



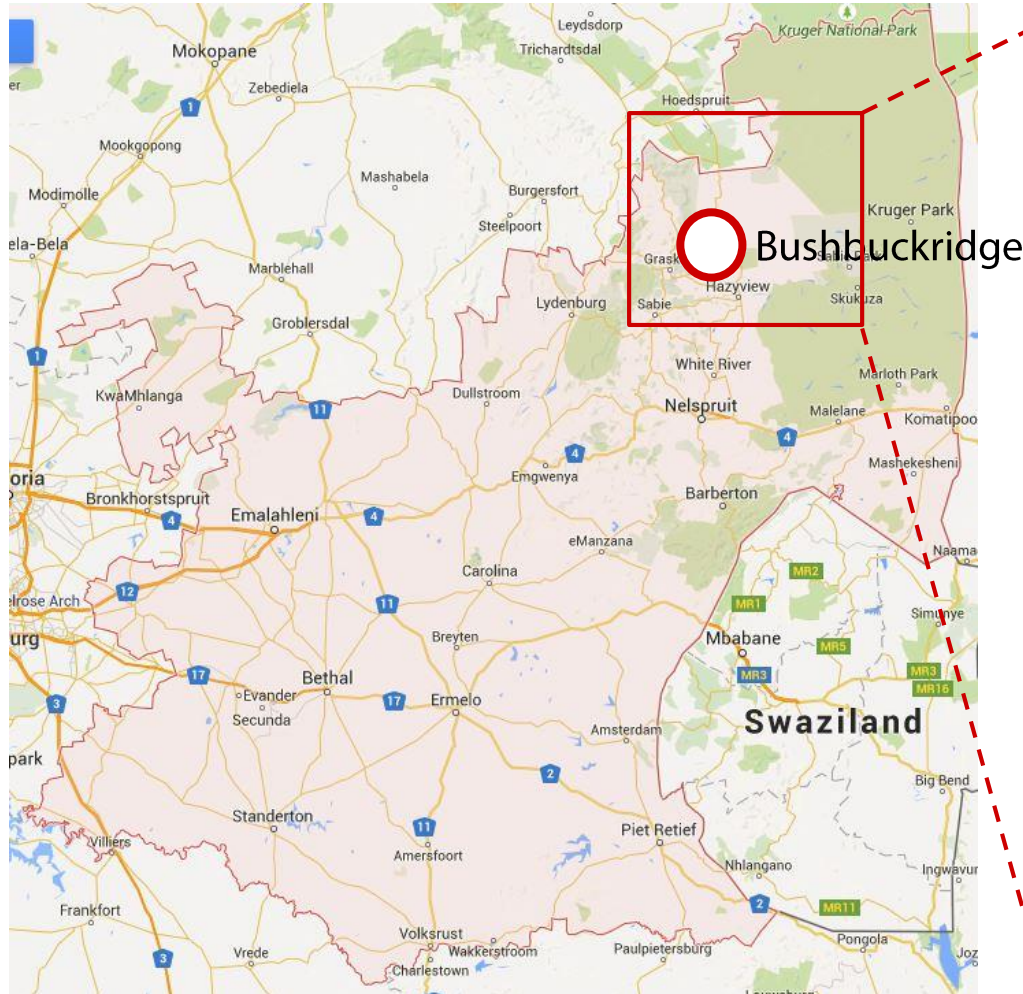
PEZULU**OUTDOOR**TM
A D V E R T I S I N G
(Pty) Ltd

Bushbuckridge Municipality

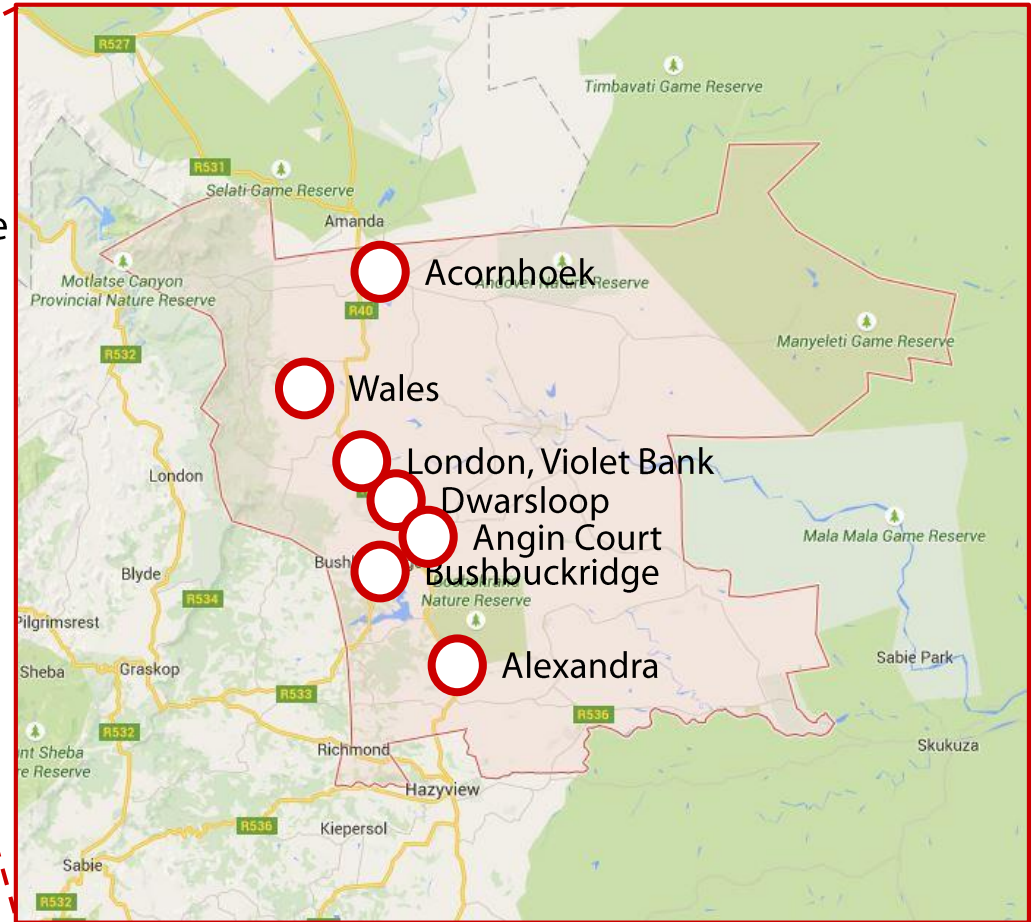
17 June 2015

The Bushbuckridge Local Municipality is a very populous, active region bordering the Kruger National Park

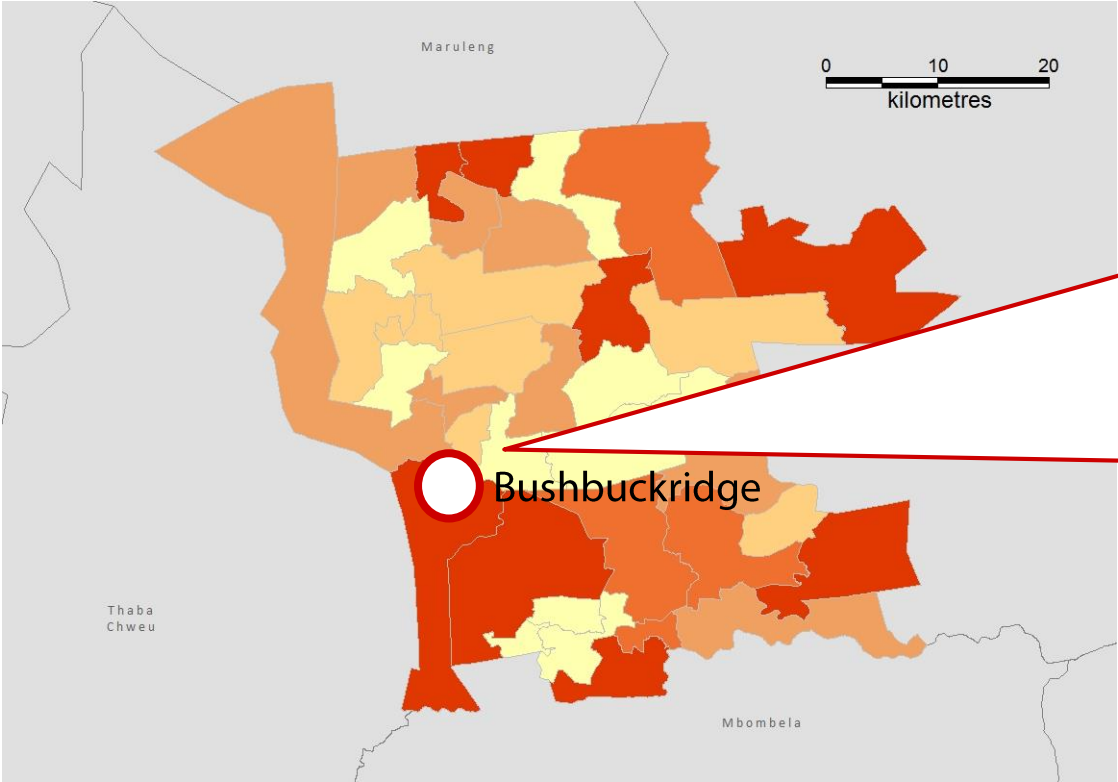
MPUMALANGA PROVINCE



BUSHBUCKRIDGE LOCAL MUNICIPALITY



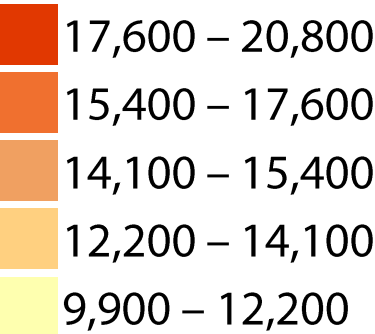
Although Bushbuckridge is relatively small, it acts as the economic hub for a much larger region (~540,000 people)



