

buxton®

International Solution Guidebook

Identify your best potential international markets and
trade areas across the globe.



scout

buxtonco.com

About this Guidebook

When it's time to expand your network in international markets, how do you identify which markets present the best opportunities? And once you've entered an international market, how do you determine the number of locations it can support? Buxton's international solution can help you to identify which new markets around the world offer the best potential for investment or find hidden infill opportunities to maximize your growth potential.

We provide market insights to support your real estate decisions and can even identify the hotspots in each market that represent your best growth opportunities. Our platform and services can help you to define your inventory of top potential locations so you can enter new markets with confidence.

By understanding your ideal location network in each of your markets internationally, you can optimize your capital investments, achieve your growth objectives, and reduce waste. Please note that data availability varies by country.



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01

International Solution

scout

Understand markets through powerful mapping and reporting.

SCOUT is the foundation of Buxton's international solution. It is a geospatial application within the Buxton Platform that allows you to study markets with ease thanks to a robust group of consumer and market datasets. Visualize the data in SCOUT's map-based interface, run reports, attach location files for easy collaboration, upload your own datasets for an enhanced experience, or even integrate custom analysis tools from Buxton.

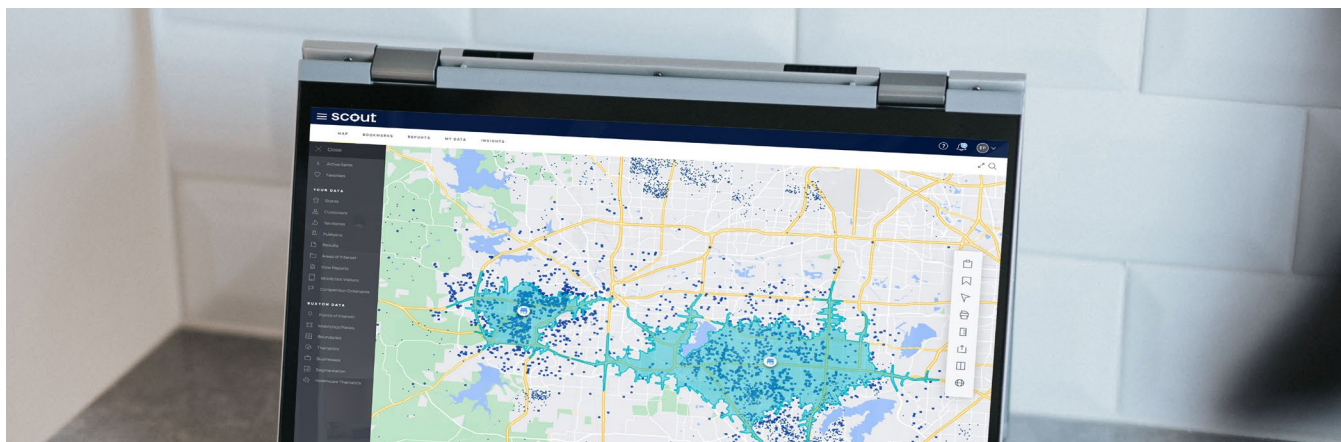
The beauty of SCOUT is its flexibility. No matter which geographic area you need to study, the application can be set up to suit your needs. Please note that data and reporting capabilities in SCOUT are limited to the geography and access level purchased, and the extent of data availability varies by country.

International Data and Reporting

Understand the dynamics around an area of interest and confirm whether it is a good opportunity.

This data and reporting package is an essential component of Buxton's international solution. The international data and reporting package is deployed to SCOUT and includes reports and thematics that offer insights on consumer segments, demographics, and points of interest. Because the type and depth of data available in each country varies, the exact list of reports and variables may differ. Check out the "Data Availability by Country" section of this guidebook to see if your country of interest qualifies for this SCOUT enhancement.

Market intelligence solutions are critical in geographic areas where your team lacks native knowledge. Buxton's suite of international reports and thematics are designed to provide greater understanding of the dynamics of each country of interest so you can make more informed growth decisions. The reports further enhance the insights provided in Buxton's optional Vista View analysis.



