

Press release

GfK releases new digital maps for Russia

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Cornelia Lichtner
Public relations
T +49 7251 9295 270
F +49 7251 9295 290
cornelia.lichtner@gfk.com

2015 GfK map editions for Russia: up-to-date geodata on districts, postcodes and topographic features

Bruchsal, Germany, May 27, 2015. – GfK has released a new map edition for Russia. The digital maps render the country's current administrative and postcode boundaries and provide the basis for location-related analyses in geomarketing software and BI systems.

GfK has updated its maps of Russia to reflect the latest regional status. The detail level has been increased, particularly along coastlines and in cities. GfK has also significantly expanded its map of the country's six-digit postcodes.

"In the case of Russia, it can be very challenging to obtain up-to-date and detailed cartographic sources," explains Klaus Dittmann, head of cartography for GfK's geomarketing solution area. "Our cartographers often must painstakingly track down information to create accurate maps of Russia's administrative and postal boundaries. The new maps feature detailed coverage of the six-digit postcodes in 26 Russian cities. These maps meet the significant demand for a detailed and reliable cartographic foundation for location analyses in important locations throughout Russia."

GfK's new maps give companies a very precise and up-to-date basis for geographic analyses in the Russian market. This is a prerequisite for correctly geocoding company data and accurately analyzing data on market potential.

New additions

In addition to maps of postal and administrative levels, the country editions also include topographic details such as streets, bodies of water and city points categorized by number of inhabitants. In the new map edition for Russia, the country's western boundary and Vladivostok's coastline have been completely overhauled.

There were additionally numerous changes to Russia's postal and administrative levels:

- Districts: 1 new district, 2 dissolved districts, 2 ID changes and 1,840 name changes
- City districts: several boundary changes due to new six-digit postcodes
- At the six-digit postcode level, there were 14 name changes and 487 new six-digit postcodes; the map of the six-digit postcodes has

GfK GeoMarketing GmbH
www.gfk-geomarketing.com
geomarketing@gfk.com

Bruchsal branch:
Werner-von-Siemens-Str. 9
Gebäude 6508
76646 Bruchsal
T +49 7251 9295 100
F +49 7251 9295 290

Hamburg branch:
Herrengraben 3-5
20459 Hamburg

Nuremberg branch:
Nordwestring 101
90419 Nuremberg; Germany

Management board:
Friedrich Fleischmann
Hans-Peter Klotzbücher

Amtsgericht Mannheim
HRB 250872
Ust-ID: DE 143585033

been expanded by the following ten cities:

City name

<i>Latin</i>	<i>Cyrillic</i>
Barnaul	Барнаул
Vladivostok	Владивосток
Voronezh	Воронеж
Izhevsk	Ижевск
Krasnodar	Краснодар
Tol'yatti	Тольятти
Tyumen'	Тюмень
Ul'yanovsk	Ульяновск
Khabarovsk	Хабаровск
Yaroslavl'	Ярославль

GfK offers six-digit postcode coverage of Russia's 26 most populated cities as well as the entire metropolitan area of Moscow and St. Petersburg.

GfK's new Russia Map Edition includes a comprehensive six-digit postcode layer in which the areas not encompassed by the six-digit postcodes are displayed with their two-digit postcode designations. This special layer – "Russia 6-2-digit postcode areas 2015" – includes a total of 3,806 postcodes (3,776 of which are six-digit and 30 of which are two-digit).

Applications and features

GfK's digital maps support BI, geomarketing and risk analysis applications and are used by representatives of all branches, from retail to reinsurance.

GfK's digital maps are available in all standard map formats, including *.shp (ESRI), *.tab (MapInfo), *.lay (RegioGraph) and Oracle Spatial. All maps are vector-based and consequently offer infinite zoom and flexible viewing options. GfK's maps include dual-language attributions of all map objects in the international nomenclature as well as the native language and nomenclature.

Additional information

on GfK's digital maps can be found at www.gfk.com/maps.

Print-quality illustrations can be found at www.gfk.com/Documents/News/2015/russia.zip.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched



with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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GfK GeoMarketing GmbH

Public Relations

Cornelia Lichtner

Werner-von-Siemens-Str. 9

Gebäude 6508

76646 Bruchsal; Germany

T+49 7251 9295 100

cornelia.lichtner@gfk.com