



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

Tsantsabane and Gamagara Municipalities presentation

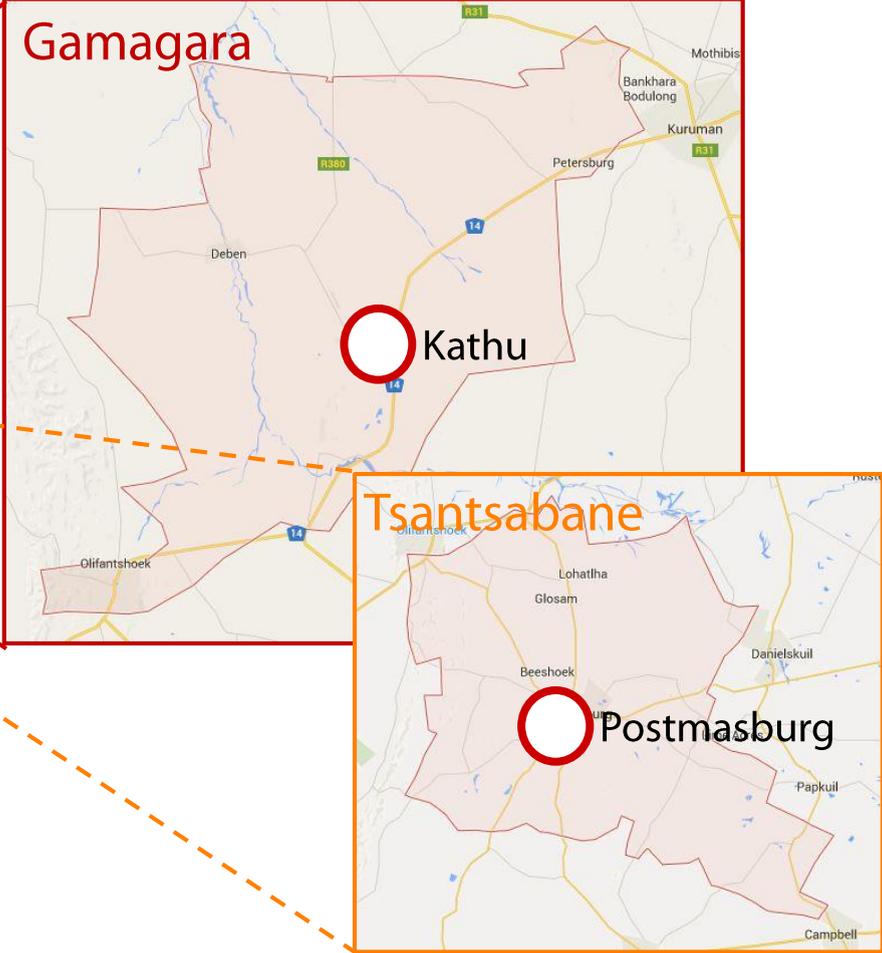
17 June 2015

Kathu and Postmasburg are 2 thriving cities, due to heavy mining in the area

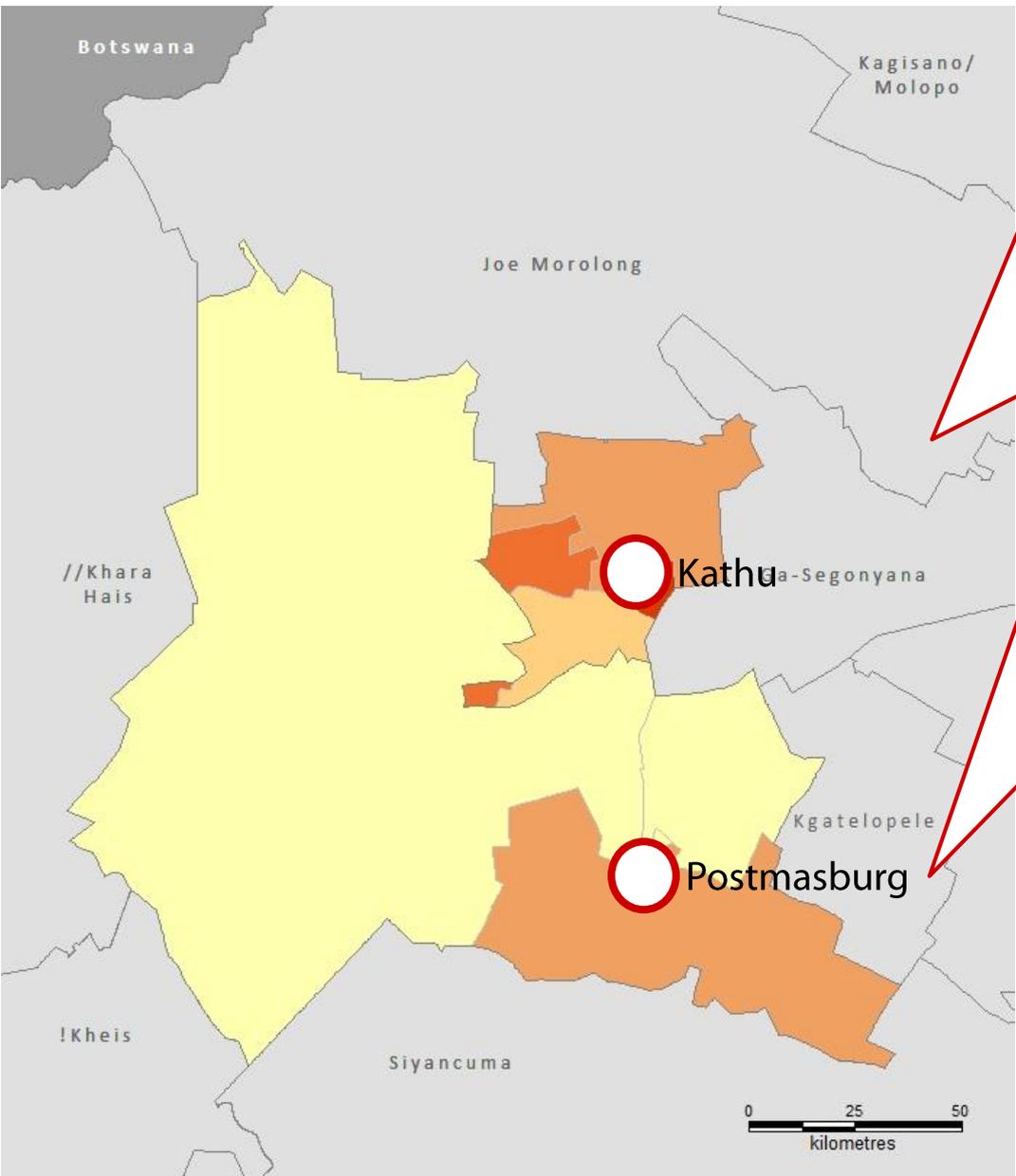
NORTHERN CAPE PROVINCE



GAMAGARA AND TSANTSABANE LOCAL MUNICIPALITIES



