



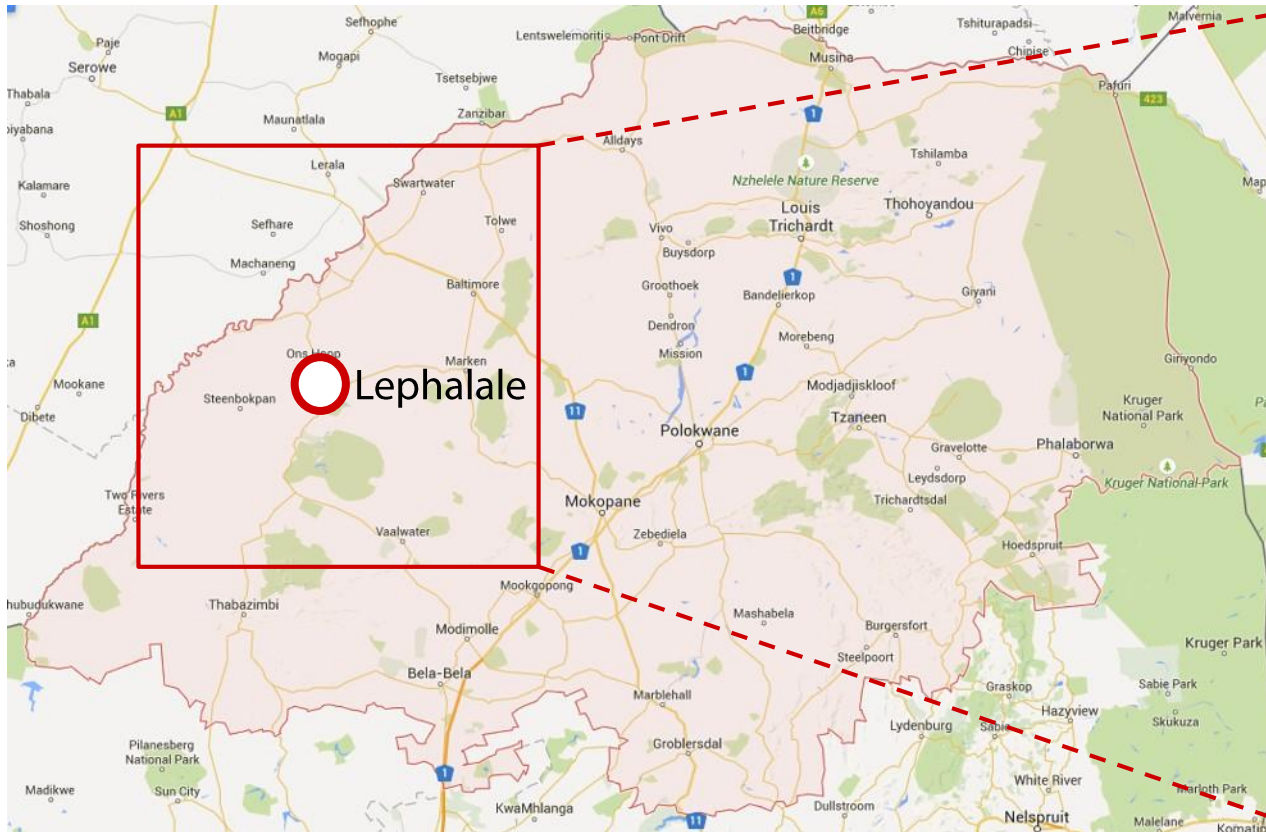
PEZULU OUTDOORTM
A D V E R T I S I N G
(Pty) Ltd

Lephalale Municipality

17 June 2015

Lephalale (formerly Ellisras) is a key town in Limpopo, and is the economic centre and seat for the local municipality