Twin City Mall and Bushbuck Shopping Centre in Bushbuckridge **attract shoppers from the surrounding areas**. Some of the main tenants in the malls include:



POPULATION BY WARD



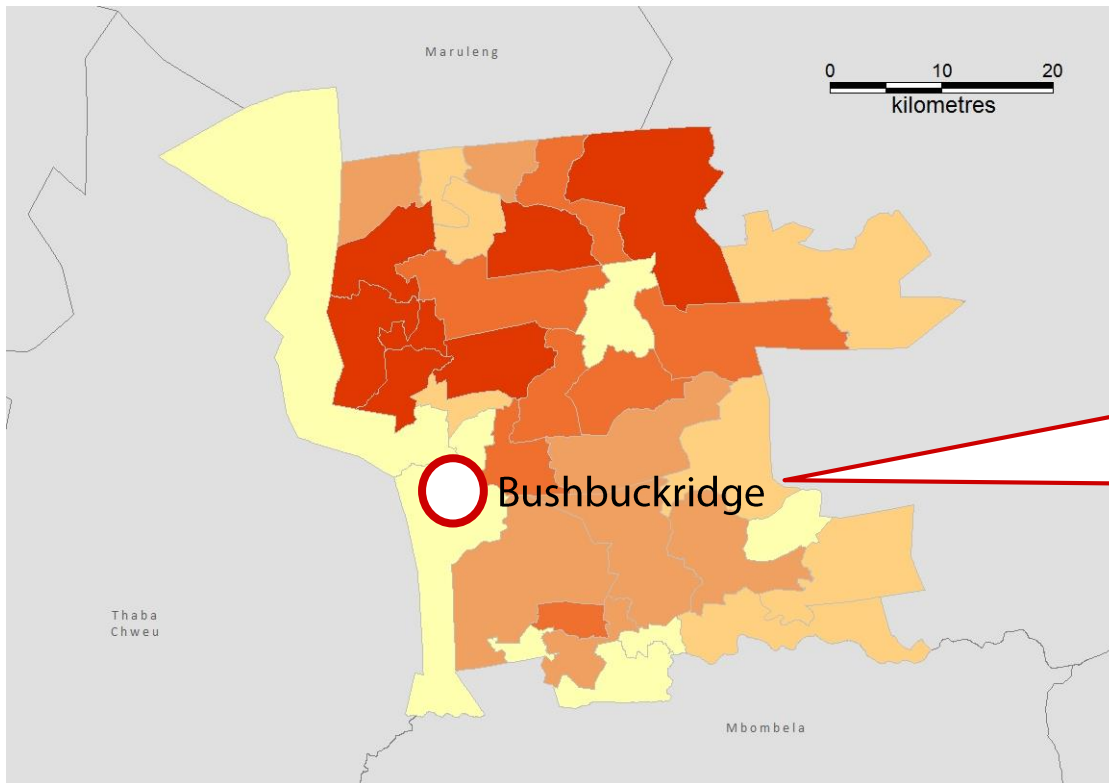
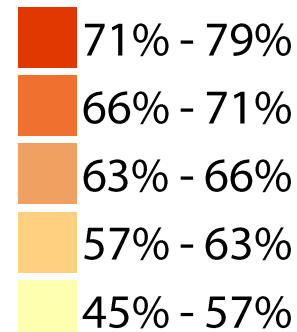
Agriculture and tourism are the 2 biggest sectors in the Bushbuckridge economy; real unemployment is high (~61%)



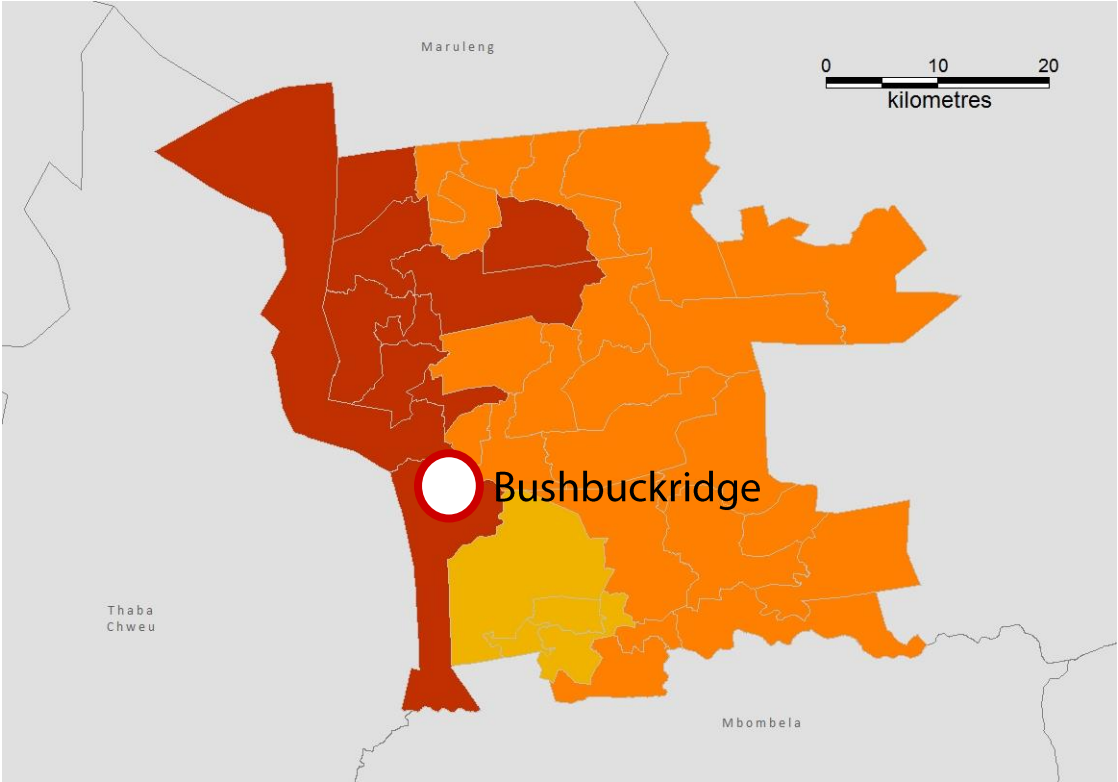
Public sector spending is responsible for ~70% of gross value addition within the municipality*

Tobacco, cotton and vegetables are the biggest agricultural sectors.

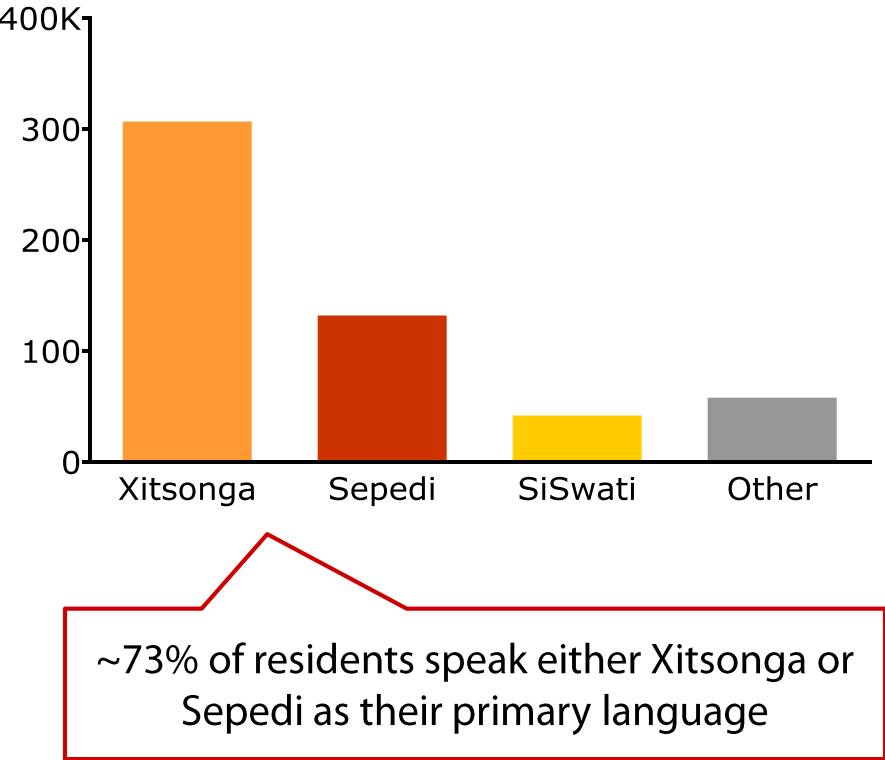
UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)



