



Introduction to IMAS Group Integrated Marketing & Analysis System





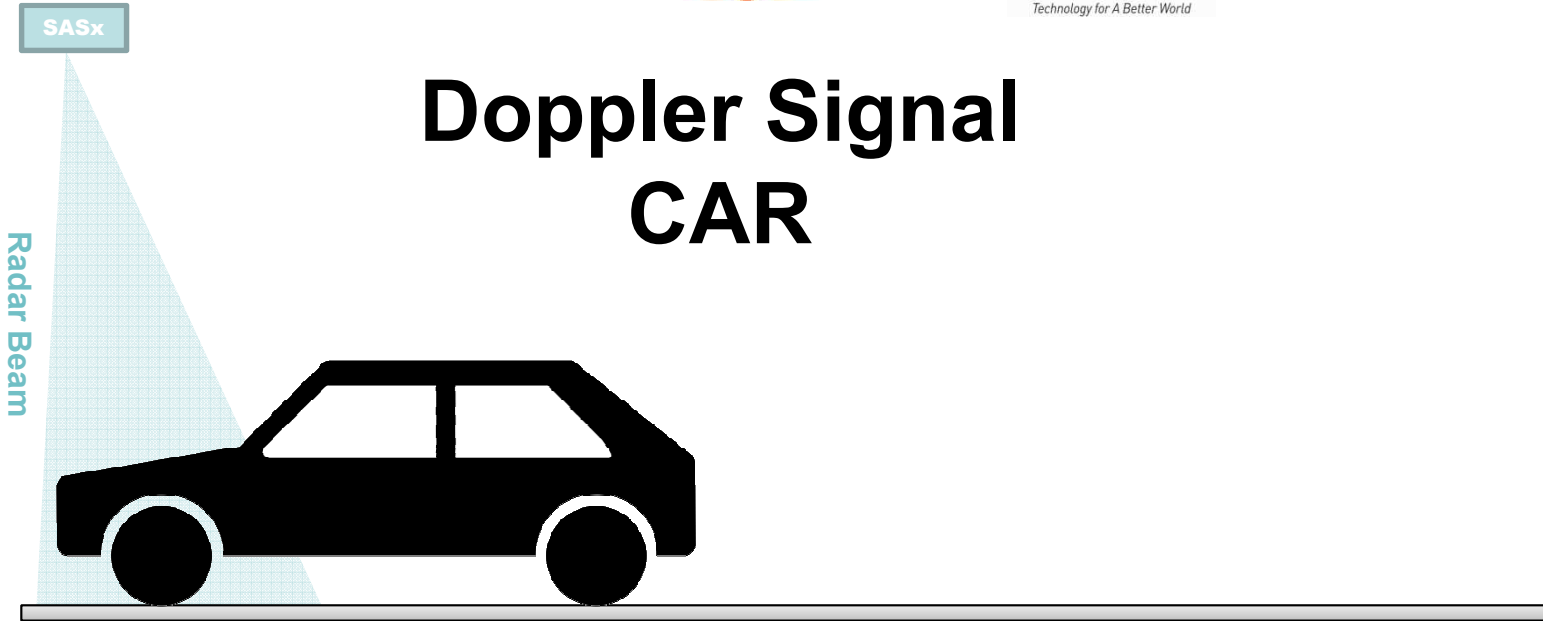
Introduction to IMAS Group

- IMAS Group is the market leader and one of the few companies which specialize in people counting and traffic counting.
- The Group has the largest number of installations in Europe, approximately 10,000 stores and shopping malls.
- The Group has installations in 27 countries.
- IMAS Group has worked in retail consulting and organization development since 1988, and since 1996, it has worked with productivity improvement projects, people and traffic counting in cooperation with Publiccount GmbH.

