



**PEZULU OUTDOOR**<sup>TM</sup>  
A D V E R T I S I N G  
(Pty) Ltd

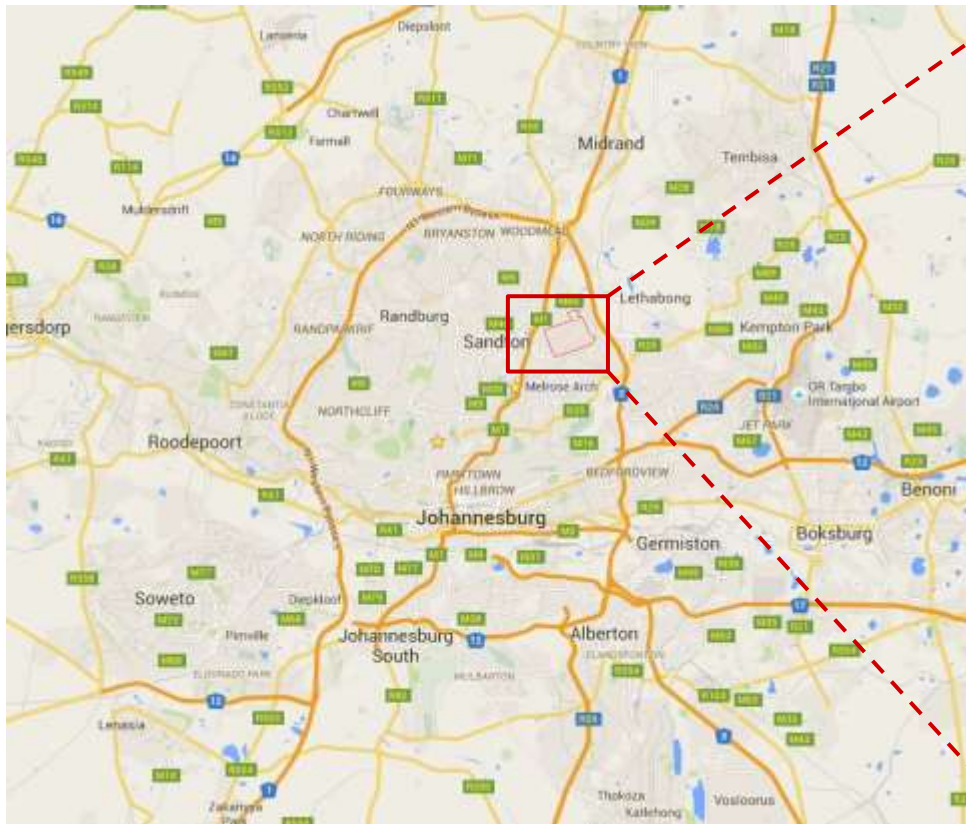
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Alexandra

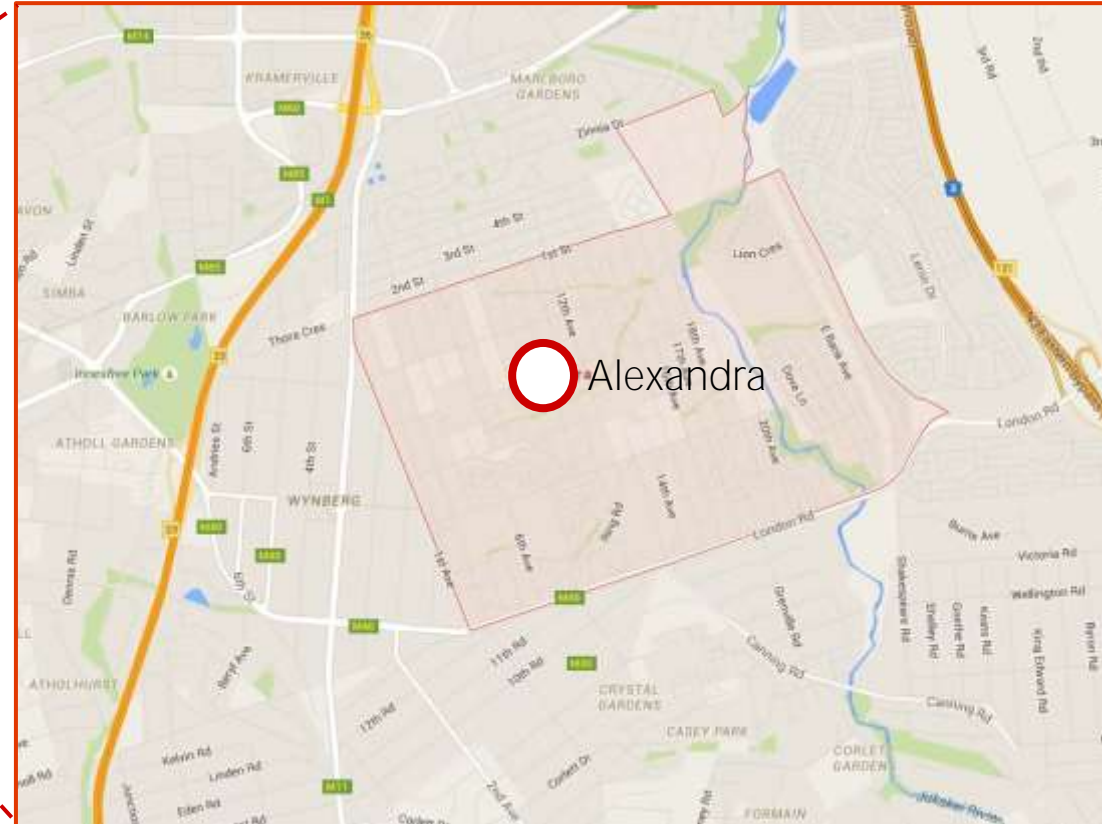
28 August 2015

Alexandra is an important, historic township in the heart of Joburg (it is less than 5km from Sandton CBD)

