



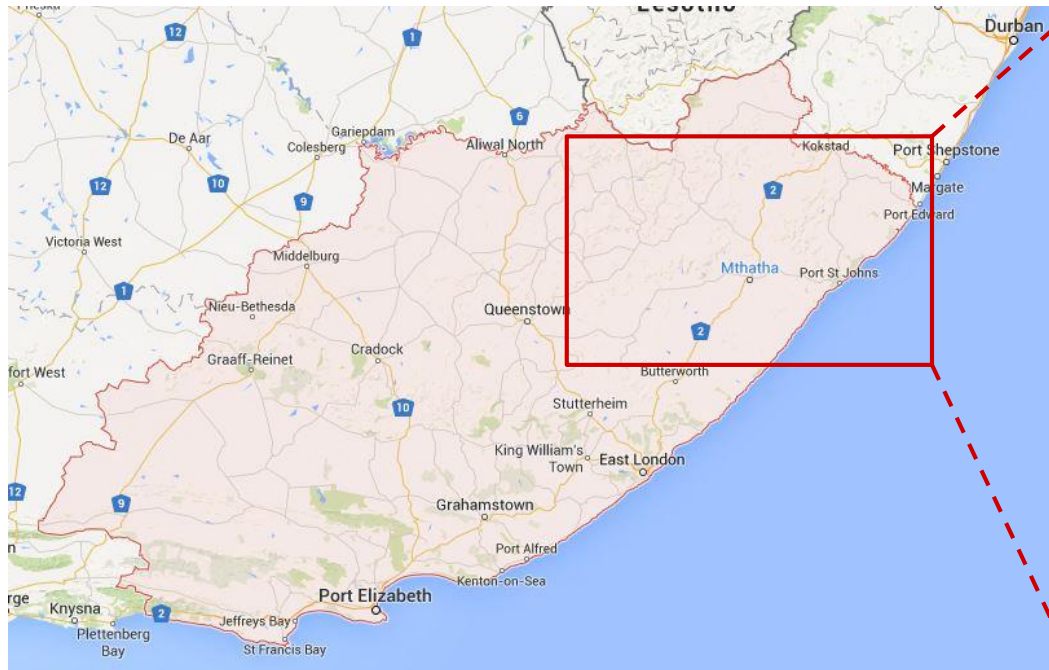
PEZULU**OUTDOOR**TM
A D V E R T I S I N G
(Pty) Ltd

Eastern Cape

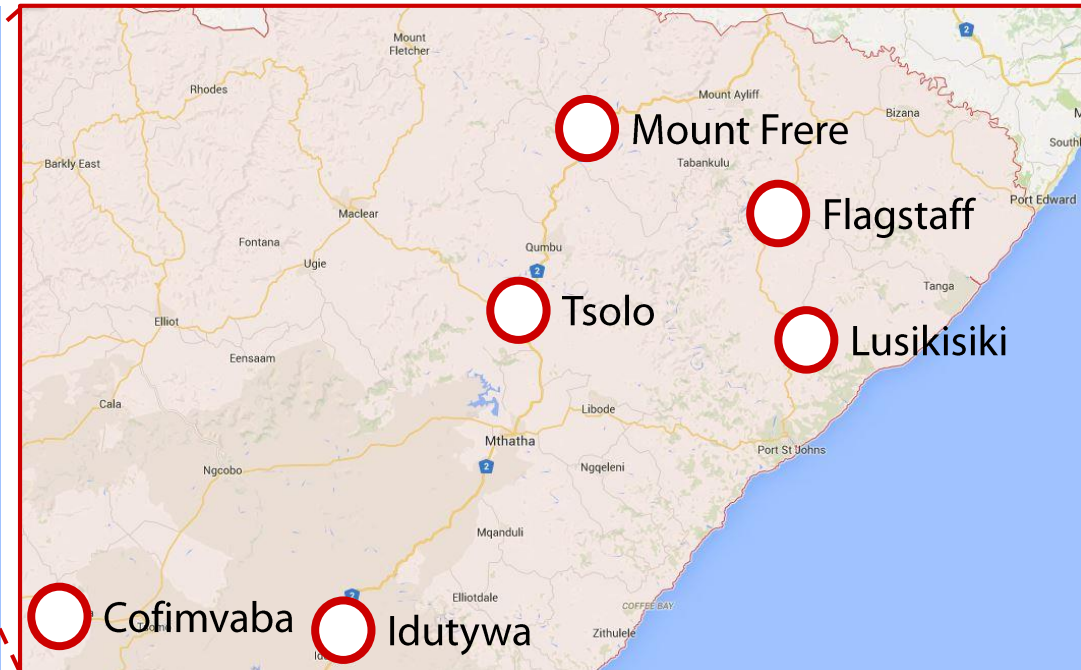
19 June 2015

The Eastern Cape is the 2nd largest province in South Africa in terms of area, and the 3rd largest in terms of population

