



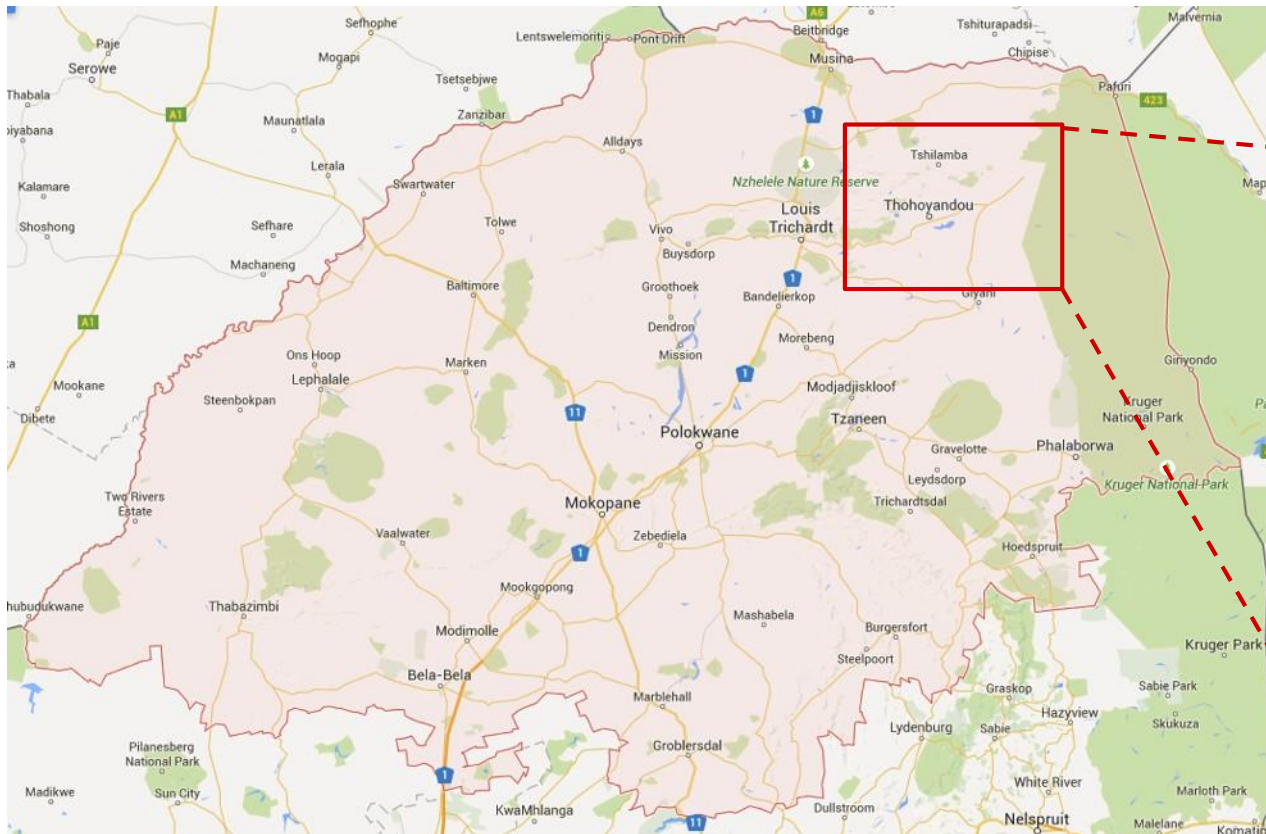
PEZULU**OUTDOOR**TM
A D V E R T I S I N G
(Pty) Ltd

Thulamela Municipality presentation

17 June 2015

The Thulamela Municipality is a highly populated, historical region in North East Limpopo

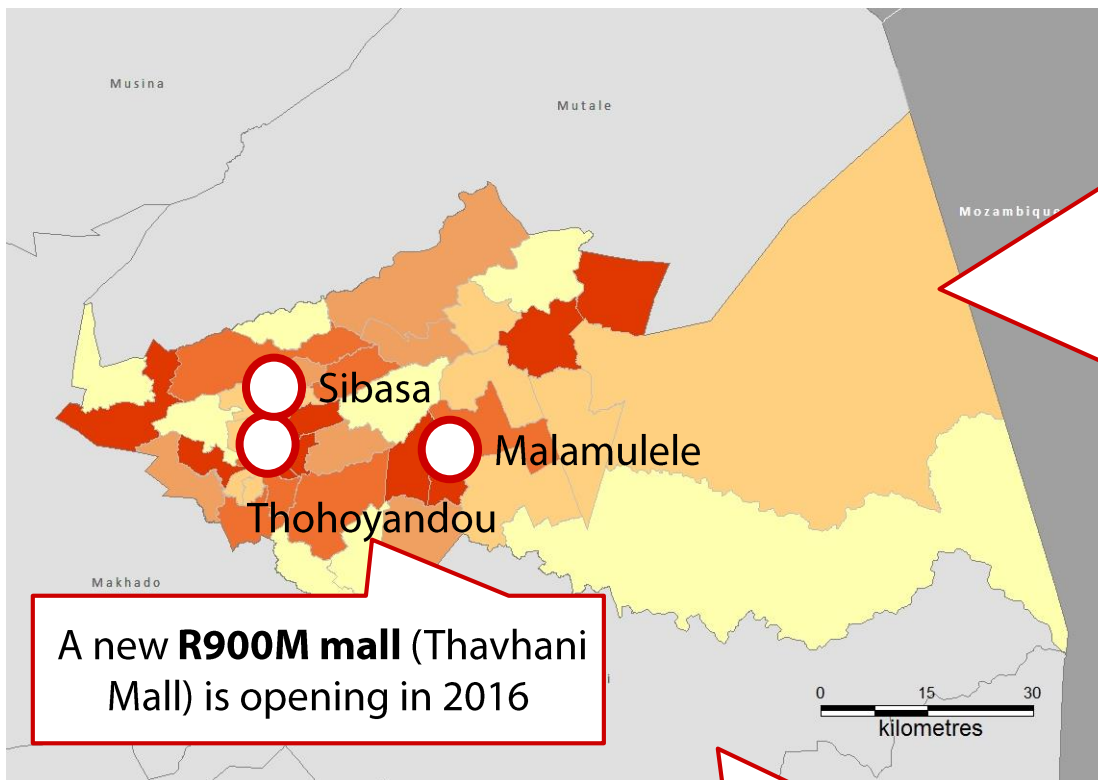
LIMPOPO PROVINCE



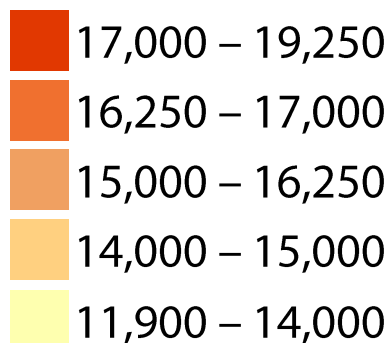
THULAMELA MUNICIPALITY



This is a very populous municipality (~620,000 people), comprised of 3 large towns: Thohoyandou, Sibasa, Malamulele



POPULATION BY WARD



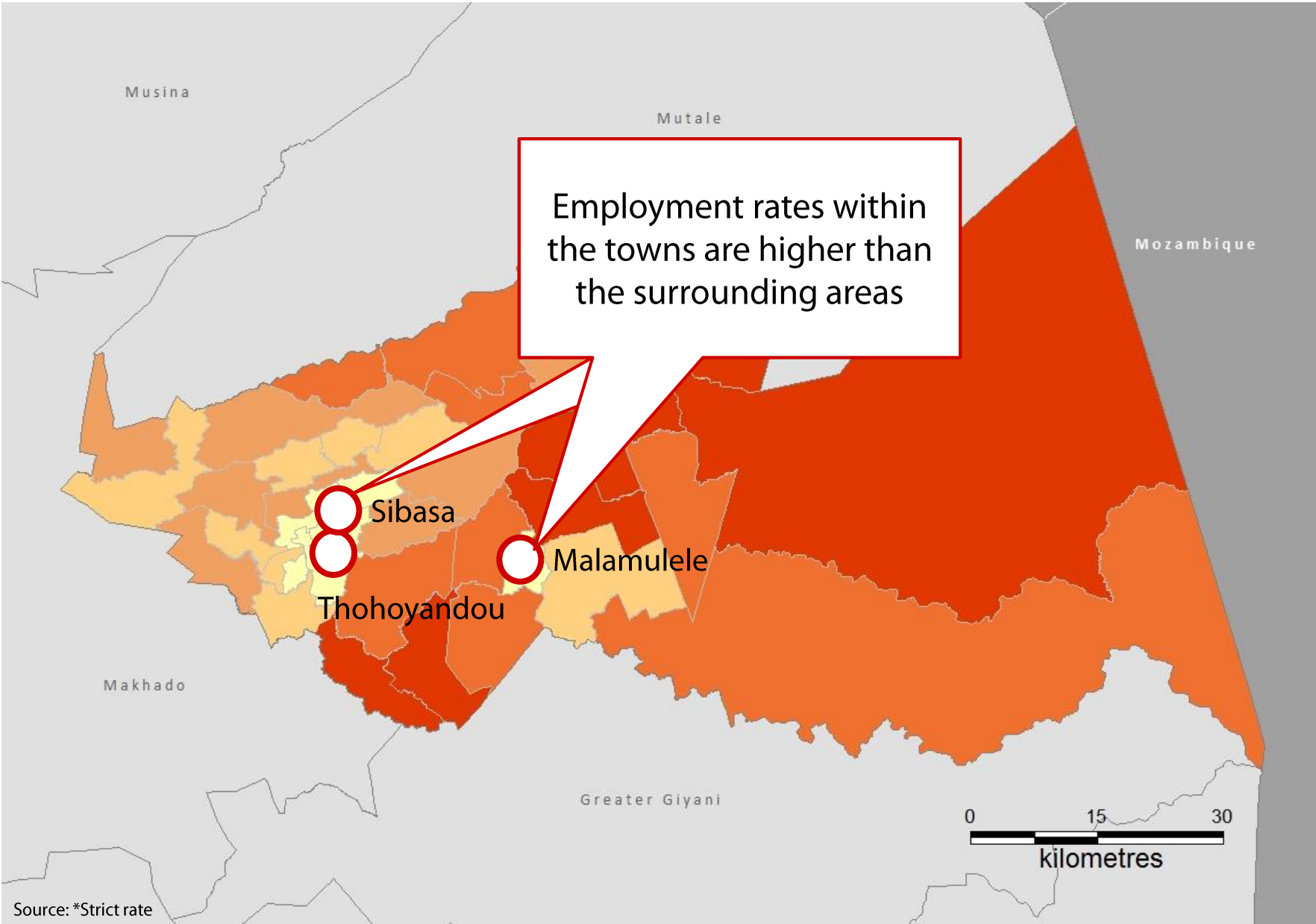
Thohoyandou and Sibasa are the economic hubs for the region, housing a number of retail environments: **Venda Plaza, Matsindo Mall, Capricorn Plaza and Sibasa Shopping Centre**, amongst other. Some of the main tenants in the malls include:



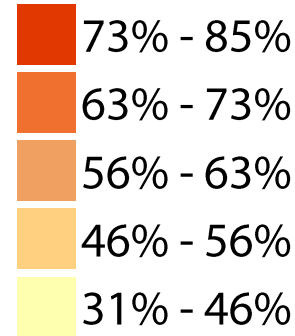
Malamulele is also an important retail destination for the region, and has a bustling shopping centre (**Masingita Shopping Centre**). Some of the main tenants include:



Thohoyandou was the capital of Venda, and still acts as the economic hub for the region

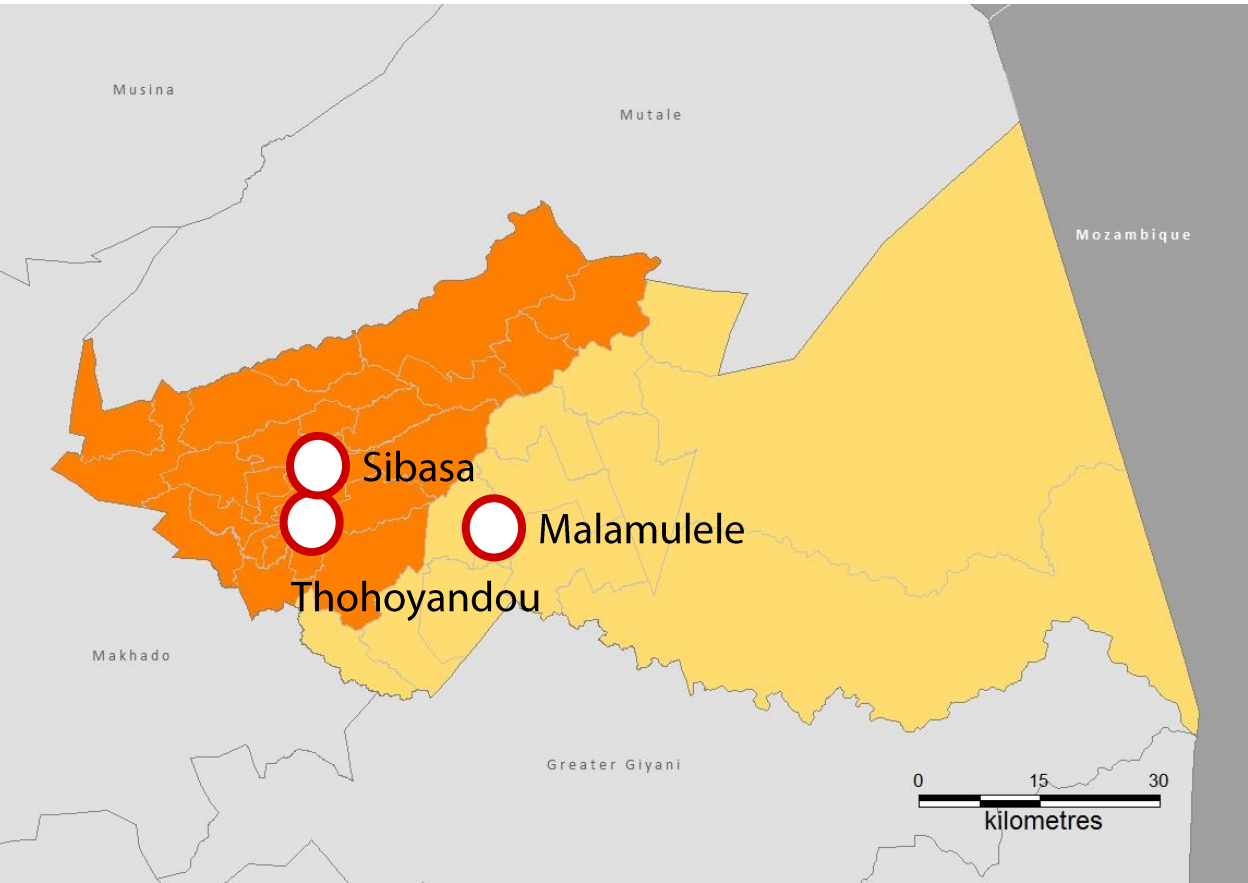


**UNEMPLOYMENT
RATE BY WARD
(REAL
UNEMPLOYMENT)**

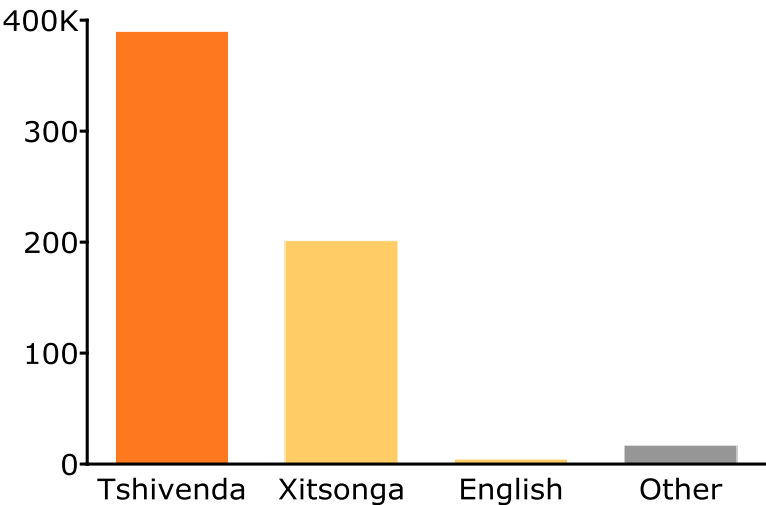


Source: *Strict rate

Tshivenda and Xitsonga are the predominant languages in the area



Primary language spoken

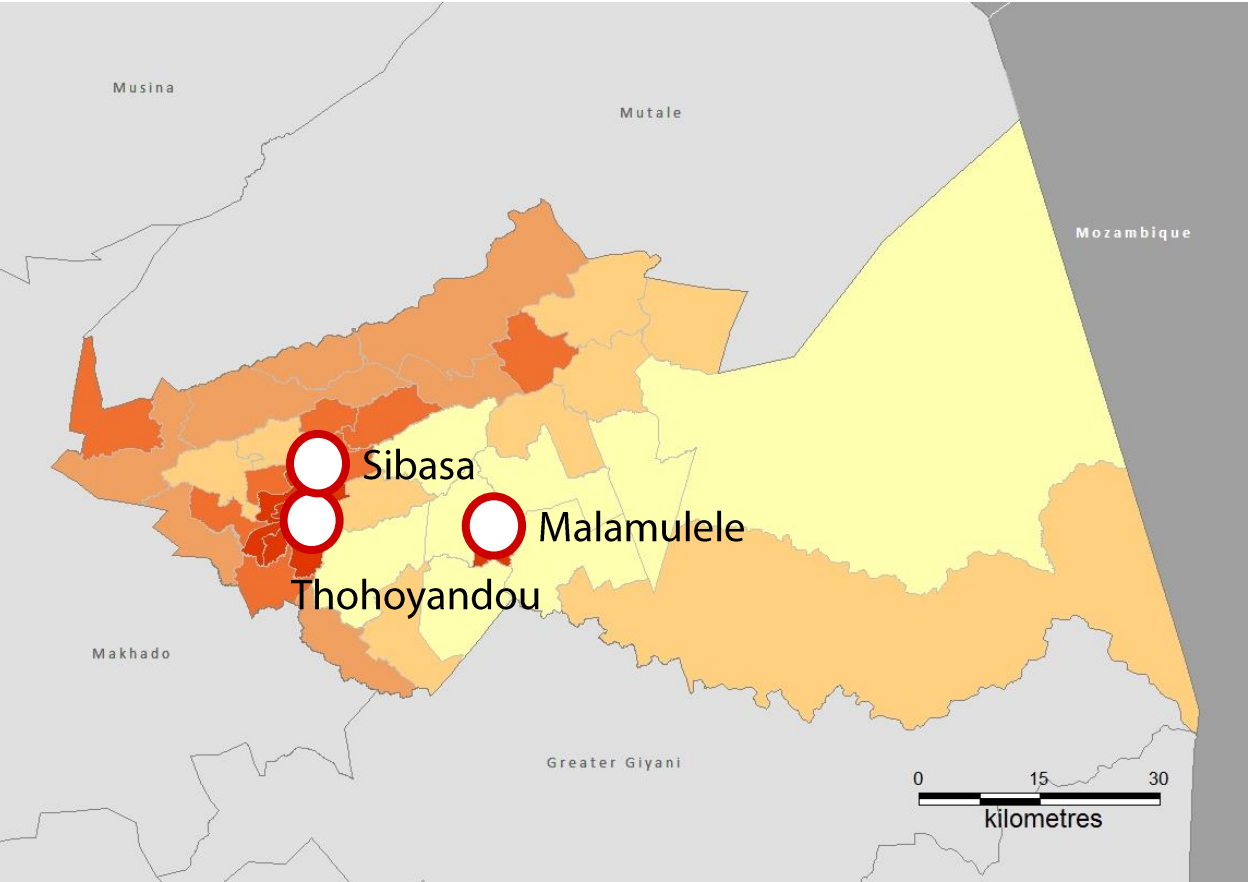