Output & Utilization

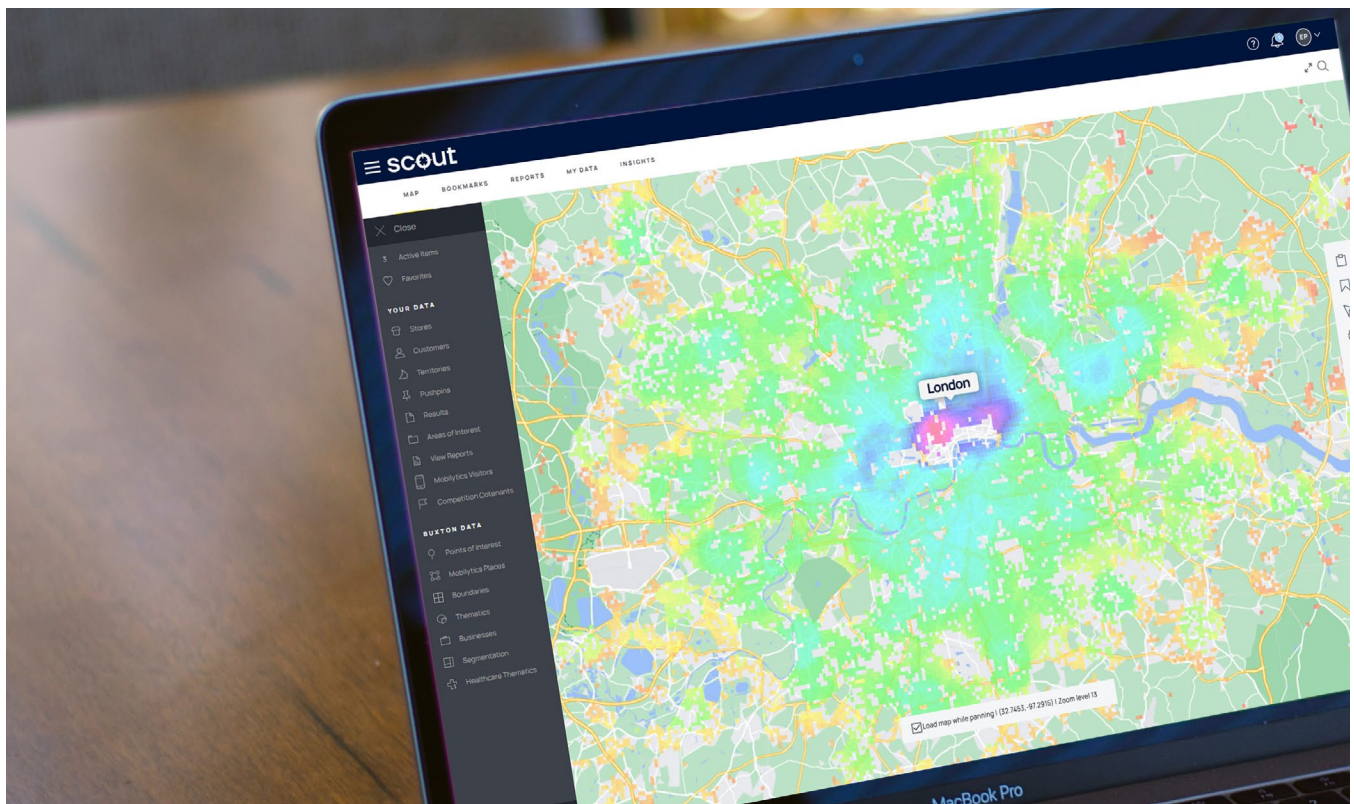
- Buxton's international market intelligence solutions are deployed to SCOUT in two formats: reports and thematics (maps).

Data Requirements

- Client Provided Data: N/A
- Buxton Provided Data: Consumer segmentation, demographics, and points of interest data, to the extent that data is available. See the "Data Availability by Country" included in this guidebook.

Implementation

Buxton's international reporting requires a SCOUT subscription in order to access the information.



Vista View (Optional)

Reveal the hot spots of opportunity for business growth around the world.

Buxton's Vista View is a market optimization analysis for non-U.S. markets. It is designed to identify areas of opportunity in the country of interest to guide expansion decisions. The result is a heat map showing the "hot spots" that represent the most promising growth areas.

Like a traditional market optimization analysis, Buxton conducts the Vista View analysis using a site score model that may account for variables including customer value, customer demographics, competition, and cotenants/area draw. Because the quantity and depth of available datasets vary from country to country, the exact variables and methodology used may be adapted. The country of interest must also be listed in the "Data Availability by Country" section of this guidebook in order to qualify for this solution.

