

LET'S EXHIBIT



Exhibition Brochure

woodlands

The logo for Woodlands features a stylized leaf or wave symbol centered below the word "woodlands". The symbol consists of a central oval shape with a horizontal line passing through it, and two curved lines extending outwards from the sides, resembling a leaf or a wave.

MALL OVERVIEW



GLA
71 638m²



Mall Classification
Large Regional



Number of Stores
156



Ave Weekly Footcount
156 305



Annual Foot Count
8.3 million



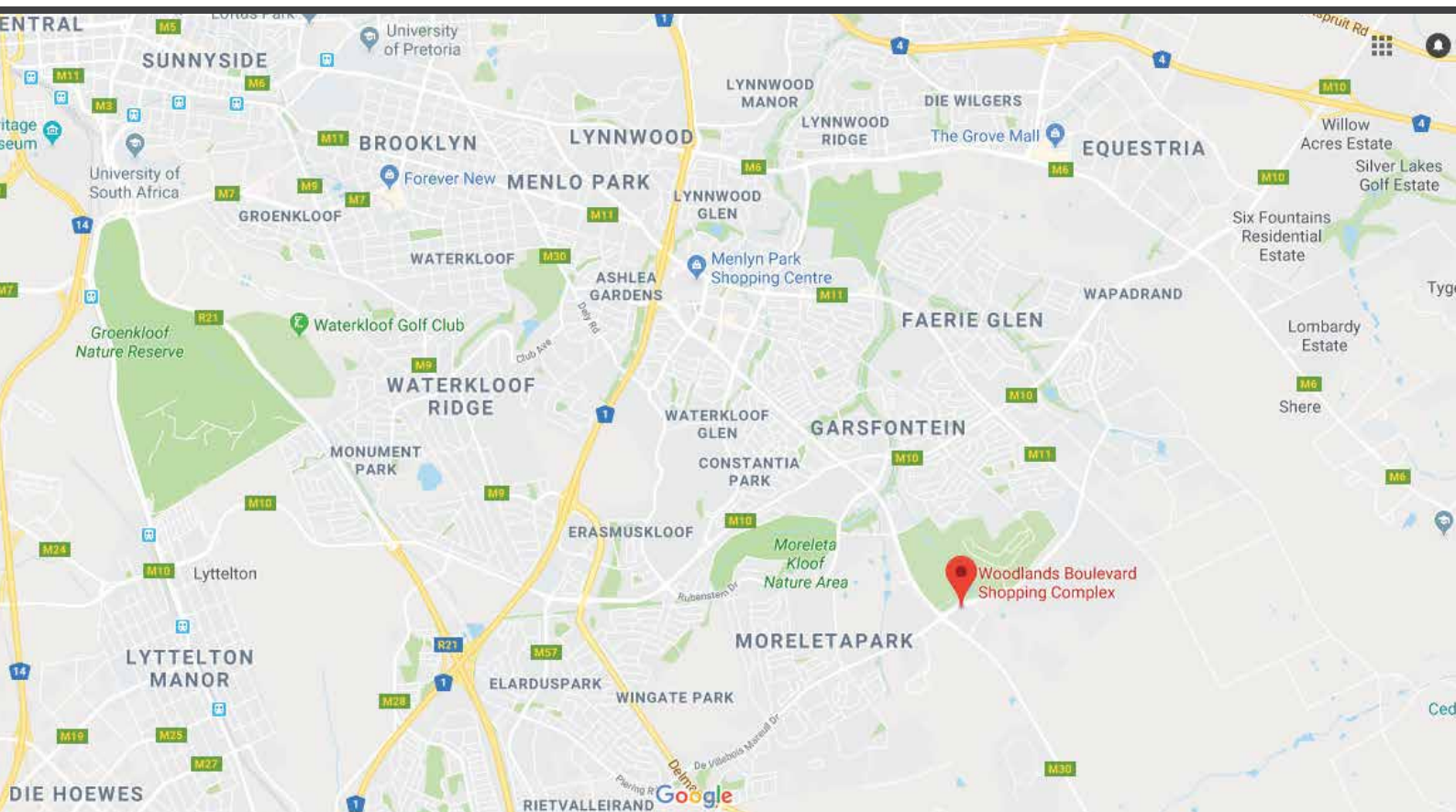
