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FACTS ABOUT SWAKOPMUND:

- Capital of the Erongo administrative district
- 4th largest population in Namibia
- 2nd highest district per capita Income in Namibia
derived mostly from Mining, Fishing & Tourism
- Well established infrastructure supported the rapid



Unique Swakopmund Lifestyle

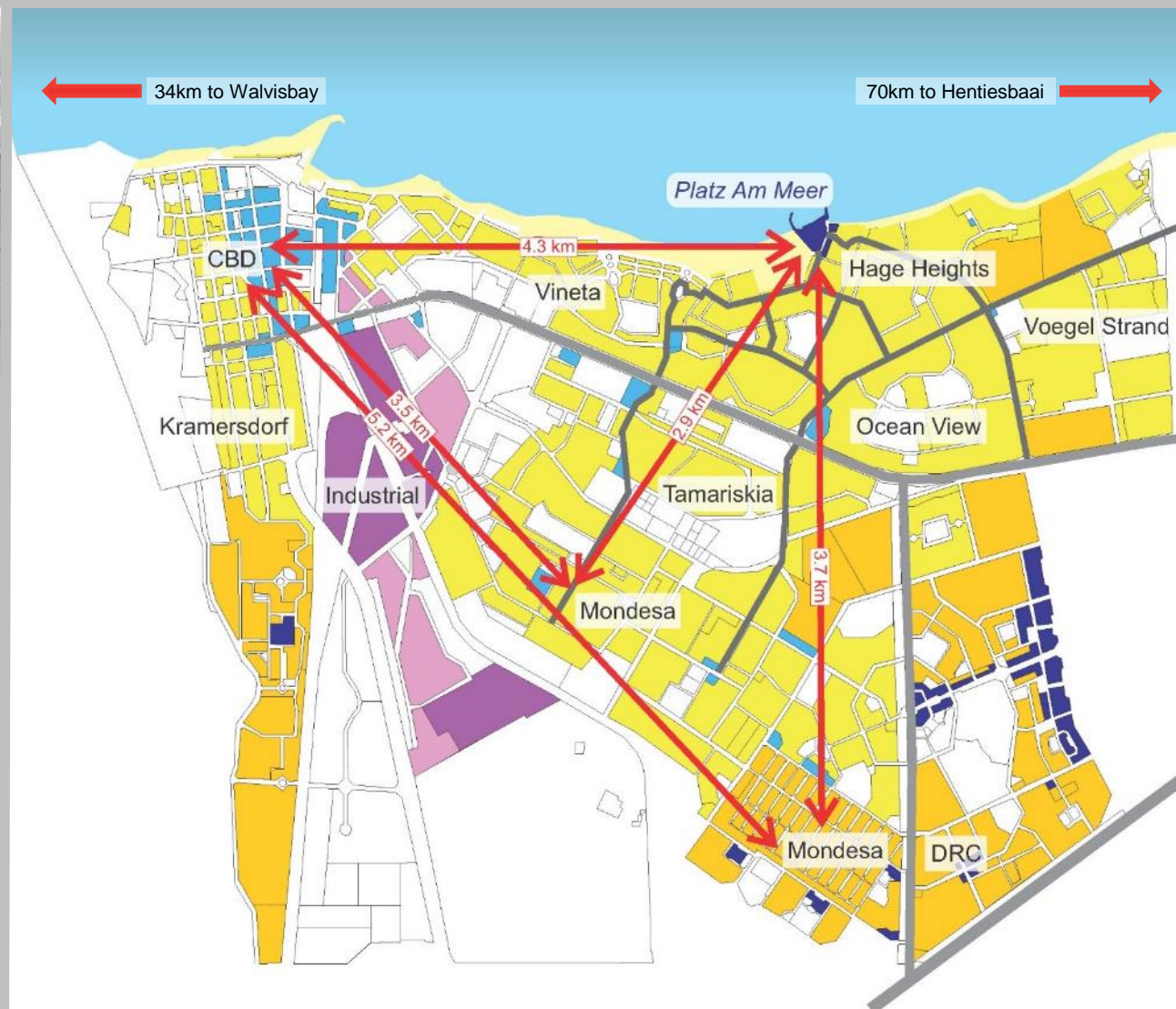
With the current and predicted growth of Swakopmund the need for an alternative retail outlet is not disputable. Based at Mile 3 and taking into account the current developments, the Waterfront will be based in the center of Swakopmund within the next decade.

