



MIMOSAMALL



Exhibitor Information Pack

Tel 051 444 6914 • 131 Kellner St & Parfitt Avenue. Brandwag. Bloemfontein

YourMall



BENEFITS & FEATURES OF EXHIBITING AT MIMOSA MALL

Mimosa Mall offers more than 10 strategically placed brand and product activation spaces, varying from 6 – 81m². These exhibition spaces provide the ideal platform to experientially showcase your product or service offerings to the mall's captive audiences. Making use of our activation spaces create an environment where shoppers can engage, interact and connect with your products brand.

Benefits & Features of exhibiting at Mimosa Mall:

- Create instant revenue with direct sales from a captive audience.
- Remind customers about existing products.
- Look & Feel: Allow potential customers to experience the quality of your product offerings.
- Build brand awareness by placing your product firmly in the minds of customers.
- Interact with your client and target audience on a face-to-face level and conduct valuable market research.
- Generate customer loyalty by strengthening your relationship with key customers.
- Product launches is the ideal platform to introduce new products into the market.



OVERVIEW

Mimosa Mall, one of the best-known landmarks in the City of Roses, Bloemfontein, is a multi-level Centre and most definitely the preferred shopping destination of choice in Central South Africa in which to showcase your brand for market reach. The unique design and convenient layout ensure an easy, accessible and cosy shopping environment for the more affluent shopper, with an average monthly foot count of 500 000. Mimosa Mall is a multi-level centre with six covered parking levels providing 1760 parking bays to customers.

The Mall has a vibrant and ever evolving tenant mix with distinctive store offerings such as Euro Caffé, Bathu, Moors and Lovisa, complimented by national retailers like Truworthe Emporium, Foschini, Soda Blo and Ster Kinekor. Mimosa Mall is anchored on the Lower Retail Level by a premium Checkers which opened in December 2018. Value Co is the newest addition to the Mimosa Mall Family and the anchor on the Upper Retail Level, serving our customers with the best in Lifestyle Retail Offerings.

The Mall's prime and central location at the hub of major public amenities such as The University of the Free State, Bloemfontein Mediclinic, major schools, sport facilities and an interlink to Southern Sun Hotel, allows for easy accessibility and convenience to various feeder audiences. Its central location furthermore attracts visitors to Bloemfontein residing in the surrounding guest houses, hotels and bed & breakfasts. The Mall's compact, warm atmosphere and food court layout, along with friendly services, create a relaxed yet vibrant, laid back and enjoyable shopping environment to loyal residential neighbourhoods.

The Marketing Team ensures that new and existing Tenants enjoy optimal exposure both externally and internally by establishing and fostering strategic retailer and brand partnership to create value for the customer. The Mall enjoys a strong fanbase and rich engagement with its virtual audiences across its social platforms. The Centre Management Team has extensive experience in retail, marketing, operational and asset management. Unique to Mimosa Mall, is Our Retail Support Programme which provides and empowers tenants with insightful retail knowledge, training, design trends, customer service and merchandising; as part of the business sustainability plan.

