



EMPOWERING THE GLOBAL REAL ASSETS INDUSTRY

# Collecting and unlocking data via GEO

March 2026



# GIS in unexpected(?) places

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## **KRUIDVAT OPENS NEW BRANCH AT FASHION PARK IN SINT-GENESIUS-RODE**

**RETAILER OPENS NEW BRANCH IN FORMER SHOE STORE**



MISSION

# Empowering the global Real Asset industry

GROWTH  
STRATEGY



**SECTORS, MARKETS  
& COMPANIES**



**PROPERTY  
LEVEL DATA**



**CLIENT SEGMENT  
EXPANSION**



**GLOBAL  
INSIGHTS**



**ACQUISITIONS**



Gold  
Standard



Team  
Engagement



Exceptional  
Execution

FOUNDATION



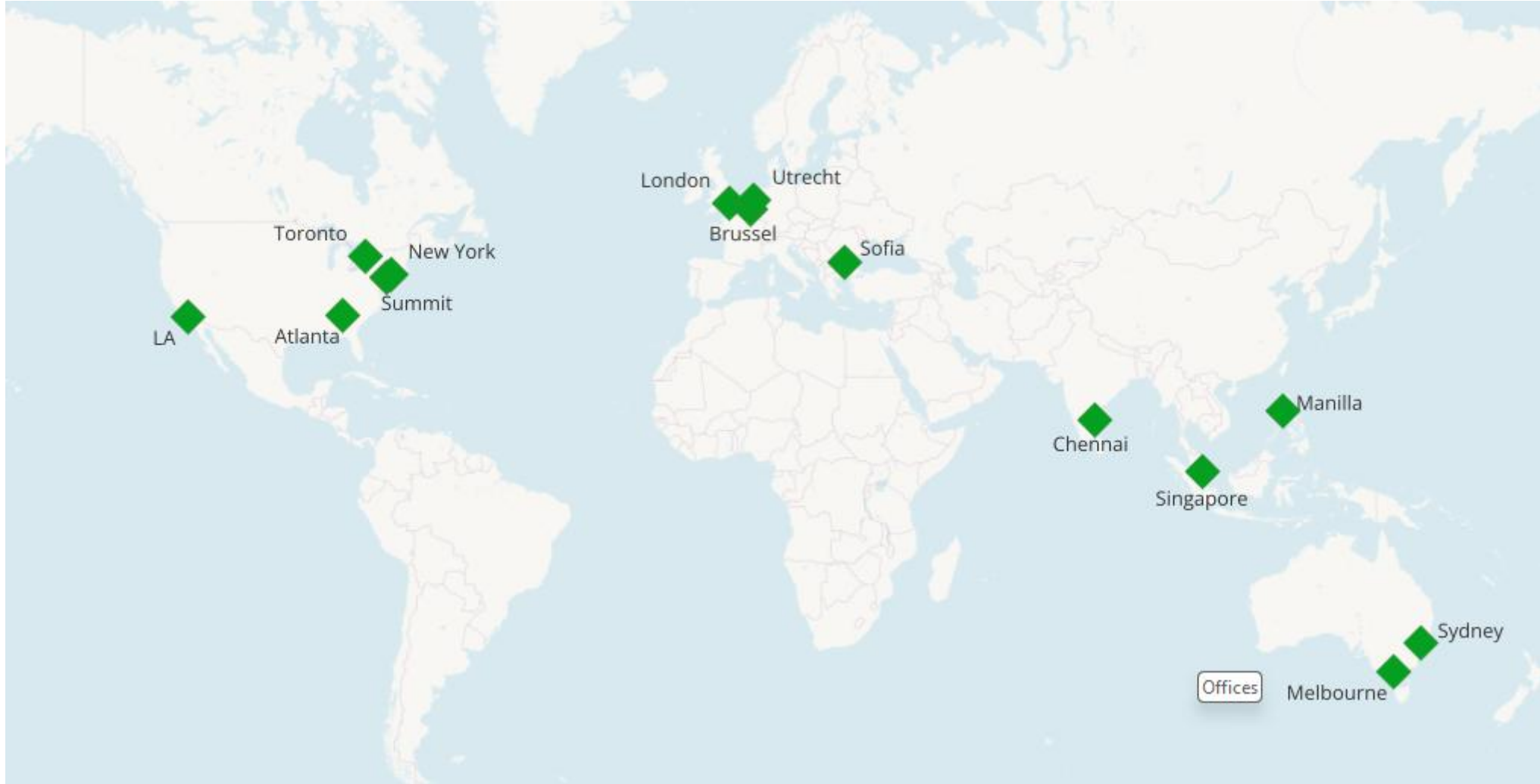
# Green Street RE sectors

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# Offices

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# Green Street Retail data

To where we are now:

- 1,5M retail locations with:
  - Boundary of the building
  - Full address info
  - Occupier- and multiple name
  - Store size
  - Photo
  - Footfall
- Coverage in 26 European countries



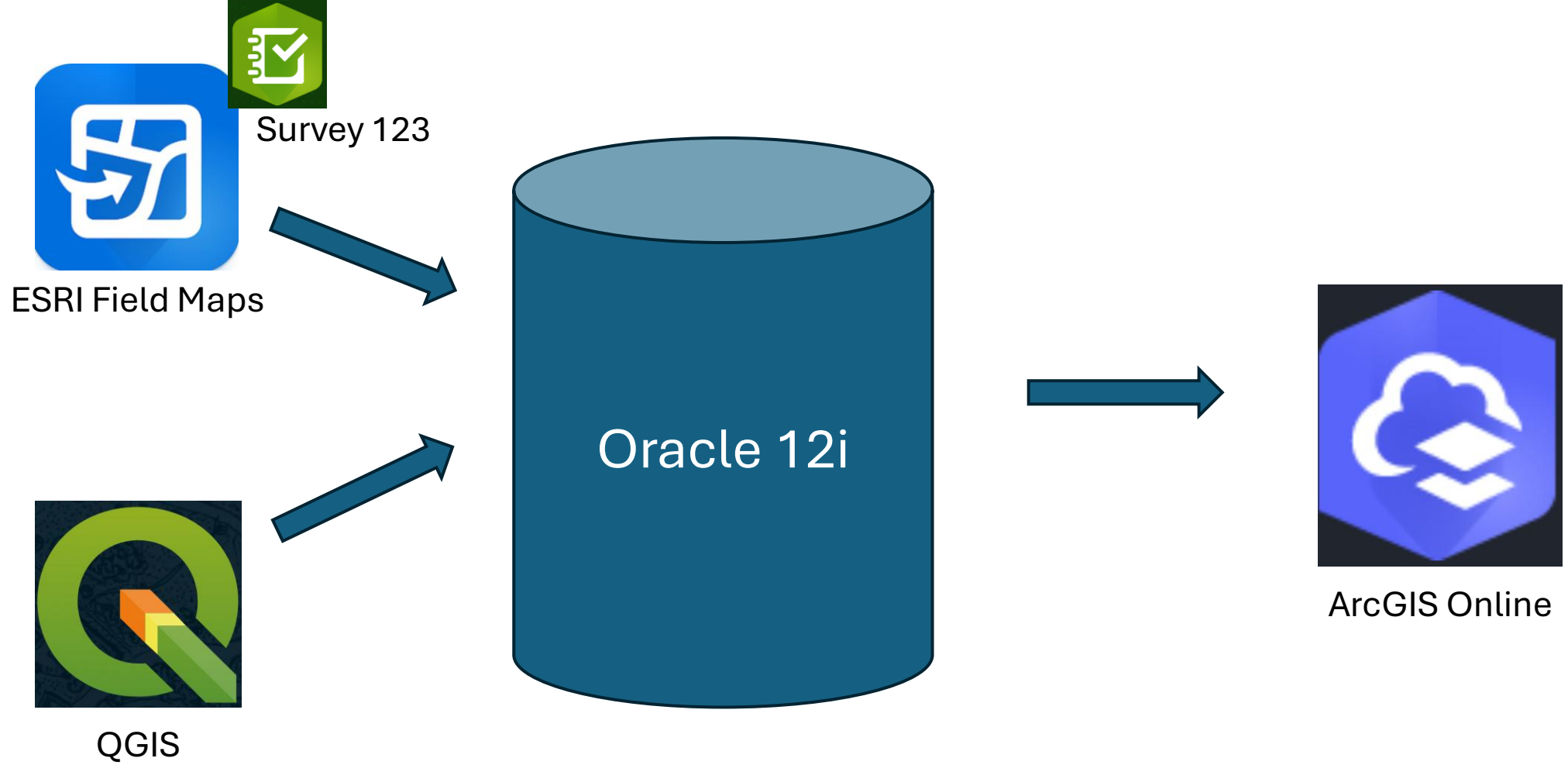
# The road from



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- 1998 Acquisition of Experian GOAD
  - 1999 Digitization of the plans. (MapInfo)
  - 2002 Data migration to Oracle Spatial
  - 2003 Customer portal with GIS functionality with MapXTreme
  - 2012 App based field research
  - 2016 Move tot ESRI, ArcGIS online and FieldMaps
  - 2027 MapBox?