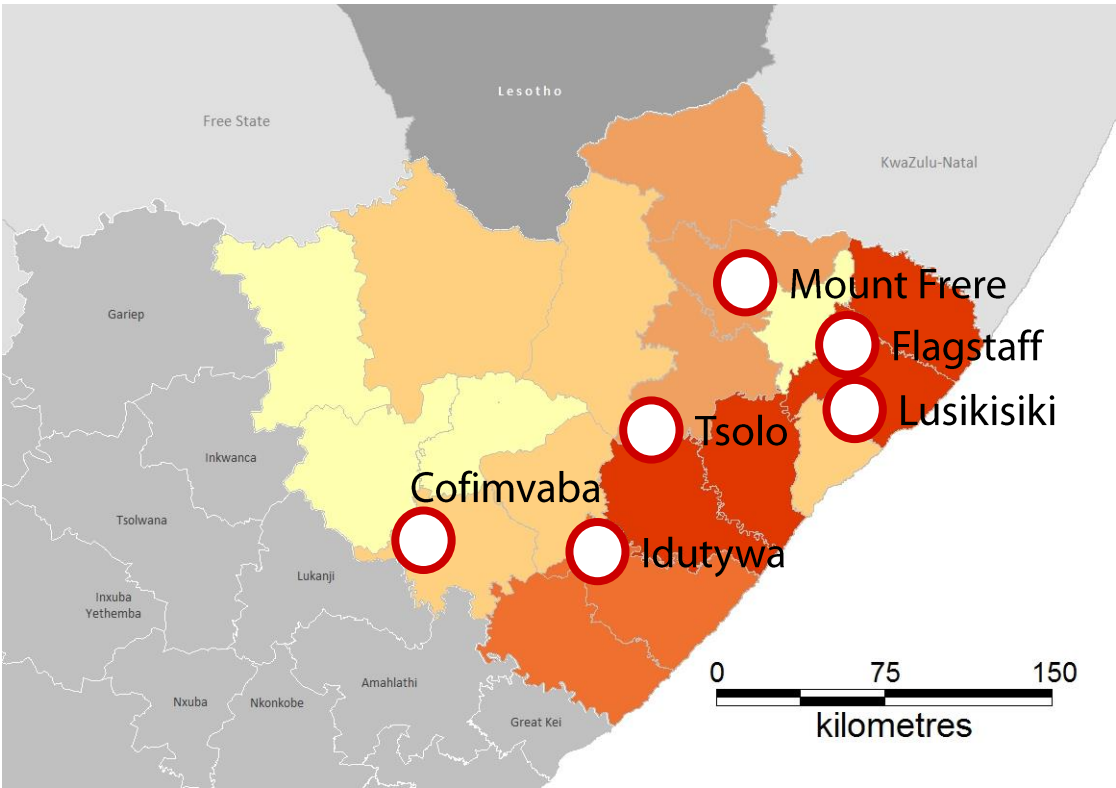
EASTERN CAPE PROVINCE



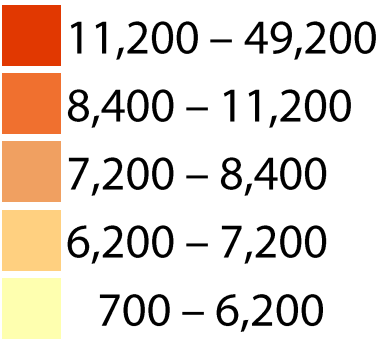
EASTERN REGION



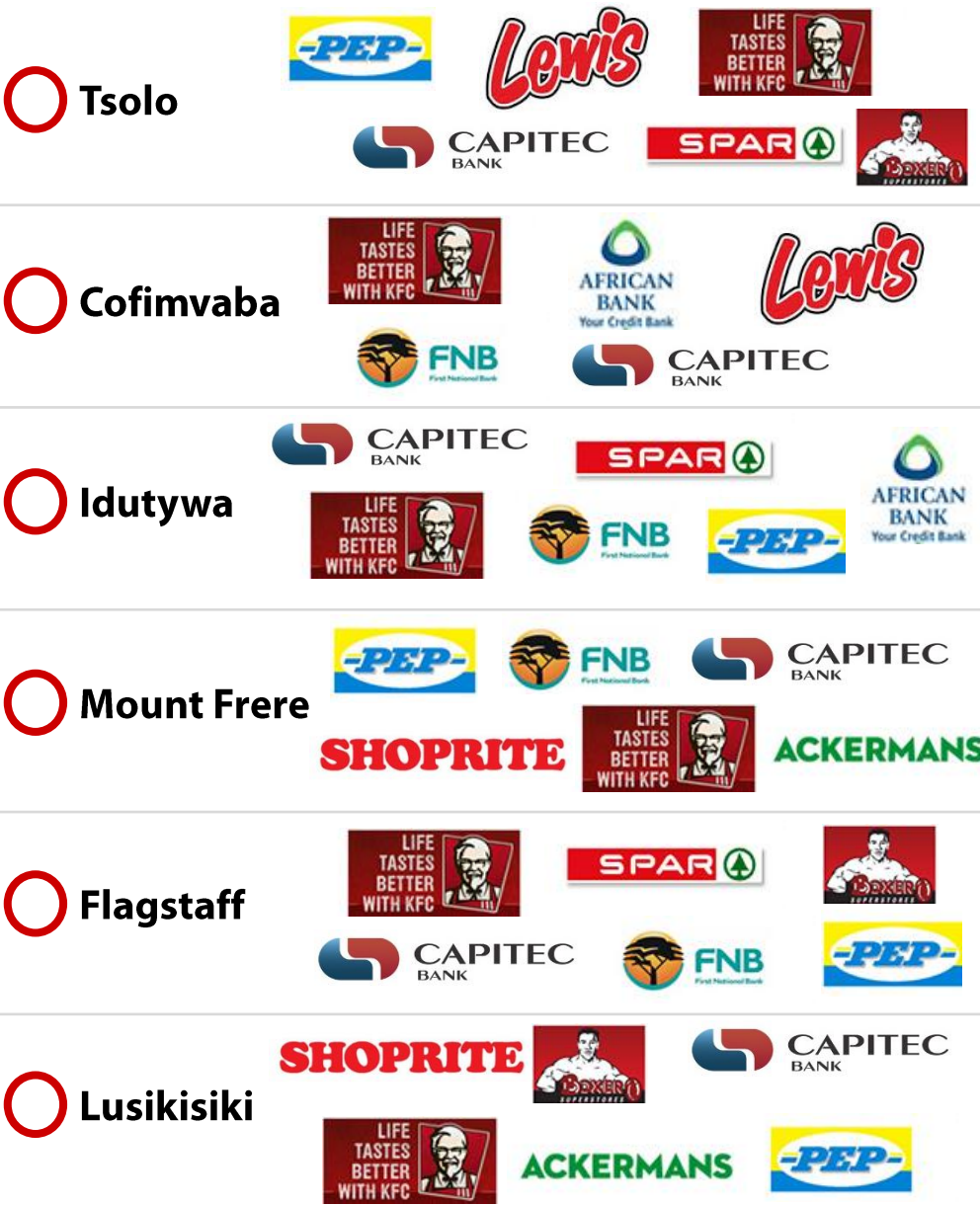
The eastern region of the Eastern Cape (formerly the Transkei) contains a number of vibrant, economically important towns



