



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

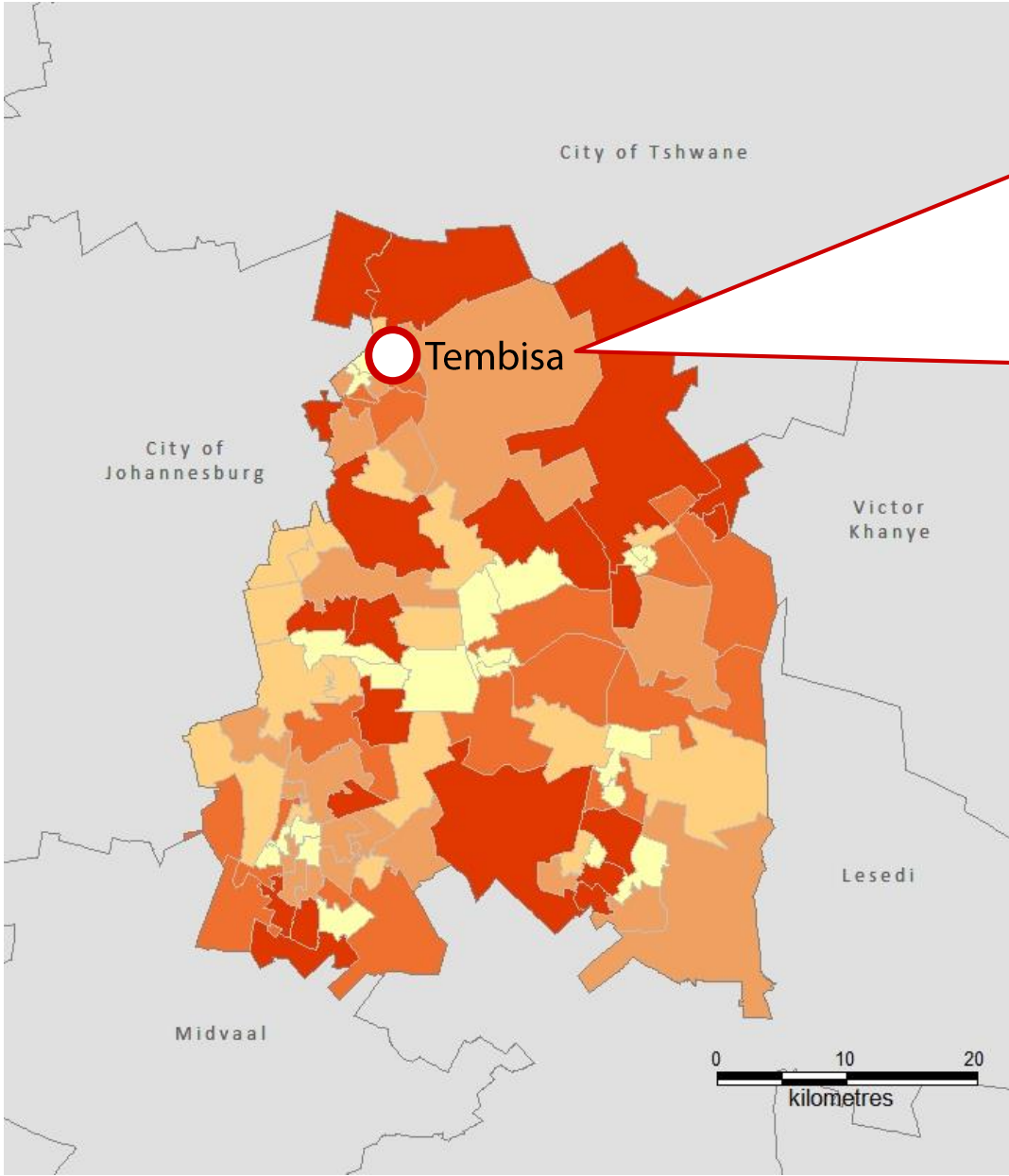
Ekurhuleni Municipality (Tembisa)

17 June 2015

GAUTENG PROVINCE



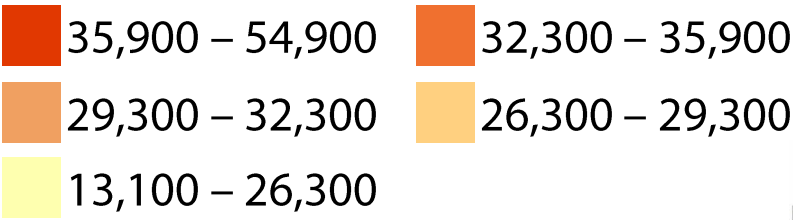
There are ~3.2M people in the Ekurhuleni municipality; Tembisa is the largest township in Ekurhuleni (~465K people)



