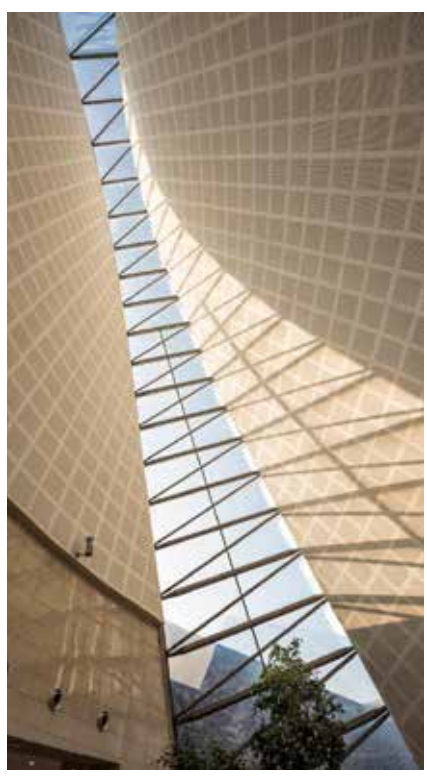




MARKETING PROSPECTUS AND RATES





CENTRE INFORMATION

Dr Richard Maponya is a well-known figure who has contributed to the development of Soweto. He launched Maponya Mall in 2007 as a first-class mall for the people of Soweto. This vibrant 70 000m² mall houses flagship stores for top national retailers as well as much-loved local businesses.

Maponya Mall is centrally located and is the happening hub around which the community revolves. The mall services all the needs of shoppers – fashion, food, entertainment, banking, hair and beauty, electronics, eyewear and more. It also offers convenient service centres for Post Office, e-Tag and Sassa, among others.

The centre is everything for everyone in the Soweto community, from high-end shoppers to blue-collar workers, and is hailed as the soul of Soweto.

MARKETING OPPORTUNITIES

Maponya Mall offers a range of exhibition areas in varying sizes to suit your needs and budget. Each site is placed to provide optimum exposure for your brand and is an ideal platform to showcase your products and services to the more than million shoppers visiting the mall each month. There are also a variety of indoor media sites throughout the mall which have been ideally positioned to capture the attention of shoppers. Prime outdoor media sites are also available at the mall's busy taxi rank.

FAST FACTS

TOTAL TENANTS	175
PATRONS	LSM 1-10
ANNUAL FOOT COUNT	12,5 million
EXHIBITION SITES	22
INDOOR MEDIA SITES	10
OUTDOOR MEDIA SITES	5

EXHIBITION SPACES

1. FULL FOOD COURT: 180m²

R40 000 + VAT per week

The mall's thriving food court area with a wide selection of fast food favourites.

2. MAIN FOOD COURT: 48m²

R16 800 + VAT per week

Situated in the mall's busy food court area.

3. McDONALDS COURT: 36m²

R15 000 + VAT per week

Situated in the mall's busy food court area.

4. KFC COURT: 36m²

R15 000 + VAT per week

Situated in the mall's busy food court area.

5. BURGER KING A COURT: 25m²

R12 000 + VAT per week

Situated in the mall's busy food court area.

6. PICK N PAY CENTRAL: 25m²

R12 000 + VAT per week

Situated in front of Pick n Pay, one of the mall's main anchor stores.

7. PICK N PAY/BRADLOWS CORNER: 25m²

R6 500 + VAT per week

Situated near Pick n Pay and Bradlows.

8. PICK N PAY/SAUSAGE SALOON: 25m²

R12 000 + VAT per week

Situated near Pick n Pay and Sausage Saloon.

10. FOUNTAIN AREA: 18m²

R5 500 + VAT per day

Outside focal point situated by the mall's fountain feature.

11. SPITZ COURT: 18m²

R8 000 + VAT per week

Situated in the mall's fashion district.

12. WIMPY COURT: 16m²

R7 000 + VAT per week

Situated in the adjoining fast food and services areas of the mall.

13. BURGER KING B COURT: 16m²

R10 000 + VAT per week

Situated in the mall's busy food court area.