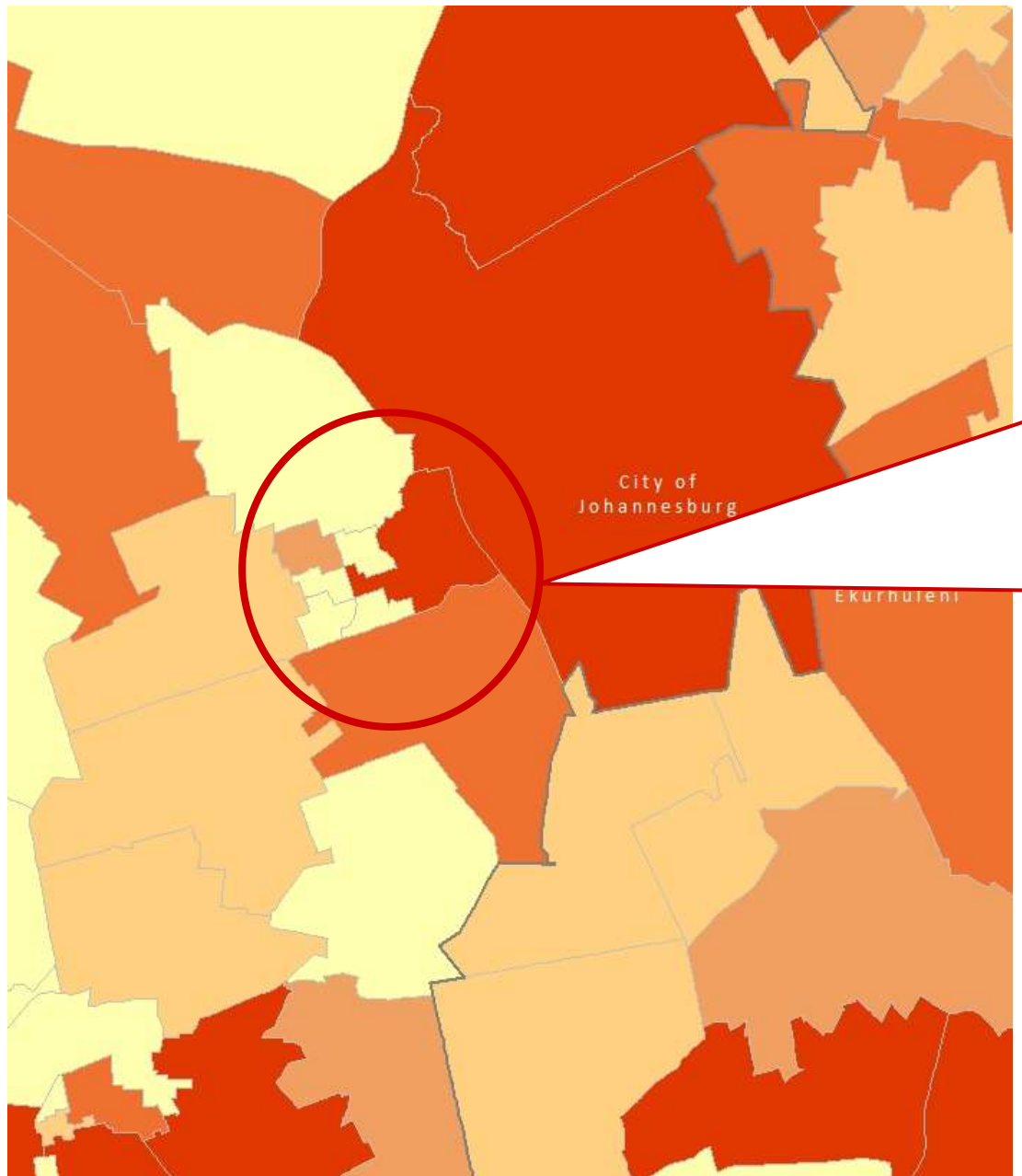
JOHANNESBURG



ALEXANDRA



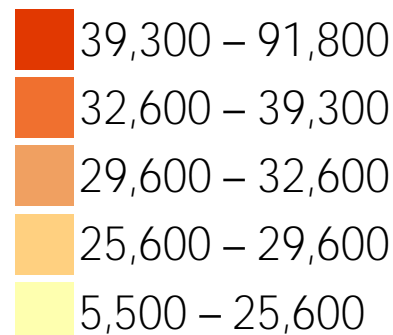
Although residents from Alexandra have the malls of Sandton nearby, there are shopping centers within Alexandra as well



Pan Africa Mall and Alexandra Plaza are the major shopping centers in Alex. In 2012 Pan Africa Mall was expanded to cater for the growing demand. Some of the main tenants in these malls include:

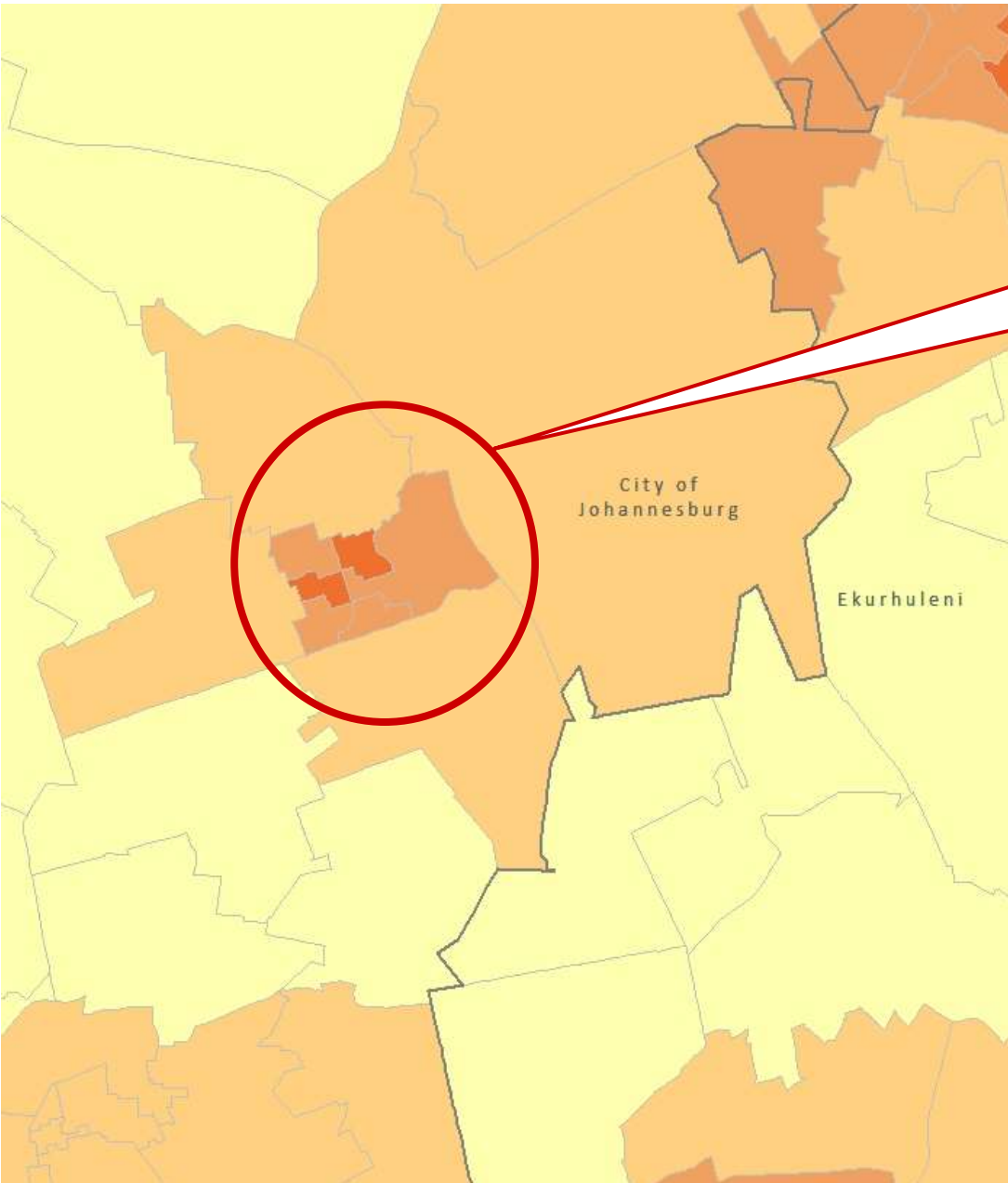


#### POPULATION BY WARD

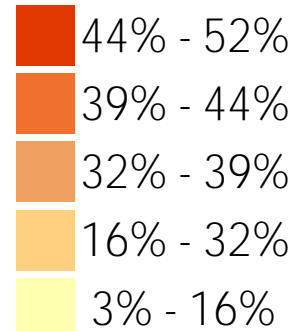


# Although Alexandra's unemployment rate is higher than the surrounding areas, it is still lower than the national average

Alexandra is surrounded by areas with low unemployment rates (e.g. Sandton, Marlboro, Rivonia)

