

# World Premium Points of Interest - Consumer Edition

Version 5.9

UNITED STATES  
[www.pitneybowes.com/us](http://www.pitneybowes.com/us)  
Technical Support:  
<http://www.pitneybowes.com/us/support.html>

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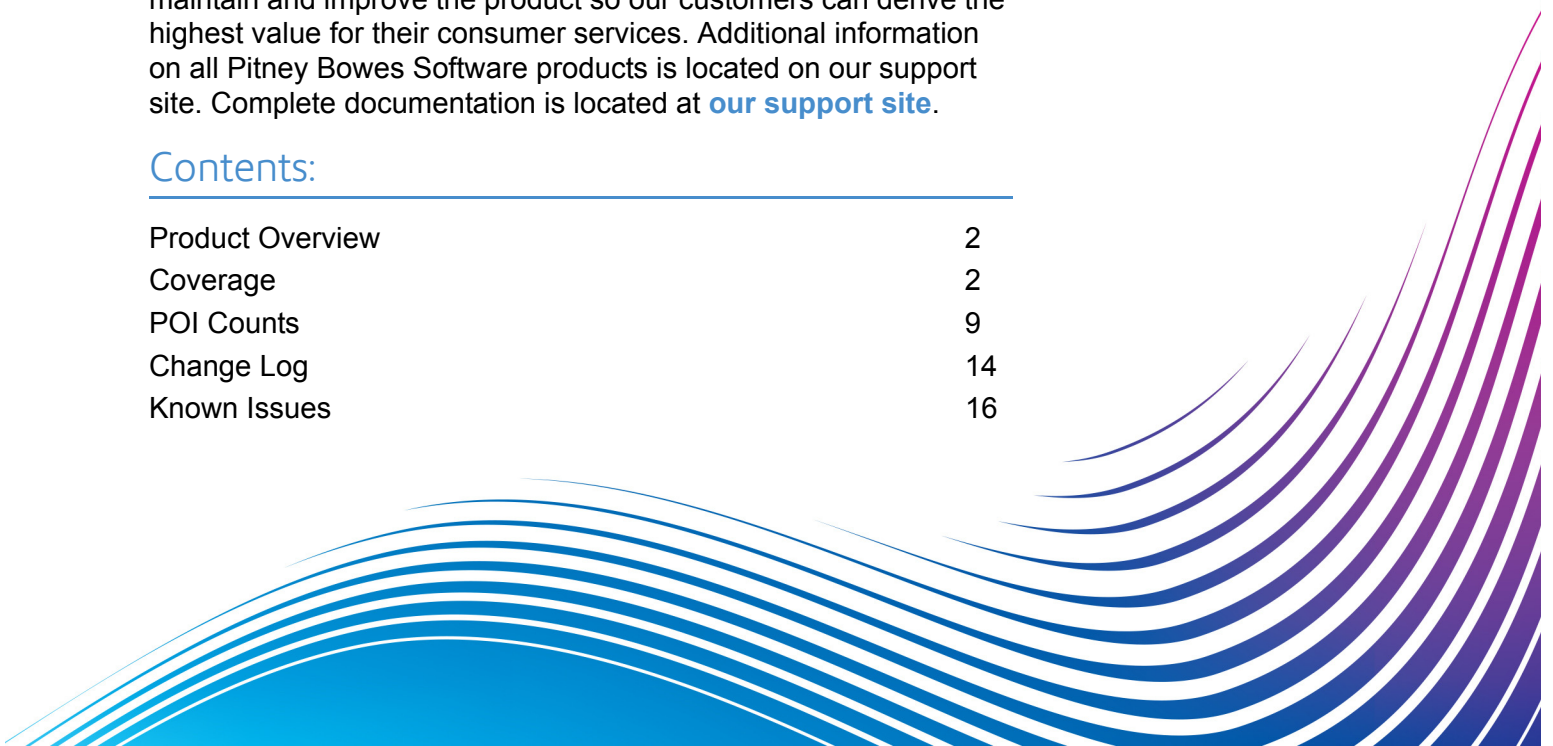
## Release Notes