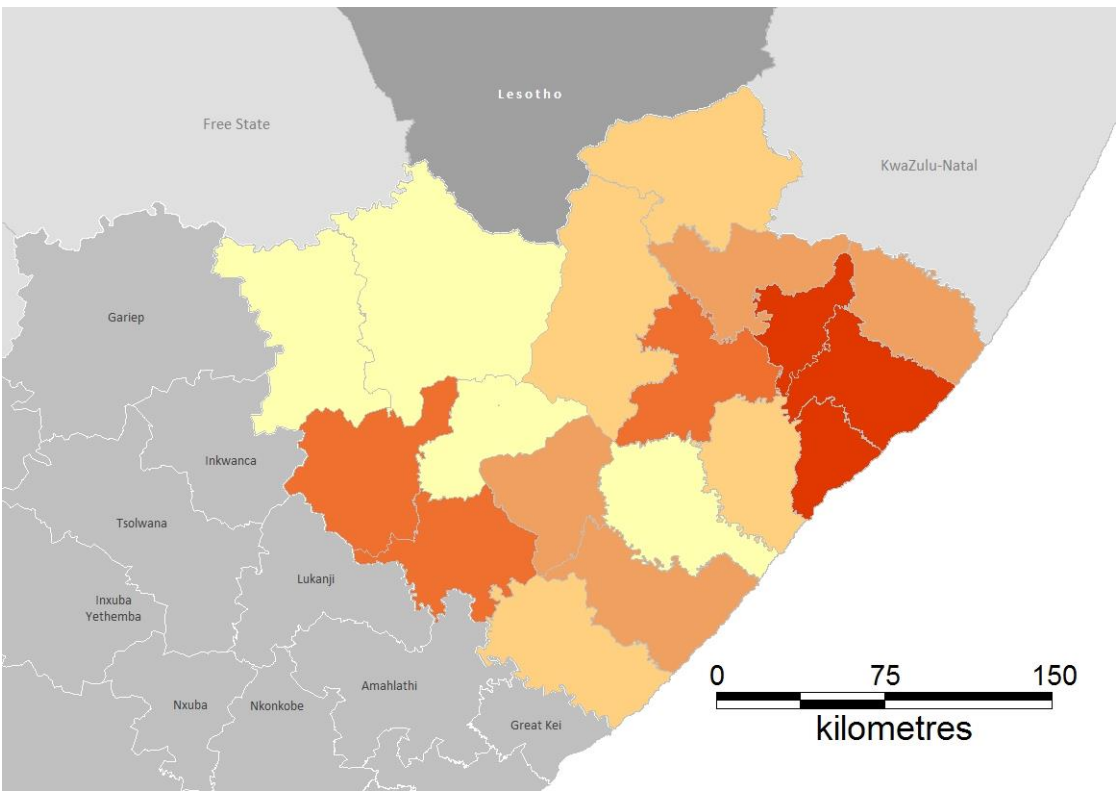
POPULATION BY WARD



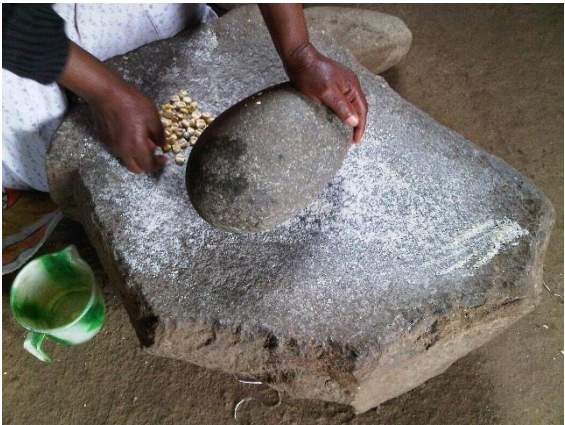
Each town acts as a commercial hub for the localized area. Each town has key retail stores that attract people from the outlying areas



This region has varying levels of unemployment (ave ~57%); the biggest industry is agriculture, though tourism is growing



Cattle, Maize and Sorghum are the 3 biggest agricultural areas

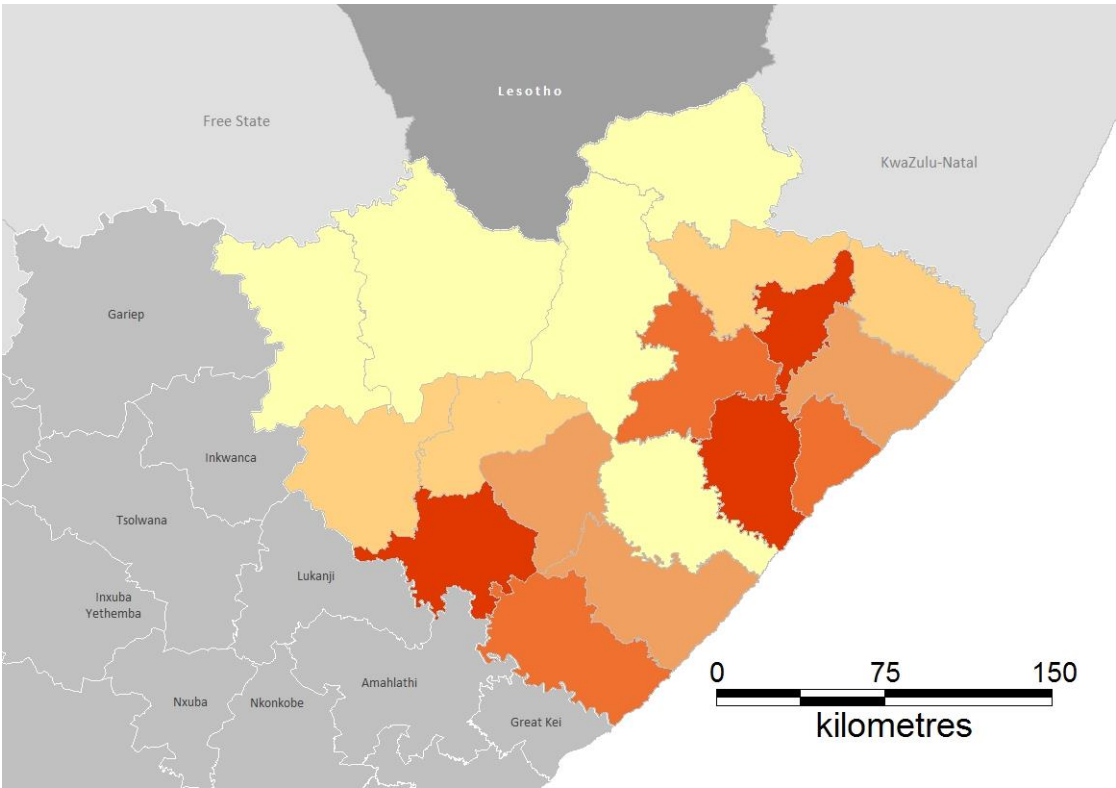


UNEMPLOYMENT RATE BY MUNICIPALITY (REAL UNEMPLOYMENT)

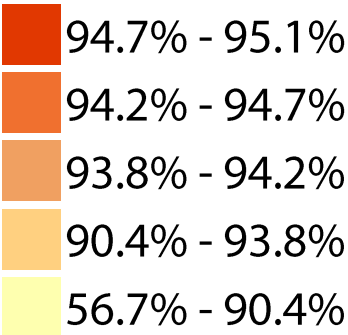
- 65% - 69%
- 62% - 65%
- 59% - 62%
- 49% - 59%
- 34% - 49%

Source: *Strict rate

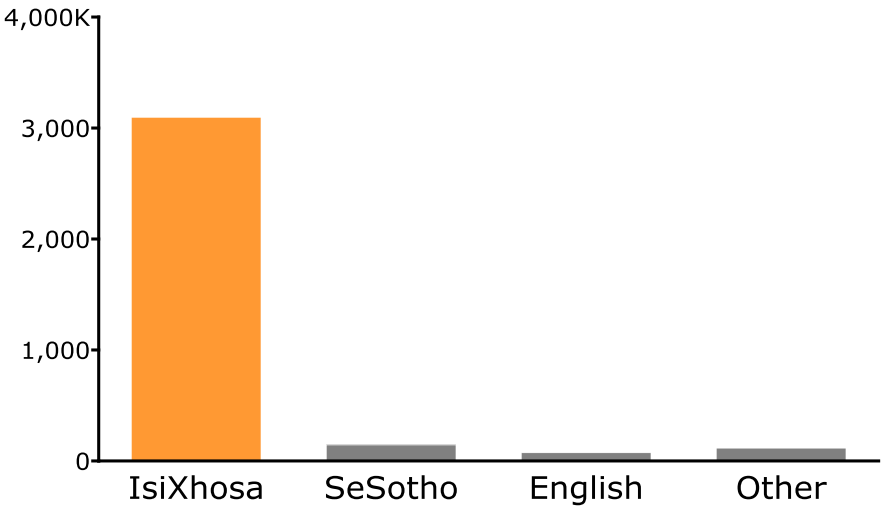
IsiXhosa is the most commonly-spoken language in the area