**Mall Website and
Social Platforms**

www.facebook.com/woodlandsboulevard,
@WoodlandsBlvd; #WoodlandsB

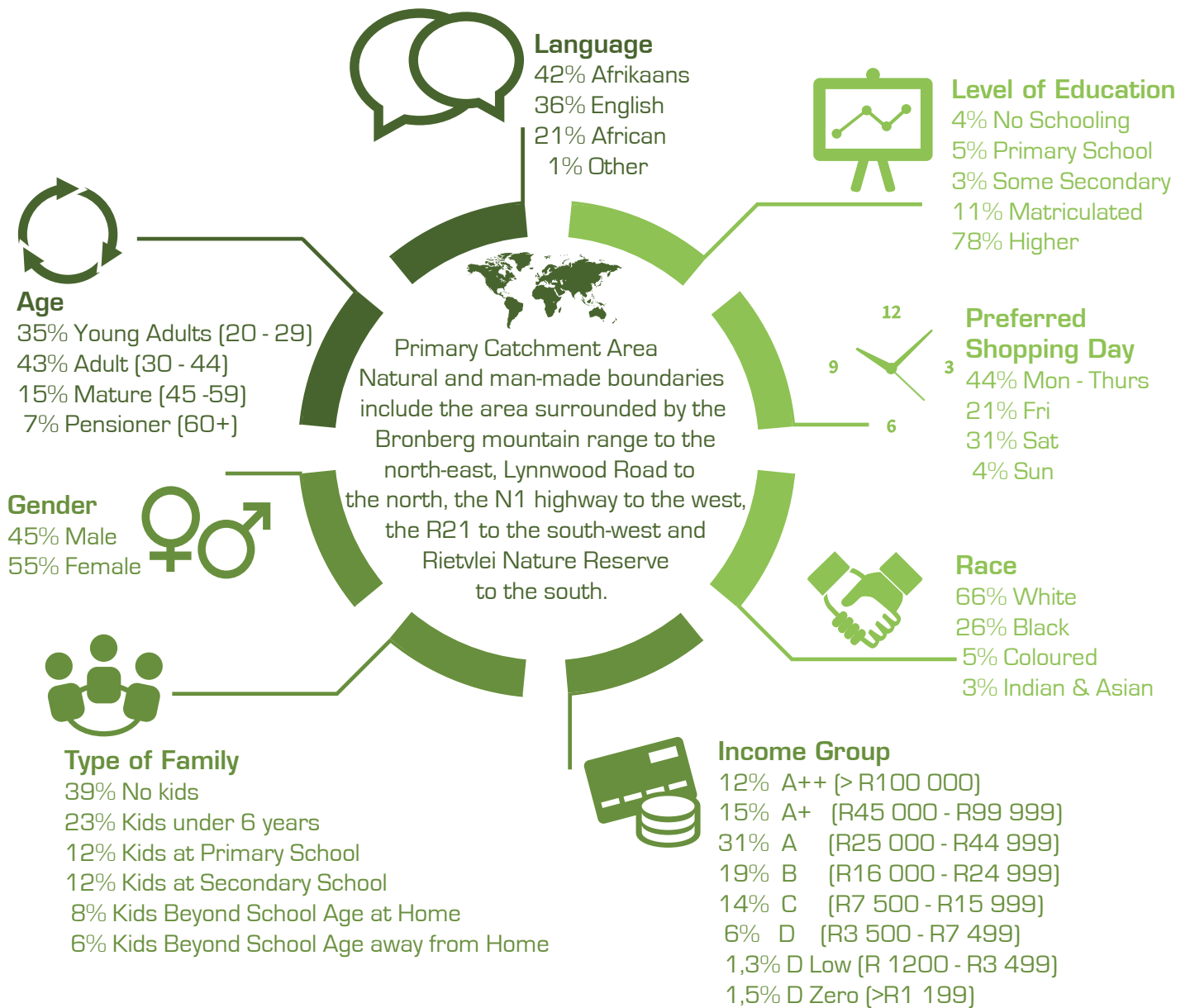
Woodlands Mall has happily served over 90 million shoppers since its opening in 2004. The mall opened with a gross lettable area of 42 000m² and was extended in 2010 to 71 638m² GLA with just over 150 stores. In 2011, Hyprop Investments Limited acquired the mall making Woodlands one of Africa's premier listed shopping centre funds on the JSE.

