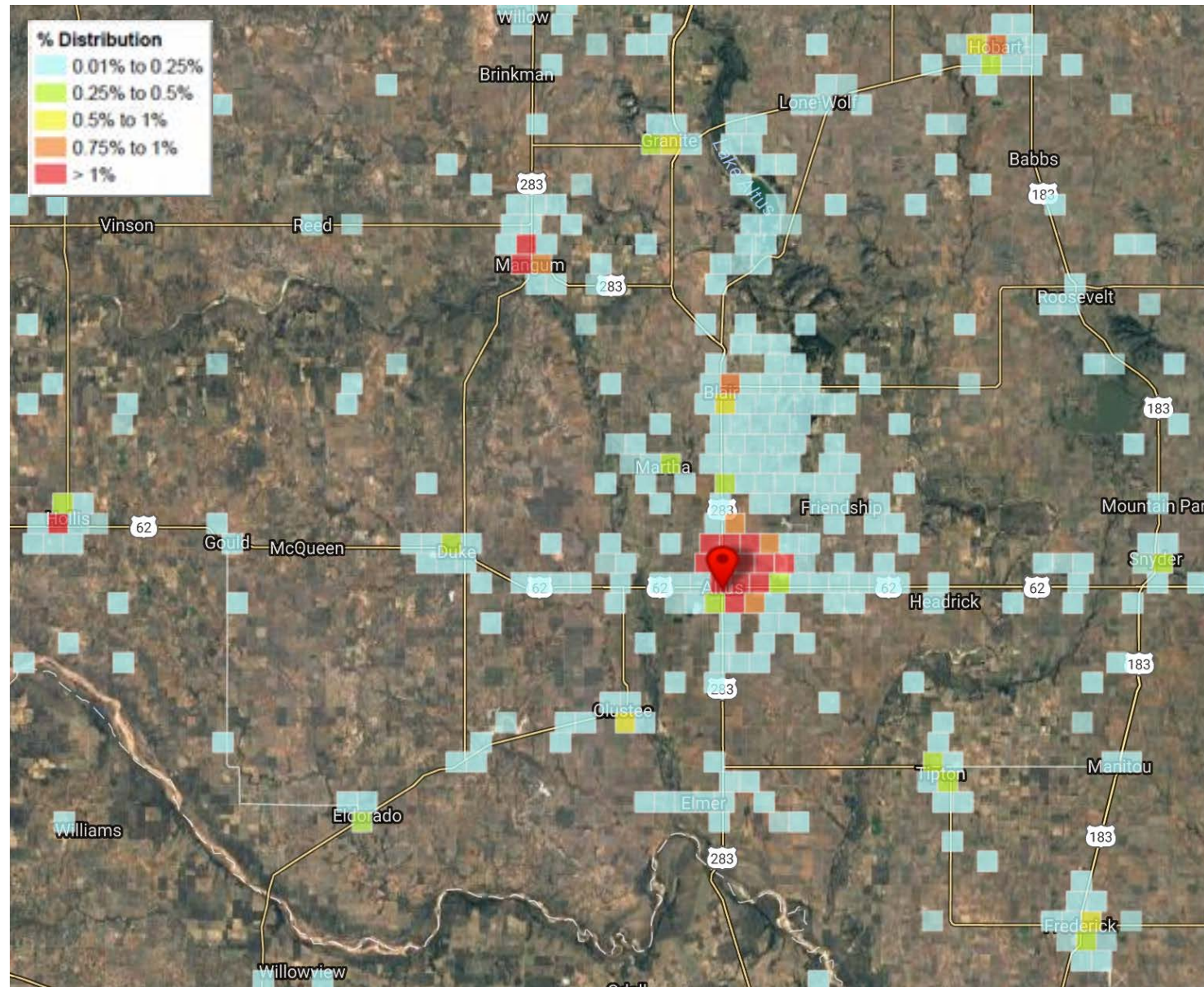


Mobile Data Collection

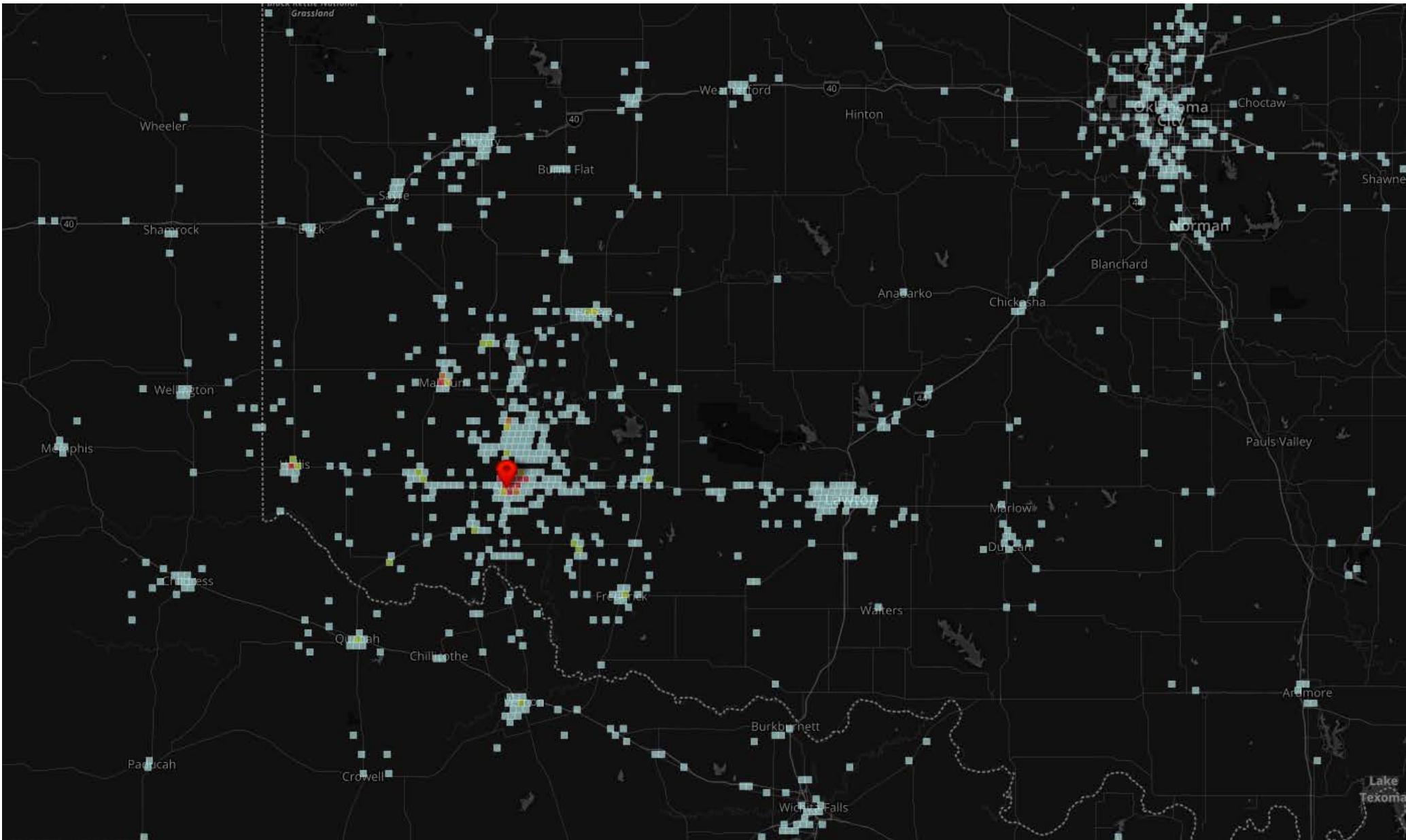
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**The location tracked was
Altus Walmart Supercenter**

