

MEDIA OPPORTUNITIES

Eyethu Orange Farm Mall

April 2022



Eyethu Orange Farm Mall | Key Facts

A quality regional shopping centre

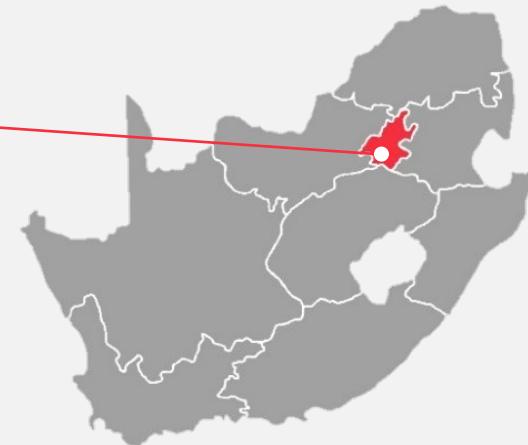
| D2150 Orange Farm Ext 4 Link Road, Johannesburg, Gauteng

Classification	Regional centre
Region	Gauteng
LSM	3 - 6
Total GLA	26 804m ²
Occupancy	96%
Anchor tenants	Shoprite, Boxer, Pick n Pay

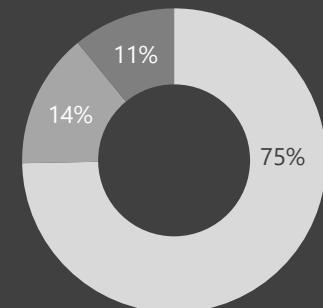


Highlights

- Quality, enclosed shopping centre situated within the heart of Orange Farm.
- Onsite taxi rank.
- Easily accessible from the N1 via the Golden Highway, as well as from the Orange Farm arterial roads, the onsite taxi rank and adjacent train station.

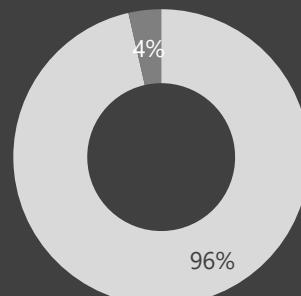


Tenant analysis by GLA (m²)



■ Large & listed tenants
■ National tenants & franchises
■ Other

Vacancy rate



■ Occupied ■ Vacant

Eyethu Orange Farm Mall | Key Facts

Location	Eyethu Orange Farm Mall is located approximately 40 kilometres outside of Johannesburg off the N1 highway to the north of the industrial complex of Sasolburg, Vereeniging and Vanderbijlpark. The centre is situated on the Orange Farm Link Road, the main connecting road through the Orange Farm township.
Design	Eyethu Orange Farm Mall is a two storey centre with the two levels of retail positioned in a step formation. The upper level lies on the northern portion of the land, and the lower level lies on the southern portion of the land.
Access	Eyethu Orange Farm Mall is situated in the centre of the township on the Orange Farm Link Road and is easily accessible from the N1 via the Golden Highway, as well as from the Orange Farm arterial roads, the onsite taxi rank and adjacent train station.
Tenant mix	National tenants account for approximately 89% of the occupied gross lettable area. The centre is anchored by Shoprite, Boxer and Pick n Pay. Other national tenants include Shoprite Liquor, Pick n Pay Liquor, Roots Butchery, Rage, Pep, Clicks, Sheet Street, Tekkie Town, Truworths, Markham, Legit, Exact, Beaver Canoe, Ackermans, Jet, Foschini, Identity, Total Sports, Sportscene, Mr Price, Capitec Bank, FNB, Standard Bank, Absa Bank, Nedbank, Hollard Insurance, Chicken Licken, KFC, Webbers, OK Furniture, Lewis, Pep Home, Victory Lab and Pep.

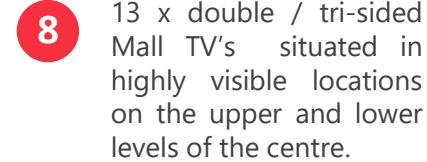


Eyethu Orange Farm Mall | Media Opportunities

Upper Level



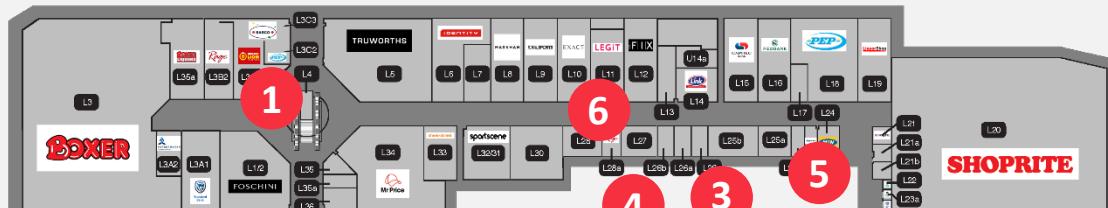
Train Station Entrance



Entrance 2 Parking Area



Lower Level



Onsite Taxi Rank

Media Opportunities

1. Domination Zone
2. Advertising Tower
3. Wall Signs at Taxi Rank
4. Canopy Branding at Taxi Rank
5. Wall Sign at Entrance 4
6. Hanging Banners
7. Wall Sign at Entrance 2
8. Mall TV
9. Glass Wall at Train Station
10. Wall Sign at Train Station



Specifications

A Domination Zone media package opportunity is situated within the centre and includes escalator and dome branding. Branding may be applied to the escalator support structure or glass panels.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.

