



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

Burgersfort

17 June 2015

Burgersfort is a thriving town in Limpopo, and acts as the economic centre for the local municipality

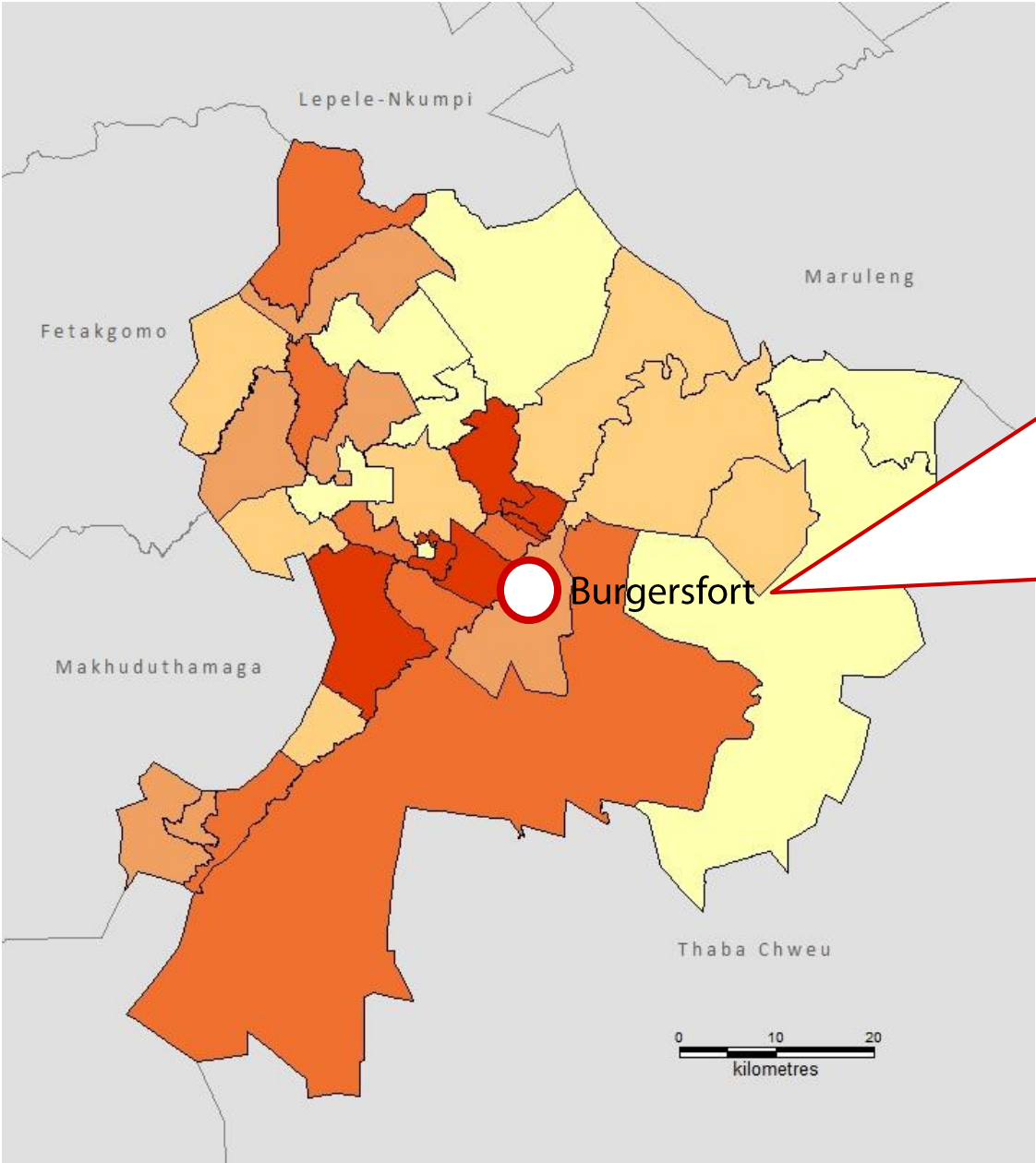
LIMPOPO PROVINCE



GREATER TUBATSE LOCAL MUNICIPALITY



Although Burgersfort town is small (~8,500 people), it acts as the economic hub for the larger region (~335,000 people)








Twin City Mall and Tubatse Crossing Mall in Burgersfort **attracts shoppers from the surrounding areas.**