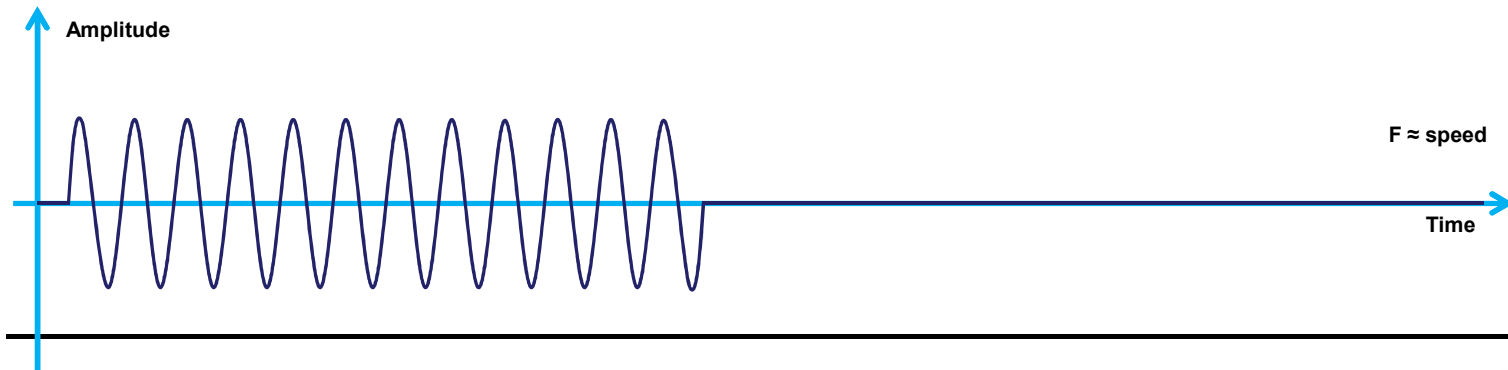


Schematic Radarfield





Doppler Signal CAR



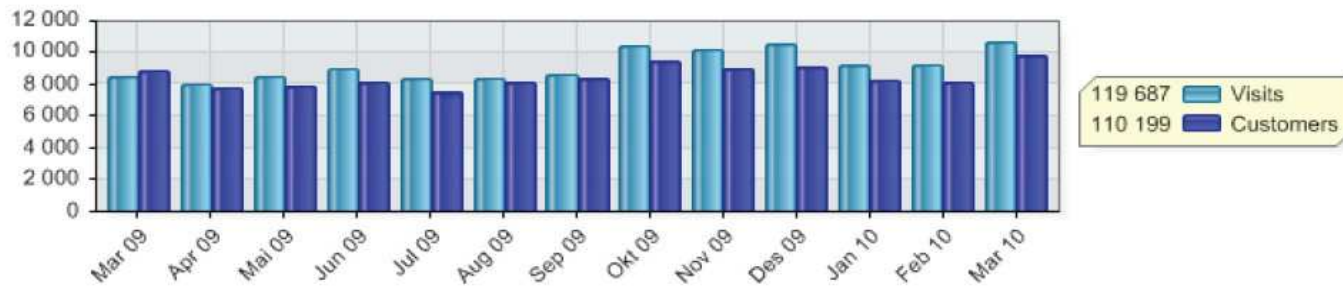
Productivity Analysis (Month)

