

## **MB-International Partner Awards 2015 winners announced**

**Karlsruhe, 05-02-2016: MB-International announced today the winners of the 2015 Partner of the Year awards. The awards recognize the outstanding achievements of MB-International's distributor and reseller partners from around the world. MB-International is a manufacturer of globally consistent and comparable small-scale market and geographic boundary data.**

The „**Most successful German partner 2015**“ award goes to **microm Micromarketing-Systeme und Consult GmbH**. For achieving a significant growth in sales and individual orders. Microm is a specialist in consumer marketing. Key areas of the company are analyses of customer and market structures and the optimization of innovative target group marketing.

The „**Top-performing International Partner 2015**“ award goes to **Asterop S.A.**. The company delivered excellent results with an above-average growth in sales and an increase in orders for 2015 on an international level. Asterop's expertise is dedicated to the improvement of the companies' network's performance. Their knowledge is based on the four pillars of decisional geomarketing: consulting, methodology, edition of value-added data and technological solutions.

**LeadDog Consulting**, USA, is honored with the award „**Fastest growing International Partner 2015**“. The company showed exceptional growth and success in 2015. LeadDog Consulting researches, validates and licenses GIS vector maps and imagery.

“These awards recognize the huge business value these partners bring to the table,” says Ray Roberts-York, Managing Director of MB-International. “We are happy to honor our top partner and we look forward to an even greater degree of association with our partners in the future.”

The awards will be presented personally to the selected companies by the team of MB-International.

## **About Michael Bauer International GmbH:**

MB-International offers a wide range of data products for business-critical geospatial analysis. MB-International's products include Population, Households, Age Bands, Unemployment as well as Purchasing Power, Retail Turnover, Consumer Styles and Consumer Spending on most geographical levels. They also produce and license vector postcode boundaries (ZIP), administrative boundaries and small areas maps for most countries Worldwide.

MB-International is a manufacturer and reseller of their own map, socio-demographics and boundary data that strives to provide businesses who want to make better informed investment with market data.

MB-International is committed to supporting their customers to achieve an effective set-up and continuous handling of their geodata. Specialized in providing tailor-made data products according to each customer's individual requirements.

MB-International's data is used globally by GIS engineers, Marketing executives, OEMs and controllers' for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications.

For more information please visit [www.mbi-geodata.com](http://www.mbi-geodata.com)

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