

## THE BOULDERS MIDRAND, GAUTENG

The Boulders Shopping Centre is located on Old Pretoria Road in the fast-growing, cosmopolitan Midrand central business district. This 48 632m<sup>2</sup> centre is the only one of its kind in the region and was established in 1992. A welcome and trusted shopping destination, Boulders offers a convenient mix of major retailers, fashion stores, a health gym and several fast food outlets.

The Boulders has been built around massive, awe-inspiring granite boulders, which are a great conversation piece and perfect meeting point for shoppers. The Boulders Shopping Centre is positioned as a customer-friendly mall offering a relaxed, interesting and pleasant shopping experience, which is encapsulated in the centre's tag line, "We're glad to know you".

### AUDIENCE

Shoppers at Boulders include commuters working in the vicinity of the mall, students attending colleges nearby and consumers who live close by and come through for monthly shopping and weekly top-ups. Research has shown that black females tend to visit the mall more often and 70% of consumers commute to the mall compared to 30% using their own transport. In terms of age, shoppers fall largely within the 18-29 and 40+ age groups.



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## TENANTS

The Boulders Shopping Centre has several key anchor stores including Edgars Group (Edgars, Edgars Active, Jet, Jet Mart, CNA), Clicks, Truworths Group (Truworths, Identity, Truworths Man, Uzzi), Foschini Group (American Swiss, Foschini, Sterns, Exact, Total Sports). The Centre offers a wide selection of fast food outlets such as KFC, Steers, Debonairs, Nando's, Wimpy and Chicken Licken. The major banking institutions are also found at the centre, covering branches and ATMs for FNB, Standard Bank and Capitec, and ATMs for ABSA and Nedbank. The Boulders also offers convenient service centres for Old Mutual and the South African Post Office and houses a Virgin Active gym.

**TOTAL TENANTS: 108 | ANCHOR TENANTS: EDGARS GROUP (EDGARS, EDGARS ACTIVE, JET, JET MART, CNA), CLICKS, TRUWORTHS GROUP (TRUWORTHS, IDENTITY, TRUWORTHS MAN, UZZI), FOSCHINI GROUP (AMERICAN SWISS, FOSCHINI, STERNS, EXACT, TOTAL SPORTS)**



## LOCATION

### OLD PRETORIA ROAD, MIDRAND, 1685

The Boulders Shopping Centre is located on Old Pretoria Road in Midrand's central business district, between Centurion and Kyalami. Midrand is also known as the half-way point between Pretoria and The Rand.

## TRADING HOURS

<b>Monday – Fridays</b>	09h00–18h00
<b>Saturdays</b>	09h00–16h00
<b>Sundays/public holidays</b>	09h00–14h00
<b>Extended hours:</b>	Extended hours during the festive season



## MALL TRADING DENSITY

R2 053/m<sup>2</sup>

## ANNUAL FOOT COUNT

11 500 000 (2015)

## COMMUTER PERCENTAGES

Commuters	70%
Drivers	30%

## GROSS LETTABLE AREA (GLA)

48 694m<sup>2</sup>

## LEASING ENQUIRIES

Evah Sathekge  
011 315 3345 | 084 602 7790  
evahs@redefine.co.za

## OWNERSHIP/MANAGEMENT

Owned and managed by Redefine Properties (Pty) Ltd

## MARKETING OPPORTUNITIES



The Boulders offers a variety of high-traffic exhibition areas and centre courts for a variety of marketing activities such as displays, demonstrations and pop-up stores. Key celebrations take place around Heritage Day and Mandela Day. There are also various platforms for advertising within the mall.

## MARKETING

Caley May  
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## CONTACT DETAILS

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 [www.boulders.co.za](http://www.boulders.co.za)  
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