Output & Utilization

The output of the Vista View analysis is a map based on scores for 250-meter grids within the study area. This easy-to-understand heat map (also called a thematic) is deployed to SCOUT for visualization. Clients also may elect to deploy the underlying site score model to SCOUT for ongoing reporting.

Data Requirements

- Client Provided Data: N/A. If you have customer records and location data for the markets being evaluated, Buxton can use it to inform development of the site score model used to conduct the analysis.
- Buxton Provided Data: Site score model used to assess the market, which may include data variables on customer value, customer demographics, competition, and cotenants/area draw.

Implementation

The Vista View analysis requires a subscription to SCOUT for ongoing visualization. It also requires an underlying site score model, which can be developed simply for the purpose of conducting the analysis or deployed to SCOUT for ongoing site scoring.



02

Platform Subscription Information

Users

User seats enable clients to access the Buxton Platform and its insights. Users come in three types.

- Power users are able to operate fully in the platform. They have access to all standard reports and core functionality, including site scoring if site score models have been purchased.
- Business intelligence (BI) users, also called Standard users, are able to run most of the reports, but not site scores. They are, however, able to view site scores run by power users.
- Viewing users are able to open and view the work performed by others in SCOUT, but they are not able to run SCOUT reports themselves. Aside from reports, they are able to work in the platform and utilize its functionality.

Buxton can further refine who can view or edit various functions and can enable specific permission controls for users at the client's request.

Client Data Integration

My Data

My Data is a section in SCOUT that enables clients to access and upload their own data, including territories, pushpins, results, and areas of interest. Clients can view, import, export, and delete data from My Data to the extent that permissions allow. Since users are limited in the type of data and amount of data that they can upload via My Data, Buxton does recommend data updates – whether it is a one-time upload or an ongoing data feed.

Optional Data Updates

Many of our clients choose to have their own data loaded into the platform, including existing locations and customers, via secure file transfer. Our Amazon Web Services (AWS) cloud-based environment protects your data with strong encryptions both in transit and at rest, and also leverages best-in-class security from one of the world's most trusted providers. We are SOC-2 Type II compliant, reflecting how well we safeguard customer data.

Updating your data ensures the most accurate answers possible. As such, automated monthly data feeds are included in many of our solution packages; if they are not included as part of a packaged deal, then they may be added to your solution for additional fees. You should plan to set up recurring, monthly data feeds with Buxton during the onboarding period. If applicable, a Data Acquisition Packet, which will be provided upon execution of your agreement, will provide information on data feed requirements. Typically, this requires the participation of the client's IT department. Although not difficult, identify the team member responsible for the data transfer up front to ensure all proceeds smoothly.

Support

Buxton Platform Support

User support is available to answer questions or solve potential issues during regular business hours. You can chat with our support team online or schedule a 15-minute screen share appointment by clicking on your login ID at the top right of the screen and going to Chat with Support. Buxton updates and release notes are also available within this feature.

Learn

The Learn section includes the Knowledge Base and is available by clicking on your login ID at the top right of the screen. The Knowledge Base includes articles, advice, and guidance for users. The content is searchable and also includes a library of our recorded training webinars.



03

Data Availability by Country

*Enhanced segmentation available for select countries

Country	POI	Pop	HH	Gender	Age	Disp. Income	Unemployment	WorldView Segments	Consumer Expenditure	Retail Expenditure	Education	Marital Status
Afghanistan		✓										
Albania	✓	✓	✓	✓	✓	✓	✓	✓			✓	
Algeria	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Andorra	✓	✓	✓	✓	✓	✓		✓				
Angola	✓	✓										
Anguilla		✓	✓	✓	✓							
Antigua and Barbuda		✓										
Argentina	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Armenia		✓		✓	✓	✓	✓					
Aruba	✓	✓										
Australia*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Austria	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Azerbaijan	✓	✓				✓						
Bahamas	✓	✓	✓	✓	✓	✓					✓	✓
Bahrain	✓	✓	✓	✓	✓	✓	✓				✓	✓
Bangladesh	✓	✓	✓	✓	✓	✓			✓	✓		
Barbados		✓		✓	✓	✓						
Belarus	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Belgium*	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Belize	✓	✓										
Benin	✓	✓										
Bermuda	✓	✓										
Bhutan		✓										
Bolivia	✓	✓	✓	✓	✓	✓			✓	✓		
Bosnia and Herzegovina	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Botswana	✓	✓	✓	✓	✓							
Brazil*	✓	✓	✓	✓	✓	✓		✓	✓	✓		

