



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

Lebowakgomo (Lepelle-Nkumpi Municipality)

17 June 2015

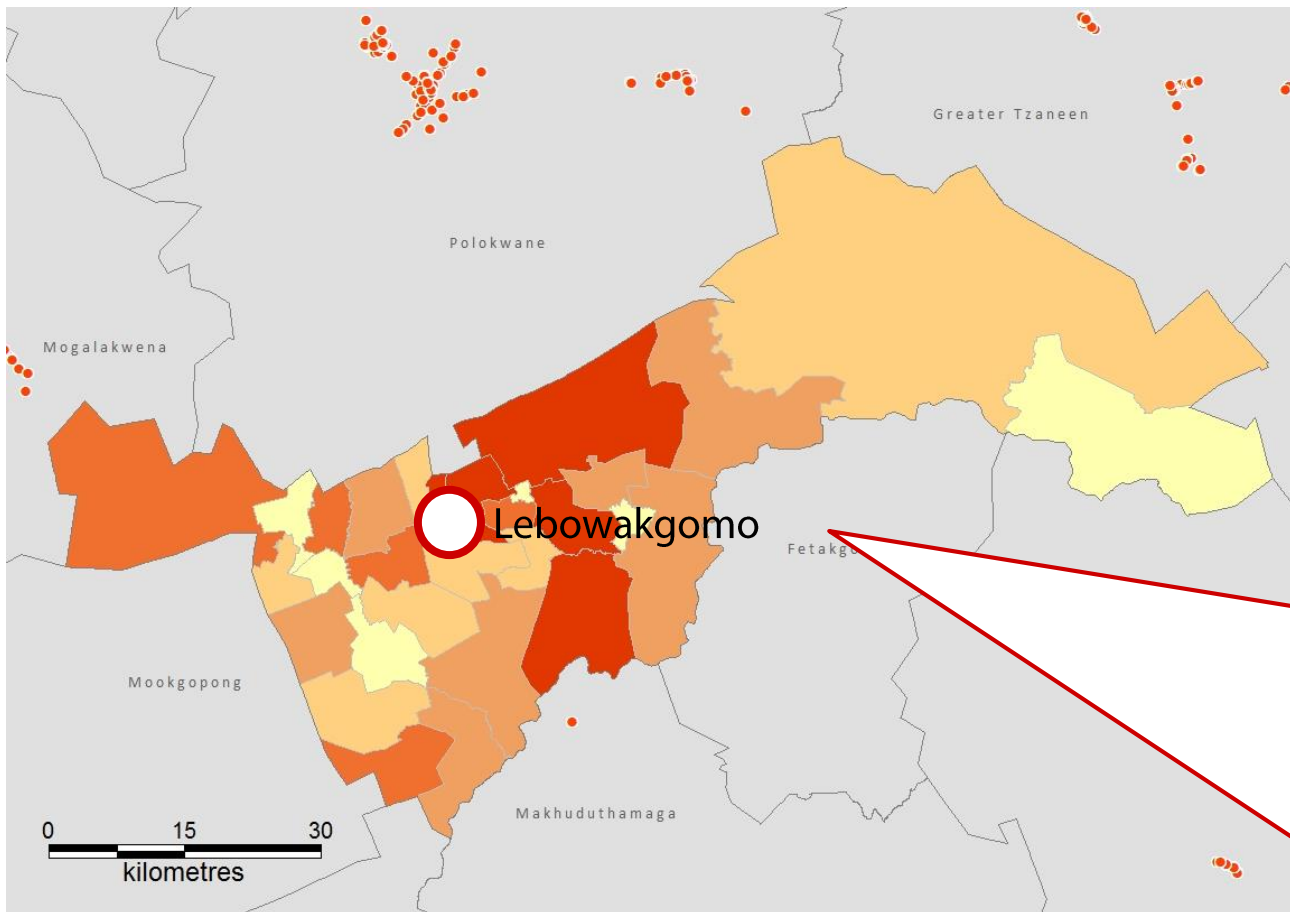
Lebowakgomo is a bustling town in Limpopo; just ~50km from Polokwane, it is the economic centre for the municipality