Specifications

An advertising tower media opportunity is located at Entrance 2.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.



Eyethu Orange Farm Mall | Wall Sign at Taxi Rank



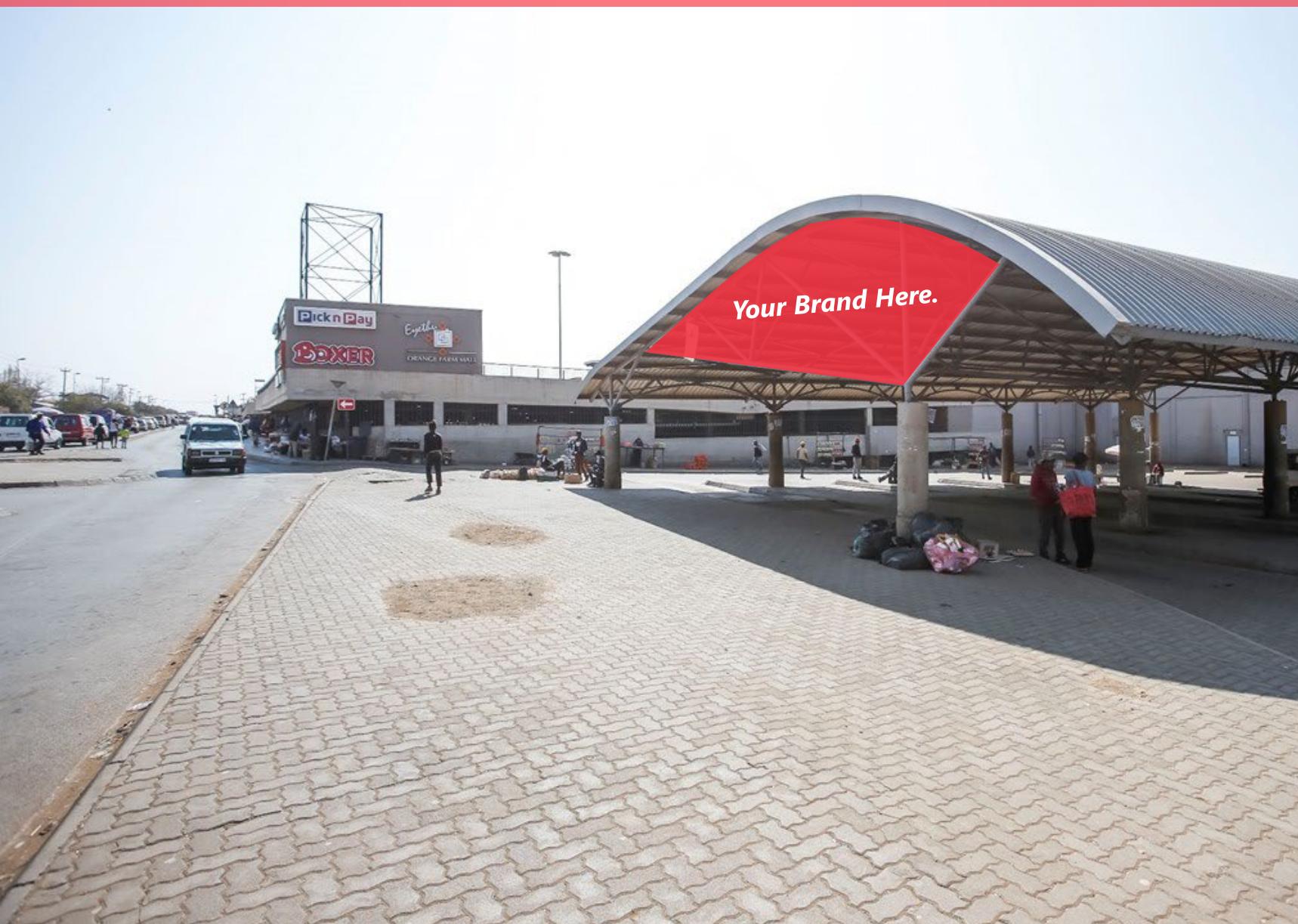
Specifications

There are 2 exterior wall sign media opportunities overlooking the onsite taxi rank which is located adjacent to Entrance 4.

The dimensions are as follows:

- 12 000mm (w) x 3 000mm (h)

Advertising rates will be confirmed during the enquiry and booking process.



Specifications

A taxi rank canopy branding opportunity is located at the onsite taxi rank adjacent to Entrance 4.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.



Specifications

An exterior wall sign media opportunity is located at Entrance 4 which is adjacent to the onsite taxi rank.

