

## **Primedia Lifestyle secures Southgate Mall & Value Market**

Primedia Lifestyle, South Africa's leading shopping centre marketing consultancy has been awarded the marketing contract for the Southgate Mall and the Southgate Value Market. Primedia Lifestyle collectively manages over R160 million per annum in mall marketing budgets. With the addition of Southgate, Lifestyle now has 57 leading South African malls in its portfolio.

Primedia Lifestyle's marketing expertise currently governs 1.1 million square metres of gross lettable retail area, offering its portfolio services including conceptualisation and implementation of annual marketing strategies, financial administration of the marketing budget, exhibition management, media planning and buying and brand management, to name a few.

Molefi Moloantoa, Primedia Unlimited's Divisional CEO comments, "We're delighted with the acquisition of Southgate and look forward to engaging our niched strategic marketing expertise to promote the malls to the best possible extent."

Owned by Pareto Limited, Sycom Property Fund and Fountainhead Property Trust, Southgate Mall is a pioneer in the shopping centre industry as it became the first regional centre which met the needs of the rapidly evolving Southern suburban market. It is known as the gateway into Soweto, the most dynamic former township area in the country.

Southgate is home to shoppers from Mondeor, Meredale, Kibler Park, Winchester Hills, Naturena as well as several peripheral areas including Soweto, Ennerdale, Eldorado Park and the Johannesburg CBD. The area covers an estimated 381,441 households with an average monthly expenditure of R2,364 totalling R8.3bn annually.

Paul Carsley, MD for Primedia Lifestyle believes that the company's success is rooted in its ability to provide exclusive marketing and activation opportunities for malls ranging from convenience centres to super regionals. Its mall strategy and campaign expertise is evidenced by receiving 16 Maxi Award nominations and four Maxi Awards since 2002.

"Our unique ability to develop and execute specialised mall marketing strategies provides our clients the maximum return on investment for their retail properties. Having Southgate added to our portfolio strengthens our position as the number one specialist shopping centre marketing consultancy in South Africa," says Carsley.