

## NUMBER OF CINEMAS:

CATEGORY	Ster Kinekor	Indep	Nr of cinemas
35mm	0	23	23
3D	110	0	110
Digital	277	0	277
Nouveau	26	0	26
Africa	22	0	22
<b>TOTAL</b>	<b>435</b>	<b>23</b>	<b>458</b>

Cinema Complexes	
Ster Kinekor	51
Ster Kinekor Nouveau	4
Africa	4
Independent	9
<b>Total Complexes:</b>	<b>68</b>

MEDIA RATES SUMMARY			
MEDIUM	WEEKLY	MONTHLY	OTHER
DIGITAL / 2D	2,500		
3D	3,000		
FOYER BRANDING PREMIER		25,000	
FOYER BRANDING STANDARD		15,000	
POPCORN BOXES - 100 000			45,000
PLASMA		86,000	
SAMPLING/ INTERACTIVE (DAILY) - FOYER ACTIVATION			5,000
SAMPLING/ INTERACTIVE (DAILY) IN-CINEMA ACTIVATION			2,500
FOLLOW THE MOVIE		6,600	
CAR IN FOYER		15,000	
BIKE IN FOYER		10,000	

PRODUCTION DEALINES	
PRODUCTION	TIMELINE
ENCODING	10 Working days
INLINE	14 Working days

\*\*\* The above timeline include Client approval and distribution

STER-KINEKOR THEATRES A Division Of PRIMEDIA (PROPRIETARY) LIMITED (Reg. No. 2005/044403/07)

EXECUTIVE DIRECTORS: K Pillay (CEO), CJ Patricios (CFO), JL Mahange

NON-EXECUTIVE DIRECTORS: M Bomela, N Khaole, P Langeni, BL MacRobert

ALTERNATE DIRECTORS: CN Mapaure (Zimbabwean), AJ Walker

GROUP COMPANY SECRETARY: S E Sather

DIVISIONAL EXECUTIVES: F G MAHOMED (CEO)\*, I MAHOMED\*, C R VAN STADEN\*, D PLACE\*, R WILLIAMS\*, S LEWIS\* (\* NOT A DIRECTOR)