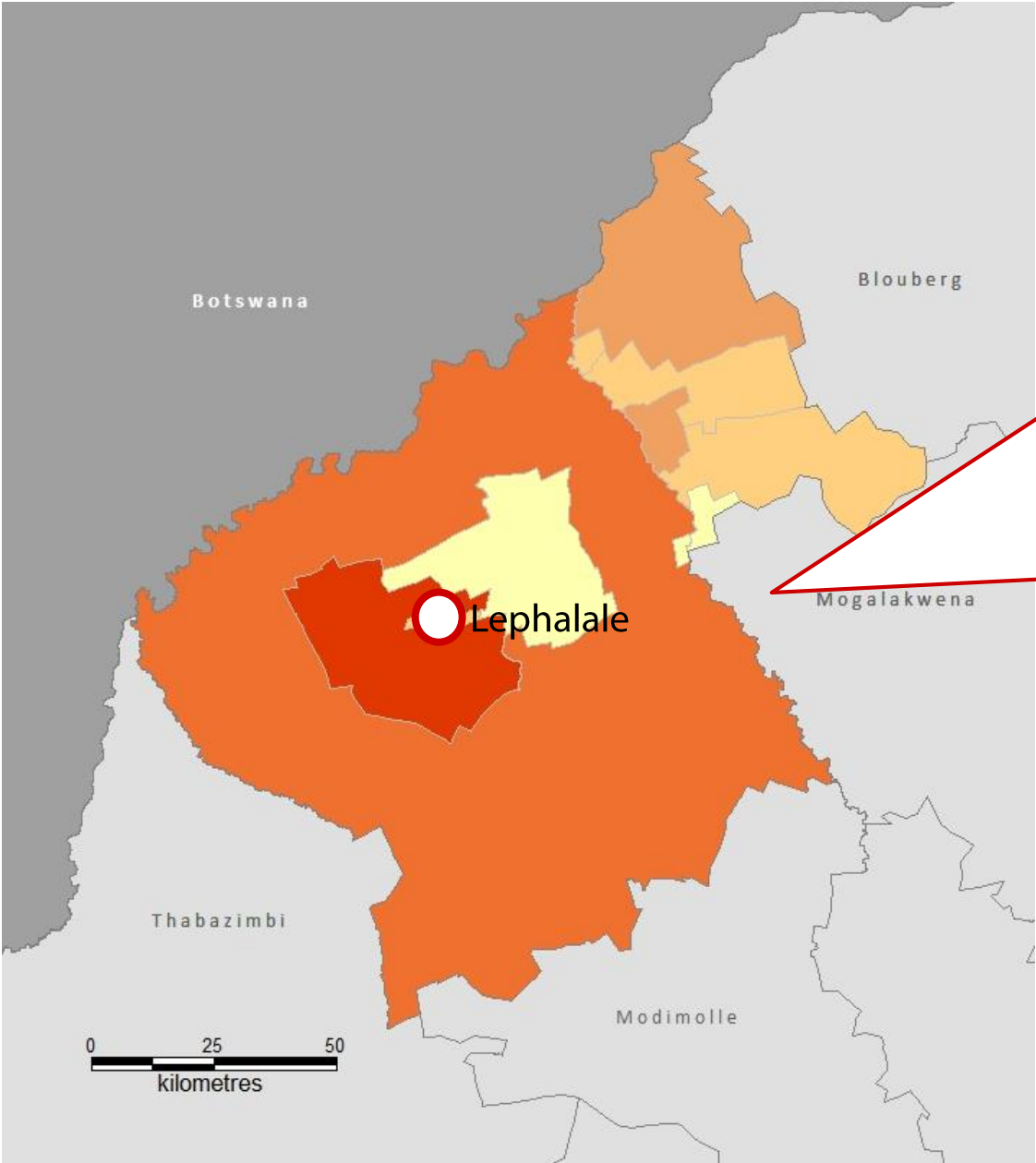
LIMPOPO PROVINCE



LEPHALALE LOCAL MUNICIPALITY



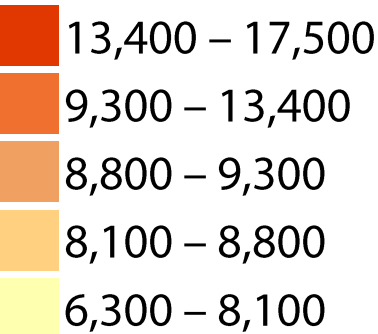
There are ~115K people in the municipality; Lephalale acts as the retail hub for the entire region



Lephalale Mall **attracts shoppers from the surrounding areas**. With over 80 tenants, it includes some of SA's main stores:

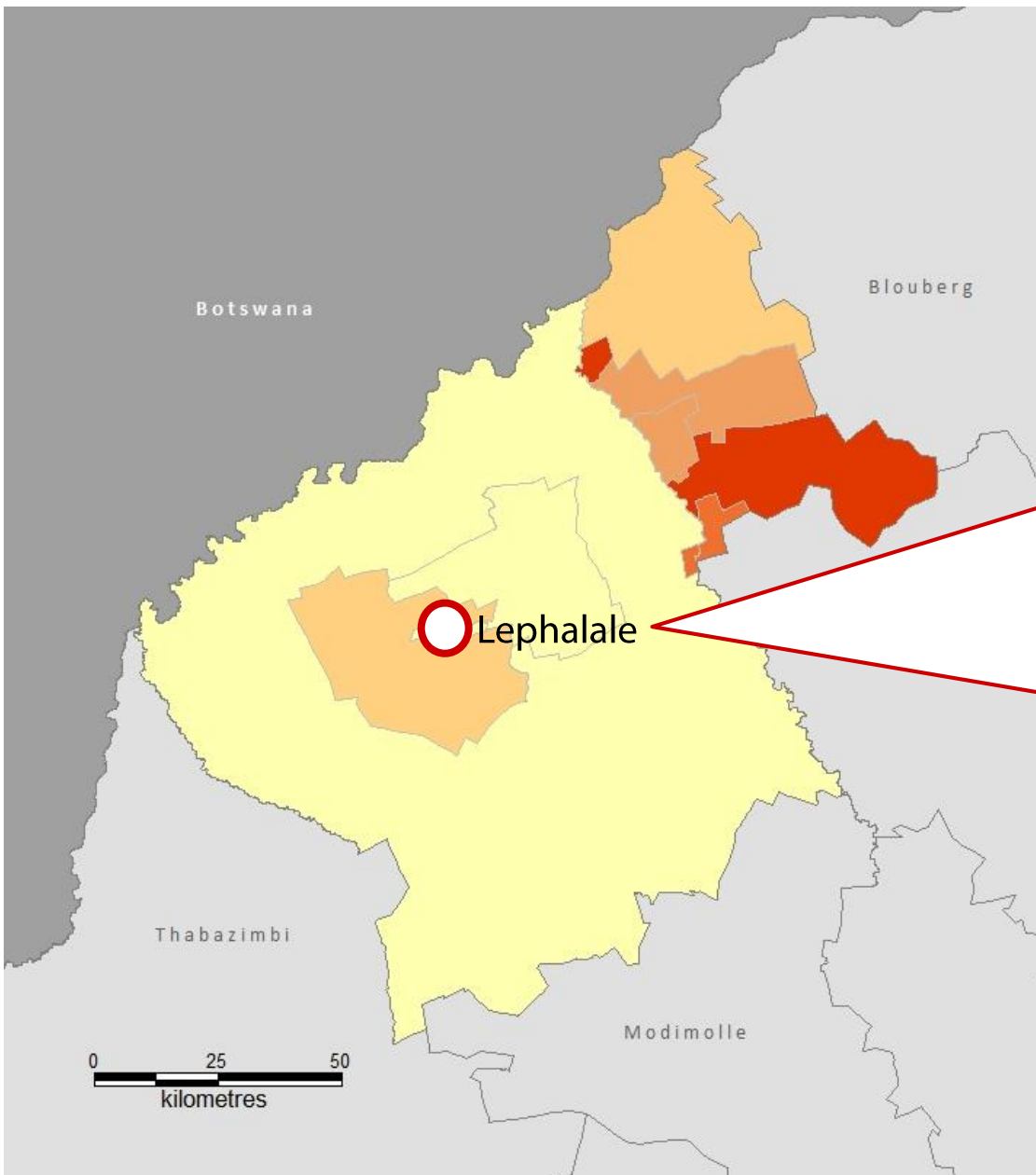


POPULATION BY WARD



Woolworths is about to open

Lephalale specializes in mining, electricity production, tourism, agriculture and game farming; unemployment is relatively low



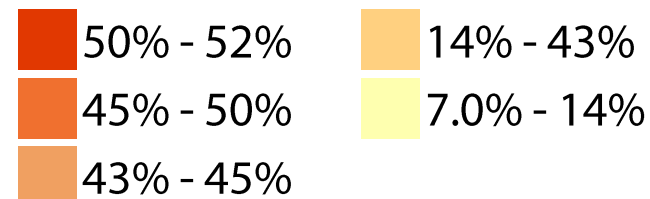
Eskom's **Medupi Power Plant** and **Matimba Power Station** are both in Lephalale.

