AFRICAEYE IS POWERED BY FERNRIDGE

FERNRIDGE

Features on www.africaeye.co.za include:

- Recent & Updated demographics
- Retail expenditures for 17 different retail market sizes
- Shopping Centre supply in the catchment area
- Competitor activity in terms of national retailers
- Mobile/Tablet friendly application
- Aerial Photography in South Africa
- Draw catchments anywhere in South Africa
- Immediate availability of report
- Optimal Search functions (TomTom search engine)
- Manipulation of site and catchment

Help Tips to use the website:

1. You have to be **signed in as a user** before you can proceed to the map window / search function (this inhibits other people to use the website if they are not registered users):

   ✓ "Get Data / Countries / South Africa".

2. The **order** of creating a report is the following:

   i. Find / Search Site

   ii. Delineate catchment / Choose radius

   iii. Select categories & income groups

   iv. Name Site

   v. Payment gateway
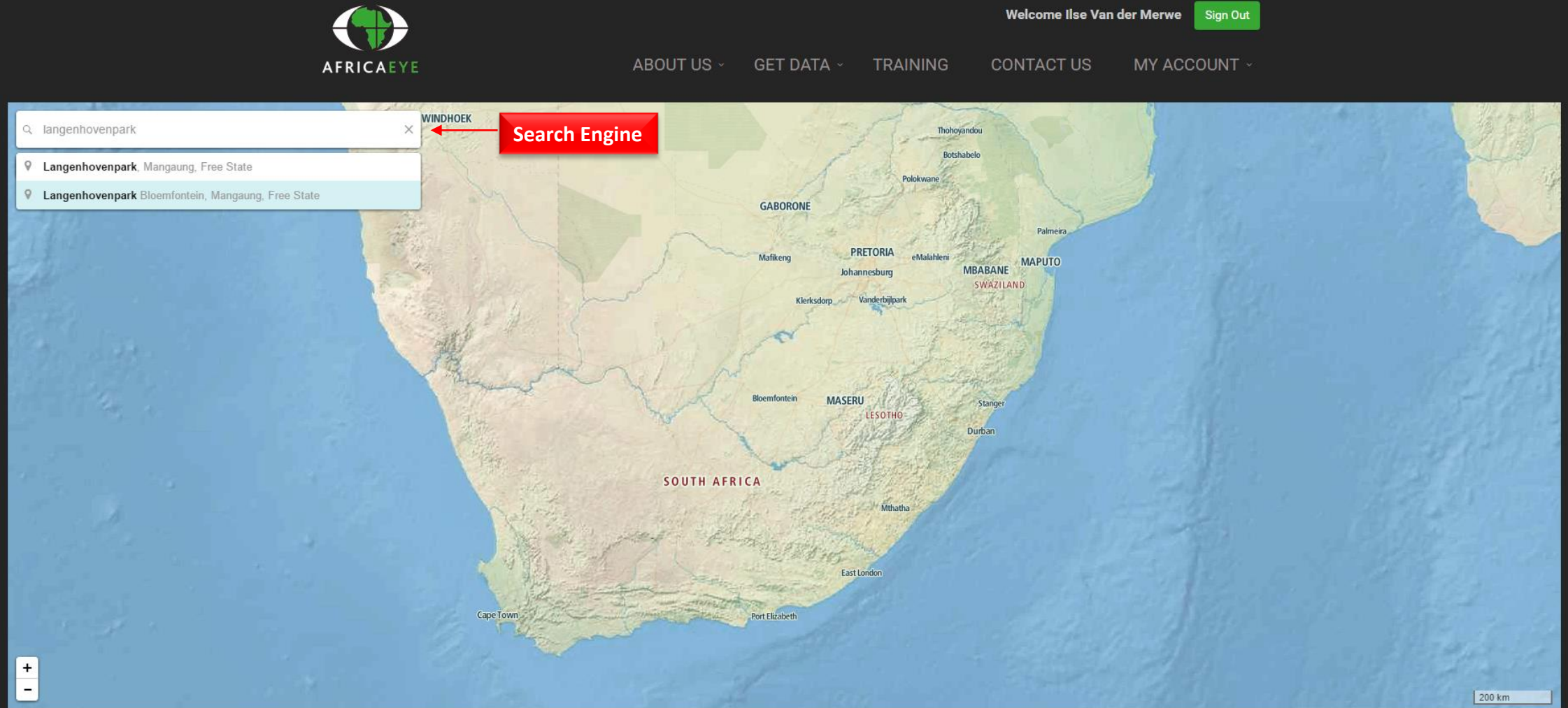
   vi. Report creation (this is an instant process)

   vii. *Find next pages for a step-by-step guide in this matter – Fernridge comments in* **RED**

3. A **Hybrid view** of street maps or aerial photography is available to select. The default option is street maps.

Guide to use the AfricaEye website:
Step 1:

1. Search the address of the site in the Search Engine window. Points of Interest addresses can also be applied (**Source**: TomTom Points of Interest).

Step 2:

2. Move / Place the blue <u>Site Marker</u> to your site manually by clicking & releasing it. This blue site marker can be manipulated (several times) to move to any destination.

Step 3:

3. Choose the type of Catchment delineation: (a) Radius or (b) Draw Catchment Area. The latter is your own interpretation of the area.

