



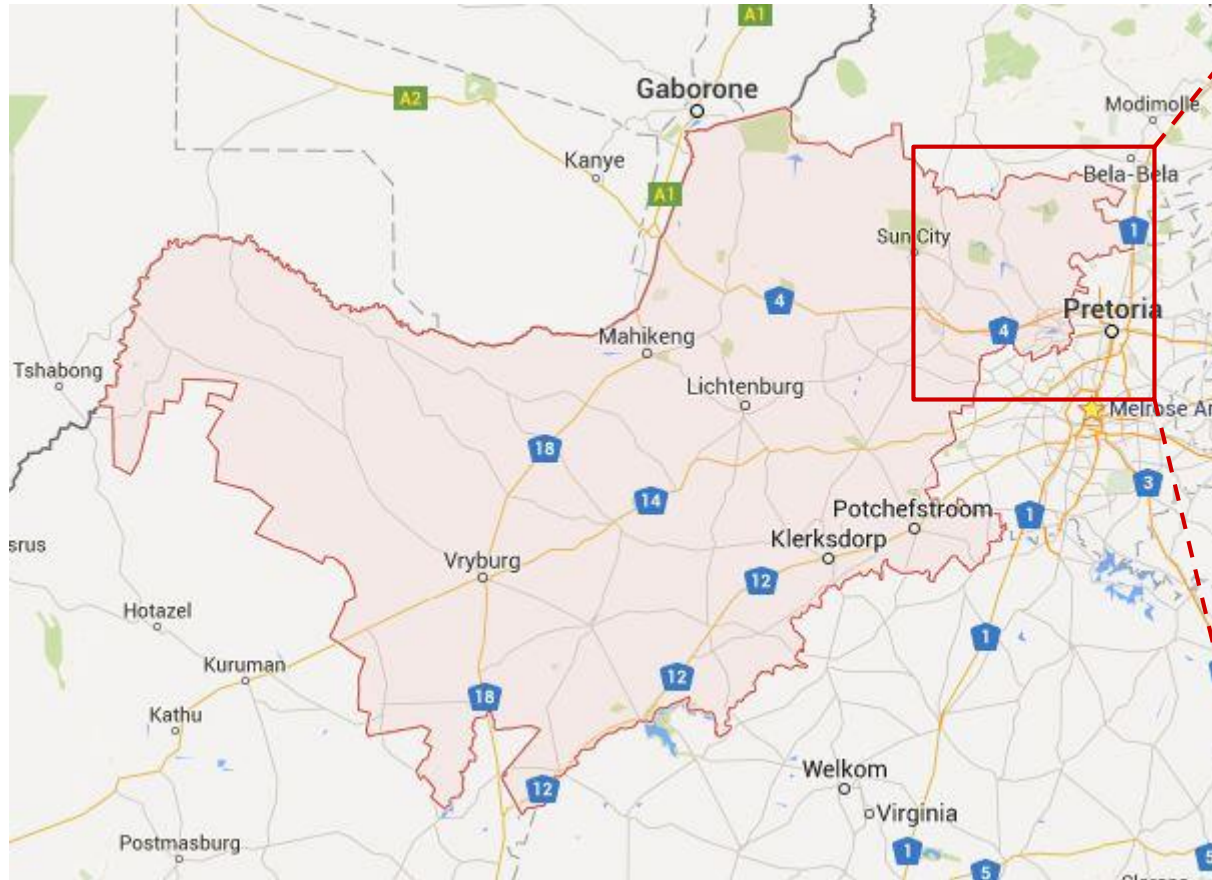
PEZULU OUTDOORTM
A D V E R T I S I N G
(Pty) Ltd

Madibeng Municipality

17 June 2015

The Madibeng Local Municipality is a busy region west of Pretoria; mining and citrus are its 2 biggest industries

