

FOR IMMEDIATE RELEASE

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## Forum Analytics Expands its Massive Mobile Data Offerings

**Chicago, IL – February 18, 2016** – Forum Analytics, a CBRE Company, the Chicago-based provider of business intelligence solutions for enterprise real estate planning, is expanding its partnership with StreetLight Data, provider of the StreetLight InSight® product suite. StreetLight's proprietary technology transforms anonymous location data derived from mobile phones, connected cars and other devices into actionable insights about population movement trends in the real world. The latest offering is a database of geo-fenced malls and shopping centers, exclusive to Forum Analytics and hand validated for geo-fencing accuracy that can be used to help analyze consumer traffic in those areas. Forum's proprietary SIMMS Online web-based mapping and modeling platform, combined with *Streetlight InSight Metrics*, can provide end users a comprehensive perspective in their strategic planning. The database includes a unique set of 15,000 key shopping center locations that can be integrated into the SIMMS Online platform.

The shopping center geo-fence database will be available by the end of the first quarter as a standalone data option or as an addition to *Streetlight InSight Metrics* for customer-provided sites. To learn more about Forum Analytics and StreetLight Data offerings and how they can enhance your strategic planning, [schedule a webinar](#) today.

Forum Analytics, a CBRE company has been serving the franchise and retail industries since 2001 and was established with a singular vision to create mission-critical analytics powered by advanced modeling and mapping tools, turning data into powerful business intelligence. Forum Analytics empowers over 100 global retail and restaurant organizations operating over 100,000 commercial properties world-wide to maximize the value of internal data assets, deploy accurate, data-driven solutions for enhanced decision making, and integrate data resources to simplify and increase internal collaboration. Forum's clients include Verizon Wireless, TGI Fridays, ACE Hardware, Domino's and CKE Group, Inc. among many others. For more information, please visit [www.forumanalytics.com](http://www.forumanalytics.com) or connect with us: [LinkedIn](#) | [Twitter](#) | [Facebook](#)

### About StreetLight Data

StreetLight Data delivers next-generation geospatial business intelligence derived from massive mobile data analytics to support critical decisions and improve return on investment in marketing, site selection, and city

planning. StreetLight's dynamic, empirical, site and road specific analytics provide new insights into how people commute, shop and travel in the real world. StreetLight's InSight® product suite is powered by the company's proprietary RouteScience® technology. To learn more, visit: [www.streetlightdata.com](http://www.streetlightdata.com).

**About CBRE Group, Inc.**

CBRE Group, Inc. (NYSE:CBG), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services and investment firm (in terms of 2015 revenue). The Company has more than 70,000 employees (excluding affiliates), and serves real estate owners, investors and occupiers through more than 400 offices (excluding affiliates) worldwide. CBRE offers strategic advice and execution for property sales and leasing; corporate services; property, facilities and project management; mortgage banking; appraisal and valuation; development services; investment management; and research and consulting. Please visit our website at [www.cbre.com](http://www.cbre.com).