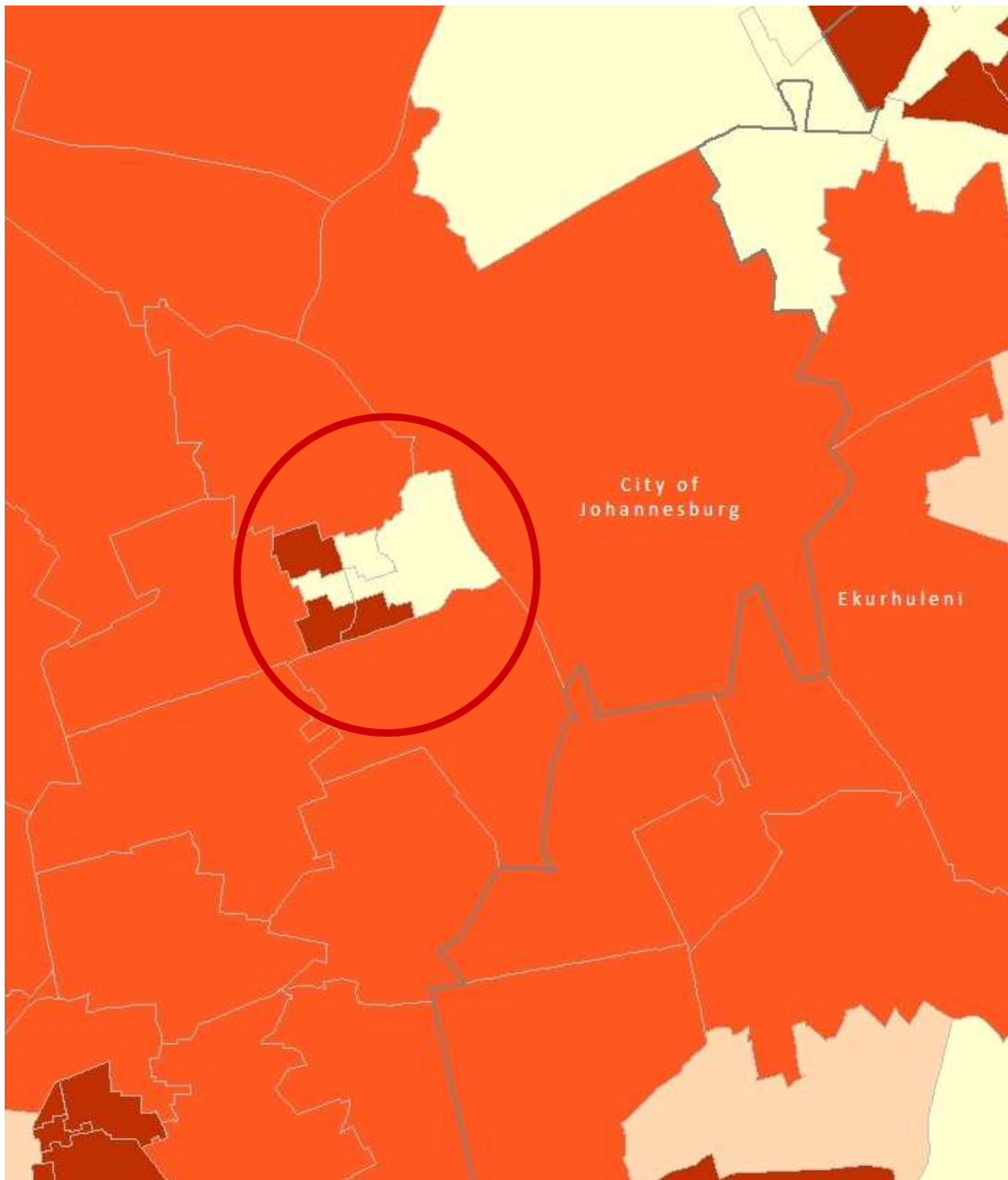


UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)