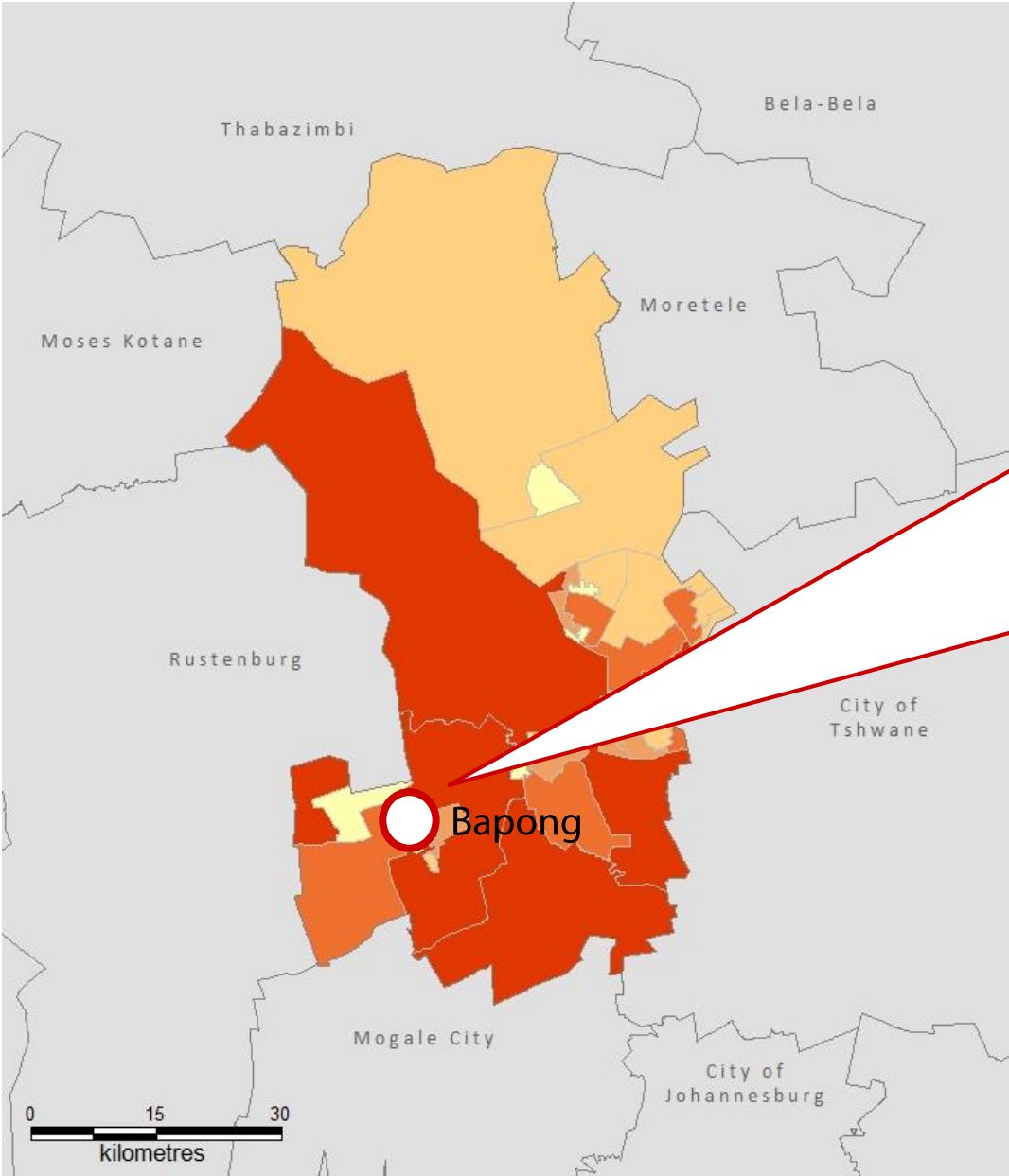
NORTH WEST PROVINCE










MADIBENG LOCAL MUNICIPALITY



The Madibeng Local Municipality is a populous region (~477K people); many people living here work on the mines