LIMPOPO PROVINCE

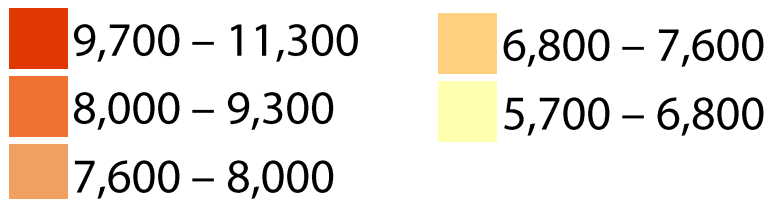
LAPELLE-NKUMPI LOCAL MUNICIPALITY



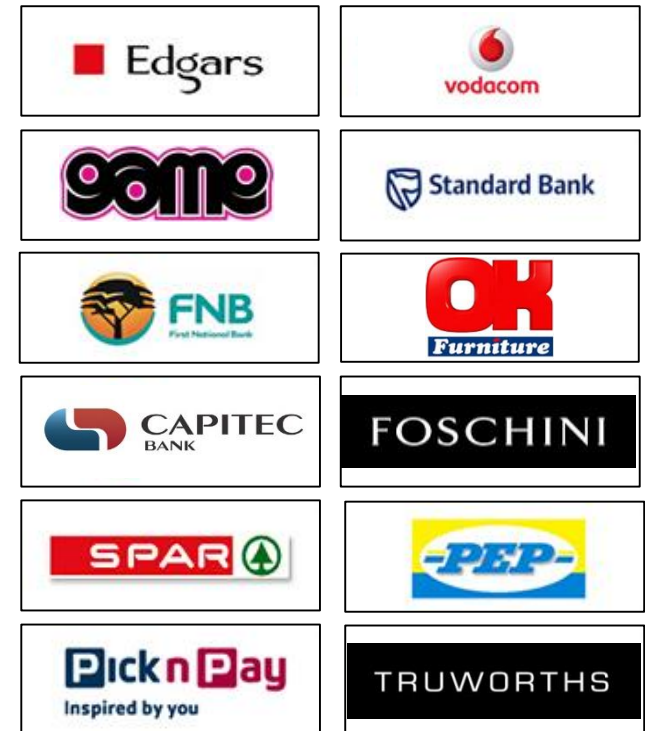
~230K people live in the Lepelle-Nkumpi municipality; Lebowakgomo is the seat of the region



