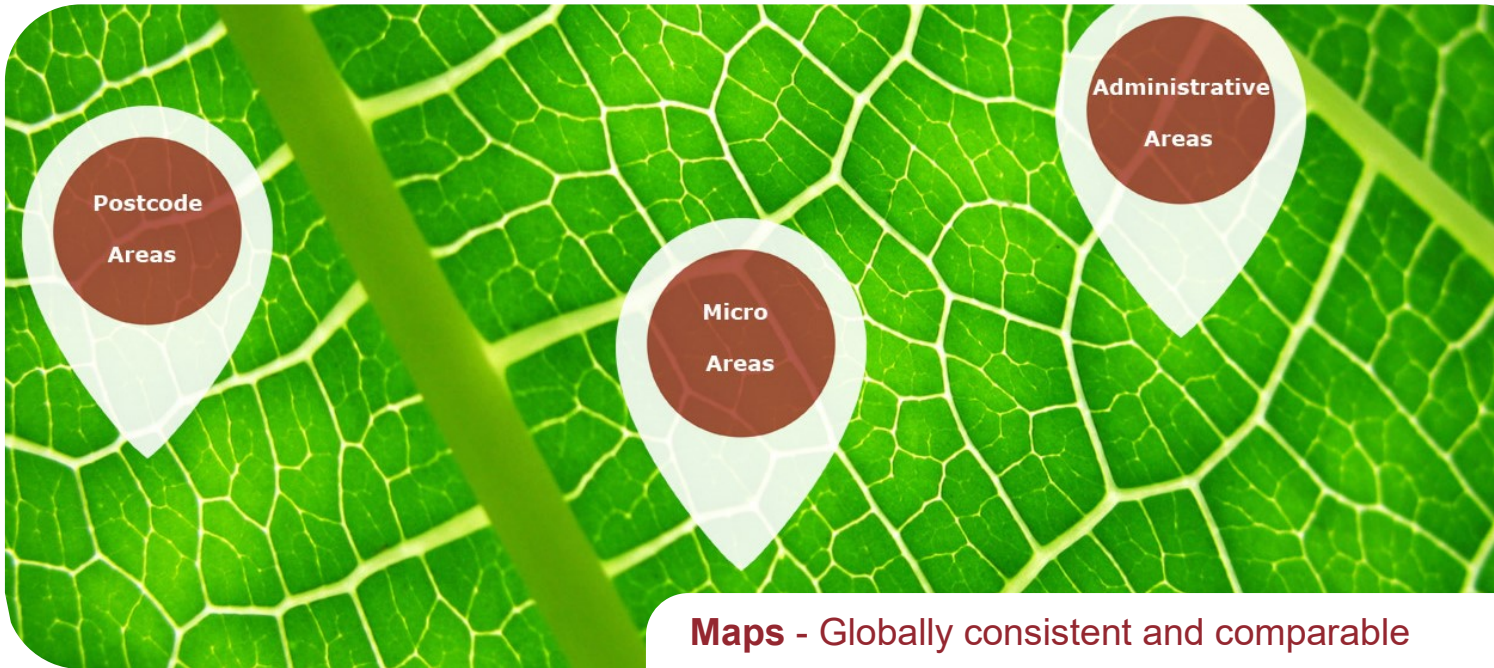


Worldwide, seamless coverage of postal and administrative boundaries



Maps - Globally consistent and comparable

Global Boundary Levels

Postcode (zip) Boundary Maps

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode

Administrative Area Maps

Municipality boundaries plus the higher levels like provinces and state boundaries

Small Area Levels (micro areas)

Could be subdivisions of the postcode or administrative boundaries like census areas

Advantages of the MB-International area boundaries

- **Globally consistent and comparable:** Worldwide, seamless coverage of postal and administrative boundaries
- The layers are topographically correct and “seamless”, i.e. country borders fit seamlessly together without overlaps and gaps
- Data and areas can be easily combined in one layer thanks to a unique key, enabling cross-border analyzes
- Simple update by uniform layout of the layer names
- The higher-level area hierarchies are included
- Digital boundaries are in a vector format to allow visualization in any zoom levels
- The vintage compatibility between the boundaries and the Sociodemographic and Purchasing Power data is guaranteed
- Our maps are subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department.



Contact us for more information on our worldwide comparable geodata offering!