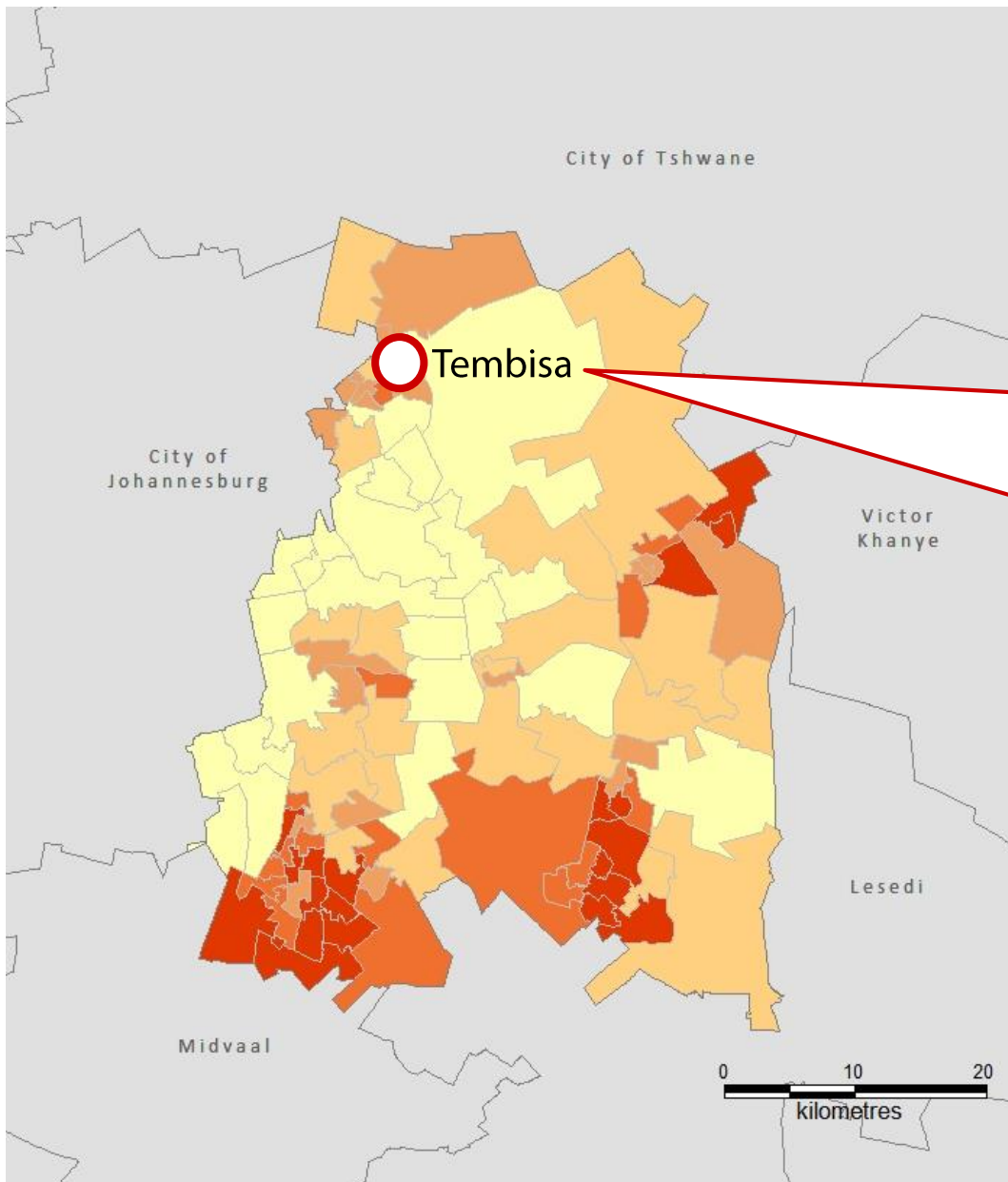
There are 2 primary retail environments in Tembisa: **Phumulani Mall** and **Tembisa Plaza**. Some of the major tenants in Phumulani include:

Some of the major tenants in **Tembisa Plaza** include:

POPULATION BY WARD



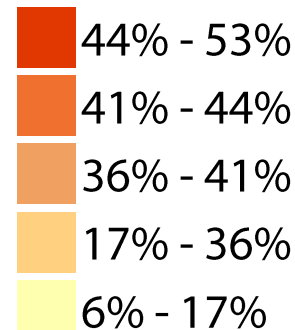
Ekurhuleni's real unemployment rate is ~32%, Tembisa's is ~36%; most economically active Tembisa residents commute



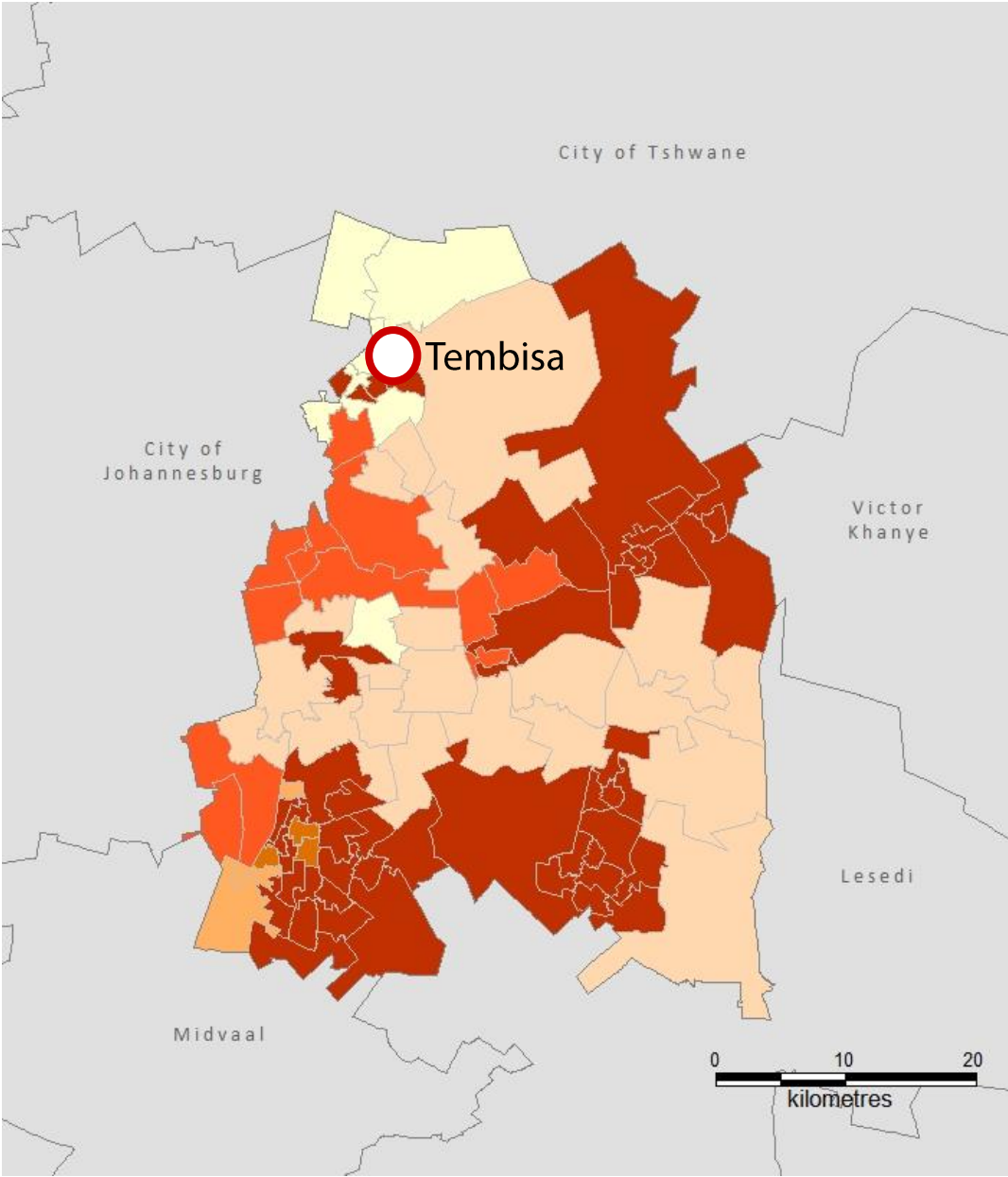
Kempton Park, Midrand, Johannesburg and Pretoria are some of the work destinations for those living in Tembisa.