# Current architecture

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*Data Entry*

*Customer portal*

# ESRI Field Maps

14:07

UNIT:() -1\_Lovisa  
51,919872°N 4,479539°E 47,3 km

Edit Copy More

**Fields**

Klik hier voor DNB  
Niet nodig

Status  
Z Te Bezoeken MIN1

Naam  
Lovisa

Formule  
Lovisa(Modeaccessoires)

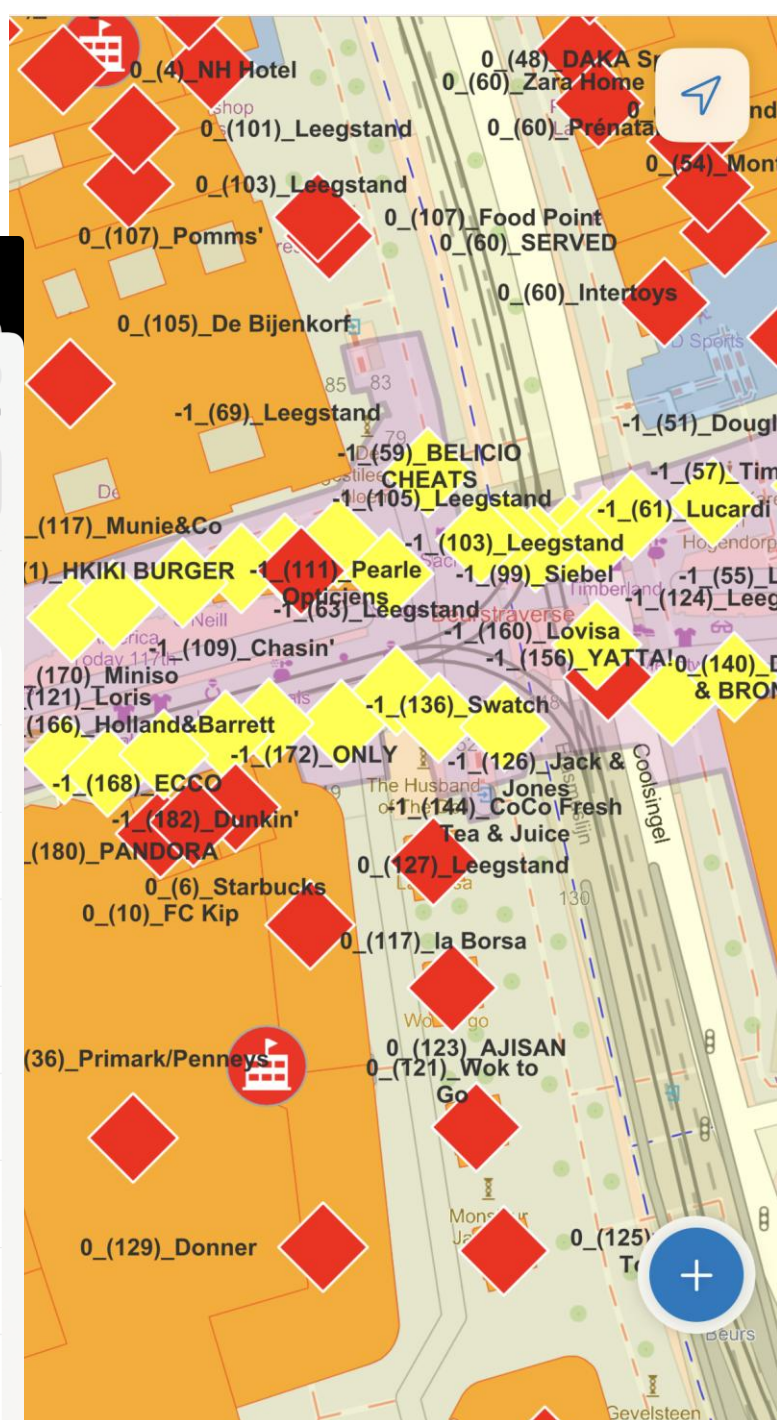
Branche  
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Bron WVO  
1.Veldwaarneming

