



The place to be!



F R E E D O M

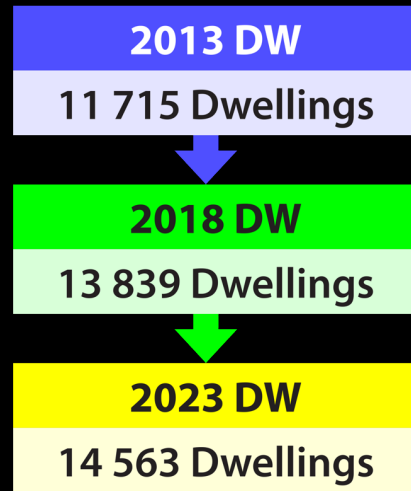
P A R K



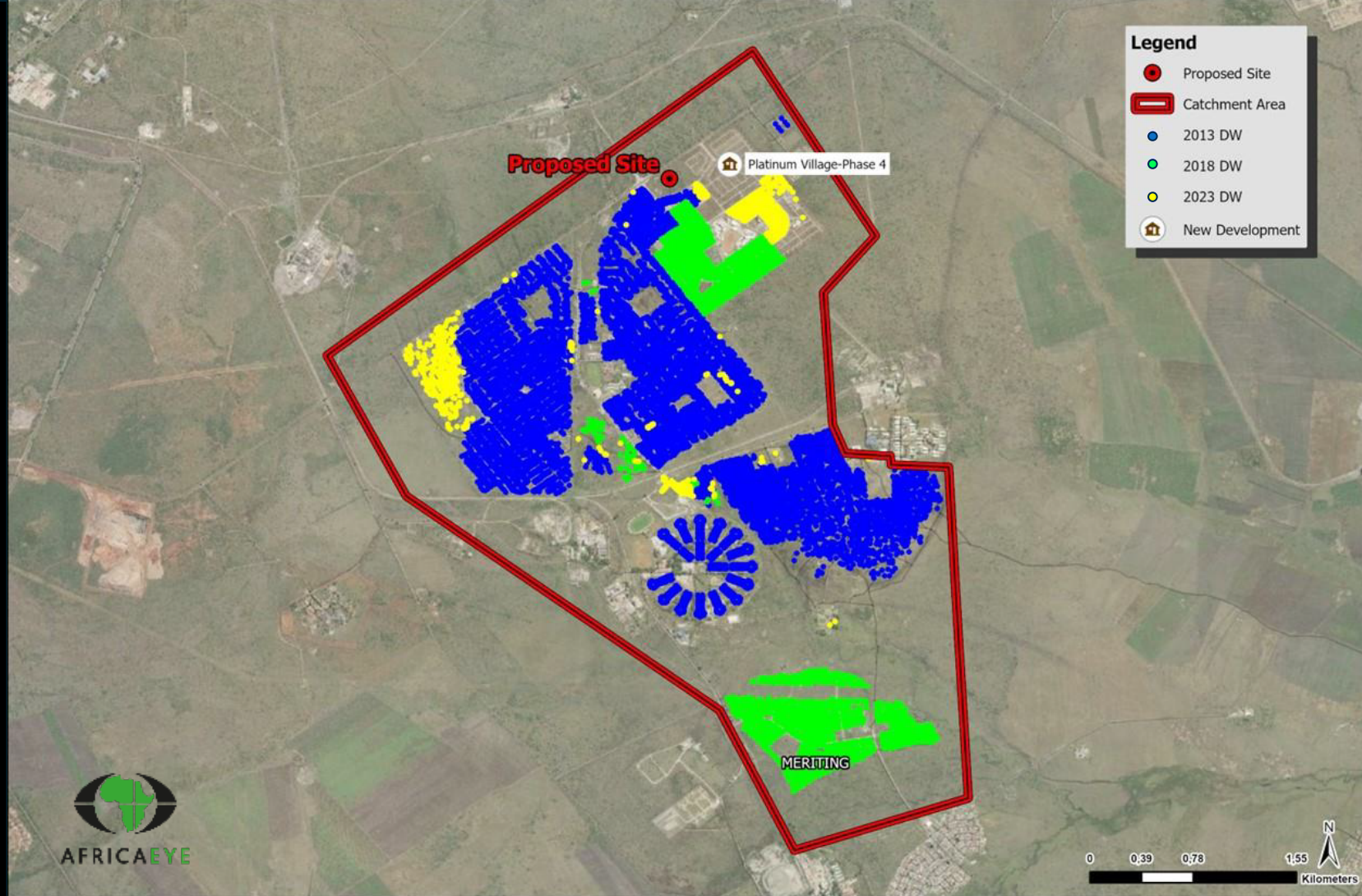
LONGWALK
INVESTMENTS

New Developments

TOTAL DEVELOPMENTS



- Aerial imagery for the year 2013, 2018 and 2023 were used to track real historical growth for the catchment area.
- Between the year 2013 and 2018 the catchment area was growing at an average annual growth rate of 3.36%.
- Between the year 2018 and 2023 the catchment area was growing at an average annual growth of 1.05%.
- Growth areas that contributed to the growth are indicated in green (2018 dwellings) and yellow (2023 dwellings) on the map.