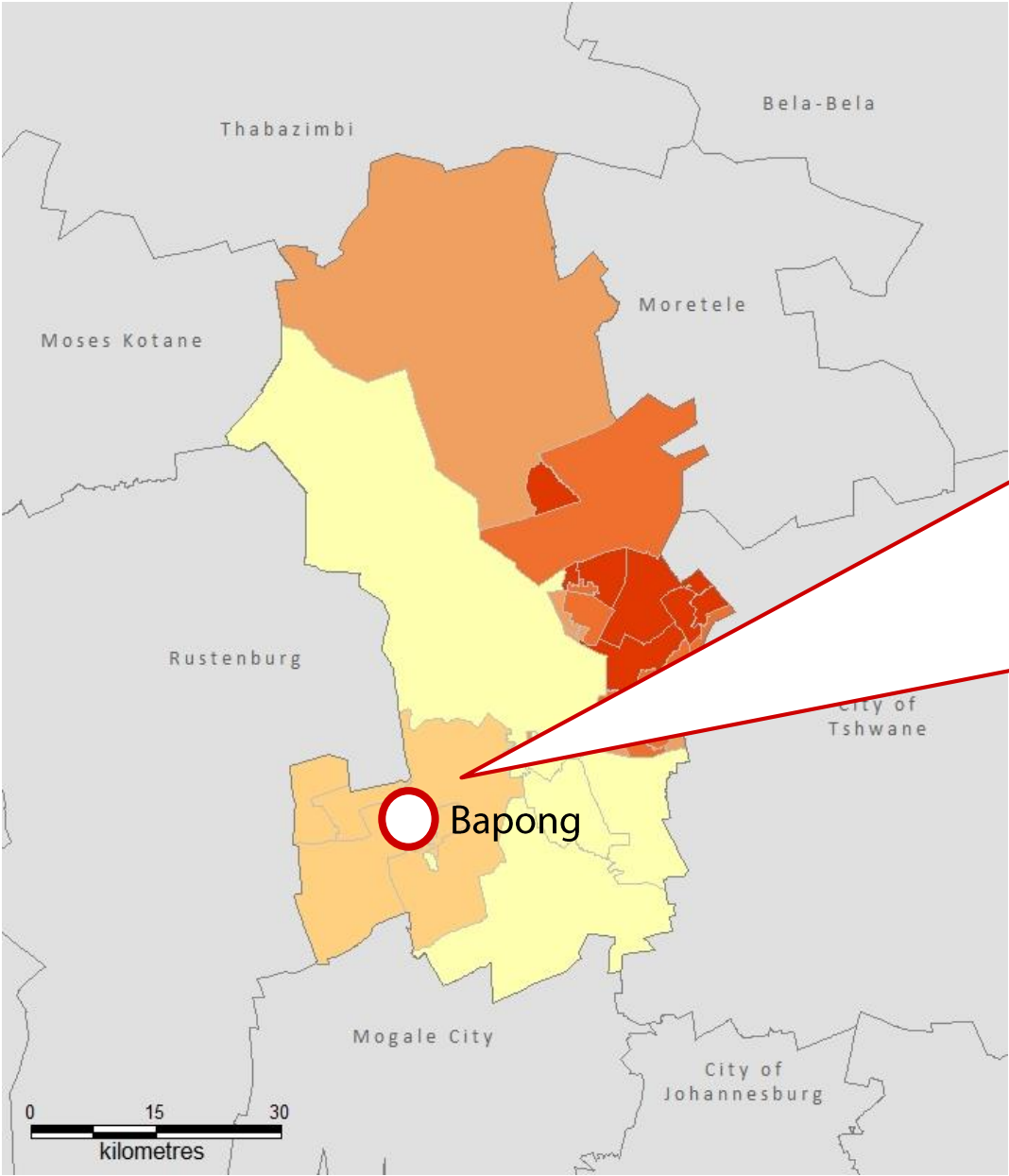
Bapong received its first shopping centre in 2012 (**Keya Rona Shopping Centre**). It attracts customers from far afield. Some of their key tenants include:

SHOPRITE		DUNNS
	<i>Rage</i>	Build it
	LIFE TASTES BETTER WITH KFC	
		

POPULATION BY WARD

- 16,100 – 37,000
- 13,500 – 16,100
- 11,300 – 13,500
- 9,400 – 11,300
- 700 – 9,400

Bapong is in an area rich in platinum and vanadium; real unemployment is relatively low at 34%