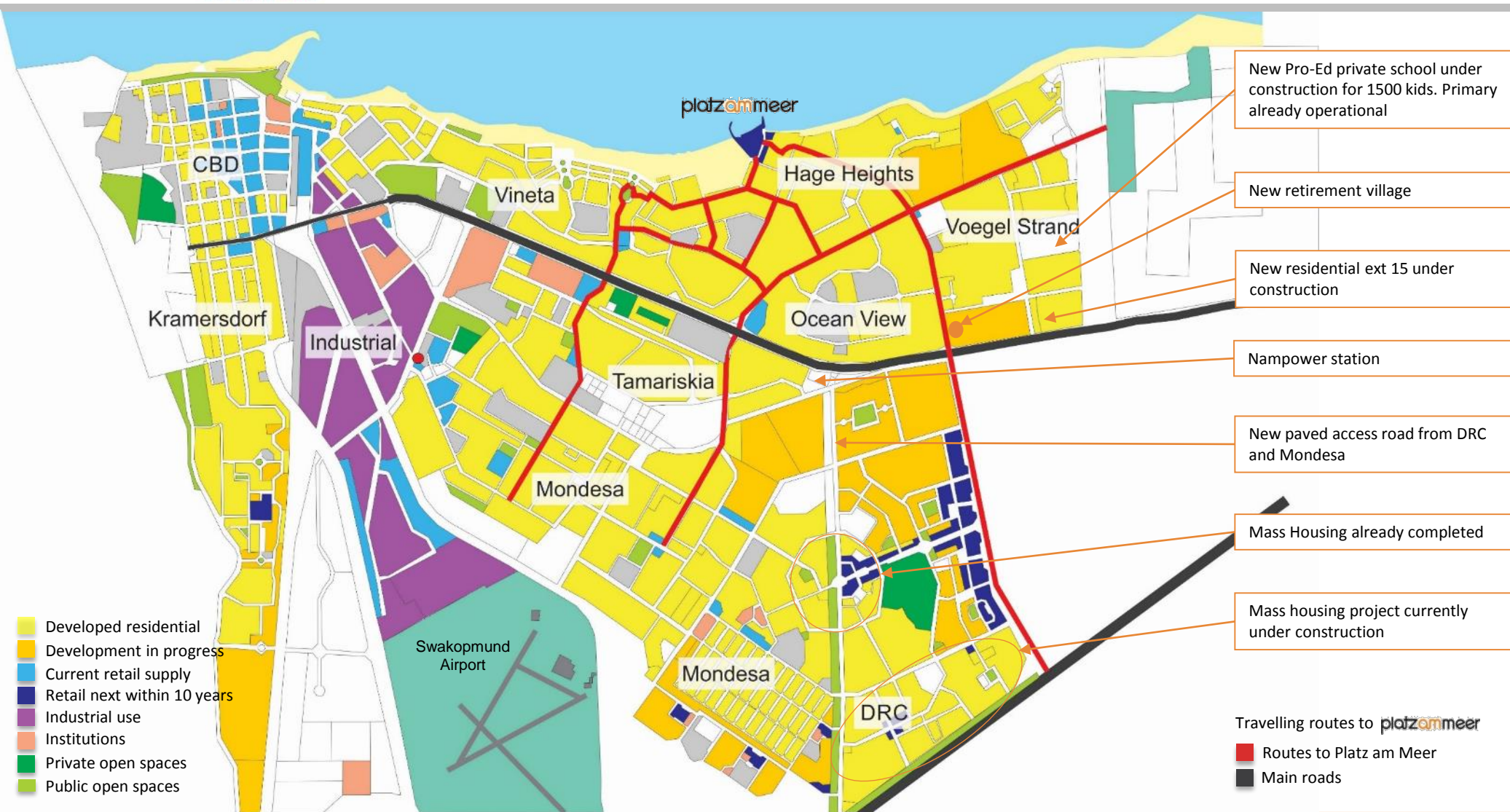
At the moment the historical central business district of Swakopmund is under enormous amount of pressure to constantly acclimatise to the increasing growth for which it was never designed.

The increasing of CBD traffic and the lack of access to parking threatens to destroy the unique character of this beautiful town.

Platz am Meer is the the destination of choice for entertainment and relaxation with a strong food and fashion component.









