

MESSAGE FROM MARTIN OUR MANAGING DIRECTOR



Everybody in business today needs to have a mindset that is open to evolving. To have an attitude agile enough to suit the present moment allows for priorities to be looked at differently.

Drastic change has happened within us and around us over the past two years. It has

been rapid and fierce, at home and at work. MegaVision Media has not been exempt. Whilst we remain solid in our commitment to in-store advertising, we have evolved into the informal retail trade with our MegaSpaza product offering. We anticipate this product and service offering will grow significantly in the years to come as suppliers search for opportunities to grow their brands in this market.

On the topic of evolution, my son Matthew, who is a qualified CA, has taken over the operational running of MegaVision Media from me. He

has spent the past two years working by my side and we continue to work closely together, daily. His role has allowed me to take a small step back as I turned 71 this year and wish to spend some more time with my wife and do some of the things I have put on hold for the past 50 years.

To our suppliers and brands, I'd like to leave you with a message of hope in and around the theme of evolving and making space for change. Change can be scary, but it is also necessary, and I hope that you are able to channel your efforts into re-energizing

your teams, product offerings and planning for the future instead of focusing on the difficult times we have all experienced in the past two years.

I would like to wish you and your families a safe and happy festive season.

Thank you for your loyal support through the years and we look towards the future which is filled with optimism and a can-do attitude.

Warm regards,




The MegaVision Team. Back left to right: Thabang M, Petrus, Themba, Ronald, Caroline, Hennie, Jane, Wayne, Mellisa, Chantelle P, Warren, Chantelle B, Matthew, Thabang, William, Lizelle. Front left to right: Stacey, Nelly, Shamiela, Martin, Ntshuxeko, Alvina, Darisha, Chantell J

HOW TO ESTABLISH YOUR BRAND IN TOWNSHIPS

In September, MegaVision Media hosted our first ever webinar.

The topic was on township spaza branding, and our

objective was to host a round table discussing some of the insights, challenges and technicalities around spaza branding.

A highlight of the

webinar was confirming the idea that if a brand supports a spaza, a spaza supports the brand.

If you missed it, please check out our

YouTube, Facebook or LinkedIn pages for the recorded session. (Search for “MegaVision Media” on YouTube, to find our channel.)



GRAND RE-OPENINGS AND NEW STORE NEWS

The unfortunate looting that took place in July forced many stores to close their doors and rebuild.

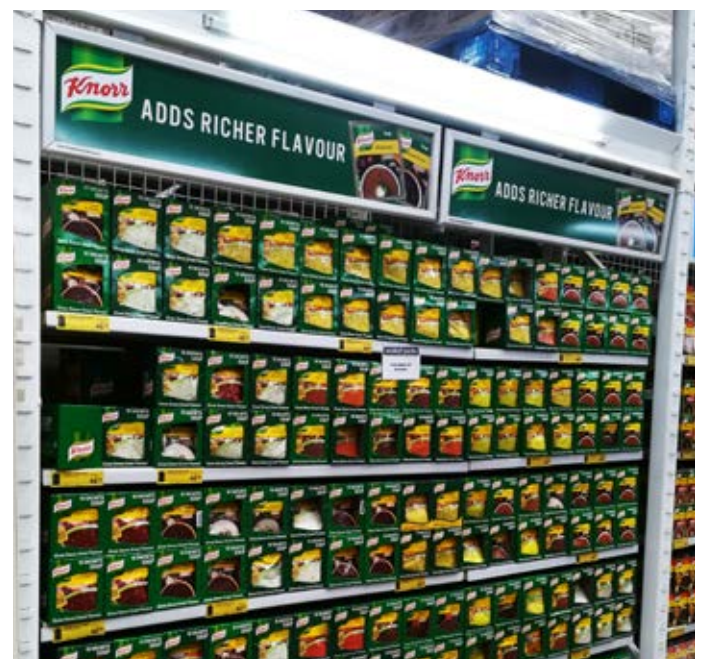
1. The Makro Springfield store re-opened in November and our BrandingBoards were successfully reinstalled.