The dimensions are as follows:

- 4 220mm (w) x 2 420mm (h)

Advertising rates will be confirmed during the enquiry and booking process.

Eyethu Orange Farm Mall | Hanging Banners



Specifications

There are 3 internal walkways which can each accommodate 3 vertical hanging banners.

The banners are installed by means of a Hangrite system and accommodate banners in the following dimensions:

- 1 200mm (w) x 2 500mm (h)

Advertising rates will be confirmed during the enquiry and booking process.



Specifications

An interior wall sign media opportunity is located at Entrance 2.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.



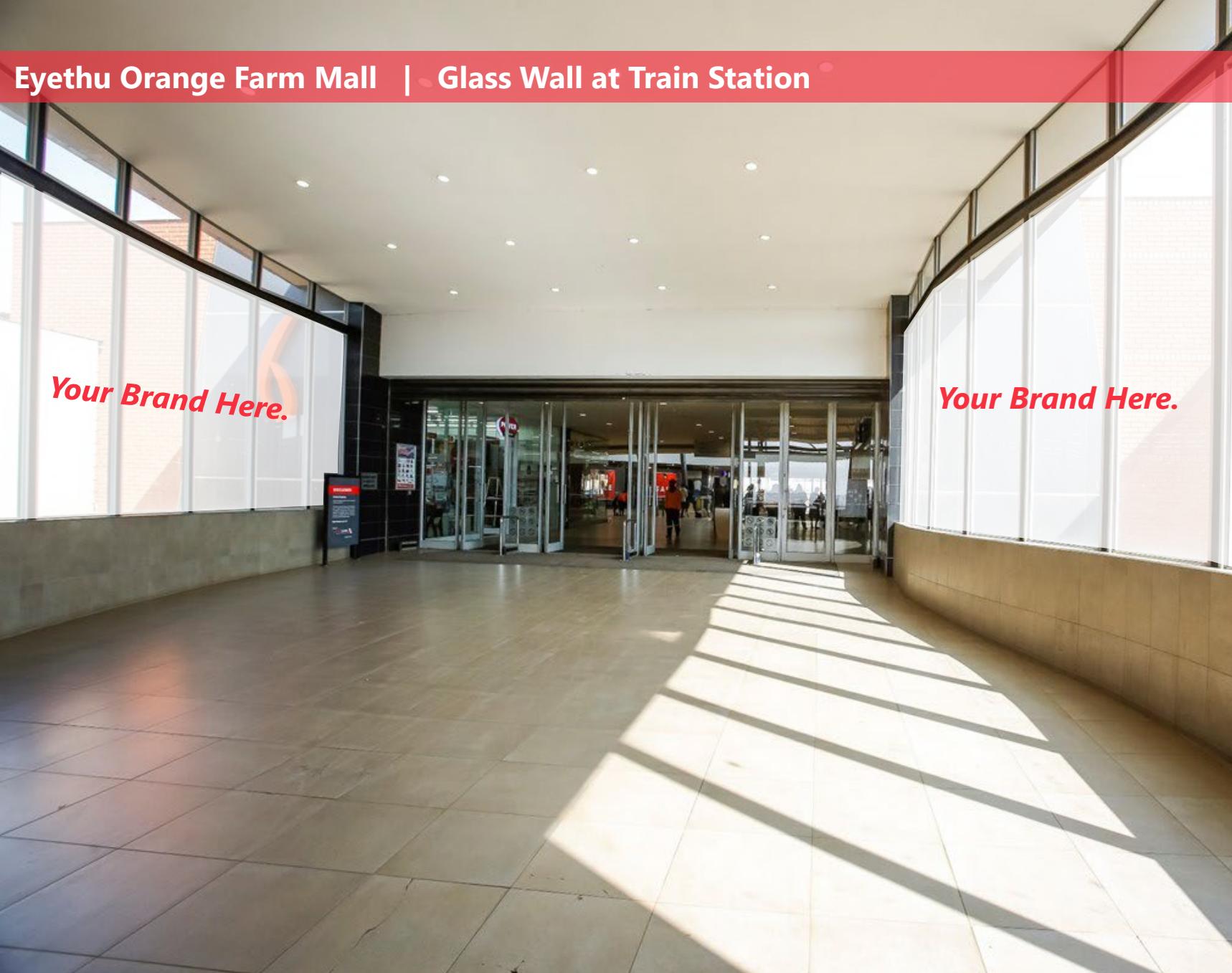
Specifications

There are 13 double / tri-sided Mall TV's situated in highly visible locations around the centre.

The advertising Specifications are as follows:

- H264 MP4 or mov. Formats
- 1920 x 1080 (Full HD)
- 1280 x 720 (minimum spec)

Advertising rates will be confirmed during the enquiry and booking process.



Specifications

An interior glass wall media opportunity is located in the passage to the train station. This media opportunity consists of two large walls which require a contravision vinyl application.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.



Specifications

An exterior wall sign media opportunity is located at the entrance to the train station.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.

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