Xitsonga is the most commonly-spoken language in the area



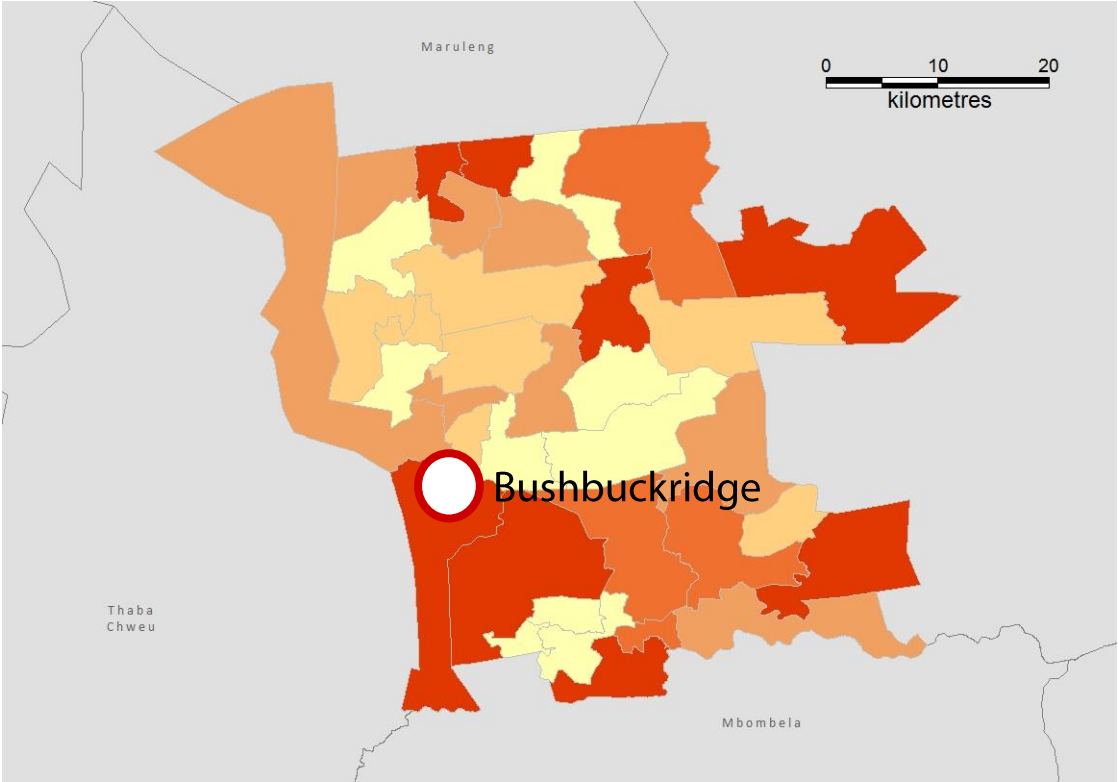
Primary language spoken



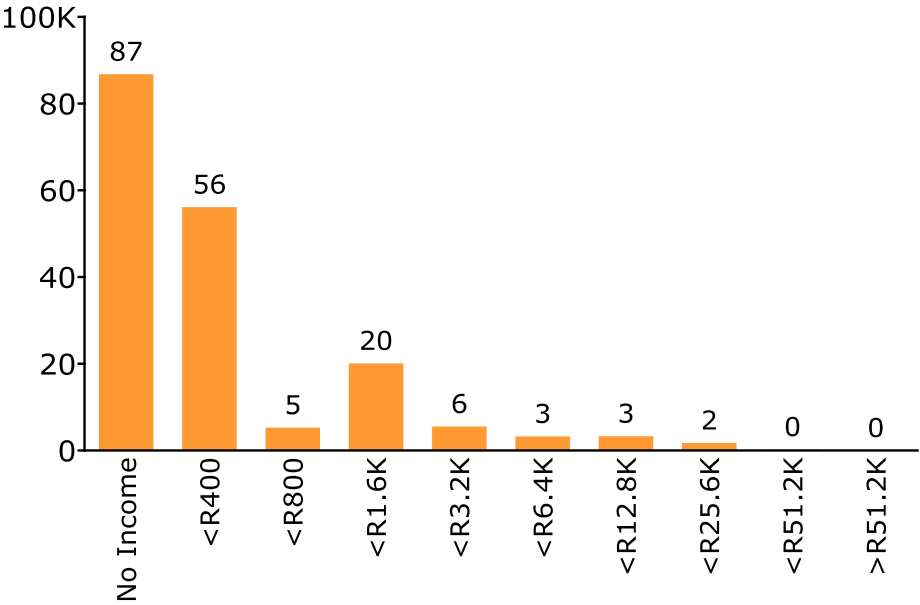
1st LANGUAGE SPOKEN:

- Xitsonga
- Sepedi
- SiSwati

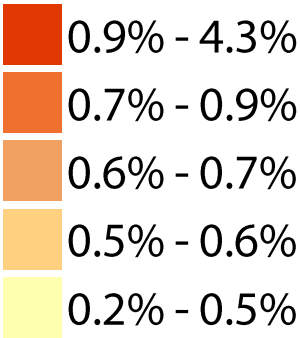
Although average income in the region is low (~R860 ppp month*), aggregated monthly income is sizeable (~R157M)



Monthly Income breakdown (by # of people)



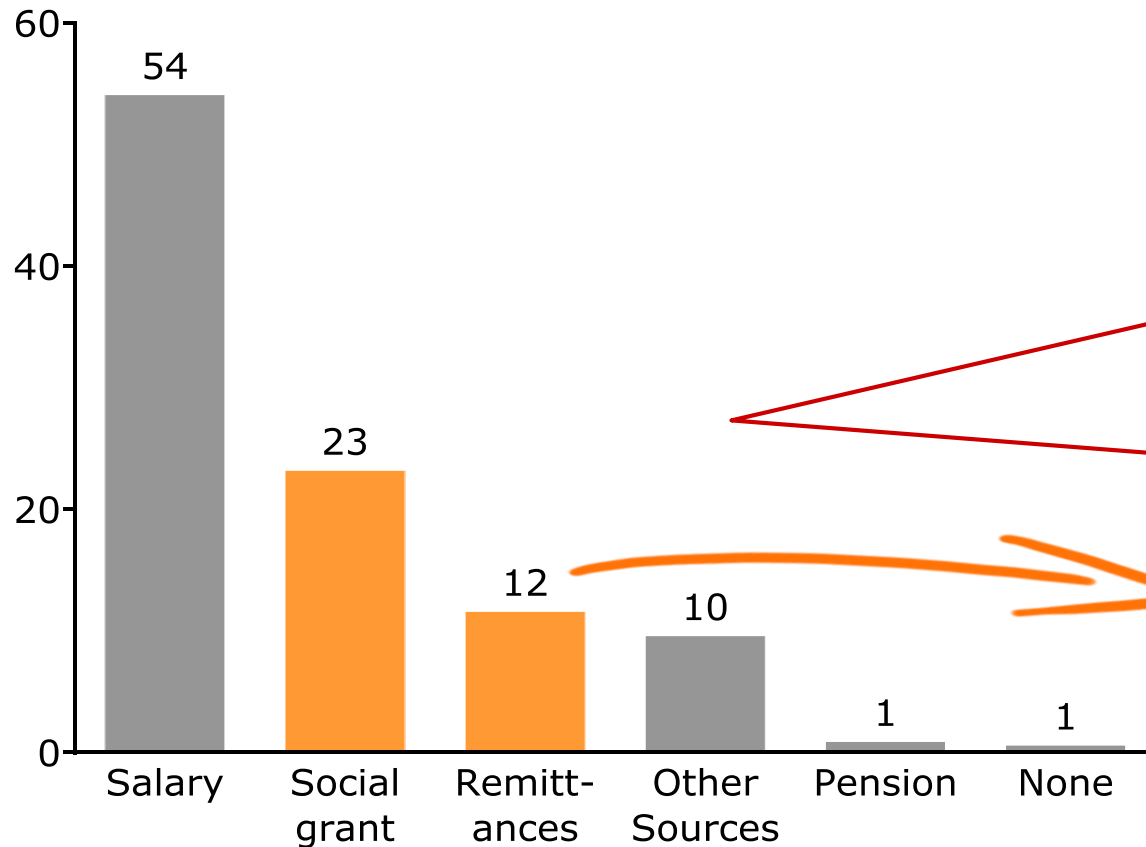
% OF PEOPLE WITH INCOME > R12.8K / MONTH



Source: *Outdoor Auditors analysis

In addition to salary, ~1.4M people in Mpumalanga (~53% of households) receive social grants*, providing extra income

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

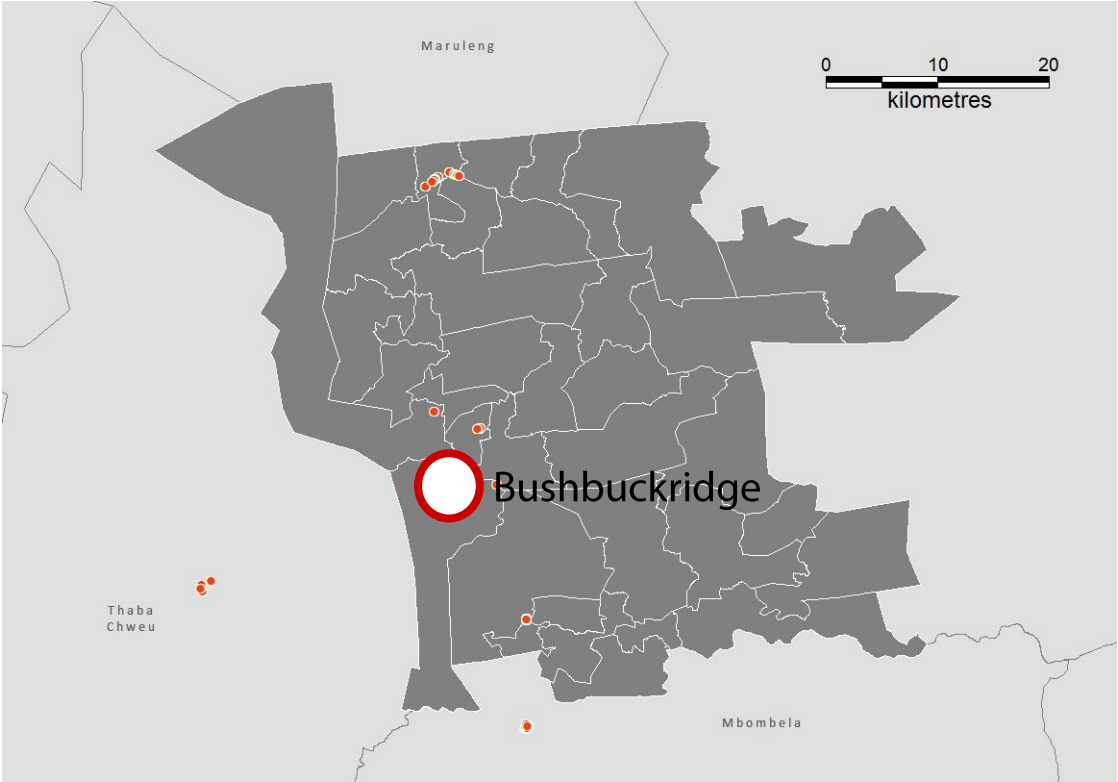


Types of grants (# of national recipients, monthly payment):