Exxaro, one of SA's largest resources groups, mines coal here for Eskom (they signed a 50 year lease – i.e. this is going to be an important area for along time).

One of Exarro's sites, **Grootgeluk**, is one of the most efficient mining operations in the world, and contains the world's largest coal beneficiation complex.



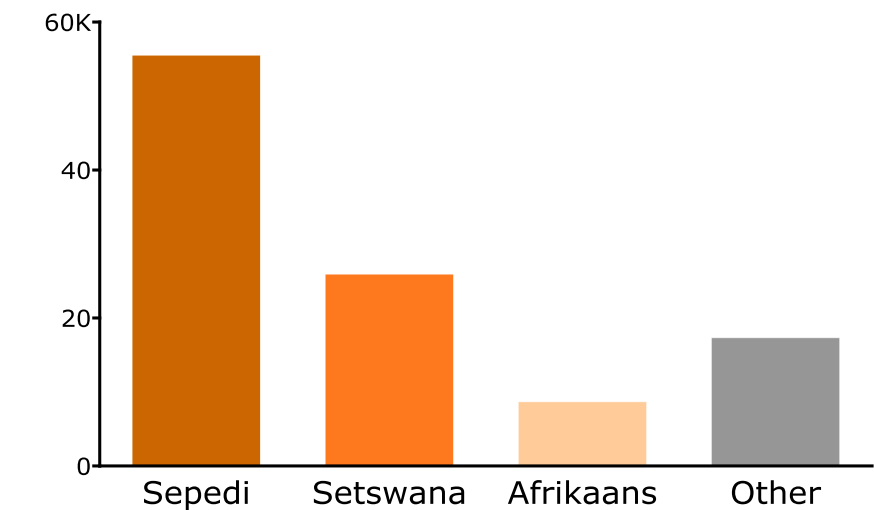
UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)



