



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

Maluti a Phofung Municipality (Phuthaditjhaba)

17 June 2015

Phuthaditjhaba (formerly Qwaqwa / Witsieshoek) is a bustling town in the Free State, bordering KZN and Lesotho

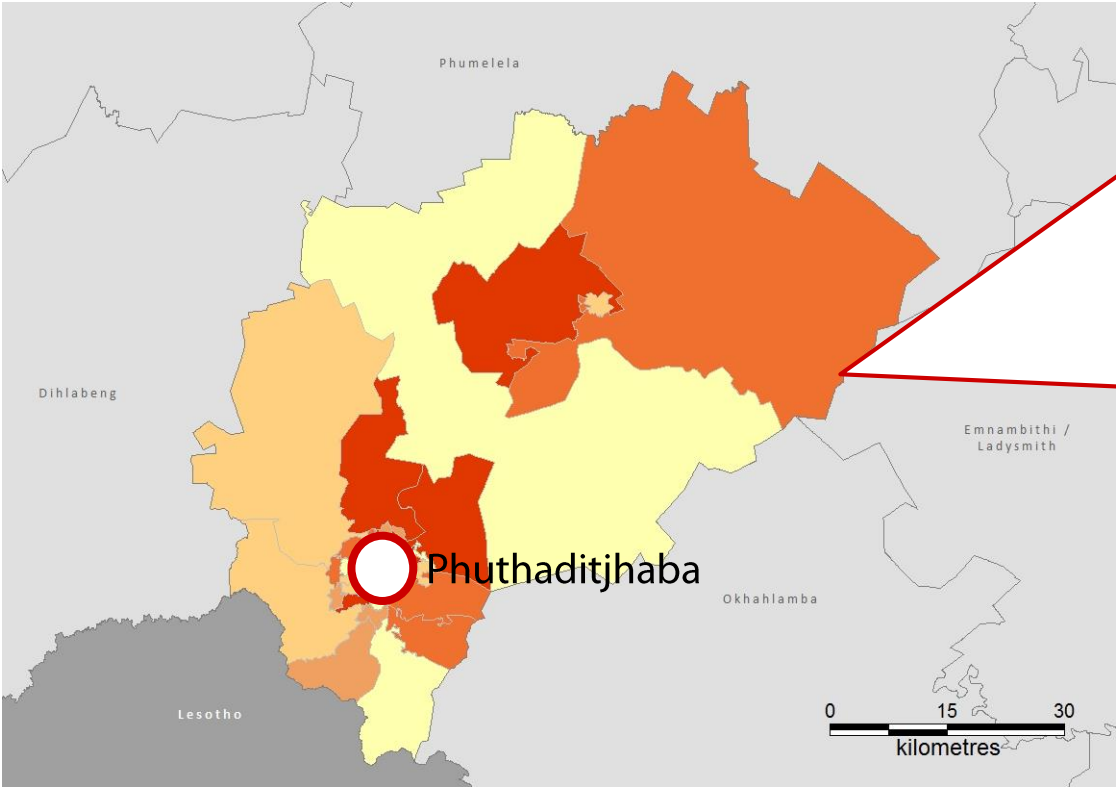
FREE STATE PROVINCE



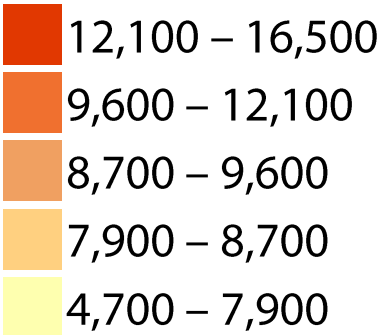
MALUTI A PHOFUNG LOCAL MUNICIPALITY



Phuthaditjhaba is a retail hub for the broader region; people travel from surrounding rural villages to shop and bank here



