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Mall of Africa will offer the A-Z of sought-after shopping

Developed by leading South African property developer and investor Atterbury, the landmark new Mall of Africa will open up a whole new world of shopping and entertainment when it opens its doors next week, on 28 April 2016.

With a choice of 300-plus stores, restaurants, entertainment and services, and the very latest in mall design, Mall of Africa in Waterfall, Midrand, will set a new benchmark for shopping centres on the continent, and create an unmatched, unmissable shopping experience.

Shoppers will be spoilt for choice at the new Mall of Africa with a full spectrum of sought-after retail brands -- from Armani to Zara, and everything wonderful in between.

Commenting on the development, Louis van der Watt, CEO of Atterbury says: "The Mall of Africa has been designed and developed by Africans and stands proud with leading international retail centres globally. We have created a new shopping experience unlike anywhere else, in which every detail of the mall caters towards understanding and delighting customers."

Southern Africa's largest single-phase shopping centre development to date, the R5-billion Mall of Africa, is a 130,000sqm super-regional mall. It is co-owned by two leading South African property companies. JSE-listed real estate capital growth fund Attacq Limited holds the commercial development rights to Waterfall and owns 80% of the Mall of Africa. Atterbury Property Developments owns 20% of Mall of Africa and is responsible for the Mall of Africa development project, on behalf of Attacq. Atterbury Asset Managers undertakes Mall of Africa's asset management for its co-owners.

The retail mix for the super-regional Mall of Africa features a substantial offering of South Africa's most popular retailers with five anchor tenants. It also hosts an exciting line-up of international fashion retailers. Anchor tenants at Mall of Africa include Checkers, Edgars, Game, Woolworths and Ster Kinekor. They will be joined by leading South African brands from The Foschini Group, Mr Price, and Truworths.

Top international brands opening their first stores in South Africa at Mall of Africa include Armani Exchange, Helly Hansen, Asics, Zara Home, The Kooples, Under Armour, Women'secret and Soap Stories.



These new retailers opening in the country for the first time will join a full pack of flagship stores from favourite brands like H&M, Forever 21, Forever New, River Island, Mango, Cotton On, Starbucks, Versace and Zara.

Cobus van Heerden of Atterbury Property Developments says: “The diverse mix of local and international brands work in synergy with independent boutique stores to round off a world-class, modern shopping experience that will delight even the most brand and fashion conscious shoppers.”

Mall of Africa’s strong fashion component will be bolstered by a full complement of banks, cell phone and tech stores, an array of health and beauty outlets, home and décor stores, as well as a cinema complex. The mall will also feature a unique town square overlooking a lush green park with an excellent mix of restaurants and fast food outlets to cater for every taste.

He adds: “We have worked hard to ensure an exceptional shopping experience for customers that will attract discerning shoppers from our local community at Waterfall, across South Africa and all corners of the African continent.”

True to its name, Mall of Africa’s architectural form, designed by MDS Architects, is inspired by the geological beauty the contenting but also leading trends in design element and customer flows – all making for an exceptional shopping experience.

Using natural elements like wood, stone, glass and concrete, the mall’s centre court takes inspiration from the forests of central Africa. Its further four courts reflect the four points of the compass on the African continent: the great lakes in the east, the oil and trade of the west, the sand of the North African desert and the mineral wealth of southern Africa.

Besides Atterbury’s development of Mall of Africa offering jaw-dropping retail variety, it also creates a magnificent shopping and entertainment setting, under a single breath-taking roof, driven by the project’s exceptional development, architecture and leasing expertise.

“The Mall of Africa boasts spacious mall widths and high shop fronts featuring a wide-ranging line-up of the best retail on offer, all showcased with lots of natural light,” says van Heerden. “The design combines international standards with contemporary architectural expressions, so in addition to being truly beautiful, it is also easy and enjoyable for shoppers to navigate.”

Not only is it effortless to move around the mall, but it is also simple to get to the mall. Mall of Africa is superbly situated in Waterfall City, halfway between Johannesburg and Pretoria. It is highly accessible, located adjacent to the Allandale Road exit off the N1 Highway, the first free-flow intersection of its size in Africa. Plus, Atterbury has undertaken major roads upgrades around the development to make it easy for shoppers to arrive at Mall of Africa’s 26 entrances.



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