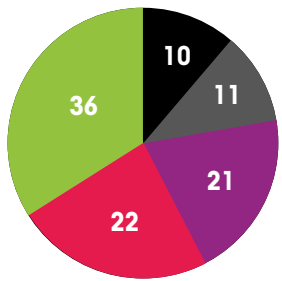
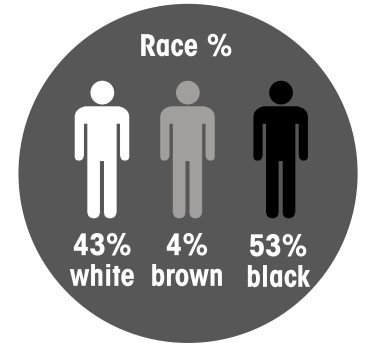
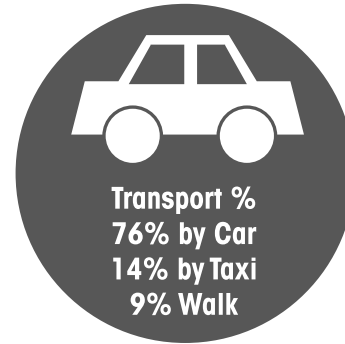
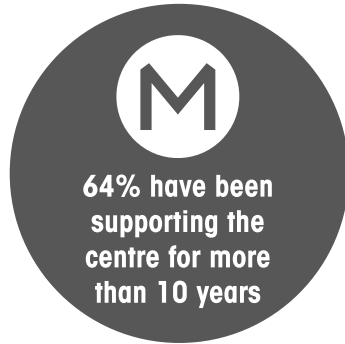
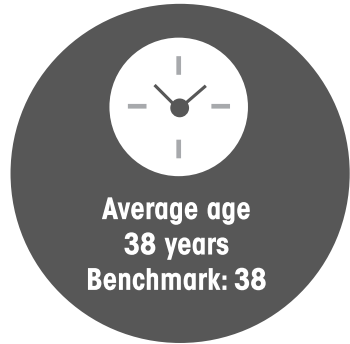
Mimosa Mall is proudly owned by Pareto Limited, a leading South African property investment company. Pareto has a strong focus on acquiring and holding mixed-use developments, super-regional and regional shopping Centres in South Africa. In addition to its retail property asset management focus, Pareto is a shareholder in a property management services company called: Mowana Properties Proprietary Limited which manages Mimosa Mall

Mimosa Mall, Your Mall.

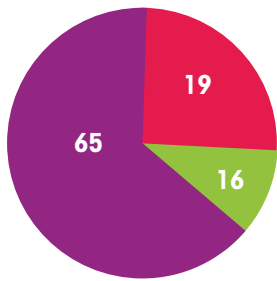


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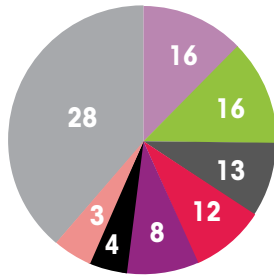
MARKET ANALYSIS: SHOPPER DEMOGRAPHIC



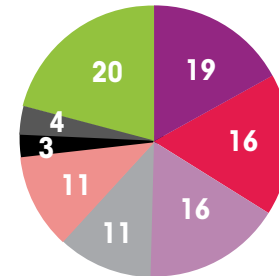
- People Shopping Together %**
- Alone 36%
 - With other adults 22%
 - As a family 21%
 - Couple 11%
 - With 1 - 2 children 10%



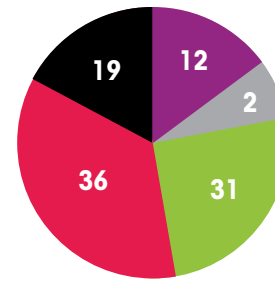
- Lifecycle %**
- Young 19%
 - Full Nest 65%
 - Empty Nest 16%



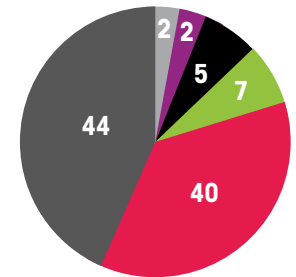
- Monthly Household Income %**
- Under R5k
 - R5k - R10k
 - R10k - R20k
 - R20k - R30k
 - R30k - R40k
 - R40k - R60k
 - R60k - R100k
 - R100k+



- LSM %**
- LSM 1-4
 - LSM 5
 - LSM 6
 - LSM 7
 - LSM 8
 - LSM 9
 - LSM 10
 - LSM 10+



- Age groups %**
- 18 - 24: 12%
 - 25 - 34: 31%
 - 35 - 49: 36%
 - 50 - 65: 19%
 - 65+: 2%



- Language %**
- Afrikaans
 - Sotho/Tswana
 - Xhosa
 - English
 - Zulu
 - Other Black Languages

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MAIN ATRIUM (Shopping Lower)

Surrounding Shops:

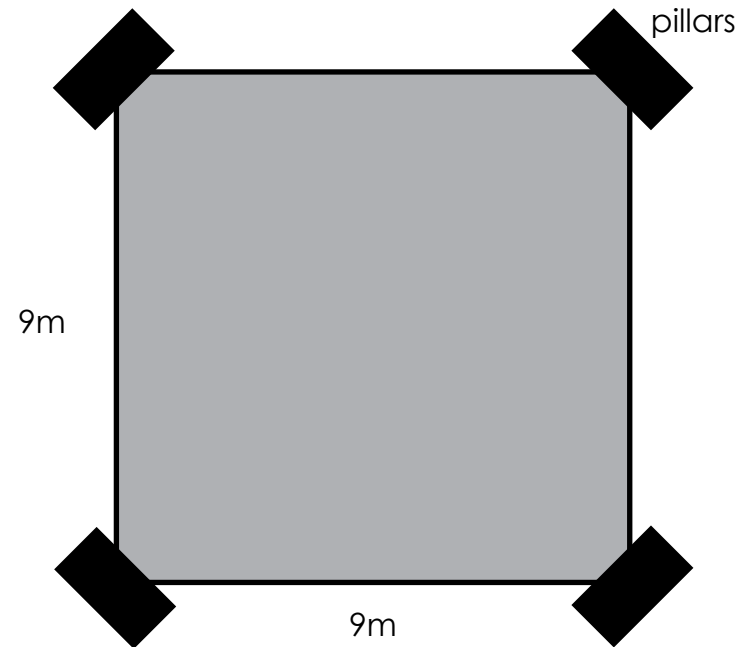
Sterns, HDL Jewellers, Foschini.
(Visible from Upper and Lower Retail Levels)

Court Size:

81 m² (9m x 9m)

Weekly Rate:

R31 000 (excl VAT)



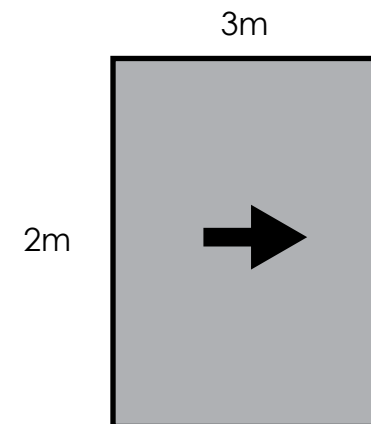
STERNS COURT (Shopping Lower)



Surrounding Shops:
Sterns, Foschini, Totalsports

Court Size:
6 m² (3m x 2m)

Weekly Rate:
R6 000 (excl VAT)



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MUGG & BEAN COURT (Shopping Lower)



Surrounding Shops:

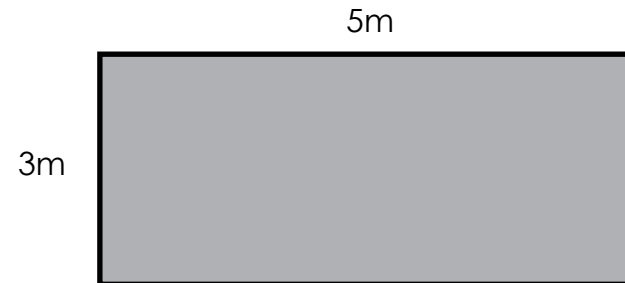
Clicks, Sunglass Hut, Wimpy, Mugg & Bean

Court Size:

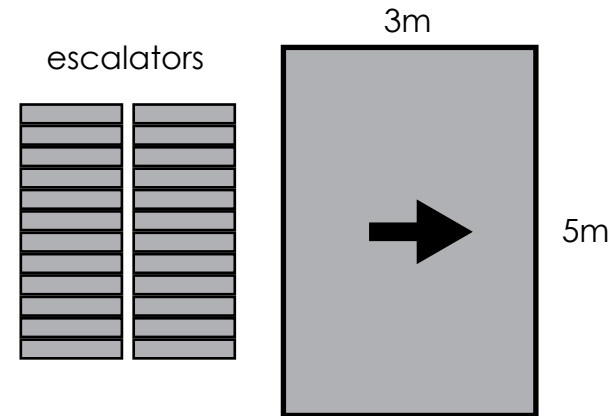
15 m² (5m x 3m)

Weekly Rate:

R9 600 (excl VAT)



MRP HOME COURT (Shopping Lower)



Surrounding Shops:

MRP Home, Mugg & Bean, Information Desk

Court Size:

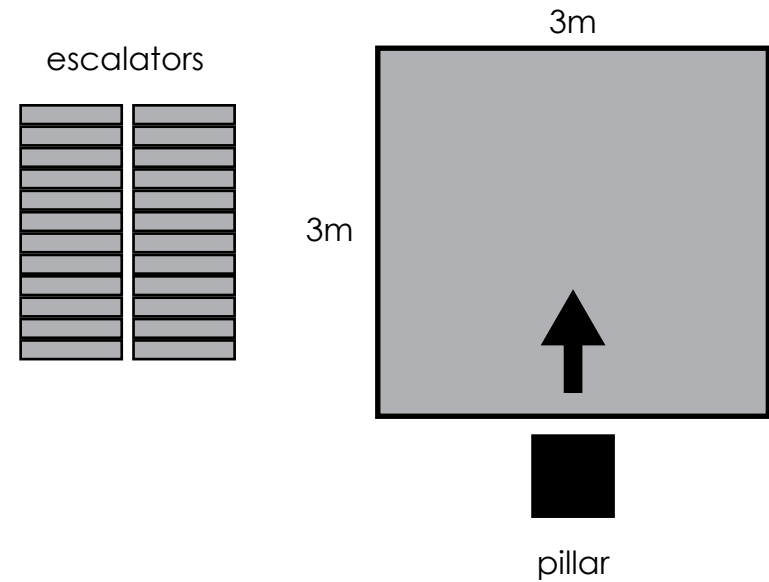
15 m² (5m x 3m)

Weekly Rate:

R9 600 (excl VAT)

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SPORTSCENE COURT (Shopping Lower)



Surrounding Shops:
SportsScene, Markham, Options,
Truworths Emporium

Court Size:
9 m² (3m x 3m)

Weekly Rate:
R12 700 (excl VAT)

CELLULAR COURTS (Shopping Upper)



CELLULAR COURT 1



CELLULAR COURT 2

Surrounding Shops:

MTN, Vodacom, Sheet Street

Court Size:

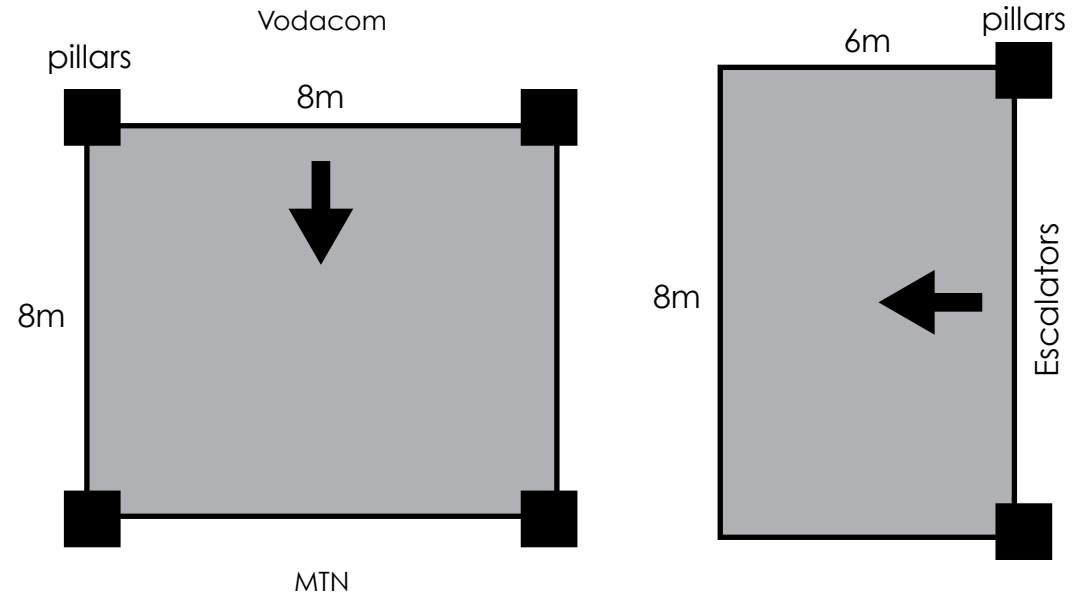
Cellular Court 1: 48 m² (8m x 6m)

Cellular Court 2: 64 m² (8m x 8m)

