



Press release – For immediate distribution

Neo integrates Environics Analytics with their Connect Planning Platform.

Montreal, May 10th, 2022 – Neo is pleased to announce that it has entered into an agreement with Environics Analytics to access demographic data. Teams can now strategically plan targeted out-of-home campaigns utilizing Neo’s Connect Planning Platform for over 450 sites. Connect campaigns can now leverage demographic and geographic profiles to precisely target consumers for all Neo properties, Shopping Centres, Fitness Centres, Service Stations, and Convenience Stores. This planning tool will determine the best selection of Neo Products and locations based on demographic indexing utilizing 724 data points such as age, income, language, and ethnicity. This enhancement, in addition to layering geo-targeted retail stores, points of interest, competitive sets will help marketers develop their strategic plans.

For a demonstration of this unique platform, please contact: sales@neo-oo.com

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