The World Premium Points of Interest - Consumer Edition (WPPOI-CSMR) contains the rich set of consumer focused Points of Interest available in the Pitney Bowes' World Premium Points of Interest dataset. Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' needs. Our roadmap is designed to continually maintain and improve the product so our customers can derive the highest value for their consumer services. Additional information on all Pitney Bowes Software products is located on our support site. Complete documentation is located at [our support site](#).

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## Product Overview

The World Premium Points of Interest – Consumer Edition (WPPOI - CSMR) dataset provides information on the location of, and details relating to, a diverse set of consumer focused businesses, leisure hot spots and geographic features. The locational accuracy of this data has been further enhanced using Pitney Bowes Premium Spectrum Enterprise Geocoding solution to provide the most accurate location available for each Point of Interest.

Some of the feature of the WPPOI - CSMR product are:

- Focused selection of POIs that concentrate on businesses, landmarks, and services relevant to consumers.
- Drawn from the largest, globally geo-referenced POI dataset.
- The POIs are geocoded using Pitney Bowes comprehensive Global Geocoding capabilities.
- The POIs are classified using both the Pitney Bowes MiCode (providing a consumer-friendly classification across products) and the Standard Industrial Classification (SIC) culdoscopies note that both these classifications are cross-referenced. The individual POI in the dataset have hierarchical relationships between themselves and others in their ‘family’.
- The taxonomy ensures ease of use and global consistency.

The dataset enables users to make informed decisions around access to services, retail or recreational facilities, ideal for location based marketing and “find my nearest” searches.

## Coverage

WPPOI-CSMR v5.9 contains POIs for 175 countries. Some countries are released together in a group. The following table provides details of each country group, including the ISO3 codes (three-character ISO country codes) for each country included.

<b>COUNTRY BUNDLE</b>	<b>COUNTRY</b>	<b>ISO3</b>
Albania	Albania	ALB
Algeria	Algeria	DZA
Angola	Angola	AGO

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Argentina	Argentina	ARG
Armenia	Armenia	ARM
Australia†	Australia	AUS
Austria	Austria	AUT
Azerbaijan	Azerbaijan	AZE
Bahrain	Bahrain	BHR
Belarus	Belarus	BLR
Belgium & Luxembourg	Belgium	BEL
Belgium & Luxembourg	Luxembourg	LUX
Belize	Belize	BLZ
Benin	Benin	BEN
Bolivia	Bolivia	BOL
Bosnia & Herzegovina	Bosnia & Herzegovina	BIH
Botswana	Botswana	BWA
Brazil	Brazil	BRA
Brunei	Brunei	BRN
Bulgaria	Bulgaria	BGR
Burkina Faso	Burkina Faso	BFA
Burundi	Burundi	BDI
Cameroon	Cameroon	CMR
Canada	Canada	CAN
Cape Verde	Cape Verde	CPV
Chile	Chile	CHL
China	China	CHN
Colombia	Colombia	COL
Congo	Congo	COG
Costa Rica	Costa Rica	CRI
CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV
Croatia	Croatia	HRV
Cyprus	Cyprus	CYP
Czech Republic	Czech Republic	CZE
Democratic Republic of Congo	Democratic Republic of Congo	COD
Denmark	Denmark	DNK
Ecuador	Ecuador	ECU
Egypt	Egypt	EGY