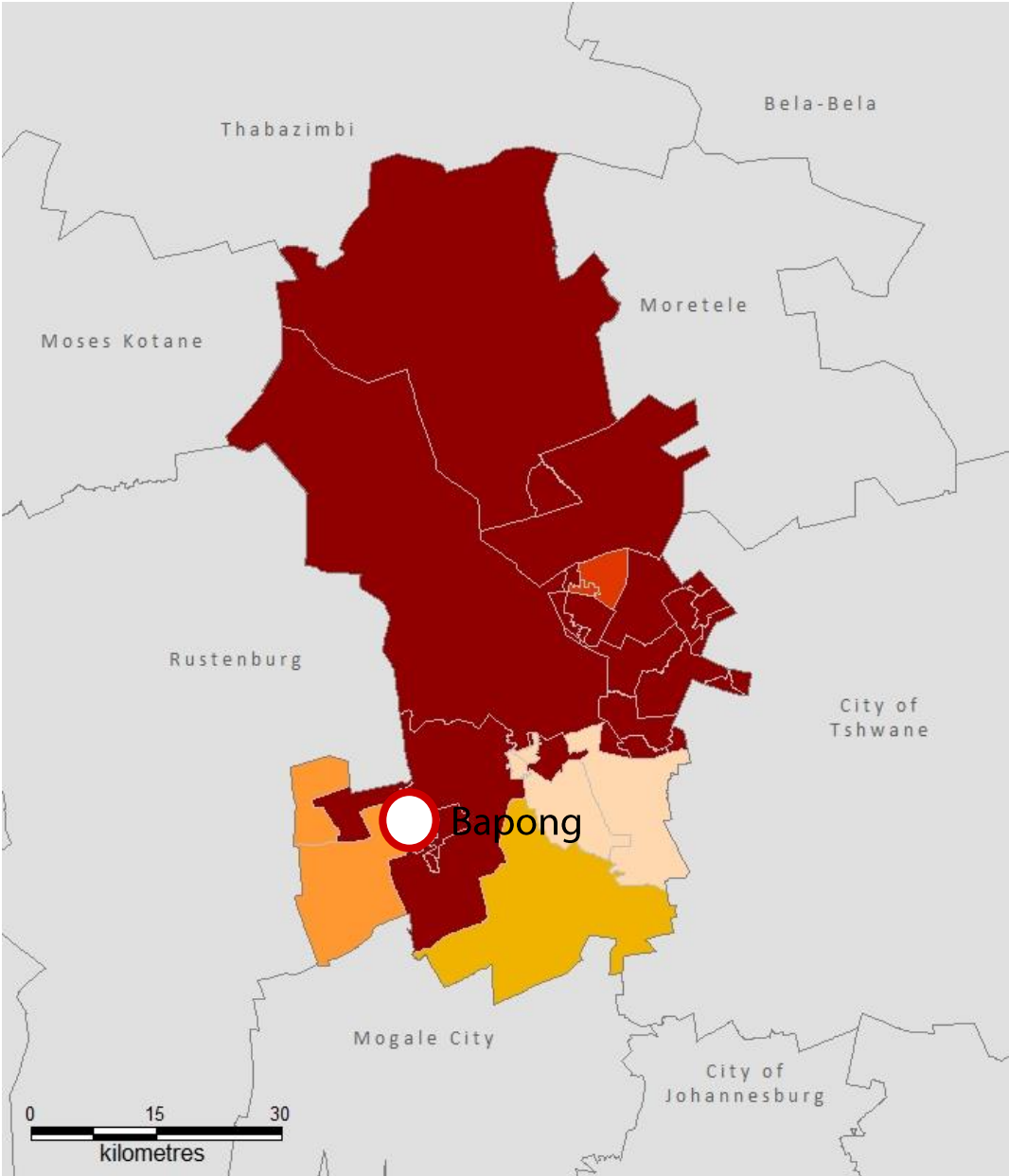


94% of South Africa's platinum comes from this area

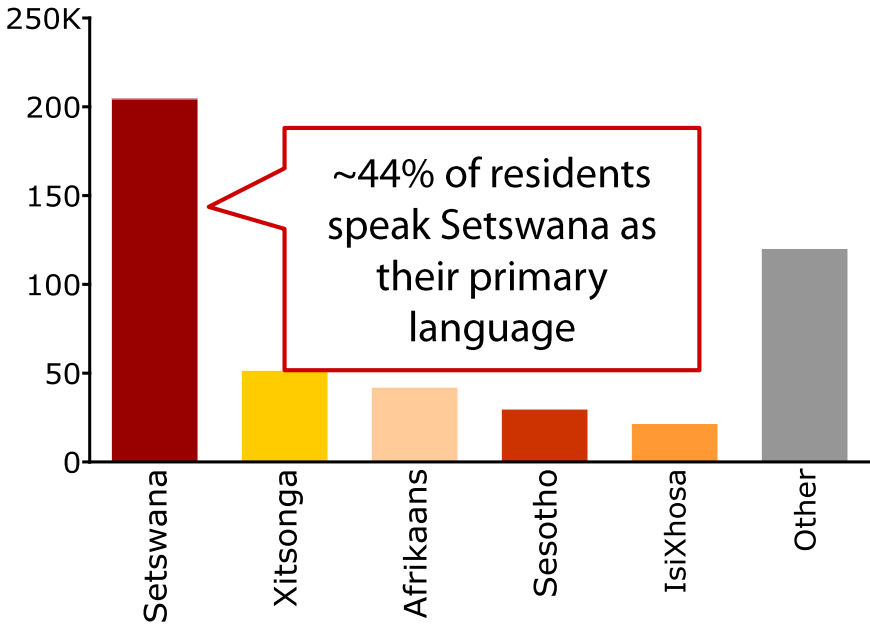
UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)