% OF 1st LANGUAGE ISIXHOSA SPEAKERS

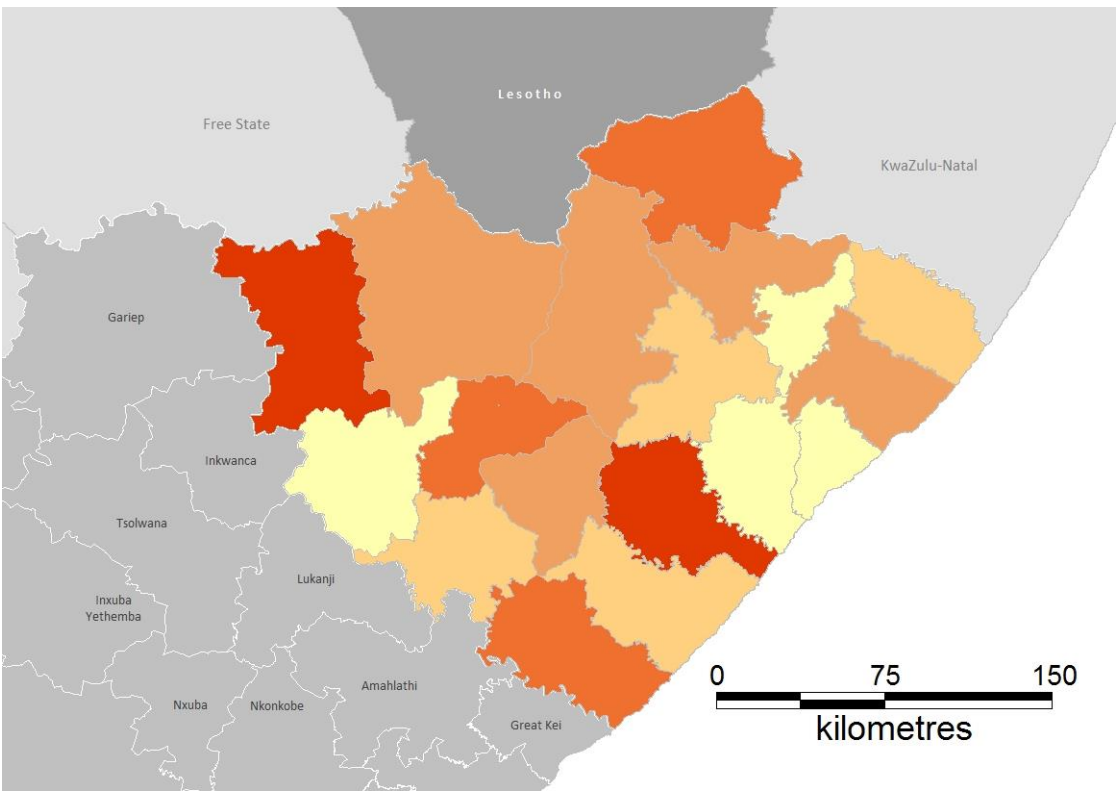


Primary language spoken

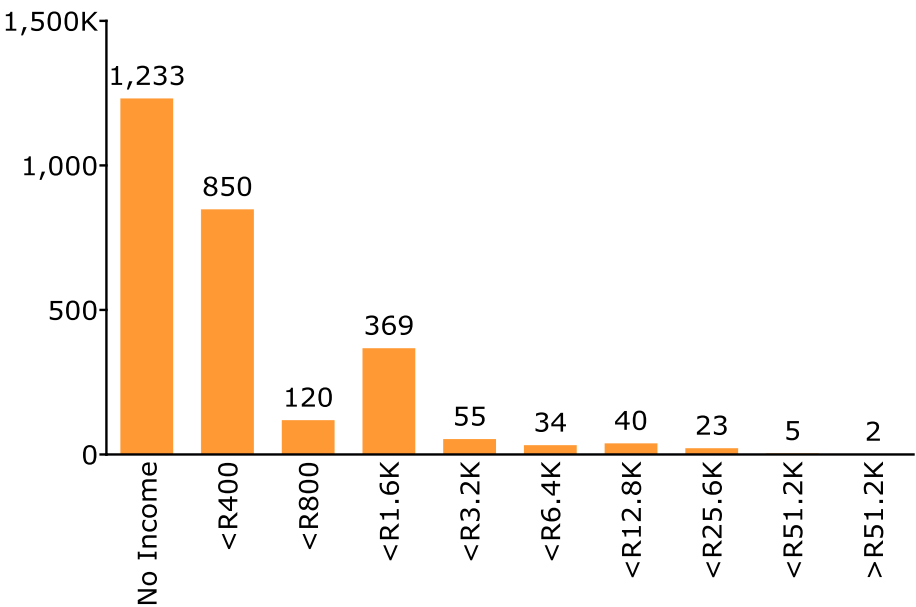


~90% of residents speak IsiXhosa

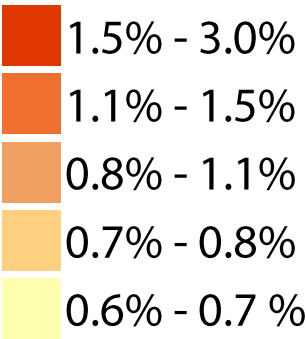
Although average income in the region is low (~R800 ppp month*), aggregated monthly income is sizeable (~R2.2B)



Monthly Income breakdown (by # of people)