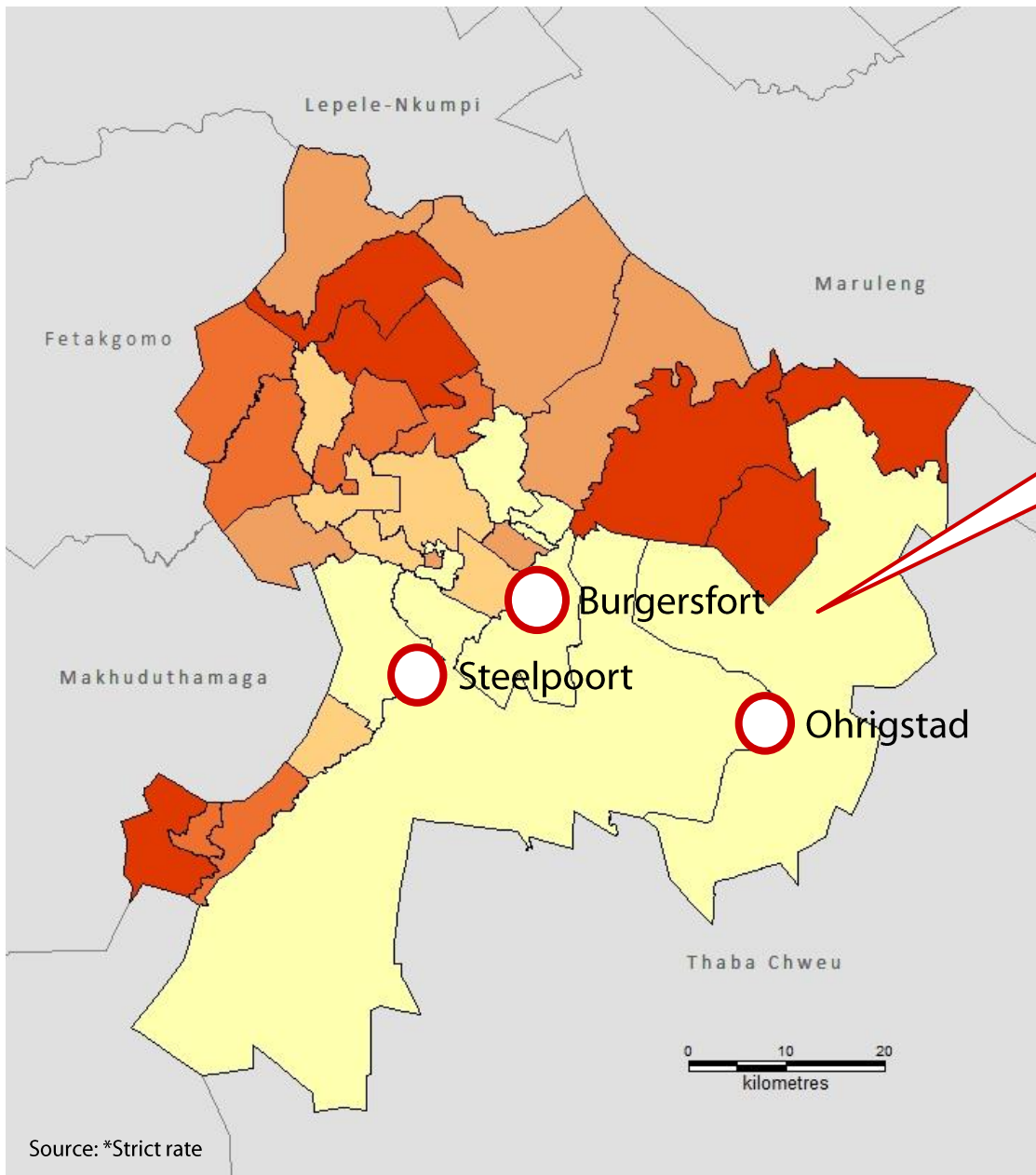
Some of the main tenants in the malls include:

 CAPITEC BANK	 SPAR	 vodacom
 FNB First National Bank	 YOU PAY LESS CLICKS	 CELL [©]
 ACKERMANS	 -PEP-	 MTN
 AFRICAN BANK Your Credit Bank	 Pick n Pay Inspired by you	 Standard Bank

POPULATION BY WARD

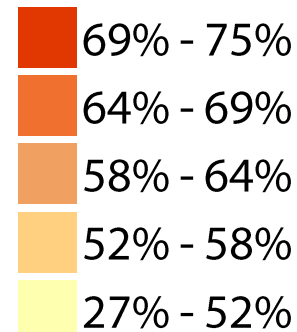
	13,000 – 17,100
	12,000 – 13,000
	10,800 – 12,000
	8,600 – 10,800
	5,000 – 8,600

Burgersfort is in an area rich in platinum and chrome; Burgersfort town has an unemployment rate of just ~20%*