Sepedi and Setswana are the most commonly-spoken languages in the area



Primary language spoken

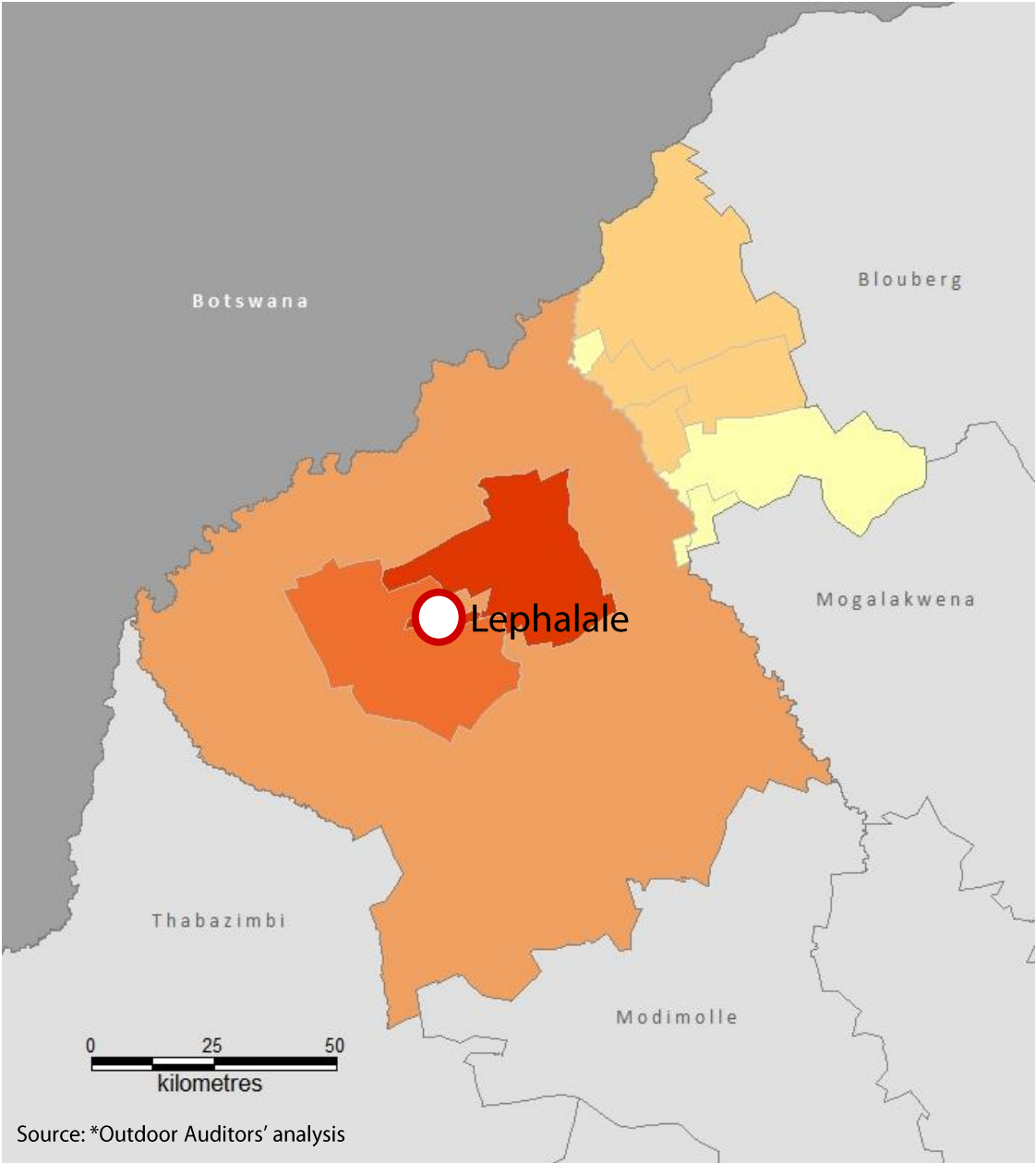


~76% of residents speak either Sepedi or Setswana

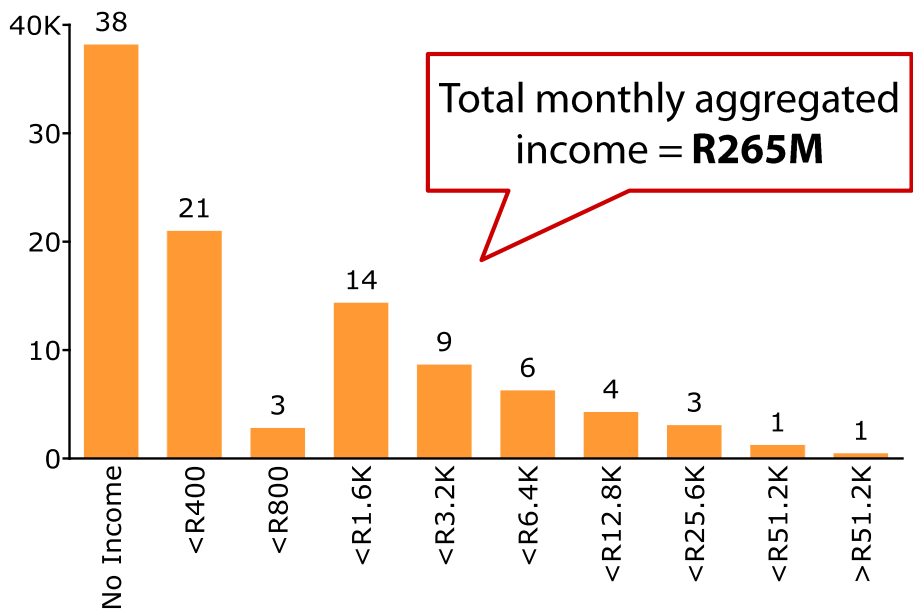
1st LANGUAGE SPOKEN:



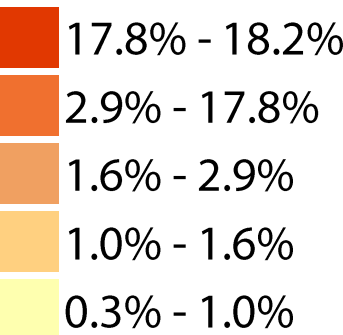
Average monthly income in the region is substantially higher than other Limpopo municipalities (~R2,650 ppp month*)



Monthly Income breakdown (by # of people)



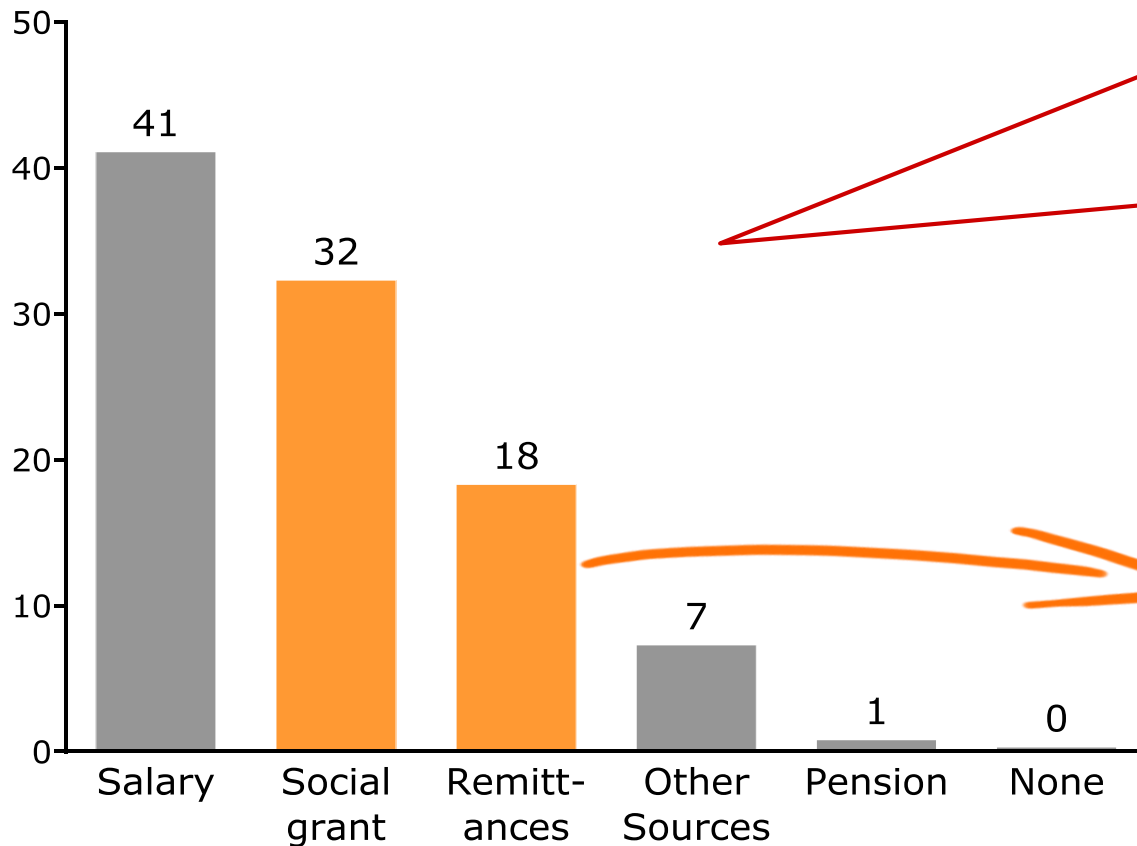
% OF PEOPLE WITH INCOME > R12.8K / MONTH



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):