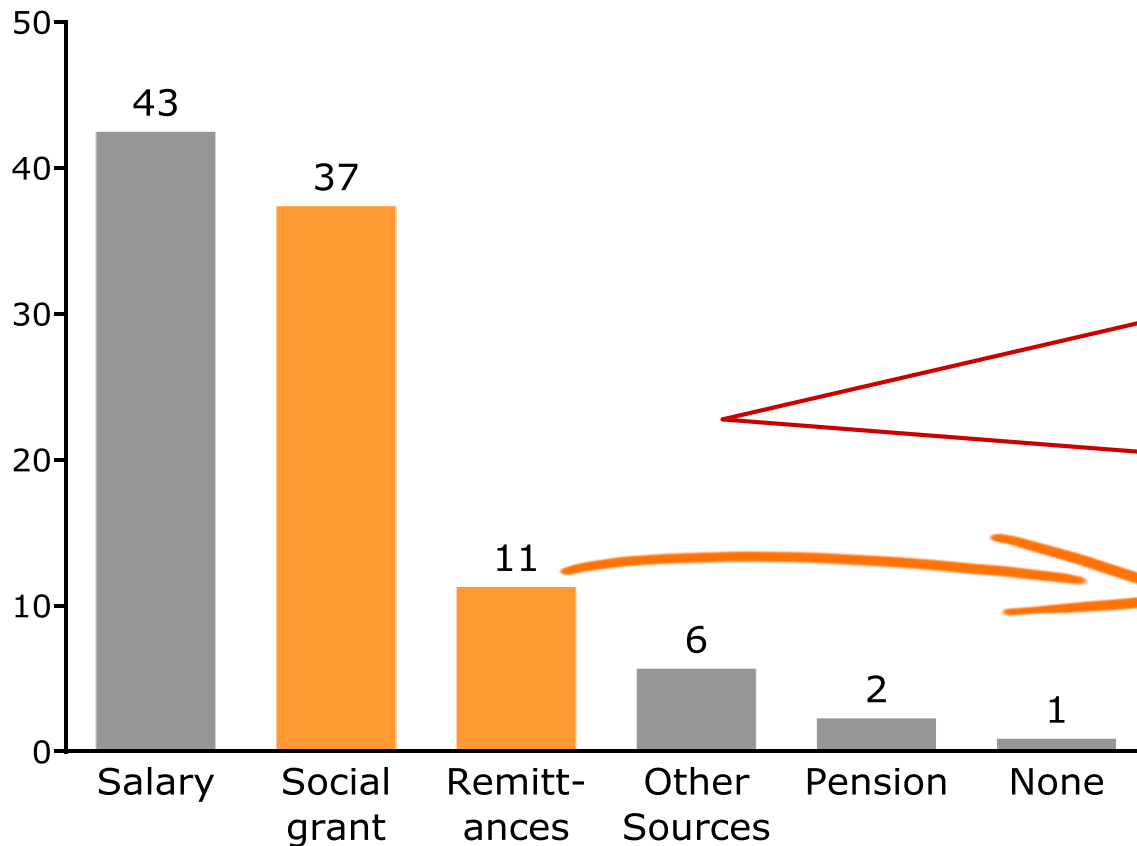


% OF PEOPLE WITH INCOME > R12.8K / MONTH



In addition to salary, ~2.7M people in the E Cape (~59% of households) receive social grants*, providing extra income

% distribution of main source of household income, 2013 (E Cape)

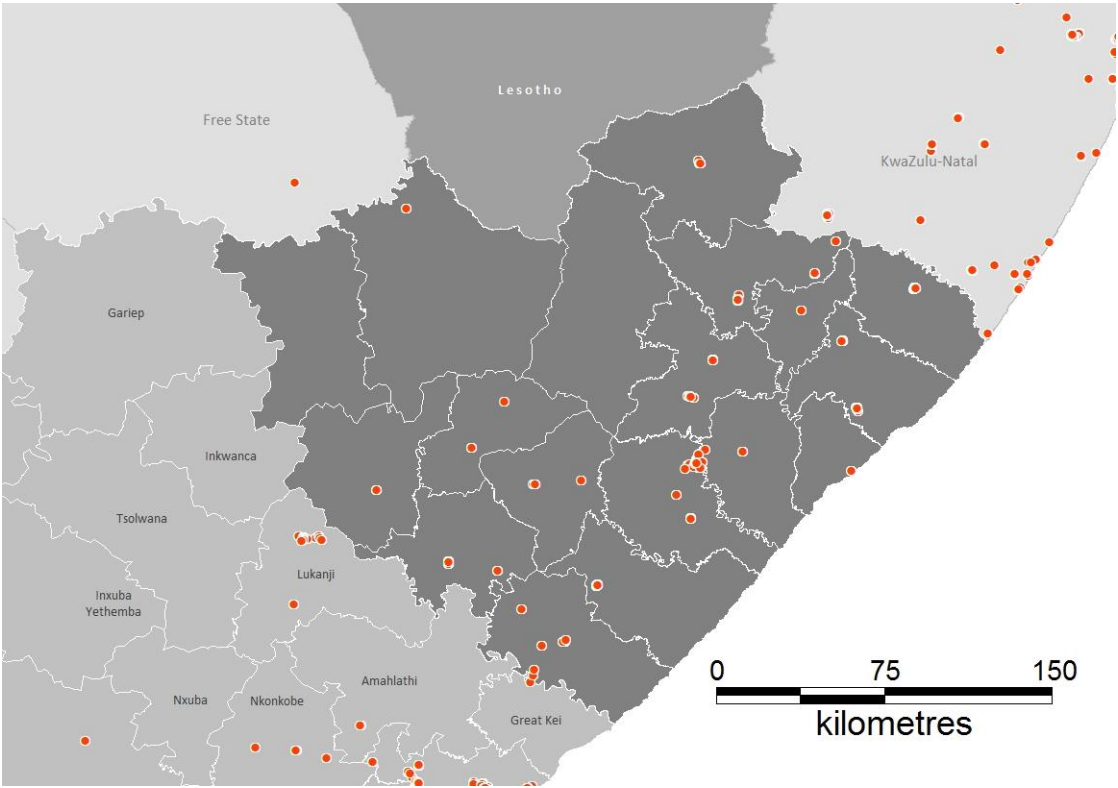


Types of grants (# of national recipients, monthly payment):

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

There are just 284 billboards servicing this entire region (i.e. very limited clutter)



LEGEND

 Billboard

People per billboard (in K)



This region attracts LSM 4-7 brands on outdoor

COKE



KFC



RAMA



CLERE



OMO



COLGATE



Pezulu Outdoor Advertising has some of the best sites in the region, focused on some of the key towns

Cofimvaba

Tsolo

Idutywa

Mount Frere

Lusikisiki

Flagstaff

Pezulu Outdoor Advertising has 2 of the best sites in Cofimvaba



Cofimvaba landscape, entrance



Map



Site #	PEZ/EC/COFIM-01	Description
Size	3x6m	Cofimvaba is located between Queenstown and Mthatha, the billboard is as you enter Cofimvaba
Rate card cost	R 8,250	
Availability	Date	

Cofimvaba landscape, exit



Map



Site #	PEZ/EC/COFIM-02	Description
Size	3x6m	Cofimvaba is located between Queenstown and Mthatha, the billboard is as you exit Cofimvaba
Rate card cost	R 8,250	
Availability	Date	