TRAVELLING TO PLATZAMMEER

- Development of town to the north necessitated development of infrastructure and road accessibility
- Wide roads for ease of travel between 10m-16m
- High density development of DRC and Mondesa closer to Waterfront development than CBD which will result in cheaper taxi fees





PERMANENT RESIDENCE

- Uranium mining activities still expanding > than 1500 household added to town
- Expected life of Rossing mine is 2032
- Estate agents indicate enormous challenges with availability of rented houses due to influx of mining employees
- Pro-Ed private school opened – phase 1 completed with 517 pupils after completion will host 1,500 scholars
- Entertainment including children play area, variety of restaurants and small harbour
- Popular beaches close to the Waterfront development
- Very strong tourism and foreign in-flow

NOTES: from Household survey - Urban Studies

- 95% of the views regarding the proposed shopping centre are positive;
- 85% regard the location as good to very good;
- between 85% and 100% of the respondents will support the centre in future;
- high levels of anticipated support from the households in Swakopmund, mainly on a weekly basis



Swakopmund's market population:

16,400 households (2014)
expects to increase to
21,700 households by 2020

Target market:

Monthly average household income:

N\$31,000 in a highly educated
population with **83.6%** part of the local
labour force

Retail demand:

2014: 60,289m²

2016: increase to **66,268m²**

Net effective demand: (shortfall) of
±37,000m² by 2016

Current retail supply:

Used to be 29,373m² in 2014
Platzammeer: **added 27,000m²**



Platz am Meer Shopping Centre Lower Ground floor layout



Confirmed tenants Lower Ground Floor

Checkers	Steers	Bank Windhoek ATM
Woolworths	Milky Lane	Streethouse
Edgars	Fish Away	Christian bookshop
PEP Stores	Nanodog (i-store)	Studio 88
C.N.A	Cape Union Mart	ExecuSpec
Clicks	Jaiting Sushi Bar	Novacambios
Standard Bank ATM	Aviary Coffee Shop	Chinese Restaurant
Au Bord de 'Leau: French Cuisine	The Vault Emporium	Cross Trainer
Biltong Shop	Ackermans	Madeira Import and Export
Debonairs	Shoe City	News Cafe
Mugg and Bean	Pep Home	Circulation Namibia Trading
KFC	De Wilde Pap & Grill	Pandora
Bluegrass Restaurant	Monsieur Men's Boutique	Signature Cosmetics
Crazy Store	Liquor City	
My Republik Kids	Vetsmart	

Platz am Meer Shopping Centre Ground floor layout



Confirmed tenants Ground Floor

Dischem

Bank Windhoek

Standard Bank

First National Bank + ATM

Chinese Clinic

WKH Law Firm

Seeff

Uschi & Dianne Estate Agent

Cell U Link

Standard & Bank Windhoek
ATM's

Gracies Beauty Parlour

Sabine's Hair

Outdoor Centre

MTC

Offers pending

Crazy Plastics

Eagle Adventure Clothing





Safari Investments Namibia is a wholly owned subsidiary of Safari Investments RSA Ltd, a JSE listed company (SAR JSE code) with flagship retail centres in South Africa. The company was established in 2000 on decades of experience gained in property development and investment. It provides desirable and high-end shopping experience closer to the shoppers' homes. During 2014 the Company achieved 100% occupancy rate with 90% national retailers at its centres.

Safari has assembled a team of capable, experienced and well reputed professionals. The professional team includes Safari Developments as Development Agent, MPW and MDM as Architects, Matla as Quantity Surveyors, Windhoek Consulting Engineers as Group Engineers and WSP Africa Coastal Engineers as advisors to the sea and breakwater construction, Namibian Construction as building contractor, Plantech as Electrical Engineers, and Cosmos Management as Property Managers.

The mayor of Swakopmund, Pauline Nashilundo, officially opened the Platz am Meer shopping centre on the 14th of October 2016.

During the opening ceremony she commended Safari Investments for its landmark development and encouraged other business leaders to follow suit. She said: "Through the construction of this building 500 jobs were created and during the operational phase 1 000 permanent jobs will be created. We can only fight poverty through job creation and through encouraging entrepreneurs to make a meaningful contribution to the economy,"



Opening Ceremony: Oct 2016

PLATZ AM MEER CONSULTANTS

Architects



Construction



Quantity Surveyor



Mechanical & Electrical Engineer



Civil & Structural Engineer



Property Management





21.09.2016