

MEDIA RELEASE

**From Menlyn Maine Investment Holdings
And Flanagan & Gerard Property Development & Investment**

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R1.6 billion Ballito Junction to bring top shopping to north KZN's permanent population

The permanent population of Ballito and its surrounds will soon have the choice of over 130 stores handpicked especially for them, when the Ballito Junction Regional Mall redevelopment opens in March 2017.

The major redevelopment and expansion of Ballito Junction is increasing its current size by eight times, to 80,000sqm and its anchor tenants will grow in number to six: Checkers, Woolworths, Edgars and Game and its existing anchors Pick n Pay and Dis-Chem.

Owned and developed by the consortium of accomplished South African property companies, Menlyn Maine Investment Holdings and Flanagan & Gerard Property Development & Investment, Ballito Junction Regional Mall is the major expansion of an existing 10,000sqm shopping centre.

To ensure the mall's success, prior to its development the owners undertook comprehensive market research.

Carl Jankowitz, director at Menlyn Maine explains: "We wanted to position Ballito Junction for local residents and our assessment supports this strategy. Of course, with the area's significant tourist appeal it will attract holidaymakers too. This will be a bonus for Ballito Junction retailers, but the mall's success won't depend on tourist trade."

Ballito Junction is in the heart of Ballito, 40kms north of Durban on KwaZulu-Natal's North Coast, in the Kwadukuza Local Municipality – nestled between the two major ports of Durban and Richards Bay.

The municipal area itself is home to a quarter-of-a-million people with a highly diverse population, rich in Indian Heritage and Zulu culture.

Kwadukuza is the development engine of the ILembe district and contributes the highest percentage to the district's economy with industries like sugar, paper, packaging, logistics, and agriculture, all supporting the growing business, industrial and residential areas. It is near King Shaka International Airport and the Dube Trade Port, which have boosted employment, infrastructure, empowerment, development and housing in the area.

From its roots as a small holiday town, Ballito has grown exponentially to become a suburban paradise. It falls within the N2 and coastal development corridors, with growing business and industrial sectors and increasing residential development.

Its primary market comprises over 65,000 people in the 25,000 households in the immediate area. Here, around half of shoppers are high-end consumers. Its secondary market includes more than

510 000 people from around 140,000 permanent households. Some 40% are higher-end shoppers.

Responding to this, Ballito Junction has been positioned to serve the large cross-section of shoppers from the area's permanent population.

Pat Flanagan, co-chairman of Flanagan & Gerard comments, "As a large, dominant shopping centre with a super-regional pull, Ballito Junction will have something for everyone. Upmarket shoppers make up a smaller, but important, part of the Ballito Junction shopper market. The mall will also benefit from the cash economy and regular spend from the largest portion of our shopper market. The mall's retail, restaurant, entertainment and services will cater for a diverse mix of shoppers."

Currently, there is nothing that compares to Ballito Junction in the area. It will introduce an unparalleled mix of leading retail and leisure choices. The mall's 130-store shopping variety will also feature an appealing array of international brands, independent retailers and endless entertainment for the entire family, to complement its powerful line-up of popular national retailers.

This retail variety gives it the power to attract shoppers from all over the region, and its easily accessible location supports this. Superbly positioned just 1km from the busy N2 highway, Ballito Junction enjoys excellent accessibility in its immediate vicinity as well as to its north and south, and inland.

The owners' research shows that, as a result of its location, Ballito Junction's primary area will span about a 10km radius, from south of Tongaat to north of Sheffield and inland to areas like

Shakaskraal, Sandfileds, Fairbreeze, Mitchell Village and Chelmsford Heights. Its secondary trade area extends beyond Zinkwasi and Darnall in the north to La Mercy in the South.

Ballito Junction is itself located in the middle of an upper market residential area, in a high growth region. In recent years, there has been a population boom in the burgeoning Ballito, with various safe and gated estates built in and around the town. Indications are that this is set to continue. The result: a massive large demand for retail and recreational facilities from the local permanent population that Ballito Junction is carefully designed to satisfy.

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