The development of malls within Tembisa are reducing the amount of travel required for shopping, though **~80% of retail spend is still spend outside Tembisa**

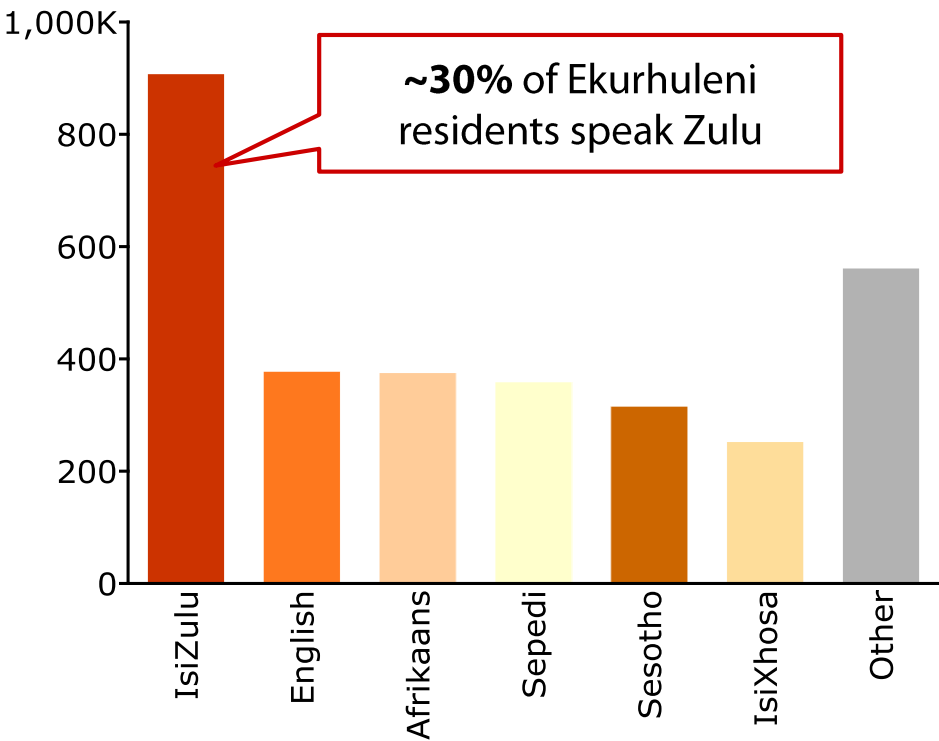
UNEMPLOYMENT RATE BY WARD (REAL UNEMPLOYMENT)



Zulu is the most common spoken language in Ekurhuleni; Zulu and Sepedi are the most common in Tembisa