Welcome Ilse Van der Merwe · Sign Out

AFRICAEYE

ABOUT US · GET DATA · TRAINING · CONTACT US · MY ACCOUNT ·

Langenhovenpark Bloemfontein, Mangaung, Free State

CATCHMENT AREA

Now that you have a location, please select which catchment method you would like to use:

SET CATCHMENT RADIUS:

In Km

—— OR ——

DRAW CATCHMENT AREA:

Use polygon to draw catchment area

(a) Type in the size of the radius (eg. "3" for 3km) if you do not want to draw your own catchment.

(b) Option selected to draw own catchment area – example to the left

Click to show Shopping Centre supply to assist with catchment delineation

Show Shopping Centres · Reset · Next

500 m

3. Choose the type of Catchment delineation: (a) Radius or (b) Draw Catchment Area. The latter is your own interpretation of the area.

Welcome Ilse Van der Merwe   Sign Out

ABOUT US ⌄   GET DATA ⌄   TRAINING   CONTACT US   MY ACCOUNT ⌄

Please Note: Once you have selected your site and delineated your catchment, you are still able to manipulate both the site and catchment to different locations and sizes.

New site and catchment

CATCHMENT AREA

Now that you have a location, please select which catchment method you would like to use:

SET CATCHMENT RADIUS:

In Km

OR

DRAW CATCHMENT AREA:

Use polygon to draw catchment area

Show Shopping Centres   Reset   Next

Step 4:

4. Select Data: (a) Deselect Income categories if target markets apply. (b) Select the applicable categories for the forecasting model. Licensed Agreement will guide this usage.

Welcome Ilse Van der Merwe   Sign Out

AFRICAEYE

ABOUT US ˅   GET DATA ˅   TRAINING   CONTACT US   MY ACCOUNT ˅

Langenhovenpark Mangaung, Free State

SELECT DATA

INCOME DEMOGRAPHICS

South Africa - A++ (Super Rich) - ZAR100000+ (disposable income)   +

South Africa - A+ (Well-off) - ZAR45000+ (disposable income)   +

South Africa - A (Upper-Middle) - ZAR25000+ (disposable income)   +

South Africa - B (Middle) - ZAR16000+ (disposable income)   +

South Africa - C (Lower-Middle) - ZAR7500+ (disposable income)   +

Unselect Income categories if you wish to proceed with a Target Market

Previous   Next

Guide to use the AfricaEye website:

Step 4:

4. Select Data: (a) Deselect Income categories if target markets apply. (b) Select the applicable categories for the forecasting model. Licensed Agreement will guide this usage.

Step 5:

5. <u>Name Site</u> – we recommend to use geography as reference (this Name will appear in your profile). A Summary of your selection(s) appear in the bottom part of the box.

Step 6:

6. Payment Method: An Enterprise License user you need to select the "Use License" option and it will proceed to the report deliverable. Other users can use Credit card options or previously arranged Voucher Codes.

Welcome Ilse Van der Merwe   Sign Out

ABOUT US ˅   GET DATA ˅   TRAINING   CONTACT US   MY ACCOUNT ˅

Langenhovenpark Mangaung, Free State

PAYMENT METHOD

Please select one of the following payment methods. As soon as your payment is completed, your report will be ready to download.

Select applicable Payment Option

USE LICENSE   No

USE VOUCHER   No

USE CREDIT CARD   No

CREDIT CARD USERS:
Following details are needed for invoicing purposes:

Invoice Details

Total Cost (VAT incl.):   R1,999.00

Enter name

Enter company name

Enter company address

Enter company address

Enter company postal code

Enter company Tax No.

Previous   Submit

Step 7:

7. <u>Report Status:</u> The report has successfully been completed after the payment gateway. A link is provided to download this report from your profile in My Projects under My Account (PDF format).

Welcome Ilse Van der Merwe   Sign Out

AFRICAEYE

ABOUT US ⌄   GET DATA ⌄   TRAINING   CONTACT US   MY ACCOUNT ⌄

REPORT STATUS

✔ SUCCESSFUL

Your report has been saved to My Projects and is available to download in pdf

Download Report   View Report

Download Report   View Report

For PDF Report

Just to view report

Can immediately start with new report

New Report

Langenhovenpark Mangaung, Free State

<u>Please Note:</u> The final **PDF report is immediately available** - this appears in your Profile.

Also note that the report in your profile will have a **dynamic link for demographic updates** and therefore we recommend to save your PDF reports to your desktop in order to have a specific date stamp.

AFRICAEYE IS POWERED BY FERNRIDGE

FERNRIDGE

Features on www.africaeye.co.za include:
- Recent & Updated demographics
- Retail expenditures for 17 different retail market sizes
- Shopping Centre supply in the catchment area
- Competitor activity in terms of national retailers
- Mobile/Tablet friendly application
- Aerial Photography in South Africa
- Draw catchments anywhere in South Africa
- Immediate availability of report
- Optimal Search functions (TomTom search engine)
- Manipulation of site and catchment

We value your support and wish to guide you through this process.

Please contact our Support if you need any assistance in this matter.

Support: support@africaeye.co.za / 011 583 0911
Sales & Data: david@fernridge.co.za / 011 583 0902 / 084 229 2732

AFRICAEYE