Kathu and Postmasburg are the economic hubs for the region; both act as key retail environments for the surrounding areas



Kathu Village Mall (Kathu) attracts shoppers from the surrounding areas. Some of the main tenants include:

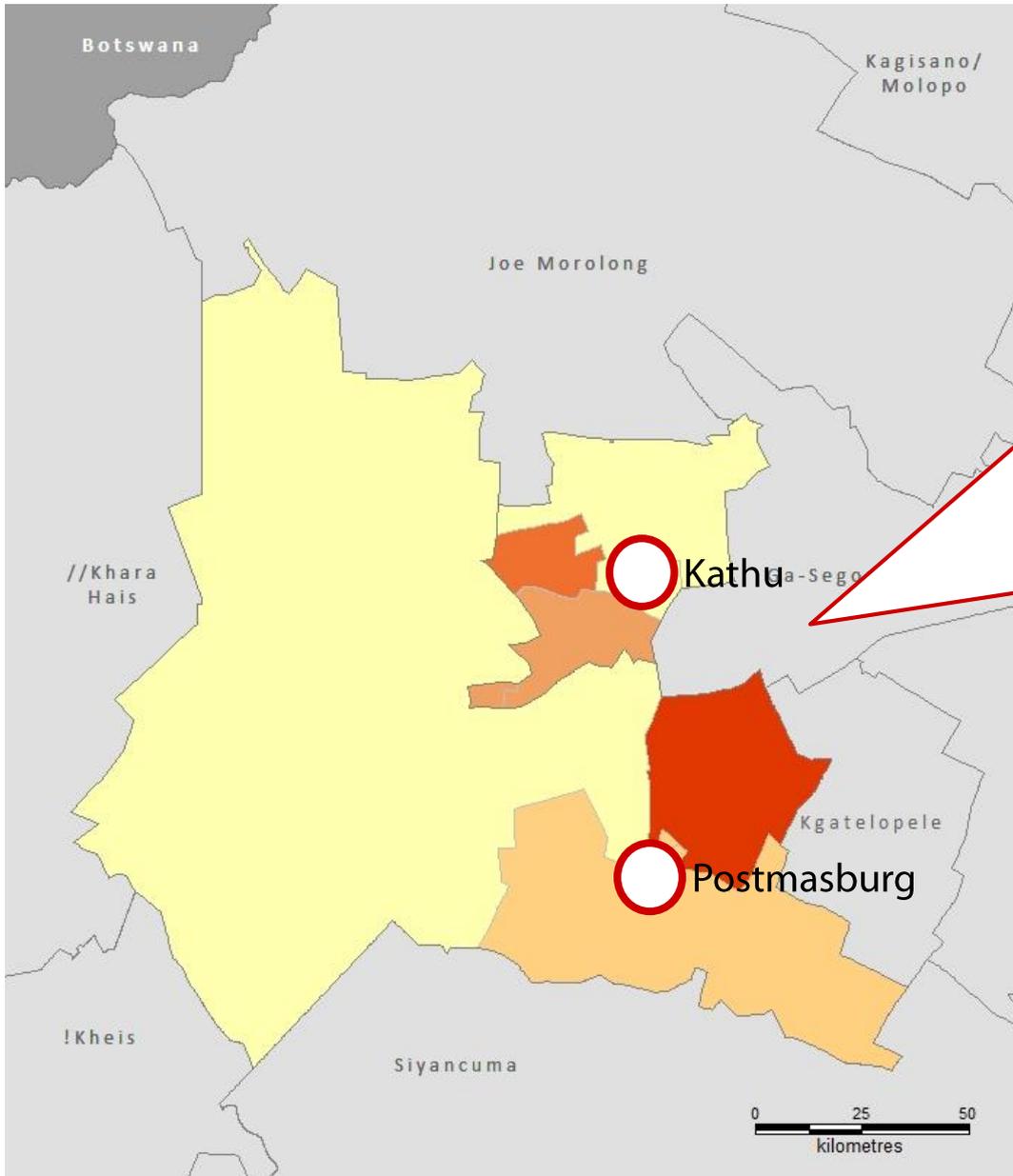
Some of the tenants in Sibilo Shopping Mall (Postmasburg) include:

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POPULATION BY WARD



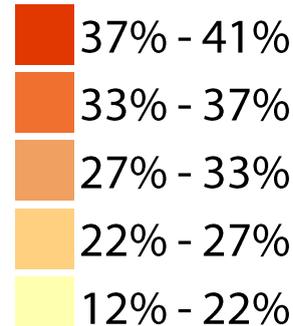
The area is rich in iron ore; the unemployment rate in the region is relatively low (~24%)



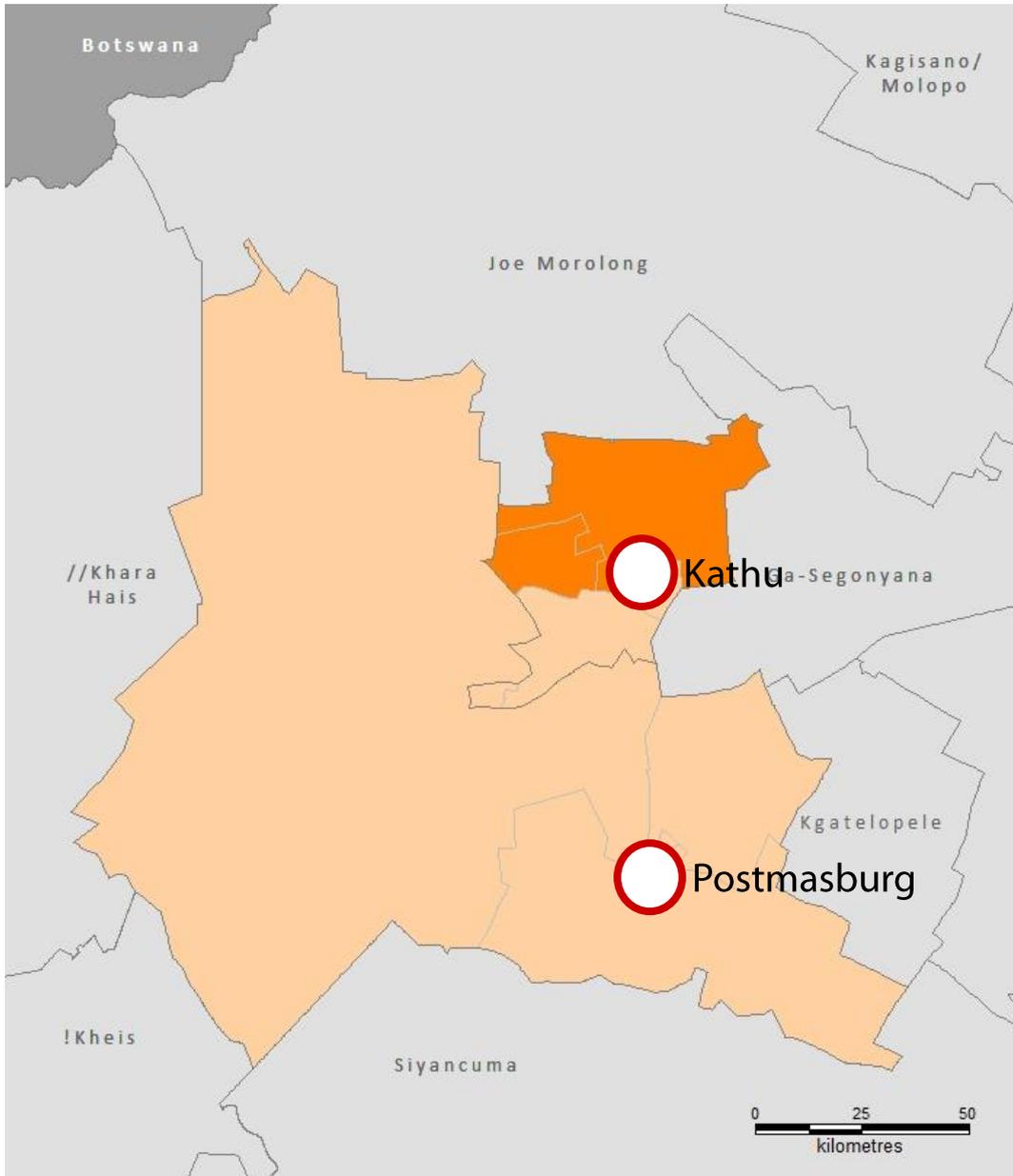
Kathu's **Sishen Mine** is one of the five largest open-cast iron ore mining operations in the world. Kumba Iron Ore is the biggest employer in Kathu. They also have a large operation in Postmasburg (**Kolomela Mine**), as do Assmang