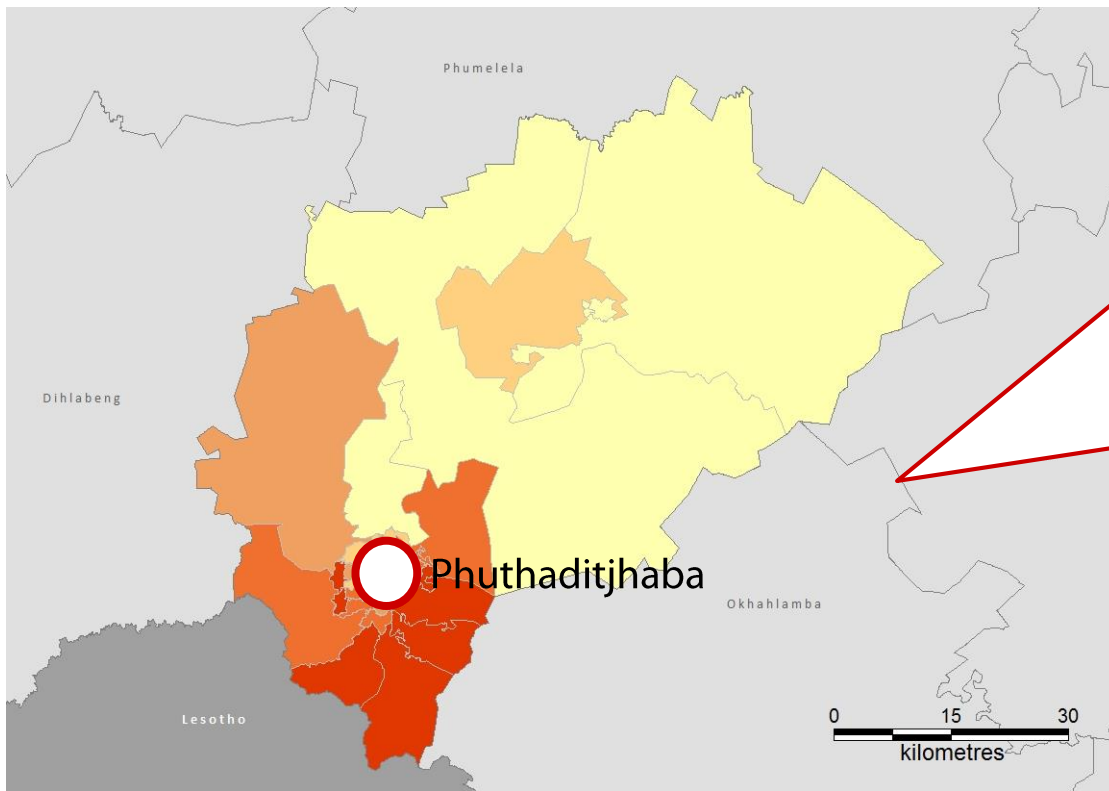
POPULATION BY WARD



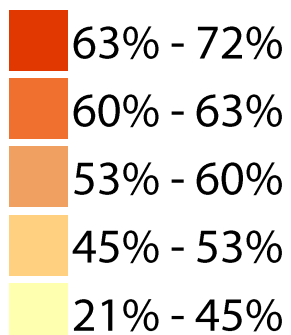
Phuthaditjhaba has 3 existing shopping centres, **Mandela Park Shopping Center, Naledi Mall and Setsing Crescent Shopping Centre**. A fourth shopping centre is planned for completion in 2016: **Maluti Mall**. There is a wide variety of shops within these malls, including:



Tourism and mixed farming are the 2 biggest industries in Phuthaditjaba; the government is the largest employer



UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)



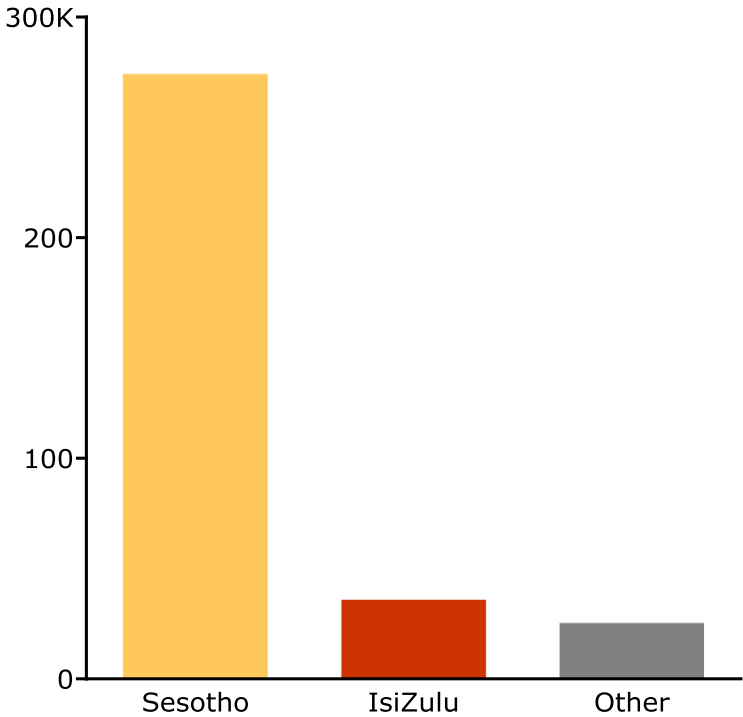
Tourism is an important sector for the region: the Drakensberg straddles Phuthaditjaba's western border