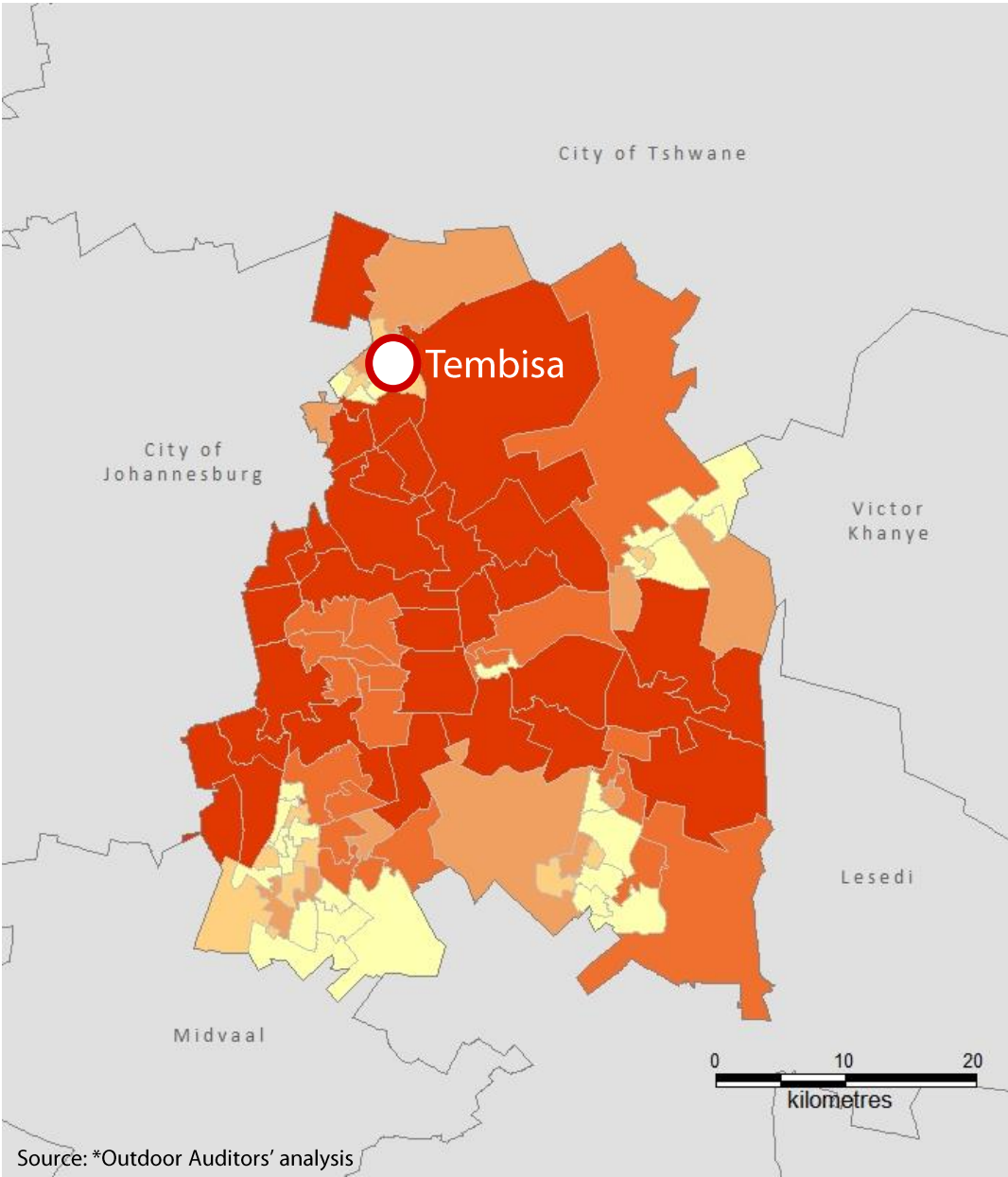
Primary language spoken



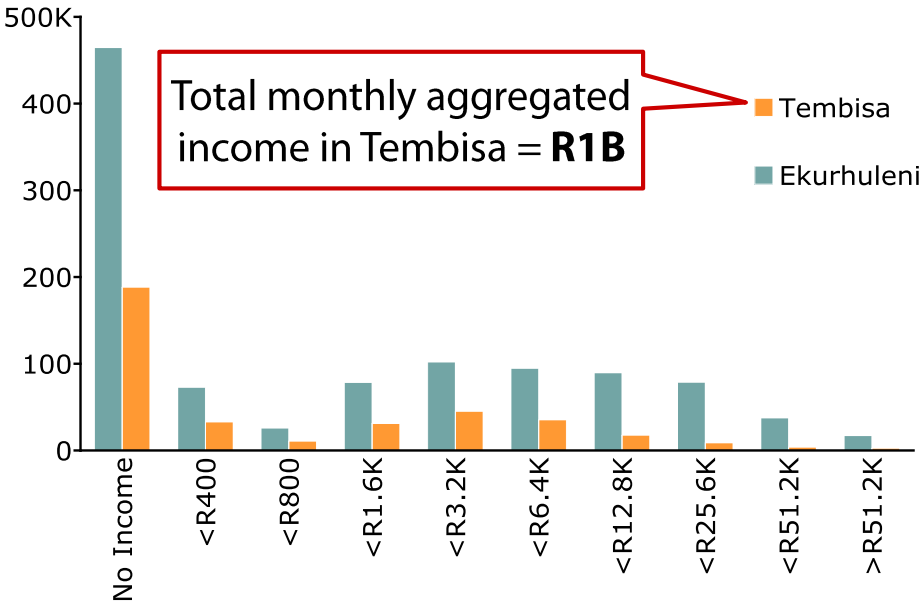
1st LANGUAGE SPOKEN:



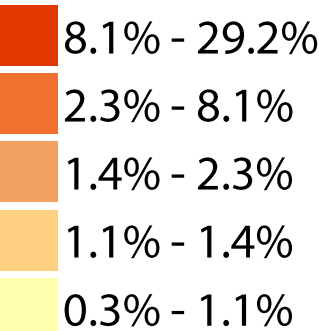
Average monthly income in the region is relatively high (~R5,6K ppp month*); Tembisa is lower at ~R2,7K ppp month*



Monthly Income breakdown (by # of people)