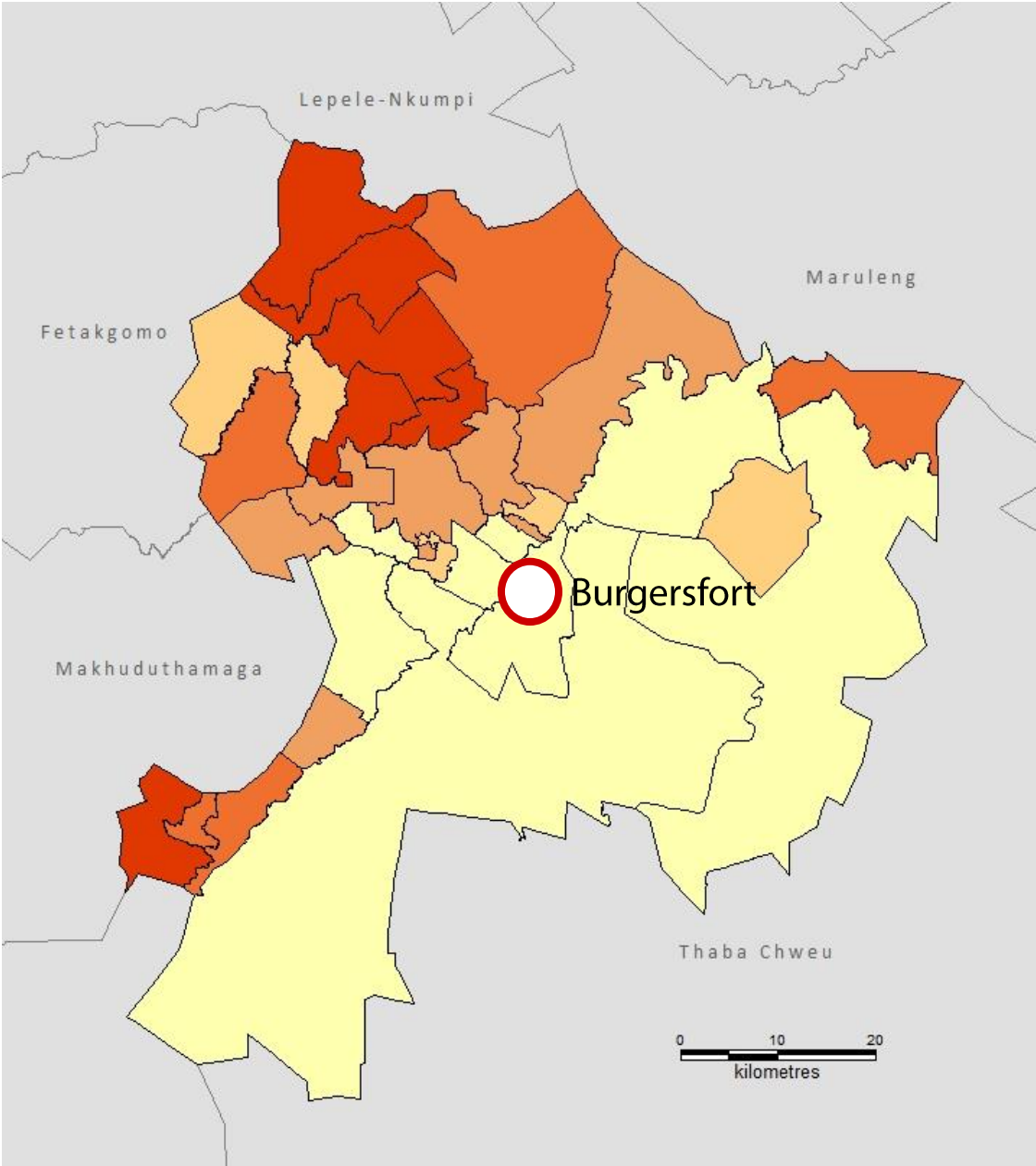


Burgersfort, Steelpoort and Ohrigstad have higher employment rates compared to the surrounding areas

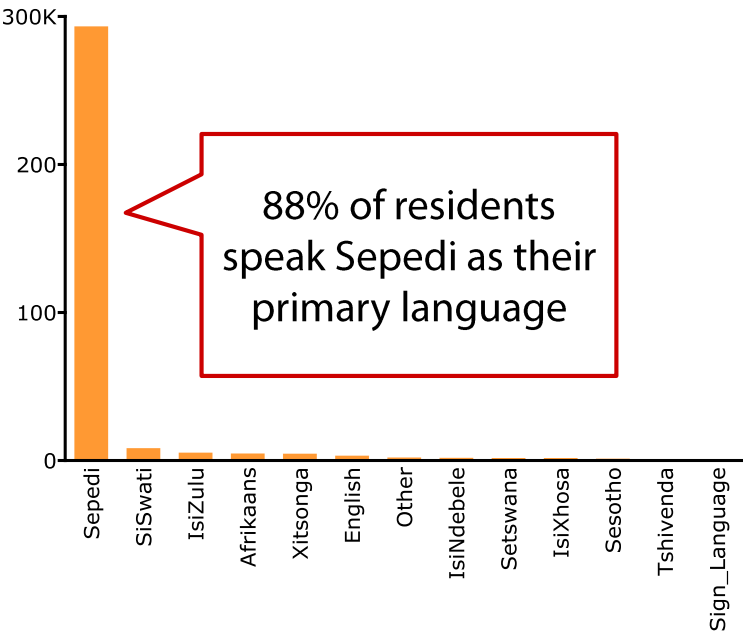
UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)



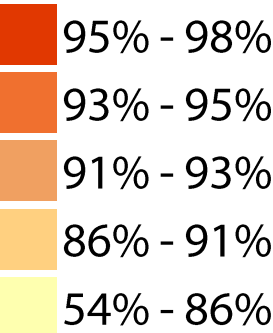
Sepedi is the most commonly-spoken language in the area