*Enhanced segmentation available for select countries

Country	POI	Pop	HH	Gender	Age	Disp. Income	Unemployment	WorldView Segments	Consumer Expenditure	Retail Expenditure	Education	Marital Status
Brunei	✓	✓										
Bulgaria	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Burkina Faso	✓	✓										
Burundi	✓	✓										
Cambodia		✓	✓	✓	✓	✓	✓		✓	✓		
Cameroon	✓	✓										
Canada*	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Cape Verde		✓				✓						
Cayman Islands	✓	✓				✓						
Central African Republic	✓	✓										
Chad		✓										
Chile	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	
China		✓	✓	✓	✓	✓	✓	✓	✓	✓		
Colombia*	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Comoros		✓										
Congo, DR		✓										
Congo, Republic of the		✓										
Costa Rica	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Croatia	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Cuba	✓	✓										
Cyprus		✓										
Cyprus (Greek part)	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
Czech Republic	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Denmark*	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Djibouti		✓										
Dominica		✓										
Dominican Republic	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Ecuador	✓	✓				✓						

*Enhanced segmentation available for select countries

Country	POI	Pop	HH	Gender	Age	Disp. Income	Unemployment	WorldView Segments	Consumer Expenditure	Retail Expenditure	Education	Marital Status
Egypt	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
El Salvador	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Equatorial Guinea		✓										
Eritrea		✓										
Estonia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ethiopia	✓	✓										
Faroe Islands	✓	✓		✓	✓							
Fiji	✓	✓										
Finland*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
France*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
French Guiana		✓										
French Polynesia		✓	✓	✓	✓	✓	✓					
Gabon		✓										
Gambia		✓										
Georgia (without Abkhazia)	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Germany	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ghana	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓
Greece	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Greenland		✓		✓	✓	✓						
Grenada		✓										
Guadeloupe	✓	✓	✓	✓	✓	✓					✓	✓
Guatemala	✓	✓	✓	✓		✓					✓	
Guinea	✓	✓				✓						
Guinea-Bissau		✓										
Guyana		✓	✓	✓	✓	✓						
Haiti		✓										
Honduras	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Hong Kong*		✓	✓	✓	✓	✓		✓			✓	✓

*Enhanced segmentation available for select countries

Country	POI	Pop	HH	Gender	Age	Disp. Income	Unemployment	WorldView Segments	Consumer Expenditure	Retail Expenditure	Education	Marital Status
Hungary	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Iceland	✓	✓	✓	✓	✓	✓	✓	✓				
India	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Indonesia*	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Iran		✓	✓	✓	✓	✓	✓		✓	✓		
Iraq		✓										
Ireland*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Israel	✓	✓				✓						
Italy*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ivory Coast	✓	✓										
Jamaica	✓	✓	✓	✓	✓							
Japan*		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Jordan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Kazakhstan	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓
Kenya	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Kiribati		✓										
Kosovo (without North Kosovo)	✓	✓	✓	✓	✓	✓		✓			✓	✓
Kuwait	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
Kyrgyzstan		✓	✓	✓	✓	✓						
Laos		✓										
Latvia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lebanon	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lesotho	✓	✓	✓	✓	✓		✓					
Liberia		✓										
Libya	✓	✓										
Liechtenstein	✓	✓	✓	✓	✓	✓		✓				
Lithuania	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

