TELLUSANT
Streamlining Corporate Decision Making

Introduction to
TelluBase 2025

Tellusant's Focus

With Tellusant

quantitative strategic prediction platforms with AI streamline strategy through:
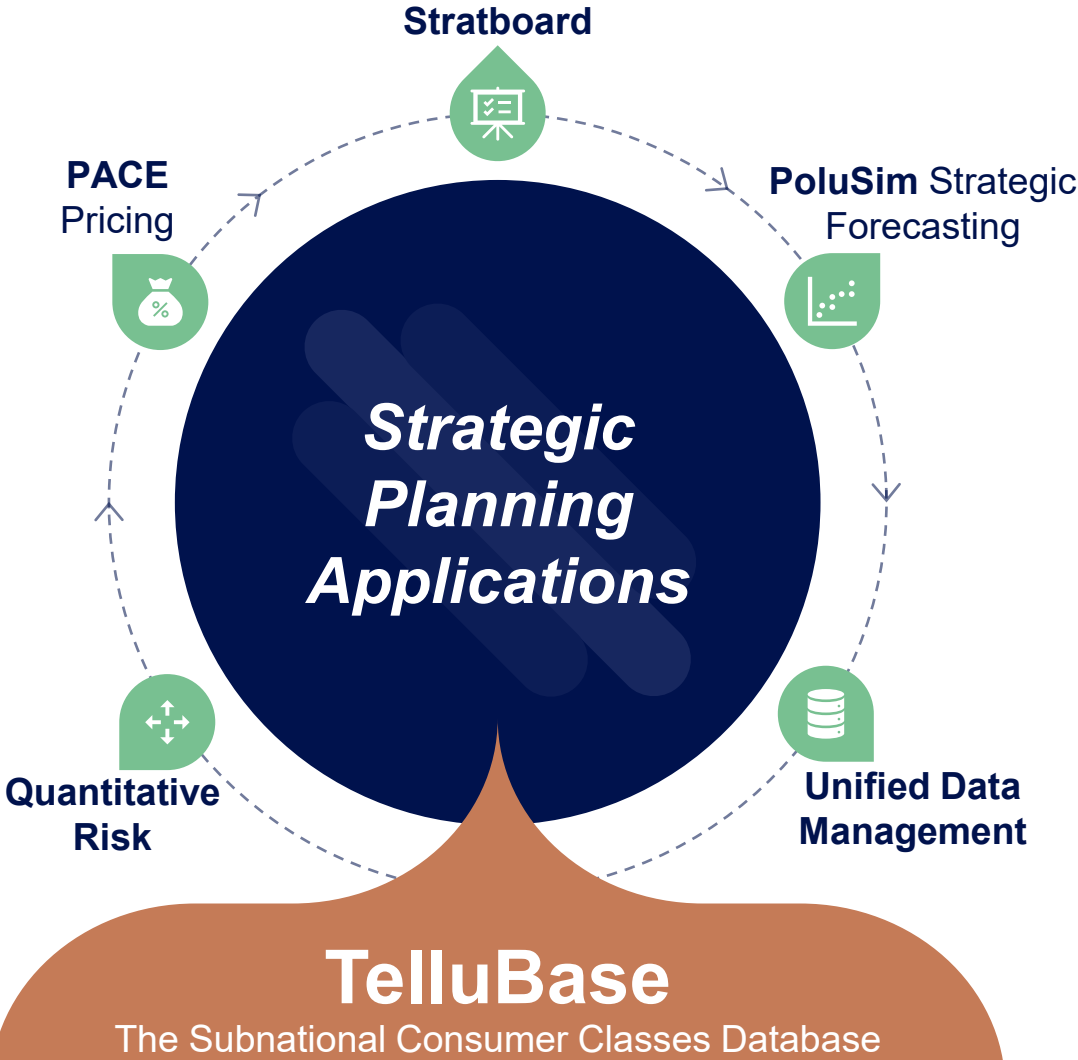
- Faster decision-making
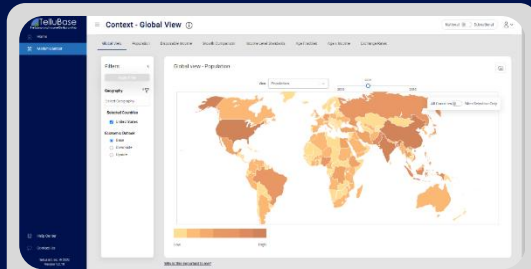- Increased accuracy
- Consistent outcomes