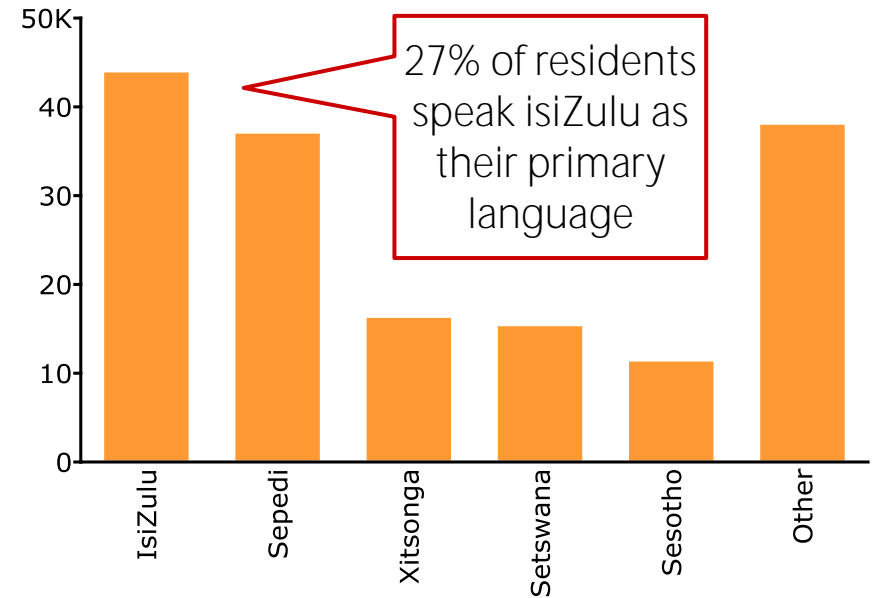




# isiZulu is the most commonly-spoken language in Alexandra



**Primary language spoken**

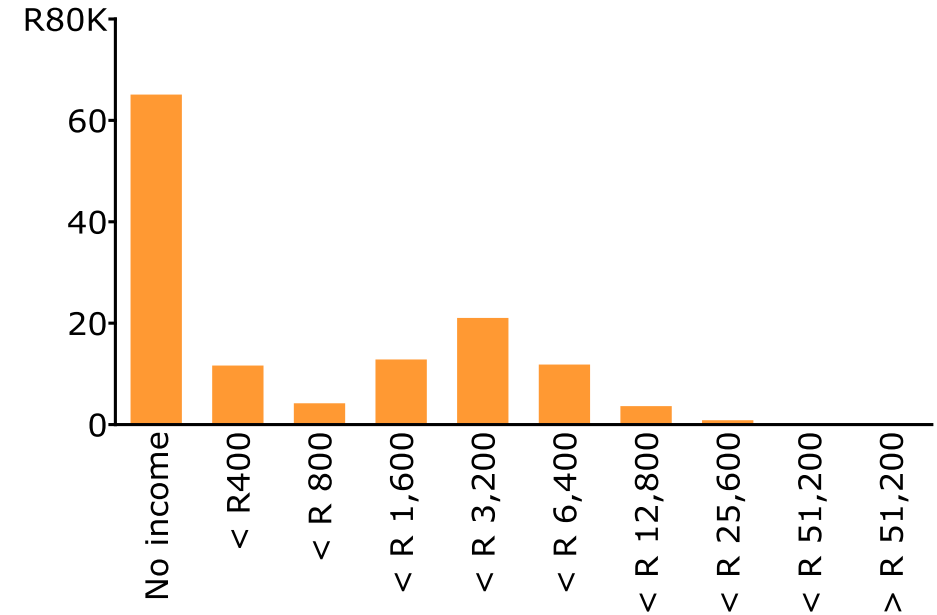


**SEPEDI SPEAKERS BY WARD**

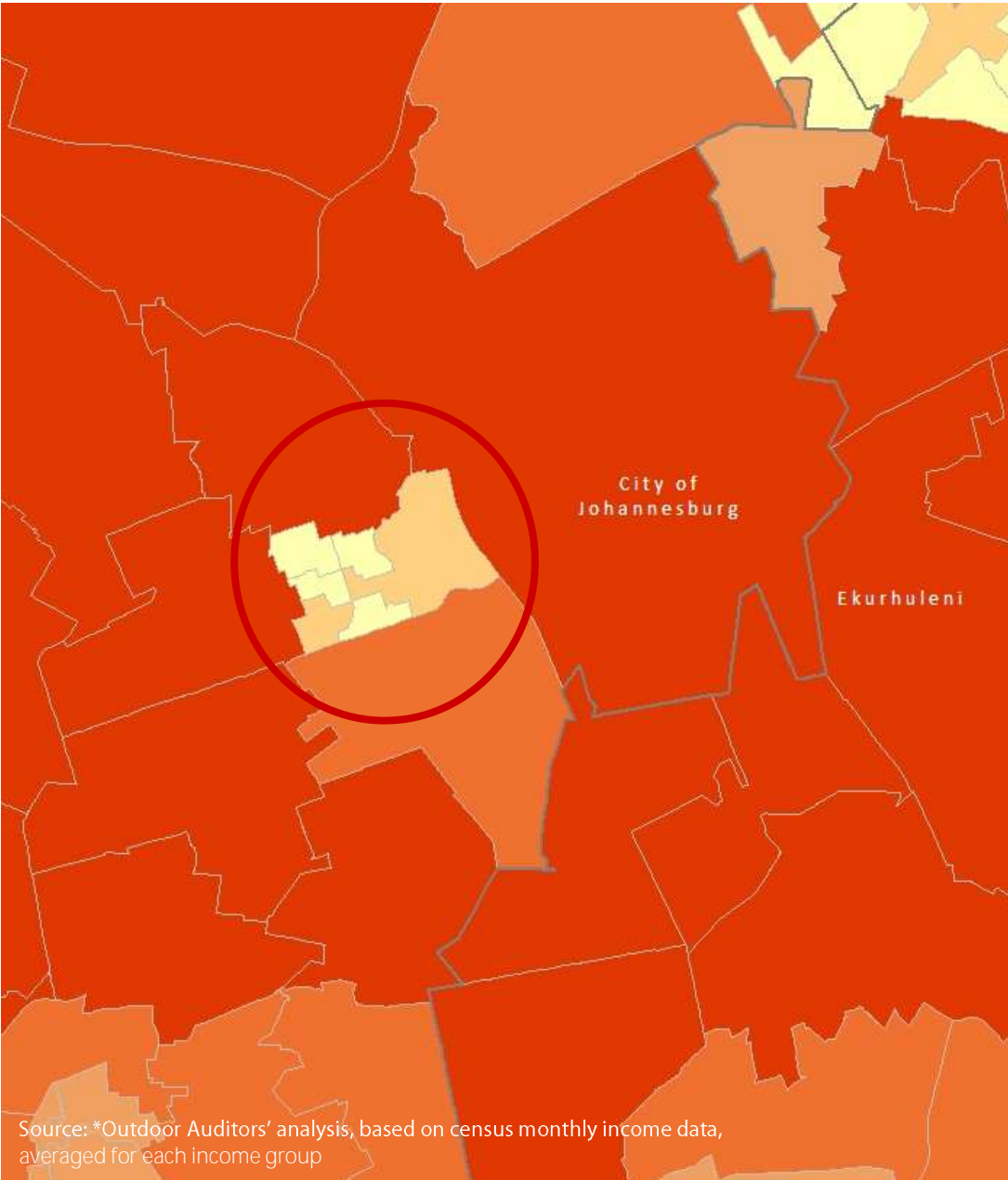
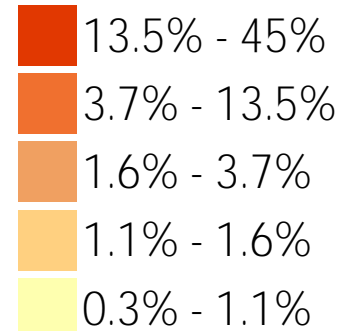


Although average income in the region is low (~R1,600 ppp month\*), aggregated monthly income is sizeable (~R215M)

