



# Empowering Malls with Technology

**vemco group**  
Data Analytics, Insights & Actions

# ABOUT US

## Our Mission:

To provide our customers with intelligent customer behavior data that enables them to make fact-based decisions that help improve business performance and add value.

## Who are we?

Vemco Group is a **global leader in people counting and data analytics**, empowering businesses of all types to make smarter, data-driven decisions. Since **2005**, we've placed our customers at the center of everything we do - delivering **one powerful software platform** that transforms how spaces are managed, optimized, and experienced.

With customers in **more than 98 countries**, we support a global network of partners and professionals who rely on our expertise daily. We collaborate closely with **market-leading sensor and hardware manufacturers**, ensuring every device we work with is tested for precision, reliability, and full compatibility with our **in-house developed software**.

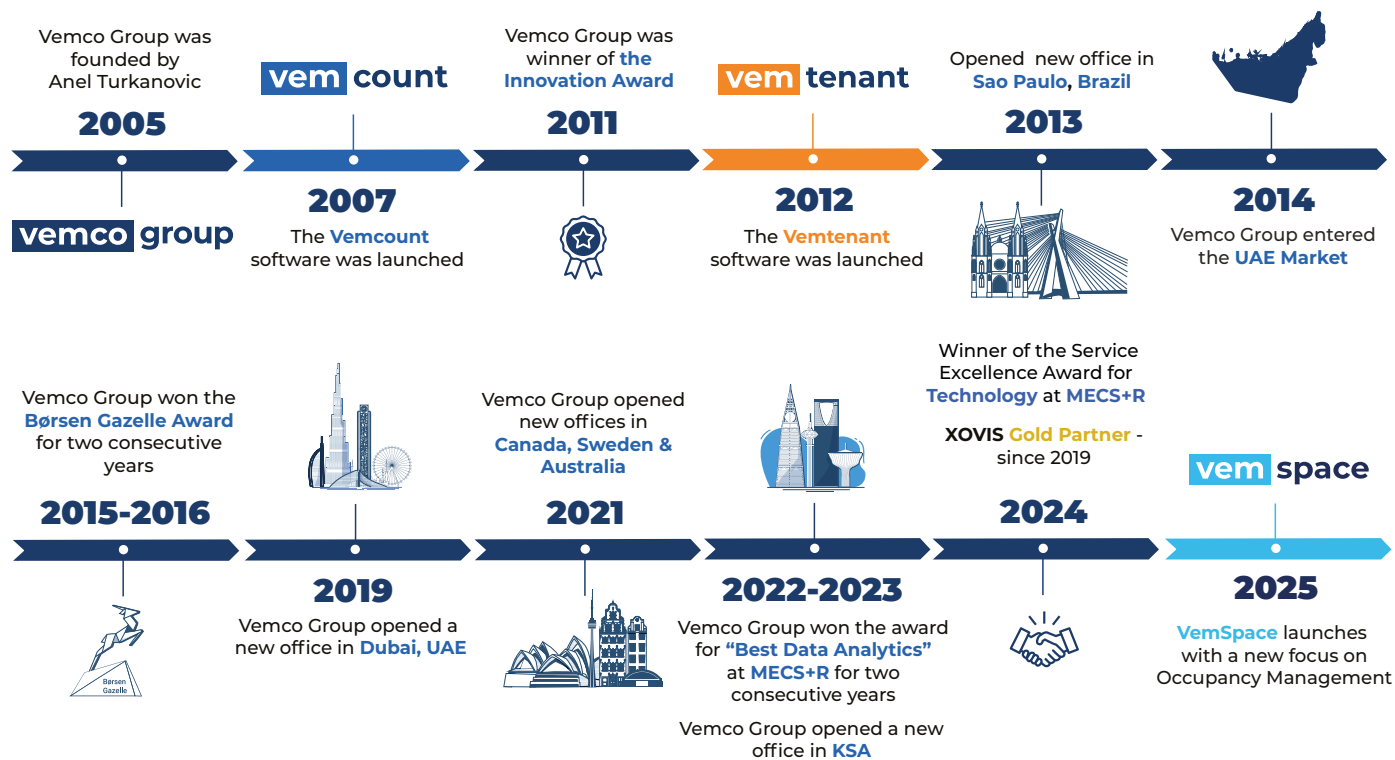
Our all-in-one, cloud-based platform connects people counting, occupancy management, leasing insights, safety, and behavioral data - and integrates seamlessly with ERP, BI, POS, HVAC, and building management systems. From shopping centers and retail chains to airports, universities, offices, and public venues, our solution is built to serve every space with intelligence and intention.

What sets us apart is our holistic, sensor agnostic & customer-centric approach. We don't just offer data - we deliver clarity, confidence, and measurable impact. Our platform evolves in close dialogue with our customers and partners, ensuring that every insight leads to real-world impact.

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# The History of Vemco Group



Since our founding in **2005**, we have placed our customers at the center of everything we do - combining software innovation with real-world impact. From day one, our mission has been to make data smarter, more accessible, and more actionable for businesses everywhere.

Over the years, we've reached new milestones by expanding globally, opening offices across **Europe, the Middle East, North and South America, and Australia**. Along the way, we've built strong partnerships with **top-tier hardware and sensor manufacturers** to deliver unmatched accuracy, system integration, and end-to-end value.

Through every chapter of our story, one thing remains constant: our commitment to delivering the best available technology - developed with purpose, and backed by close collaboration with our customers and partners.