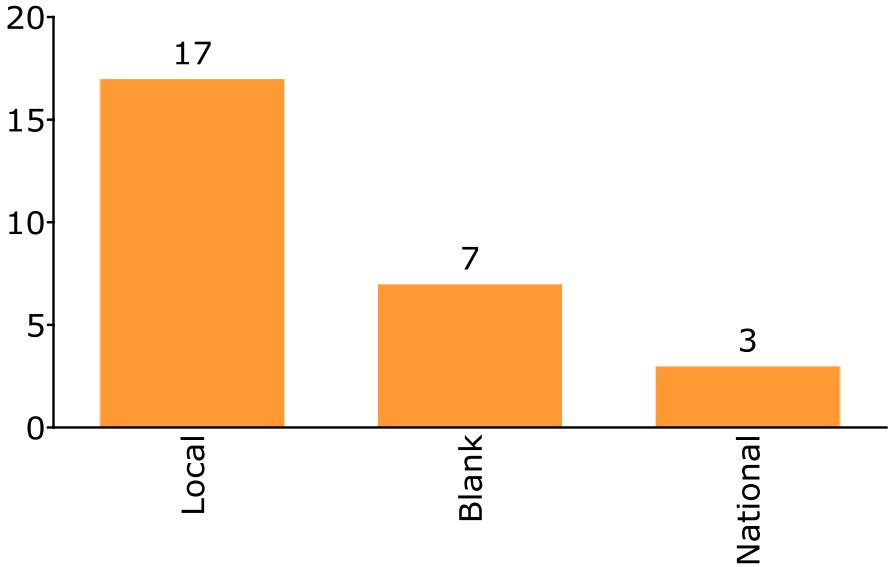
1. Grants for older persons (~3M, ~R1,350)
2. Disability grant (~1.1M, ~R1,350)
3. War veteran's grant (373, ~R1,370)
4. Foster child grant (~548K, ~R830)
5. Care dependency grant (123K, ~R1,350)
6. Child support grant (11.5K, ~R320)
7. Grant in-aid (~94K, ~R320)
8. Social relief of distress (varies,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

Remittances = money sent back home for the family to use

This region is neglected in terms of outdoor advertising: there are just 27 billboards servicing this entire region (i.e. no clutter)



Type of advertiser (# of billboards)



Only a few national brands are taking advantage of advertising in this economically affluent area

LEGEND

Billboard

This region attracts various types of brands, aimed at different LSM groups

CAPITEC



INDUSTRIAL EQUIPMENT HIRE



MEDUPI POWER PLANT



KHANYISA



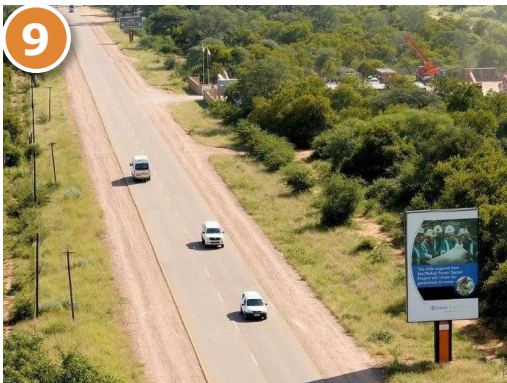
ESTATE RENTAL



REMAX



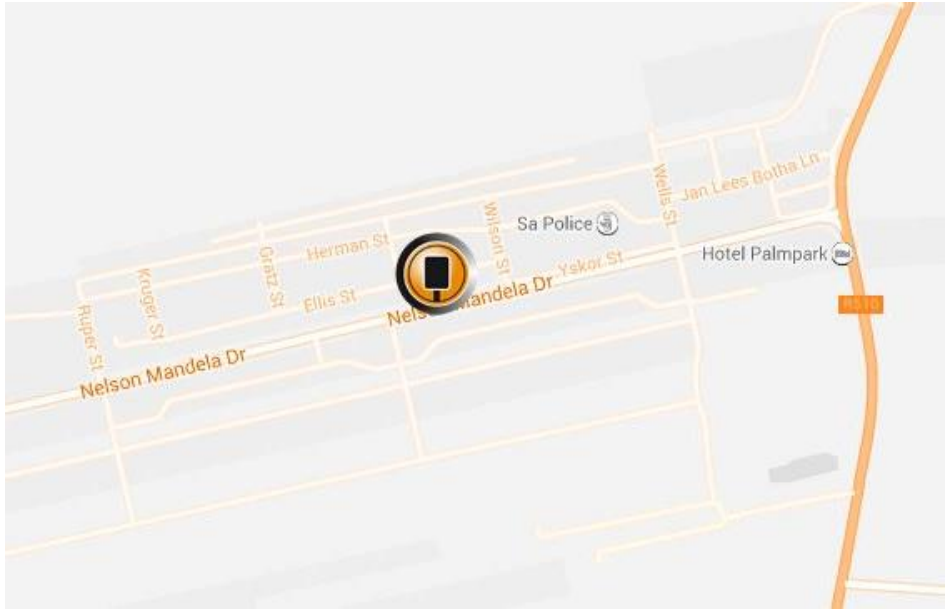
Pezulu Outdoor Advertising has the best sites in the area, focused on high-traffic, economically active areas