**~65% of residents speak Tshivenda,
33% speak Xitsonga**

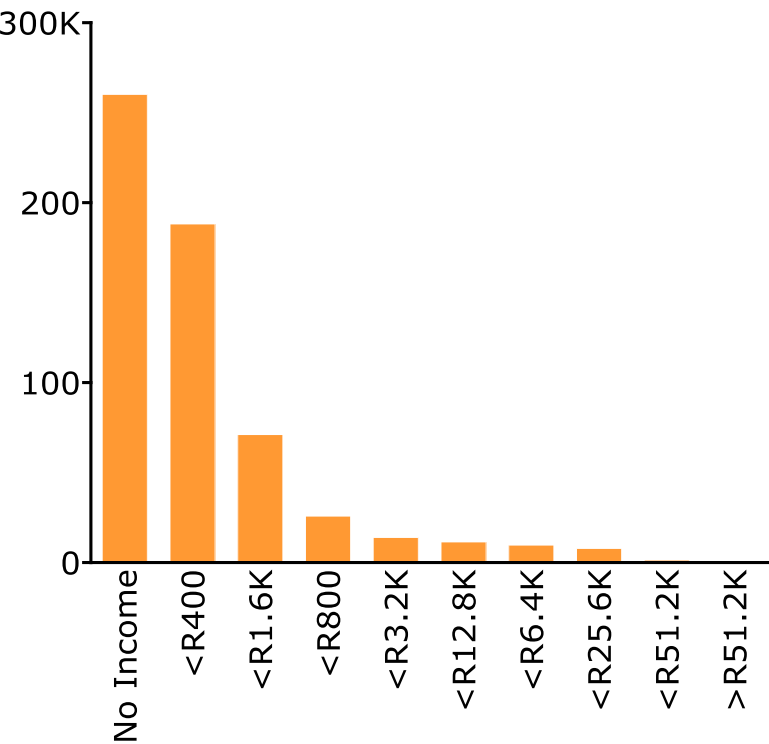
1ST LANGUAGE SPEAKERS BY WARD



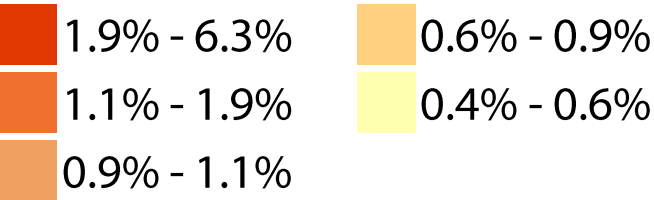
Although average income in the region is low (~R985 ppp month*), aggregated monthly income is sizeable (~R580M)



Monthly income breakdown (by # of people)



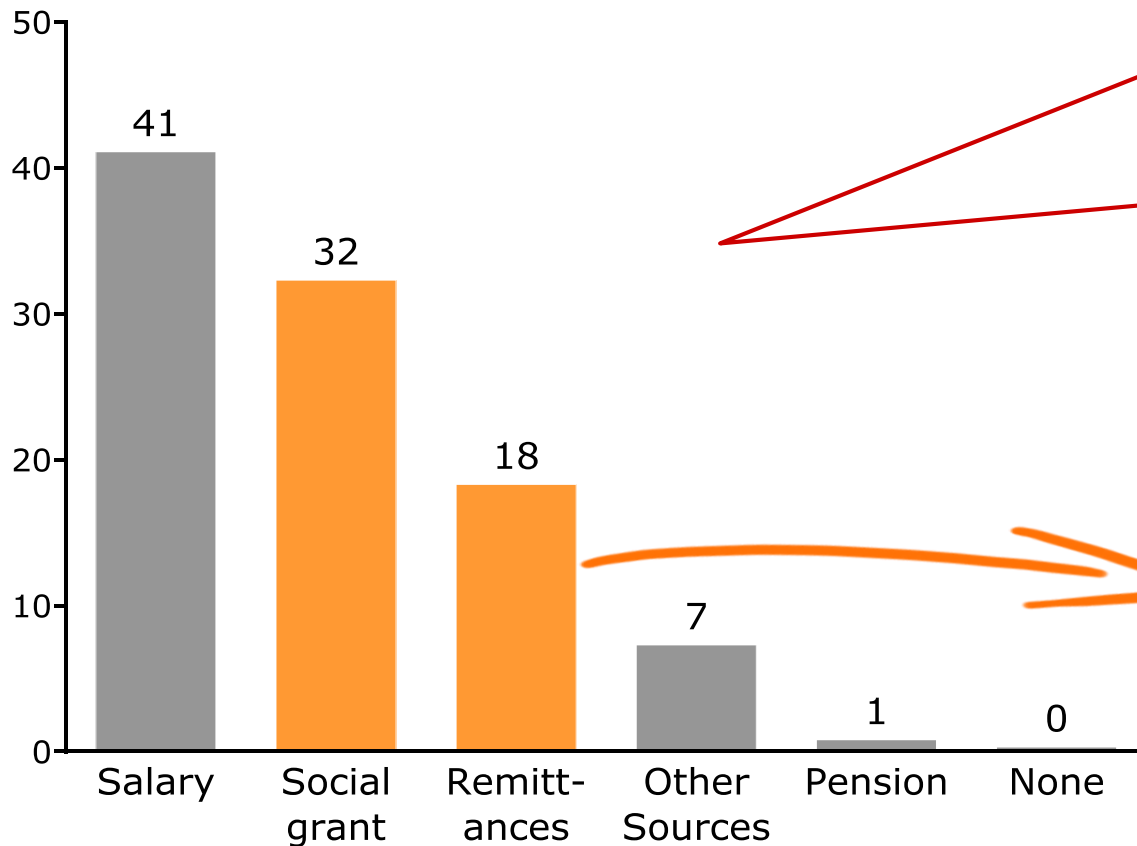
% OF PEOPLE WITH INCOME > R12.8K / MONTH



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)

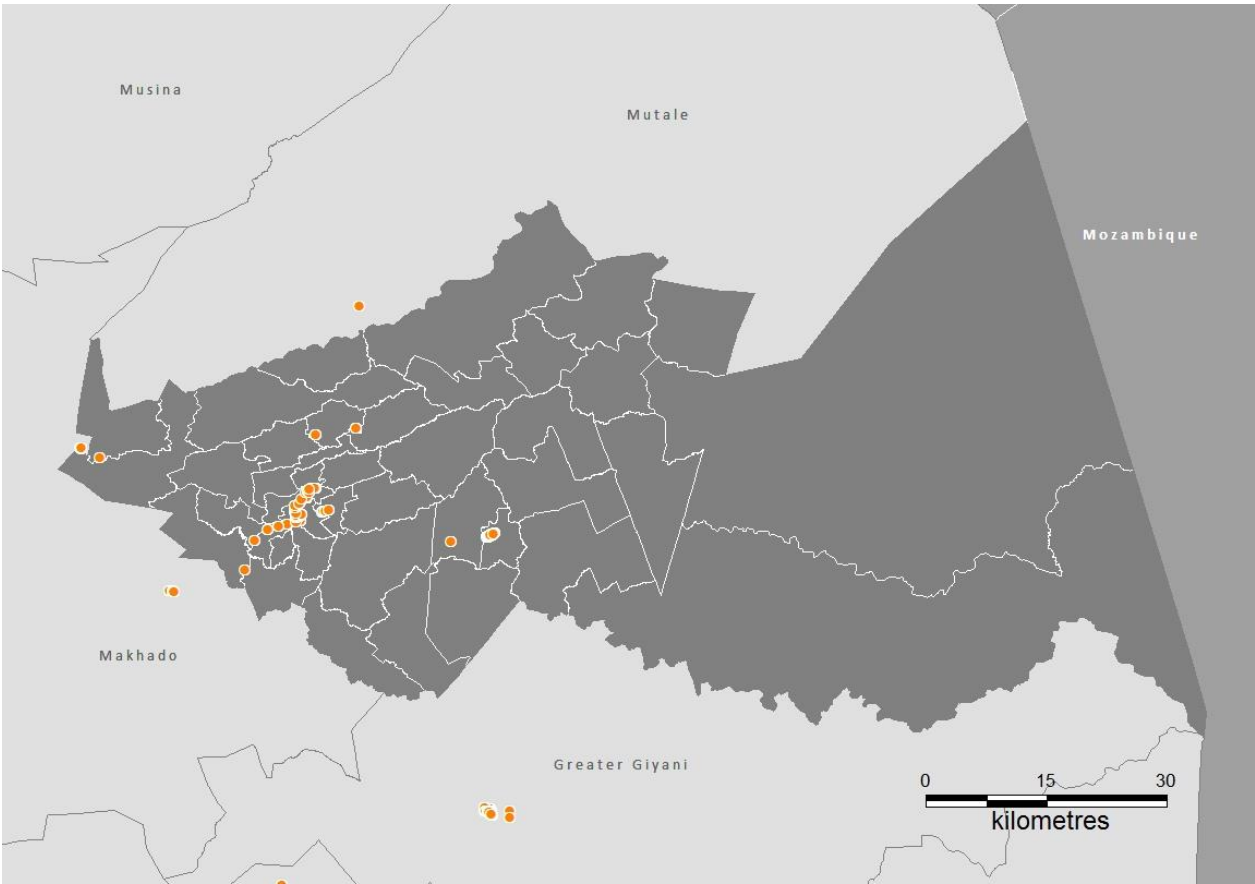


Types of grants (# of national recipients, monthly payment):