# Global Reach, Local Expertise



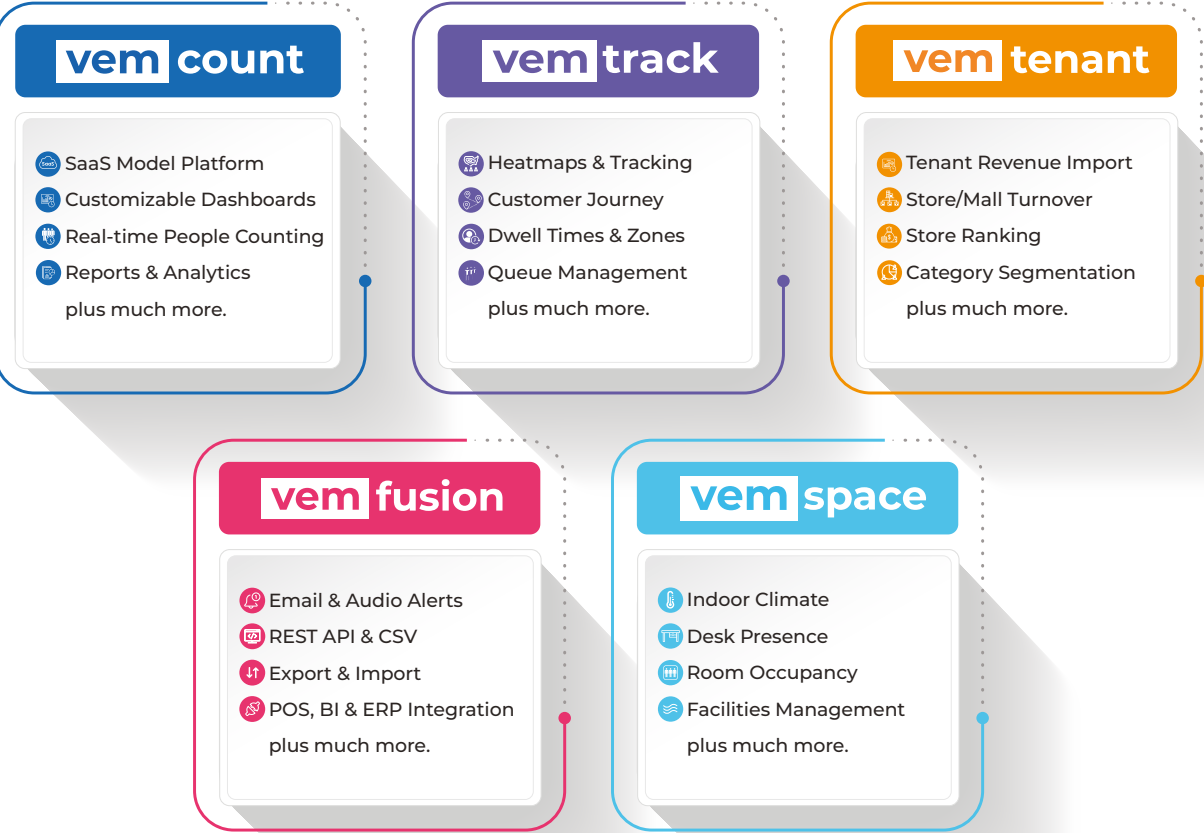
Vemco Group's solutions are trusted in **over 98 countries**, empowering local teams with the tools they need to turn visitor data into performance gains, sustainability wins, and better space utilization.

From global retailers to regional operators, we help our customers achieve full visibility over their facilities - no matter where in the world they operate. With a presence across **Europe, the Middle East, North and South America, and Asia-Pacific**, we combine global experience with local insight to tailor every project to your environment and goals.

Our solution is used across industries to reduce costs, improve resource efficiency, and create better user experiences. And because our platform is developed in-house, it adapts quickly, updates automatically, and evolves with your needs, your market, and your ambitions.

# One Smart Cloud Platform, Endless Possibilities

In addition to our flagship platform Vemcount, over the years we have developed new modules which can either bulk on or operate independently to further support any industry or place with footfall traffic.



# vem count

Vemcount is a sophisticated, highly customizable & user-friendly software platform. It is a SaaS offering, empowering business owners with easy-to-use live dashboards, reporting and analysis to make informed decisions.



## Customizable Dashboards

Each user can build as many of their own customized dashboards, for an overview of multiple KPIs and insights like visitor counts, live occupancy, trends, sales, conversion rates, events, weather and more. Build a dashboard from scratch or use a template from our library.



## Tailor-made Reports

Every user can build and manage their own reports by saving, editing, and sharing with other users. Get valuable insights across multiple data sources to optimize operational effectiveness. Export the reports into formats such as Excel (CSV) and PDF with just one click on a daily, weekly, or monthly basis.



## Data Integration

Integrate Vemcount with your ERP or BI workforce, and other systems for an all-encompassing solution. Explore and discover correlations in the data and add depth to your analysis.



## Real-Time Alerts

Set alerts and notifications to maintain control of the desired level of occupancy to act quickly and improve customer service.



## Sensor Checks

We continually monitor every sensor with health checks built in. We provide remote access to the sensors to easily validate the accuracy at anytime.



## Sensor Technology

Since 2005 we have integrated with over 40 different types of sensor manufacturers. We can combine different sensor technologies within the same solution and utilize different sensor types based on coverage requirements, height, external environment in addition to using AI for demographic data to ensure a highly customized solution to exceed our customers requirements.

Alternatively, we can also integrate with your existing hardware with our software, as we have already integrated with many sensors on the market. This is a cost-effective approach to deliver a high ROI while enhancing the existing solution.

# vem count

## Benefits

### Footfall Numbers & Analyses

Count the total visitor numbers to identify peak times during your chosen time frame.

Understanding peak hours, days, or months helps you plan for future events by ensuring you have allocated the needed number of resources.



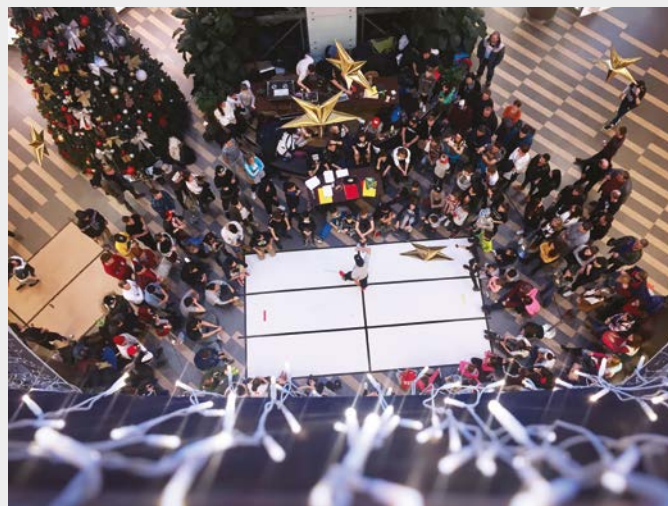
### Benchmark Locations

Compare and rank mall entrances, locations, zones based on the performance through hourly or daily reports to understand customer distribution.

### Peak times

Identify peak times during the day, month or year and optimize your business operations.

Understanding peak times helps you plan for future events by ensuring you have allocated the required number of resources.



### Gender Distribution & Adult/Child Filtration

Capture the demographics of your incoming visitor traffic to gain valuable customer insight that helps you make strategic decisions surrounding product displays, advertising, and inventory.

The AI sensors offered in our solution are designed to differentiate between males and females as well as adults and children.