Designed for convenience, Woodlands Mall boasts the best in service, cleanliness, safety and quality. The mall is situated amongst residential suburbs, most of which are exclusive estates such as Woodhill Residential Estate and Country Club, Mooikloof Ridge Estate, Woodlands Lifestyle Estate, The Wilds Estate and many others.

MALL LOCATION

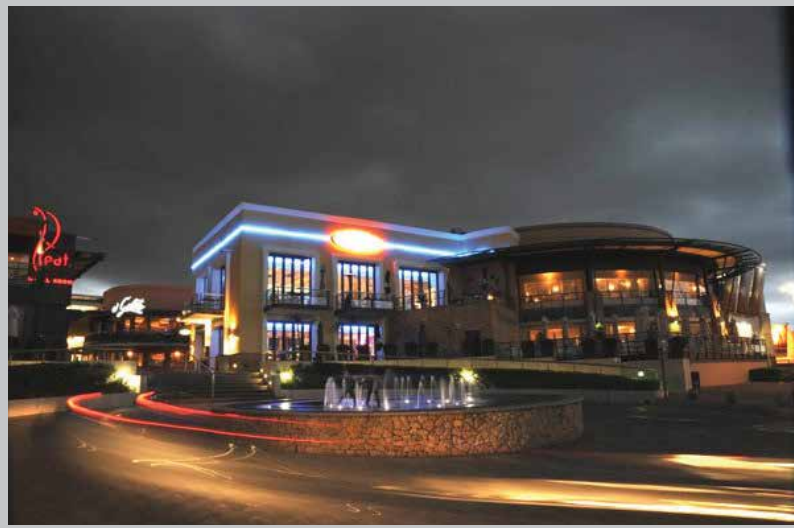


DEMOGRAPHIC PROFILE



[Source: June 2014 Primary Research Study by Fernridge Consulting]

THE MALL



ANCHOR TENANTS & BENEFITS OF EXHIBITING



Builder's Warehouse: 5 421m²



Edgars: 4 785 m²



Food Lover's Market: 1 800m²



Game: 5 375m²



Pick n Pay: 5 780m²



Woolworths: 5 116m²

Benefits of Exhibiting at Woodlands Mall

- Showcase your offering to more than 155 000 weekly visitors
- Promote company awareness
- Shopper LSM of 10+
- Gain sales leads
- Direct face-to-face interaction with shoppers
- Introduce new products or services directly
- Product demonstration
- Average spend per head of R255 per person visiting the mall

Exhibition Court Rate Card

	Court	Size	Proximity	Weekly Rate (excl. VAT)
A	Cotton On *No electricity	2m x 2m 4m ²	Cotton On, Clicks, Pick 'n Pay	R4 500
B	@home	3m x 2m 6m ²	@home	R5 000
C	Roma	5m x 2m 10m ²	Roma Gioielli, Edgars, MAC	R7 000
D	American Swiss	8m x 2m 16m ²	American Swiss, Cape Union Mart, Truworths	R11 000
E	Main Promotion A	10m x 6m 60m ²	Europa Art, Cotton On Body, Due South Escapes	R13 000
E	Main Promotion B	10m x 6m 60m ²	iStore, Mugg & Bean, Exclusive Books	R13 000
E	Main Promotions A+B	20m x 6m 120m ²	Europa Art, Cotton On Body, Due South Escapes, iStore, Mugg & Bean, Exclusive Books	R25 000
F	Woolworths	8m x 3m 24m ²	Woolworths, Deonne le Roux, Gary Rom	R11 000
G	Bella Luna	4m x 3m 12m ²	Bella Luna, Seiko, Lindt, Le Creuset	R8 000
H	Dis-Chem	3m x 5m 15m ²	Dis-Chem, Browns, Freddy Jeans	R9 000
I	Game	4m x 6m 24m ²	Game, Vodacom, Toy Zone, Ackermans	R6 000
J	Baby Boom *No electricity	5m x 3m 15m ²	Baby Boom, Food Lovers Market, Standard Bank	R5 000
K	Parking Areas *To be approved by GM	3m x 2.5m per bay	Mall parking areas	R625 per parking bay