53% - 58%	27% - 36%
44% - 53%	10% - 27%
36% - 44%	

Setswana is the most commonly-spoken language in the area



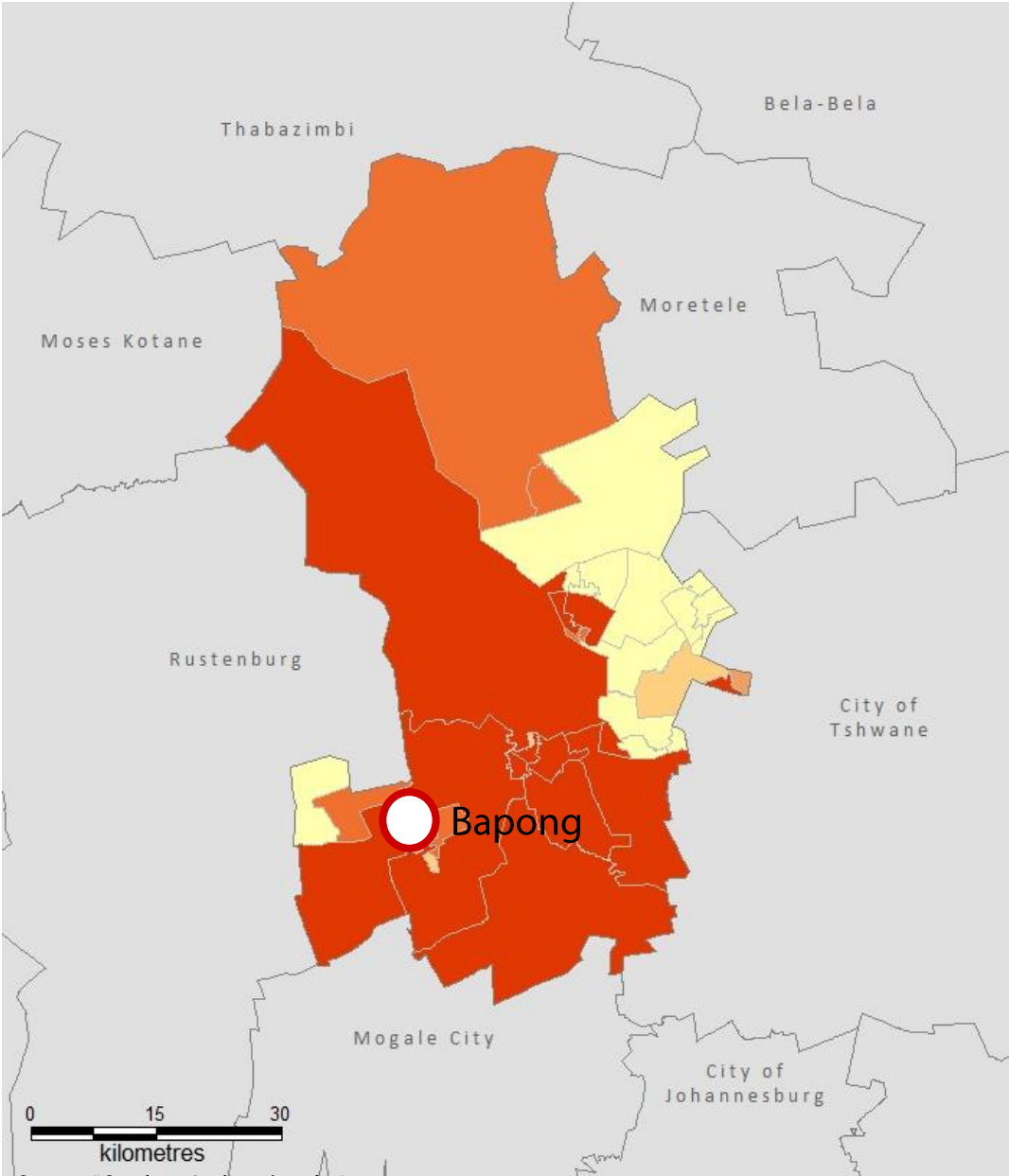
Primary language spoken



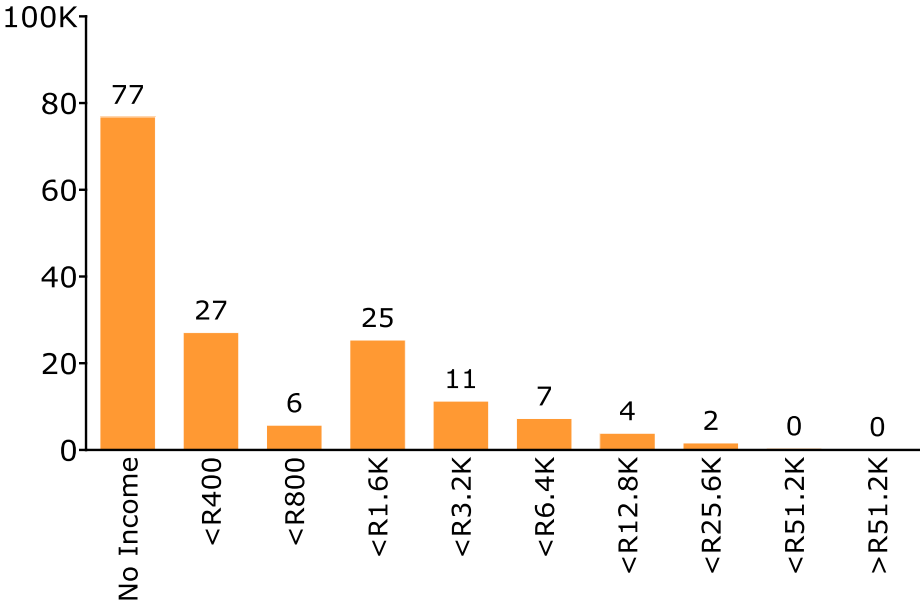
1st LANGUAGE SPOKEN:



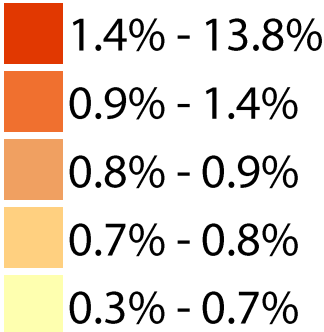
Although average income in the region is low (~R1,245 ppp month*), aggregated monthly income is sizeable (~R200M)