Lephalale landscape, Nelson Mandela Drive



Map

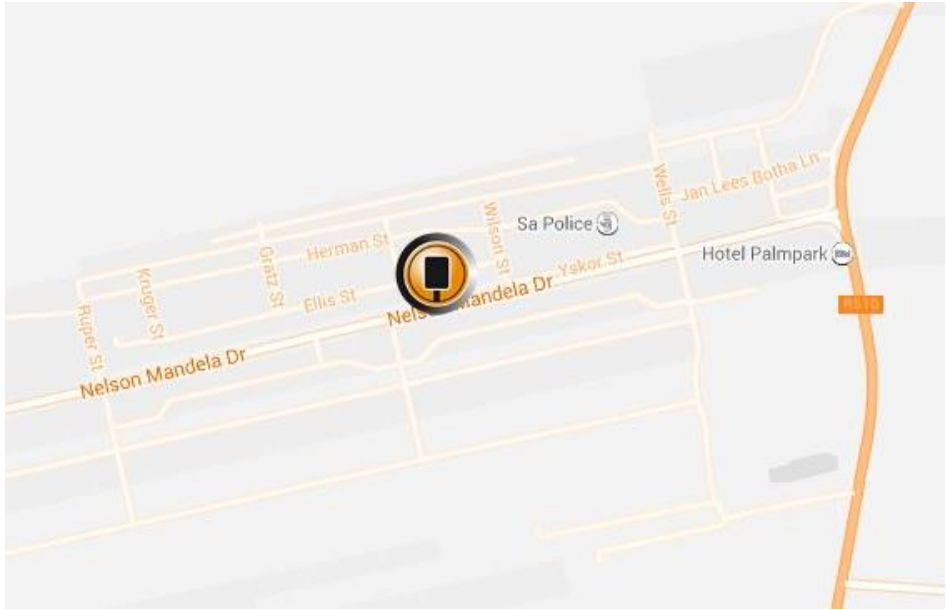


Site #	PEZ/LP/LEPH1-01	Description
Size	3x6m	Situated on Nelson Mandela Drive, in close proximity to the Lephalale Square shopping complex, traffic towards Lephalale Mall, Onverwacht, Medupi Power Station and Grootegeeluk Coal Mine.
Rate card cost	R 11,000	
Availability	Date	

Lephalale landscape, Nelson Mandela Drive



Map



Site #	PEZ/LP/LEPH1-02	Description
Size	3x6m	Situated on Nelson Mandela Drive, in close proximity to the Lephalale Square shopping complex, traffic from Onverwacht, Medupi Power Station and Grootegeeluk Coal Mine towards Lephalale CBD
Rate card cost	R 11,000	
Availability	Date	

Lephalale landscape, Nelson Mandela Drive 2



Map



Site #	PEZ/LP/LEPH2-01	Description
Size	3x6m	Situated on Nelson Mandela Drive, in close proximity to the Lephalale Square shopping complex, traffic towards Onverwacht, Medupi Power Station and Grootegeeluk Coal Mine.
Rate card cost	R 11,000	
Availability	Date	

Lephalale landscape, Nelson Mandela Drive 2



Map

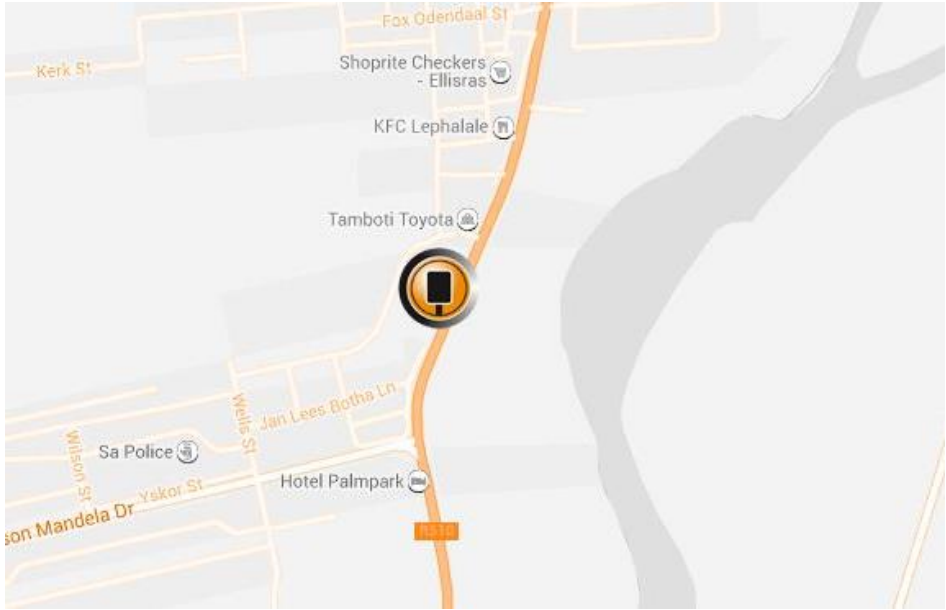


Site #	PEZ/LP/LEPH2-02	Description
Size	3x6m	Situated on Nelson Mandela Drive, in close proximity to the Lephalale Square shopping complex, traffic from Onverwacht, Medupi Power Station and Grootegeeluk Coal Mine towards Lephalale CBD.
Rate card cost	R 11,000	
Availability	Date	

Lephalale portrait, OR Tambo Ave



Map

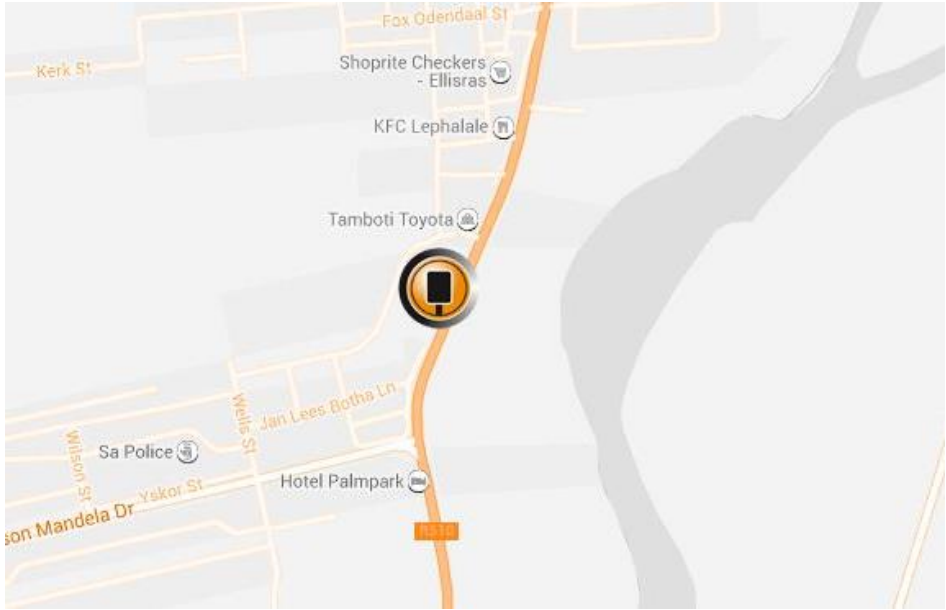


Site #	PEZ/LP/LEPH3-01	Description
Size	7.5x5m	Situated on OR Tambo Ave, just past the Lephalale Square shopping complex towards the R518 (Polokwane and Botswana border post).
Rate card cost	R 11,250	
Availability	Date	