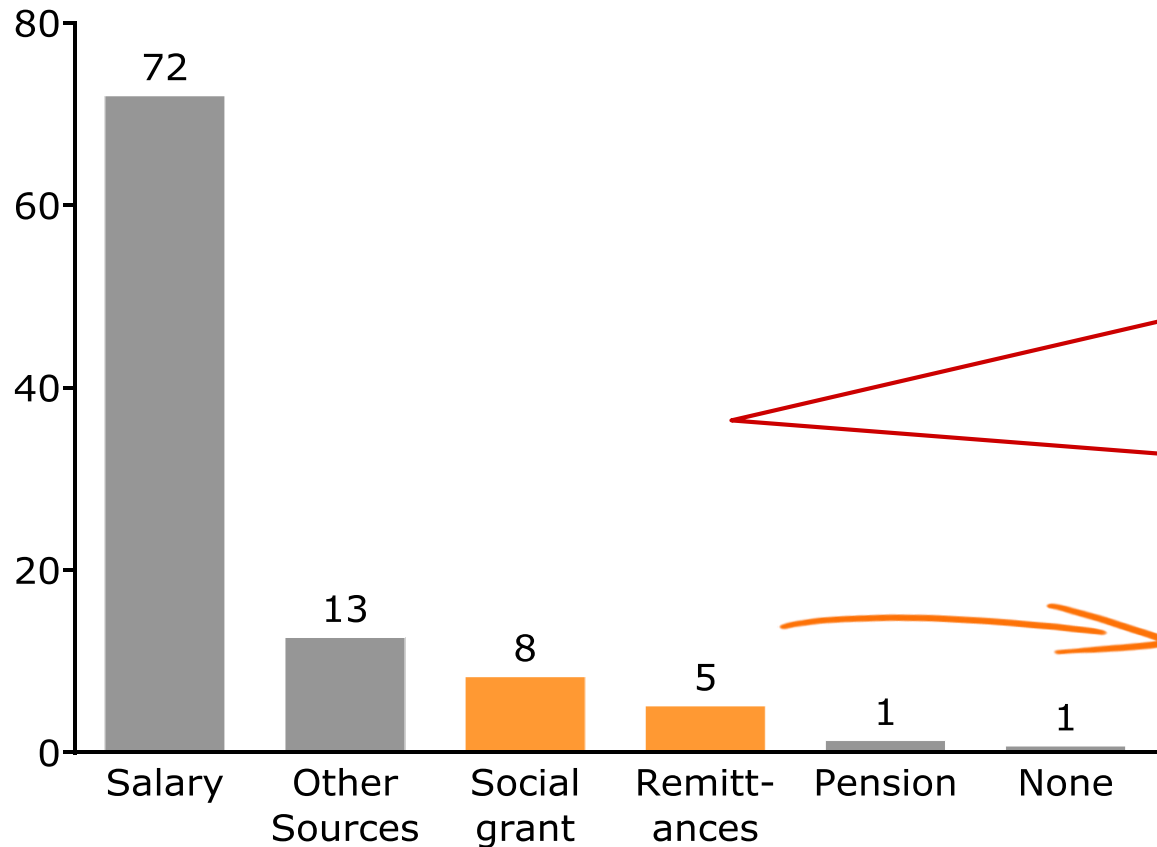
% OF PEOPLE WITH INCOME > R12.8K / MONTH



Source: *Outdoor Auditors' analysis

In addition to salary, ~2.2M people in Gauteng (~30% of households) receive social grants*, providing extra income

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

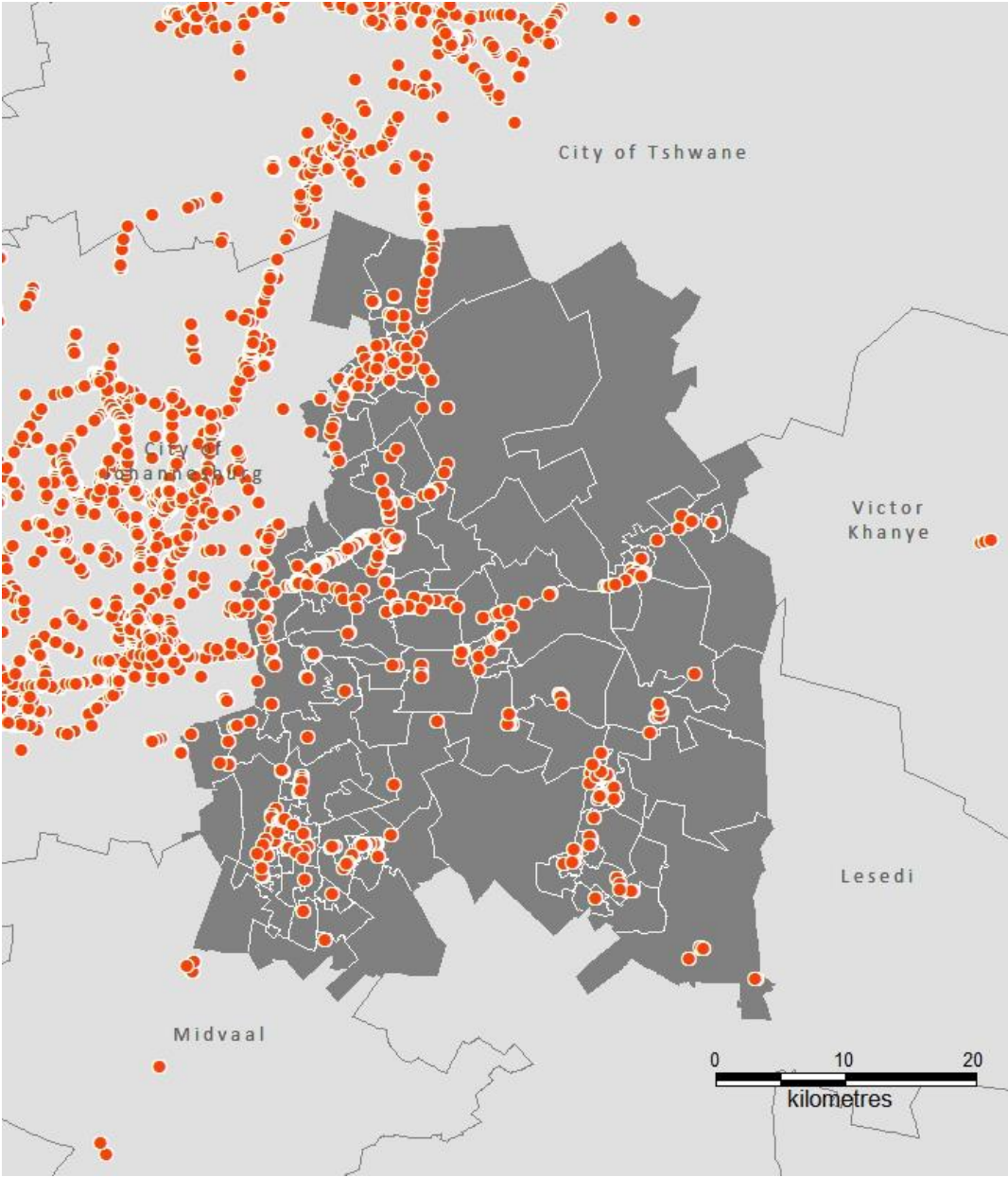


Types of grants (# of national recipients, monthly payment):