14. FORMER INFO COURT: 16m²

R9 000 + VAT per week

Centrally situated at a main entrance.

15. STEERS COURT: 16m²

R10 000 + VAT per week

Situated in the mall's busy food court area.

16. EDGARS/IDENTITY COURT: 12m²

R6 500 + VAT per week

Situated in the mall's fashion district.

17. MTN COURT: 12m²

R6 500 + VAT per week

Situated in the essential services sector of the mall towards Pick n Pay.

18. MTN/ENTRANCE 1 COURT: 9m²

R6 000 + VAT per week

Situated in the services section of the mall near entrance 1.

19. BOGART MAN COURT: 9m²

R6 000 + VAT per week

Situated at the mall's main entrance.

20. JET MUSIC COURT: 9m²

R6 000 + VAT per week

Situated in the entertainment section of the mall.

21. ENTRANCE AREA: 9m²

R4 000 + VAT per day

Outside focal point situated centrally to the mall's three entrances.

22. PARKING AREA:

R3 500 + VAT per day per 4 bays

Configured to requirements.

INDOOR MEDIA SITES

1. CENTRE COURT LED SCREEN:

R25 000 for 15-second slot

Large 3.8m x 7m LED screen situated in the mall's centre court.

2. ESCALATOR BRANDING:

R17 000 + VAT per escalator site per month

Branding on the sides of escalators, two escalators sites available.

3. HANGING BANNERS:

R11 400 + VAT per set of three per month

Two hanging banner sites of three banners per site, situated in the main thoroughfares of the mall.

4. I-POINT DIGITAL SCREENS:

R3 600 + VAT per backlit poster unit per month

R1 800 + VAT for full screen package per month

R1 000 + VAT for timeshare package per month

Production available, please enquire

Three digital information units situated at key points throughout the mall.

5. CENTRE COURT PACKAGE:

R65 000 + VAT per month

Includes two escalator sites, six hanging banners and two wall sites.

6. HANGING BANNER PACKAGE:

R36 000 + VAT per month

Includes 12 hanging banners at key points along the mall's thoroughfares.

GO TO PAGE 6 AND 7 FOR EXAMPLES

OUTDOOR MEDIA SITES

1. TAXI RANK BILLBOARD:

R120 000 + VAT per month

Production available, please enquire

A 5m x 30.2m billboard situated at the mall's busy taxi rank.

2. ENTRANCE BILLBOARD:

R120 000 + VAT per month

Production available, please enquire

A 5m x 30.2m billboard situated near the mall road entrance, visible from Chris Hani Road.

3. GLASS ENTRANCE:

R90 000 + VAT per month

Production available, please enquire

A 4m x 32m wrap on the glass façade of the mall's main entrance 1.

4. SCAFF TOWERS:

R60 000 + VAT per month

Production available, please enquire

Four wrapped scaffolding towers available at key points in the mall's parking lot and at the main roundabout.