Sesotho is the most commonly-spoken language in the area



Primary language spoken

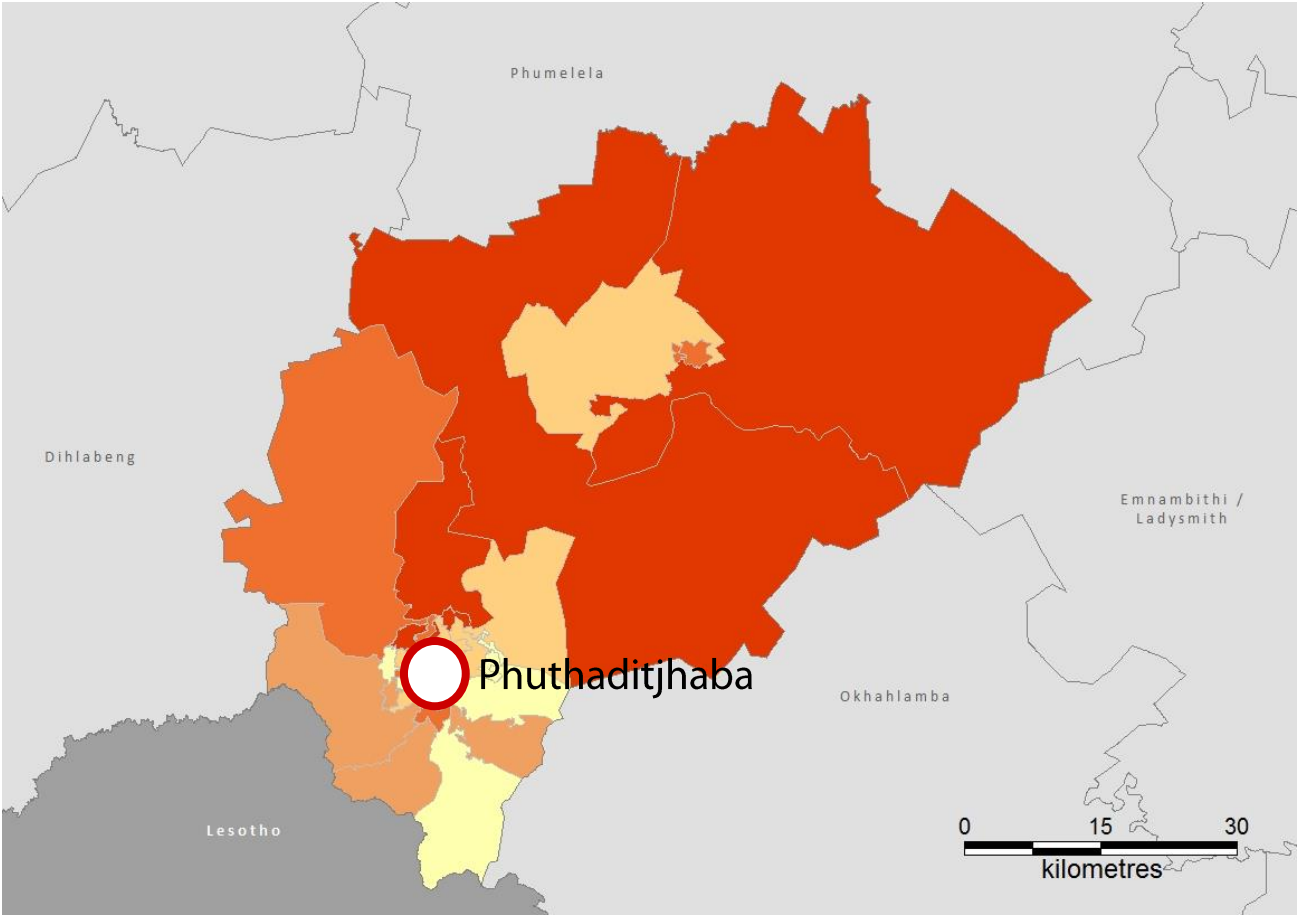


1st LANGUAGE SPOKEN:

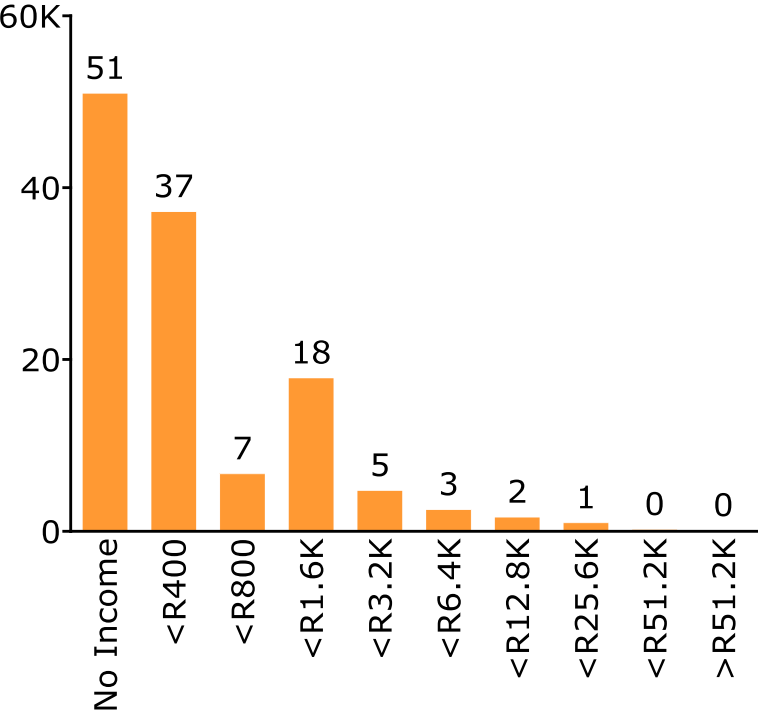
- isiZulu
- Sesotho

Over 80% of people in the region speak Sesotho as a primary language

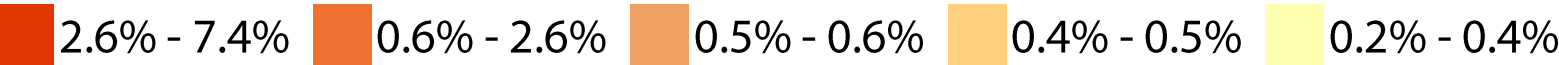
Although average income in the region is low (~R890 ppp month*), aggregated monthly income is sizeable (~R110M)



Monthly Income breakdown
(by # of people)