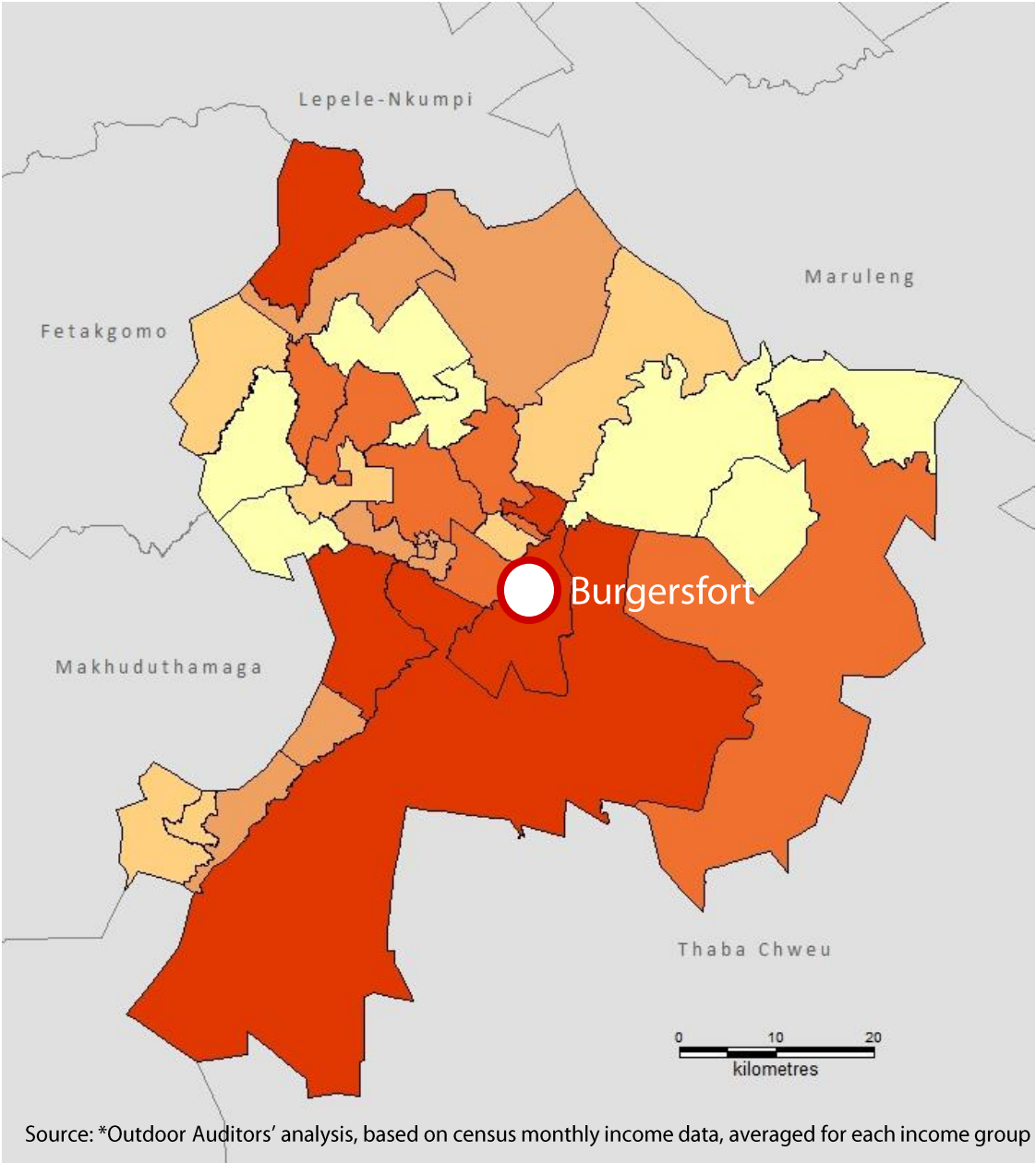
Primary language spoken



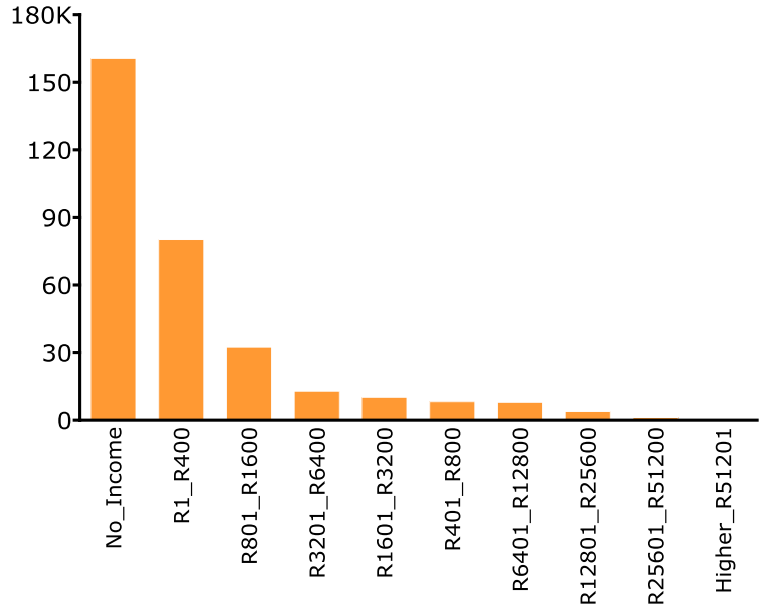
SEPEDI SPEAKERS BY WARD



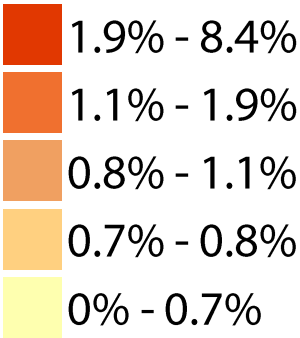
Although average income in the region is low (~R1,200 ppp month*), aggregated monthly income is sizeable (~R365M)



Monthly income breakdown (by # of people)



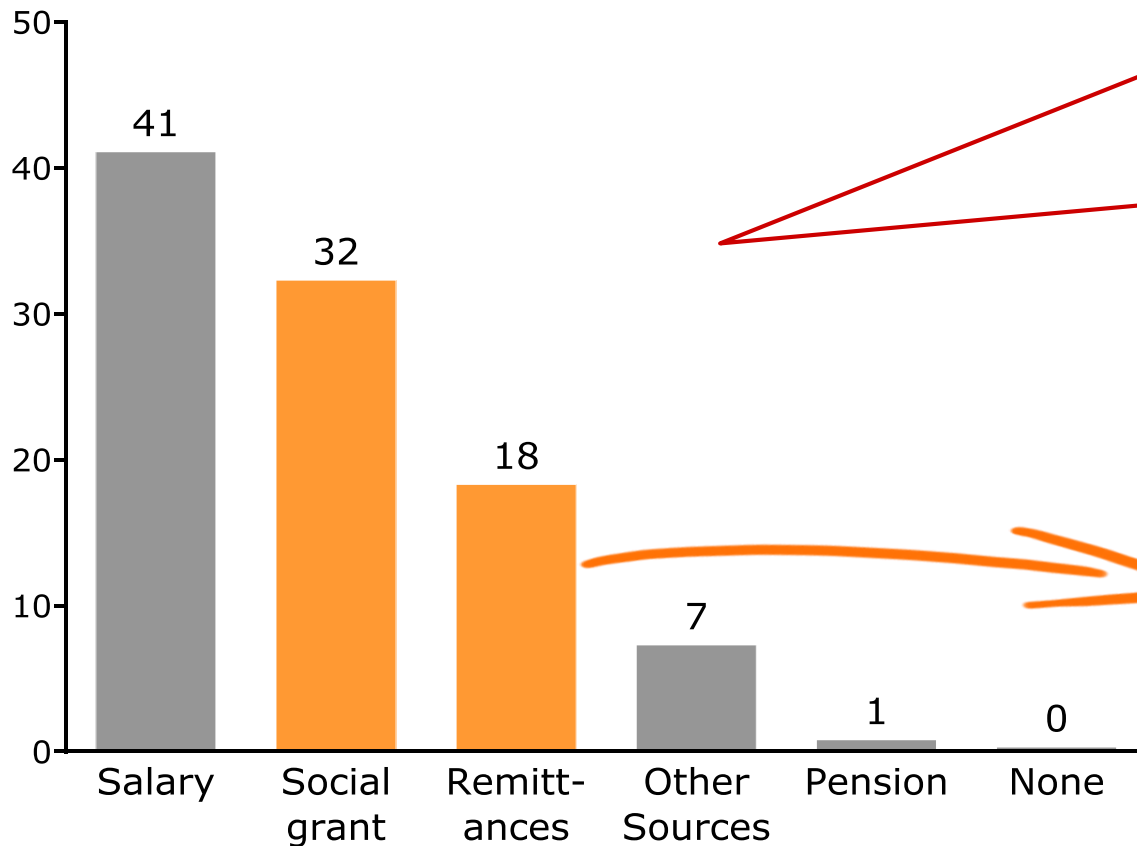
% OF PEOPLE WITH INCOME > R12.8K / MONTH