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El Salvador	El Salvador	SLV
Estonia	Estonia	EST
Finland	Finland	FIN
Fiji	Fiji	FJI
France	France	FRA
France	French Guiana	GUF
France	Guadeloupe	GLP
France	Martinique	MTQ
France	Mayotte	MYT
France	Monaco	MCO
France	Reunion	REU
France	Saint-Barthélemy	BLM
France	Saint-Martin	MAF
Faroe Island	Faroe Islands	FRO
Gambia	Gambia	GMB
Gabon	Gabon	GAB
Germany	Germany	DEU
Georgia	Georgia	GEO
Ghana	Ghana	GHA
Great Britain	Great Britain	GBR
Greece	Greece	GRC
Guatemala	Guatemala	GTM
Guyana	Guyana	GUY
Honduras	Honduras	HND
Hong Kong	Hong Kong	HKG
Hungary	Hungary	HUN
Iceland	Iceland	ISL
India	India	IND
Indonesia	Indonesia	IDN
Iraq	Iraq	IRQ
Ireland	Ireland	IRL
Israel	Israel	ISR
Italy	Italy	ITA
Italy	San Marino	SMR
Italy	Vatican City	VAT

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Japan	Japan	JPN
Jordan	Jordan	JOR
Kazakhstan	Kazakhstan	KAZ
Kenya	Kenya	KEN
Kosovo	Kosovo	XKS
Kuwait	Kuwait	KWT
Latvia	Latvia	LVA
LAO PDR	LAO PDR	LAO
Lebanon	Lebanon	LBN
Lesotho	Lesotho	LSO
Lithuania	Lithuania	LTU
Macau	Macau	MAC
Macedonia	Macedonia	MKD
Malawi	Malawi	MWI
Malaysia	Malaysia	MYS
Mali	Mali	MLI
Malta	Malta	MLT
Mauritania	Mauritania	MRT
Mauritius	Mauritius	MUS
Mexico	Mexico	MEX
Minor Americas	Anguilla	AIA
Minor Americas	Antigua And Barbuda	ATG
Minor Americas	Aruba	ABW
Minor Americas	Bahamas	BHS
Minor Americas	Barbados	BRB
Minor Americas	Bermuda	BMU
Minor Americas	British Virgin Islands	VGB
Minor Americas	Cayman Islands	CYM
Minor Americas	Cuba	CUB
Minor Americas	Dominica	DMA
Minor Americas	Dominican Republic	DOM
Minor Americas	Grenada	GRD
Minor Americas	Haiti	HTI
Minor Americas	Jamaica	JAM
Minor Americas	Montserrat	MSR

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Minor Americas	Saint Kitts And Nevis	KNA
Minor Americas	Saint Lucia	LCA
Minor Americas	Saint Vincent And The Grenadines	VCT
Minor Americas	Saint-Barthélemy	BLM
Minor Americas	Saint-Martin	MAF
Minor Americas	Trinidad And Tobago	TTO
Minor Americas	Turks And Caicos Islands	TCA
Moldova	Moldova	MDA
Montenegro	Montenegro	MNE
Morocco	Morocco	MAR
Mozambique	Mozambique	MOZ
Myanmar	Myanmar	MMR
Namibia	Namibia	NAM
Netherlands	Bonaire, Sint Eustatius And Saba	BES
Netherlands	Curaçao	CUW
Netherlands	Netherlands	NLD
Netherlands	Sint Marten	SXM
New Zealand	New Zealand	NZL
Nicaragua	Nicaragua	NIC
Niger	Niger	NER
Nigeria	Nigeria	NGA
Norway	Norway	NOR
Oman	Oman	OMN
Panama	Panama	PAN
Paraguay	Paraguay	PRY
Peru	Peru	PER
Philippines	Philippines	PHL
Poland	Poland	POL
Portugal	Portugal	PRT
Qatar	Qatar	QAT
Republic of Korea	Republic of Korea	KOR
Romania	Romania	ROU
Russia	Russia	RUS
Rwanda	Rwanda	RWA
Saudi Arabia	Saudi Arabia	SAU