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

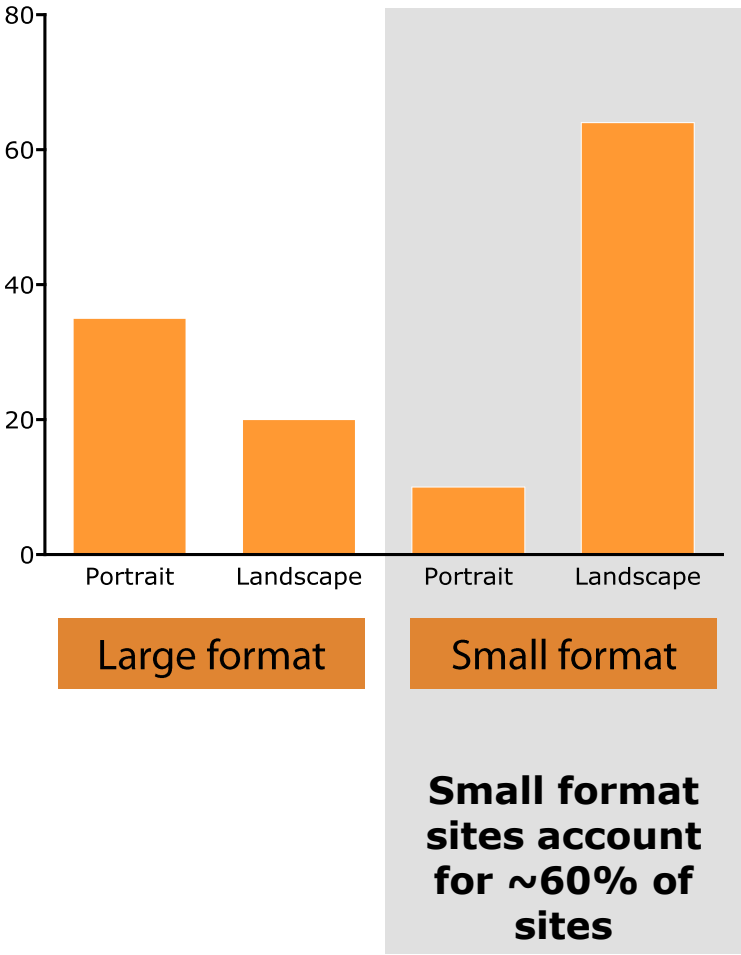
There are 131 billboards servicing this region; many of these sites are small, and some are not strategically placed



LEGEND

 Billboard

Billboard type for the region



This region attracts LSM 4-7 brands on outdoor

TASTIC



SPAR



CAPITEC



SELATI



KFC



VODACOM



Pezulu Outdoor Advertising has the best sites in the area, focused on the 3 primary towns

Thohoyandou

Sibasa

Malamulele

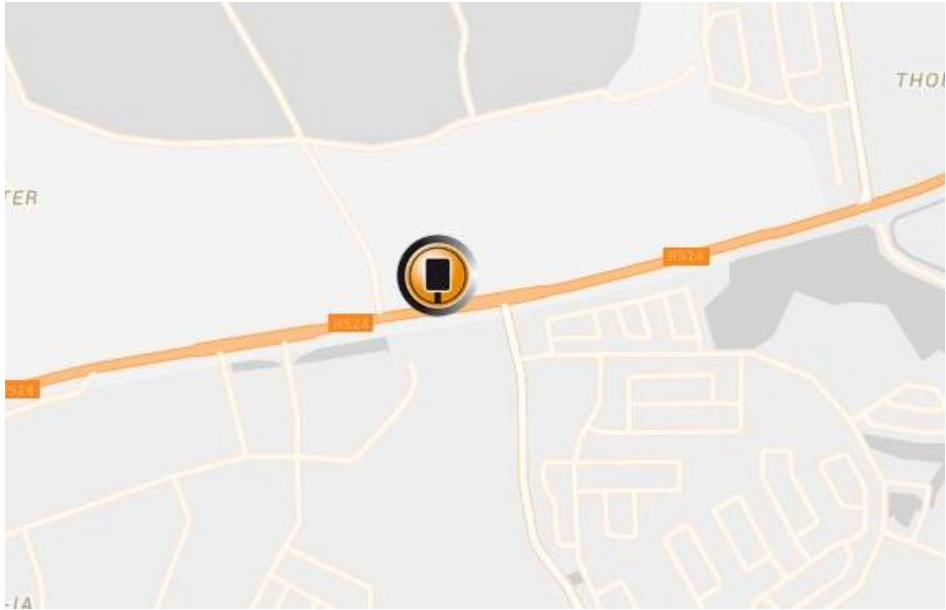
Pezulu Outdoor Advertising has some of the best sites in Thohoyandou



Thohoyandou portrait, Thohoyandou exit



Map

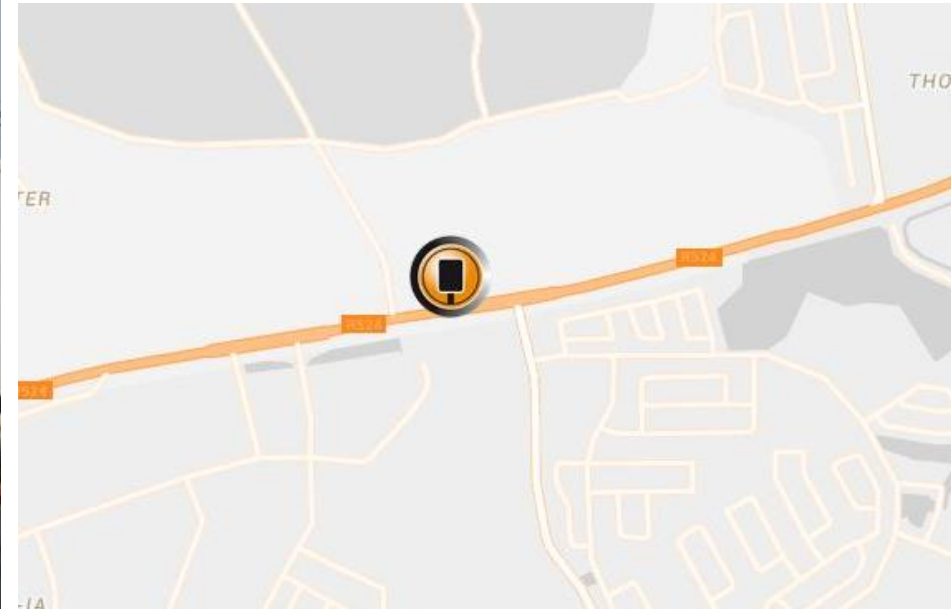


Site #	PEZ/LP/THOH1-01	Description
Size	7.5x5m	Situating 1km outside the exit of Thohoyandou on the R524 traffic on route towards Makhado
Rate card cost	R 11,250	
Availability	Date	

Thohoyandou portrait, Thohoyandou entrance



Map

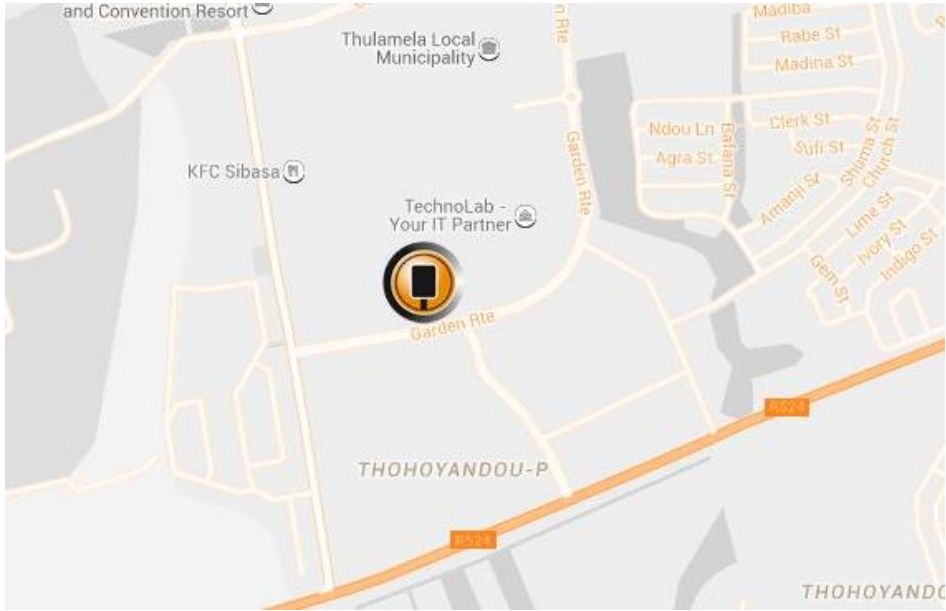


Site #	PEZ/LP/THOH1-02	Description
Size	7.5x5m	Situated at the main entrance 1km from the CBD of Thohoyandou on the R524 traffic from Makhado
Rate card cost	R 11,250	
Availability	Date	