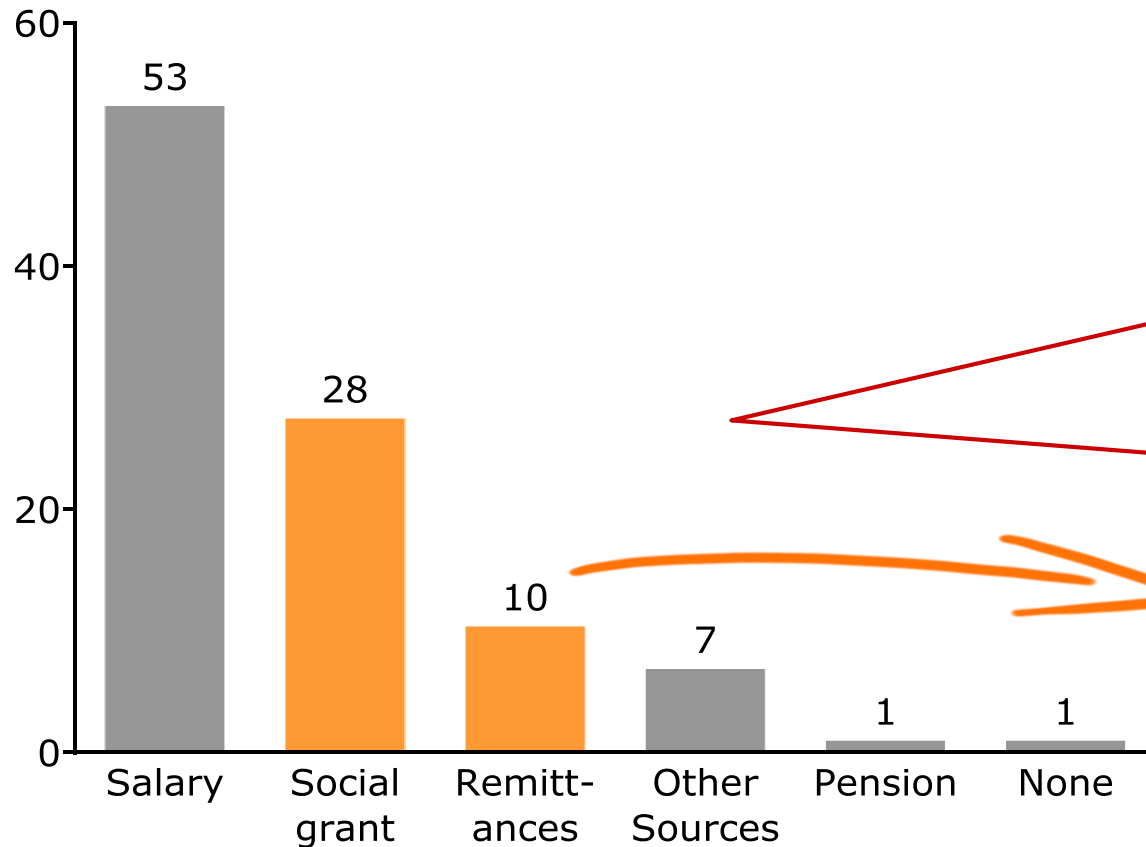
% OF PEOPLE WITH INCOME > R12.8K / MONTH



Source: *Outdoor Auditors analysis

In addition to salary, ~900K people in Free State (55% of households) receive social grants*, providing extra income

% distribution of main source of household income, 2013 (Free State)



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

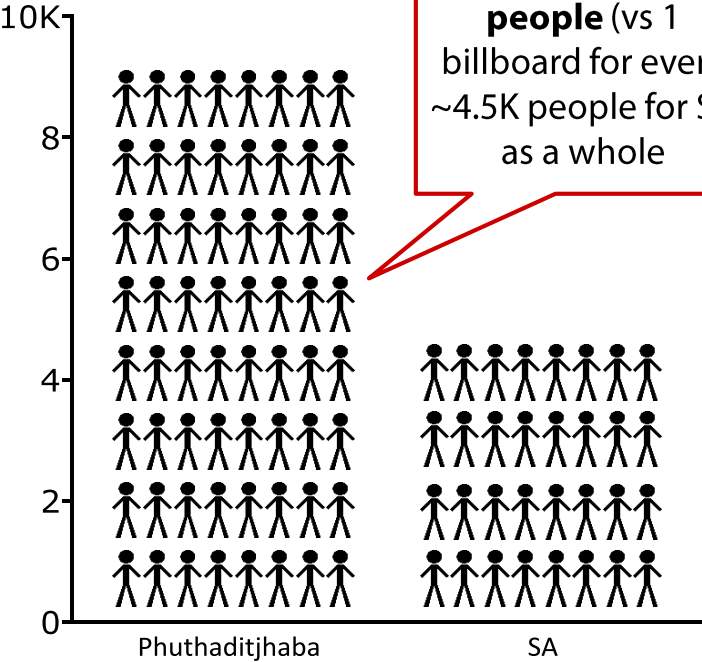
1. Grants for older persons (~3M, ~R1,350)
2. Disability grant (~1.1M, ~R1,350)
3. War veteran's grant (373, ~R1,370)
4. Foster child grant (~548K, ~R830)
5. Care dependency grant (123K, ~R1,350)
6. Child support grant (11.5K, ~R320)
7. Grant in-aid (~94K, ~R320)
8. Social relief of distress (varies,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