2. Cambridge Tembisa, where we have our Aisle Branding fixtures, also re-opened their doors in September.

3. We assisted Makro in their relocation of the Gqeberha (Port Elizabeth) store.

4. MegaVision Media's footprint increased to welcome Makro Ottery in the Western Cape.

5. In September the Kit Kat Group opened a new store in Crown Mines. We were there to support the team, install new fixtures and meet some of the new suppliers.



FATTI'S AND MONI'S SHINES AT PNP AND MAKRO

Fatti's & Moni's advertised their 100% durum wheat pasta under their Bellissimo range across our higher LSM footprint throughout

the year. The pasta manufacturer took out all available branding opportunities to promote this range across Makro and Pick 'n Pay footprints. Their

long-term branding campaign across Pick 'n Pays' MegaPaves, MegaStatics, MegaLites as well as Makro's Branding Boards amalgamated

in a really strong and stable branding effort at the point of purchase, where people are making their shopping decisions.



KIDS HAVEN OUTREACH

In 2013, MegaVision Media offered to improve the dining hall at Kids Haven for Madiba Day. Our company installed some fun wallpaper and painted the room in bright and happy colours. The Kids Haven team reached out to us again earlier in the year and asked

us if we could reprint and reinstall the wallpaper for them. Knowing what a positive impact it made to the kids, we jumped at the opportunity. We feel very blessed that we could help make a small difference to such an important organisation.



KOO HOOKS CUSTOMERS WITH OUR MEGABOARDS

Koo, a division of Tiger Culinary, launched two new canned fish products in the middle of winter to heat up some hearts and bellies; Pilchards

in Chilli sauce and Pilchards in Tomato sauce.

They ran their “uzogcwala nge flavour” or “get

hooked on flavour” campaign by taking out MegaVision Media’s Indoor and Outdoor MegaBoards at select wholesales stores to share this exciting new

product with shoppers. They supported their new product launch by asking us to erect gondola ends in-store which tied it all together.



MAKRO MORE 4 LESS ANOTHER SUCCESS

Makro More for Less is a quarterly initiative where Makro, together with suppliers, create awesome bulk promotions.

Every quarter, the SKU’s change, which makes it an exciting shopping experience for customers. MegaVision Media

supports Makro in printing promotional artwork for the in-aisle BrandingBoards as well as Free Standing Units (FSU’s). Brands, get

hold of us directly if you would like to participate in the upcoming quarter.



POWER UP AND WIN A BRAND NEW CAR WITH UMS

For a fifth year running, MegaVision Media partnered with UMS to help run their

annual Win a Car campaign. This year, we printed and installed a wide range of point-

of-sale material across 30 stores nationwide, including bunting, round hanging mobiles,

posters, stand cut outs, wobblers, base wraps, entry form boxes and entry forms.



ADVERTISING FOR SHORT TERM PROMOTIONS

Did you know that MegaVision Media offers branding solutions for short term promotions? Instead of the vinyl and ABS that we use for long

term media, we give brands the opportunity to use high-quality paper prints which last for up to 3 months. This comes in at 1/3 the price, allowing

brands to change up their artwork, introduce a new product and run competitions in a powerful and affordable way. Some great examples of brands

who used short term paper prints and really stood out were Mr. Muscle, Red Bull, SuperSun, Iwisa, Nyala and Halls.



STOKVEL SEASON 2021

No doubt, the annual stokvel is one of the biggest events in the retail calendar.

MegaVision Media has been a one stop shop for brands and

wholesalers for many years.

This includes point-of-sale material, branded promotional material and discount specials on in-store fixed media

spaces.

MegaVision Media put together a range of stokvel advertising packages which made it easy for brands to get on board within

the Advance Cash 'n Carry, UMS, ICC, Kit Kat, Elite Star, Cambridge and Makro footprint.



PAM GOLDING GETS ONBOARD OUR MEGAPAVES

Every now and then, a brilliant non-FMCG brand approaches us, wanting to advertise on our media. One of the Pam Golding Agents contacted us to flight her board at the MegaPave at Atlas Mall for a full 12 months and she is thrilled with the result.

Our larger fixtures / structures such as the MegaPaves, MegaLites and Outdoor MegaBoards welcome non-FMCG clients to advertise there services to potential customers visiting various shopping centres.