Strategic Planning Applications

- Stratboard
- PoluSim Strategic Forecasting
- Unified Data Management
- Quantitative Risk
- PACE Pricing

TelluBase
The Subnational Consumer Classes Database

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TelluBase is the leading comprehensive database for consumer economics

TelluBase
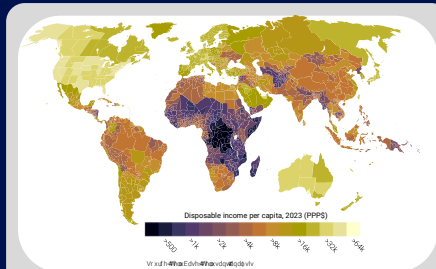### The Subnational Consumer Classes Hub

○ From **2000** to **2050**

Data Includes

↗ Fully customizable consumer class brackets
↗ Detailed age-consumer class profiles
↗ Key economic indicators like population, GDP, and disposable income
↗ Exchange rates and economic scenarios
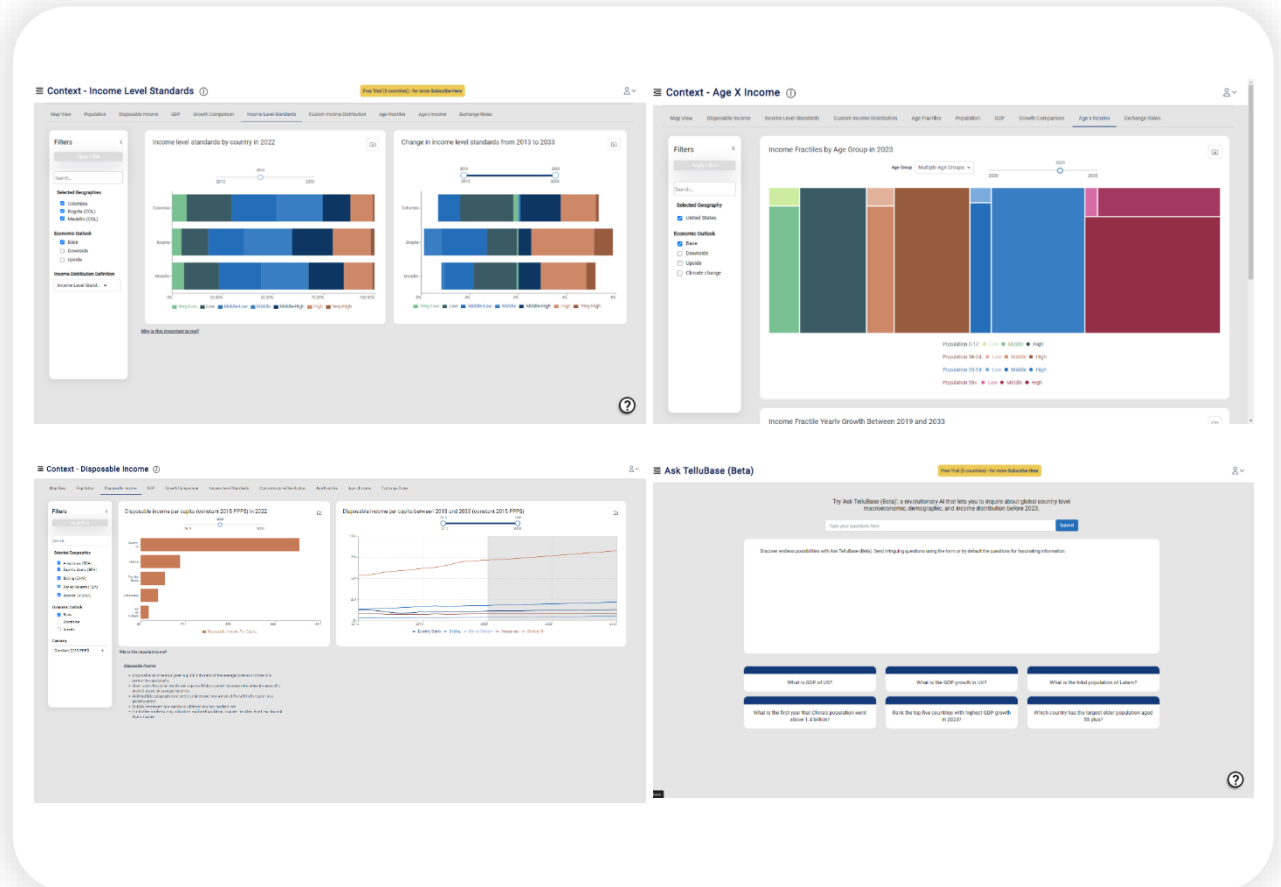↗ Additional comprehensive data insights