Remittances = money sent back home for the family to use

This region is neglected in terms of outdoor advertising: there are just 35 billboards servicing this entire region (i.e. no clutter)



People per billboard (in K)



LEGEND

Billboard

This region attracts LSM 4-7 brands on outdoor

CELL C



KFC



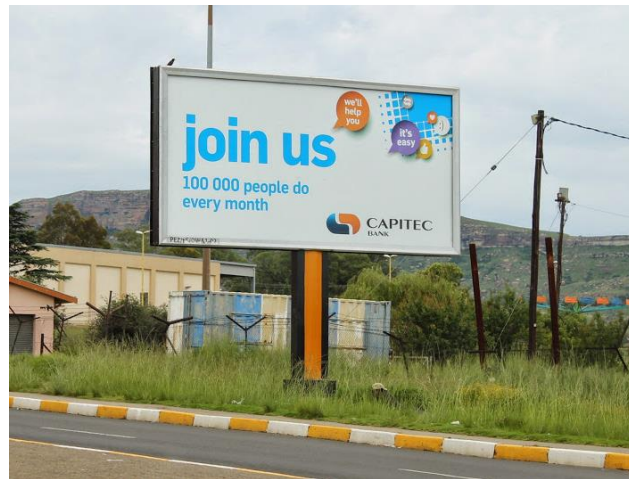
SAVLON



OMO



CAPITEC



SUPERSPAR



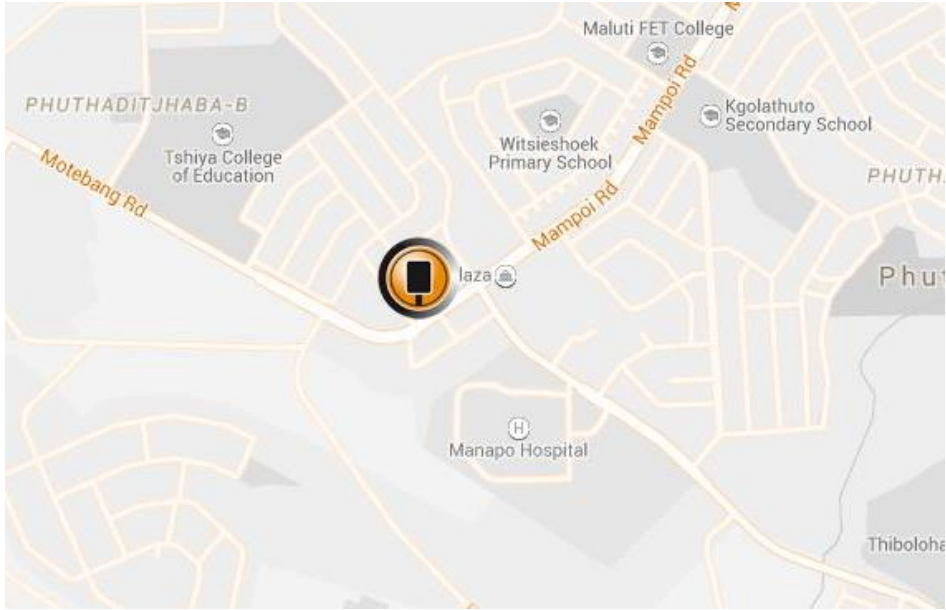
Pezulu Outdoor Advertising has the best sites in the area, focused on high-traffic, economically active areas



Phuthaditjhaba landscape, Setsing Shopping Centre



Map



Site #	PEZ/FS/QWA1-01	Description
Size	3x6m	Located opposite Setsing Shopping Centre, in the main road of Phuthaditjhaba
Rate card cost	R 10,750	
Availability	Date	

