

Dave Roberts to lead the OOH businesses for Primedia

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Effective from 1 February 2018, the Primedia Unlimited business cluster will report to Dave Roberts, current CEO for Primedia Outdoor and Primedia Outdoor Africa.



Dave will be responsible for the integration and executive management of the Primedia OOH businesses. The new reporting lines of the Primedia Unlimited businesses is part of the roll-out of Primedia's strategy to position the group as a strong media and advertising business focused on broadcasting and out-of-home advertising.

As a chartered accountant by profession, Dave has a proven track record in the out-of-home industry with over 20 years of experience. Since his appointment as CEO for Primedia Outdoor, he has successfully led unsurpassed business growth and stakeholder value.

Commenting on the new business reporting lines, Dave said, "Considering how the out-of-home sector is growing and evolving in the current landscape, the consolidation of our OOH businesses will continue to enhance our media capabilities. The integration between Primedia Outdoor and Primedia Unlimited will see the company gearing up for a future forward growth strategy."

About Primedia Outdoor

Primedia Outdoor is one of the leading outdoor advertising media specialists operating within sub-Saharan Africa, with over 2,980 billboards in South Africa and 4,373 faces located in nine other countries across the continent.

Primedia Outdoor offers exposure across a mix of media types, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and video walls in malls. Primedia Outdoor provides flexible coverage across the entire socio-economic spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

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Primedia Outdoor is a national outdoor advertising media specialist. Part of the Out-of- Home division of Primedia (Pty) Ltd, Primedia Outdoor focuses primarily on the marketing and selling of outdoor advertising signage.

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