Thohoyandou landscape, taxi rank



Map

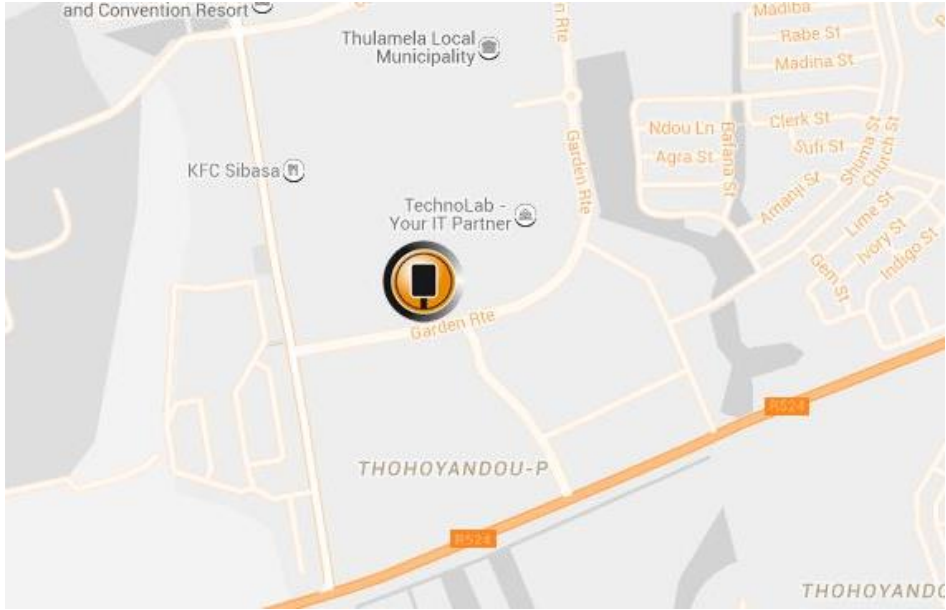


Site #	PEZ/LP/THOH2-01	Description
Size	3x6m	Situated at the main Thohoyandou taxi rank in close proximity to the Capricorn Plaza
Rate card cost	R 6,250	
Availability	Date	

Thohoyandou landscape, taxi rank



Map

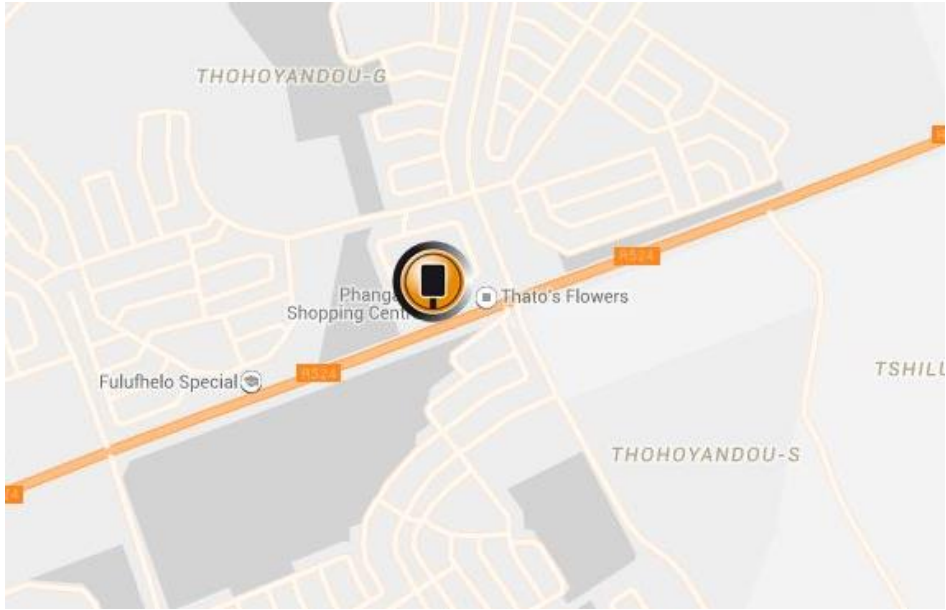


Site #	PEZ/LP/THOH2-02	Description
Size	3x6m	Situated at the main Thohoyandou taxi rank in close proximity to the Capricorn Plaza
Rate card cost	R 6,250	
Availability	Date	

Thohoyandou landscape, exit by the Checkers Centre



Map

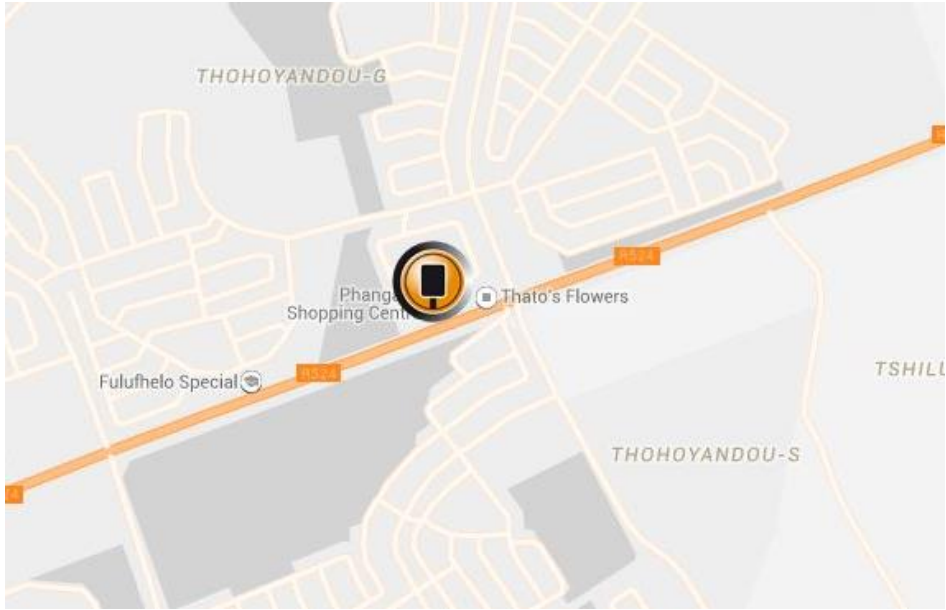


Site #	PEZ/LP/THOH3-01	Description
Size	3x6m	Situated on the exit of Thohoyandou CBD on the R524 traffic on route towards Punda Maria and Malamulele, adjacent to the Checkers Centre
Rate card cost	R 6,250	
Availability	Date	

Thohoyandou landscape, entrance by the Checkers Centre



Map

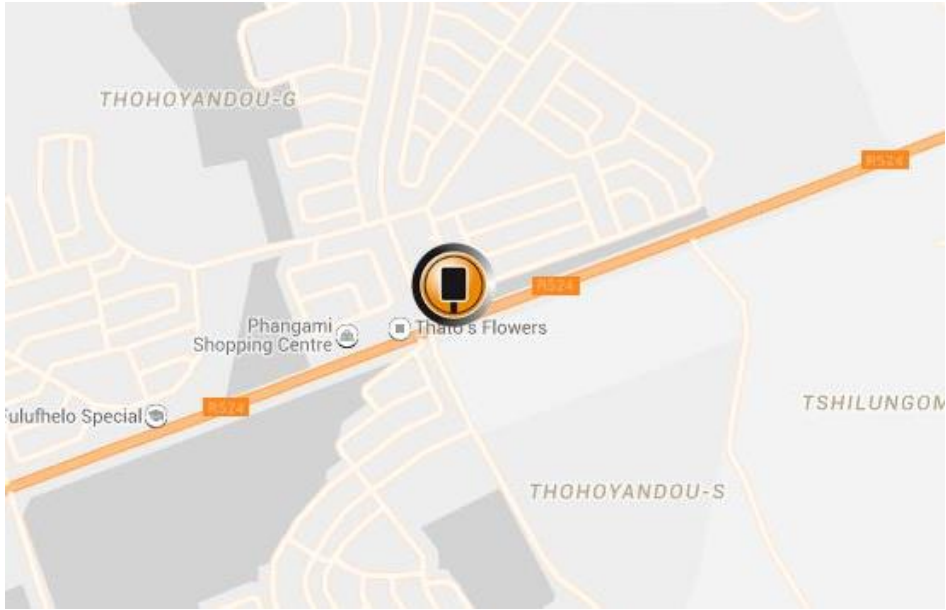


Site #	PEZ/LP/THOH3-02	Description
Size	3x6m	Situated on the entrance to Thohoyandou on the R524 from Punda Maria and Malamulele, adjacent to the Checkers Centre
Rate card cost	R 6,250	
Availability	Date	

