

ALLIANCE MEDIA

Be seen all over Africa!

MARKET

Alliance Media is an Outdoor and Airport Advertising Company. The industry is known as the Outdoor Advertising industry or the Out of Home (OOH) industry.

The company has become the largest outdoor advertising company on the continent, offering over 25,000 billboards in 23 African countries.

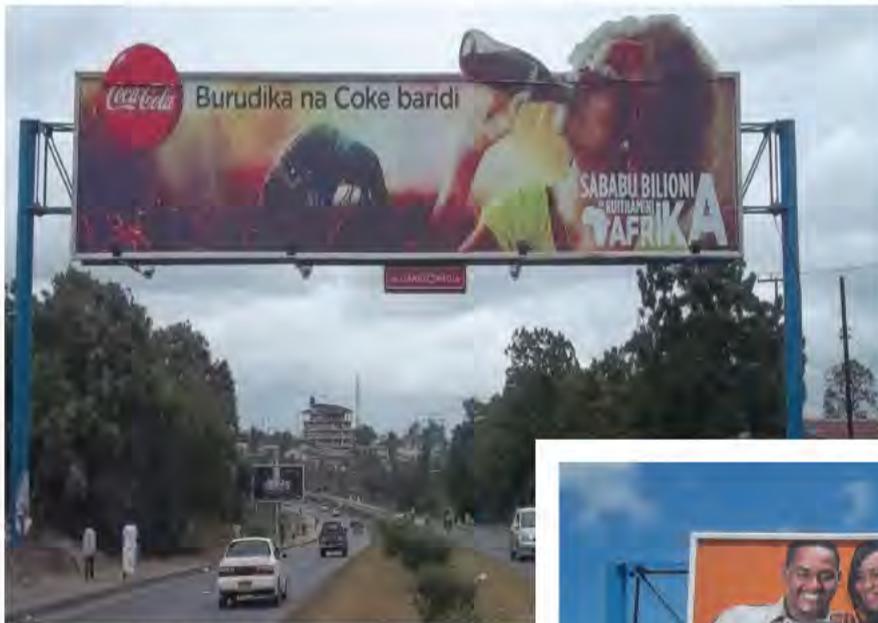
The main products offered by Alliance Media are:-

- Airport Advertising
- Landmark Outdoor
- Spectacular Billboards
- Billboard Advertising
- Street Furniture
- Mall Media

Airport Advertising

This is all advertising within the airport environment, both indoor and outdoor.

Currently Alliance Media is the largest airport advertising company on the continent, managing advertising in over 50 airports in Africa. Beside having Airport advertising in Southern, West and Central Africa, Alliance Media has airport advertising in all of East Africa's International Airports - Kenya, Uganda, Tanzania, Zanzibar, Rwanda and Burundi.



Airport advertising targets high income decision makers and is key for any brand targeting a high income upwardly mobile market sector. This is highly targeted advertising with low levels of media wastage.

Landmark Outdoor

These are the largest possible outdoor advertising sites seen in cities. Usually covering buildings, walls or on rooftops. Alliance Media has secured rights for these across Africa and these massive billboards have come to form part of African cityscapes. They deliver the highest possible advertising reach to a mass audience.

Spectacular Billboards

These large format billboards were pioneered by Alliance Media and are now seen commonly on Africa's motorways. The term "spectacular" is defined as larger than 100 sq mt of free-standing, roadside advertising space. These also include advertising gantry signs that span over many of Africa's motorways.

Billboard Advertising

Billboards have been used as the very first advertising medium in the modern world and Alliance Media has a number of what is now known as 'regular billboards' across Africa, both in urban and rural environments. These billboards generally target a lower income group and clients are generally FMCG brands attempting to gain high frequency by booking a 'package' of billboards.

Street Furniture

This was first brought to East Africa by Alliance Media. This product category includes Street Name Signage, Suburban Signage, Bus Shelter Advertising and Directional Signage. This medium is generally taken up as directional signage by companies wanting to draw traffic to their location or those brands wanting high frequency coverage in specific areas.

Mall Media

With the advent of many new malls in Africa, Alliance Media has taken up the opportunity to install various advertising devices into these higher end consumer locations. The medium is taken

up by brands who want to drive 'spot purchase' by their consumers.

By having all five media types, Alliance Media has been able to appeal to all advertisers, across all target market groups. This has given a leading market share position to Alliance Media of 41% across East Africa.

The growth of real GDP rates across Africa have given rise to a growing middle class and a huge growth of consumerism across the continent. Alliance Media is well positioned to double the size of their revenue and billboard holding across the continent over the next five years. A growth in the African population from 881 million people, in 2000, to 2.21 billion by 2050 will provide a platform for the organisation to become one of the largest billboard players on a global level.

ACHIEVEMENTS

Alliance Media has been awarded the PMR award as the leading Outdoor Advertising Company for the past four consecutive years, 2009–2012.

The PMR Awards are adjudicated by an independent panel, which seeks to enhance excellence and set a benchmark in the industry. The awards are an indicator of a company's competencies and honour an organisation for being the undisputed leader in their respective industry. The key criterion for the award includes good corporate governance, level of management expertise and contribution to the level of economic growth in the country.

In 2011 Alliance Media was awarded out of a selection of 20,000 companies, "Top Performing Company" granted in partnership by both the National Business Awards and The African Access of South Africa.

In 2001 Alliance Media was awarded the European Union Medal for Premium Innovative Media.