218
countries

25,000 subdivisions
And **2,600** cities

What is consumer economics?
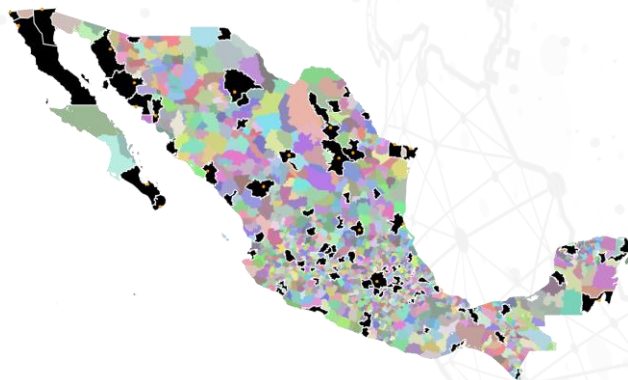
General Macroeconomics

(Good)

Analyze population, GDP, and disposable income trends at a country level to understand broad economic impacts.

Subnational Macroeconomics

(Better)

Analyze macroeconomic variations at more granular levels—subdivision and city—to capture localized economic dynamics.
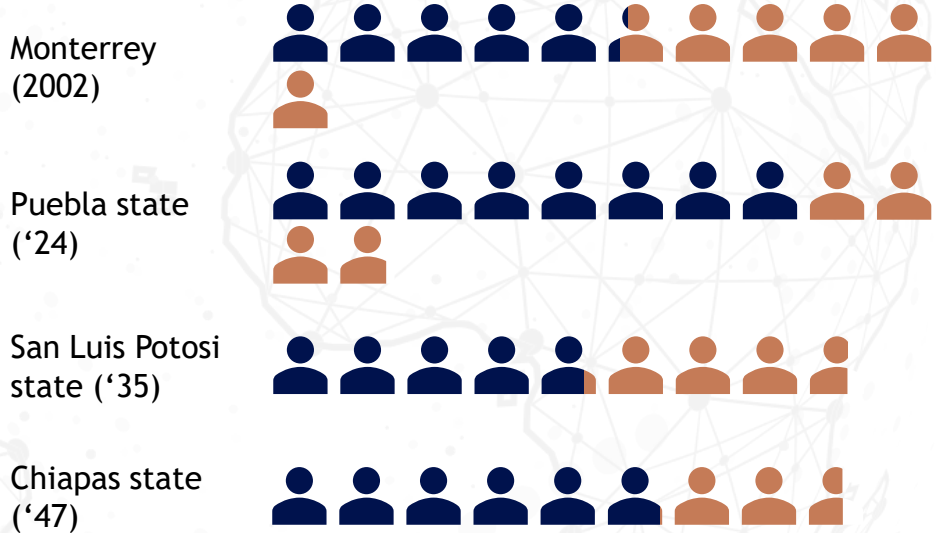
Complete Consumer Economics

(Best)

Understand shifts in consumer economics and therefore demand.