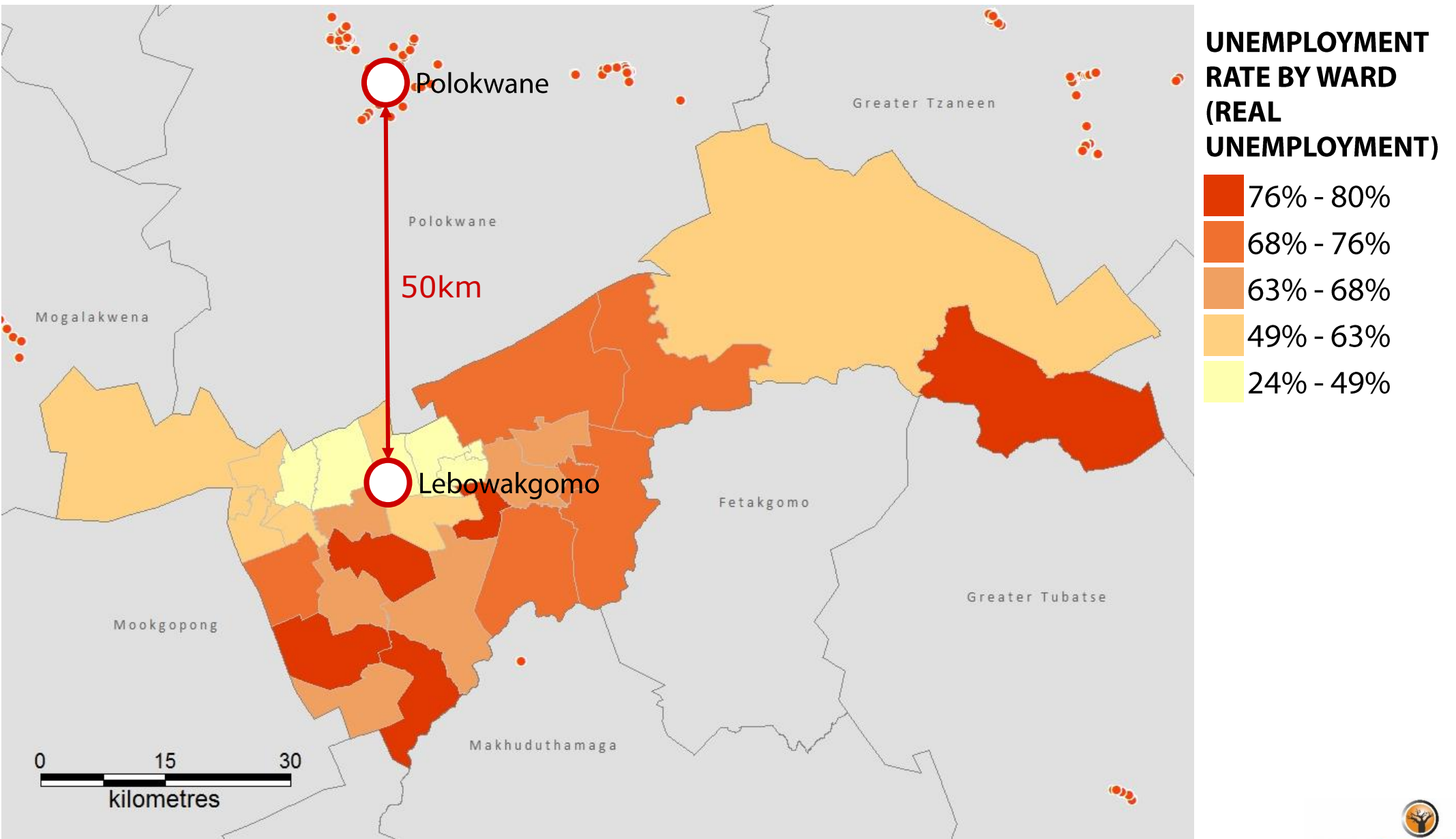
POPULATION BY WARD



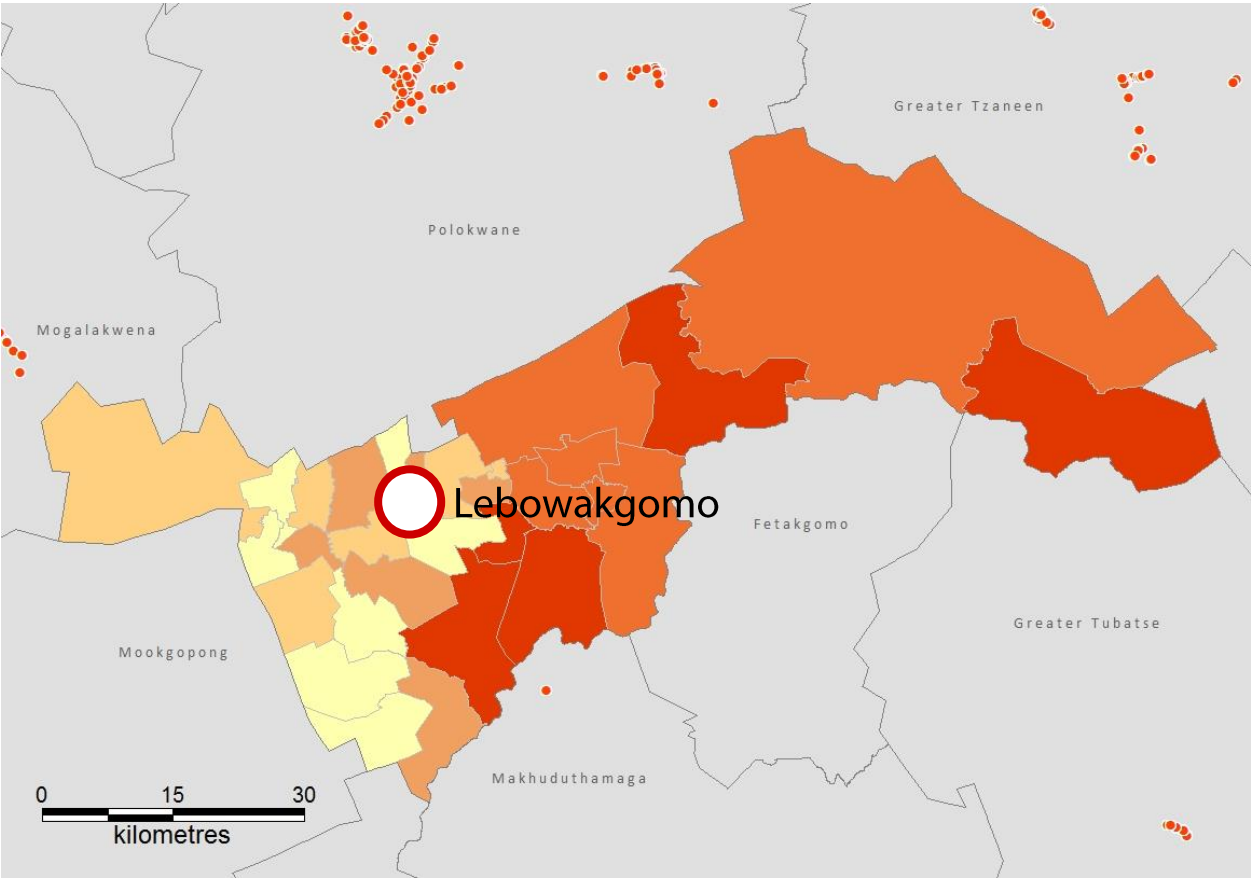
The “Mall@Lebo” is a new mall that opened in 2014. It attracts **shoppers from 35 km in each direction**. Some of the main tenants in the mall include:



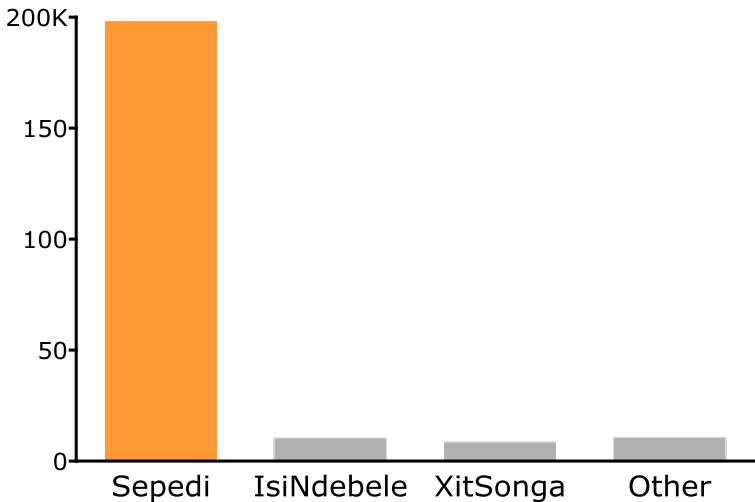
Only 50km from Polokwane, Lebowakgomo is an important labour source for Polokwane; there are many migrant workers



