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## **Asterop advises JOS. A. BANK**

JosA Bank Clothiers, a leading menswear specialty retailer with over 300 stores, has asked Asterop, Inc to advise them on their store expansion strategy, announced Christophe Girardier, Asterop's CEO. Asterop will provide JosA Bank executives with a prioritization of recommended markets and locations for the retailer's next phase of growth.

Asterop will employ its innovative GeoIntelligenceä technology and expertise in strategic marketing methodology to analyze JosA Bank sales performance and develop a predictive model to guide the expansion strategy. "Our GeoIntelligence products represent the finest in leading-edge technology available for decision support in strategic marketing", said Girardier. Asterop provides GeoIntelligence solutions through its desktop, intranet, and online products, making next-generation business intelligence for strategic sales and marketing available to retailers and consumer-oriented companies.

### **About Asterop**

Founded in 1999, Asterop, creator of advanced GeoIntelligence technologies, enables companies to refine their development strategies and optimize their operational activities through an objective analytic approach. Asterop has established itself in the European and Japanese markets as a major proponent of applied analytical solutions for strategic marketing decisions, and currently occupies a leading position in its field. Asterop has raised 14 million euros to date from such benchmark investors as Accenture, Air Liquide Ventures and Turenne Capital. Asterop customers include leading European and US companies such as Galeries Lafayette Group, Monoprix, Intermarche, BNP Paribas, Apple, Ann Taylor, Bare Escentuals, Coach, Crate & Barrel, Big Boy Restaurants, The Macerich Company, and Jones Lang LaSalle. For more information contact us at [info@asterop.com](mailto:info@asterop.com), or call us at 415.227.0300.