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Saint Perre	Saint Perre	SPM
Senegal	Senegal	SEN
Serbia	Serbia	SRB
Seychelles	Seychelles	SYC
Singapore	Singapore	SGP
Slovakia	Slovakia	SVK
Slovenia	Slovenia	SVN
South Africa	South Africa	ZAF
Spain	Andorra	AND
Spain	Gibraltar	GIB
Spain	Spain	ESP
Swaziland	Swaziland	SWZ
Sweden	Sweden	SWE
Switzerland	Liechtenstein	LIE
Switzerland	Switzerland	CHE
Suriname	Suriname	SUR
Taiwan	Taiwan	TWN
Tanzania	Tanzania	TZA
Thailand	Thailand	THA
Togo	Togo	TGO
Tunisia	Tunisia	TUN
Turkey	Turkey	TUR
Uganda	Uganda	UGA
Ukraine	Ukraine	UKR
United Arab Emirates	United Arab Emirates	ARE
United States of America*	United States Of America	USA
Uruguay	Uruguay	URY
Venezuela	Venezuela	VEN
Vietnam	Vietnam	VNM
Yemen	Yemen	YEM
Zambia	Zambia	ZMB
Zimbabwe	Zimbabwe	ZWE

## WPPOI - CSMR 5.9 Release Notes

\*US un-incorporated territories like Guam, Puerto Rico, and Virgin Islands are included in the USA dataset. The following table provides details of the territories added to USA country bundle.

<b>Country Bundle</b>	<b>Country</b>	<b>ISO3</b>
United States of America	Guam	USA
United States of America	Puerto Rico	USA
United States of America	Virgin Islands	USA



## POI Counts

COUNTRY BUNDLES	COUNTRIES	ISO3	TOTAL V5.9 COUNTS
ALBANIA	ALBANIA	ALB	18,310
ALGERIA	ALGERIA	DZA	95,100
ANGOLA	ANGOLA	AGO	54,105
ARGENTINA	ARGENTINA	ARG	2,205,220
ARMENIA	ARMENIA	ARM	9
AUSTRALIA	AUSTRALIA	AUS	2,584,253
AUSTRIA	AUSTRIA	AUT	503,171
AZERBAIJAN	AZERBAIJAN	AZE	25
BAHRAIN	BAHRAIN	BHR	64,246
BELARUS	BELARUS	BLR	403
BELGIUM_ &_ LUXEMBOURG	BELGIUM	BEL	1,215,506
BELGIUM_ &_ LUXEMBOURG	LUXEMBOURG	LUX	99,158
BELIZE	BELIZE	BLZ	9,999
BENIN	BENIN	BEN	7,181
BOLIVIA	BOLIVIA	BOL	27,909
BOSNIA_ &_ HERZEGOVINA	BOSNIA_ &_ HERZEGOVINA	BIH	25,976
BOTSWANA	BOTSWANA	BWA	26,569
BRAZIL	BRAZIL	BRA	12,240,364
BRUNEI	BRUNEI	BRN	7,850
BULGARIA	BULGARIA	BGR	428,153
BURKINA_ FASO	BURKINA_ FASO	BFA	13,367
BURUNDI	BURUNDI	BDI	3,652
CAMEROON	CAMEROON	CMR	28,459
CANADA	CANADA	CAN	2,120,448
CAPE_ VERDE	CAPE_ VERDE	CPV	370
CHILE	CHILE	CHL	651,761
CHINA	CHINA	CHN	4,275,845
COLOMBIA	COLOMBIA	COL	2,363,618
CONGO	CONGO	COG	6,548
COSTA_ RICA	COSTA_ RICA	CRI	38,580
CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV	18,772
CROATIA	CROATIA	HRV	117,332
CYPRUS	CYPRUS	CYP	213,837
CZECH_ REPUBLIC	CZECH_ REPUBLIC	CZE	818,476
DEMOCRATIC_ REPUBLIC_ OF_ CONGO	DEMOCRATIC_ REPUBLIC_ OF_ CONGO	COD	16,884