The Alliance Media brand has been seen as a first to bring corporate governance, corporate structure, and a cross border offering to an industry previously ruled by small independent entrepreneurs offering only single country networks.

HISTORY

Alliance Media is a truly African company. Having its roots in Zimbabwe, where it





was founded in 1997, the company moved swiftly to establish itself into other Southern African countries before moving into East, West and Central Africa. Rapid growth of the brand, and market domination, was achieved through both organic growth and the acquisition of existing local companies. This included the purchase in Kenya of Eagle Outdoor, One Stop Media and various other local players. Over the last two years the company has moved into the Indian Ocean Islands, where it now holds a dominant position in Mauritius through the offering of new large format spectacular billboards, which are a first for the Island nation.

PRODUCT

The Alliance Media brand is known as a "premium brand" in the industry as the billboard structures owned by the company are easily recognisable by their light blue columns and their distinctive red Alliance Media logo branding plates. The structures are known as large, innovate and more imposing than other structures. This provides a premium 'look and feel' to clients who want their own brands to be showcased in the best possible manner.

RECENT DEVELOPMENTS

Alliance Media has recently set up operations in the Indian Ocean Islands of Mauritius, Madagascar and Reunion. The introduction of large format spectacular billboards has been well received by the market and the opportunities have been taken up by both local and international brands, including Barclays and Emtel. The company has invested heavily into Africa over the past ten years through building billboards and media structures and this capital injection is planned to increase in the next five years as product innovation and better-informed consumers require higher standards.



PROMOTION

The Alliance Media brand promotes itself by having advertising structures that stand out from those of competitors. This being in size, innovation and location. By virtue of the advertising structures being on the roadside, and in busy public locations, the Alliance Media brand has become well known by not only the clients of the company, but the public at large too. In some instances, the company makes use of its own media structures to advertise its own brand. This has been both successful and cost effective in creating awareness for the Alliance Media brand across the continent. The company's tag line, "BE SEEN ALL OVER AFRICA!" has embodied the unique selling feature of the company, which is to offer uniform advertising campaigns across multiple countries through a single point of contact. This has been a first in the Outdoor Advertising field and global brands such as Visa, Coca-Cola and Standard Chartered Bank have been quick to take up this opportunity.

BRAND VALUES

The Alliance Media brand is known and recognised for its superior product, its product innovation and product location. The local market and industry knowledge, known by the Media Specialists at Alliance Media through their workshops and training, have ensured that they provide solutions to their clients and this has kept Alliance Media ahead of their competitors. All these items are critical for advertisers who want to portray their own brands as superior choices to their consumers.

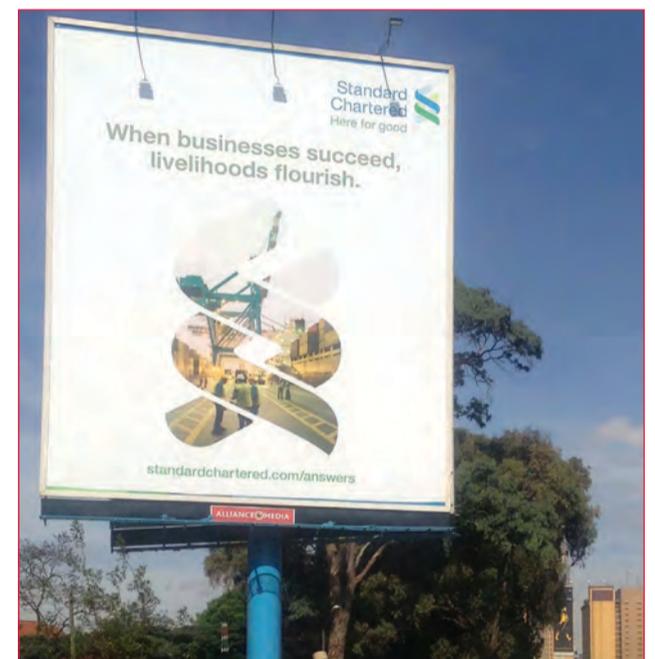
The brand promises to give exposure to its clients, hence the tag line, "BE SEEN ALL OVER AFRICA!"

The brand is committed to providing exposure in a premium product and to be investing in Africa for its clients. The logo itself was designed

to portray this, and Africa can be seen in the "eye" or rising sun within the logo, which represents the growing opportunity of Africa.

The brand ensures consistency of the products through a strict quality control process whereby all media structures in each country have the same designs and technical specifications. This means that billboards in Zambia are the same as the billboards in Ghana, which are the same as those in Rwanda. In each country of operation the company has an operations and maintenance team that monitors and maintains the advertising structures in accordance with the group policy.

www.alliancemedia.com



Things you didn't know about ALLIANCE MEDIA

A true African Success Story. Founded in 1997, in Zimbabwe, the shrinking Zimbabwean economy forced the company to look for revenue and thereby new markets. The company's African expansion began in Southern Africa and through organic and acquisitive growth, Alliance Media spread across the continent - becoming a leading African brand.

Largest billboard company in Africa, offering over 25,000 billboards in 23 African Countries.

Largest Airport Advertising Company on the African Continent, offering advertising in over 50 Airports.

The company has been awarded leading billboard company for four consecutive years and was awarded "top performing company" in 2011.

Alliance Media has become an anchor media partner to Africa's largest homegrown and international brands.

The company has set up the "Alliance Media Foundation" which serves to empower local communities through education and training in order to provide sustainable entrepreneurial skills.

Superbrands