### Group Identification

Identify families walking in groups to gain a complete and accurate overview of your collected footfall data.

## Staff Management

Estimate and exclude staff from visitor counts to improve accuracy in all your data collection. By identifying the number of visitors, you can use historical data based on predictive analysis to identify when and where to allocate staff.

This way, you can prevent missing sales opportunities and optimize your understaffed or over-staffed hours.



# vem count



## Entrance Level Solution

Smart sensors are placed at the entrance and exit points of the mall to track real time footfall and the customer occupancy of the mall, at any given time.

The data includes live occupancy and real-time counting for understanding competitive benchmarks and retail traffic indexes.



## Floor & Zone Level Solution

You can monitor occupancy per floor, zone or the entire mall in real-time with Vemcount. Understand the distribution of pedestrian flows between different levels or zones to optimize your staff to enhance customer experience during their mall visit and understand how different parts of the mall are performing.

The zone level solution includes footfall and occupancy of different zones across the mall, such as the food courts, common areas, kids play area etc. The mall can easily define zones based on the sensor layout. By observing traffic flows and dwell zones, you can gain a heat mapped insight into which areas are preferred by customers and which are not.





## Shop Level Solution

Our shop level solution is where we can place a sensor outside every retail unit, to understand footfall performance and the capture rate across every store and category within the mall.

Through this data, you can identify which stores are performing well and during which period. This insight enables you to understand which store categories perform well and where is the scope for improvement to increase sales.

## Facility Management

Knowing visitor numbers and peak hours lets you manage your asset efficiently.

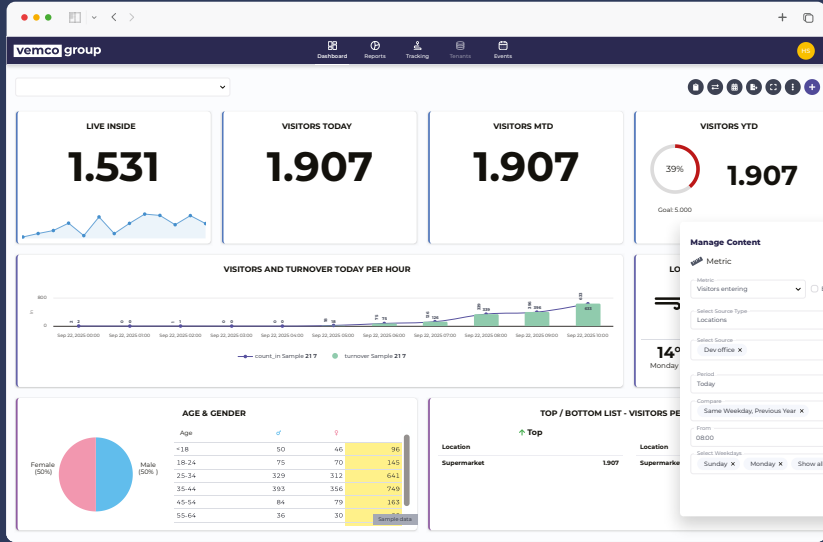
Stay alert when restroom maintenance is needed or when areas need a restock of resources. Facility services can stay cost-efficient and aware of the overall status of your mall.



## Occupancy Management

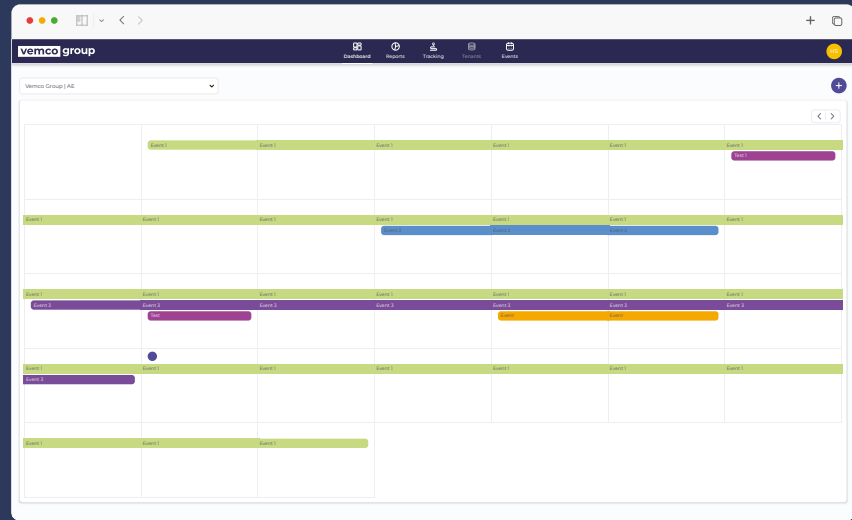
Keep track of the exact number of visitors inside your mall to understand occupancy levels, for the entire mall or for specific areas. Should the maximum capacity be reached, our system red flags you to ensure safety measures are being upheld. This way, you can optimize the overall customer journey, as visitors leave the mall with a positive experience.

Vemcount easily integrates with your existing ERP, BI, POS, API, and other systems for an all-encompassing asset performance.



## User-Friendly Dashboard

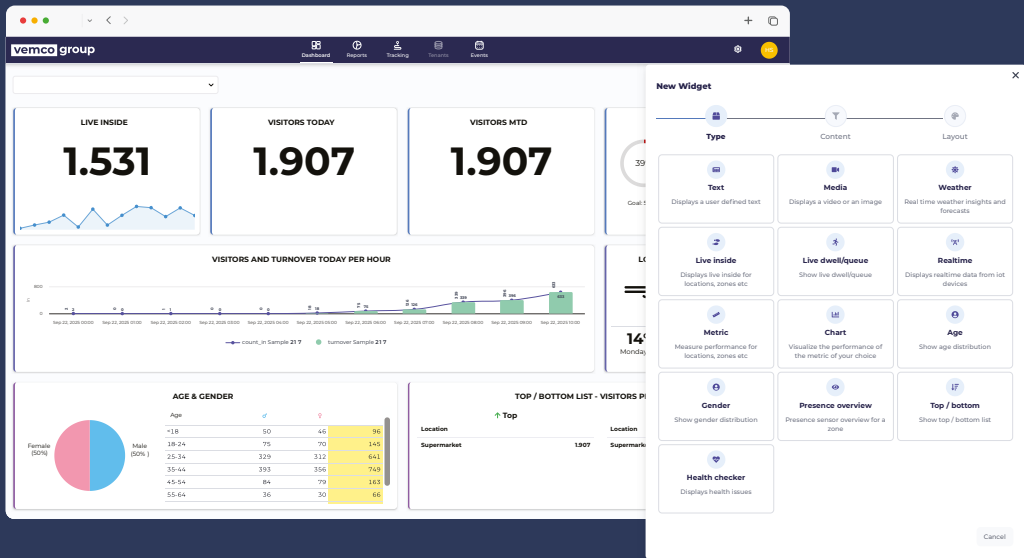
The core of Vemcount is your Online Dashboard which provides a quick overview of your key figures and valuable insights.