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DENMARK	DENMARK	DNK	427,994
ECUADOR	ECUADOR	ECU	43,868
EGYPT	EGYPT	EGY	285,130
EL_SALVADOR	EL_SALVADOR	SLV	17,133
ESTONIA	ESTONIA	EST	130,590
FAROE ISLANDS	FAROE ISLANDS	FRO	724
FIJI	FIJI	FJI	935
FINLAND	FINLAND	FIN	416,183
FRANCE	FRANCE	FRA	4,290,860
FRANCE	FRENCH_GUIANA	GUF	6,977
FRANCE	GUADELOUPE	GLP	24,880
FRANCE	MARTINIQUE	MTQ	19,578
FRANCE	MAYOTTE	MYT	1,047
FRANCE	MONACO	MCO	1,921
FRANCE	REUNION	REU	34,691
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	SAINT-MARTIN	MAF	133
GABON	GABON	GAB	6,048
GAMBIA	GAMBIA	GMB	65
GEORGIA	GEORGIA	GEO	24
GERMANY	GERMANY	DEU	3,539,993
GHANA	GHANA	GHA	32,586
GREAT_BRITAIN	GREAT_BRITAIN	GBR	2,731,777
GREECE	GREECE	GRC	604,641
GUATEMALA	GUATEMALA	GTM	28,722
GUYANA	GUYANA	GUY	3,192
HONDURAS	HONDURAS	HND	8,278
HONG_KONG	HONG_KONG	HKG	211,629
HUNGARY	HUNGARY	HUN	390,914
ICELAND	ICELAND	ISL	79,929
INDIA	INDIA	IND	10,568,112
INDONESIA	INDONESIA	IDN	736,632
IRAQ	IRAQ	IRQ	12,683
IRELAND	IRELAND	IRL	239,458
ISRAEL	ISRAEL	ISR	726,721
ITALY	ITALY	ITA	4,135,434
ITALY	SAN_MARINO	SMR	2,037
ITALY	VATICAN_CITY	VAT	16

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JAPAN	JAPAN	JPN	2,665,741
JORDAN	JORDAN	JOR	58,450
KAZAKHSTAN	KAZAKHSTAN	KAZ	77,280
KENYA	KENYA	KEN	200,629
KOSOVO	KOSOVO	XKS	1,676
KUWAIT	KUWAIT	KWT	19,889
LAO PDR	LAO PDR	LAO	1,361
LATVIA	LATVIA	LVA	130,665
LEBANON	LEBANON	LBN	121,817
LESOTHO	LESOTHO	LSO	12,428
LITHUANIA	LITHUANIA	LTU	91,266
MACAU	MACAU	MAC	8,781
MACEDONIA	MACEDONIA	MKD	38,911
MALAWI	MALAWI	MWI	24,888
MALAYSIA	MALAYSIA	MYS	465,856
MALI	MALI	MLI	16,294
MALTA	MALTA	MLT	66,061
MAURITANIA	MAURITANIA	MRT	3,432
MAURITIUS	MAURITIUS	MUS	34,203
MEXICO	MEXICO	MEX	3,915,784
MINOR_AMERICAS	ANGUILLA	AIA	3
MINOR_AMERICAS	ANTIGUA_AND_BARBUDA	ATG	477
MINOR_AMERICAS	ARUBA	ABW	4
MINOR_AMERICAS	BAHAMAS	BHS	1,812
MINOR_AMERICAS	BARBADOS	BRB	108
MINOR_AMERICAS	BERMUDA	BMU	244
MINOR_AMERICAS	BRITISH_VIRGIN_ISLANDS	VGB	12
MINOR_AMERICAS	CAYMAN_ISLANDS	CYM	290
MINOR_AMERICAS	CUBA	CUB	362
MINOR_AMERICAS	DOMINICA	DMA	109
MINOR_AMERICAS	DOMINICAN_REPUBLIC	DOM	68,153
MINOR_AMERICAS	GRENADA	GRD	134
MINOR_AMERICAS	HAITI	HTI	14
MINOR_AMERICAS	JAMAICA	JAM	85
MINOR_AMERICAS	MONTSERRAT	MSR	56
MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	KNA	466
MINOR_AMERICAS	SAINT_LUCIA	LCA	125