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

In addition to salary, ~2.1M people in Limpopo (~61% of households) receive social grants*, providing extra income

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

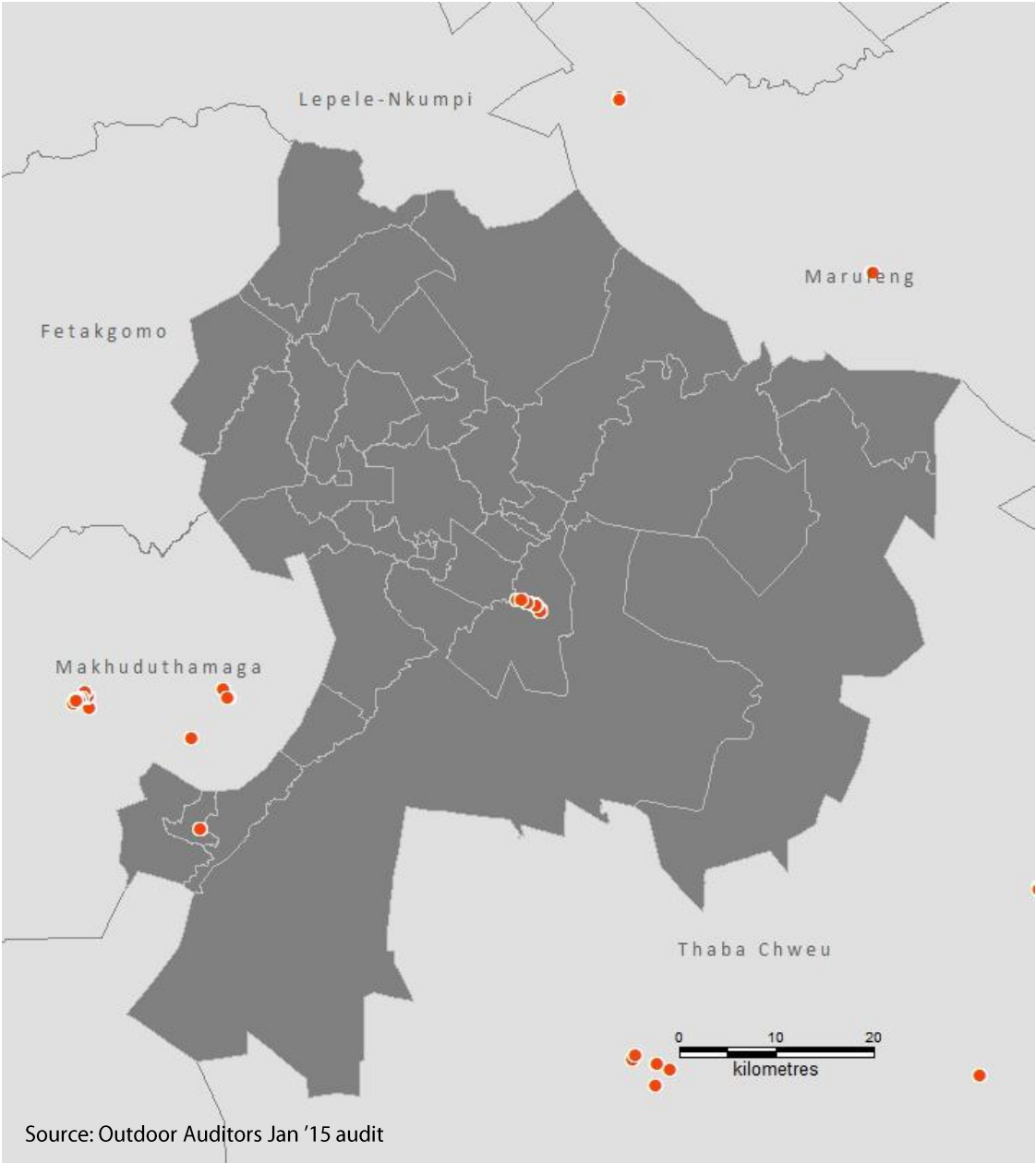


Types of grants (# of national recipients, monthly payment):

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 23 billboards servicing this entire region (i.e. no clutter)



People per billboard (in K)



This municipality has **1 billboard face for every ~16K 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