## Calendar & Event Module

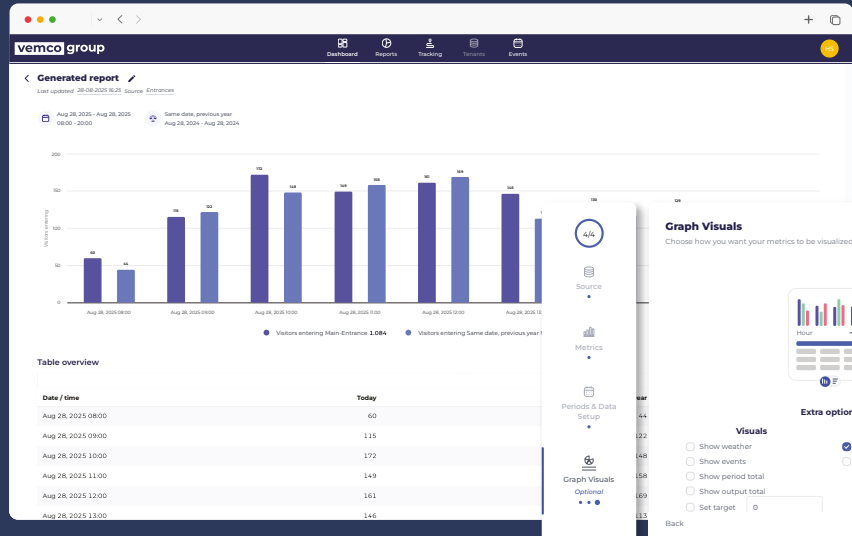
Identify changes in traffic and trends during promotions, marketing campaigns, events or public holidays.

Users can also avail our hours overlapping feature to extend the reporting hours of the day based on their time preferences for the trading day.



## Custom Widgets

You can add, move, resize, delete, and rename widgets based on your need. You have complete control over the dashboard design, layout and content.



## Multi-Level Reports

With a customizable report, you can get valuable insights across multiple data sources and see how they relate.

Each user can easily define the location from where data is pulled, time intervals and other KPIs.

## Snap Report

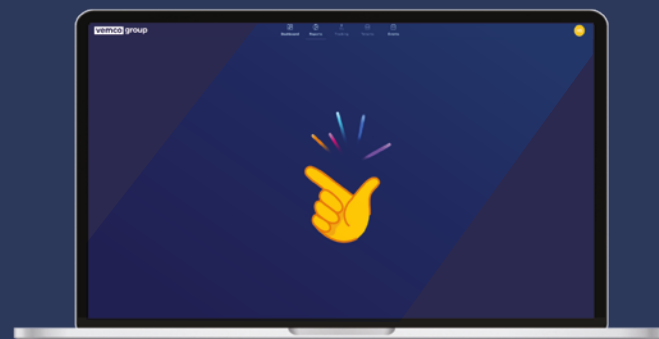
Your data, your story -simplified.

Say hello to **Snap Report**, the easiest way to turn your visitor and performance data into clear, custom reports in just a few clicks.

No more heavy spreadsheets or guesswork. With Snap Report, you can create **predefined yet flexible reports** that highlight exactly what you need - when you need it.

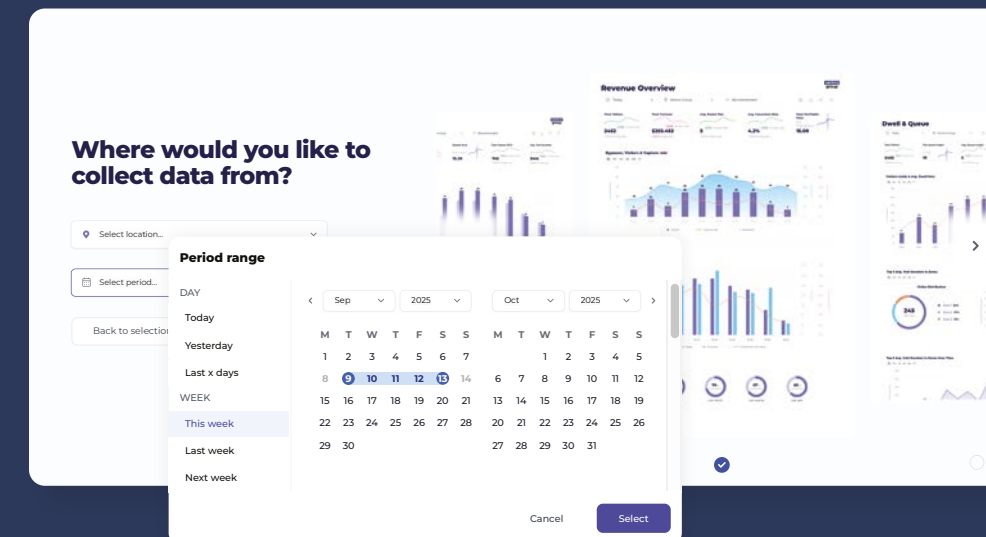
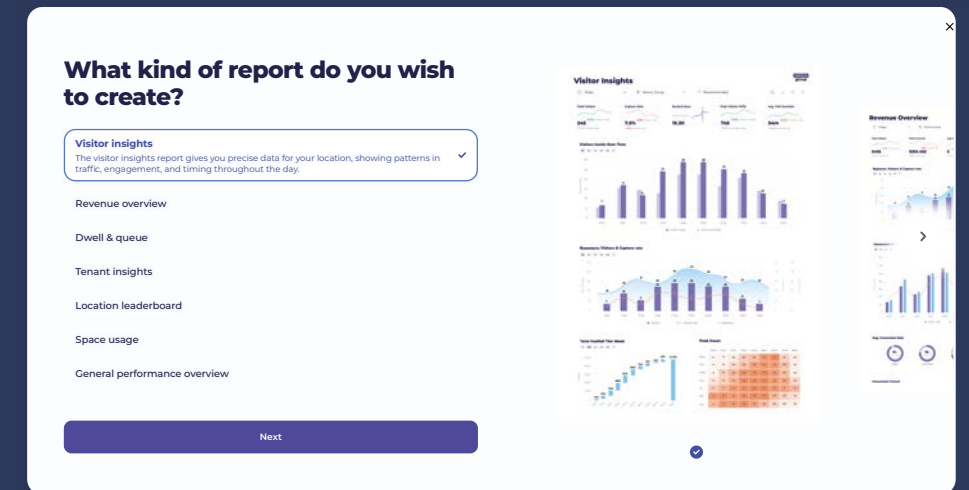
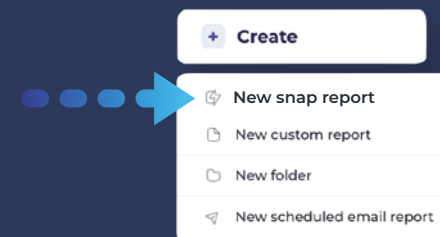
Get a ready-made report filled with actionable insights like:

- Gender & age distribution
- Average basket size over time
- Top 10 zones by visitor distribution
- Conversion performance over time
- Performance breakdowns by key KPIs



### Here's how it works:

1. Choose your focus.
2. Select location & time period.
3. Your Snap Report, **ready!**



### Why it matters:

- ✓ Save time
- ✓ Spot trends instantly
- ✓ Empower decisions



Save, Favorite & Share

## Parking Guidance System

First impressions are a critical aspect of consumer perception. Long parking queues and difficulties in finding a parking space can be frustrating for the customer. Vemcount guides the customers right from the entrance to available parking spots within the venue, ensuring that the customer's visit is friction free.



## Real-Time Parking Guidance

Drivers can understand which parking level has available spaces for parking through digital signboards and can drive there directly without any guess-work saving time and fuel.



## Occupancy Maps

Discover the real-time occupancy levels of your parking lot. Let incoming visitors know whether the maximum capacity has been reached before entering your parking lot. With this data, you can also optimize and expand your parking lot where needed.

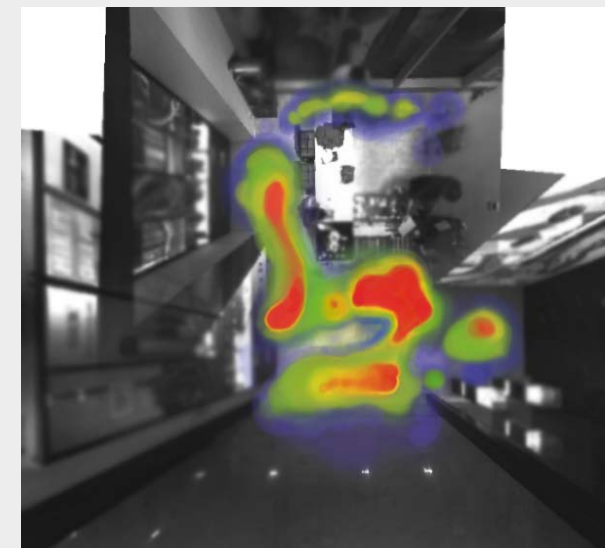
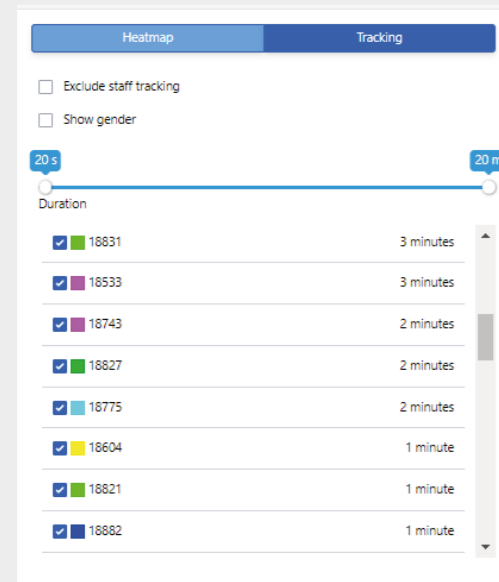
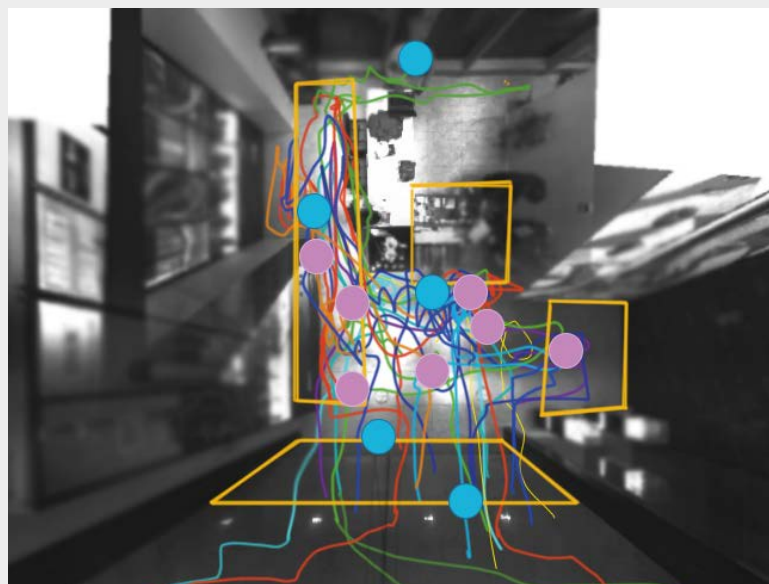
# vem track

Our visitor tracking module, allows you a granular understanding of:

## Customer Distribution and Full Tracking

Understanding the customer journey in certain areas of the mall can allow for a deeper insight into performance. Our solution tracks distribution throughout the mall to help you discover how performance correlates with turnover and we can also provide full customer tracking.

We can also provide customer tracking in select areas by stitching sensors together, for example a location where events are held or a kiosk in the walk way. We can understand customer dwell time and attraction ratios.



## GDPR Compliant

We respect shoppers' privacy by offering fully tested and secure sensor technology that delivers accurate data while being fully GDPR compliant and in line with privacy laws.



## Heatmaps – Hot & Cold Zones

Heatmaps provide a graphic overview of visitors distribution and patterns by identifying hot and cold zones to help you understand which areas and spaces within your mall are attracting the most visitors.