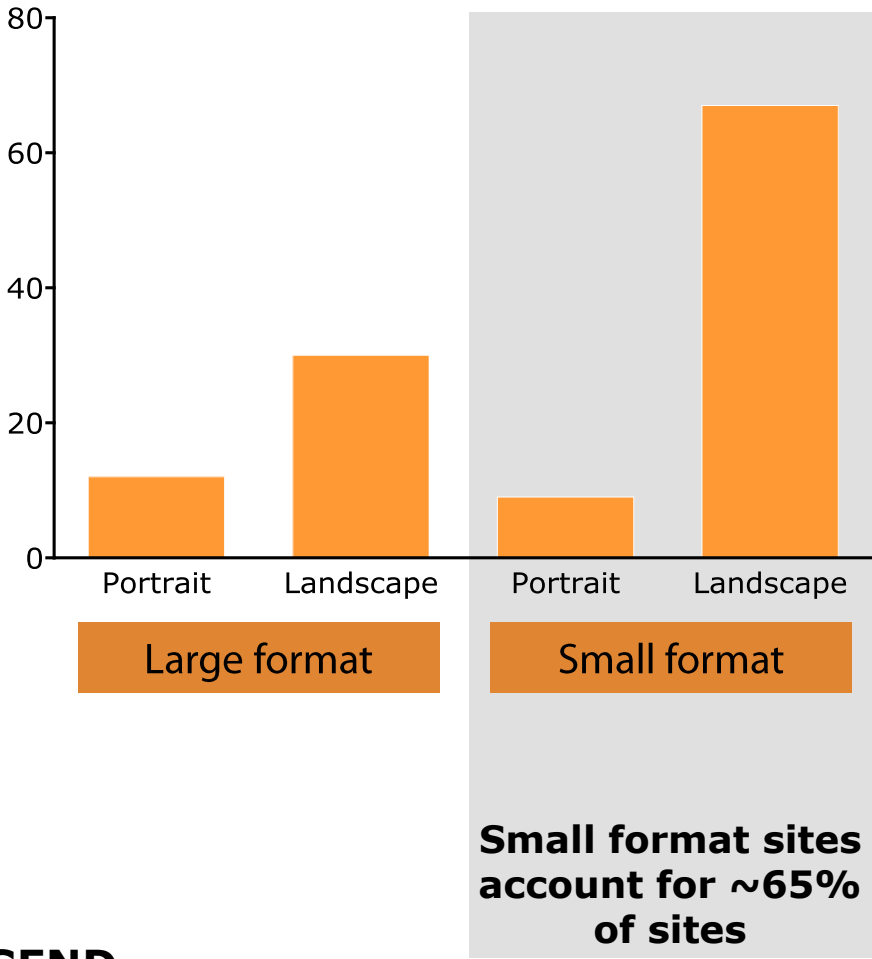
1. Grants for older persons (~3M, ~R1,350)
2. Disability grant (~1.1M, ~R1,350)
3. War veteran's grant (373, ~R1,370)
4. Foster child grant (~548K, ~R830)
5. Care dependency grant (123K, ~R1,350)
6. Child support grant (11.5K, ~R320)
7. Grant in-aid (~94K, ~R320)
8. Social relief of distress (varies,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

Remittances = money sent back home for the family to use

There are 118 billboards servicing Tembisa (960 for Ekurhuleni), though many of these sites are small and ineffectual



Billboard type for the Tembisa



LEGEND

Billboard

This region attracts LSM 4-7 brands on outdoor

RAMA



COLGATE



GRAND-PA



KFC



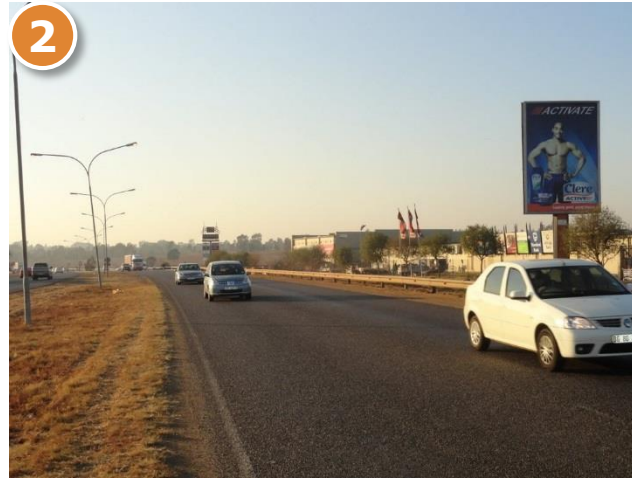
TASTIC



CREMORA



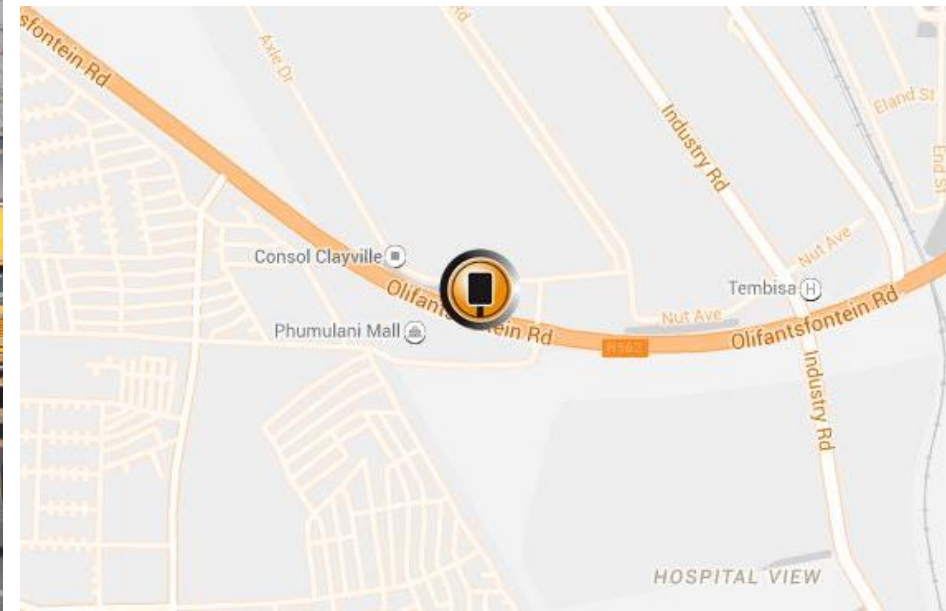
Pezulu Outdoor Advertising has the best sites in the area, focused on high-traffic, economically active areas