TASTIC



SHAYA



SHIELD



COCA-COLA



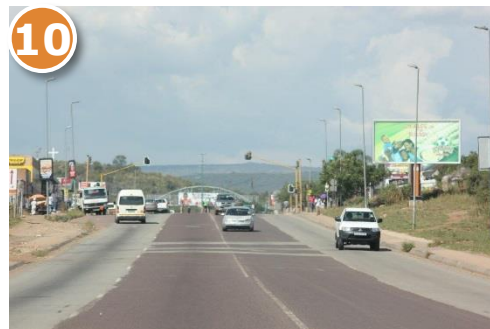
FACTORY SHOPS



GOVERNMENT



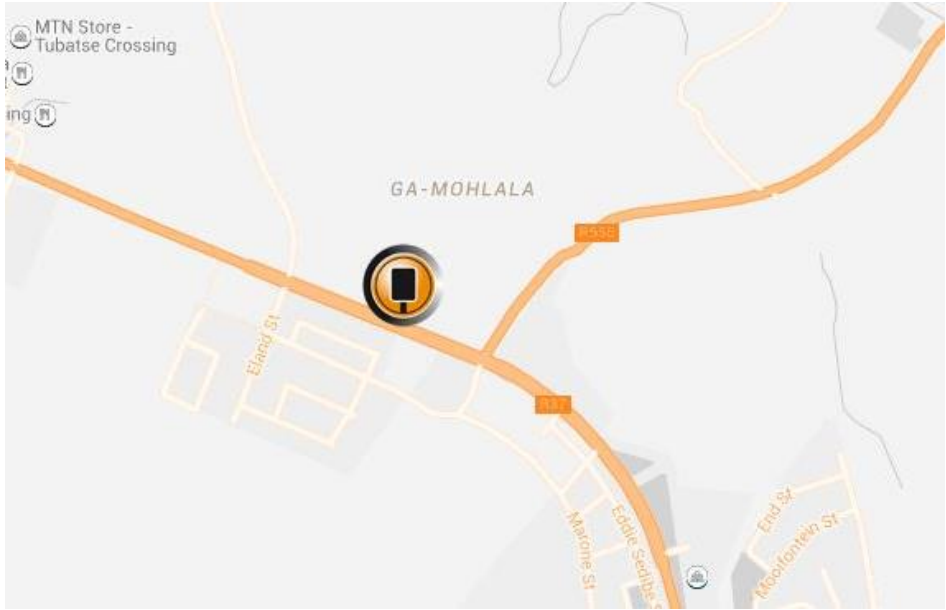
Pezulu Outdoor Advertising has the best sites in the area, focused on high-traffic, economically active areas



Burgersfort Gantry, taxi rank and shopping centre



Map

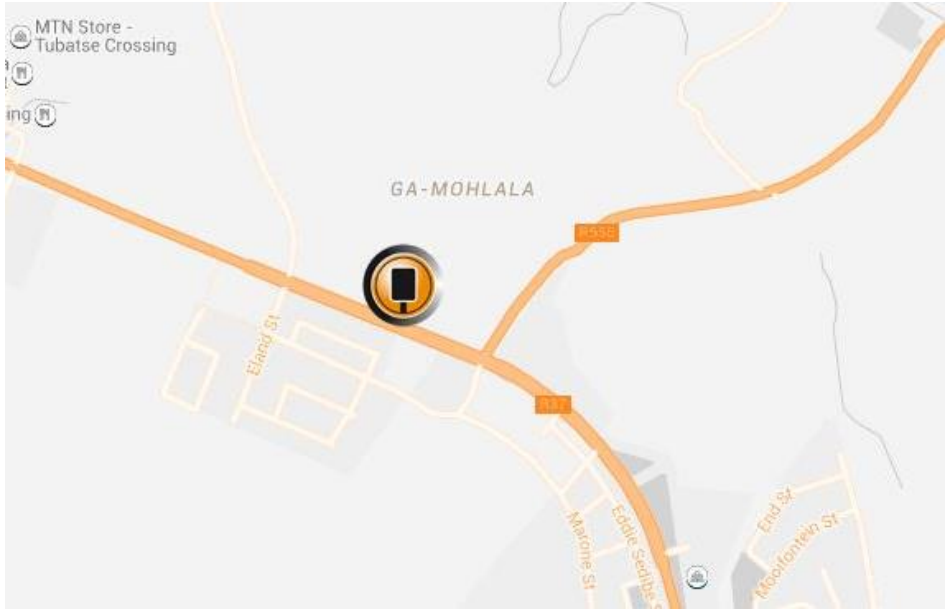


Site #	PEZ/LP/BURG.FE/G	Description
Size	3x12m	The gantry is positioned on the only pedestrian bridge in the centre of town, linking the taxi rank and the neighbouring shopping centre's, traffic towards Steelpoort and Polokwane
Rate card cost	R 29,150	
Availability	Date	

