EXPORTPLANNING CATALOG

DATA AND TOOLS FOR SUCCESS IN INTERNATIONAL MARKETS



YEAR 2025



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ExportPlanning In Brief

Nowadays, looking at international markets means operating in competitive environments characterized by increasing **uncertainty** for businesses.

The best response to this uncertainty is **planning**. This is why, now more than ever, information serves as a highly strategic guide in business decision-making.

StudiaBo's mission is to transform public-source economic data into knowledge and information to support strategic business decisions.

In particular, to aid strategic planning for internationalization, StudiaBo has developed the ExportPlanning Information System, one of the most comprehensive information systems on international trade currently available.

It includes for over 150 countries:

- Macroeconomic information from various public and authoritative sources, such as IMF, World Bank, FAO, UN, and international and national rating agencies (etc.);
- For over 5500 customs codes (Harmonized System):
 - Annual international trade data segmented by price ranges, sourced from Eurostat, the US Census Bureau, and UN Comtrade;
 - ExportPlanning forecasts of annual international trade data up to 4 years ahead;
 - Quarterly international trade data sourced from Eurostat, the US Census Bureau, and UN Comtrade;
 - Quarterly foreign trade data for U.S. states, sourced from the US Census Bureau;
 - ExportPlanning estimates of production and country's total demand;

ExportPlanning Information System aim to enhance the most relevant information for defining international strategies, leveraging a distinctive blend of expertise in data mining, data analysis, data visualization, and the development of IT tools to support corporate decision-making processes.

The Information System is continuously updated by the team, which ensures the quality of the underlying public data and processes it using data mining techniques and statistical-econometric models. These processes include estimating missing data, segmenting by price/quality ranges, generating forecasts, and more—turning raw data into valuable information for business decision-making.



ExportPlanning: different distribution solutions for every business need

The distribution methods of the ExportPlanning Information System include:

1. On-demand Market Insights

This mode allowing data extraction on a pay-per-use basis to meet specific requests regarding markets and customs codes of interest, available in PDF and/or spreadsheet format (Excel, CSV, etc.);

Our data/reporting solutions designed to meet the needs of companies looking abroad.

Objective information for winning decisions.

ON DEMAND Market Insights

2. Annual Subscription to ExportPlanning Software as a Service Platform (SaaS)

This mode is available through a 12-month subscription that grants unlimited access to the platform via client-specific credentials.

SOFTWARE AS A SERVICE PLATFORM - DATA AND TOOLS

Data Hub	Reporting Tool	Market Selection		
Discover Trade insights through interactive Dashboards or tap directly into the ExportPlanning Information System	Automatically generate insight report on products, markets and country competitors	Identify the markets that offer the greatest potential for the reference products and services		
Other Tools				
Discover all the ExportPlanning tools to support the different phases of strategic planning				



On-demand: Market Insights

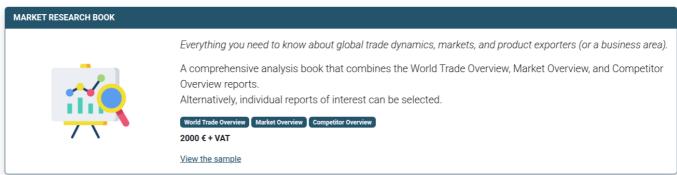
The Market Insights reports from ExportPlanning provide companies with the information they need to successfully tackle each stage of business internationalization, from identifying new target geographies to monitoring and forecasting served markets.

Market Insights offers precise data on markets and relevant customs codes (HS), available in PDF and/or data sheets (Excel, CSV, etc.), for winning strategic decisions.

Our solutions are designed to meet various business needs, addressing different stages of the internationalization process:

- > To discover new markets
- > To monitor and forecast already served markets
- > Statistical Analysis

TO DISCOVER NEW MARKETS















TO MONITOR AND FORECAST ALREADY SERVED MARKETS

INFORMATION SYSTEM INTEGRATION



To integrate business information and monitor all market players

Gain a 360° view of a market or area of interest, enabling the analysis of dynamics and market shares of all competing countries active in it.

400 € + VAT

View the sample

MARKET MONITOR



How are my target sales markets and competitors performing in recent months?

A real-time barometer of the performance of the company's key foreign markets — in both value and volume — to strategically guide commercial decisions.

500 € + VAT

Vai al sample

BUDGET SUPPORT



How much will the import of my product grow in my sales markets next year?

Informative support for the drafting of the company sales budget, through import forecasts for a given customs code (or business area).

750 € + VAT

View the sample

STATISTICAL ANALYSIS

COMPETITOR PRICES



How are my foreign competitors' prices changing?

The report allows companies to check the alignment of their price lists with the pricing dynamics of major exporting countries in a given market.

875 € + VAT

View the sample

MIRROR FLOW



The peculiarities of double customs declarations.

The report highlights the peculiarities of double customs declarations for a specific market, providing the maximum level of information for specialists.