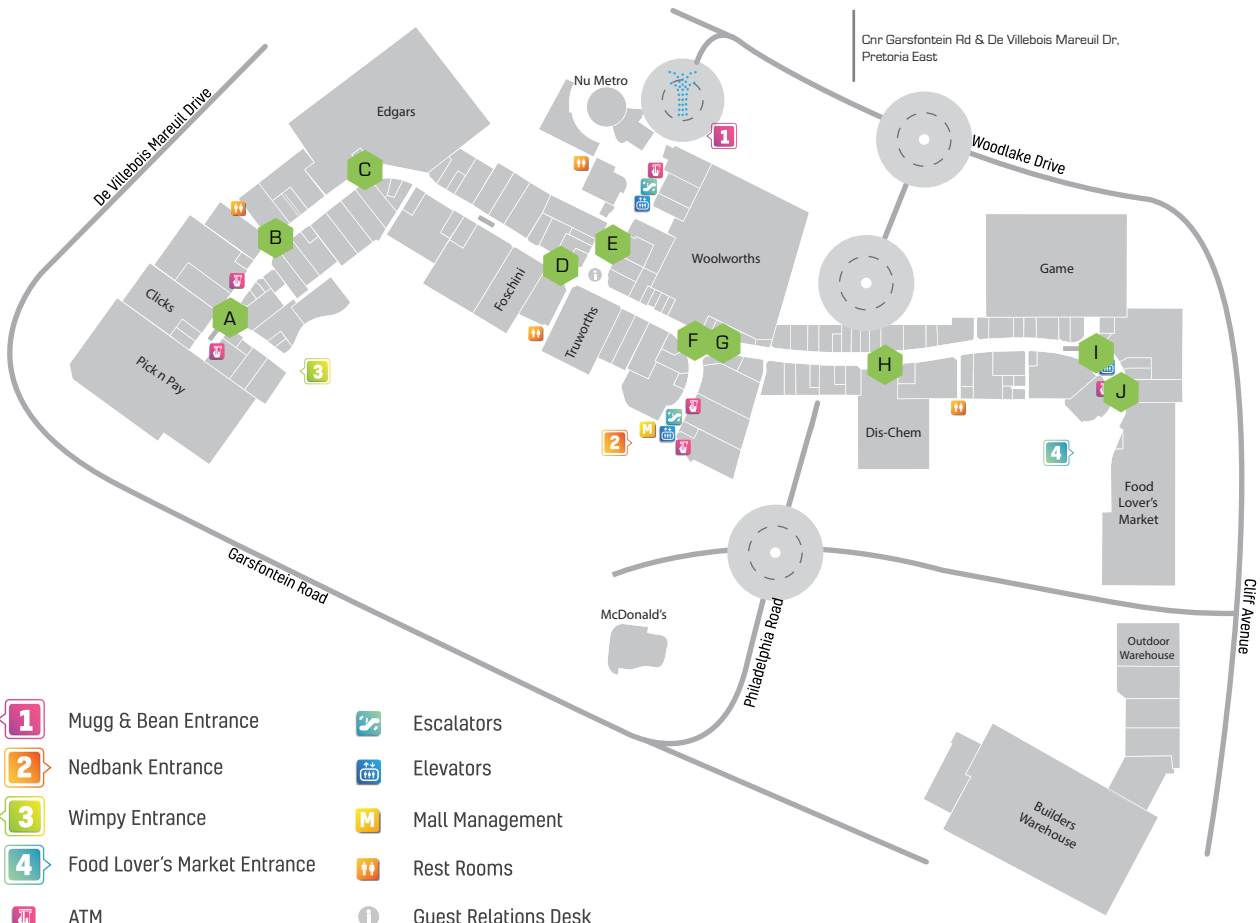
IMPORTANT INFO & CENTRE RULES

1. Exhibitions run from a Tuesday to the following Monday (vehicles should vacate on a Sunday evening after 5pm)
2. Public liability cover of minimum R1 million is required
3. Your booking is only confirmed upon receipt of your fully completed contract, public liability and visual of your stand layout
Pencil bookings are held for a period of 48 hours, excluding weekends
4. A photograph, visual or drawing of your display with a detailed description of your product/s should be submitted with your application form
5. If the display is not in accordance with the approved layout plan, or does not meet the standards of the mall, the exhibitor will get the opportunity to correct the stand, or alternatively the contract will be terminated and the exhibitor will need to vacate with no recourse
6. Full payment is required two weeks before set up is permitted
7. Rates increase by 15% in November and 20% in December, in accordance with our foot count increases due to the festive period
8. Setup and breakdown is only permitted outside of centre trading hours
9. Stand to be manned during full trading hours which are:
 - Mondays – Thursdays 09h00 – 19h00
 - Fridays 09h00 – 20h00
 - Saturdays 08h00 – 19h00
 - Sundays 09h00 – 17h00
 - Public Holidays 09h00 – 19h00
10. Vehicles are only permitted in the Main Promotions Court
11. Your display may not exceed the allocated area
12. Your display may not exceed a height of 1.5m
13. No trestle tables, camping/fold-up chairs or pull-up banners are permitted
14. Shoppers may under no circumstances be stopped or harassed in any way
15. Exhibitors will be asked to vacate the mall with no refund should we receive more than 2 complaints about the display, staff or any other disturbances
16. No distribution of brochures to passing shoppers
17. Stand to be kept neat and tidy at all times
18. No eating at the stand
19. All cables and extensions to be neatly secured with grey duct tape
20. Flooring is compulsory which is available free of charge from the mall (with the exception of Main Promotions Court)
21. Discounts are available for multiple bookings, enquire with the sales manager