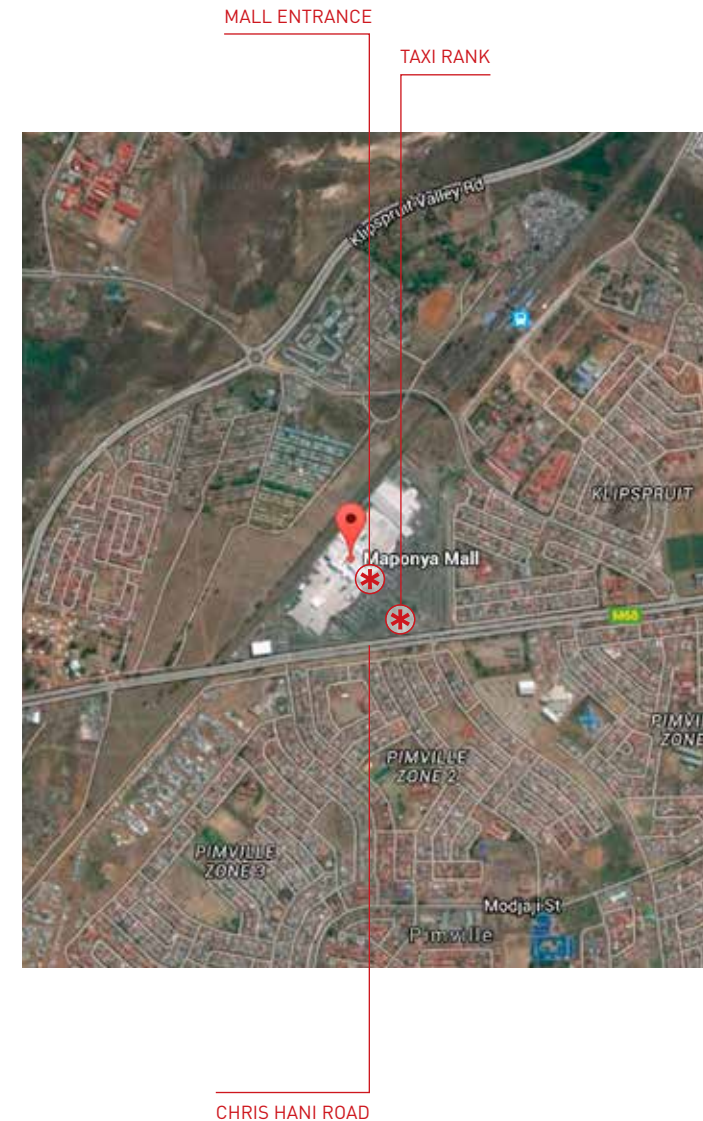
5. TAXI RANK PACKAGE:

R30 000 + VAT per month

Production available, please enquire

Includes six wall sites of 2.5m x 5.5m each.