Monthly Income breakdown (by # of people)



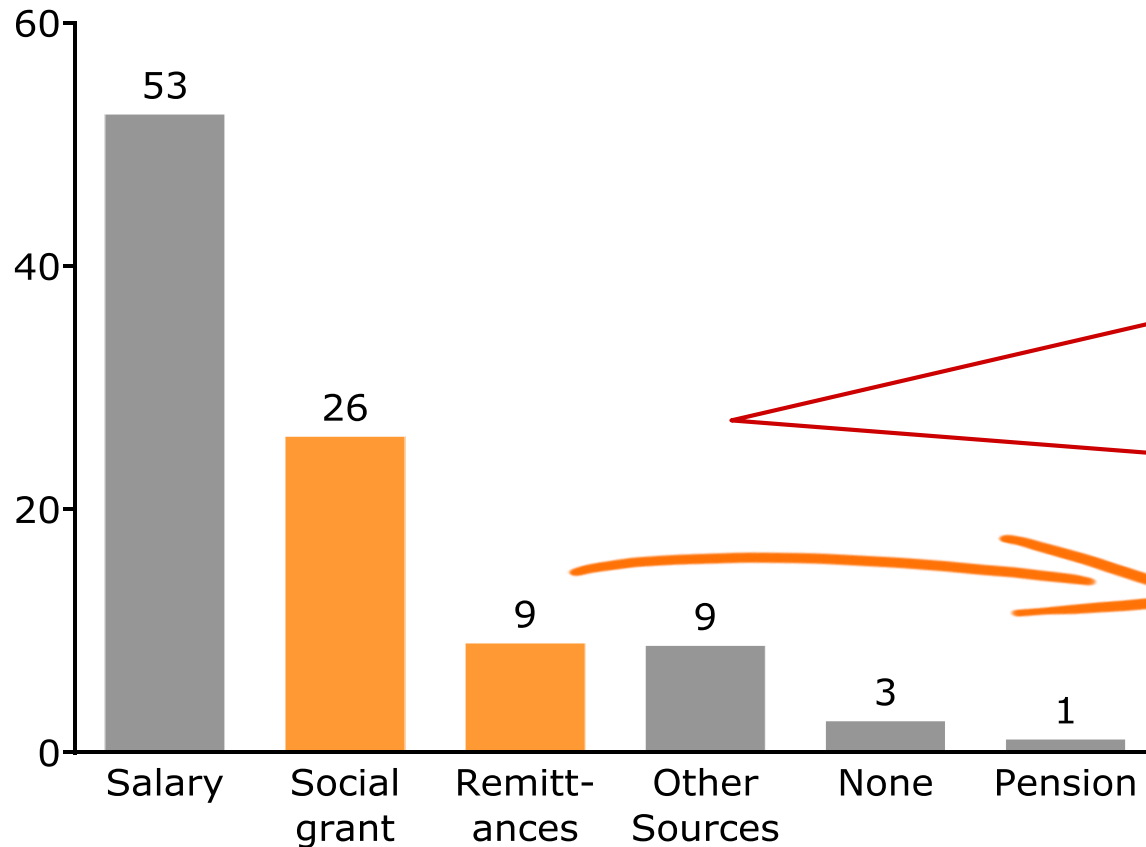
% OF PEOPLE WITH INCOME > R12.8K / MONTH



Source: *Outdoor Auditors' analysis

In addition to salary, ~1.2M people in North West (~48% of households) receive social grants*, providing extra income

% distribution of main source of household income, 2013 (North West)