Understand where your visitors are spending their time and detect dwell areas to help enhance your marketing strategies and optimize mall layout.

vemtrack

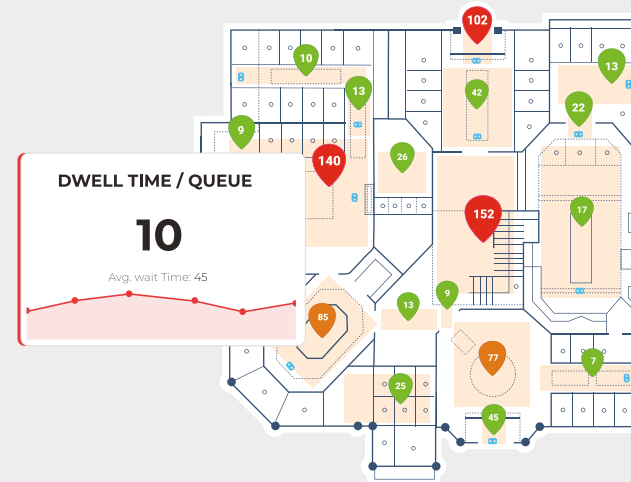


## Queue Management

If there are locations within the mall where queues are commonly forming, we can support. Our solution can fully track customers and understand queue patterns, allowing the mall to manage queues in real time and calculate queue lengths, in addition to using predictive analytics to plan ahead.

Our highly accurate sensor technology is implemented to monitor crowding patterns, enabling you to predict when and where queues tend to occur.

This insight helps you enhance the overall customer experience by organizing your staff to meet the occupancy levels.



## Staff Identification

We can identify staff as well exclude them. This allows us to track engagement with visitors or time stamp when they are entering/leaving a location, for example to enable a higher efficiency for washroom maintenance.

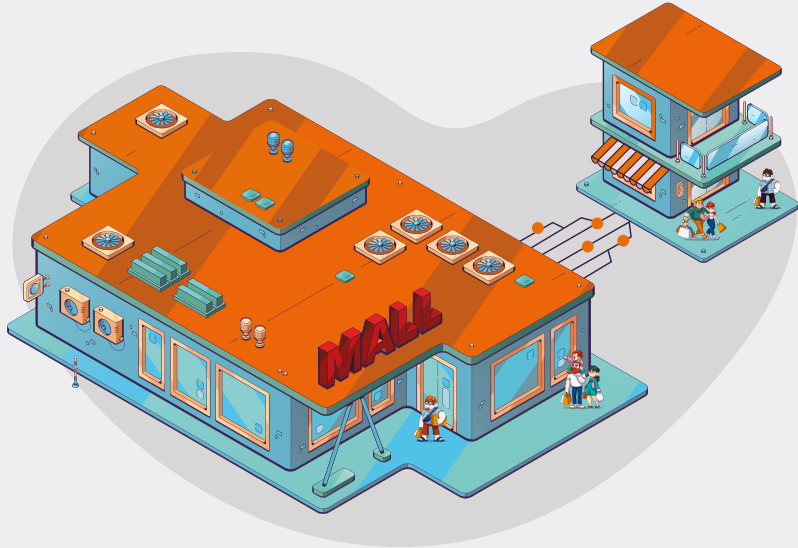
## Customer Journey

Track customers flow of your space in real-time and how traffic converts into sales.

With insights about customer flow, we provide you with actionable metrics and an accurate data-driven understanding of customer flows and behaviors.

# vem tenant

Vemtenant is an all-in-one cloud solution where efficiency, automation, and retail analytics matter. It is a two-way management and analytical solution that forms a platform between mall and each tenant, to automate collecting tenant sales turnover and sales KPIs. The mall can then combine the sales and footfall data to generate in-depth reports over mall performance.



- 

Tenant Revenue  
Import & Management
- 

Dashboard &  
Reports
- 

Mall Reports &  
Analysis
- 

Ranking of Store &  
Sales Performance
- 

Rent to Sales  
Performance
- 

Calculate KPI  
Reports
- 

Notifications and Alerts  
to Store Managers
- 

Category & Revenue  
Segmentation
- 

Collect  
Turnovers
- 

Missing Revenue  
Reports
- 

Revenue Import and  
Deadline Penalties
- 

Front Store Analytics  
with Vemcount

Tenant Revenue Import & Deadlines

Through manual, semi-manual, or automatic import, mall owners can easily collect their tenant's sales turnover, transactions or other KPIs.

Our platform can easily run reports to identify missing data, set up deadlines, red flags, automated emails, and penalties for missing turnover update to ensure your tenants are always importing their sales data.

Rank Stores

Rank stores in your mall based on sales turnovers and their predefined categories or zones. It is an efficient way to compare store performances and encourage a competitive environment in your mall. By sharing average spend and trend analysis reports, demonstrated by a categorized ranking system, motivation to improve will rise among individual stores.

Mall Reports & Analysis

Our solution helps you determine the ideal mix of stores in your mall. This way you can optimize your mall layout and plan store adjacencies to ensure cross-fertilisation of spend, a higher profit and increased dwell time and up-spend during the extended mall visits.

Category Segmentation

Analyze turnover by making data-based comparisons between tenants within a category, or zone and the total mall turnover. Asset managers can use this data to review performance by category and or zone, to decide on optimal tenant mix, zone, or cluster.

By dividing stores into categories, such as accessories, women's clothing, food, sports, etc. mall owners can see which stores, within a selected category, have the highest turnover.