**Monthly income breakdown (by # of people)**



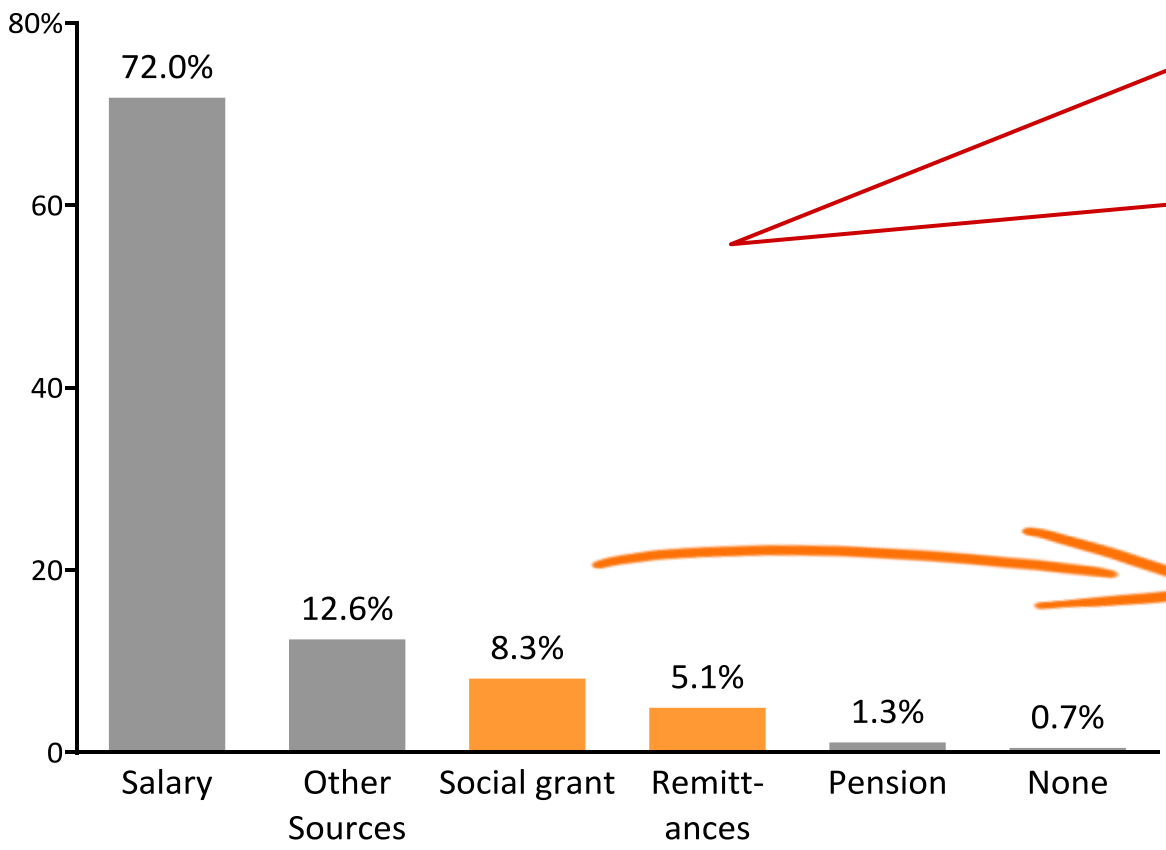
**% OF PEOPLE WITH INCOME > R12.8K / MONTH**



Source: \*Outdoor Auditors' analysis, based on census monthly income data, averaged for each income group

In addition to salary, ~2.2M people in Gauteng (~30% of households) receive social grants\*, providing extra income

% distribution of main source of household income, 2013 (Gauteng)