Phuthaditjhaba landscape, Setsing Shopping Centre



Map

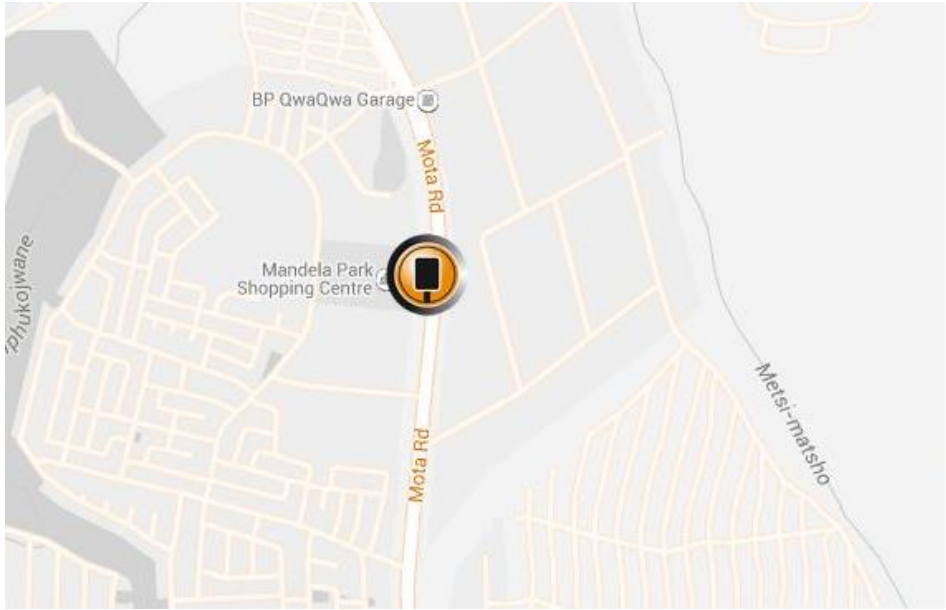


Site #	PEZ/FS/QWA1-02	Description
Size	3x6m	Located opposite Setsing Shopping Centre, in the main road of Phuthaditjhaba
Rate card cost	R 10,750	
Availability	Date	

Phuthaditjhaba landscape, Mandela Park Shopping Centre



Map

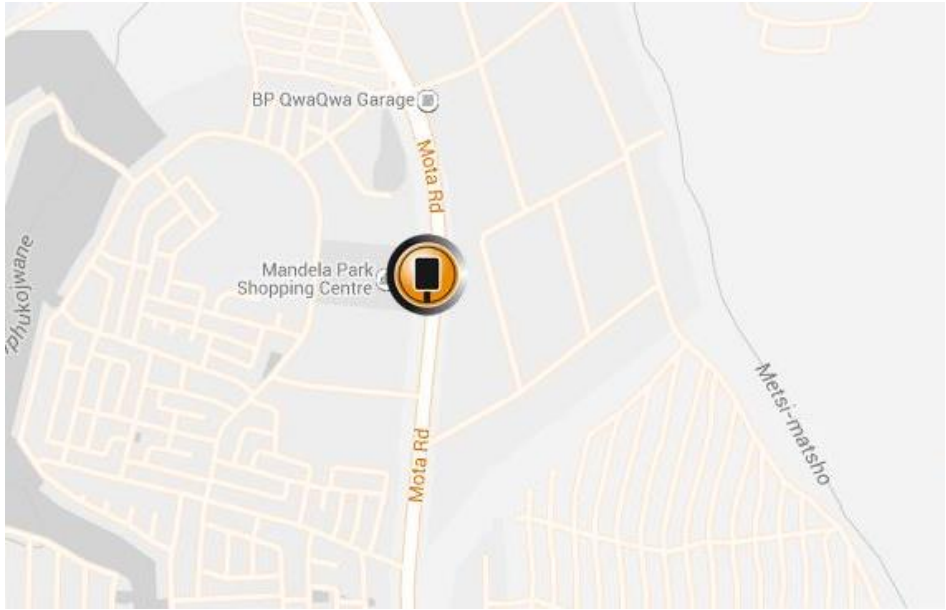


Site #	PEZ/FS/QWA2-01	Description
Size	3x6m	Located on Mampoi Street outside the entrance to Mandela Park Shopping Centre
Rate card cost	R 10,750	
Availability	Date	

Phuthaditjhaba landscape, Mandela Park Shopping Centre



Map



Site #	PEZ/FS/QWA2-02	Description
Size	3x6m	Located on Mampoi Street outside the entrance to Mandela Park Shopping Centre
Rate card cost	R 10,750	
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