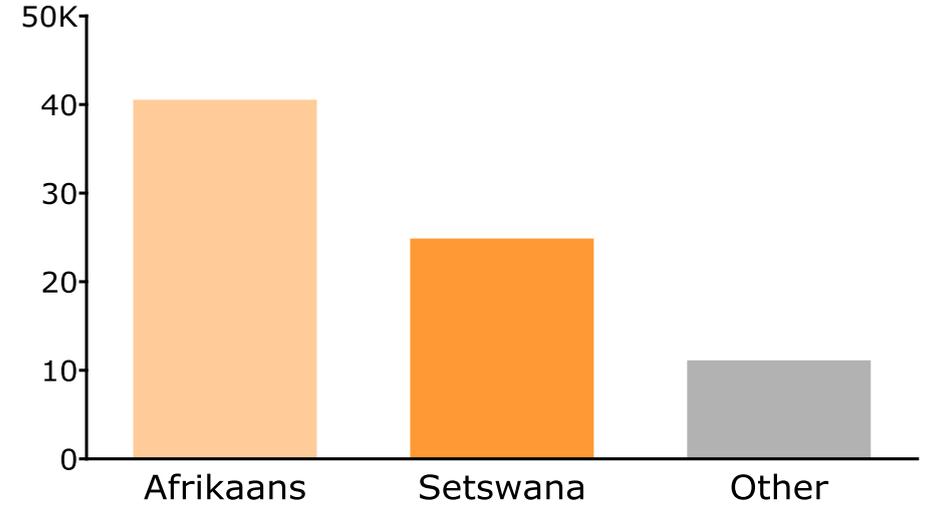
UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)