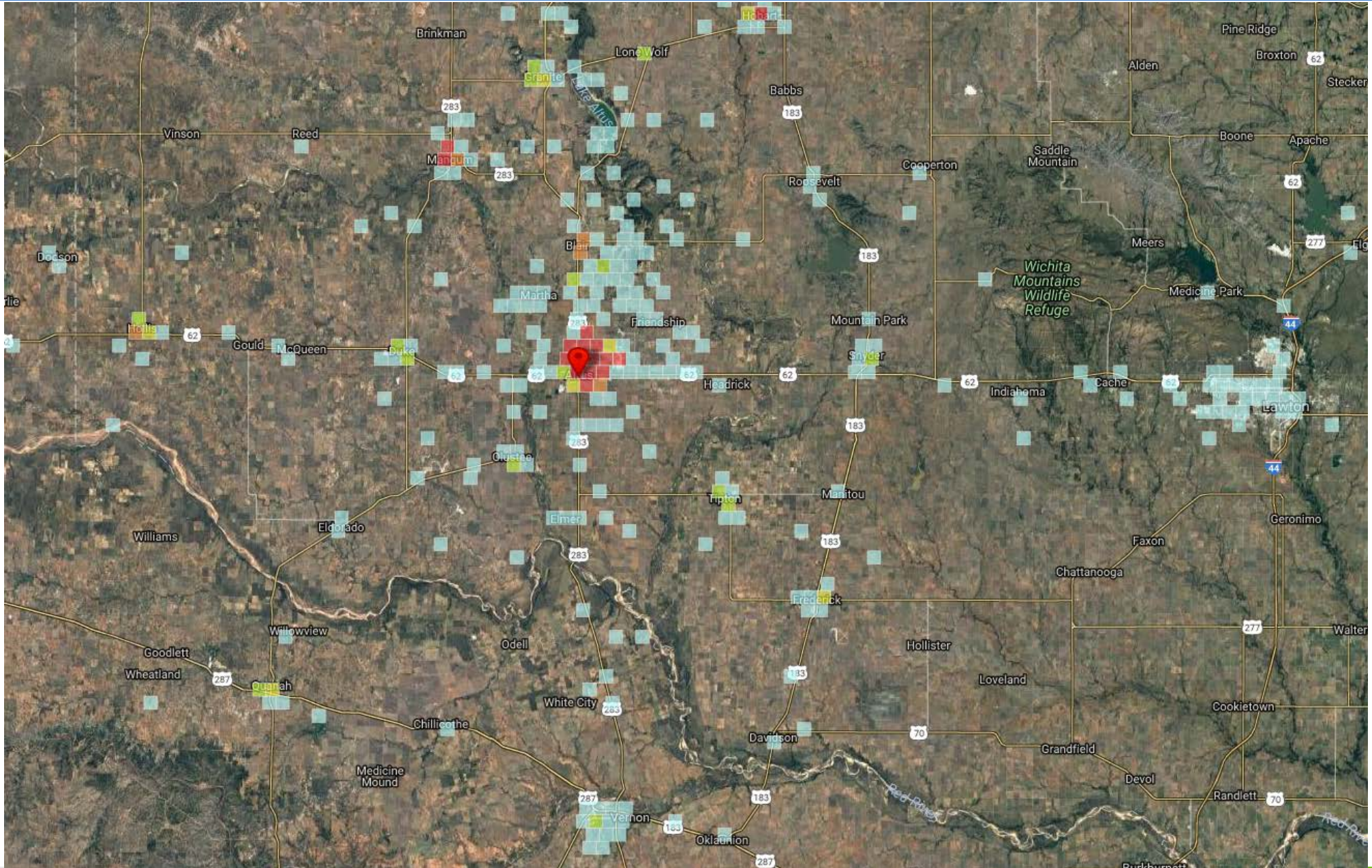
**for the time period of
January 1, 2017
To
January 1, 2018**



