PRESS RELEASE

Kogenta Unveils ***Kogenta Connect*** — A Unified Platform for Location and Movement Intelligence

London, United Kingdom — September 24, 2024 — **Kogenta**, a leader in advanced spatial analytics and contextual data solutions, today announces the launch of Kogenta Connect — a next-generation data platform designed to transform how organisations harness the power of location and movement data. The first release of Kogenta Connect brings together the Kogenta Connect platform, the innovative **Kogenta Grid**, three foundational data layers (Places, Demographics and Expenditure), and the **Kogenta Explorer** visualisation suite.

Kogenta Connect represents a major evolution of Kogenta's data ecosystem, delivering unparalleled access to integrated, contextualised spatial insights through a single, intuitive interface. By consolidating Kogenta's previous KCI (Kogenta Contextual Indices) datasets — historically delivered in disparate formats — into one coherent platform, Kogenta Connect enables both technical and non-technical users to explore, analyse and activate location-centric data faster and more efficiently than ever before.

At the core of Kogenta Connect is a commitment to data quality and continuous improvement. All current data layers are being actively enhanced using **advanced AI modelling techniques** to validate, verify and intelligently fill gaps where source data may be incomplete or inconsistent. These AI-driven processes are designed to improve spatial accuracy, consistency and temporal relevance, ensuring customers always have access to the highest-fidelity representation of the real world available.

"Kogenta Connect is a major step forward in how location and movement data can be accessed and used across industries," said John Aalbers, CEO of Kogenta. "Whether you're in advertising seeking richer audience context, in transport planning smarter mobility networks, or in retail optimising customer catchments and trade areas, Kogenta Connect empowers organisations to unlock deeper insights from geo-contextual data at scale."

What's Included in Kogenta Connect — Version 1.0

- **Kogenta Connect Platform**: A centralised hub for querying, analysing and managing spatial datasets.
- **Kogenta Grid**: A highly scalable, geo-enabled data mesh that powers spatial indexing and rapid analytics across billions of data points.
- **Initial Data Layers**:
  - *Places* — high-resolution POI and built environment data
  - *Demographics* — detailed population, household and workforce attributes
  - *Expenditure* — spend behaviour and economic profiling across locations
- **Kogenta Explorer Visualisation**: A dynamic, interactive platform for map-based exploration, multi-layer comparisons and insight discovery.

Existing customers of Kogenta's previous KCI products have already been seamlessly upgraded to Kogenta Connect, with their data and entitlements migrated into the new platform, ensuring continuity of service and immediate value from day one.

Looking ahead, Kogenta confirmed that the **next major release of** Kogenta Connect **is scheduled for approximately four months from now**. This upcoming version will introduce a series of **advanced and unique Movement data layers**, built using sophisticated AI models and rigorously verified against real-world truth sets. These new layers will provide deeper insight into how people move, visit, dwell and interact with places over time — significantly increasing the platform's value for sectors such as Advertising, Transport, Retail, Local Government and Real Estate.

About Kogenta

Kogenta provides advanced spatial analytics and contextual data solutions that help organisations make smarter, data-driven decisions. By combining rich location, movement and contextual datasets with powerful analytical tools, Kogenta enables businesses across Advertising, Transport, Retail, Local Government and beyond to better understand the world in which they operate.

More information about Kogenta Connect and the broader Kogenta platform can be found at www.kogenta.com

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