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Geoblink, the leading European Location Intelligence platform for Retail, Consumer Goods and Real Estate, launches operations in Germany and the Netherlands as a part of its ambitious growth plan

Geoblink accelerates its growth in Spain, France and the UK and launches its location management solutions in Germany and the Netherlands

Madrid, Spain – 22 June, 2022 - Location Intelligence SaaS company, Geoblink, has announced today that it has officially launched operations in Germany and the Netherlands as a part of the ambitious European growth plan. Founded in 2015 and named "one of the most promising startups in the world" by Bloomberg, Geoblink is now in a fast-growth phase that involves expanding its operations across Europe, starting with the above-mentioned, Germany and the Netherlands. Geoblink already operates in Spain, the UK and France and the upcoming countries will include: Belgium, Italy, Portugal, Ireland.

Geoblink also announced that Heiko Liesegang has been appointed as the new Country Manager for Germany and The Netherlands. Heiko will provide strategic support as the company eyes to take over the European market. He will be focusing on executing the company's strategy and vision to become the leading provider of Location Intelligence in Europe. Heiko was working for McKinsey until recently, helping companies to make better strategic decisions within the financial and real estate industries across Europe and Asia.

Following this recent announcement, CEO and Founder Jaime Laulhé says: "In the past years we have established Geoblink as a technology and innovation leader in location analytics. Today, we are in a stronger position than ever to begin a new phase for the company by expanding our presence across Europe, and to continue pursuing our mission to transform how companies make decisions that relate to location."

Heiko added: "We have observed absolutely dramatic and unprecedented change in the retail and real estate ecosystems in the past 2 years - in today's extremely complex, volatile and challenging environment it is more important than ever for market players to leverage data analytics to make better and faster decisions. It therefore comes as no surprise that advanced location intelligence has become an imperative for leaders across the industry. I am proud and excited to help bring the leading European platform into the German and Dutch markets and help shape the future of retail."

Geoblink's mission has always been to become the leader in location intelligence and help businesses of all sizes to use data to better their day to day decision making process and gain competitive advantage. Throughout the years, Geoblink has helped many leading retailers, real estate and consumer goods companies such as Danone, KFC, Pepsico, IKEA or CBRE to improve their management and operational decisions. Clients rely on Geoblink to successfully expand and optimise their geographic footprint, monitor and improve the performance of their network or asset portfolio, forecast revenues, optimise their distribution strategy and maximise the success of their marketing actions. Geoblink achieves this by providing unparalleled depth and width of geographic insights through its intuitive, easy to use client platform: from granular, almost real-time footfall data, rich socio-economic and socio-demographic insights to online and offline spending patterns, to name just a few.

Geoblink, ultimately, delivers those insights by curating best-in-class data sources and data partners and coupling them with advanced algorithms, machine learning technology and advanced statistical models and predictive analytics. Using advanced statistical models and predictive analytics, Geoblink is able to generate proprietary insights analyses that provide actionable insights for business professionals within the retail and real estate ecosystem.

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About Geoblink

Geoblink is the Saas-based Location Intelligence solution that enables professionals from the retail, FMCG and real estate industries to make informed decisions about their business strategies. With its easy-to-use and visual interface, Geoblink's advanced data capabilities and predictive technology empower companies of any size to perform in-depth market research and gain strategic insights in a matter of minutes. This competitive business intelligence is what helps these professionals to maximise the efficiency of their store networks, make accurate sales forecasts as well as optimise their distribution, marketing and expansion strategies. Geoblink's Location Intelligence platform serves many brands such as Danone, KFC, Pepsico, IKEA and CBRE, among others. For more information on how to optimise your business strategy with Location Intelligence, please visit: www.geoblink.com.

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