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Admin boundaries



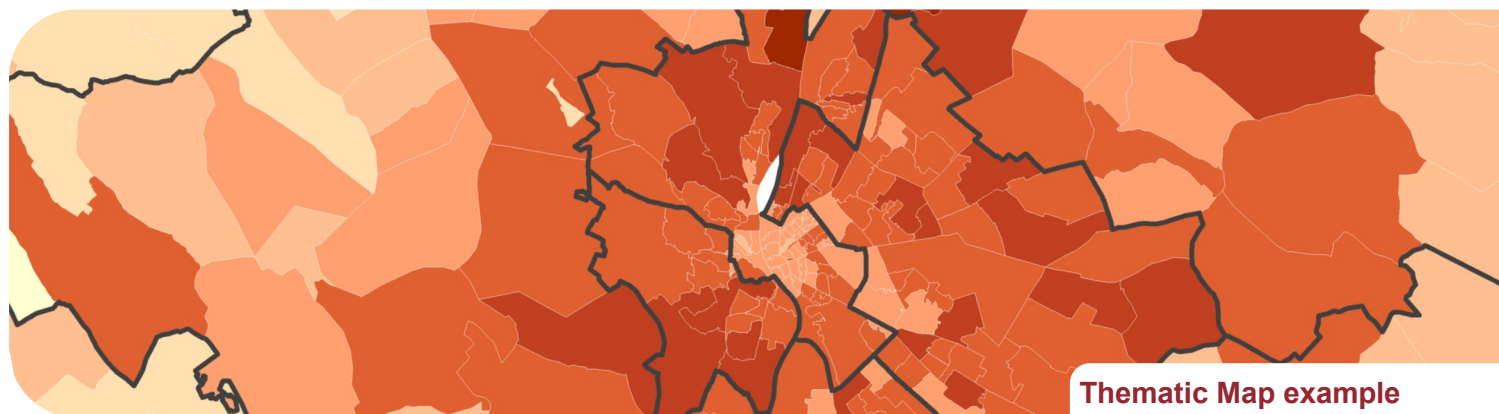
Micro boundaries



Post code boundaries

Vast variety of uses in many different aspects of business applications

- Sales planning
- Sales controlling
- Site planning
- Expansion planning
- Branch network planning
- Customer visualization
- Predictive analytics
- Thematic mapping
- Social Media Marketing
- Postcode look-up tables
- Internet applications
- Geocoding



Thematic Map example

GIS formats for the vector boundaries

- Esri Shape file (.shp)
- Esri Geodatabase (.gdb)
- MapInfo (.tab)
- MapInfo MIF/MID



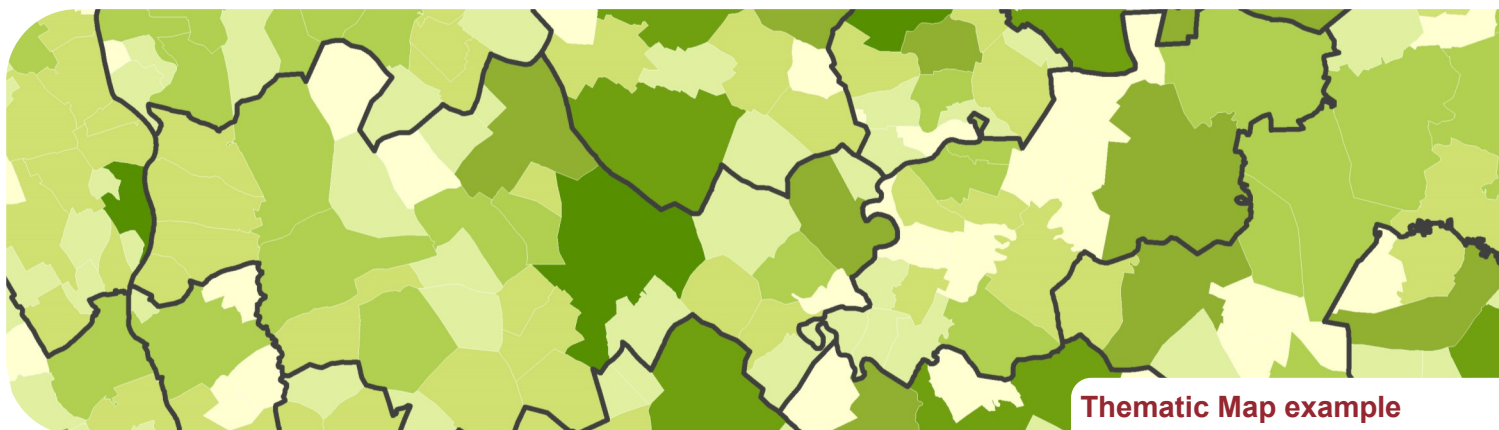
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Thematic Map example

Layer names structure

Layers have the following standard design layout:

AAA_BB_CCCC_DDDDD	
AAA (3-digit):	MBI (MB-International)
BB (2-digit):	two digit country code by ISO 3166
CCCC (4-digit):	year of vintage
DDDDD (x-digit):	layer of Digital Boundaries by customary country term

Layer attributes structure

Attributes of the layers have the following design layout:

CTRYCODE:	two digit country code by ISO 3166
ADMINCODE:	administrative code
NAME:	name of administrative area
CTRYCODE:	two digit country code by ISO 3166
NUTSCODE:	NUTS - code
NAME:	name of NUTS - region
CTRYCODE:	two digit country code by ISO 3166
POSTCODE:	postal code
NAME:	name of the most populous admin area

Reference table

The reference table shows the connection between the individual levels

Structure of reference table:

CTRYCODE:	two digit country code by ISO 3166 (e.g. "DE" for Germany)
XXXXX_ID:	key of the most detailed administrative level with the name "XXXXX"
XXXXX_NAME:	name of the most detailed administrative level with the name "XXXXX"
XXXXX_ID:	key of the highest level with the name "XXXXX"
XXXXX_NAME:	name of the highest level with the name "XXXXX"



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