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Cofimvaba

Tsolo

Idutywa

Mount Frere

Lusikisiki

Flagstaff

Pezulu Outdoor Advertising has 2 of the best sites in Tsolo

1



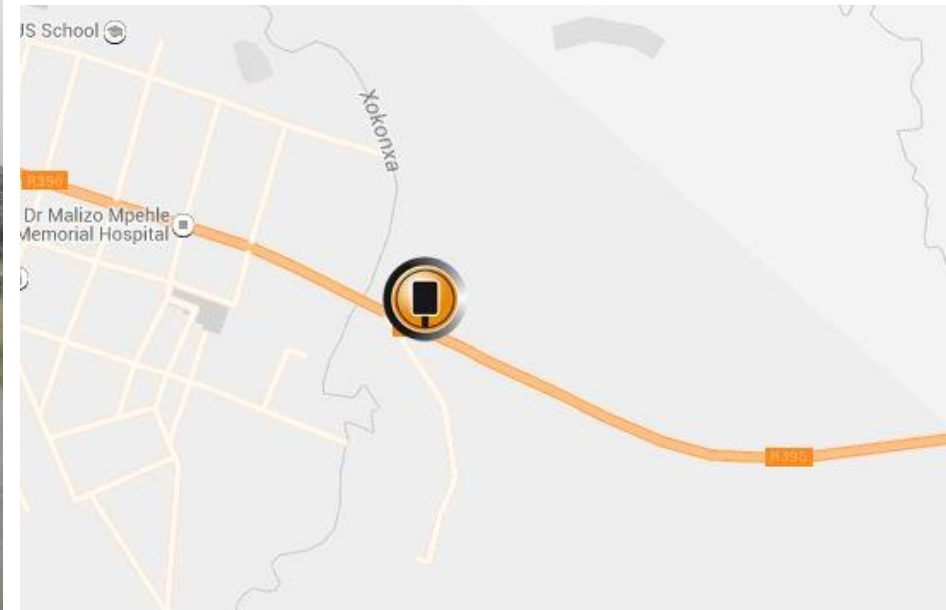
2



Tsolo landscape, entrance



Map

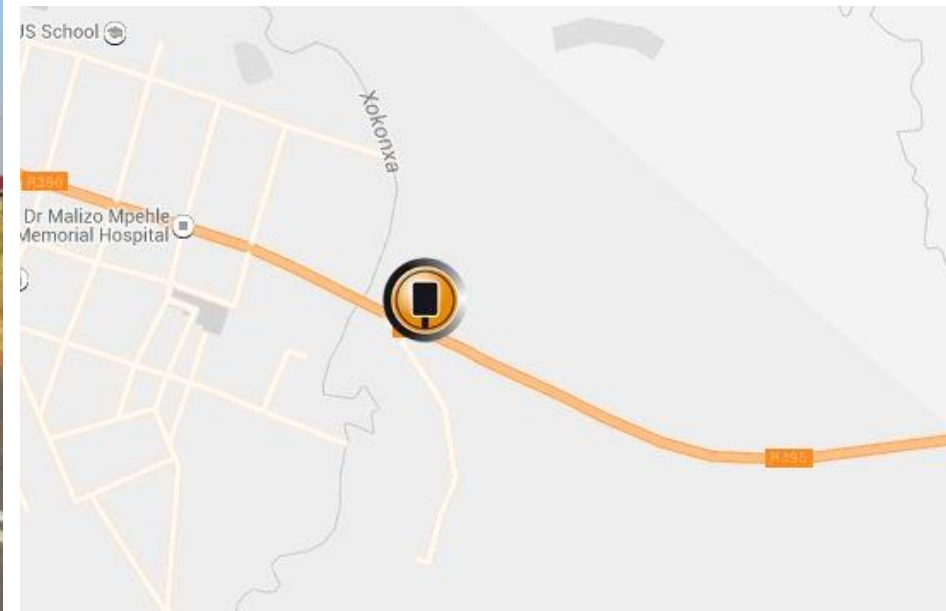


Site #	PEZ/EC/TSOLO-01	Description
Size	3x6m	Positioned as you enter Tsolo on the R396 just off the N2 past St Lucy's Hospital main traffic from Mthatha
Rate card cost	R 8,250	
Availability	Date	

2 Tsolo landscape, exit



Map



Site #	PEZ/EC/TSOLO-02	Description
Size	3x6m	Located as you exit Tsolo on the R396 towards the N2 and St Lucy's Hospital
Rate card cost	R 8,250	
Availability	Date	

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Cofimvaba

Tsolo

Idutywa

Mount Frere

Lusikisiki

Flagstaff

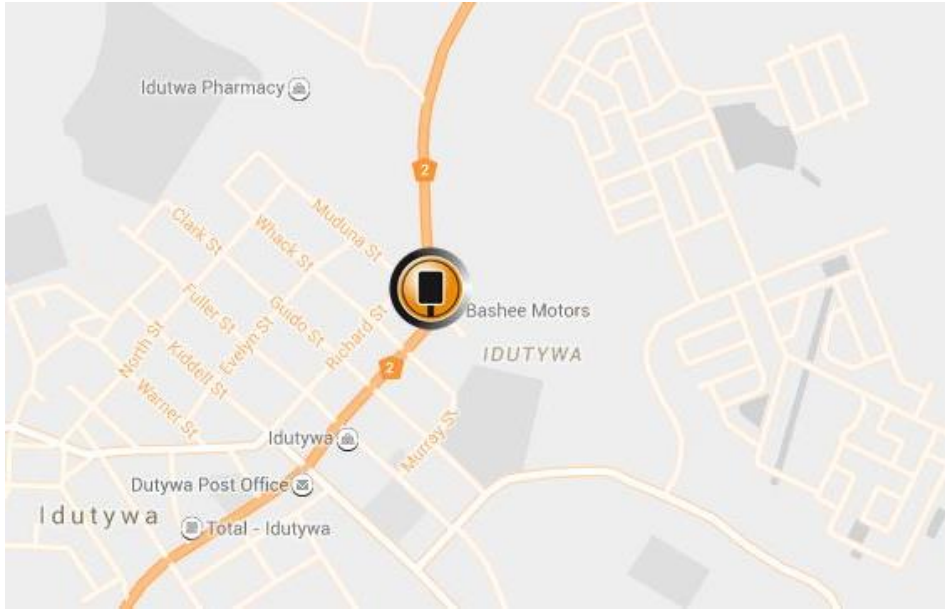
Pezulu Outdoor Advertising has 2 of the best sites in Idutywa



Idutywa portrait, entrance



Map

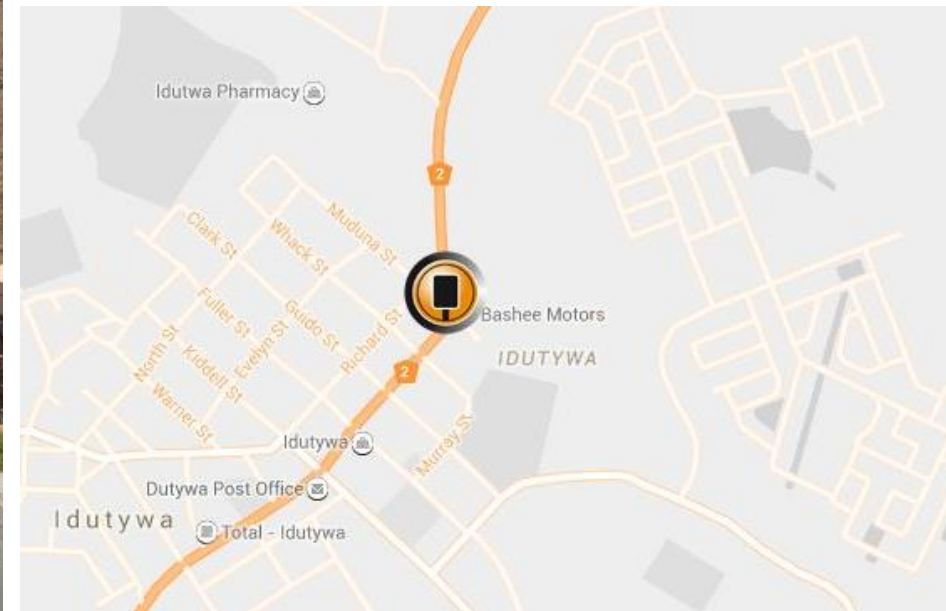


Site #	PEZ/EC/IDUT-01	Description
Size	7.5x5m	Situated on the N2 at the main entrance to Idutywa from Mthatha towards Butterworth
Rate card cost	R 11,250	
Availability	Date	