Thohoyandou landscape, entrance before Sibasa turn-off



Map

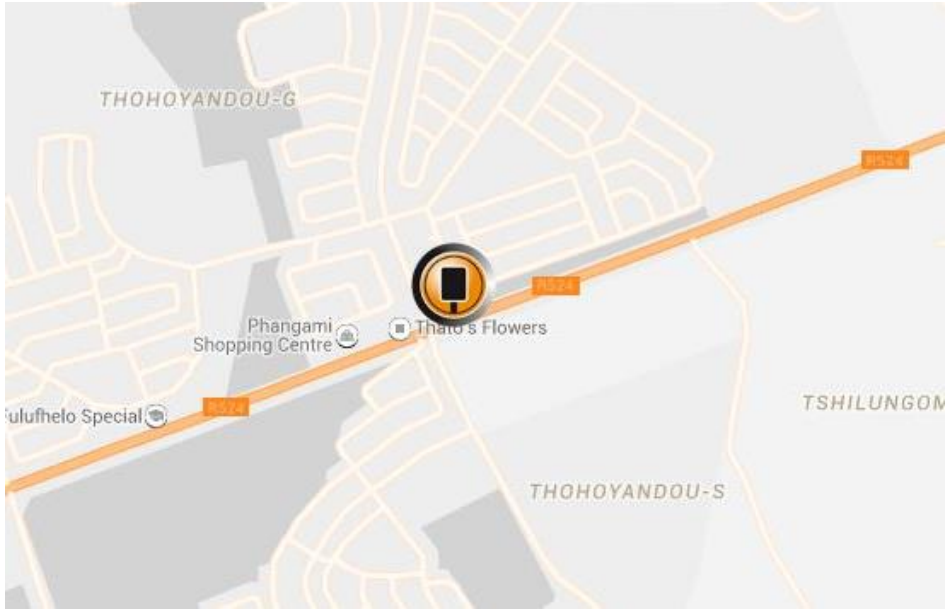


Site #	PEZ/LP/THOH4-01	Description
Size	3x6m	Situating on the R524 traffic from Punda Maria towards Thohoyandou, just before the turn off to Sibasa
Rate card cost	R 6,250	
Availability	Date	

Thohoyandou landscape, exit towards Punda Maria



Map

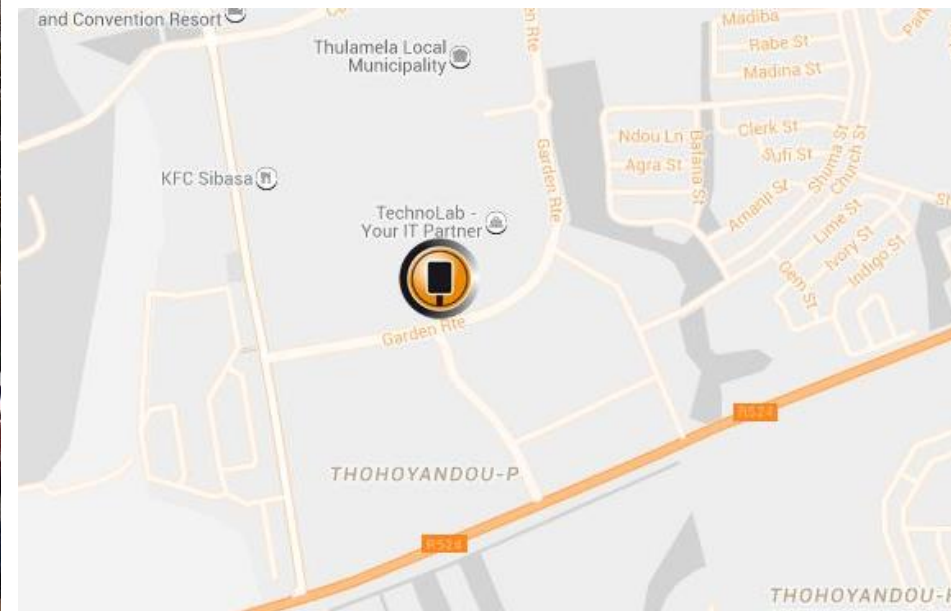


Site #	PEZ/LP/THOH4-02	Description
Size	3x6m	Situated on the R524 traffic towards Punda Maria from Thohoyandou, just after the turn off to Sibasa
Rate card cost	R 6,250	
Availability	Date	

Thohoyandou portrait, Capricorn Plaza exit



Map

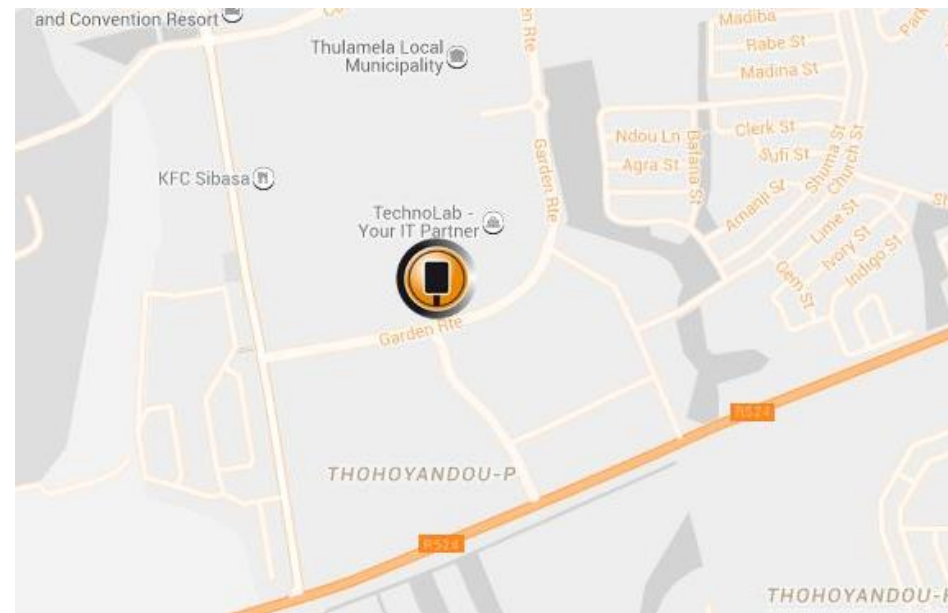


Site #	PEZ/LP/THOH5-01	Description
Size	5x3.6m	Positioned at the exit of Capricorn Plaza (Thohoyandou Superspar), and adjacent to the main taxi rank in Thohoyandou
Rate card cost	R 7,500	
Availability	Date	

Thohoyandou portrait, Capricorn Plaza entrance



Map

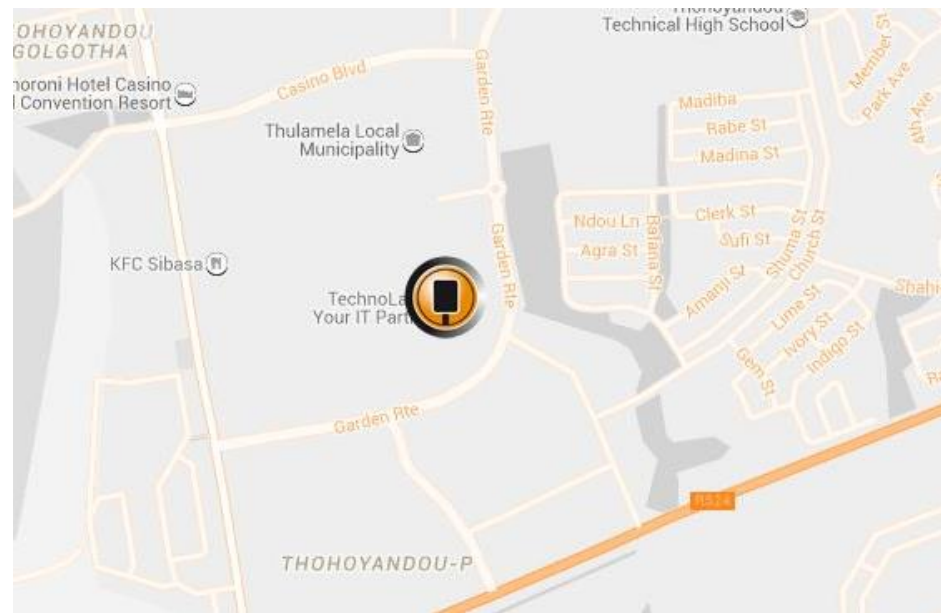


Site #	PEZ/LP/THOH5-02	Description
Size	5x3.6m	Situated at the entrance to Capricorn Plaza (Thohoyandou Superspar) and the main taxi rank in Thohoyandou
Rate card cost	R 7,500	
Availability	Date	

Thohoyandou portrait, bus rank



Map

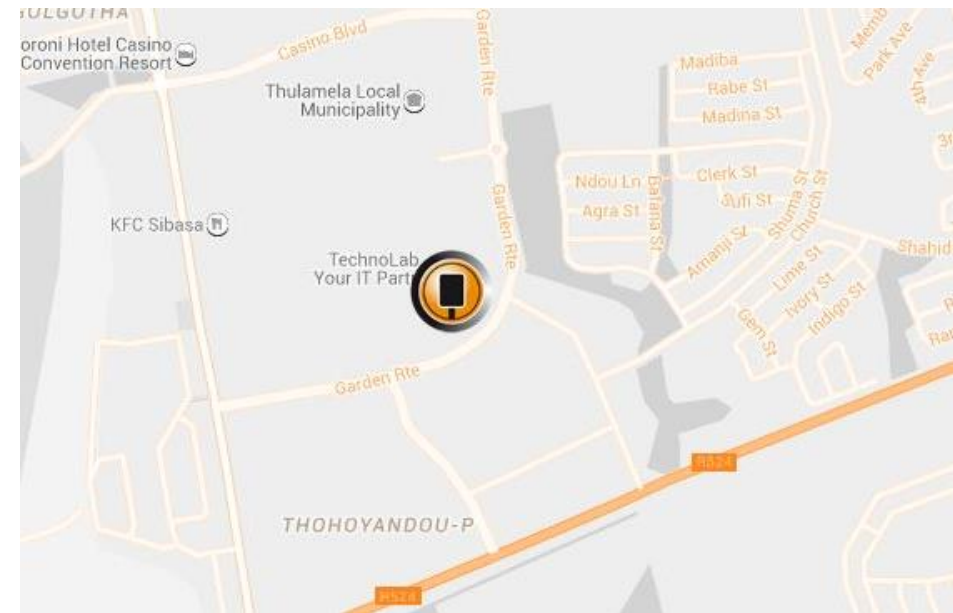


Site #	PEZ/LP/THOH6	Description
Size	1.8x1.2m	The 2 sided structure is strategically located at the Thohoyandou Bus Rank
Rate card cost	R 2,775	
Availability	Date	