WVO Verdieping 0  
0

Poly  
64

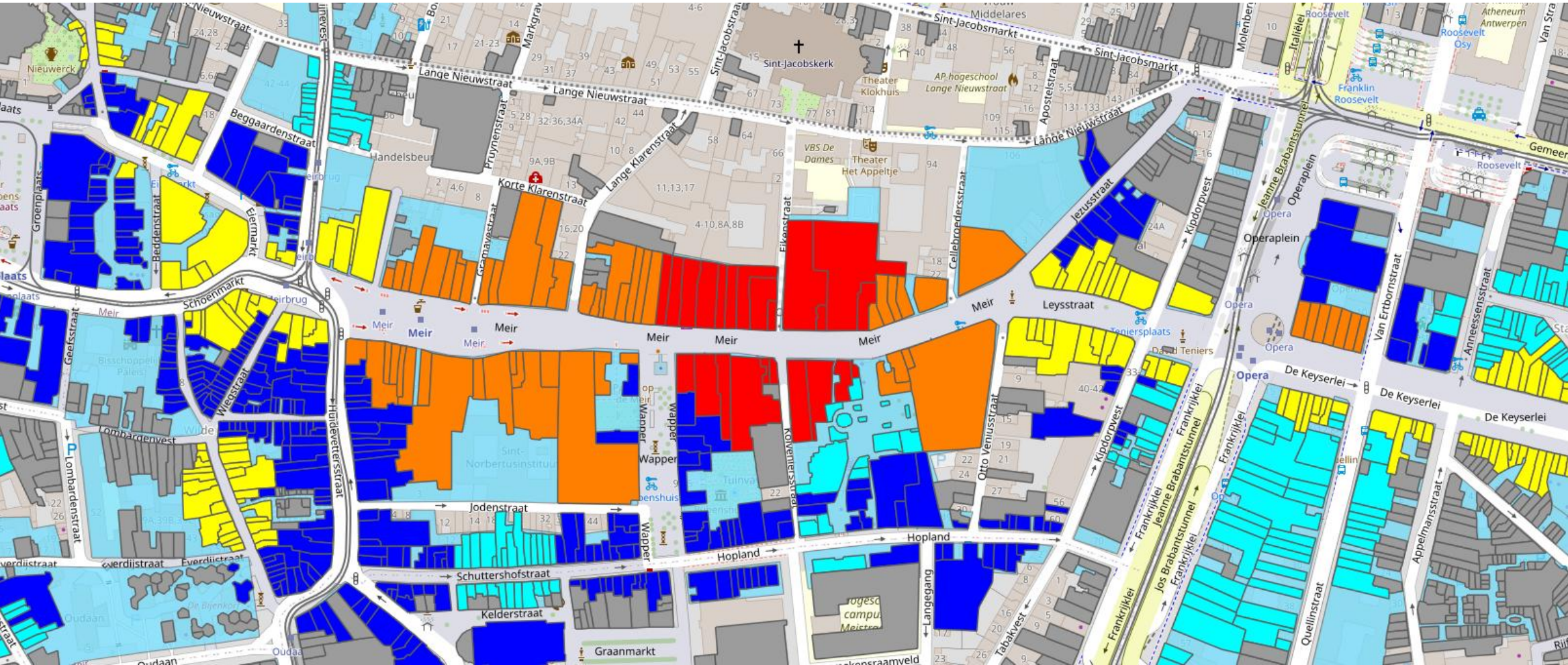
WVODatumChecked  
10/1/2026



# QGIS



# ArcGIS Online Customer portal, LOL / Locatus Online



# Room for improvement

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- FieldMaps: Limited flexibility in queries, no field relations
- QGIS: Room for improvement in updating the attribute data
- ArcGIS Online: No dashboarding, very limited data presentation options, no stories

# Some use case

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- Dutch National Bank, payment methods
- Catalist petrol station competitors research
- Supermarkets InStore price checking
- Retailers white spot analysis
- Asset managers, candidates for vacant stores

Questions?