CONNECTGROUP LAUNCHES OFF-THE-SHELF FIELD SALES APP

The ConnectGroup, MegaVision Media's software partner, have built their career from building custom technology platforms for the retail & FMCG world. Whilst bespoke

solutions are still a core offering, the company has branched into servicing the many small to medium agencies and brands who are looking for an easy, plug and play

field sales solution. Combining all their knowledge of the industry, the team have compiled three packages that offer the client a field sales application at half the price of competitor solutions. Some of the features include rep call cycles, surveys, log, mileage, check

in and timestamp, notes, documents, planograms, tagged supplier photos and ordering. If you would like to find out more, please drop a mail to jane@weareconnect.co.za and she will give you a call to discuss your needs.

DIGITAL VOUCHERS PROJECT

The ConnectGroup Team has embarked on their most challenging and exciting project to date with Nestlé South Africa; converting physical store vouchers to digital wallets which are fully integrated

with the bank. This project aims to minimize fraud and theft risks for the sales team and will allow Nestlé to automate and enhance their in-store trade spend. The ConnectGroup, who have been

Nestlé's field sales technology providers for the past seven years, believe that this development will significantly add value to the sales reps roles and responsibilities and save the company time and money.



UNILEVER BRANDING IN 4000 SPAZAS

MegaVision Media is proud of the execution of Unilever's Sunlight MegaSpaza project which saw 4000 national spazas being completely transformed into powerful brand spaces. "When a brand supports a spaza, a spaza supports the brand", says Alvina Bhikha, the

sales executive who completed the project on behalf of Unilever. The ConnectGroup also piloted their ConnectSPAZA platform in partnership with MegaVision Media. "ConnectSPAZA is a real-time reporting platform, which is powered by Microsoft PowerBI, offering

Unilever an opportunity to see successful spaza executions, store details and key data points like location, photographs and price information. ConnectSPAZA was a game changer for both us and the client; with all the data published to a single web report, it saved huge amounts

of time and allowed us to make much faster turnaround times when we ran into problems such as spazas closing down or spaza owners unwilling to participate. The result could never have been the same if we tried to do that on WhatsApp or PowerPoint!"



2021 MVM STAFF MILESTONES



Hennie and Kasmira

A big congratulations to Hennie Thomas, our Head of Design & Print, for getting married to Kasmira on the 24th of September. We wish you both a lifetime of happiness.

Seems like love is in the air! Jane Rosen, our ConnectGroup partner, got engaged to her fiancé Paddy Eriksen. They plan on getting married next year February.



Paddy and Jane



Caroline Freer

Caroline Freer, our Finance/HR Manager, celebrates 15 years at MegaVision Media this year. A huge milestone for her career and an amazing asset to our team.

Welcome to our newest staff member, Thabang Mlangeni. Thabang joins our growing flying team and marks the second "Thabang" in our company.



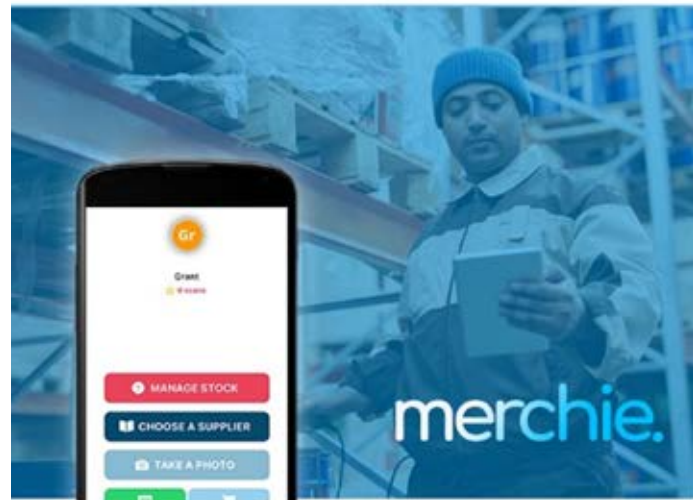
Thabang Mlangeni

Shamiela Isaacs, our ever-youthful Gauteng logistics manager, became a grandmother to a very sweet baby grandson earlier in the year. Congratulations to Shamiela and her family.



a stock management app designed for merchandisers

-  simple registration
-  clock-in and clock-out
-  scan barcodes
-  flag expiring stock
-  note stock on hand
-  report out of stocks



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