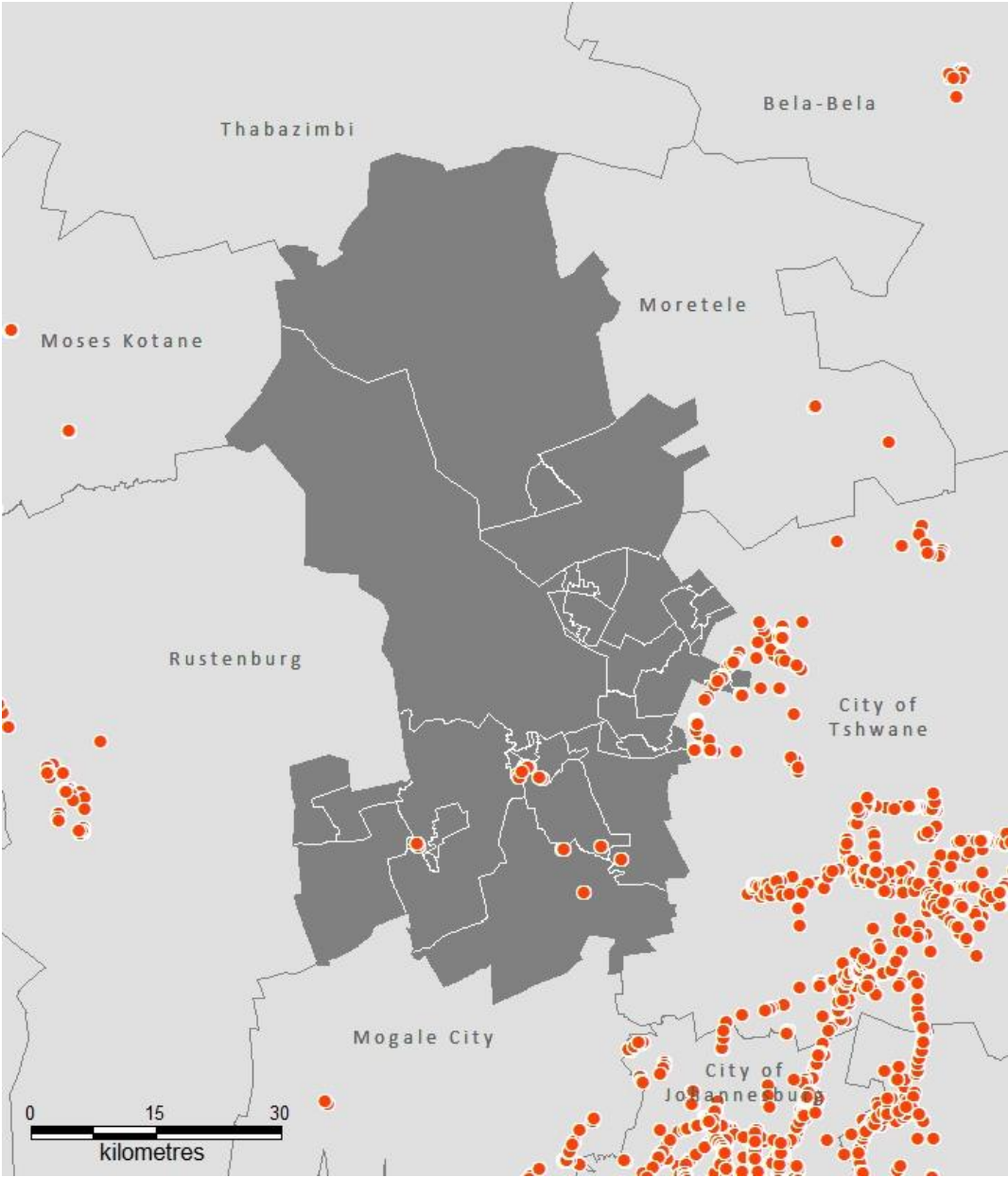


Types of grants (# of national recipients, monthly payment):

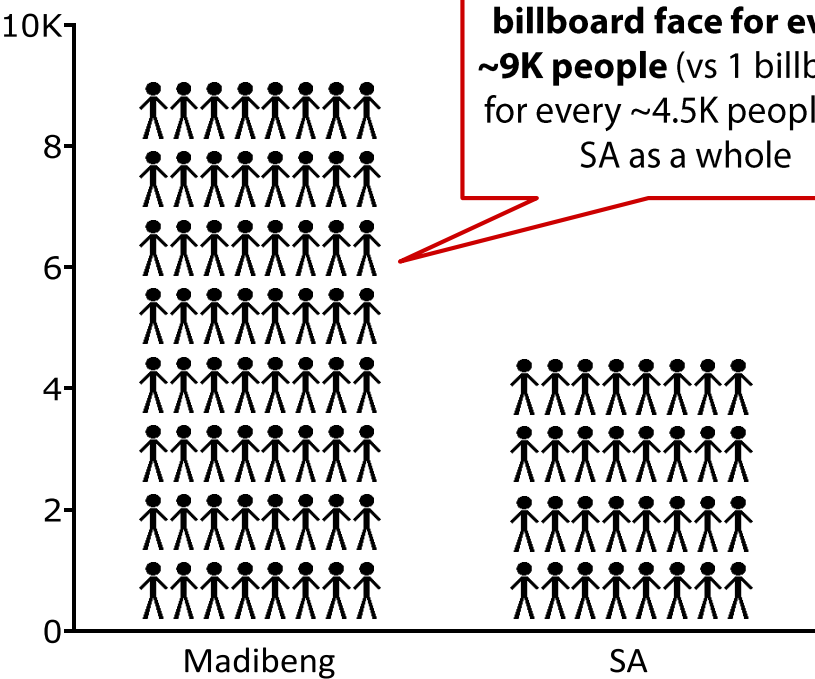
1. Grants for older persons (~3M, ~R1,350)
2. Disability grant (~1.1M, ~R1,350)
3. War veteran's grant (373, ~R1,370)
4. Foster child grant (~548K, ~R830)
5. Care dependency grant (123K, ~R1,350)
6. Child support grant (11.5K, ~R320)
7. Grant in-aid (~94K, ~R320)
8. Social relief of distress (varies,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