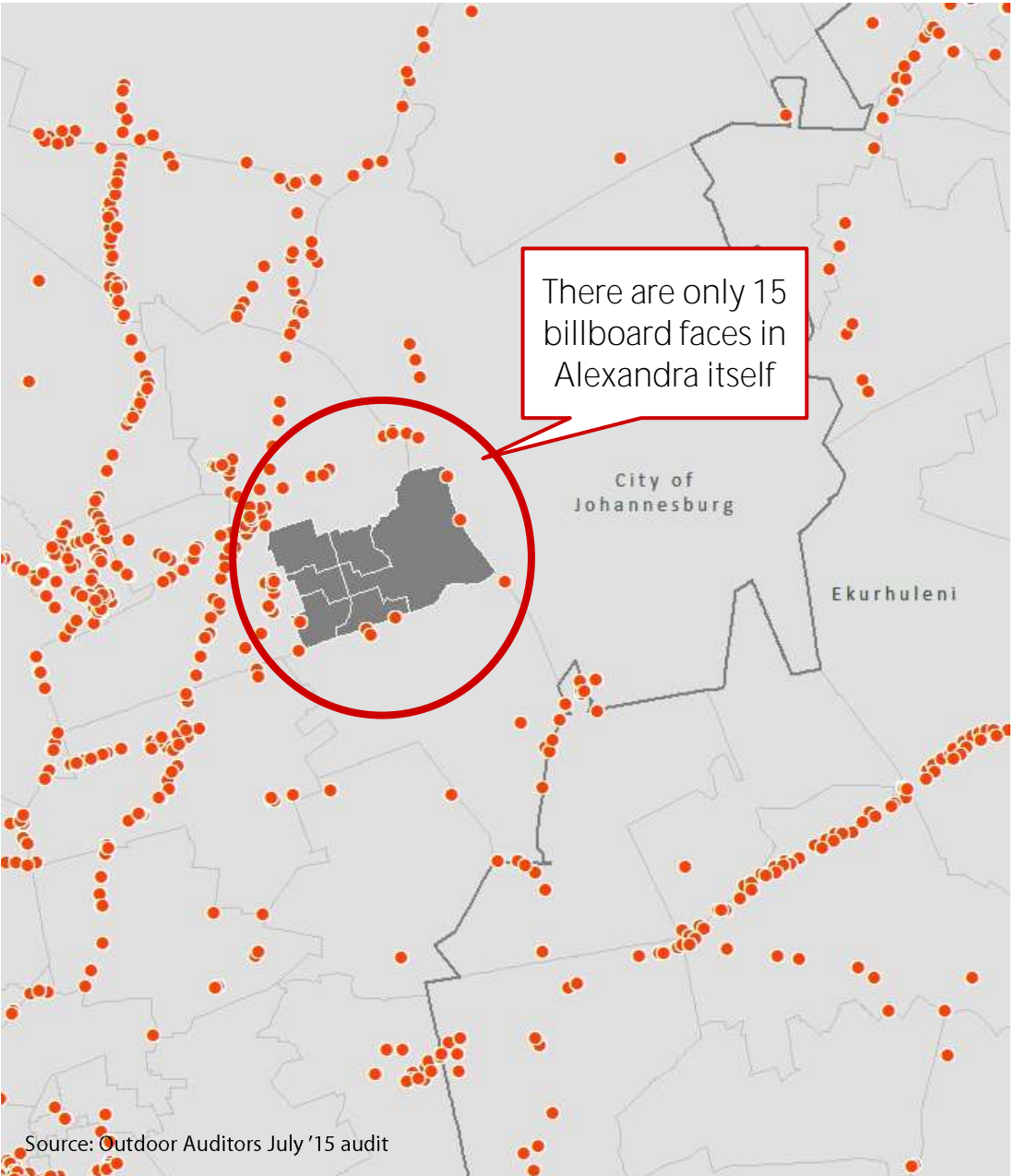


- Types of grants (# of national recipients, monthly payment):
1. Grants for older persons (~3M, ~R1,350)
  2. Disability grant (~1.1M, ~R1,350)
  3. **War veteran's grant** (373, ~R1,370)
  4. Foster child grant (~548K, ~R830)
  5. Care dependency grant (123K, ~R1,350)
  6. Child support grant (11.5K, ~R320)
  7. Grant in-aid (~94K, ~R320)
  8. Social relief of distress (varies, ~R1,350)

Remittances = money sent back home for the family to use

Source: \*StatsSA

Although Alexandra is such an important township and is so close to Sandton, there are surprisingly few billboards here



People per billboard (in K)



This municipality has 1 billboard face for every ~18K people (vs 1 billboard for every ~4.5K people for SA as a whole)