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MINOR_AMERICAS	SAINT_VINCENT_AND_THE_GRENADINES	VCT	153
MINOR_AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR_AMERICAS	SAINT-MARTIN	MAF	134
MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	TTO	2,721
MINOR_AMERICAS	TURKS_AND_CAICOS_ISLANDS	TCA	13
MOLDOVA	MOLDOVA	MDA	6,419
MONTENEGRO	MONTENEGRO	MNE	26,378
MOROCCO	MOROCCO	MAR	276,579
MOZAMBIQUE	MOZAMBIQUE	MOZ	32,726
MYANMAR	MYANMAR	MMR	33,588
NAMIBIA	NAMIBIA	NAM	64,597
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	4
NETHERLANDS	CURAÇAO	CUW	10
NETHERLANDS	NETHERLANDS	NLD	779,809
NETHERLANDS	SINT_MARTEN	SXM	5
NEW_ZEALAND	NEW_ZEALAND	NZL	338,816
NICARAGUA	NICARAGUA	NIC	10,411
NIGER	NIGER	NER	20,074
NIGERIA	NIGERIA	NGA	120,263
NORWAY	NORWAY	NOR	538,882
OMAN	OMAN	OMN	43,022
PANAMA	PANAMA	PAN	8,936
PARAGUAY	PARAGUAY	PRY	24,800
PERU	PERU	PER	241,770
PHILIPPINES	PHILIPPINES	PHL	669,235
POLAND	POLAND	POL	3,021,417
PORTUGAL	PORTUGAL	PRT	429,703
QATAR	QATAR	QAT	41,056
ROMANIA	ROMANIA	ROU	815,934
RUSSIA	RUSSIA	RUS	2,864,409
RWANDA	RWANDA	RWA	15,128
SAINT_PIERRE_AND_MIQUELON	SAINT_PIERRE_AND_MIQUELON	SPM	8
SAUDI_ARABIA	SAUDI_ARABIA	SAU	464,525
SENEGAL	SENEGAL	SEN	25,838
SERBIA	SERBIA	SRB	104,229
SEYCHELLES	SEYCHELLES	SYC	246
SINGAPORE	SINGAPORE	SGP	266,510

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SLOVAKIA	SLOVAKIA	SVK	376,353
SLOVENIA	SLOVENIA	SVN	107,349
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	683,597
SOUTH_KOREA	SOUTH_KOREA	KOR	1,279,700
SPAIN	ANDORRA	AND	2,923
SPAIN	GIBRALTAR	GIB	282
SPAIN	SPAIN	ESP	2,098,695
SURINAME	SURINAME	SUR	5,665
SWAZILAND	SWAZILAND	SWZ	6,890
SWEDEN	SWEDEN	SWE	903,023
SWITZERLAND	LIECHTENSTEIN	LIE	3,069
SWITZERLAND	SWITZERLAND	CHE	402,369
TAIWAN	TAIWAN	TWN	784,407
TANZANIA	TANZANIA	TZA	35,062
THAILAND	THAILAND	THA	1,262,363
TOGO	TOGO	TGO	5,395
TUNISIA	TUNISIA	TUN	95,175
TURKEY	TURKEY	TUR	1,493,188
UGANDA	UGANDA	UGA	16,504
UKRAINE	UKRAINE	UKR	692,866
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	229,890
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	18,188,636
URUGUAY	URUGUAY	URY	37,599
VENEZUELA	VENEZUELA	VEN	79,839
VIETNAM	VIETNAM	VNM	1,215,491
YEMEN	YEMEN	YEM	17,138
ZAMBIA	ZAMBIA	ZMB	19,370
ZIMBABWE	ZIMBABWE	ZWE	32,087
<b>Cumulative</b>			<b>109,454,134</b>

Pitney Bowes understands that Australia has a significant volume of businesses that are self-employed, single operator, SOHO style businesses which are difficult to both monitor and ensure they are in business. Pitney Bowes is actively reviewing these businesses and will include those that we can positively identify as being “in business”. However, we believe focusing on businesses with employees that will provide our clients the most significant points of interest for their use cases, applications and business success.