Sepedi is the most commonly-spoken language in the area

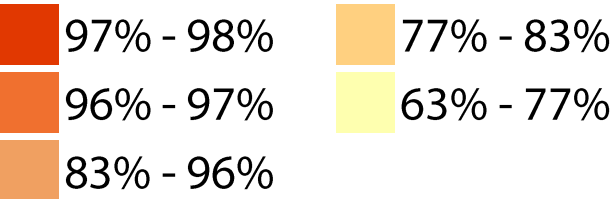


Primary language spoken

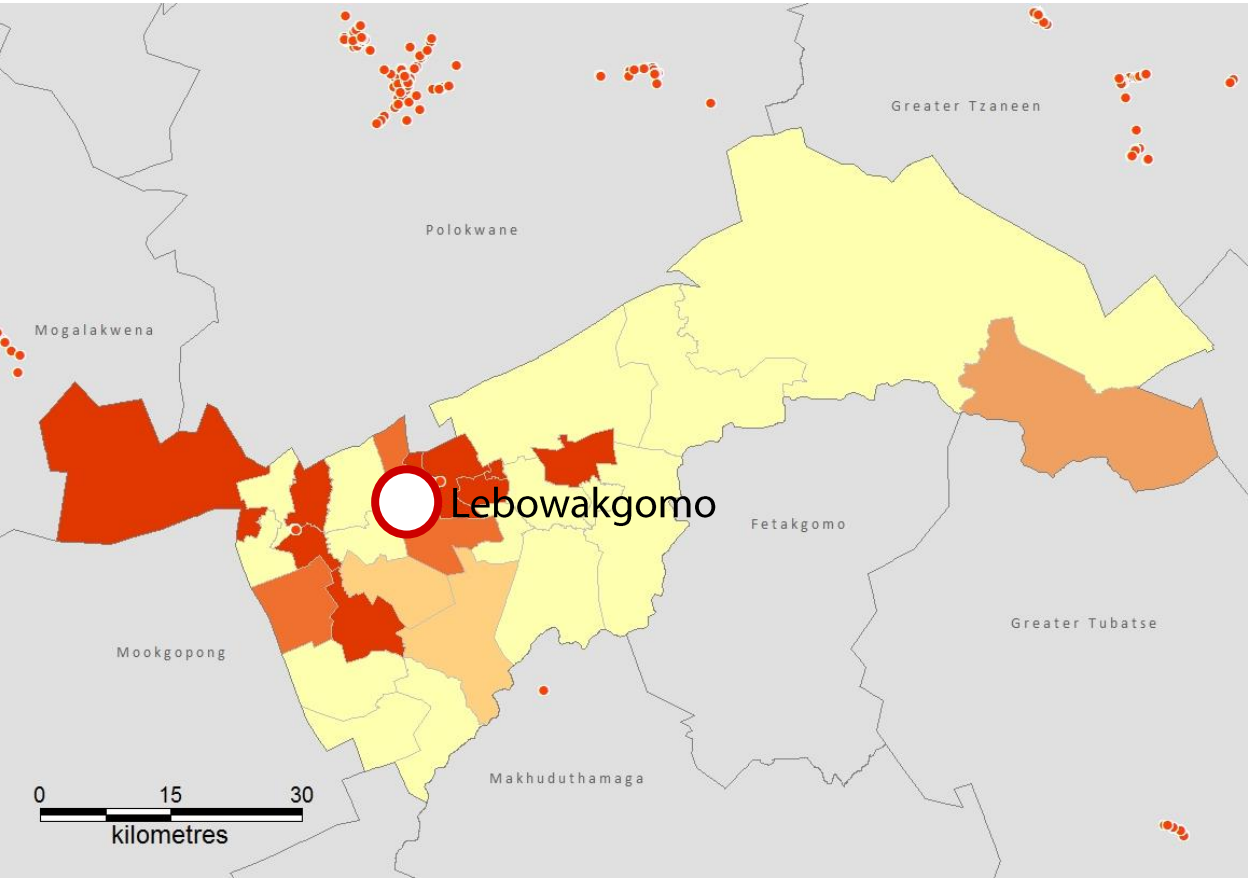


~87% of residents speak Sepedi as their primary language

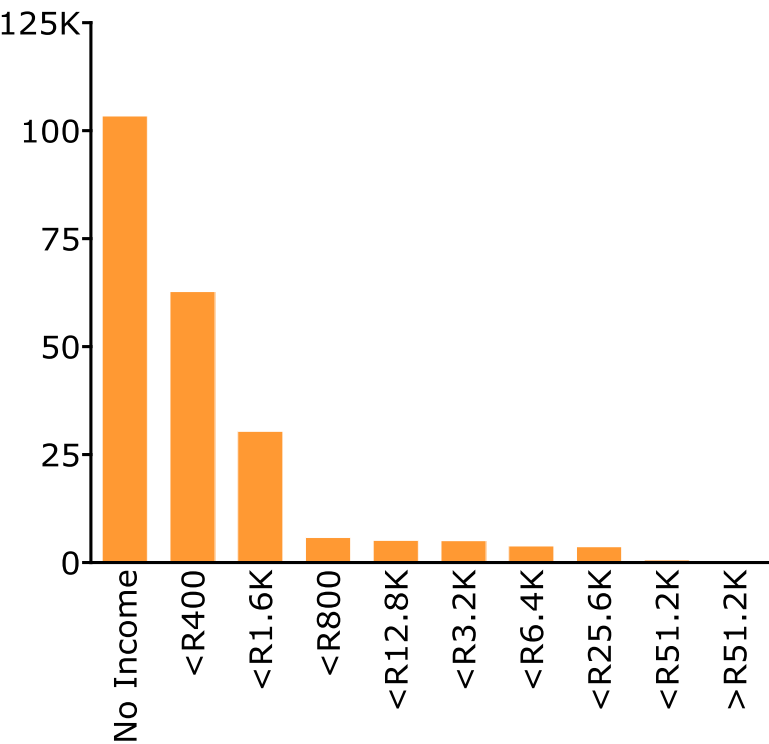
LANGUAGE: % SEPEDI SPEAKERS