Report Overview



Turnover Stats

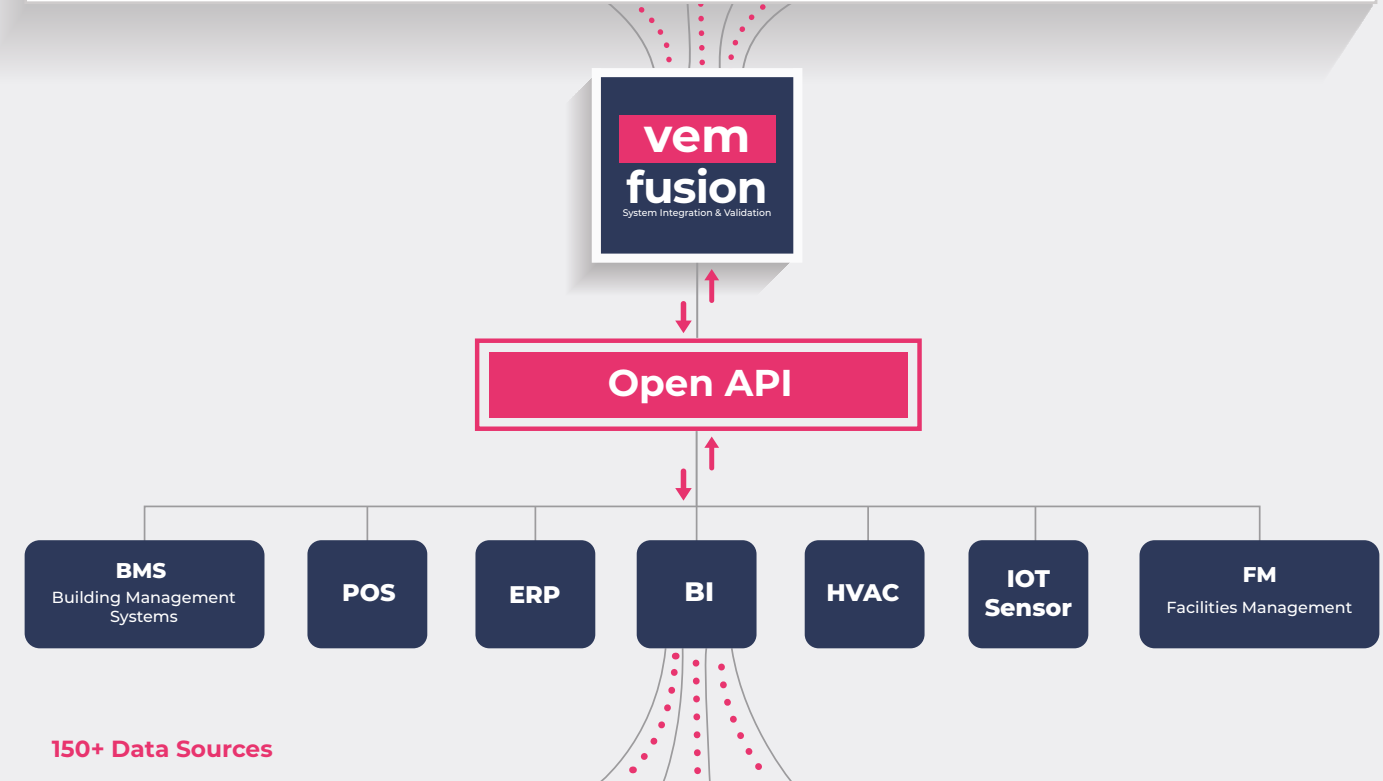
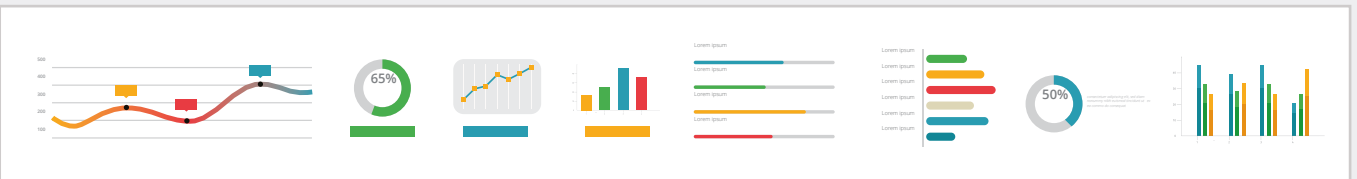
| Retail Shop                                                                                                                                                                                                         |            |            |       |            |             |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|-------|------------|-------------|-----------|
| Vemtenant Demo Mall                                                                                                                                                                                                 |            |            |       |            |             |           |
| Tenant: Retail Shop                                                                                                                                                                                                 |            |            |       |            |             |           |
| The report below shows how the turnover in your store has evolved compared to the same period last year. Furthermore for comparison, the turnover development of your branch group and for the Mall total is shown. |            |            |       |            |             |           |
| Turnover statistics for May 2022                                                                                                                                                                                    |            |            |       |            |             |           |
| LOCATION                                                                                                                                                                                                            | MAY 2022   | MAY 2021   | INDEX | YTD 2022   | YTD 2021    | YTD INDEX |
| Area                                                                                                                                                                                                                | 148        | 148        | 100   | 148        | 148         | 100       |
| Turnover                                                                                                                                                                                                            | 208,968    | 282,738    | 74    | 2,832,975  | 3,097,243   | 91        |
| Turnover per M²                                                                                                                                                                                                     | 1,412      | 1,910      | 74    | 19,142     | 20,927      | 91        |
| Part of mall turnover in %                                                                                                                                                                                          | 0%         | 2%         |       | 3%         | 2%          |           |
| Below are the revenue figures for the entire center                                                                                                                                                                 |            |            |       |            |             |           |
| Mall                                                                                                                                                                                                                | May 2022   | May 2021   | Index | YTD 2022   | YTD 2021    | YTD Index |
| Area                                                                                                                                                                                                                | 40,810     | 40,810     | 100   | 40,810     | 40,810      | 100       |
| Turnover                                                                                                                                                                                                            | 51,512,061 | 14,595,615 | 353   | 81,367,494 | 162,752,184 | 50        |
| Turnover per M²                                                                                                                                                                                                     | 1,262      | 358        | 353   | 1,994      | 3,988       | 50        |
| Footfall                                                                                                                                                                                                            | 0          | 0          | 0     | 0          | 0           | 0         |
| Turnover per customer                                                                                                                                                                                               | 0          | 0          | 0     | 0          | 0           | 0         |

Vemfusion ensures easy integration between our software and your preferred, existing systems and software. Build, deploy, and manage our software across a range of applications, while combining data from multiple sources.

- Vemfusion drives rapid, significant improvement to business metrics across multiple industries.
- With Vemfusion, operations become smooth and efficient. It helps free people from repetitive processes to focus on what is important.
- Vemfusion is designed to evolve: with ongoing expansion of data collection, additional programs and solutions can be integrated into the platform.

Integrate data from multiple sources to get a consolidated, holistic understanding of your data and improve operations.

## Live Dashboards and Alerts





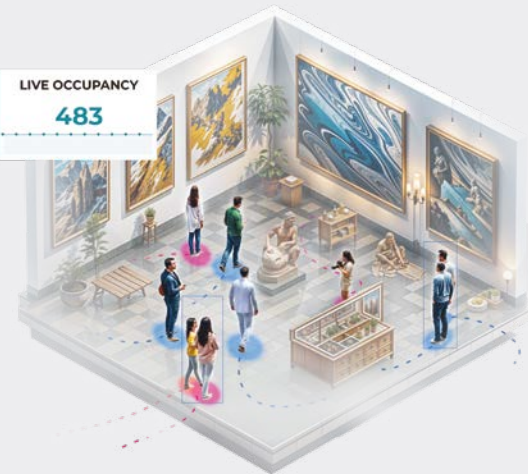
## Occupancy Management

## Because Space Optimization Counts

Take your space utilization to the next level with Vemco's Occupancy Management, offering advanced analytics to get the most out of your facilities, while staying cost- and energy-efficient.