**LEGEND**

Billboard



# This region attracts LSM 4-7 brands on outdoor

MTN



SURF



OREO



NIVEA



CAPITEC



JEYES FLUID



# Pezulu Outdoor Advertising has the best sites in the area, focused on high-traffic, economically active areas

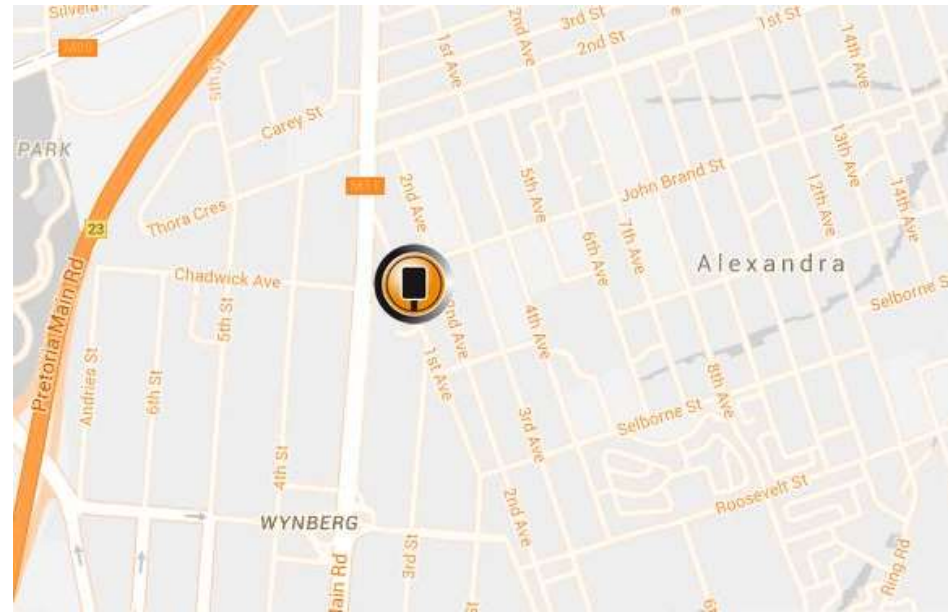




# Alexandra free-standing billboard 1



## Map

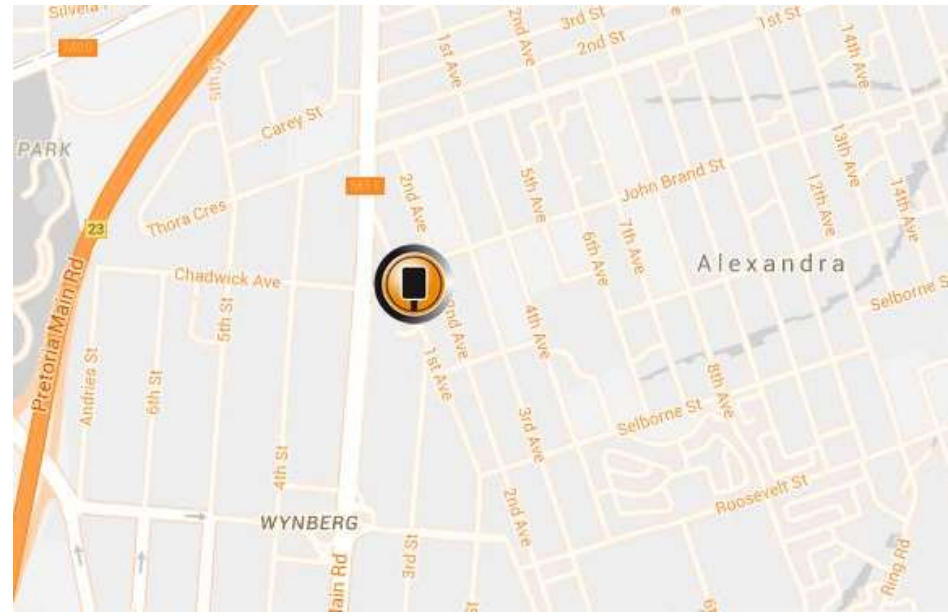


Site #	PEZ/GP/ALEX1-01	Description
Size	6x6m	Positioned in the heart of Alexandra township c/o Chadwick Avenue and First Street, situated between Alex Plaza and the Pan African Mall
Rate card cost	R 18,000	
Availability	<i>Date</i>	

# Alexandra free-standing billboard 1



## Map



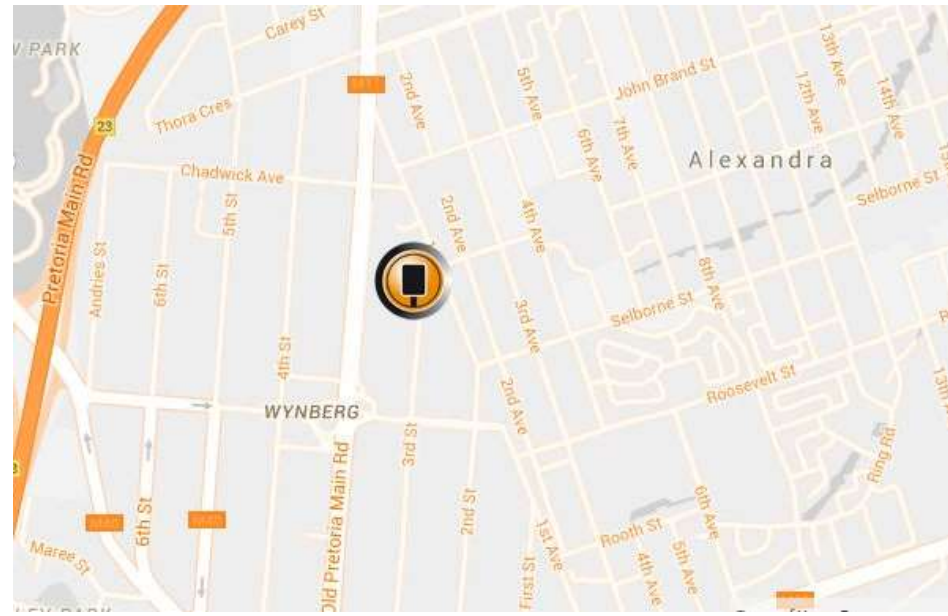
Site #	PEZ/GP/ALEX1-02	Description
Size	6x6m	Positioned in the heart of Alexandra township c/o Chadwick Avenue and First Street, situated in-between Alex Plaza and the Pan African Mall
Rate card cost	R 18,000	
Availability	<i>Date</i>	



# Alexandra free-standing billboard 2



Map

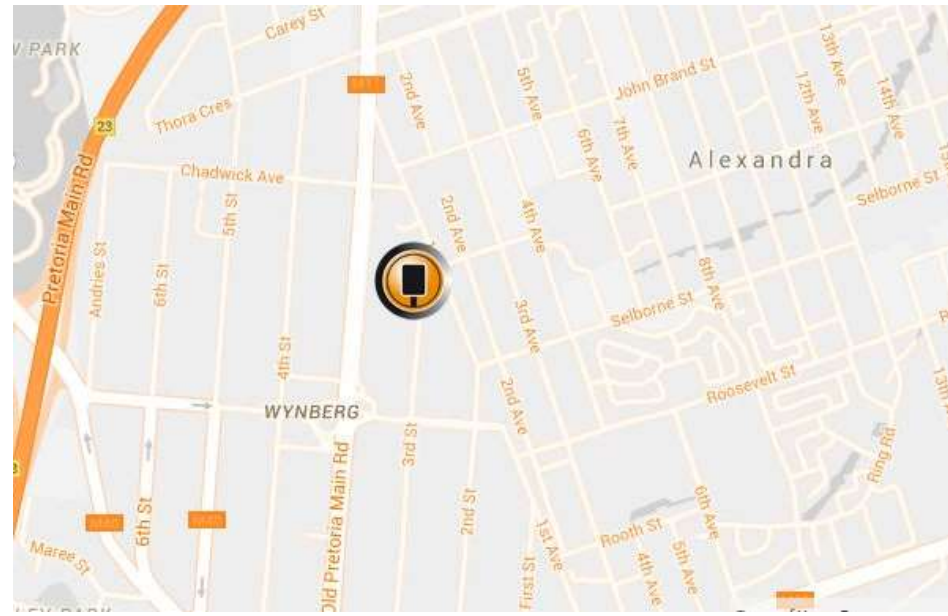


Site #	PEZ/GP/ALEX2-01	Description
Size	6x6m	Positioned in the heart of Alexandra township c/o Chadwick Avenue and First Street, situated in-between Alex Plaza and the Pan African Mall
Rate card cost	R 18,000	
Availability	Date	

# Alexandra free-standing billboard 2



Map



Site #	PEZ/GP/ALEX2-02	Description
Size	6x6m	Positioned in the heart of Alexandra township c/o Chadwick Avenue and First Street, situated in-between Alex Plaza and the Pan African Mall
Rate card cost	R 18,000	
Availability	Date	