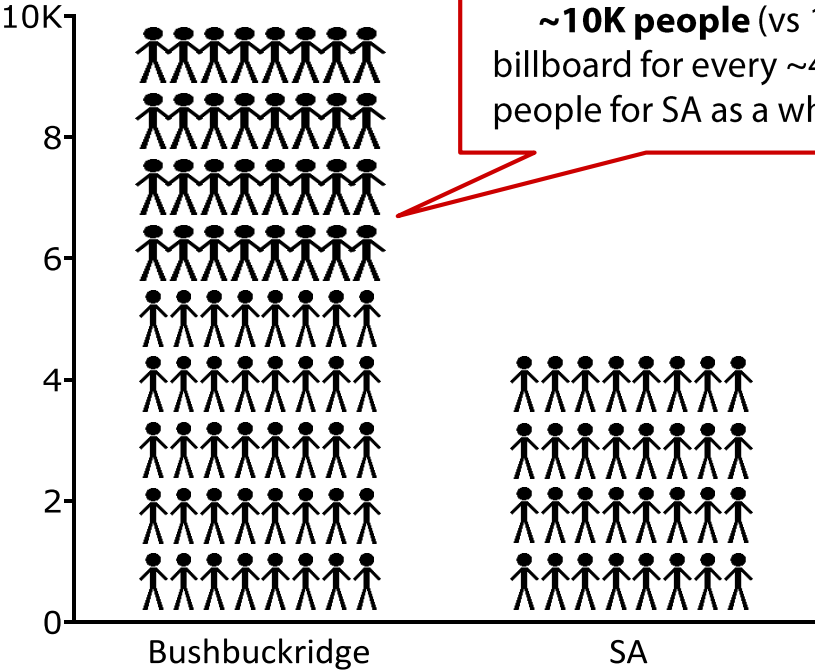
1. Grants for older persons (~3M, ~R1,350)
2. Disability grant (~1.1M, ~R1,350)
3. War veteran's grant (373, ~R1,370)
4. Foster child grant (~548K, ~R830)
5. Care dependency grant (123K, ~R1,350)
6. Child support grant (11.5K, ~R320)
7. Grant in-aid (~94K, ~R320)
8. Social relief of distress (varies,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

Remittances = money sent back home for the family to use

This region is neglected in terms of outdoor advertising: there are just 56 billboards servicing this entire region (i.e. no clutter)



People per billboard (in K)



This municipality has **1 billboard face for every ~10K 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

OMO



LUCKY STAR



COCA-COLA



KFC



TASTIC



SUPERSPAR



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

Bushbuckridge

Acornhoek

Dwarsloop

Wales

London

Violet Bank

Angin Court

Alexandra

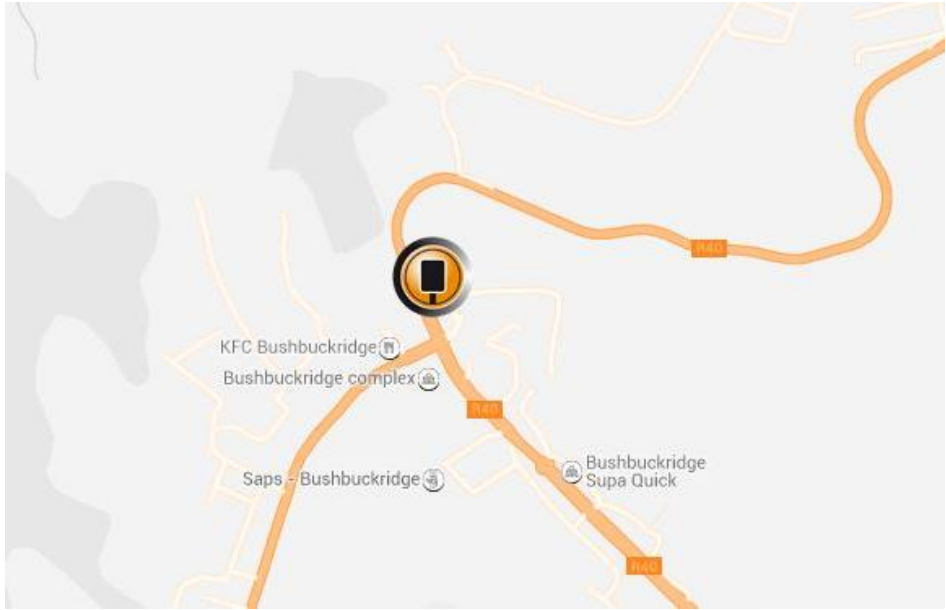
Pezulu Outdoor Advertising has some of the best sites in Bushbuckridge



Bushbuckridge portrait, Bushbuckridge Shopping Centre



Map

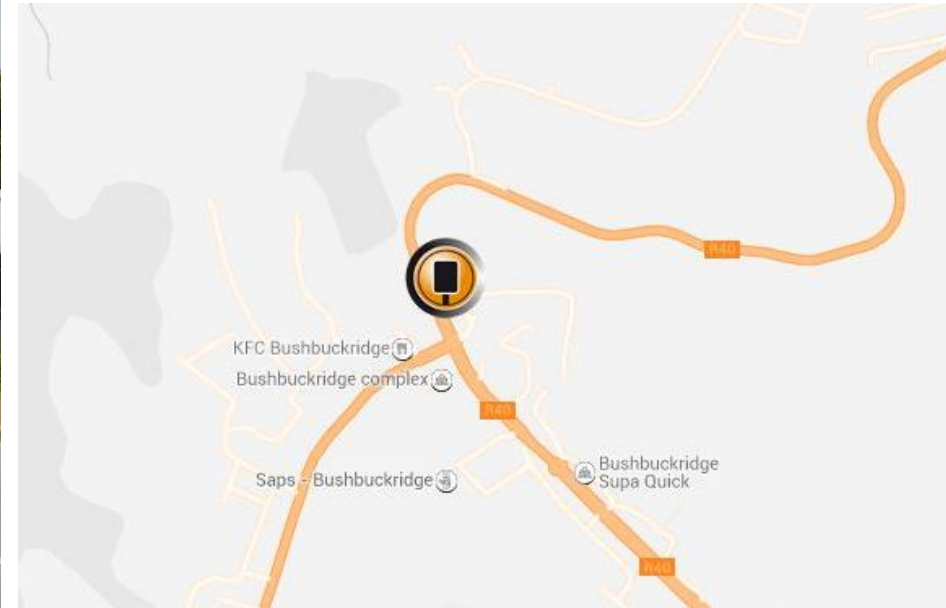


Site #	PEZ/MP/BUSH1-01	Description
Size	7.5x5m	Situated inside Bushbuckridge from Acornhoek towards Hazyview on the R40, directly opposite the new shopping centre and tourism building
Rate card cost	R 11,250	
Availability	Date	

Bushbuckridge portrait, Bushbuckridge Shopping Centre



Map

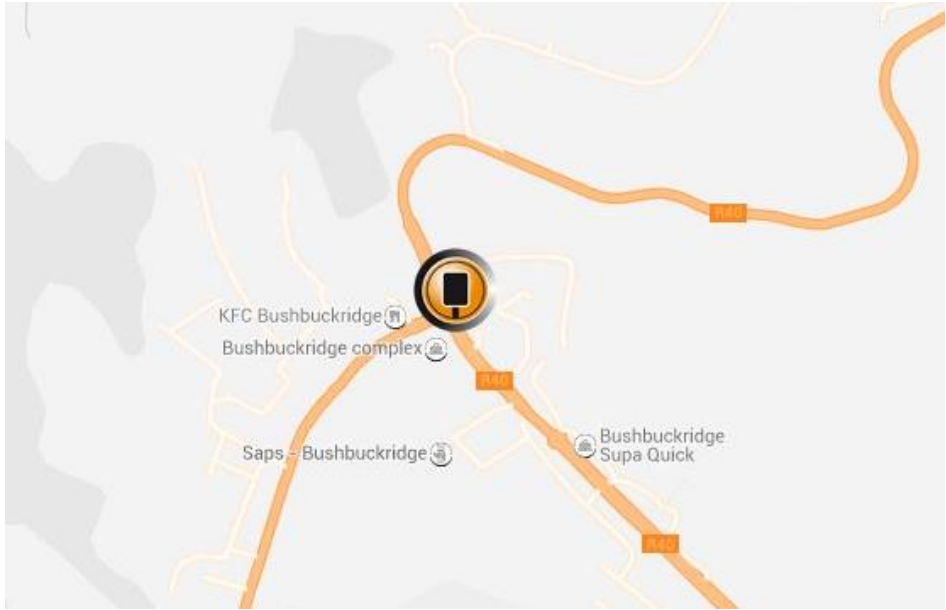


Site #	PEZ/MP/BUSH1-02	Description
Size	7.5x5m	Situated inside Bushbuckridge towards Acornhoek on the R40, opposite the new shopping centre and tourism building
Rate card cost	R 11,250	
Availability	Date	