Afrikaans is the most commonly-spoken language in the area



Primary language spoken

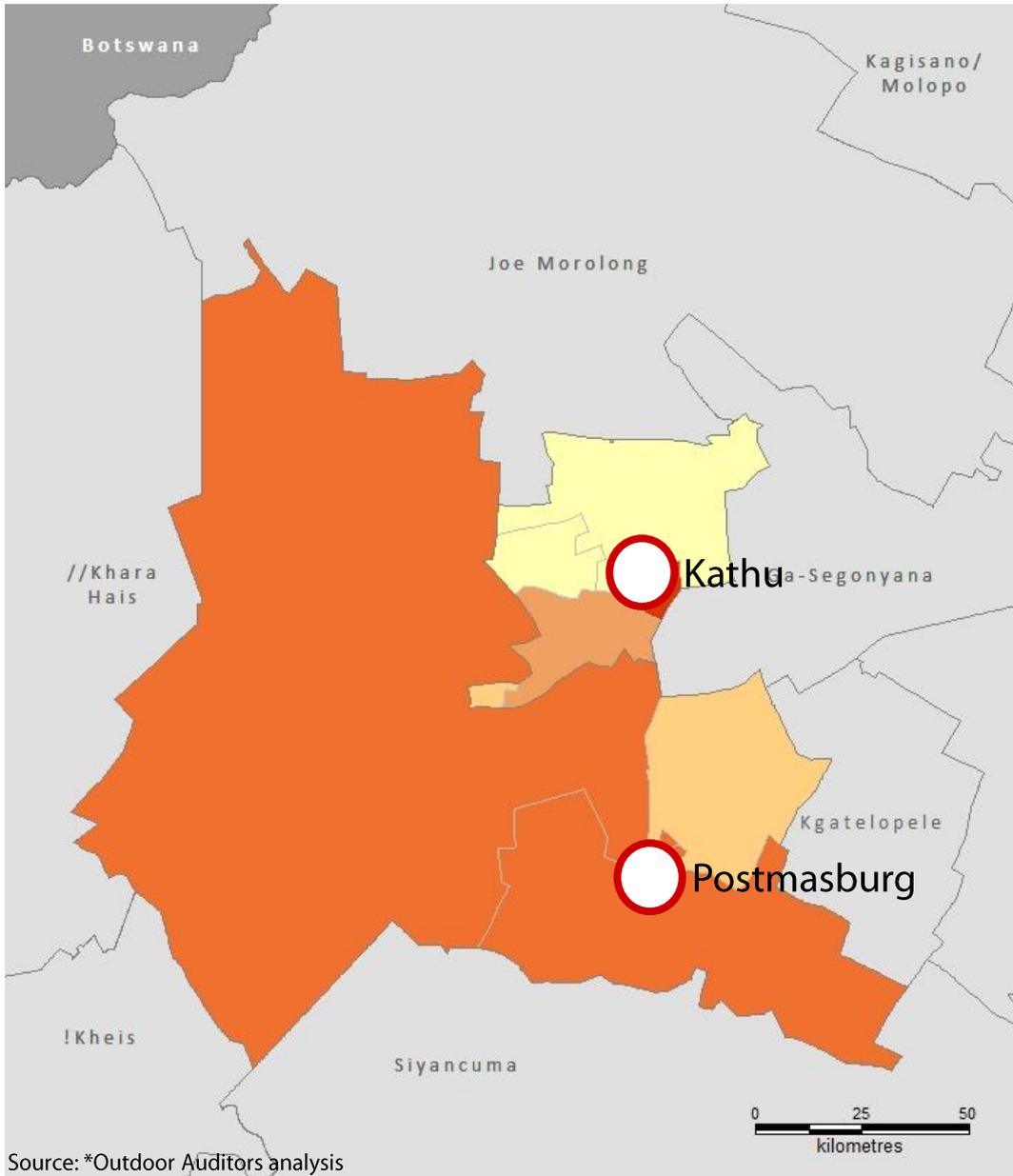


~53% of residents speak Afrikaans as their primary language

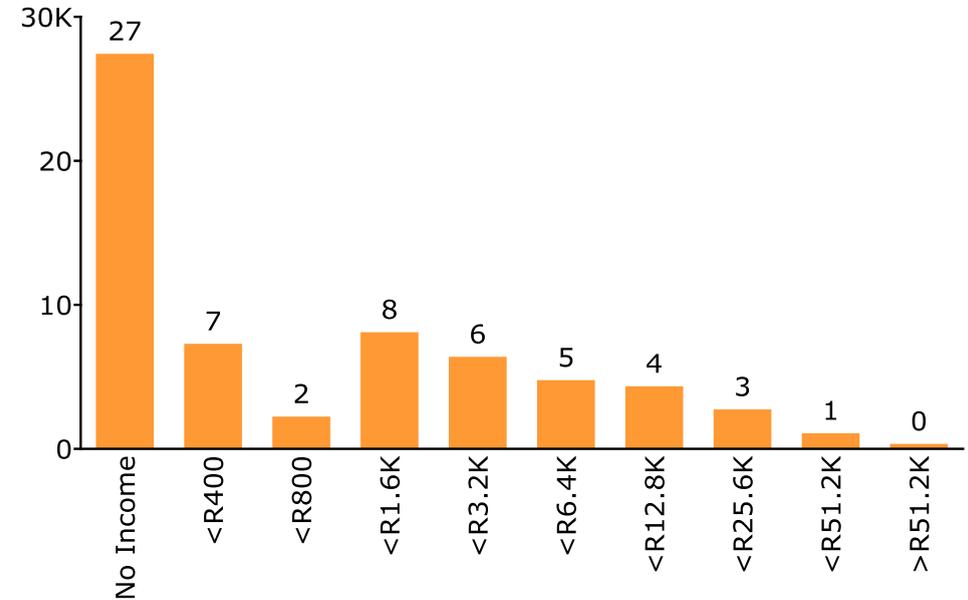
1st LANGUAGE SPOKEN:



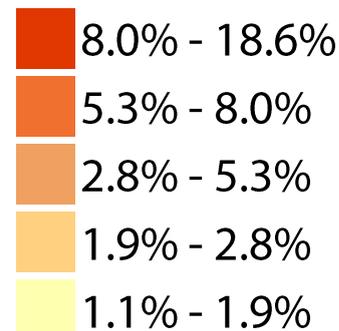
Average income in the region is relatively high (~R3,350 ppp month*); aggregated monthly income is sizeable (~R218M)



Monthly Income breakdown (by # of people)

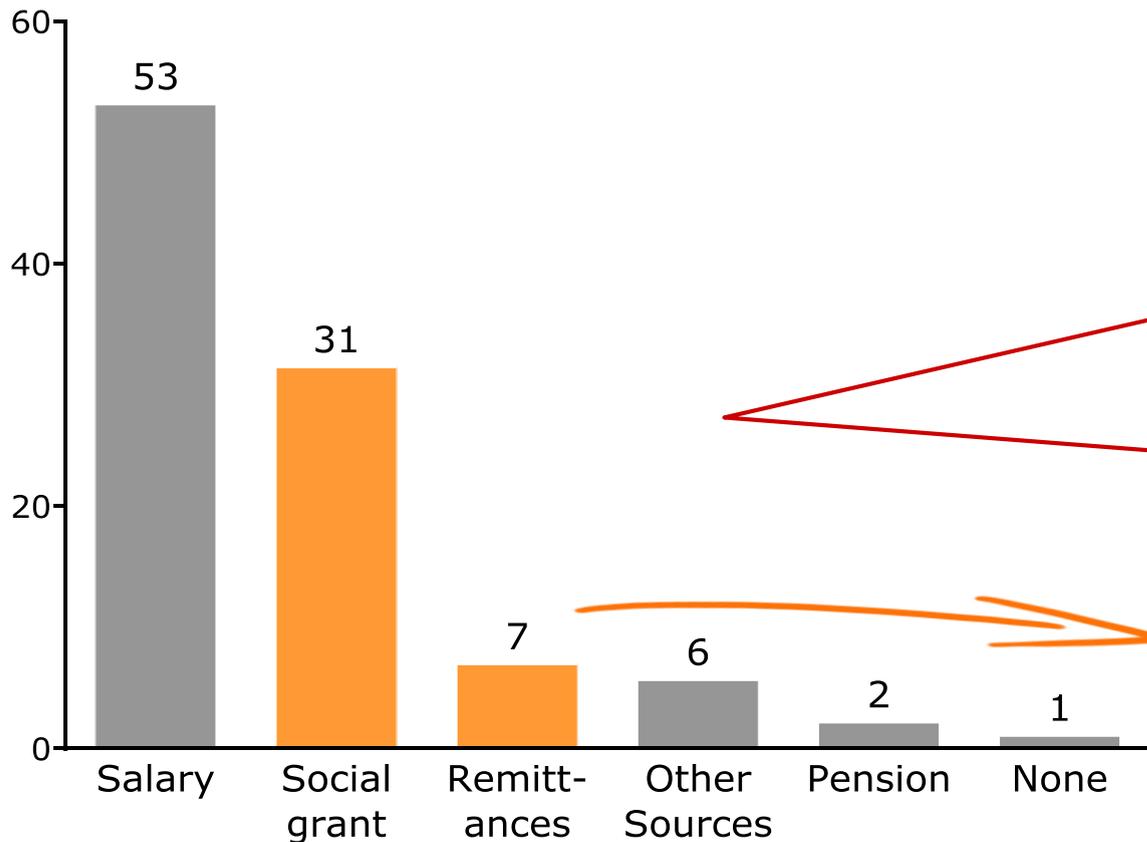


% OF PEOPLE WITH INCOME > R12.8K / MONTH



In addition to salary, ~407K people in N Cape (~55.2% of households) receive social grants*, providing extra income