Lephalale portrait, OR Tambo Ave



Map



Site #	PEZ/LP/LEPH3-02	Description
Size	7.5x5m	Situated on OR Tambo Ave, just before the Lephalale Square shopping complex towards the R518 (Polokwane and Botswana border post).
Rate card cost	R 11,250	
Availability	Date	

Lephalale portrait, Nelson Mandela Dr



Map

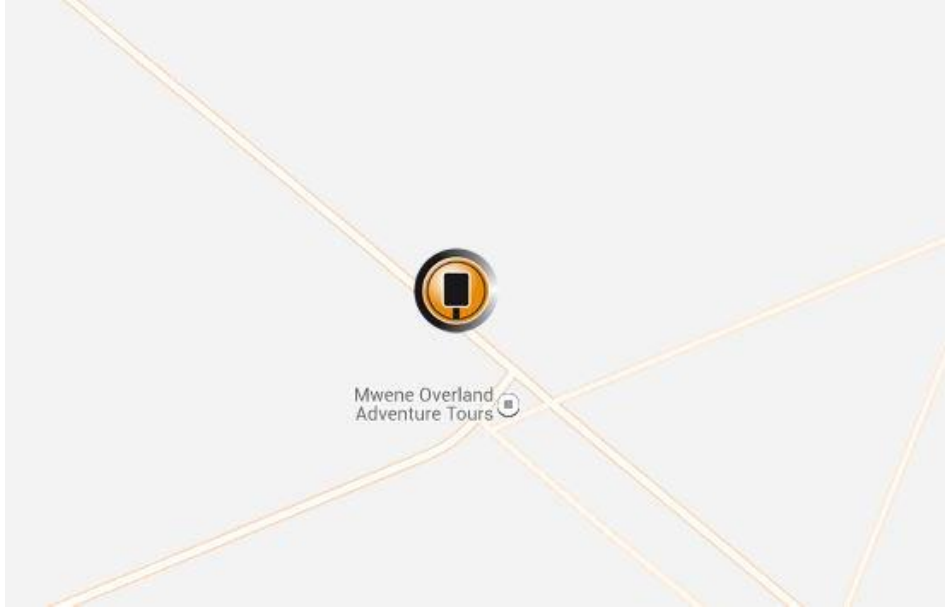


Site #	PEZ/LP/LEPH4-01	Description
Size	7.5x5m	Situated on Nelson Mandela Drive, traffic to Medupi and Matimba Power Station, and the Sasol Gas project/Onverwacht and Grootegeeluk Coal Mine from Lephalale CBD.
Rate card cost	R 11,250	
Availability	Date	

Lephalale portrait, Nelson Mandela Dr



Map

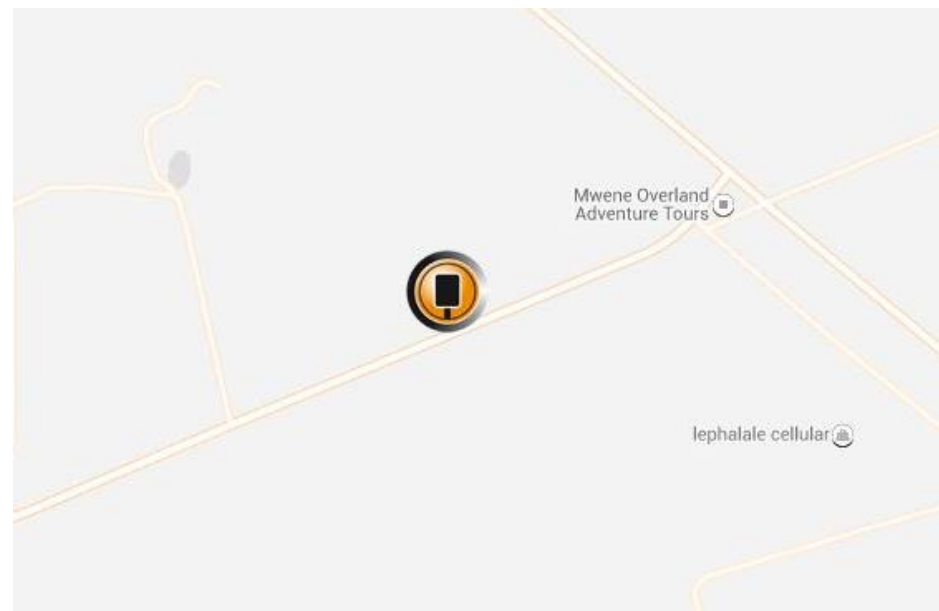


Site #	PEZ/LP/LEPH4-02	Description
Size	7.5x5m	Situated on Nelson Mandela Drive, traffic to Medupi and Matimba Power Station, and the Sasol Gas project/Onverwacht and Grootegeeluk Coal Mine from Exxaro Mine
Rate card cost	R 11,250	
Availability	Date	