Burgersfort Gantry, taxi rank and shopping centre



Map

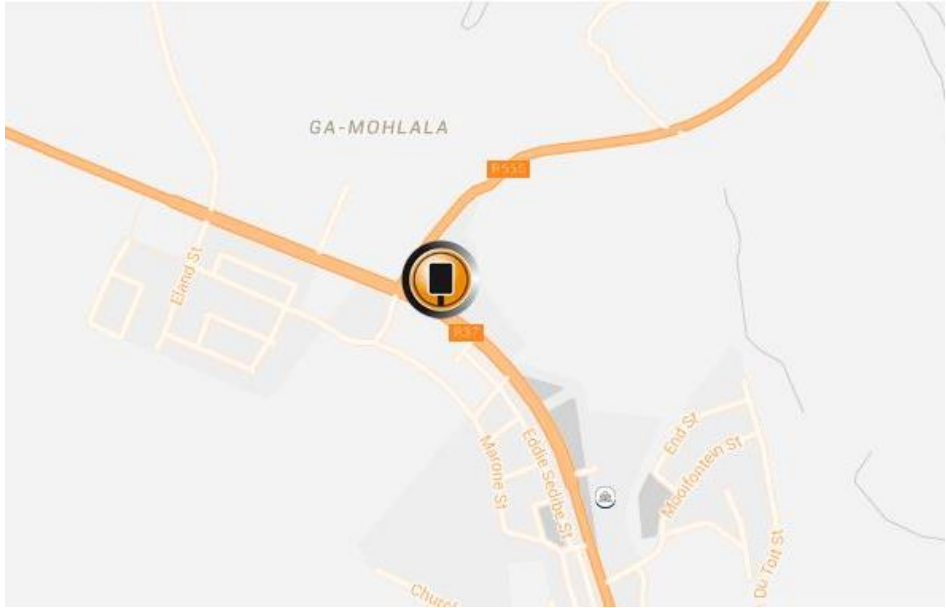


Site #	PEZ/LP/BURG.FW/G	Description
Size	3x12m	The gantry is positioned on the only pedestrian bridge in the centre of town. Linking the taxi rank and the neighbouring shopping centre's, traffic from Steelpoort and Polokwane
Rate card cost	R 29,150	
Availability	Date	

Burgersfort portrait, Twin City Shopping Centre



Map

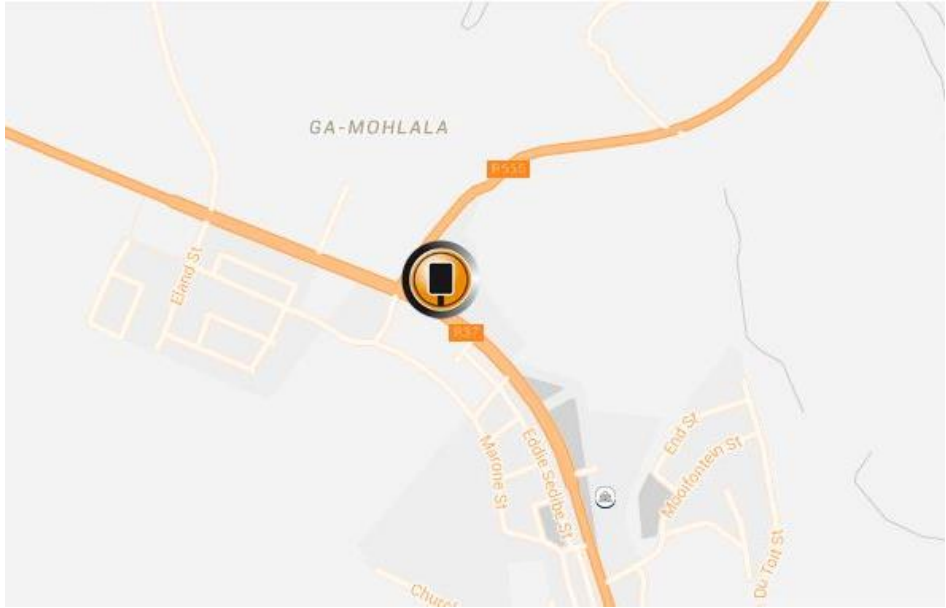


Site #	PEZ/LP/BURG1-01	Description
Size	7.5x5m	Located on the main road R37 in the CBD of Burgersfort opposite Twin City Shopping Centre, just before the R555 turn off to Ohrigstad and new extensions of Burgersfort
Rate card cost	R 14,500	
Availability	Date	

Burgersfort portrait, Twin City Shopping Centre



Map



Site #	PEZ/LP/BURG1-02	Description
Size	7.5x5m	Located on the main road R37 in the CBD, opposite Twin City Shopping Centre, just after the R555 turn off to Ohrigstad and new extensions of Burgersfort, enroute to Lydenburg
Rate card cost	R 14,500	
Availability	Date	

Burgersfort portrait, Thaba Moshale Hotel



Map



Site #	PEZ/LP/BURG2-01	Description
Size	7.5x5m	Main entrance to Burgersfort from Steelpoort on the R555, adjacent to the new Thaba Moshale Hotel and Casino
Rate card cost	R 14,500	
Availability	Date	

Burgersfort portrait, Thaba Moshale Hotel



Map



Site #	PEZ/LP/BURG2-02	Description
Size	7.5x5m	Main exit of Burgersfort towards Steelpoort on the R555, adjacent to the new Thaba Moshale Hotel and Casino
Rate card cost	R 14,500	
Availability	Date	