*Enhanced segmentation available for select countries

Country	POI	Pop	HH	Gender	Age	Disp. Income	Unemployment	WorldView Segments	Consumer Expenditure	Retail Expenditure	Education	Marital Status
Luxembourg	✓	✓	✓	✓	✓	✓	✓	✓				
Macao		✓	✓	✓	✓	✓					✓	✓
Madagascar	✓	✓										
Malawi	✓	✓	✓	✓	✓	✓					✓	✓
Malaysia*	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Maldives	✓	✓	✓	✓	✓	✓	✓					
Mali	✓	✓										
Malta	✓	✓	✓	✓	✓	✓	✓	✓			✓	
Marshall Islands		✓										
Martinique	✓	✓	✓	✓	✓	✓					✓	✓
Mauritania		✓										
Mauritius	✓	✓	✓	✓	✓	✓	✓					✓
Mayotte		✓										
Mexico	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Micronesia		✓										
Moldova (without Transnistria)	✓	✓	✓	✓	✓	✓		✓				
Monaco	✓	✓										
Mongolia		✓	✓	✓	✓	✓	✓					
Montenegro	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
Montserrat		✓										
Morocco	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Mozambique	✓	✓	✓	✓	✓	✓					✓	✓
Myanmar		✓	✓	✓	✓	✓			✓	✓		
Namibia	✓	✓	✓	✓	✓	✓					✓	✓
Nauru		✓										
Nepal	✓	✓	✓	✓	✓	✓	✓				✓	
Netherlands*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
New Caledonia		✓	✓	✓	✓	✓	✓					

*Enhanced segmentation available for select countries

Country	POI	Pop	HH	Gender	Age	Disp. Income	Unemployment	WorldView Segments	Consumer Expenditure	Retail Expenditure	Education	Marital Status
New Zealand*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Nicaragua	✓	✓	✓	✓	✓	✓					✓	✓
Niger		✓										
Nigeria	✓	✓	✓	✓	✓	✓		✓	✓	✓		
North Korea		✓										
North Macedonia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Norway*	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Oman	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Pakistan		✓	✓	✓	✓	✓			✓	✓		
Palau		✓										
Panama	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Papua New Guinea		✓										
Paraguay	✓	✓	✓	✓	✓							
Peru	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Philippines	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Poland	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Portugal*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Puerto Rico	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
Qatar	✓	✓	✓	✓	✓	✓	✓	✓				
Réunion	✓	✓	✓	✓	✓	✓	✓				✓	✓
Romania	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Russia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Rwanda	✓	✓										
Saint Kitts and Nevis	✓	✓										
Saint Lucia		✓										
Saint Vincent and the Grenadines	✓	✓										
Samoa	✓	✓										

*Enhanced segmentation available for select countries

Country	POI	Pop	HH	Gender	Age	Disp. Income	Unemployment	WorldView Segments	Consumer Expenditure	Retail Expenditure	Education	Marital Status
San Marino	✓	✓										
Sao Tome and Principe	✓	✓										
Saudi Arabia	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Senegal	✓	✓				✓						
Serbia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Seychelles	✓	✓										
Sierra Leone		✓										
Singapore*	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
Slovakia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Slovenia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Solomon Islands		✓										
Somalia		✓										
South Africa*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
South Korea		✓	✓	✓	✓	✓		✓	✓	✓		
South Sudan		✓										
Spain*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sri Lanka	✓	✓	✓	✓	✓	✓			✓	✓		✓
Sudan		✓	✓	✓	✓	✓						
Suriname	✓	✓										
Swaziland	✓	✓										
Sweden*	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓
Switzerland	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Syria		✓										
Taiwan		✓	✓	✓	✓	✓			✓	✓	✓	
Tajikistan		✓										
Tanzania	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Thailand	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Timor-Leste		✓										

*Enhanced segmentation available for select countries

Country	POI	Pop	HH	Gender	Age	Disp. Income	Unemployment	WorldView Segments	Consumer Expenditure	Retail Expenditure	Education	Marital Status
Togo	✓	✓										
Tonga	✓	✓										
Trinidad and Tobago		✓	✓	✓	✓							
Tunisia	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Turkey	✓	✓	✓	✓	✓	✓		✓	✓	✓		
Turkmenistan		✓										
Turks And Caicos Islands		✓										
Tuvalu		✓										
Uganda	✓	✓										
Ukraine	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
United Arab Emirates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
United Kingdom*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Uruguay	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
US Virgin Islands	✓	✓	✓	✓	✓	✓	✓					
USA*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Uzbekistan		✓										
Vanuatu		✓										
Vatican City		✓										
Venezuela	✓	✓	✓	✓	✓	✓			✓	✓		
Vietnam	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Western Sahara		✓										
Yemen		✓										
Zambia	✓	✓	✓	✓	✓							
Zimbabwe	✓	✓										