Bushbuckridge portrait, Bushbuckridge Shopping Centre 2



Map

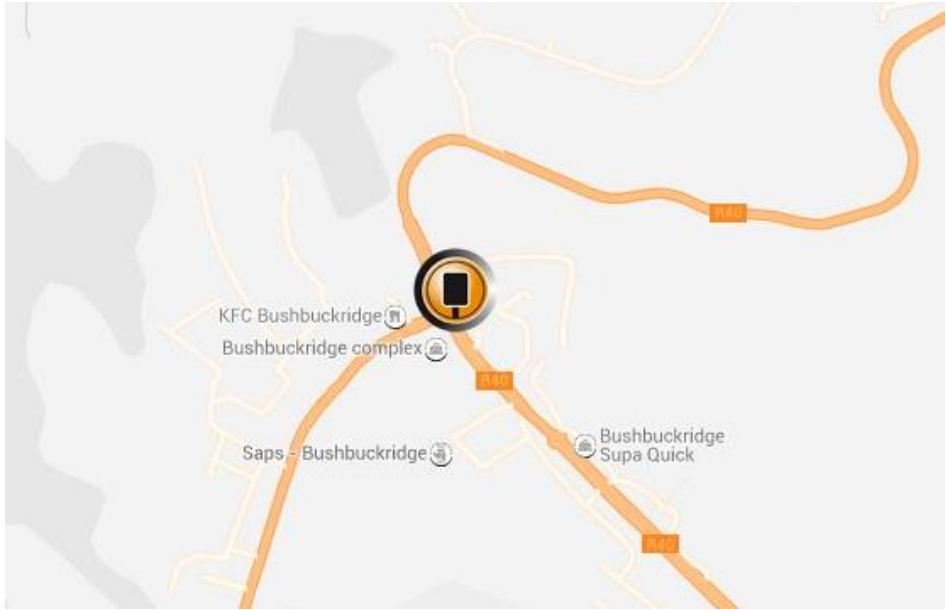


Site #	PEZ/MP/BUSH2-01	Description
Size	7.5x5m	Situated inside Bushbuckridge towards Acornhoek on the R40, from Hazyview opposite the new shopping centre
Rate card cost	R 11,250	
Availability	Date	

Bushbuckridge portrait, Bushbuckridge Shopping Centre 2



Map



Site #	PEZ/MP/BUSH2-02	Description
Size	7.5x5m	Situated inside Bushbuckridge from Acornhoek on the R40, opposite the new shopping centre
Rate card cost	R 11,250	
Availability	Date	

Bushbuckridge landscape, exit to Hazyview



Map



Site #	PEZ/MP/BUSH3-01	Description
Size	3x6m	Located as you exit Bushbuckridge towards Hazyview travelling on the R40
Rate card cost	R 8,250	
Availability	Date	

Bushbuckridge landscape, entrance from Hazyview



Map

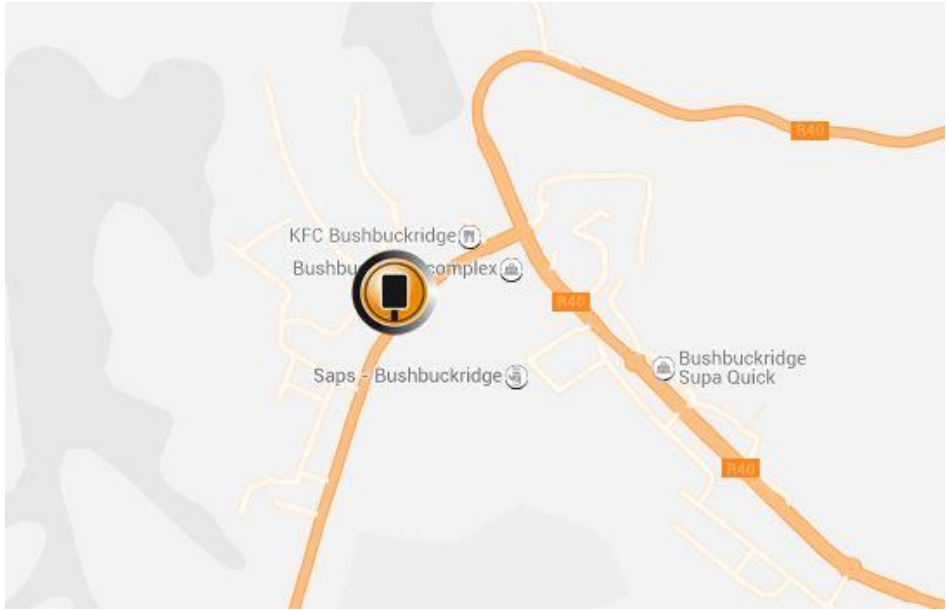


Site #	PEZ/MP/BUSH3-02	Description
Size	3x6m	Located as you enter Bushbuckridge from Hazyview travelling on the R40
Rate card cost	R 8,250	
Availability	Date	

Bushbuckridge landscape, entrance from Graskop



Map

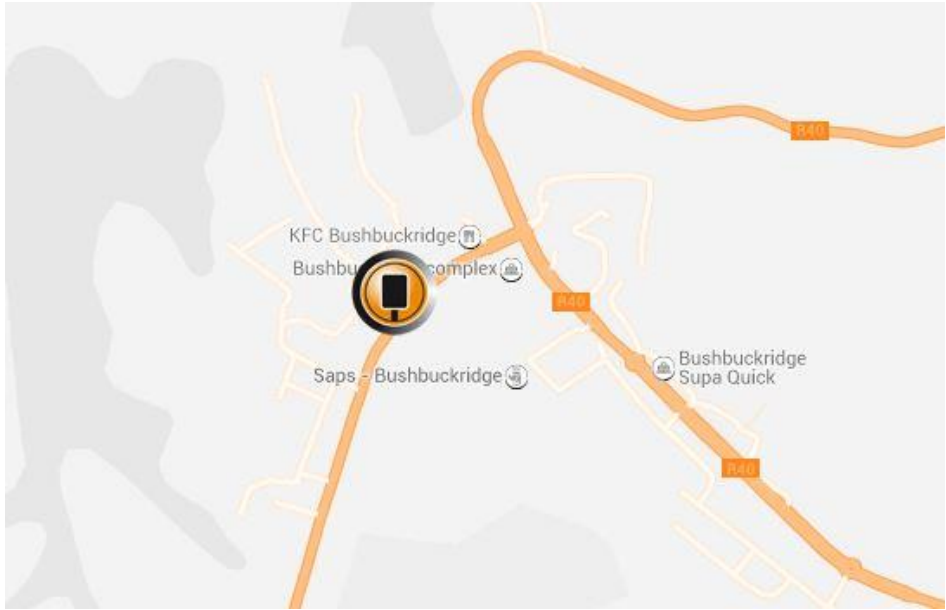


Site #	PEZ/MP/BUSH4-01	Description
Size	3x6m	Located on the R533, traffic from Graskop towards the CBD of Bushbuckridge
Rate card cost	R 8,250	
Availability	Date	

Bushbuckridge landscape, exit to Graskop



Map



Site #	PEZ/MP/BUSH4-02	Description
Size	3x6m	Located on the R533, traffic from Graskop towards the CBD of Bushbuckridge
Rate card cost	R 8,250	
Availability	Date	

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

Bushbuckridge

Acornhoek

Dwarsloop

Wales

London

Violet Bank

Angin Court

Alexandra

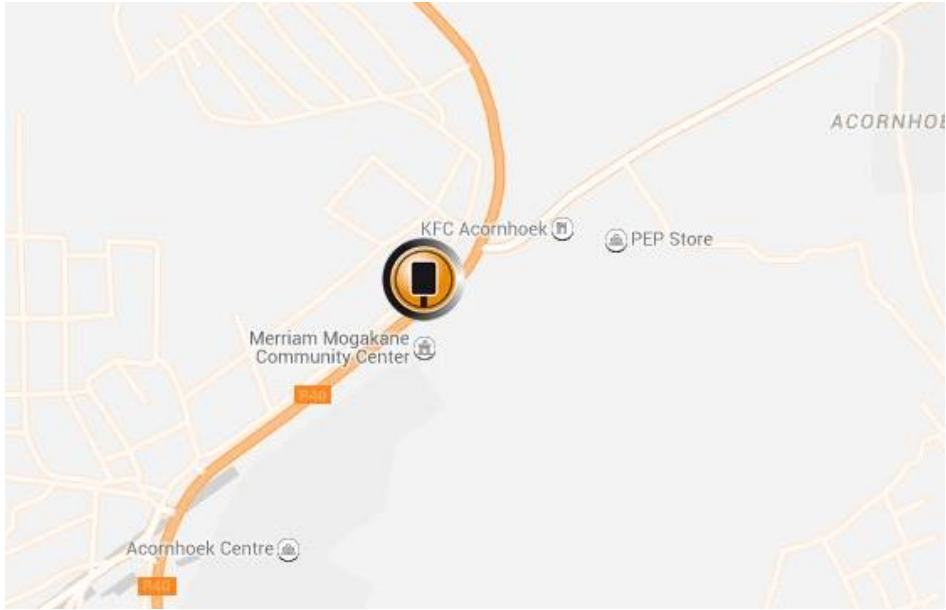
Pezulu Outdoor Advertising has some of the best sites in Acornhoek