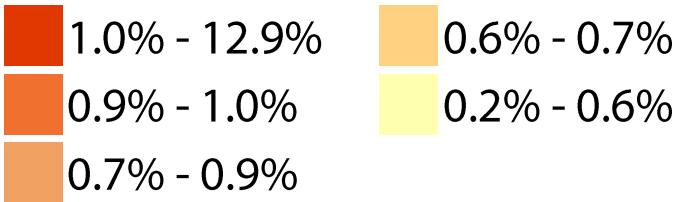
Although average income in the region is low (~R1,100 ppp month*), aggregated monthly income is sizeable (~R242M)



Monthly income breakdown (by # of people)



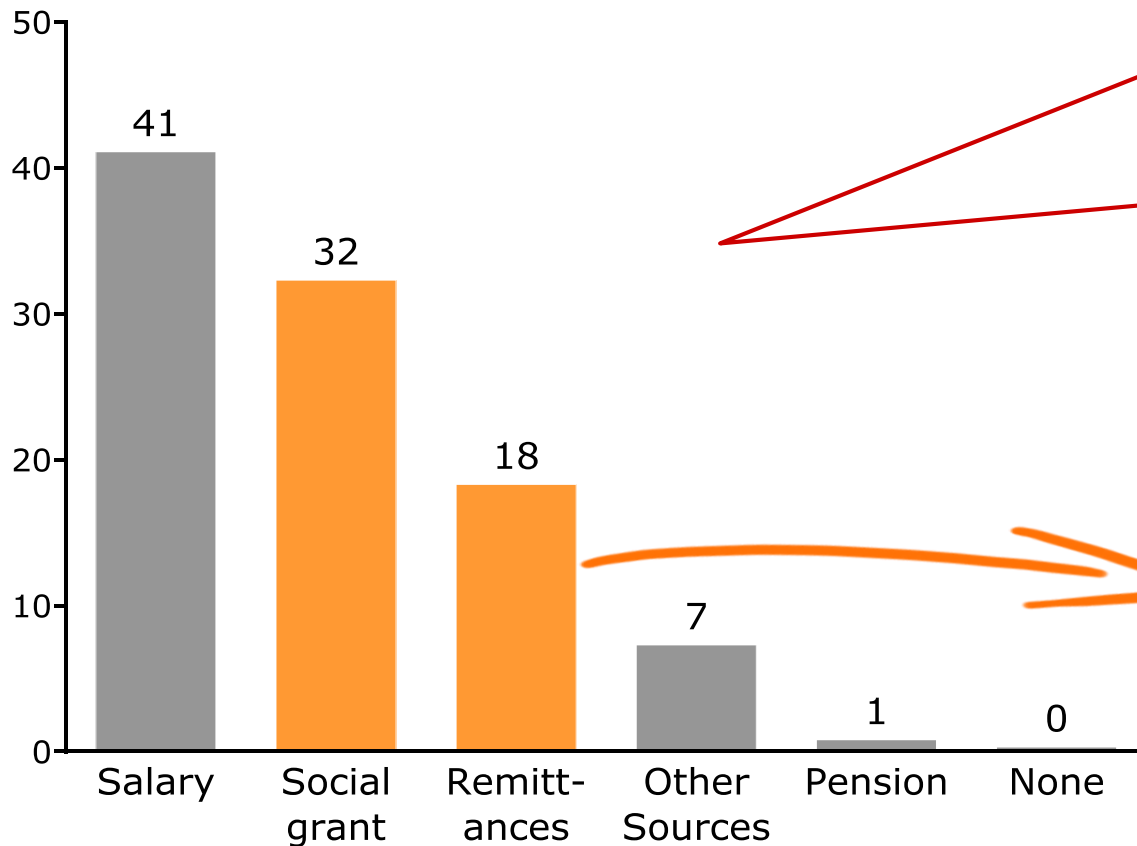
% OF PEOPLE WITH INCOME > R12.8K / MONTH