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

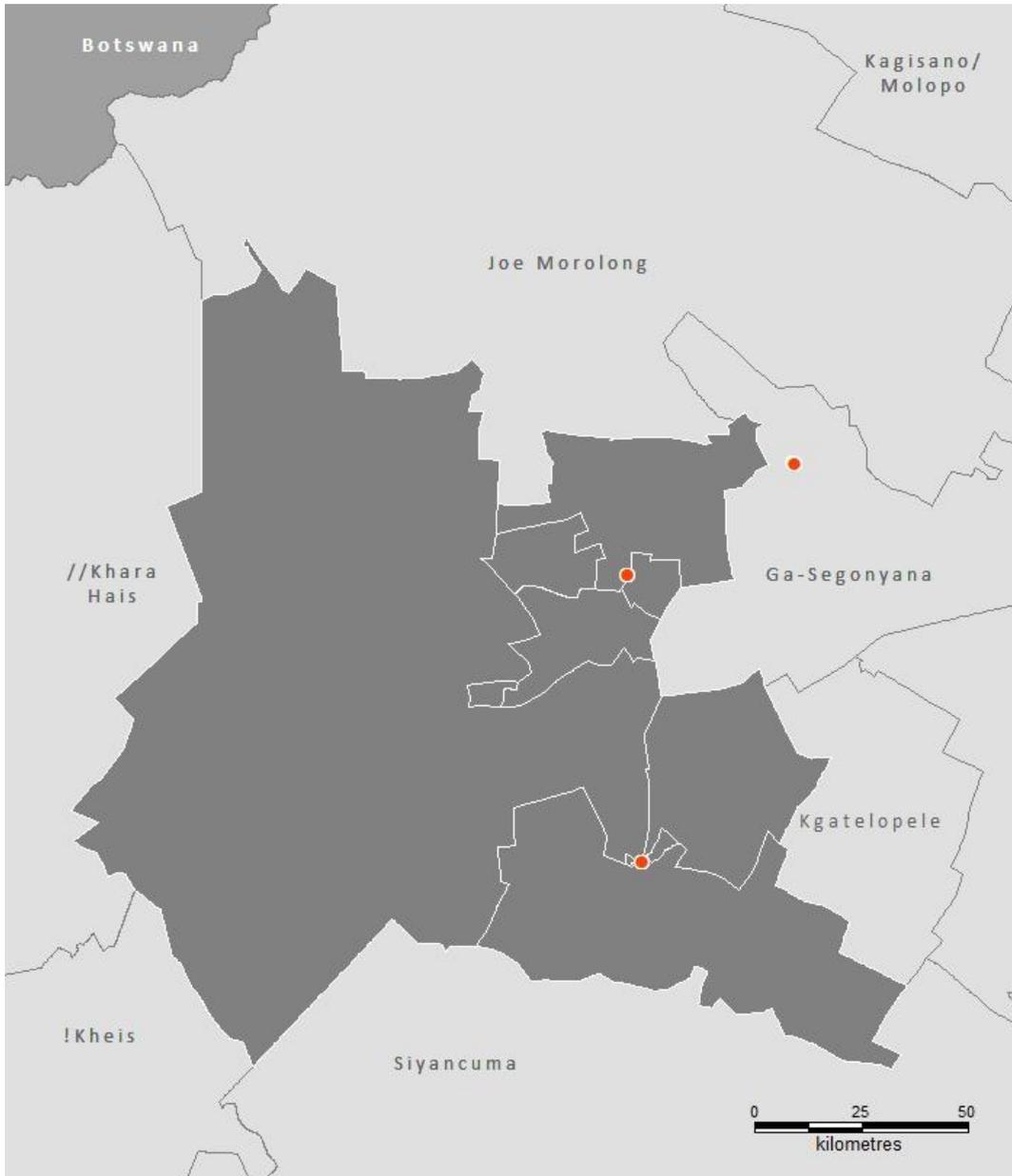


Types of grants (# of national recipients, monthly payment):