Acornhoek landscape, exit to Bushbuckridge



Map

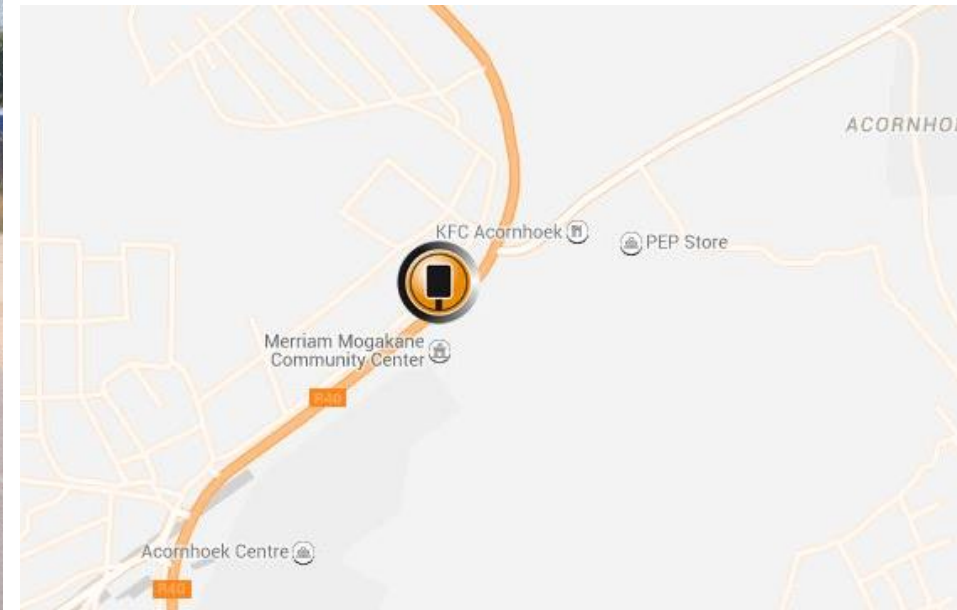


Site #	PEZ/MP/ACORN-01	Description
Size	3x6m	Located on the R40 traffic from Acornhoek towards Bushbuckridge
Rate card cost	R 8,250	
Availability	Date	

Acornhoek landscape, entrance from Bushbuckridge



Map



Site #	PEZ/MP/ACORN-02	Description
Size	3x6m	Located on the R40 traffic from Bushbuckridge towards Acornhoek, just before the turn off to Acornhoek
Rate card cost	R 8,250	
Availability	Date	

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Bushbuckridge

Acornhoek

Dwarsloop

Wales

London

Violet Bank

Angin Court

Alexandra

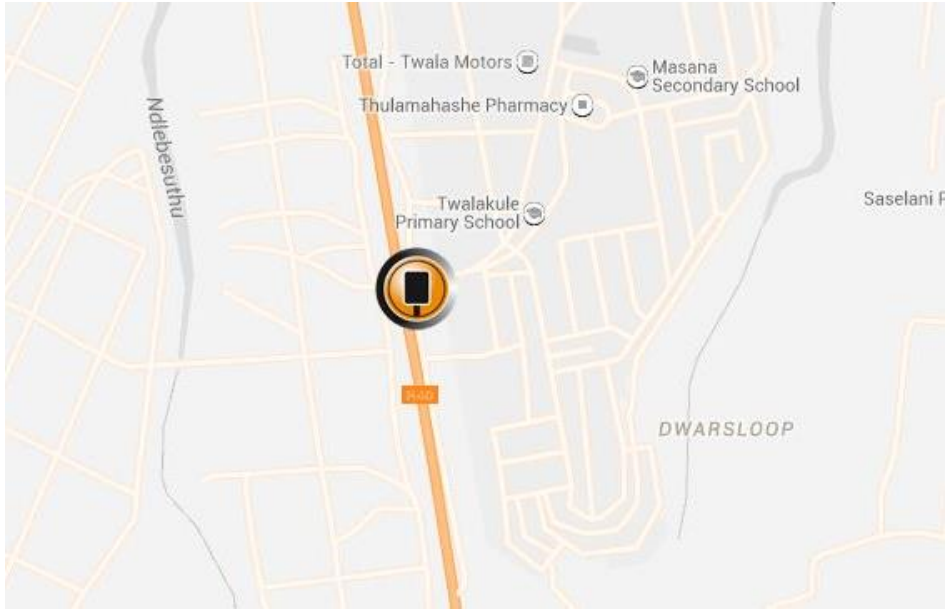
Pezulu Outdoor Advertising has 2 sites in Dwarsloop



Dwarsloop landscape, Dwarsloop Taxi Rank



Map

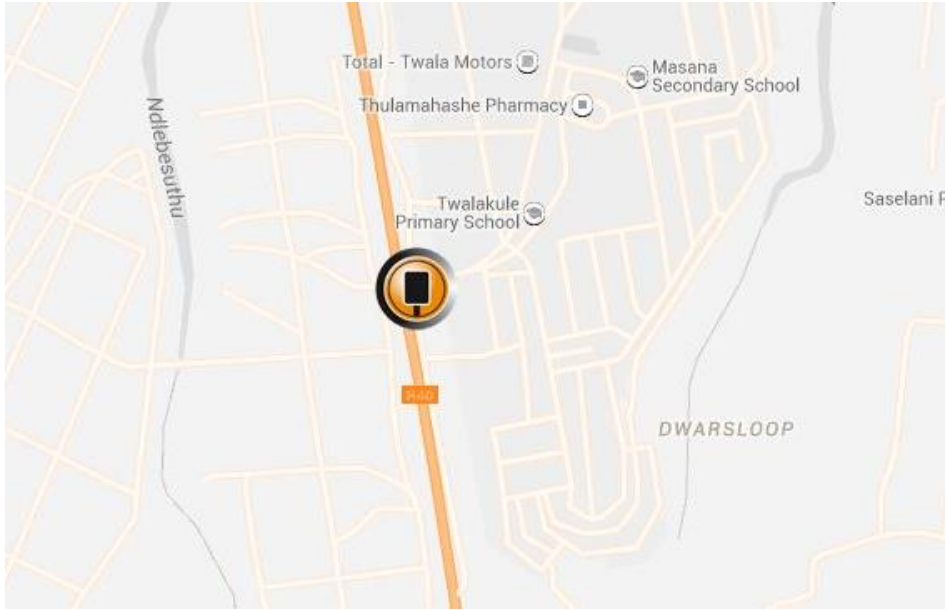


Site #	PEZ/MP/DWARS-01	Description
Size	3x12m	Dwarsloop Taxi Rank
Rate card cost	R 8,250	
Availability	Date	

Dwarsloop landscape, Dwarsloop Taxi Rank



Map



Site #	PEZ/MP/DWARS-02	Description
Size	3x12m	Dwarsloop Taxi Rank
Rate card cost	R 8,250	
Availability	Date	

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

Bushbuckridge

Acornhoek

Dwarsloop

Wales

London

Violet Bank

Angin Court

Alexandra

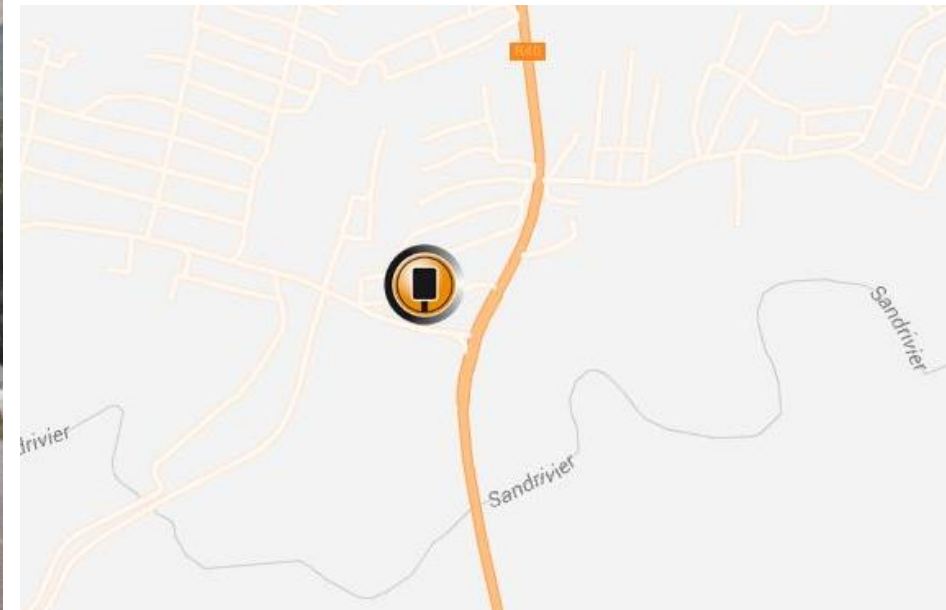
Pezulu Outdoor Advertising has 2 sites in Wales