Tembisa portrait, Phumulani Mall



Map

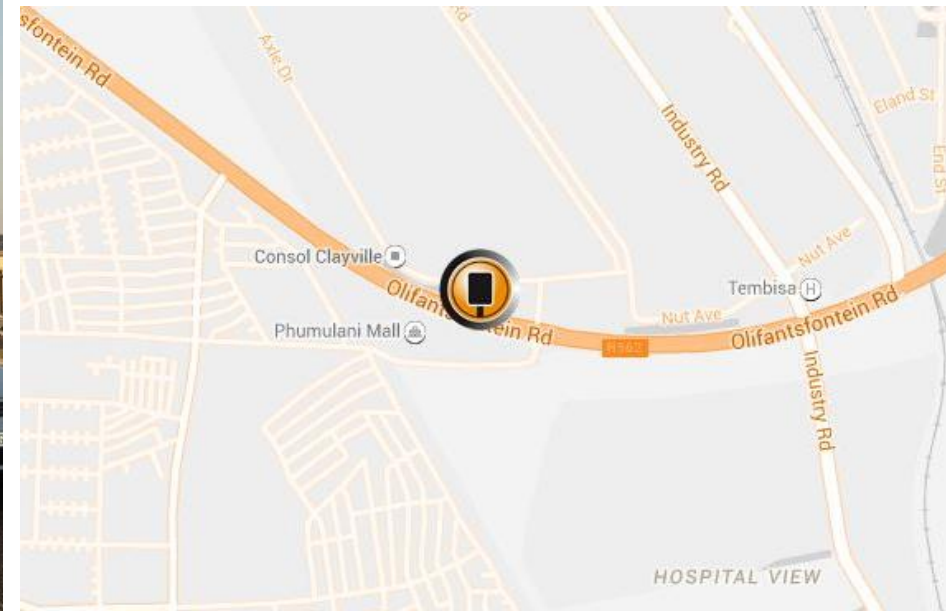


Site #	PEZ/GP/TEMB1-01	Description
Size	7.5x5m	Situated at the Phumulani Mall on the R562 traffic from the R21 towards Tembisa North and Old Pretoria Rd (the main link road between R21 and Old Pretoria Rd)
Rate card cost	R 18,250	
Availability	Date	

Tembisa portrait, Phumulani Mall



Map

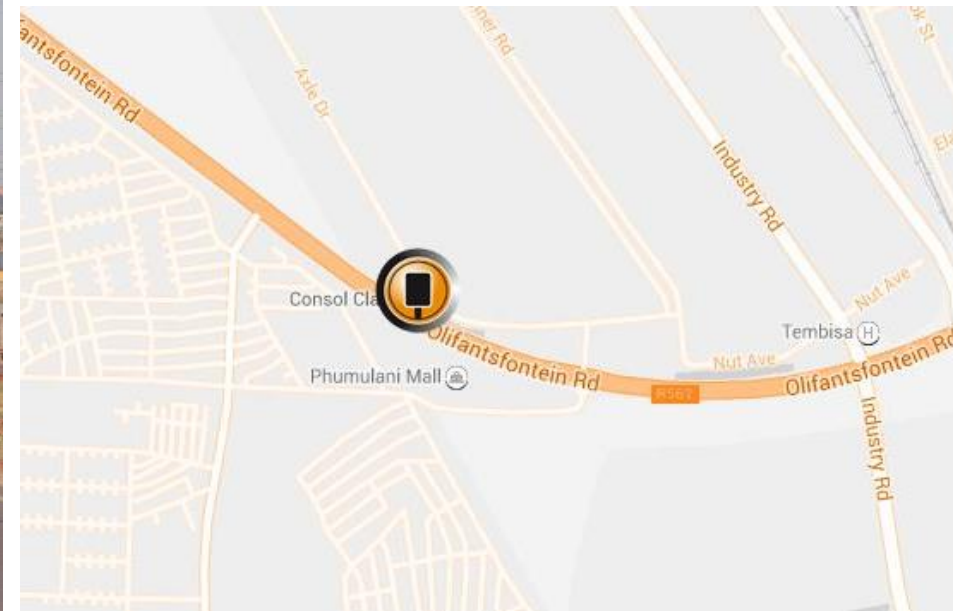


Site #	PEZ/GP/TEMB1-02	Description
Size	7.5x5m	Situated on the R562 traffic from Midrand, Tembisa North towards Olifantsfontein and the R21
Rate card cost	R 18,250	
Availability	Date	