Thohoyandou portrait, bus rank



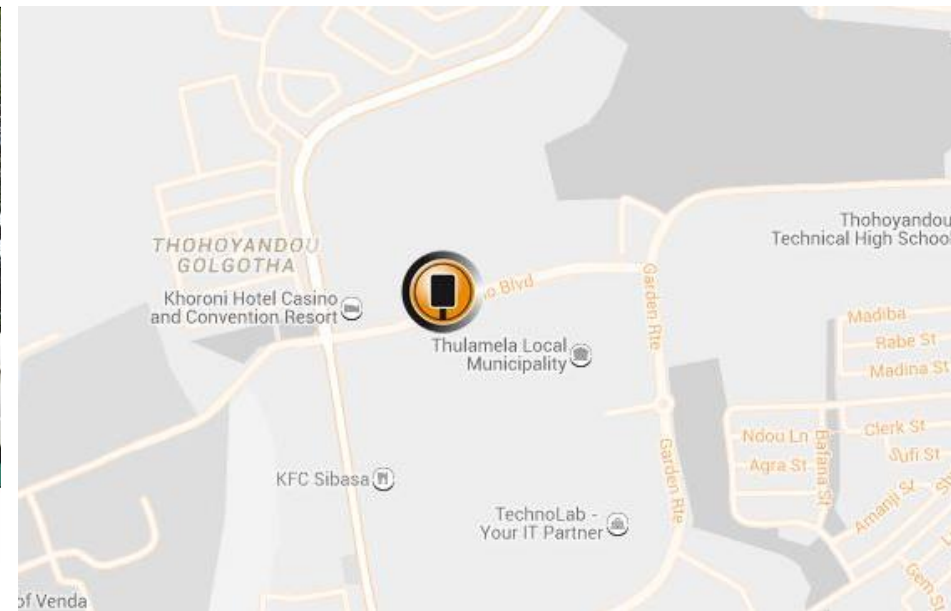
Map



Site #	PEZ/LP/THOH7	Description
Size	1.8x1.2m	The 2 sided structure is strategically located at the Thohoyandou Bus Rank
Rate card cost	R 2,775	
Availability	Date	

Thohoyandou portrait, Thohoyandou Boulevard

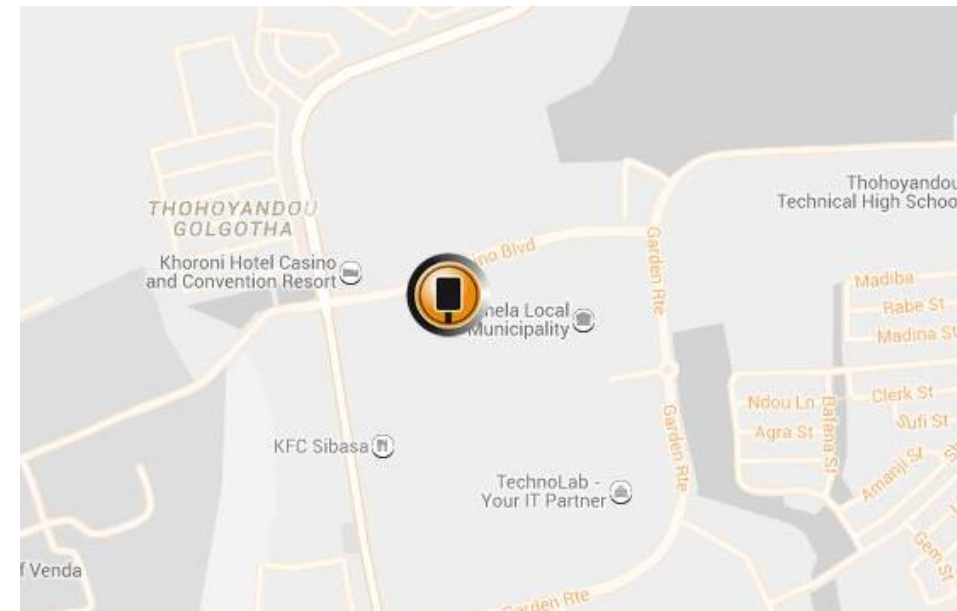
Map



Site #	PEZ/LP/THOH8	Description
Size	1.8x1.2m	The 3 sided structure is located in the heart of Thohoyandou along the extremely busy Thohoyandou Boulevard mainly used for pedestrian traffic
Rate card cost	R 2,775	
Availability	Date	

Thohoyandou portrait, Thohoyandou Boulevard

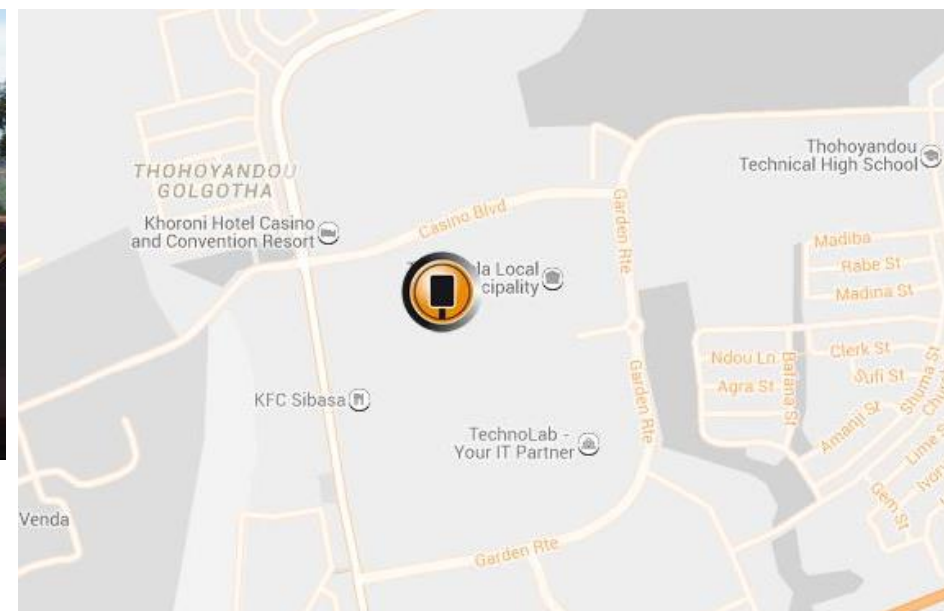
Map



Site #	PEZ/LP/THOH9	Description
Size	1.8x1.2m	The 3 sided structure is located in the heart of Thohoyandou along the extremely busy Thohoyandou Boulevard mainly used for pedestrian traffic
Rate card cost	R 2,775	
Availability	Date	

Thohoyandou portrait, Thohoyandou Boulevard

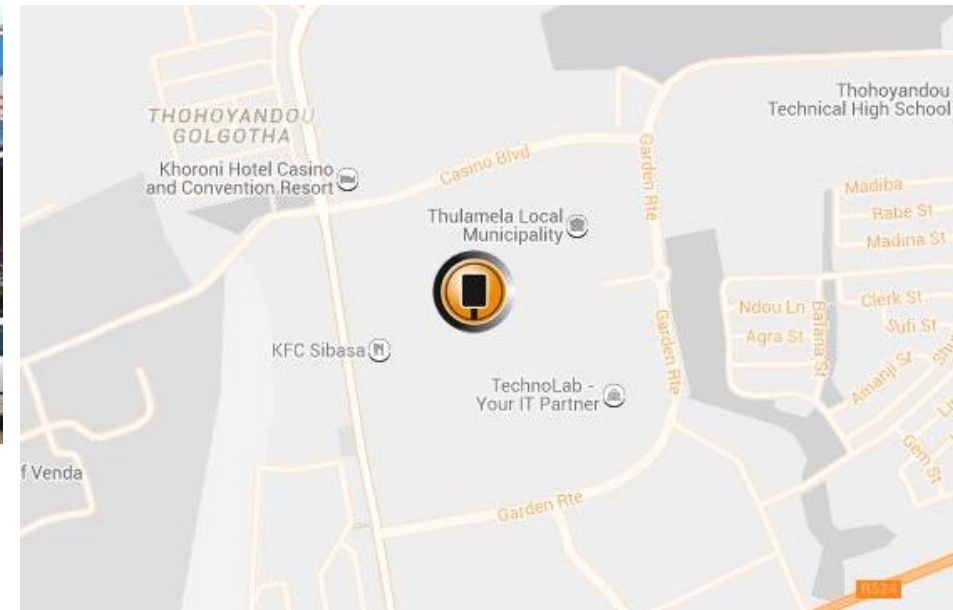
Map



Site #	PEZ/LP/THOH10	Description
Size	1.8x1.2m	The 3 sided structure is located in the heart of Thohoyandou along the extremely busy Thohoyandou Boulevard mainly used for pedestrian traffic
Rate card cost	R 2,775	
Availability	Date	