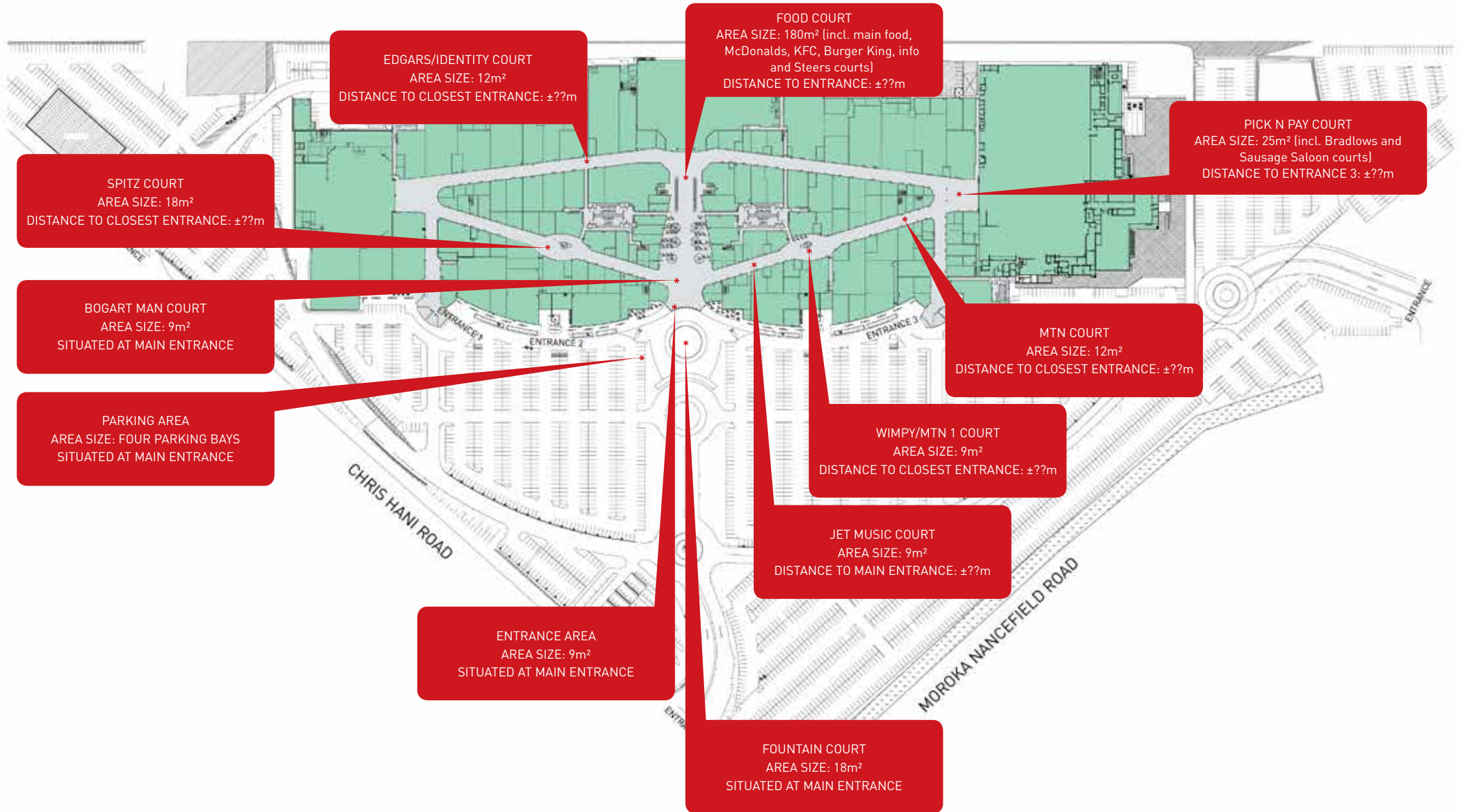
GO TO PAGE 6 AND 7 FOR EXAMPLES



CHRIS HANI ROAD

GO TO PAGE 6 AND 7 FOR EXAMPLES

FLOOR PLAN | GROUND FLOOR



MALL ENTRANCE WRAP



TAXI RANK PACKAGE



HANGING BANNER PACKAGE



MALL LED



CENTRE COURT PACKAGE



SCAFF TOWERS



MALL GLASS ENTRANCE



EXHIBITION BOOKING REQUEST

Thank you for your interest in holding a promotion at Maponya Mall. Please print, complete and sign this form before returning to Maponya Mall, marked for the attention of the Sales & Exhibitions Coordinator. This can be done by email to dineo@primecourts.co.za or delivered to the Centre Management Office.

EXHIBITOR DETAILS

Company name	Contact person
Tel number	Fax number
Cell number	Email address
Company address	

EXHIBITION DETAILS

What would you like to exhibit?

Type of exhibition Display Product launch Database build-up Product sampling
 Product/service awareness Customer feedback Other

If other, please describe

COURT REQUESTED

Court	Date
Rate ex VAT	Court size
Power availability	

SPECIAL REQUESTS (i.e. trestle tables, plug points and Mall tablecloths)

WILL YOU BE ADVERTISING YOUR EVENT? IF YES PLEASE GIVE DETAILS

In order for your exhibition/promotion to be considered, we require a written proposal on the exact nature of your promotion and its requirements. A sketch, pictorial view or likeness of the exhibition stand to be erected must be provided, with measurements, props and a detailed description thereof, as well as the manner in which the exhibition will be conducted.

PLEASE SUPPLY A DETAILED DESCRIPTION OF YOUR EXHIBITION, INCLUDING DIMENSIONS

SIGNATURE _____ DATE _____

MAPONYA MALL 333 Chris Hani Road, Klipspruit, Soweto	 www.maponyamall.co.za  Maponya Mall  @MyMaponyaMall
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ENQUIRIES AND BOOKINGS
 For more information about our exhibition and media sites as well as other marketing opportunities:
Pertunia Tsotetsi, Marketing Manager: 011 938 4448 | pertuniat@redefine.co.za
Dineo Mmutle, Exhibitions Coordinator: 011 938 4448 | dineo@primecourts.co.za
Tyron Tem Tem, Business Development Manager (Outdoor Media & Indoor Packages):
011 615 2147 | 072 699 9119 | tyron@themediainfactory.co.za