

## MEDIA RELEASE FROM GROWTHPOINT PROPERTIES

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### ***Primedia Unlimited takes up offices at Growthpoint's 151 on 5th***

Primedia Unlimited has moved its headquarters to Growthpoint Properties' newly refurbished 151 on 5<sup>th</sup> office park in Sandton Central.

Offering an unexpectedly tranquil environment with all the benefits of working in the lively heart of Africa's financial capital, 151 on 5<sup>th</sup> is the new head office of Primedia Unlimited. It gives the leading Out of Home media provider high-quality, superior-performing office space to call its own.

Paul Kollenberg, Growthpoint Properties Office Regional Asset Manager, comments: "Growthpoint is pleased to welcome Primedia Unlimited to 151 on 5<sup>th</sup>. The upgrade of this office park has done much to create and enhance the vibrant office environment that has taken shape in Sandton Central. It offers quality workspaces that foster collaboration and innovation, designed to appeal to high-performance businesses like Primedia Unlimited."

Primedia Unlimited is a formidable presence in South Africa's media marketplace by offering 'Impossible to Ignore' platforms that constantly strive to bring innovation to the media industry. It applied the same ethos to its choice of new offices.

"We are thrilled with our new home at 151 on 5<sup>th</sup> and it was wonderful working with the Growthpoint team who pulled out all the stops to make it a reality" said Primedia Unlimited CEO, Ryan Williams.

Located in the vibrant hub of Sandton Central, on the corner of 5<sup>th</sup> Avenue and Park Lane, 151 on 5<sup>th</sup> boasts 12,000sqm of A-grade office space across a trio of uniquely designed low-rise, three-storey buildings that offer attractive rentals.

Primedia Unlimited's new base of operations spans the park's entire Block C. It joins Wireless Data Services, which occupies Block A of the office park. Block B of 151 on 5<sup>th</sup> is available to occupy, providing efficient offices strategically positioned in the sought-after Sandton Central node.

"Totally transformed in its recent upgrade, 151 on 5<sup>th</sup> is a striking and modern office park which can provide clients with superb exposure in the heart of Sandton while operating in an idyllic environment," says Kollenberg.

The buildings' signature new façades encapsulate elegant offices offering inspiring visual contact with nature. The office blocks are interlinked with fresh new landscaping, walkways, pause areas and external lighting. Each building was also refreshed internally and features modern new lobbies, bathrooms and kitchens.



Besides benefiting from the high performance workspace and serene setting of 151 on 5<sup>th</sup>, Primedia Unlimited will also enjoy the advantage of the office park's excellent location. 151 on 5<sup>th</sup> enjoys easy access within Sandton Central and links to all main Sandton arterials including Sandton Drive, William Nicol Drive, Rivonia Road as well as Grayston Drive and the Grayston N1 off-ramp.

In addition, the offices are only a short walk from many of the sought-after amenities at the heart of Sandton Central. This includes Sandton Convention Centre, Sandton City shopping centre, various hotels, the exclusive Virgin Active Classic gym on Alice Lane and the Sandton Gautrain Station as well as the many transport choices to which it links.

Kollenberg notes: "Seeing the benefit and value of refurbishment and renovation, Growthpoint's 151 on 5<sup>th</sup> has distinguished itself from its neighbouring high-rise structures. We believe that this beautiful low-rise park-like development offers a unique, people-friendly design solution to the Sandton Central office offering."

Growthpoint is the largest South African primary listed REIT and is well on its way to becoming a leading international property company. It provides space to thrive with innovative and sustainable property solutions in a diversified portfolio of 533 properties it owns and manages, including 473 properties in South Africa, 59 properties in Australia through its investment in Australian Stock Exchange listed Growthpoint Properties Australia and a 50% interest in the properties of the V&A Waterfront, Cape Town. It also owns a 26.9% stake in the €1bn property portfolio of London Stock Exchange Alternative Investment Market listed Globalworth Real Estate Investment, the largest owner of office space in Romania.

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