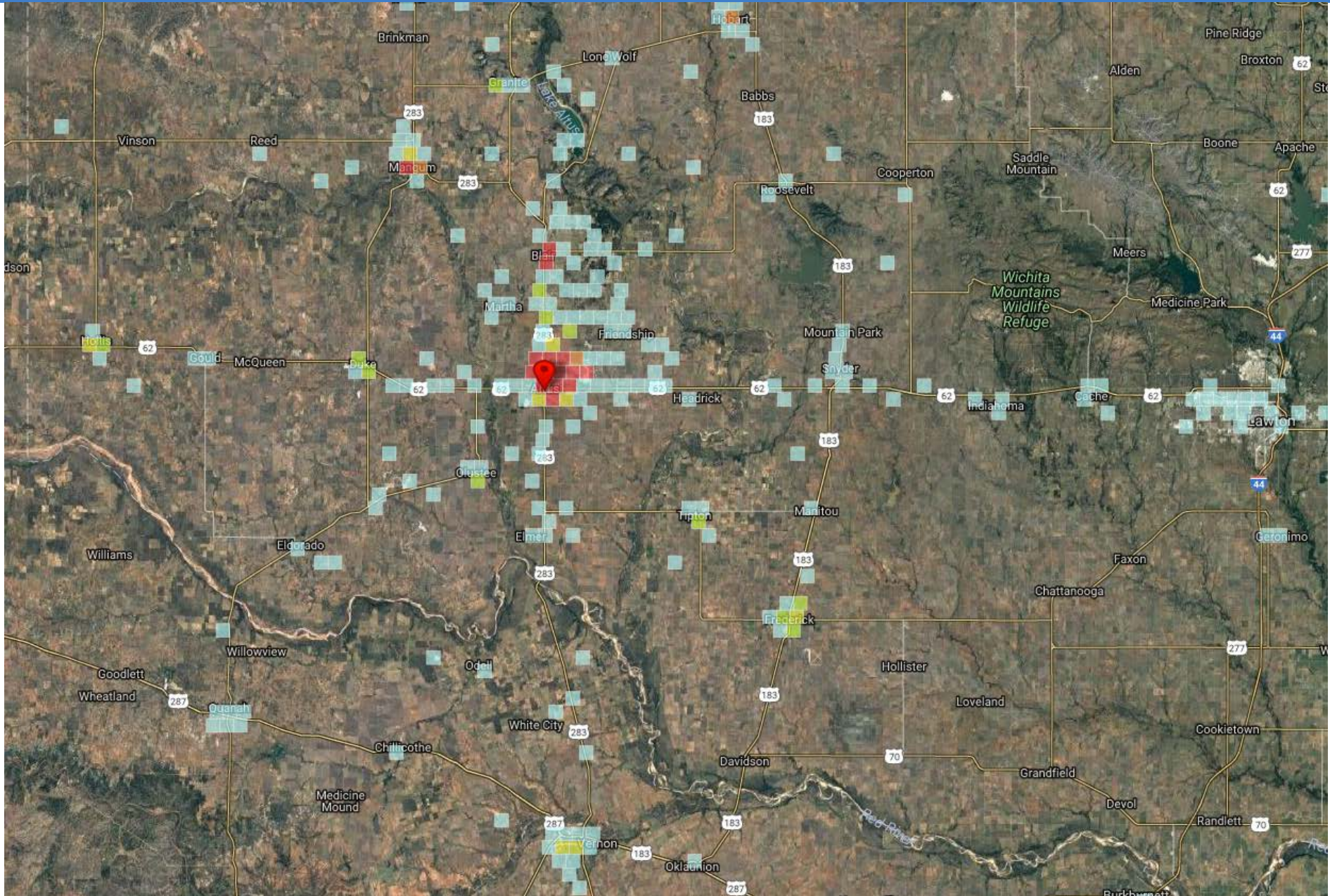
Discover – Altus Plaza Shopping Center



Discover – Bunker Hills Shopping Center



Discover – North Main Commons



Discover – Composite View

