



CONFIDENTIAL:

The following contents are proprietary to Cobena and must not be shared with any other party without the company's prior written consent.

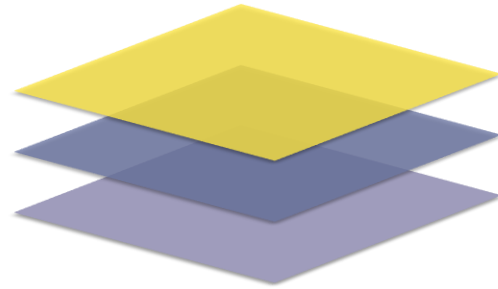
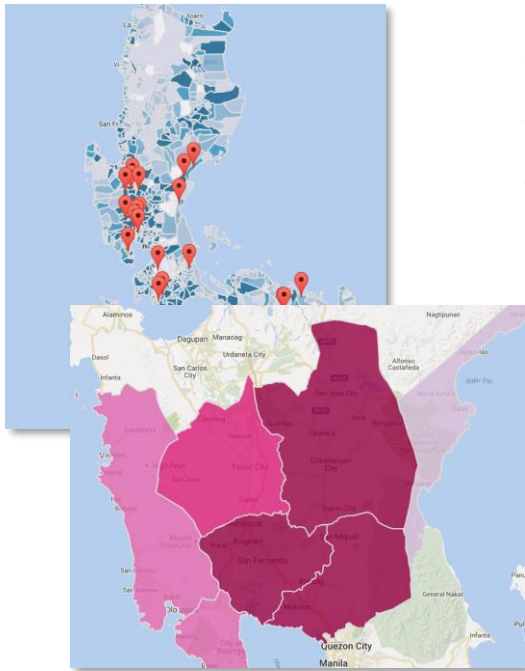


GATEWAY

The Future. Here Today.

The Future. Here Today.

A geospatial analytics system **leveraging location data**, enabling organizations to make data-driven decisions



Snapshot

Visualize to simplify. Home in on what matters.



Grade

Identify attractive or priority areas for your business by ranking on relevant factors.



Predict

Spot emerging localities ahead of everyone else based on growth forecasts.



Focus

Find new locations by matching critical success factors with new locations.



Optimize

Determine optimal site placement by factoring site interrelationships and constraints.





Over **1,000 data layers** on socioeconomic and environmental attributes:

- Measures of **economic growth** at the municipal level, including **forecasts** for the next three years
- **Road maturity indices** for each barangay in the PH from codifying nationwide road data
- **Zonal valuation** of different land types all the way to the barangay level
- Wealth Indicators, Poverty Indices, Conditional Cash Transfer Program Recipients, Agriculture & Flood Incidences
- + many more

More than **200,000 points of interest nationwide:**



Data Layers

Category	Data Layer Groups
Business	Business Registrations (2011 - 2015); Counts of MSME by Size and Type (2014); Gross Sales of Registered Firms (2011 - 2015); Total Capitalization of New Businesses (2011 - 2015)
Education	Count of Secondary School Students (2011 - 2015); Count of Secondary School Teachers (2011 - 2015); Count of Secondary Schools (2011 - 2015); Count of Secondary Schools Classrooms (2011 - 2015); HEI Enrollment by Program, Type of School (2016); HEI Graduates by Program, Type of School (2015); Public School Enrollment by Grade x Gender (2015)
Environment	Drought Vulnerability Index (2016); Rainfall Intensity Index (2016); Typhoon Index (2017)
Finance	Average Annual Household Income & Expenditure (2003, 2006, 2009, 2012, 2015); Count of Deposit Accounts by Type (2011 - 2016); Diesel Price (2011 - 2015); Gross Regional Domestic Product (2010 - 2015); Total Deposits by Type of Deposit Account (PDIC) (2011 - 2016); Total Deposits by Type of Deposit Account (BSP) (2011 - 2017); Total Loans Amount (2012 - 2016)
Financial Infrastructure	Count of Banking Offices by Type (2013 - 2017); Count of On-Site and Off-Site ATMs (2013 - 2017)
Geography	Land Area per Administrative Division (in hectares) (2007)
Government Effectiveness	Business Registration, Average Days Taken (2011 - 2015); Business Registration, Average Steps Taken (2011 - 2015); Competitiveness Indices (2011 - 2015); LGU Awards (2011 - 2015)
Health	Health Infrastructure by Type of Institution (2011 - 2015); Health Manpower by Type of Institution (2011 - 2015); Morbidity by Cause (2015); Mortality by Cause (2009 - 2013); Philhealth-Registered Citizens (2011 - 2015)
Infrastructure	Building Permits by Construction Value, by Building Type (2010 - 2015); Building Permits by Count, by Building Type (2010 - 2015); Building Permits by Floor Area, by Building Type (2010 - 2015); Count of Subdivisions (2016); Distance of City/Municipal Hall to Major Ports (2011 - 2015)