Source: *Outdoor Auditors' analysis

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)

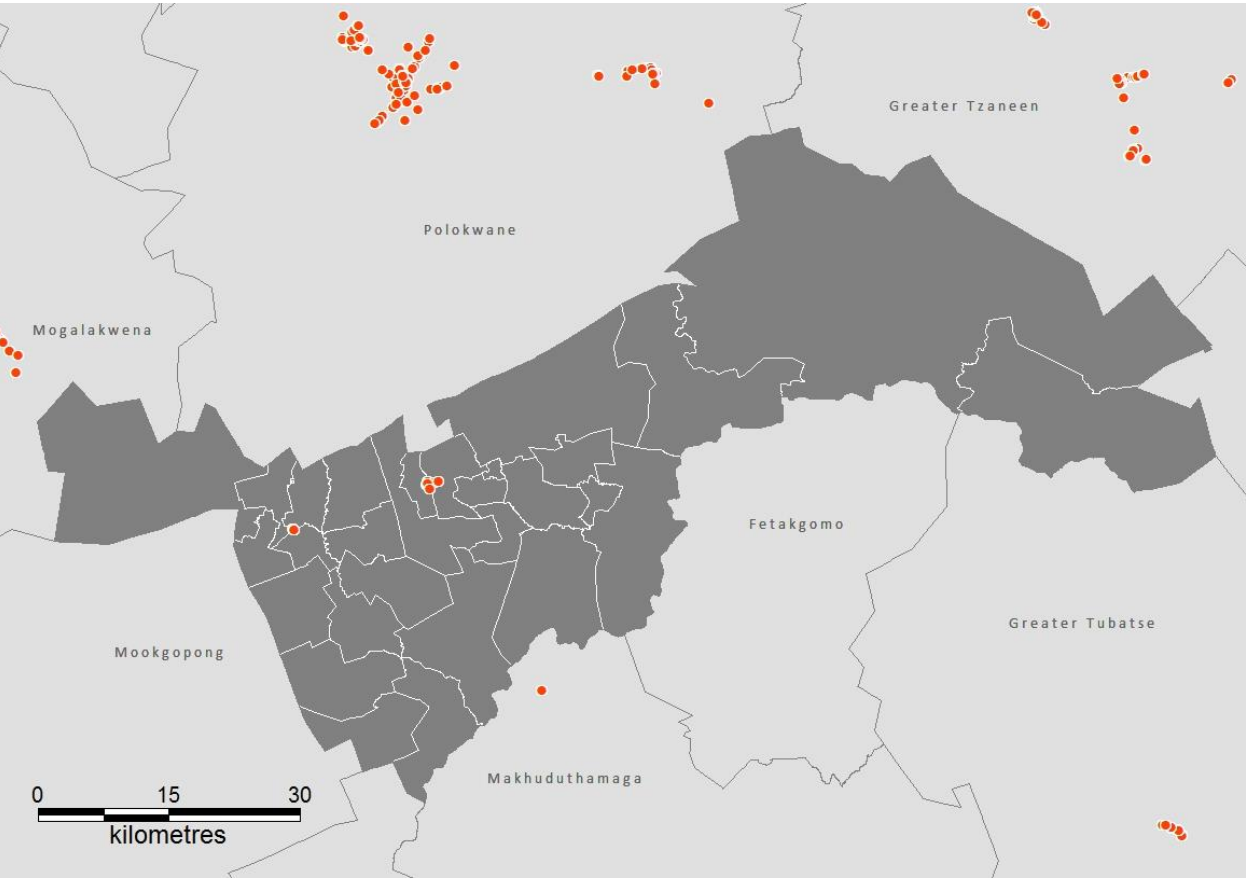


Types of grants (# of national recipients, monthly payment):