2 Idutywa portrait, exit



Map



Site #	PEZ/EC/IDUT-02	Description
Size	7.5x5m	Situated on the N2 at the main exit of Idutywa from Butterworth towards Mthatha
Rate card cost	R 11,250	
Availability	Date	

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Cofimvaba

Mount Frere

Tsolo

Lusikisiki

Idutywa

Flagstaff

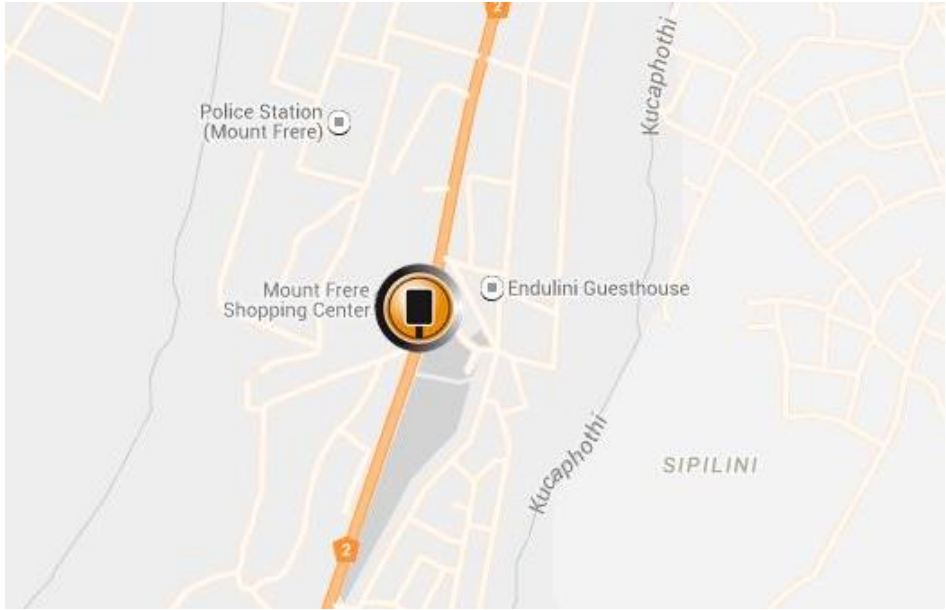
Pezulu Outdoor Advertising has 2 of the best sites in Mount Frere



Mount Frere portrait, exit



Map

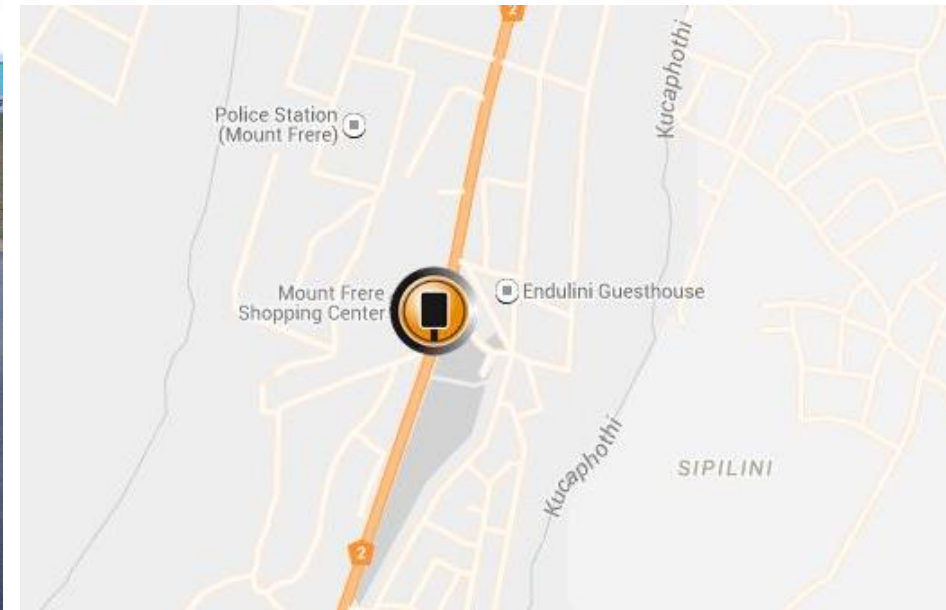


Site #	PEZ/EC/MTFR-01	Description
Size	7.5x5m	Situated at the main exit of Mount Frere, traffic from Kwa-Natal (Kokstad) on the N2 towards Mthatha
Rate card cost	R 11,250	
Availability	Date	

Mount Frere portrait, entrance



Map



Site #	PEZ/EC/MTFR-02	Description
Size	7.5x5m	Situated at the main entrance on the N2 to Mount Frere, from Mthatha towards Kwa-Zulu Natal (Kokstad)
Rate card cost	R 11,250	
Availability	Date	

Pezulu Outdoor Advertising has some of the best sites in the region, focused on some of the key towns

Cofimvaba

Mount Frere

Tsolo

Lusikisiki

Idutywa

Flagstaff

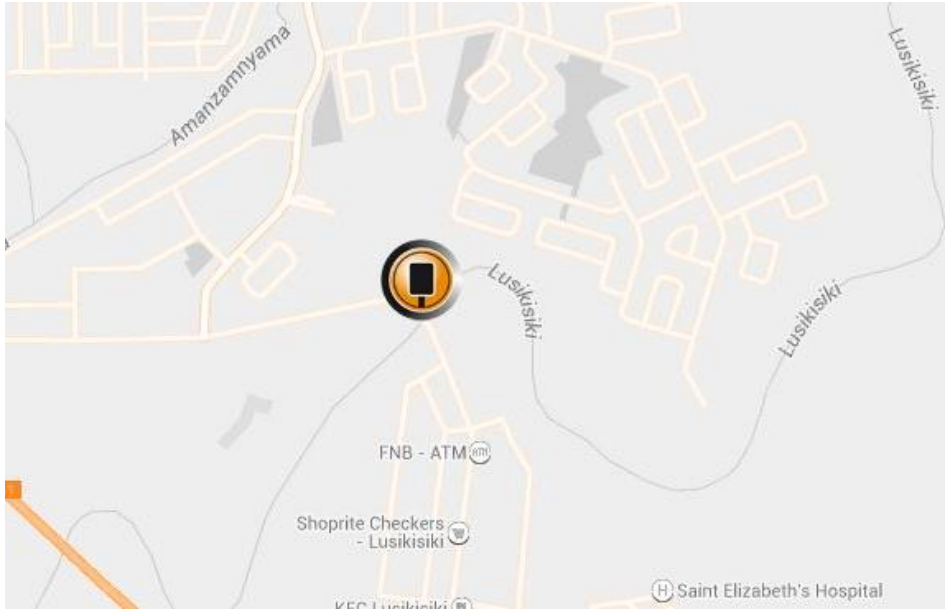
Pezulu Outdoor Advertising has 2 of the best sites in Lusikisiki