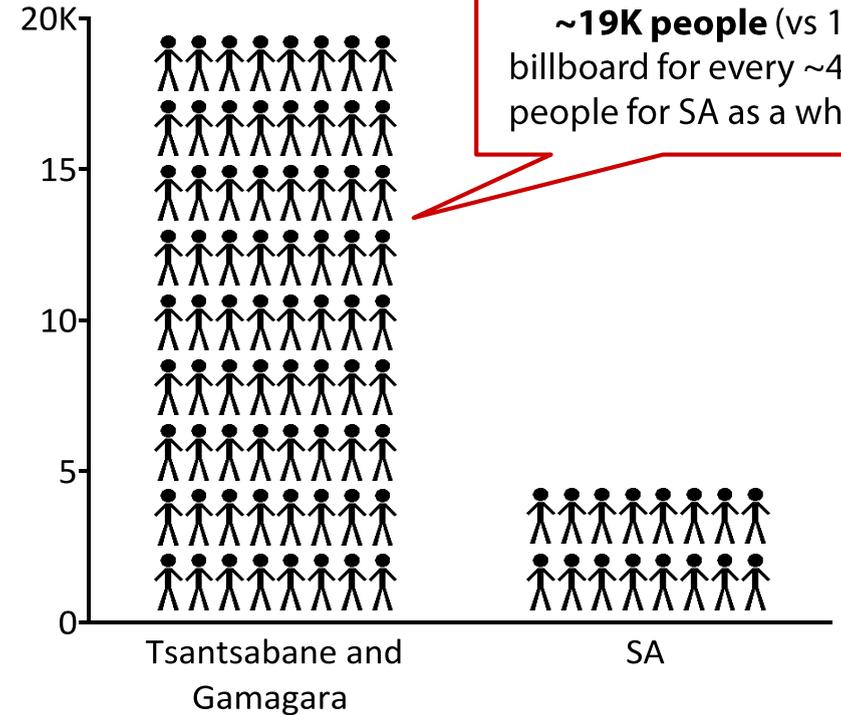
1. Grants for older persons (~3M, ~R1,350)
2. Disability grant (~1.1M, ~R1,350)
3. War veteran's grant (373, ~R1,370)
4. Foster child grant (~548K, ~R830)
5. Care dependency grant (123K, ~R1,350)
6. Child support grant (11.5K, ~R320)
7. Grant in-aid (~94K, ~R320)
8. Social relief of distress (varies,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

Remittances = money sent back home for the family to use

This region is very neglected in terms of outdoor advertising: there are just 4 billboards servicing this entire region



People per billboard (in K)



This municipality has **1 billboard face for every ~19K people** (vs 1 billboard for every ~4.5K people for SA as a whole)

LEGEND

 Billboard

The Northern Cape attracts LSM 4-7 brands on outdoor

VODACOM



CAPITEC



ANGLO AMERICAN



KFC



CELL C



COCA-COLA



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

Kathu

1



2



Postmasburg

3



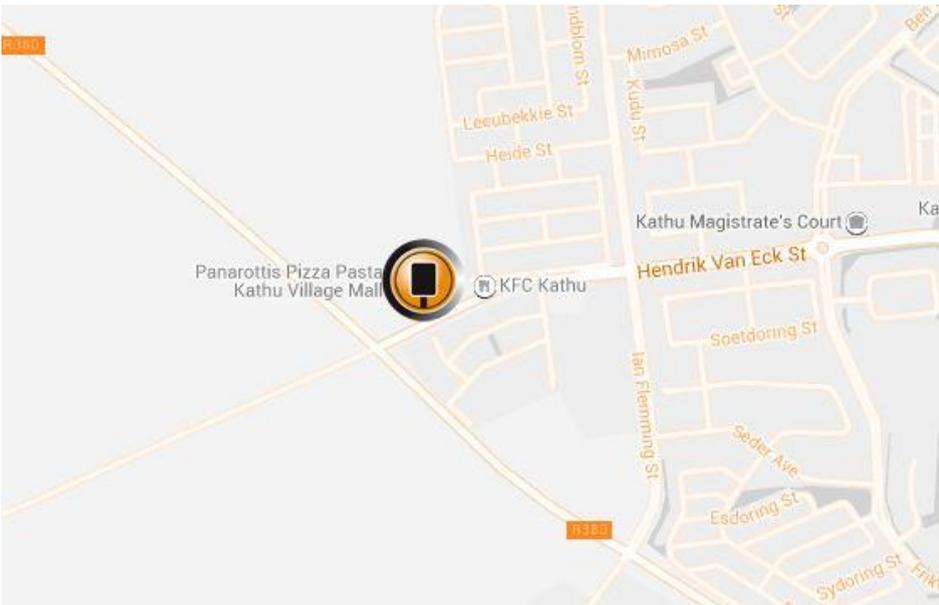
4



Kathu landscape, Kathu Village Mall



Map

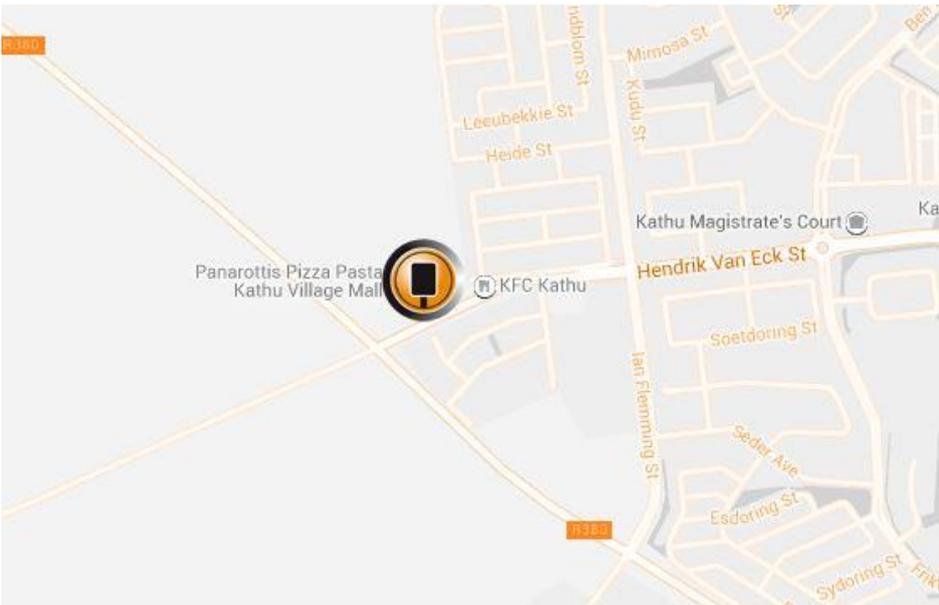


Site #	PEZ/NC/KATHU-01	Description
Size	3x6m	Located on Hendrik van Eck Street, traffic from Kumba Mine just off the R380, situated directly opposite the Kathu Village Mall
Rate card cost	R 10,750	
Availability	Date	