Weekly Rate:

Cellular Court 1: R15 300 (excl VAT)

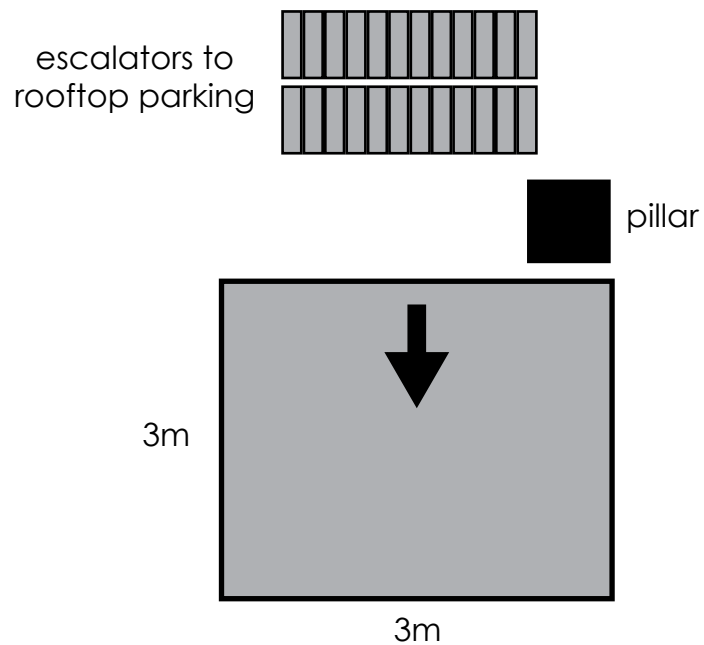
Cellular Court 2: R17 900 (excl VAT)



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THE CROSS TRAINER COURT

(Shopping Upper)



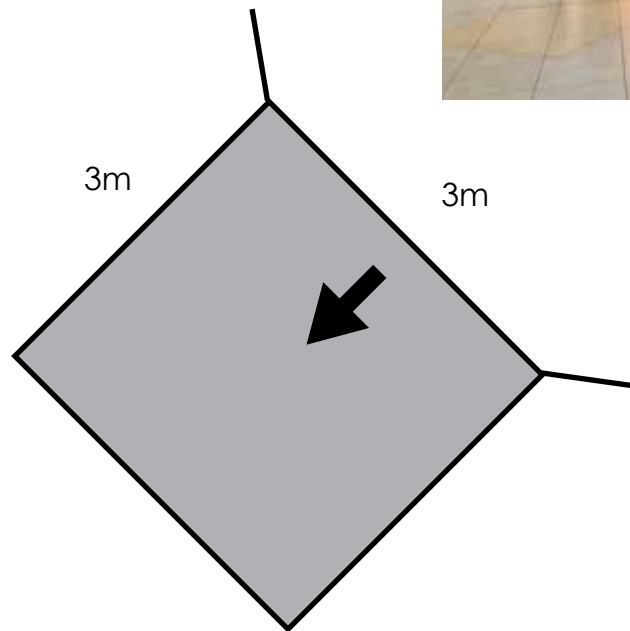
Surrounding Shops:
Moors, The Cross Trainer
Sheet Street

Court Size:
9 m² (3m x 3m)

Weekly Rate:
R5 700 (excl VAT)

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RELAY COURT (Shopping Upper)



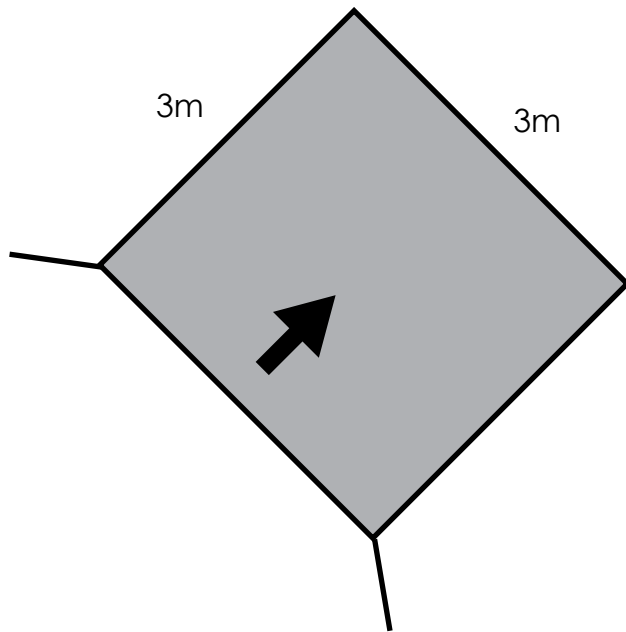
Surrounding Shops:
Relay Jeans, @Home, CNA

