



## Press Release

August 2022

Kepler Analytics Pty Ltd is pleased to announce that it has created a merged market leading presence with companies comprising the CountWise Traffic Counting business in the US and in the UK added to its already market leading Australian based APAC presence.

Operations will continue with the current management teams and staff. There will be no disruption to service, data or people.

This investment means that Kepler is now a truly global operation and can provide an even better level of support and service to our clients.

It expands our client base to over 500 retailers, landlords, councils and stadium operations across 35 countries worldwide. Over 30,000 locations now have a CountWise Kepler system installed providing business critical data on their businesses.

**David Gordon, Kepler's Global CEO** stated 'this investment provides Kepler with a presence across the globe, and we will implement our K-way engagement process to CountWise clients which will encourage greater analysis and reporting from their traffic measurement systems. International clients will have a single point of contact but will also be engaged at a regional and country level.'

**David Mah, Kepler's Managing Director** further adds 'the increased number of sites allows us to expand the Kepler Retail Index (weekly benchmark trends of 11 retail measures) across more countries as well as being able to compare industry changes, consumer behavior and retail trends between countries. Any learnings in today's environment can only assist retailers in their endeavors to survive and thrive.'

In addition, the acquisitions will enhance our unique New Site Assessment (NSA) service which allows Kepler to provide data on retail site selections across more countries and with greater depth of analysis. This is an important tool to assist retailers select the correct new store sites.

**Ilan Lev-ran, CountWise's founder and president** who becomes the CEO North America, comments 'the Kepler relationship allows CountWise to add internal store retail measures such as Dwell Time, Bounce Rates, micro store zone data and Instore Customer Journey Patterns to our current traffic measures – together CountWise and Kepler deliver a suite of comprehensive and accurate customer behavior measures to our clients'.

**Jason Farrel, CountWise's CEO Europe**, and one of the most experienced retail traffic executives, emphasizes 'Kepler provides all the micro measures used by online retailers for our physical retail clients within a user friendly, intuitive online analytics platform. It allows retailers visibility of the sales drivers and performance of store team members and associates.'

For further information contact:

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