Burgersfort landscape, Morone Shopping Centre



Map

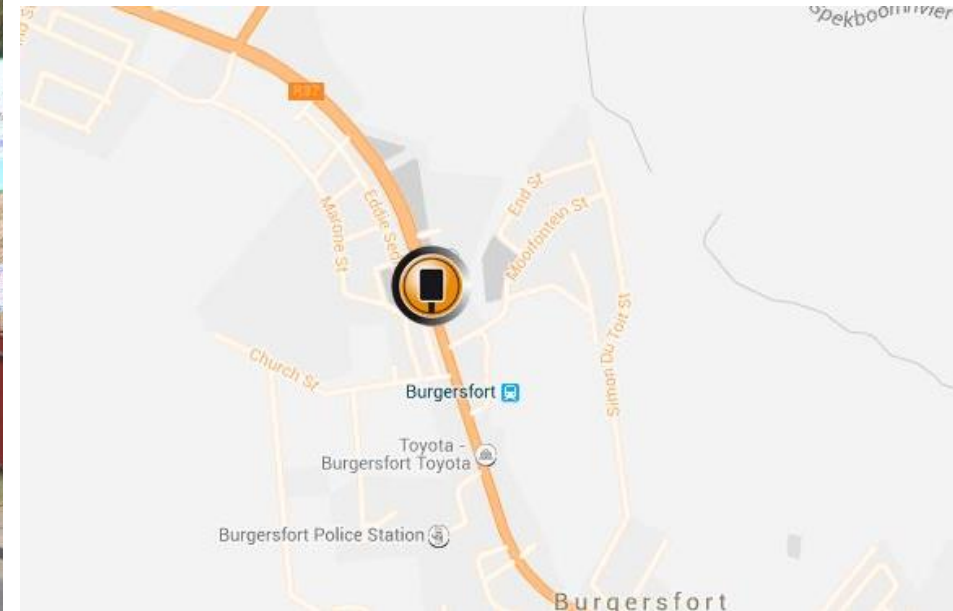


Site #	PEZ/LP/BURG3-01	Description
Size	3x6m	Only entrance to Burgersfort from Lydenburg on the R37, next to the Morone Shopping Centre
Rate card cost	R 10,750	
Availability	Date	

Burgersfort landscape, Morone Shopping Centre



Map

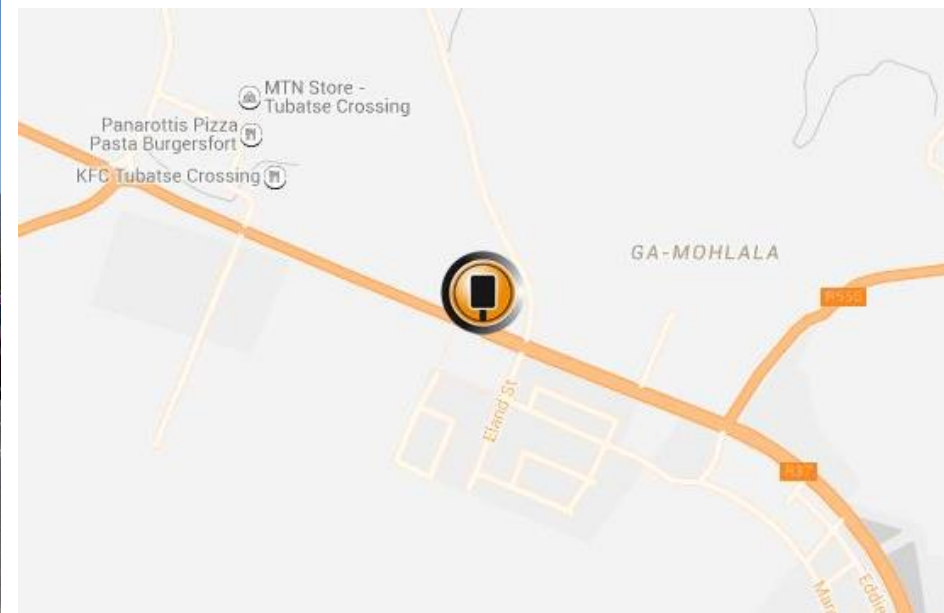


Site #	PEZ/LP/BURG3-02	Description
Size	3x6m	Only exit route from Burgersfort towards Lydenburg on the R555
Rate card cost	R 10,750	
Availability	Date	

Burgersfort landscape, Tubatse Mall



Map

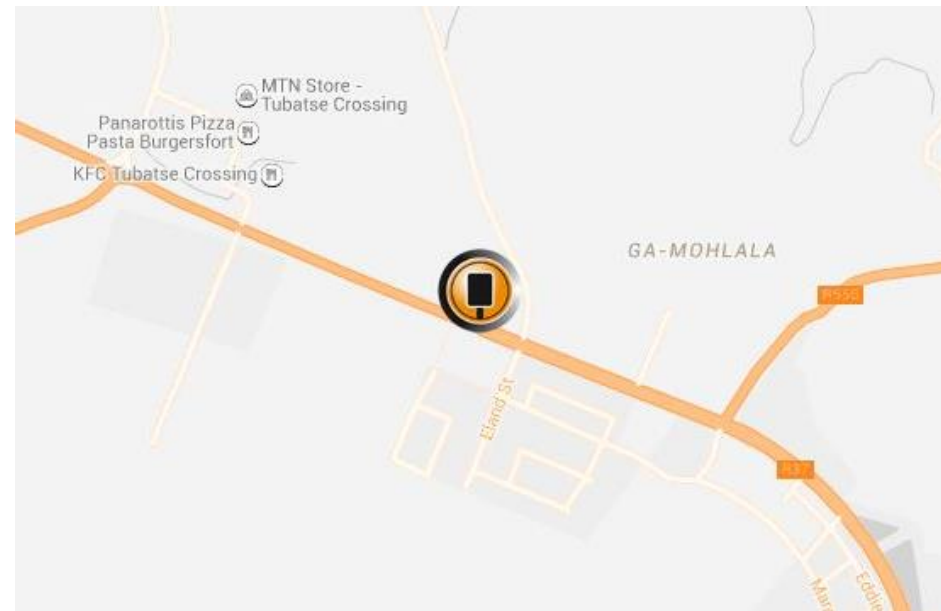


Site #	PEZ/LP/BURG4-01	Description
Size	3x6m	Located on the R37 from Burgersfort towards Steelpoort and Polokwane, in close proximity to Tubatse Mall
Rate card cost	R 10,750	
Availability	Date	

Burgersfort landscape, Tubatse Mall



Map



Site #	PEZ/LP/BURG4-02	Description
Size	3x6m	Located just after the entrance to Tubatse Mall on the R37 from Steelpoort and Polokwane towards the CBD of Burgersfort
Rate card cost	R 10,750	
Availability	Date	