950 € + VAT

View the sample

See the presentation on the dedicated page:

www.exportplanning.com/pages/market-insights



Promotions

All prices listed are subject to ExportPlanning promotions, outlined below:

Size discount for manufacturing companies* (*does not apply to service companies)

Discount based on turnover value in 2023 or 2024 according to the following thresholds:

- Turnover < € 10 M: 40% discount on the base price
- Turnover < € 30 M: 35% discount on the base price
- Turnover < € 50 M: 30% discount on the base price
- Turnover < € 75 M: 25% discount on the base price
- Turnover < € 100 M: 20% discount on the base price
- Turnover < € 200 M: 15% discount on the base price
- Turnover < € 300 M: 10% discount on the base price
- Turnover < €500 M: 5% discount on the base price

Time-limited discount:

- 30% discount valid for requests received by February 2025
- 25% discount valid for requests received by April 2025
- 20% discount valid for requests received by June 2025
- 15% discount valid for requests received by August 2025
- 10% discount valid for requests received by October 2025
- 5% discount valid for requests received by December 2025

Note: Promotions are cumulative up to a maximum of 50%.



Annual Subscription to ExportPlanning Software as a Service Platform (SaaS)

SOFTWARE AS A SERVICE PLATFORM - DATA AND TOOLS

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Other Tools				
Discover all the ExportPlanning tools to support the different phases of strategic planning				

The ExportPlanning platform (www.exportplanning.com) delivers its Information System in the form of data, analytics, and reports through dedicated digital modules.

The ExportPlanning platform has been recognized by the European Commission as a "best practice" for Business Support Organisations that provide services to support the internationalization of European Small and Medium Enterprises (SMEs). [For reference, see the white paper titled "HOW TO ASSIST EUROPEAN SMEs IN THEIR

INTERNATIONALISATION PROCESS - A Guidebook for the European Business Support Organisations - May 2019", pp. 21-22].

In the **DataHub** section of the platform, users can directly access the extensive ExportPlanning Information System, through ready-made analyses in the Dashboard environment or by creating their own queries from the Datamarts.

Through the **Reporting Tool**, it is possible to access "ready-to-use" reports at the country-product-market-competitor level;

[This tool can be excluded upon request]

With **Market Selection**, users can build a ranking of the highest-potential markets based on sectoral and macroeconomic indicators.

In the **Other Tools** section, users can also access a set of planning and data-visualization tools, such as:

- Assessment Tools: to support the evaluation of a company's readiness for international expansion;
- International Business Plan: to produce a single, integrated document compiling all results generated by the platform's Assessment, Market Selection, and Reporting Tool;

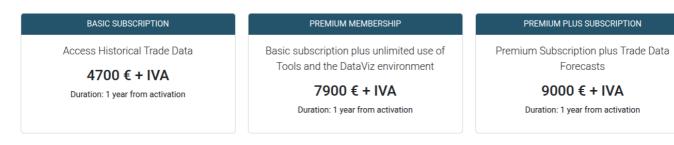


[This tool can be excluded upon request]

- ExportPedia: an environment to create your own queries using the various available databases:
- Market Barometer: for quarterly monitoring of export markets and providing companies with market benchmarks;
- Exchange Rates: for daily monitoring of over 120 international currencies.

Pricing

The platform price, including optional tools, is defined as follows:



- BASIC: Access to DataHub + Reporting Tool
- PREMIUM: BASIC + Market Selection and Other Tools
- PREMIUM PLUS: PREMIUM + Full access to ExportPlanning Forecasts

The prices are intended for **businesses and consulting firms**.

A dedicated pricing list is reserved for **business networks**, **business aggregations**, **and financial institutions**, considering the number of companies and their geographic coverage.

ExportPlanning subscriptions are now more **flexible**.

It is possible to customize the plan based on specific needs by removing optional tools, providing a more tailored and cost-effective experience:

- Reporting Tool value 1200 €
- International Business Plan value 800 €

For all price combinations, please refer to the dedicated page at the following link: https://www.exportplanning.com/pages/modalita_accesso/



Promotions

Size discount for manufacturing companies

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- Turnover < € 50 M: 30% discount on the base price
- Turnover < € 75 M: 25% discount on the base price
- Turnover < € 100 M: 20% discount on the base price
- Turnover < € 200 M: 15% discount on the base price
- Turnover < € 300 M: 10% discount on the base price
- Turnover < €500 M: 5% discount on the base price

Size discount for service companies

Discount based on turnover in 2023 or 2024 according to the following thresholds:

- Self-employed consultants: 50% discount on the base price
- Turnover < € 200 000: 40% discount on the base price
- Turnover < € 300 000: 35% discount on the base price
- Turnover < € 400 000: 30% discount on the base price
- Turnover < € 500 000: 25% discount on the base price
- Turnover < € 650 000: 20% discount on the base price
- Turnover < € 800 000: 15% discount on the base price
- Turnover < € 1 M: 10% discount on the base price
- Turnover < € 1.5 M: 5% discount on the base price

Time-limited discount:

- 30% discount valid for requests received by February 2025
- 25% discount valid for requests received by April 2025
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Note: Promotions are cumulative up to a maximum of 50%.

Guaranteed Prices initiative

Under the Guaranteed Prices initiative, the subscription price will remain unchanged for all subsequent renewals made before the expiration date.



To learn more, visit the website ExportPlanning and contact us info@exportplanning.com