Data Layers

Category	Data Layer Groups
Labor	Count of Business Organizations (2011 - 2015); Count of Employees from Business Registrations (2011 - 2015); Gainful Workers by Occupation Group (2015); Employment-to-Population Ratio (2015)
Land and Property Value	Cost of Land in a Central Business District (PHP/sqm) (2013 - 2015); Cost of Rent for Commercial/Office Space (PHP/sqm) (2011 - 2015); Zonal Value by Land Type (1987 - 2016)
Local Government Finance	Local Government Assets (2014 - 2015); Local Government Liabilities (2014 - 2015); Local Government Budget (2011 - 2015); Local Government Total Income (COA) (2014 - 2015); Local Government Tax Income (2009 - 2016); Local Government Non-Tax Income (2009 - 2016); Local Government Local Income (2009 - 2016); Local Government Non-Local Income (2009 - 2016); Local Government Total Expenditure (COA) (2009 - 2016); Local Government Total Expenditure (BLGF, DOF) (2009 - 2016); Local Government Fiscal Sustainability (2012 - 2014); Local Government Tax per Capita (2010, 2015)
Migrant Population	Overseas Filipino Workers (2014 - 2015); Registered Emigrants (1988 - 2015)
Population and Housing	Total Population (2000, 2007, 2010, 2015); Population by Age Group (2010, 2015); Population by Gender x Age Group (2010, 2015); Average Annual Population Growth Rate (2007, 2010, 2015); Literacy Rate (2010, 2015); Literate Population (2010, 2015); Total Households (2010, 2015); Households by Tenure of Housing Unit (2010); Renter-Households by Rent of Housing Unit (2010); Households by Occupied Building Type (2015)
Poverty	CCTP (4P) Beneficiary Households (2016); Poor Families (2016); Poor Households (2016); Poor Population (2016)
Road Network	Road Length by Road Type (2017); Road Maturity Index (2017)
Security	Number of Policemen (2011 - 2015)



Data Layers

Category	Data Layer Groups
Tourism	Distribution of Regional Travelers (2009 - 2016); DOT-Accredited Accommodations (2011 - 2015); DOT-Accredited Attractions (2016)
Transport	Counts of Public Transport Vehicles (2011 - 2015); Registered Motor Vehicles (2015)
Utilities	Count of Cable Providers (2011 - 2015); Count of Internet Providers (2011 - 2015); Count of Telephone/Mobile Providers (2011 - 2015); Hours of Electricity Service per Day in the Central Business District (2011 - 2015); Hours of Water Service per Day in the Central Business District (2011 - 2015); Licenses to Operate Broadband Wireless Access Sites (4G Service) (2017); Percentage of Households with Electricity Service (2011 - 2015); Percentage of Households with Water Service (2011 - 2015)
Vital Statistics	Births (2011 - 2013); Population by Civil Status (2000, 2007, 2010)
Voter Population	Voters by Age Group (2016); Voters by Civil Status (2016); Voters by Gender (2016)



Points of Interest

Gateway > Points of Interest



Places of Worship

i.e. churches, temples`



Hotels

e.g. Park Inn, Seda



Banks

e.g. BDO, BPI, Metrobank, Chinabank



Convenience Stores

e.g. 7-11, Ministop



Kiosks

e.g. Dunkin Donuts



Educational Institutions

i.e. public, private, HEIs



Properties

i.e. Condominiums, Subdivisions, Townhouses



ATMs

e.g. BDO, BPI



Pharmacies / Drugstores

e.g. Mercury, Watson's



Quick Service Restaurants

e.g. McDo, Jollibee



Hospitals/ Health Facilities

e.g. PGH, St. Luke's



MICE* Venues



Non-Banking Financial Services

e.g. Western Union



Groceries / Supermarkets

e.g. Puregold, Rustan's



Restaurants

e.g. Racks, Texas Roadhouse



City/Municipality Halls



Corporations

e.i. Top 1000 corp.



Hardware/Home Needs

e.g. ACE, Wilcon



Malls

e.g. SM, Robinson's



Bakeshop

e.g. Goldilocks, Red Ribbon



Government Offices/Agencies



BPO

i.e. public, private, HEIs



Logistics Provider

e.g. LBC, 2GO



Mall Stores Directory

i.e. Ayala Malls Stores



Donut / Coffee Shops

e.g. Krispy Kreme



Transport Terminals

e.g. airports, sea ports



Philippine Economic Zones

i.e. Agro-Industry, IT Parks



Tourist Spots

i.e. natural, cultural, manmade



Gas Stations

e.g. Petron, Phoenix

*Meetings, Incentives, Conventions & Exhibits

***POI counts will vary from time to time as Cobena updates its database due to closures, openings, transfers, relocations, etc. of different Points of Interest.



What We've Done So Far

Gateway > Past Projects

IN BRIEF

Over **30 major projects** with the help of Cobena's proprietary geospatial analytics platform, Gateway, along with internally developed algorithms on a wide variety of projects spanning a broad range of industries:

- ✓ Consumer Goods
- ✓ Food, Retail, and Services
- ✓ Healthcare
- ✓ Education
- ✓ Telecommunications
- ✓ Real Estate
- ✓ Hotel and Restaurant
- ✓ Petrol and Gas
- ✓ Financial Services

PAST PROJECTS



Gateway Grade and Focus combined with sales performance analysis and competitor landscaping helped a worldwide food chain **identify factors correlated to their outlet performance and new locations with the highest potential for success.**



Assessed the current sites and reviewed client's land bank on its level of attractiveness versus market readiness to determine **most suitable real estate development mix per location.**



Ranked all 1,600+ municipalities nationwide to **prioritize areas on the basis of best fit to real estate client's expansion strategy.**



COBENA BUSINESS ANALYTICS & STRATEGY, INC.

www.cobenagroup.com

leonlao@cobenagroup.com

francidelval@cobenagroup.com

Unit 1001 One World Place, 32nd Street, Bonifacio Global City, Taguig, Metro Manila

Landline: (632) 805 7551 to 53, Mobile: + 63 917 677 2216