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Australia World Premium Points of interests is built to ensure we include businesses that employ 1 or more people, this ensures that Pitney Bowes provides a product that covers a business universe which contributes 85% of Australia's economic output.

## Change Log

- De-Duplication exercise has been performed on all countries hence, you may find light differences in the counts
- Enhanced the quality for 570 brands in USA. Click [here](#) for more details.
- Few brands have been updated with the new names. Click [here](#) for more details.
- False positives brandnames have been untagged.
- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- Applied few changes in the address components for few records and removed few junk characters from the data like, (\, <, >, %, ^, ||)

- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

<b>Country</b>	<b>Brandname Counts</b>
Argentina	25
Australia	322
Bahrain	11
Canada	320
Czech Republic	14
Germany	19
Great Britain	626
Greece	13
Kuwait	16
Mexico	45
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	22
Switzerland	21
United Arab Emirates	26
United States Of America	2030

For detail view click [here](#).

## Known Issues

There are some known issues with the source data. We will strive to address these issues in subsequent releases in a timely fashion. Please contact Technical Support with any questions you may have.

This section covers known issues and behaviors that require further explanation:

- Non-Standardized attributes for few records in the countries such as, United Arab Emirates (ARE), Argentina (ARG), Bahrain (BHR), Canada (CAN), Switzerland (CHE), Czech Republic (CZE), Germany (DEU), Spain (ESP), Greece (GRC), Kuwait (KWT), Netherland (NLD), Oman (OMN), Poland (POL), Qatar (QAT), Romania (ROU), Russia (RUS), Saudi Arab (SAU) and Slovakia (SVK).
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- Some invalid values exist in the Name, areaName1, areaName2 and areaName, TradeName and Postcode column including instances where the Postcode column has values as 'zeroes'.
- Some diacritics are missing from the Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3 columns.
- Some duplicates may be encountered in the dataset.
- There are a few instances of text truncation exist for the Name, TradeName, Business\_Line, areaName3, formattedAddress, mainAddressLine, Http, Email, Postcode and areaName2 columns.
- There are a few instances where the Employee\_Here (number of employees at the current location) count mismatches the Employee\_count (total number of employees).
- There are a few instances that have inconsistent Status\_Code and Subsidiary\_Indicator mapping.
- The Email, Http, Ticker\_symbol, and Exchange\_Name columns are not populated for many countries.
- The SIC8 (code) descriptions are undergoing updates. As a result, some values may not have any or updated description(s) and may have been removed.
- The administrative layer names of countries are not standardized. As a result, some areaname4 values may be blank. There are a few instances where different variations of the same name are encountered in the areaName1 column.
- There are few mismatches in areaName1 and Stabb field as areaName1 is not necessarily the highest hierarchical administrative region, whereas, Stabb field is the highest available administrative region.
- Mainaddressline and formattedaddress are not standardized in few records.



- There are a few instances where House number / Street Name is appearing twice in mainaddressline.
- There are a few instances where the areaname3 is populated with the name of a different admin level.
- Two ISO3 (BLM, MAF) are included in both country bundles, France(FRA) and Minor Americas(MAM).
- Encounter some corrupted characters in following 15 countries; Argentina, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Netherlands, Norway, Poland, Portugal, Spain, Sweden, and Switzerland. This issue would be fixed by next release.
- Brandname standardisation is work in progress, so this may encounter some minor discrepancies.