Tembisa portrait, Phumulani Mall 2



Map

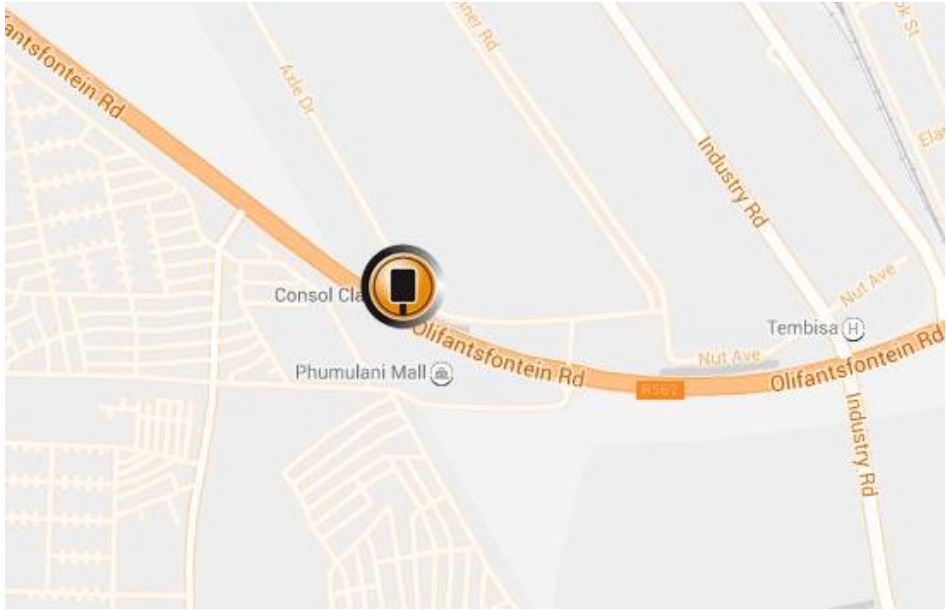


Site #	PEZ/GP/TEMB2-01	Description
Size	7.5x5m	Situated at the Phumulani Mall on the R562 traffic from the R21 towards Tembisa North and Old Pretoria Rd (the main link road between R21 and Old Pretoria Rd)
Rate card cost	R 18,250	
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Tembisa portrait, Phumulani Mall 2



Map

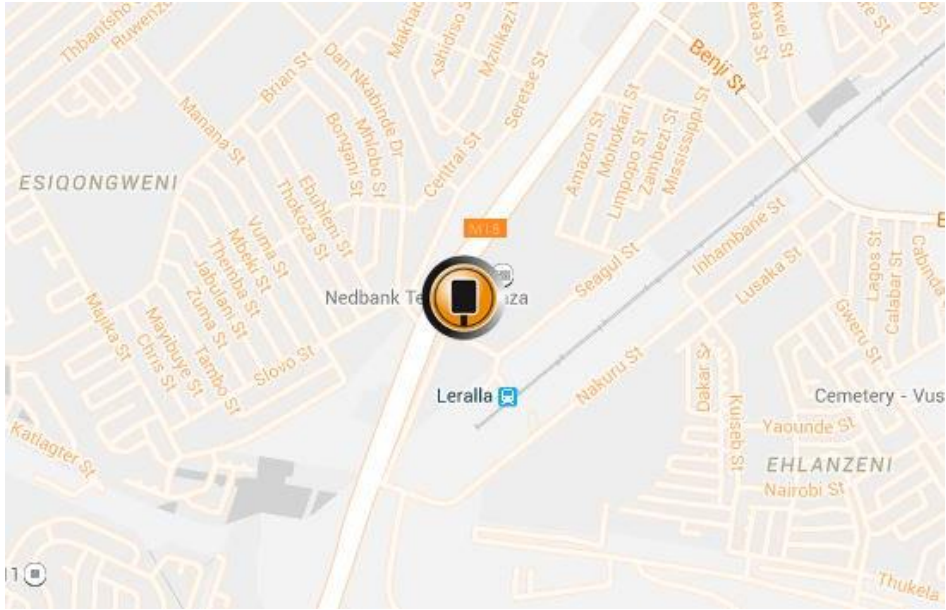


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Size	7.5x5m	Situated on the R562 traffic from Midrand, Tembisa North towards Olifantsfontein and the R21
Rate card cost	R 18,250	
Availability	Date	

Tembisa landscape, Tembisa Plaza



Map

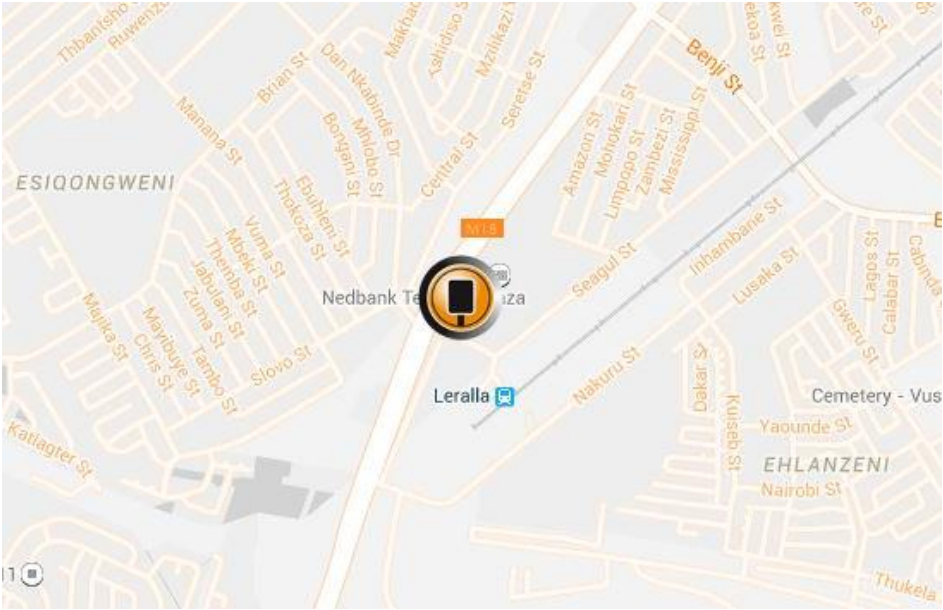


Site #	PEZ/GP/TEMB3-01	Description
Size	3x6m	Situated opposite the Tembisa Plaza on Dan Nkabinde Drive, just off Andrew Mapetla Drive in close proximity to Leralla Station
Rate card cost	R 11,000	
Availability	Date	

Tembisa landscape, Tembisa Plaza



Map



Site #	PEZ/GP/TEMB3-02	Description
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