Court Size:
9 m² (3m x 3m)

Weekly Rate:
R5 700 (excl VAT)

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DSO COURT (Shopping Upper)



Surrounding Shops:

Designer Shoe Outlet, Let's Meat,
CUM Books

Court Size:

9 m² (3m x 3m)

Weekly Rate:

R5 700 (excl VAT)

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COURT RATES

Area	Size	Weekly Rate
Aisle Squares	6 m ² (3m x 2m)	R 5 000
Lower Retail Level		
Main Atrium	81 m ² (9m x 9m)	R 31 000
Mugg & Bean	15 m ² (5m x 3m)	R 9 600
MRP Home	15 m ² (5m x 3m)	R 9 600
Sportscene	9 m ² (3m x 3m)	R 12 700
Sterns	6 m ² (3m x 2m)	R 6 000
Upper Retail Level		
Cellular Court 1	48 m ² (8m x 6m)	R 17 900
Cellular Court 2	64 m ² (8m x 8m)	R 15 300
The Cross Trainer	9 m ² (3m x 3m)	R 5 700
Relay Court	9 m ² (3m x 3m)	R 5 700
DSO Court	9 m ² (3m x 3m)	R 5 700
Car Dealership Display	6 m ² (3m x 2m)	R 1 200 per car

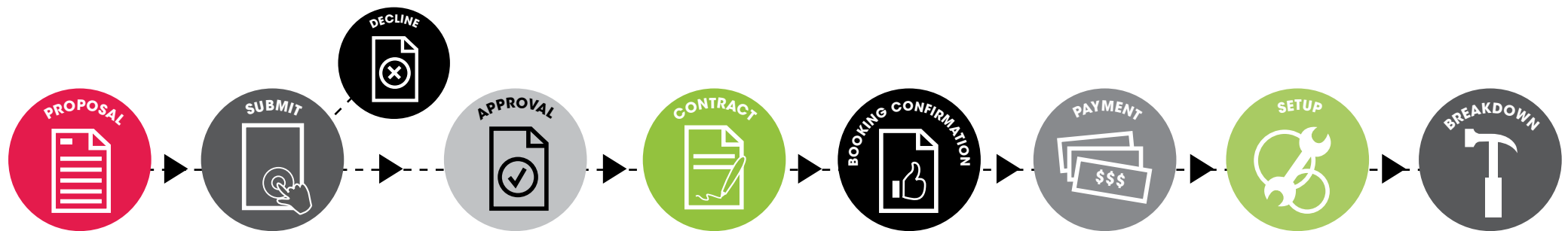
*Rates are VAT Exclusive

*Rates include the rental of compulsory flooring

BOOKING TERMS

- FICA documentation is required upon each booking, including Public Liability to the value of R5 million.
- A Full proposal and visual with scale drawings needs to be submitted for Centre Management approval.
- The booking form needs to be completed and signed. This document also stipulates all the house rules and regulations that all exhibitors need to adhere to.
- Only once a contract is signed and returned to Mimosa Mall Exhibition Manager the booking will be confirmed.

BOOKING PROCESS



• Setup:

Setup may commence Monday evenings after 18:00 and need to be finished by Tuesday mornings before 09:00.

• Breakdown:

Breakdown may commence Monday evenings after 18:00 and need to be finished by Tuesday mornings before 09:00.

• Trading hours:

Monday to Friday	09:00 – 18:00
Saturday	09:00 – 17:00
Sunday & Public Holiday	09:00 – 14:00

* Please note that extended trading hours might be implemented in December.

THANK YOU

Kind Regards,

Bianca Smit

Exhibitions Manager

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