1 Wales landscape, exit



Map

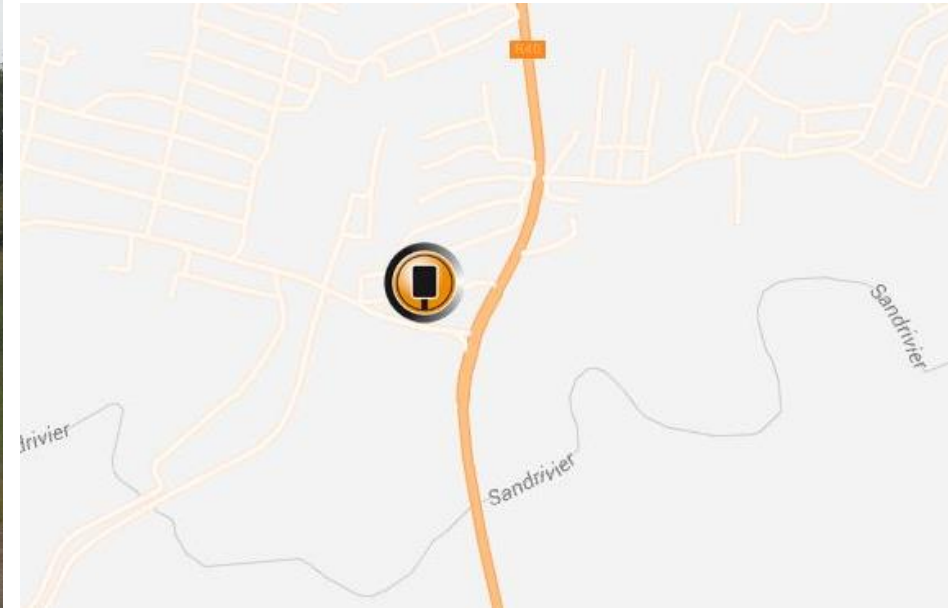


Site #	PEZ/MP/WAL-01	Description
Size	3x6m	Located just off the R40, traffic from Wales towards T-junction
Rate card cost	R 4,250	
Availability	Date	

Wales landscape, entrance



Map



Site #	PEZ/MP/WAL-02	Description
Size	3x6m	Located just off the R40, traffic from T-junction towards Wales
Rate card cost	R 4,250	
Availability	Date	

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Bushbuckridge

Acornhoek

Dwarsloop

Wales

London

Violet Bank

Angin Court

Alexandra

Pezulu Outdoor Advertising has 2 sites in London

1



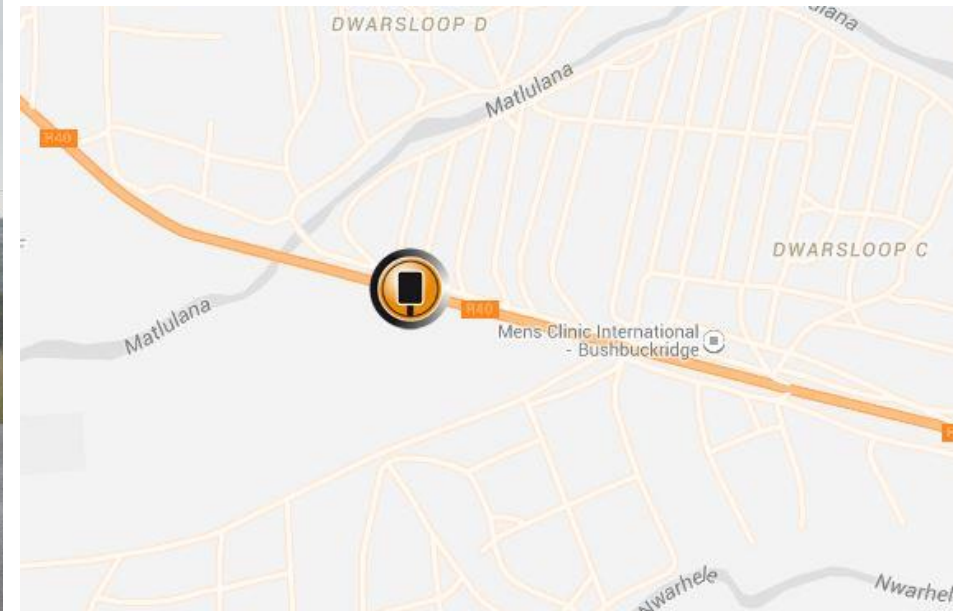
2



1 London landscape, exit



Map

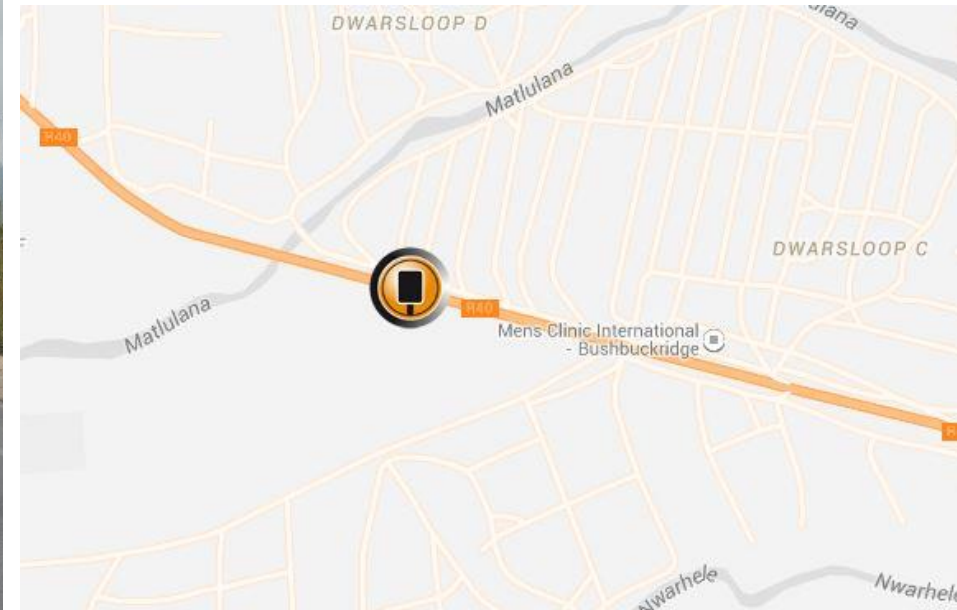


Site #	PEZ/MP/LON-01	Description
Size	3x6m	Located just off R40, traffic from London towards T-junction
Rate card cost	R 4,250	
Availability	Date	

London landscape, entrance



Map



Site #	PEZ/MP/LON-02	Description
Size	3x6m	Located just off R40, traffic from T-junction towards London
Rate card cost	R 4,250	
Availability	Date	

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

Bushbuckridge

London

Acornhoek

Violet Bank

Dwarsloop

Angin Court

Wales

Alexandra

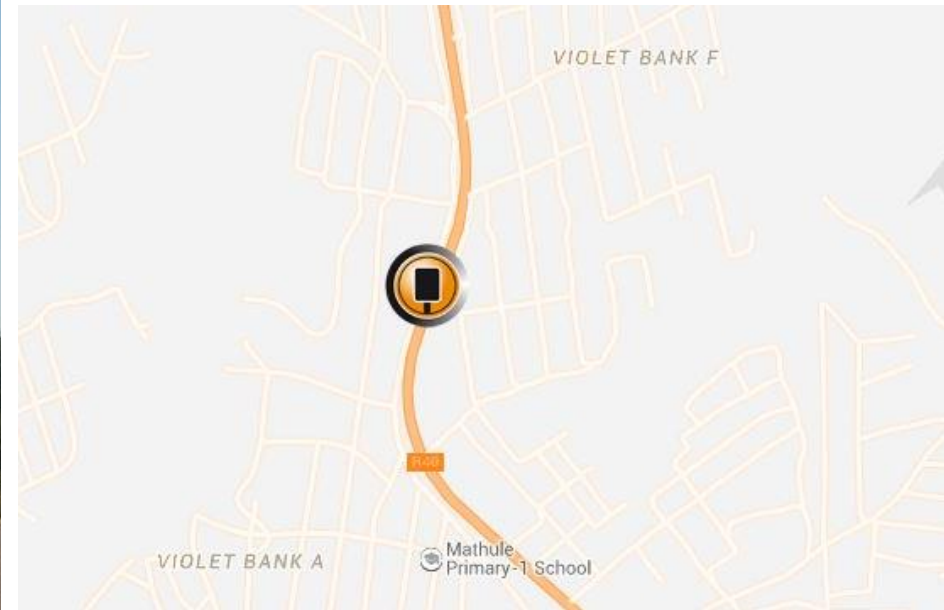
Pezulu Outdoor Advertising has 2 sites in Violet Bank



1 Violet Bank landscape



Map

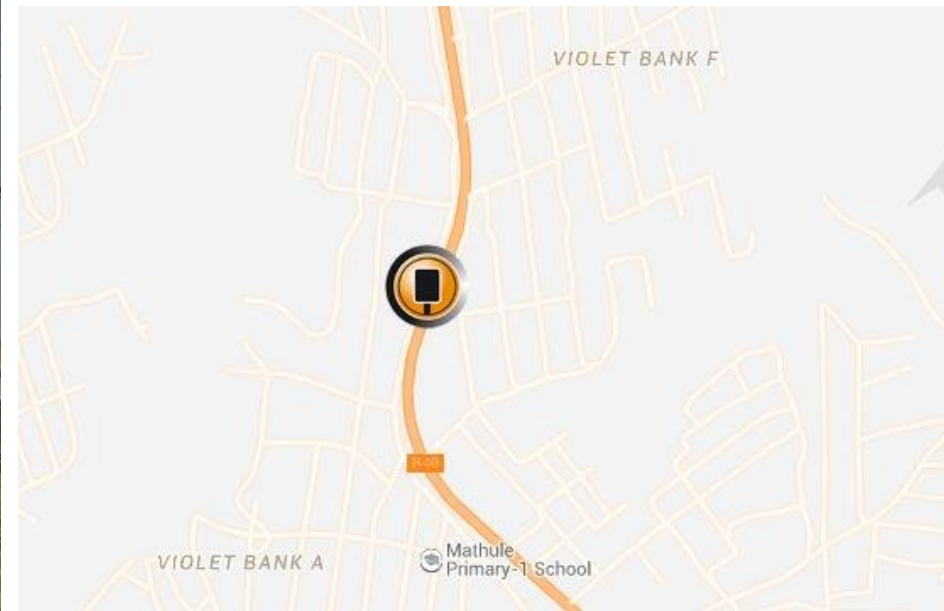


Site #	PEZ/MP/VIO-01	Description
Size	3x6m	Located on the R40 outside Violet Bank, traffic from Acornhoek towards Bushbuckridge
Rate card cost	R 4,250	
Availability	Date	