The detail previously only available in surveys, plus generalizable and forward-looking features.

Monterrey (2002)

Puebla state ('24)

San Luis Potosi state ('35)

Chiapas state ('47)

Legend — Mainstream Consumer Goods Class (250k) — Premium Consumer Goods Class (250k)

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TelluBase's sophisticated algorithms convert raw disparate data sources into fundamental insights

STARTING WITH **HUNDREDS** OF **DISCRETE DATA SOURCES**:

National Demographics	GDP, Income, Inflation, Exchange Rates	Income and Age Distribution	Subnational Data
• United Nations (UN) • National censuses	• International Monetary Fund (IMF), World Bank, UN • International Comparison Program • Forecasts from IMF, Tellusant	• World Bank • World Income Inequality Database (WIDER) • National surveys and statistics offices • World Inequality Database	• City population from UN, except Europe • Subnational from national censuses • Additional country or region-specific sources

PROPRIETARY TECHNIQUES TO BUILD **RELIABLE**, **CONSISTENT**, AND **GRANULAR** INSIGHTS

Data Cleaning	Data Harmonization	Topic Expertise

MORE THAN **500 INDIVIDUAL MATHEMATICAL STEPS** AND **50 INTERNAL FUNCTIONS**

Forecasting	Economic information by city	Income-age distribution	Additional algorithms

TelluBase
The Subnational Consumer Classes Hub

TelluBase's unique data is used in many ways in organizations

Consumer-Centric Market Clustering

Modernized understanding of markets based on consumer economics to accurately cluster business units

- *SABMiller Investor Presentation*

Planning for New Consumer Landscape

Prepared industries for how African consumers will evolve and what types of companies will gain and lose as markets develop

- *McKinsey Presentation by Managing Director*

Identifying New Consumers

Quantified number of new relevant consumers based on age-income consumer profiles across the Americas and Asian markets

- *E-Trade Report*

Understanding Customers

Built portrait of different types of app users based on demographic and economic differences to better serve customers

- *AirBnB Report on Female Hosting Trends*

Allocating Product Priorities

Used forward-looking trends of consumer classes to prioritize mainstream vs premium lighting products in different geographies

- *CSIL Market Research report on European lighting fixtures*

Market Expansion

Measured true consumer size for retail outlets in new countries in cities, which resulted in more cautious and profitable expansion strategy

- *Massmart (Walmart), CEO overview of expansion strategy*

Many Organizations Use TelluBase

And many more...

How to get started with TelluBase

Subscription Plans

↗ Access TelluBase on a yearly subscription

↗ Customize set of markets (subnational or national data)

↗ Two 30-minute consultations with Tellusant experts

↗ Team access of up to 5 users

↗ Comprehensive help center and customer support

↗ Data available for internal use

Project Plans

↗ Access TelluBase for 3 months

↗ Plans designed for specific professional services engagements or short-term use

↗ Customize set of markets (subnational or national data)

↗ Comprehensive help center and customer support

↗ Data available for internal use or with single external party

Custom Plans

↗ Customize geographies, including with added granularity, custom regions, and additional data

↗ Tellusant experts support onboarding and setup

↗ Enterprise and custom login accounts available

↗ Comprehensive help center and customer support

↗ Commercial use

See a short introduction video of TelluBase here: https://youtu.be/XY0xaOBBYlE
Get access to a trial country on TelluBase here: https://tellubase.telluplan.com/

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