Lusikisiki portrait, entrance



Map

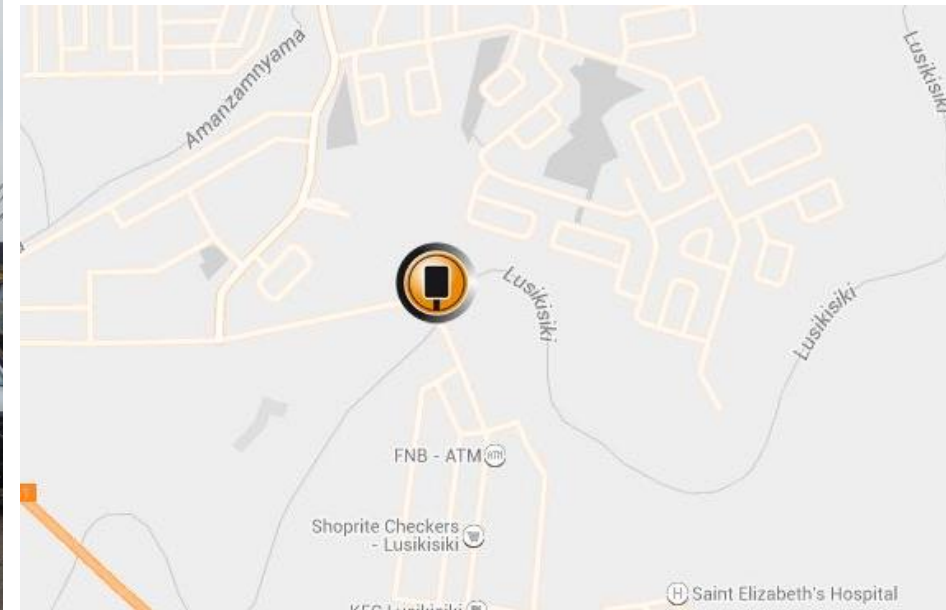


Site #	PEZ/EC/LUSI-01	Description
Size	7.5x5m	Situated on the entrance to Lusikiski CBD, from Flagstaff off the R61 (between the new commercial and retail developments)
Rate card cost	R 11,250	
Availability	Date	

2 Lusikisiki portrait, exit



Map



Site #	PEZ/EC/LUSI-02	Description
Size	7.5x5m	Situated at the exit of Lusikisiki CBD, to Flagstaff R61 (between the new commercial and retail developments)
Rate card cost	R 11,250	
Availability	Date	

Pezulu Outdoor Advertising has some of the best sites in the region, focused on some of the key towns

Cofimvaba

Mount Frere

Tsolo

Lusikisiki

Idutywa

Flagstaff

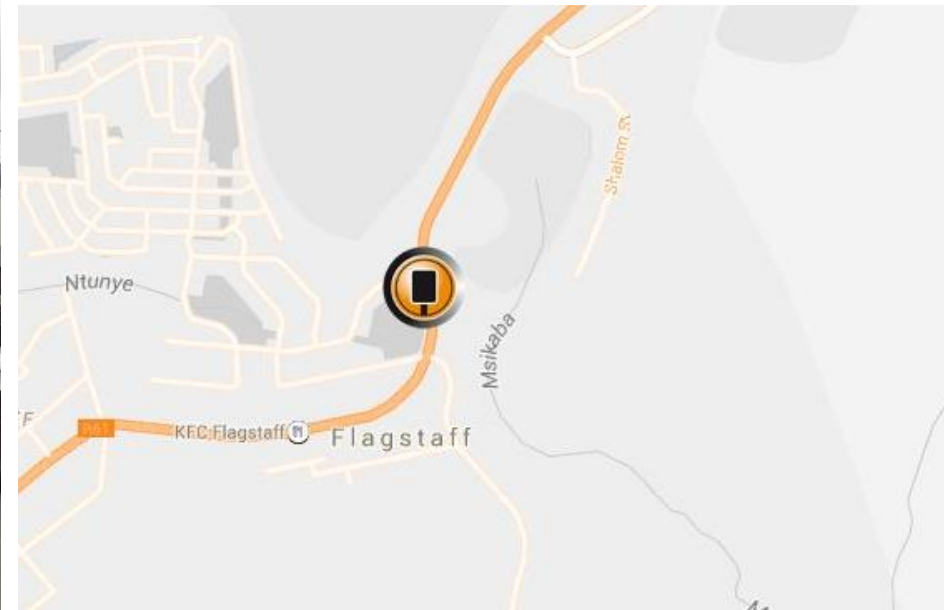
Pezulu Outdoor Advertising has 2 of the best sites in Flagstaff



1 Flagstaff portrait, exit



Map

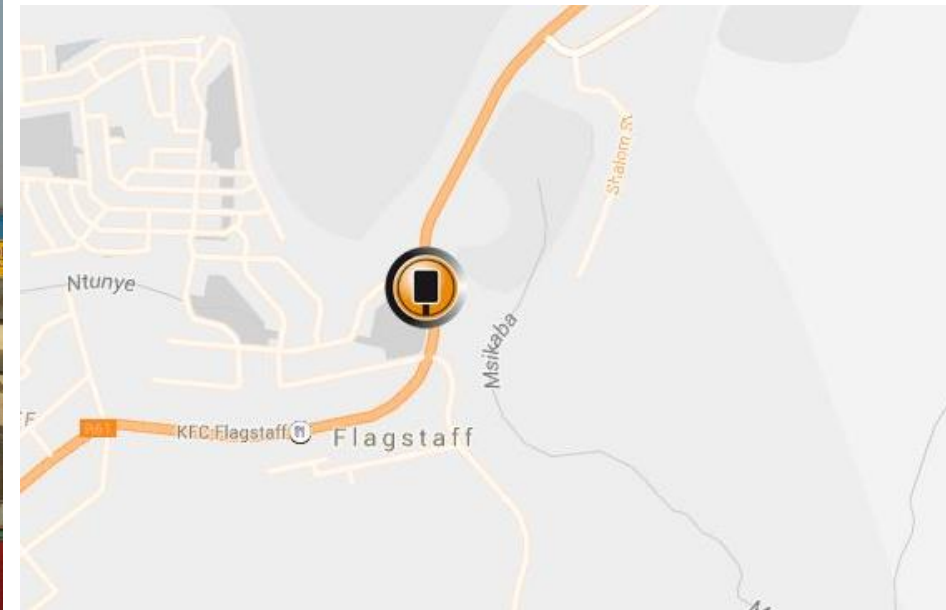


Site #	PEZ/EC/FLAG-01	Description
Size	7.5x5m	Situated on the R61 exit of Flagstaff CBD from Port St Johns towards Kokstad and the R526 (close to the new housing development and taxi rank)
Rate card cost	R 11,250	
Availability	Date	

Flagstaff portrait, entrance



Map



Site #	PEZ/EC/FLAG-02	Description
Size	7.5x5m	Situated on the R61 entrance of Flagstaff CBD from Kokstad and the R526 towards Lusikiski and Port St Johns (close to the new housing development and taxi rank)
Rate card cost	R 11,250	
Availability	Date	