Violet Bank landscape



Map



Site #	PEZ/MP/VIO-02	Description
Size	3x6m	Located on the R40 outside Violet Bank, traffic from Bushbuckridge towards Acornhoek
Rate card cost	R 4,250	
Availability	Date	

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

Bushbuckridge

London

Acornhoek

Violet Bank

Dwarsloop

Angin Court

Wales

Alexandra

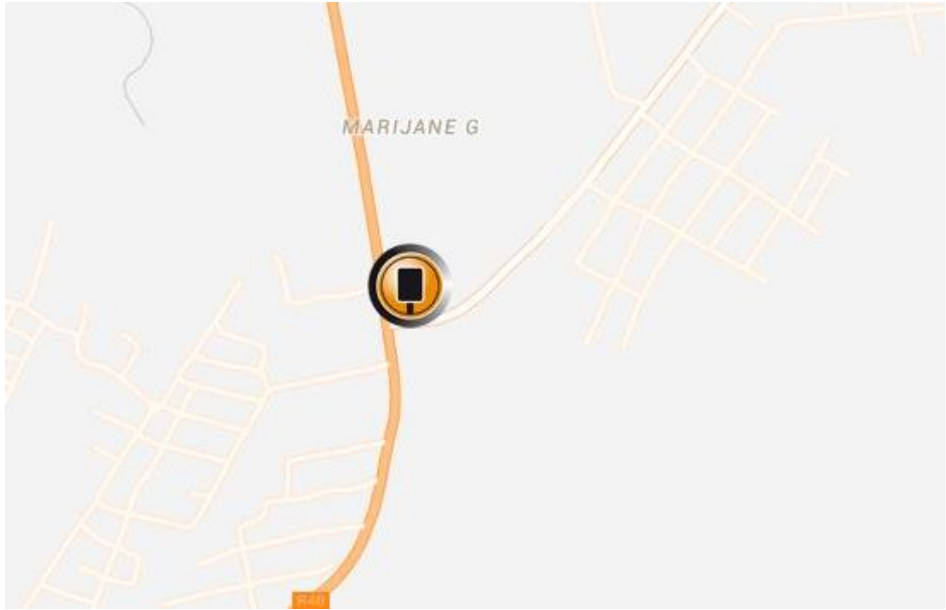
Pezulu Outdoor Advertising has 2 sites in Angin Court



Angin Court landscape, exit



Map

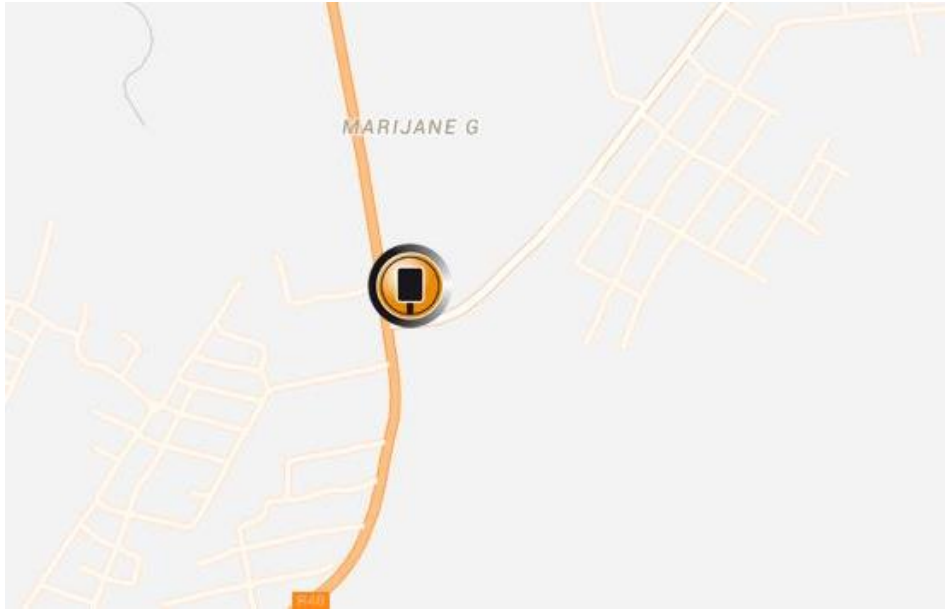


Site #	PEZ/MP/ANGIN-01	Description
Size	3x6m	Located just off R40, traffic from Angincourt and MP Stream towards T-junction
Rate card cost	R 4,250	
Availability	Date	

Angin Court landscape, entrance



Map



Site #	PEZ/MP/ANGIN-02	Description
Size	3x6m	Located just off R40, traffic from T-junction towards Angincourt and MP Stream
Rate card cost	R 4,250	
Availability	Date	

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Bushbuckridge

Acornhoek

Dwarsloop

Wales

London

Violet Bank

Angin Court

Alexandra

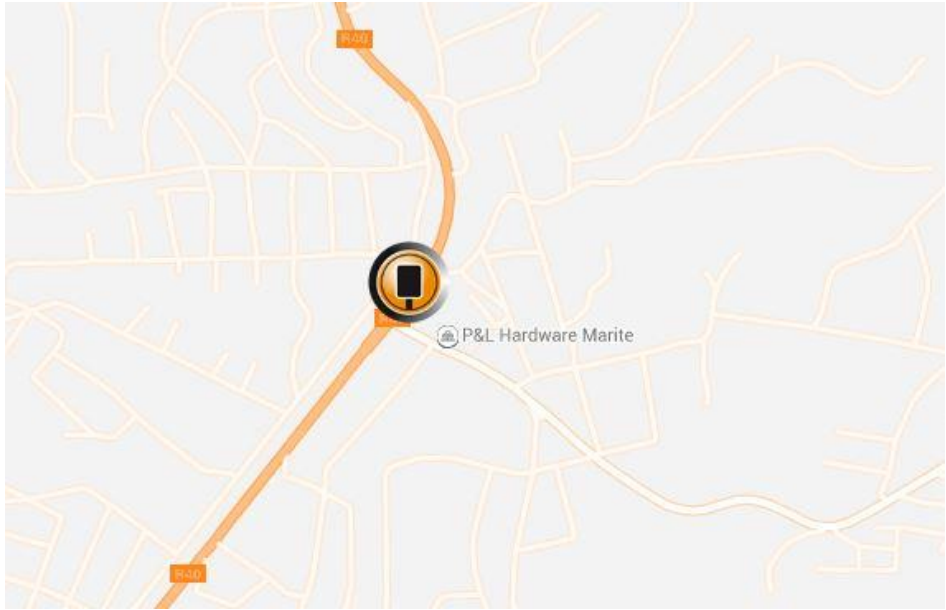
Pezulu Outdoor Advertising has 2 sites in Alexandra



Alexandra landscape, entrance



Map

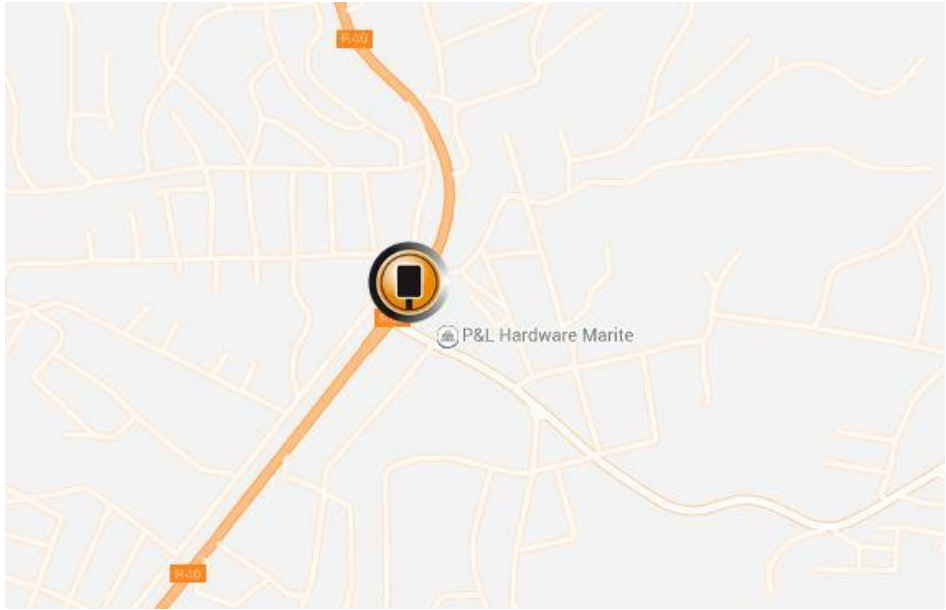


Site #	PEZ/MP/ALEX-01	Description
Size	3x6m	Located just off the R40, towards the entrance to Alexandra, Tekamahala and Oakley
Rate card cost	R 4,250	
Availability	Date	

Alexandra landscape, exit



Map



Site #	PEZ/MP/ALEX-02	Description
Size	3x6m	Located just off the R40, on exit from Alexandra, Tekamahala and Oakley
Rate card cost	R 4,250	
Availability	Date	