Lephalale portrait, Medupi Power Station



Map

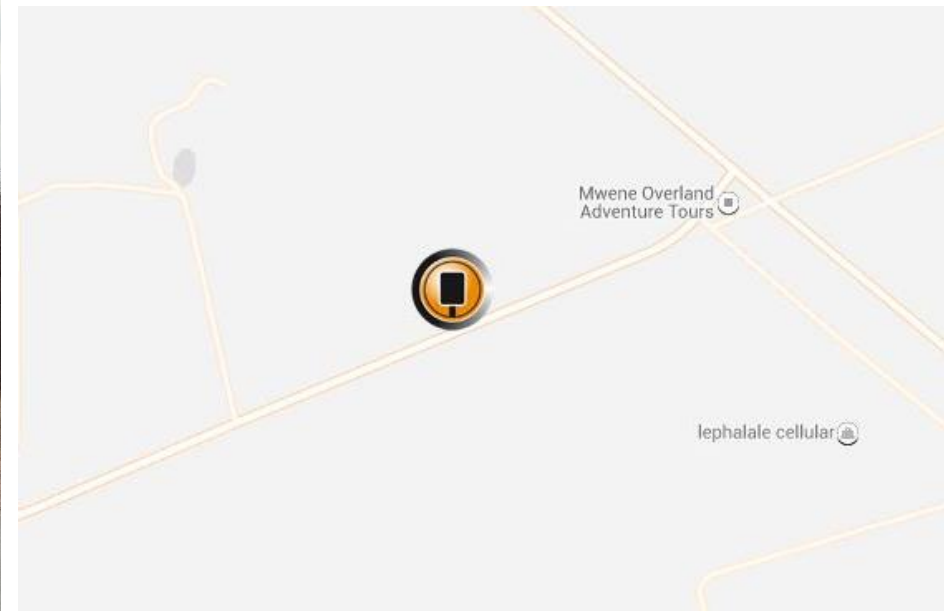


Site #	PEZ/LP/LEPH5-01	Description
Size	7.5x5m	Situating on just off Nelson Mandela Drive traffic between main intersection and the Medupi Power Station. Lephalale is rich with coal which is mined by Exxaro at the Grootegeeluk coal mine.
Rate card cost	R 11,250	
Availability	Date	

Lephalale portrait, Medupi Power Station



Map

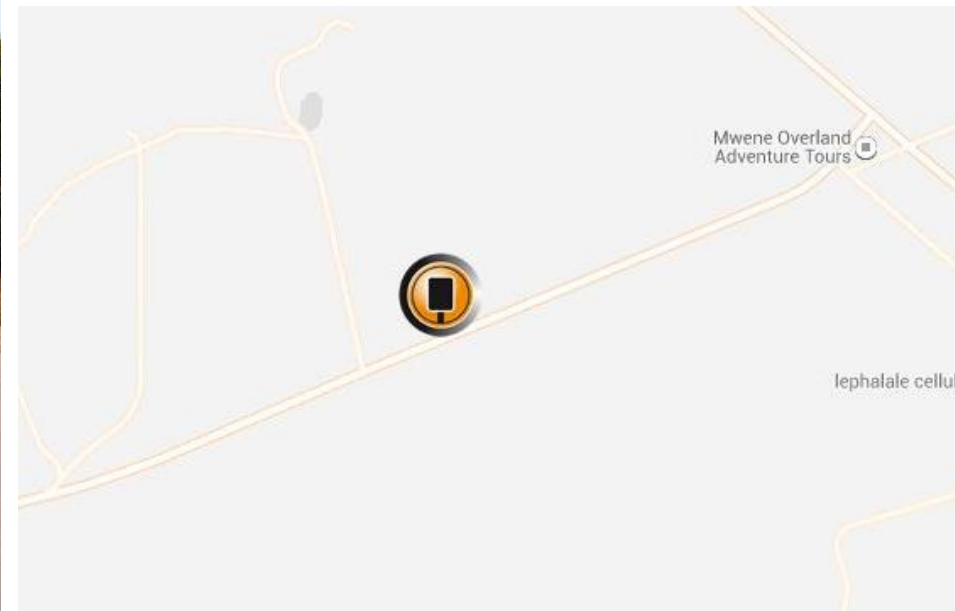


Site #	PEZ/LP/LEPH5-02	Description
Size	7.5x5m	Situated on just off Nelson Mandela Drive traffic between main intersection and the Medupi Power Station. Lephalale is rich with coal which is mined by Exxaro at the Grooteigeluk coal mine.
Rate card cost	R 11,250	
Availability	Date	

Lephalale landscape, Medupi Power Station



Map

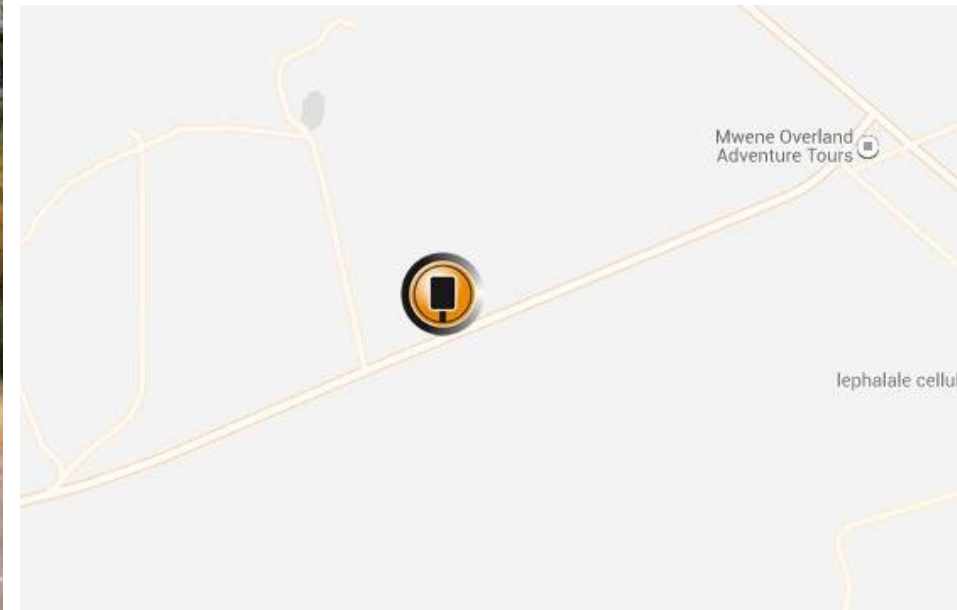


Site #	PEZ/LP/LEPH6-01	Description
Size	3x6m	Situated on just off Nelson Mandela Drive traffic between main intersection and the Medupi Power Station. Lephalale is rich with coal which is mined by Exxaro at the Grootegeeluk coal mine.
Rate card cost	R 11,000	
Availability	Date	

Lephalale landscape, Medupi Power Station



Map



Site #	PEZ/LP/LEPH6-02	Description
Size	3x6m	Situated on just off Nelson Mandela Drive traffic between main intersection and the Medupi Power Station. Lephalale is rich with coal which is mined by Exxaro at the Grootegeeluk coal mine.
Rate card cost	R 11,000	
Availability	Date	