Kathu landscape, Kathu Village Mall



Map

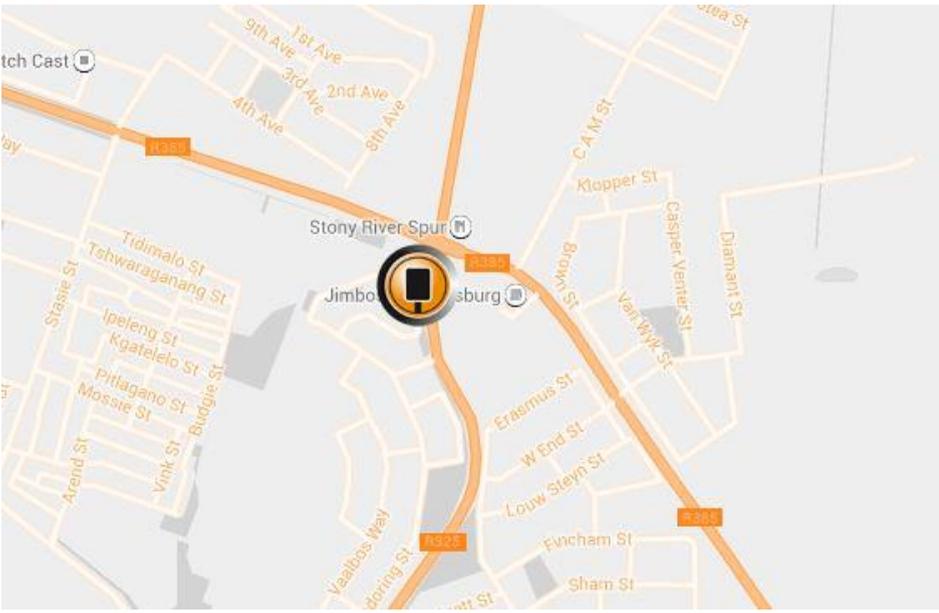


Site #	PEZ/NC/KATHU-02	Description
Size	3x6m	Located on Hendrik van Eck Street, traffic towards Kumba Mine and the R380, situated directly opposite the Kathu Village Mall
Rate card cost	R 10,750	
Availability	Date	

Postmasburg landscape, towards Sibilo Shopping Centre



Map

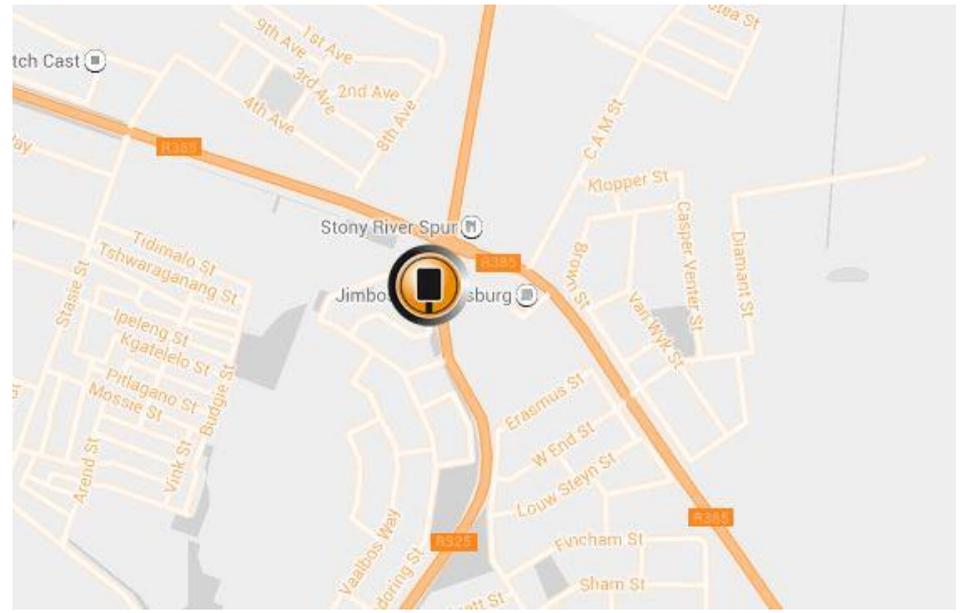


Site #	PEZ/NC/POST-01	Description
Size	3x6m	Located on the R325 from town towards Kathu and the newly developed Sibilo Shopping Centre.
Rate card cost	R 10,750	
Availability	Date	

Postmasburg landscape, towards Postmasburg CBD



Map



Site #	PEZ/NC/POST-02	Description
Size	3x6m	Located on the R325 from Kathu and the newly developed Sibilo Shopping Centre towards the CBD of Postmasburg.
Rate card cost	R 10,750	
Availability	Date	