Understanding Workplace & Building Occupancy

VemSpace provides real-time data on how buildings are used, allowing organizations to make better decisions. Here's how it works:



Visitor Behavior Tracking

Monitor foot traffic to understand how employees and visitors move through spaces.



Desk Presence Monitoring

Track desk occupancy to support flexible seating and hybrid work arrangements.



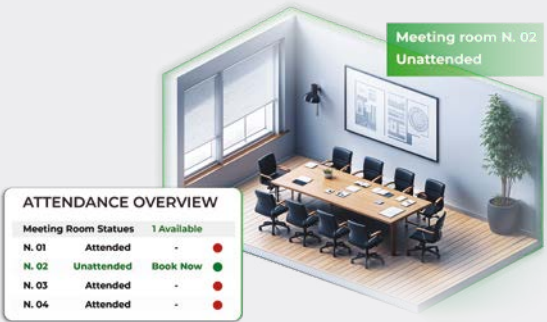
Room Usage Analysis

Identify underutilized meeting rooms and optimize bookings.



BMS Integration

Seamlessly integrate with Building Management Systems for automated lighting, HVAC adjustments, and energy savings.



Ghost Meeting Detection

Detect and eliminate booked but unused meeting spaces to improve efficiency.



Indoor Climate Control

Optimize temperature, humidity, and air quality based on actual occupancy.

## How Occupancy Management Supports ESG

Vemco's Occupancy Management solution empowers building owners to meet ESG objectives by aligning building operations with sustainable practices. Through real-time data on space utilization and occupancy patterns, building owners can optimize energy consumption, reduce carbon footprints, and improve resource efficiency. and more, while supporting ESG goals and being resource-efficient."



## Environmental (E)

Optimize energy usage by aligning HVAC, lighting, and other building systems with real-time occupancy data, reducing waste and lowering carbon footprints.



## Social (S)

Enhance occupant wellbeing and inclusivity by designing spaces that meet the needs of diverse users, improving comfort, safety, and overall experience.



## Governance (G)

Provide transparent, data-driven reporting on space utilization, demonstrating accountability to stakeholders and supporting ESG compliance.



# Sustainability & CSR Commitment



## Data Ethics & Governance

- Energy-efficient cloud infrastructure (regional AWS)
- Recyclable packaging & green suppliers
- Smart space software to reduce energy waste
- Reforestation & tree planting to offset emissions

## Global Impact & SDGs



- Aligned with UN Goals:
- Good Health (3)
- Gender Equality (5)
- Decent Work (8)
- Industry, Innovation & Infrastructure (9)
- Sustainable Cities (11)
- Responsible Consumption (12)
- Partnerships (17)

## Environmental Responsibility



- 100% anonymized, no video or images
- GDPR-compliant & SOC 2 certified
- Transparent data handling
- Sensor-agnostic, hardware-independent
- Hosted securely in-region (e.g. Frankfurt)

## Social Responsibility & DEI



- Global, inclusive hiring
- Equal pay & growth opportunities
- No discrimination
- Youth, sports & well-being sponsorships

## Future Goals

- Aligned ESG insights
- Global DEI benchmarking
- Expansion of sustainability partnerships

# Cloud-Based Solution

With our cloud-based solution you get on-demand access to our software, which is deployed and managed on our cloud infrastructure hosted by AWS. Access our software from anywhere as needed and reduce operational costs for maintaining an IT infrastructure or in-house staff. We also support a private solution hosted locally.

## Cloud-Based Software Solution

- Cloud solution hosted by Amazon (Frankfurt & Sydney)
- Available as a private cloud solution via a browser on PC, Mac and phone
- Laravel framework 2016.
- Open source based = cost efficiency
- Fully GDPR compliant in 2017

## SAAS Features

- User-friendly and customizable dashboard.
- Real-time alerts and notifications
- Advanced user levels

## Software Integration

- Integration to ERP and BI systems
- Automatic data export to email and/or FTP-server
- Full API and integration with 3rd party (i.e., POS)
- (SSO) Single sign on feature for easy access to all enterprise resources



Dedicated VLANs, secure firewalls and IDS/IPS



Fully secure through high grade encryption



99.9% hardware uptime and reliability



Data is securely available 24/7



Each retailer can upload sales data through their own individual cloud



Data backups and software updates are all handled for you



Our solutions are fully GDPR compliant



Unlimited data storage and bandwidth

## Your Data is Secure

Using Prueba CyberSecurity, cloud security is tested monthly and additionally over periods of updating/uploading – this is to ensure your data is kept safe. To date, our security has never been breached. Prueba generates quarterly reports that our clients can request anytime.



# You are in Safe Hands

As innovation is at the core of our culture, we make a virtue of having a professional and open dialogue with customers in order to continuously update, develop, and improve our software for their benefit. We have a wealth of experience allowing us to deliver beyond expectation.

Commitment and world-class customer service is crucial and an integral part of our core values. Therefore, we have our own infrastructure and IT technicians, engineers, and software developers specializing in the installation with every client having a dedicated account manager and customer success manager to ensure that our clients always receive professional guidance and support.



## Programming and Installation

Programming and installing the devices are easily done by our own experienced technical staff.



## Software Configuration

By integrating Vemcount with the devices, we turn data into insights available on a user- friendly dashboard or as customizable reports.



## Calibration & Validation

After every installation, our team calibrates and monitors the quality of the devices, ensuring an accurate data output.



## Sensor Health Check

By allowing our experienced team monitor the system and ensure daily operations, we aim to deliver data accuracy between 98% and 100%.

# An All-Encompassing Solution

With over 18 years of experience working with leading retail property owners, we have the knowledge and experience to deliver a complete turnkey solution. Once a plan has been approved, we deploy the most reliable and accurate sensors based on your requirements, with our in-house team handling every step of the solution roll out.

We provide on-going training sessions along with 24/7 support available on demand in addition to our help desk to ensure the highest levels of service are delivered. Our self-monitoring systems and health checks will allow us to deploy a technical team before you even know that there is a problem. Every customer has a dedicated Account Manager and Customer Success Manager as a point of contact for software support and integrations. Your success is our success, we operate as an extension to your business model. This partnership approach ensures that we have never lost a customer.



## Get In Touch



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