Remittances = money sent back home for the family to use

This region is neglected in terms of outdoor advertising: there are just 54 billboards servicing this entire region (i.e. no clutter)



People per billboard (in K)



LEGEND

Billboard

This region attracts LSM 4-7 brands on outdoor

SURF



SELATI



RAMA



COCA-COLA



GRAND-PA



KFC



Pezulu Outdoor Advertising has 2 of the most impactful sites in Bapong

1



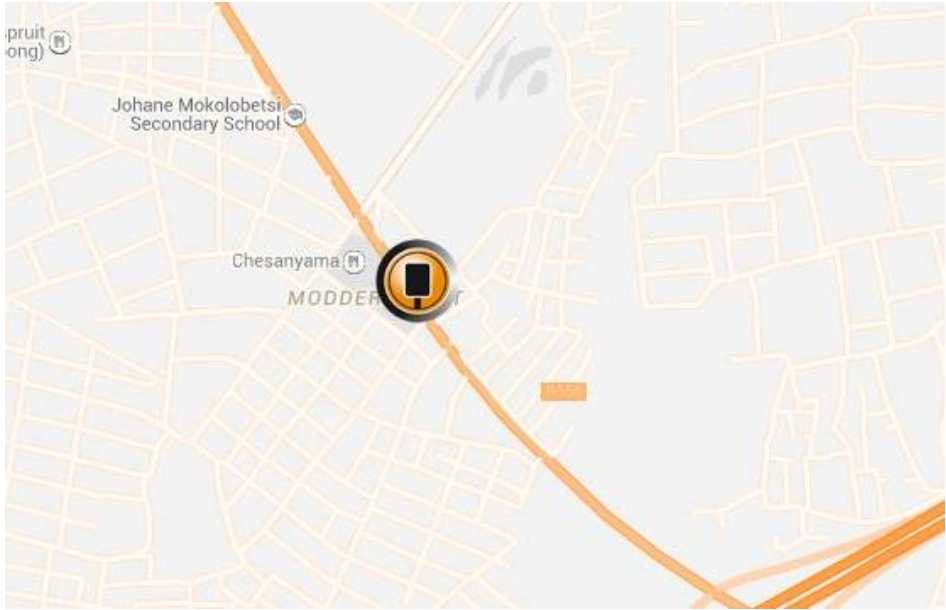
2



Bapong landscape, Keya Rona Shopping Centre



Map

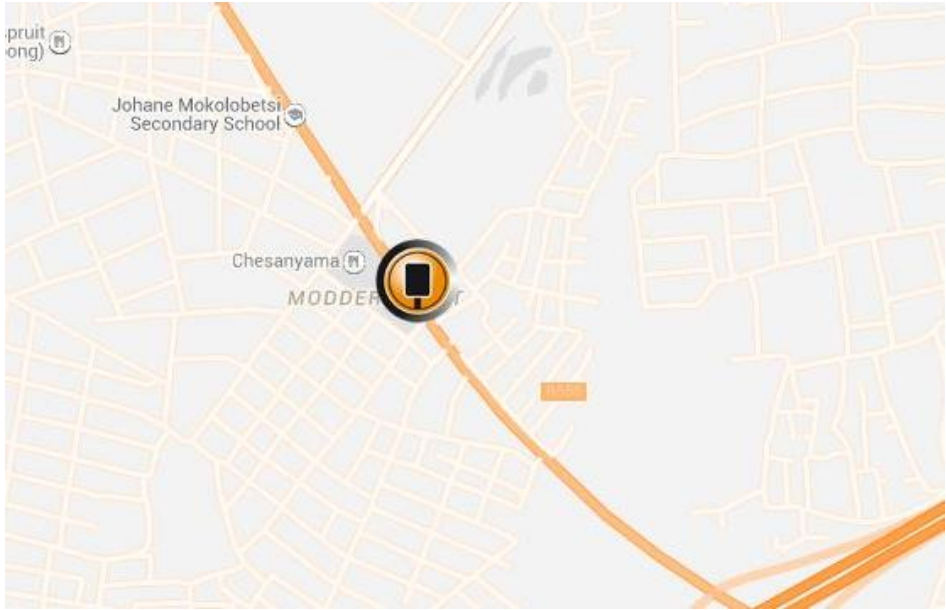


Site #	PEZ/NW/BAPO-01	Description
Size	3x12m	Traffic off the N4 traveling towards Sun City, Northam and Thabazimbi on the R556, located inside the new Keya Rona Shopping Centre
Rate card cost	R 29,150	
Availability	Date	

Bapong landscape, Keya Rona Shopping Centre



Map



Site #	PEZ/NW/BAPO-02	Description
Size	3x12m	Just before the N4 traveling from Sun City, Marikana, Northam and Thabazimbi on the R556, located inside the new Keya Rona Shopping Centre
Rate card cost	R 29,150	
Availability	Date	