Apotek - Byhaven

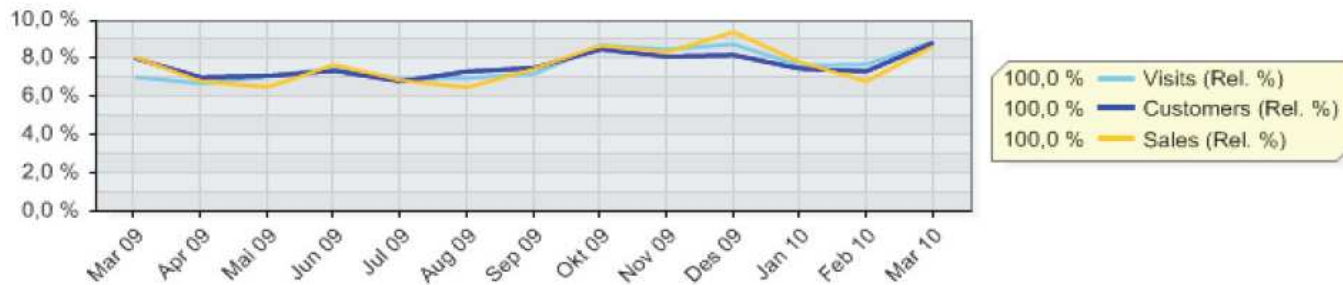
Mars 2010

Productivity (Location), Days (01.03.2010 - 31.03.2010)												
Day	Visits	Customers	Sales	Sales Hrs	Sales / Custmrs	Sales / Visits	Sales / Sales Hrs	Visits / Sales Hrs	Custmrs / Sales Hrs	Custmrs / Visits	Visits (Rel. %)	Sales (Rel. %)
01.03.2010	425	387	kr 109 467,00		kr 282,9	kr 257,6				91,1 %	4,0 %	3,7 %
02.03.2010	406	373	kr 96 754,00		kr 259,4	kr 238,3				91,9 %	3,8 %	3,3 %
03.03.2010	421	380	kr 139 429,00		kr 366,9	kr 331,2				90,3 %	3,9 %	4,7 %
04.03.2010	443	375	kr 101 717,00		kr 271,2	kr 229,6				84,7 %	4,1 %	3,4 %
05.03.2010	423	381	kr 101 446,00		kr 266,3	kr 239,8				90,1 %	4,0 %	3,4 %
06.03.2010	242	216	kr 54 208,00		kr 251,0	kr 224,0				89,3 %	2,3 %	1,8 %
07.03.2010												
08.03.2010	308	279	kr 113 492,00		kr 406,8	kr 368,5				90,6 %	2,9 %	3,8 %
09.03.2010	353	315	kr 93 727,00		kr 297,5	kr 265,5				89,2 %	3,3 %	3,2 %
10.03.2010	358	338	kr 116 747,00		kr 345,4	kr 326,1				94,4 %	3,4 %	3,9 %
11.03.2010	411	385	kr 105 352,00		kr 273,6	kr 256,3				93,7 %	3,8 %	3,6 %
12.03.2010	423	381	kr 112 565,00		kr 295,4	kr 266,1				90,1 %	4,0 %	3,8 %
13.03.2010	420	337	kr 71 948,00		kr 213,5	kr 171,3				80,2 %	3,9 %	2,4 %
14.03.2010												
15.03.2010	412	403	kr 137 095,00		kr 340,2	kr 332,8				97,8 %	3,9 %	4,6 %
16.03.2010	426	382	kr 122 784,00		kr 321,4	kr 288,2				89,7 %	4,0 %	4,2 %
17.03.2010	441	407	kr 124 051,00		kr 304,8	kr 281,3				92,3 %	4,1 %	4,2 %
18.03.2010	404	375	kr 106 759,00		kr 284,7	kr 264,3				92,8 %	3,8 %	3,6 %
19.03.2010	481	462	kr 111 183,00		kr 240,7	kr 231,1				96,0 %	4,5 %	3,8 %
20.03.2010	295	265	kr 56 392,00		kr 212,8	kr 191,2				89,8 %	2,8 %	1,9 %
21.03.2010												
22.03.2010	483	451	kr 158 596,00		kr 351,7	kr 328,4				93,4 %	4,5 %	5,4 %
23.03.2010	447	423	kr 125 260,00		kr 296,1	kr 280,2				94,6 %	4,2 %	4,2 %
24.03.2010	457	429	kr 146 701,00		kr 342,0	kr 321,0				93,9 %	4,3 %	5,0 %
25.03.2010	441	418	kr 129 187,00		kr 309,1	kr 292,9				94,8 %	4,1 %	4,4 %
26.03.2010	433	432	kr 197 360,00		kr 456,9	kr 455,8				99,8 %	4,1 %	6,7 %
27.03.2010	218	196	kr 65 774,00		kr 335,6	kr 301,7				89,9 %	2,0 %	2,2 %
28.03.2010												
29.03.2010	437	365	kr 93 122,00		kr 255,1	kr 213,1				83,5 %	4,1 %	3,2 %
30.03.2010	378	363	kr 102 950,00		kr 283,6	kr 272,4				96,0 %	3,5 %	3,5 %
31.03.2010	290	249	kr 62 039,00		kr 249,2	kr 213,9				85,9 %	2,7 %	2,1 %
Total	10 676	9 767	kr 2 956 105,00	0,0	kr 8 113,6	kr 7 442,6	kr 0,0	0,0	0,0	2 465,6 %	100,0 %	100,0 %
Average	395	361	kr 109 485,37	0,0	kr 300,5	kr 275,7	kr 0,0	0,0	0,0	91,3 %	3,7 %	3,7 %