22. Parking tickets can be purchased in cash at R10 per day at the Servest Parking Office which is situated in the basement parking garage beneath Mugg & Bean
23. All courts have electricity with the exception of Cotton On Court and Baby Boom Court
24. All court rates quoted exclude VAT
25. Pro-rata rates are not applicable

Exhibition Booking Process

1. Send your proposal to nobambo@woodlandsboulevard.co.za which includes:
 - a. Description of your products / services
 - b. Photos of a previous exhibition
 - c. Preferred court size and location (if you already know this information)
 - d. Required dates
2. The sales manager will confirm pricing and availability with you and send you an application form
3. Return the completed application form together with your public liability and stand layout (this is your pencil booking which is held for 48 hours)
4. The sales manager will send you your contract for signature
5. Return the fully completed contract with witness signatures (your booking would now be confirmed and cancellation will result in 50% payment due)
6. The accounts department will send you your invoice
7. Payment to be made two weeks prior to your exhibition

COURT LOCATIONS



- 1 Mugg & Bean Entrance
- 2 Nedbank Entrance
- 3 Wimpy Entrance
- 4 Food Lover's Market Entrance
- ATM
- Escalators
- Elevators
- Mall Management
- Rest Rooms
- Guest Relations Desk

A Cotton On Court (2m x 2m / 4m²)

B @home Court (3m x 2m / 6m²)

C Roma Court (5m x 2m / 10m²)

D American Swiss Court (8m x 2m / 16m²)

E Full Main Court (20m x 6m / 120m²)
Half Main Court (10m x 6m / 60m²)

F Woolworths Court (8m x 3m / 24m²)

G Bella Luna Court (4m x 3m / 12m²)

H Dis-Chem Court (5m x 3m / 15m²)

I Game Court (4m x 6m / 24m²)

J Baby Boom Court (5m x 3m / 15m²)

DISPLAY SHELVES & FLOORING

The appearance of any exhibition is key to attract shoppers to the stand in order to make the sale.

Woodlands Mall has display shelves and flooring available to use.



Available units: 4



Each of the courts have a dedicted floor
(excl. Main Promotions)

CONTACT DETAILS

Nobambo Goduka - Sales Manager

nobambo@woodlandsboulevard.co.za

012 997 9460

079 839 2950 (office hours or emergency only)

Cnr Garsfontein rd & De Villaboys Mareuil dr,
Pretorius Park, 0081

PO Box 2172, Faerie Glen, 0043

www.woodlandsboulevard.co.za