Thohoyandou portrait, Thohoyandou Boulevard

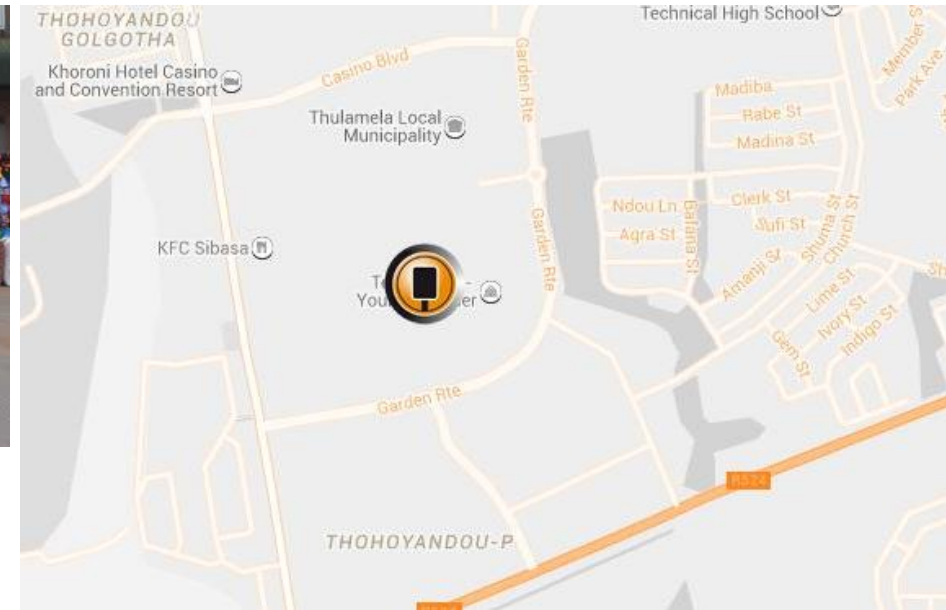
Map



Site #	PEZ/LP/THOH11	Description
Size	1.8x1.2m	The 3 sided structure is located in the heart of Thohoyandou along the extremely busy Thohoyandou Boulevard mainly used for pedestrian traffic
Rate card cost	R 2,775	
Availability	Date	

Thohoyandou portrait, Capricorn Plaza

Map



Site #	PEZ/LP/THOH12	Description
Size	1.8x1.2m	The 2 sided structure is located outside the Capricorn Plaza
Rate card cost	R 2,775	
Availability	Date	

Pezulu Outdoor Advertising has the best sites in the area, focused on the 3 primary towns

Thohoyandou

Sibasa

Malamulele

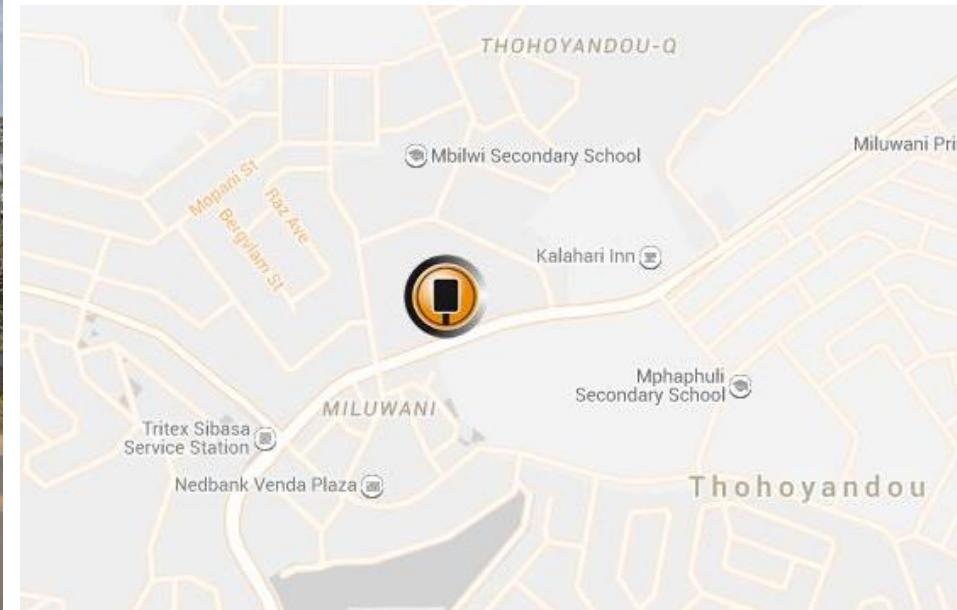
Pezulu Outdoor Advertising has some of the most impactful sites in Sibasa



1 Sibasa portrait, CBD exit



Map

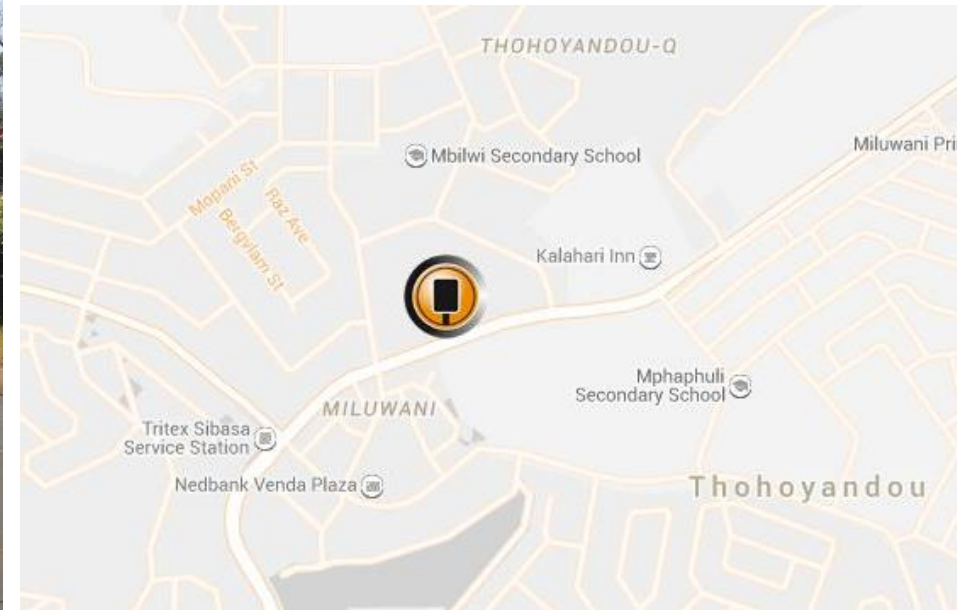


Site #	PEZ/LP/SIBA1-01	Description
Size	7.5x5m	Situated at the exit of Sibasa CBD area after main 4-way stop traffic on route to the main residential area
Rate card cost	R 11,250	
Availability	Date	

Sibasa portrait, CBD entrance



Map

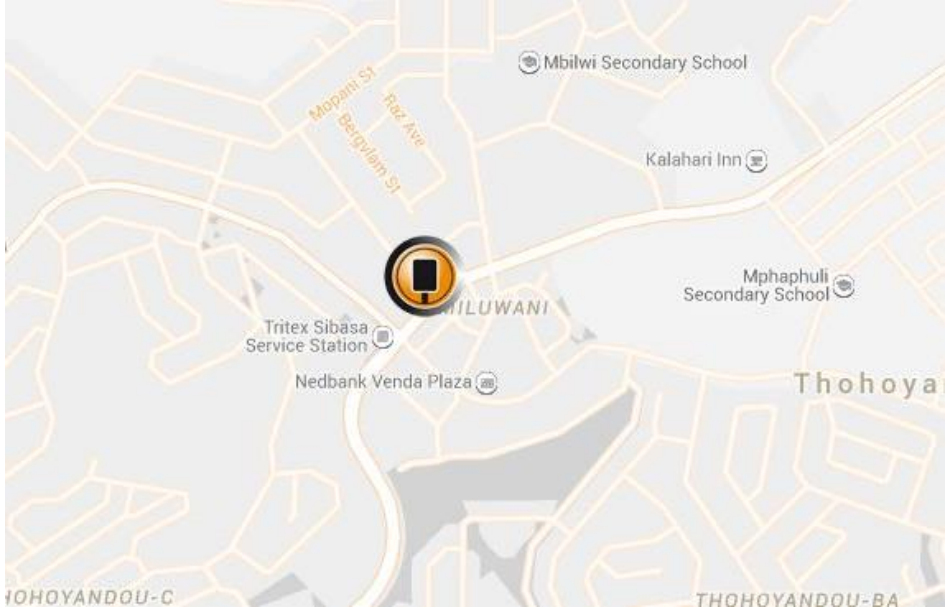


Site #	PEZ/LP/SIBA1-02	Description
Size	7.5x5m	Situated at the entrance to Sibasa CBD traffic from the main residential area, on route to Sibasa and Thohoyandou
Rate card cost	R 11,250	
Availability	Date	

Sibasa landscape, Sibasa Shopping Centre



Map



Site #	PEZ/LP/SIBA2	Description
Size	3x6m	Located at the Sibasa Taxi rank opposite the Sibasa Shopping Centre
Rate card cost	R 4,250	
Availability	Date	

Pezulu Outdoor Advertising has the best sites in the area, focused on the 3 primary towns

Thohoyandou

Sibasa

Malamulele

Pezulu Outdoor Advertising has 2 sites in Malamulele



Malamulele landscape, exit site



Map



Site #	PEZ/LP/MALA-01	Description
Size	3 x 6m	Situating inside Malamulele on the Main Rd opposite the Malamulele Plaza traffic exiting Malalmulele
Rate card cost	R 8,250	
Availability	Date	

Malamulele landscape, entrance site



Map



Site #	PEZ/LP/MALA-02	Description
Size	3 x 6m	Situated inside Malamulele on the Main Rd opposite the Malamulele Plaza traffic entering into Malamulele
Rate card cost	R 8,250	
Availability	Date	