Productivity (Location), Months (Mar 09 - Mar 10)



Productivity (Location), Months (Mar 09 - Mar 10)



Visitor Analysis (Hour / Month)

Apotek - Byhaven

Mars 2010

Visits, Hours (01.03.2010 - 31.03.2010)																		
Day	00:00	01:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	18:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	Sum
01.03.2010			58	49	55	45	54	59	45	38	22	0	0					425
02.03.2010			30	56	47	47	50	57	52	36	29	1	1					406
03.03.2010			30	36	78	50	59	52	42	40	33	1	0					421
04.03.2010			31	81	59	53	48	56	51	37	27	0	0					443
05.03.2010			20	59	54	48	52	53	65	51	20	1	0					423
06.03.2010			1	28	33	65	72	43	0	0	0							242
07.03.2010																		0
08.03.2010			46	28	42	31	32	42	38	29	20	0	0					308
09.03.2010			23	62	47	48	41	43	36	31	22	0	0					353
10.03.2010			30	54	42	38	43	63	49	21	17	1	0					358
11.03.2010			38	30	49	54	55	51	59	40	30	5	0					411
12.03.2010			24	54	53	53	56	65	53	38	25	1	1					423
13.03.2010			34	79	64	85	93	61	4	0	0							420
14.03.2010																		0
15.03.2010			40	46	54	56	58	41	50	39	24	4	0					412
16.03.2010			30	63	37	67	61	48	46	36	37	1	0					426
17.03.2010			35	34	81	64	47	54	60	40	24	2	0					441
18.03.2010			35	48	47	57	44	61	48	34	30	0	0					404
19.03.2010			29	68	61	71	50	73	60	40	28	1	0					481
20.03.2010			0	44	48	68	67	65	3	0	0							295
21.03.2010																		0
22.03.2010			50	52	60	89	56	62	51	31	32	0	0					483
23.03.2010			34	49	44	62	78	54	55	41	29	1	0					447
24.03.2010			35	49	49	75	62	62	60	36	28	1	0					457
25.03.2010			30	49	53	55	62	51	55	48	35	1	2					441
26.03.2010			37	56	66	48	55	61	51	36	21	2	0					433
27.03.2010			2	28	43	41	53	49	2	0	0							218
28.03.2010																		0
29.03.2010			49	38	56	63	61	54	56	38	21	1	0					437
30.03.2010			20	32	56	46	46	67	55	29	24	3	0					378
31.03.2010			27	40	55	74	61	30	2	1	0	0	0					290
Total	0	0	818	1 312	1 433	1 553	1 516	1 477	1 148	810	578	27	4	0	0	0	0	10 676
Average	0	0	30	49	53	58	56	55	43	30	21	1	0	0	0	0	0	344



Companies of IMAS Group

- 1. Publiccount GmbH.** Development and manufacturer of radar based counting systems; I.e. people, vehicles and bicycles
- 2. PSI Solutions AS.** Data Programming and Software Development Company
- 3. IMAS Group.** Data maintenance and consultancy services, aimed at productivity improvements for out clients.



Introduction to IMAS Asia

IMAS Asia is the sole distributor for the IMAS Group in South East Asia. We offer the most accurate people and vehicle counters available today, and software solutions that is or can specifically be designed for our clients; an invaluable 20 years of knowledge and experience obtained in Europe by IMAS Group. In Indonesia IMAS Asia will cooperate with WGT, a trading and services company.



IMAS Asia's Vision

We want to be the first choice among our clients, not the second choice, in our markets.



IMAS Asia's Mission

Support our clients to achieve sustainable increased sales, profitability and returns by adopting “state of the art European **technology, knowledge and solutions**”



Some Selected International Customers





IMAS Asia is not here to sell you the most advanced traffic counter sensors available, we are here to work with you to achieve sustainable increased sales, profitability and financial return.