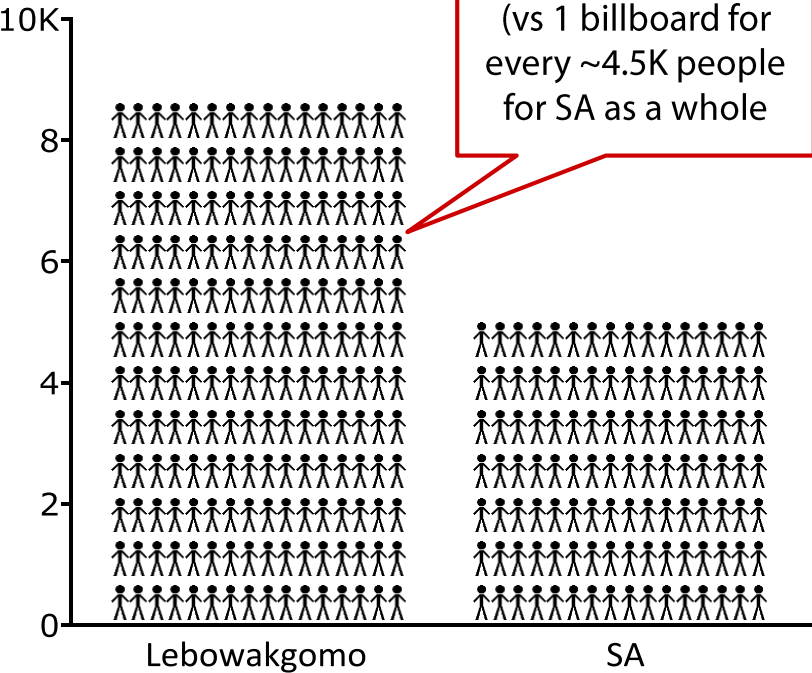
1. Grants for older persons (~3M, ~R1,350)
2. Disability grant (~1.1M, ~R1,350)
3. War veteran's grant (373, ~R1,370)
4. Foster child grant (~548K, ~R830)
5. Care dependency grant (123K, ~R1,350)
6. Child support grant (11.5K, ~R320)
7. Grant in-aid (~94K, ~R320)
8. Social relief of distress (varies,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

Remittances = money sent back home for the family to use

Lebowakgomo is under-served in terms of outdoor advertising; only 27 billboards service the entire region (i.e. limited clutter)



People per billboard (in K)



This municipality has **1 billboard face for every ~8.5K 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

E-TV



LIFEBUOY



CREMORA



AQUAFRESH



KFC



MTN



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



Lebowakgomo portrait, municipality entrance



Map



Site #	PEZ/LP/LEBO1-01	Description
Size	7.5x5m	Opposite the entrance to the municipality, just off the R518 (the main route from Lebowakgomo to Polokwane). Lebowakgomo forms part of the Greater Polokwane area, with Polokwane’s working class living in Lebowakgomo. The area has recently been awarded mining rights for gold and chrome.
Rate card cost	R 11,250	
Availability	Date	

Lebowakgomo portrait, municipality entrance



Map



Site #	PEZ/LP/LEB01-02	Description
Size	7.5x5m	Opposite the entrance to the municipality, just off the R518 (the main route from Lebowakgomo to Polokwane). Lebowakgomo forms part of the Greater Polokwane area, with Polokwane’s working class living in Lebowakgomo. The area has recently been awarded mining rights for gold and chrome.
Rate card cost	R 11,250	
Availability	Date	

Lebowakgomo portrait, towards residential areas



Map



Site #	PEZ/LP/LEB02-01	Description
Size	7.5x5m	Situated on the R518 from Lebowakgomo towards the main residential area and road towards Jane Furse and Burgersfort (R37). Lebowakgomo forms part of the Greater Polokwane area, with Polokwane's working class residing in Lebowakgomo.
Rate card cost	R 11,250	
Availability	Date	

Lebowakgomo portrait, towards residential areas



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