LONGWALK
INVESTMENTS

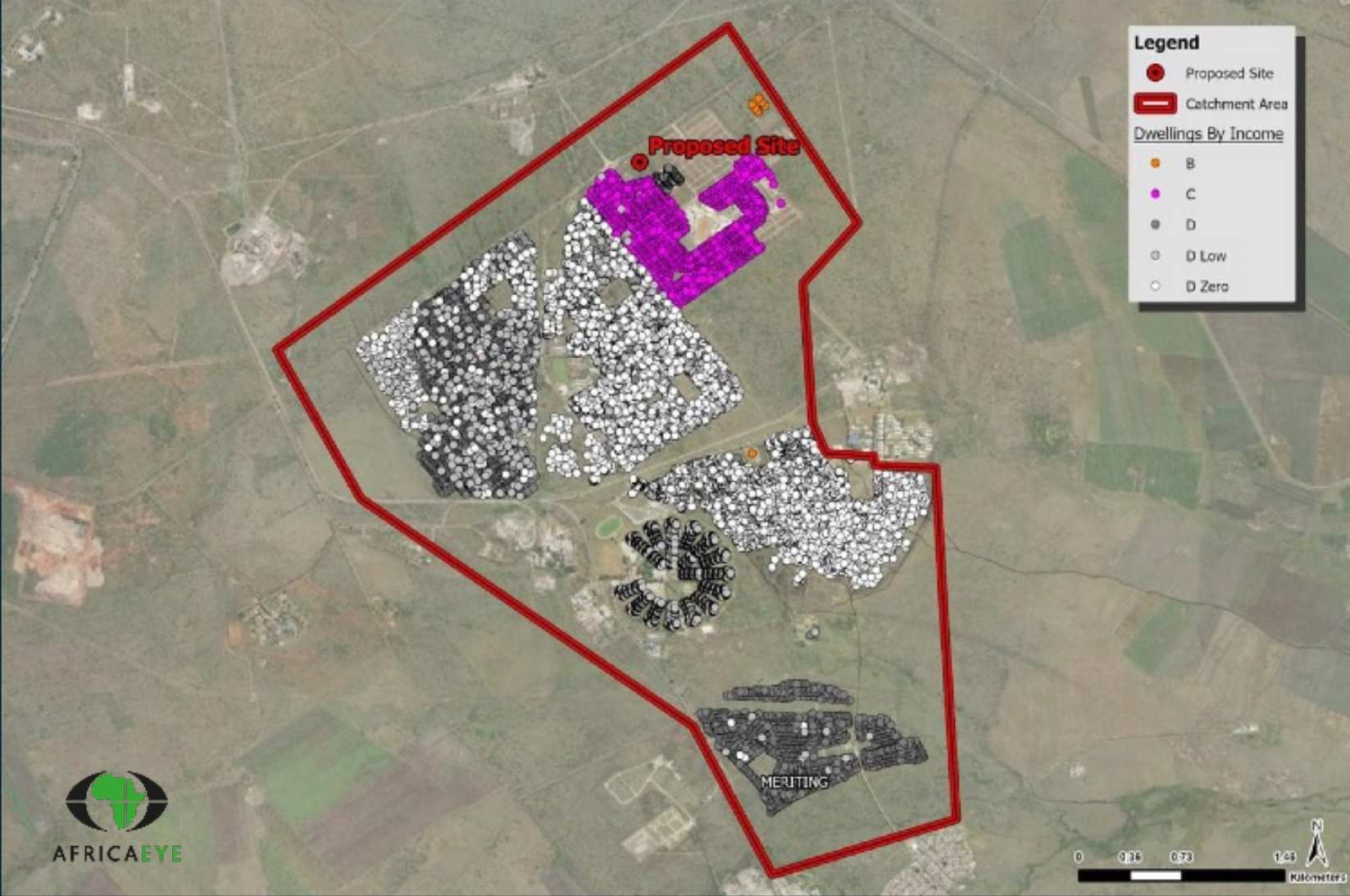
Catchment Demographics

TOTAL DEVELOPMENTS

Income Group (Monthly Net HSE Income)	CATCHMENT AREA		
	2023 DW	2025 DW	%
A++ (>R100 000)	0	0	0,0%
A+ (±R50 000 – R99 999)	0	0	0,0%
A (±R30 000 – R49 999)	0	0	0,0%
B (±R18 000 – R29 999)	8	0	0,1%
C (±R11 000 – R17 999)	1267	1826	8,7%
D++ (±R3 500 – R10 999)	3409	3569	23,4%
D Low (±R1 200 – R3 499)	5189	5432	35,6%
D Zero (<R1 200)	4690	4909	32,2%
Total Dwellings	14 563	15 744	100%
Total population	30 582	33 063	

Demographics

- AfricaEye data for the year 2023 were used as the demographic base for the catchment area and then forecasted to the year 2025 based on historical growth and the actual number of proposed units within Platinum Village (to be completed by 2024/5).
- The catchment area is home to ±14,563 dwellings and ±30,582 people, based on an average household size of ±2.1 people per household from Census data.
- ±32.2% of dwellings in the catchment are in the middle income group (B - D) and ±67.8% of dwellings in the catchment make up the low-income market (D Low– D Zero).



Micro Retail

Boitekong Mall ± 10km

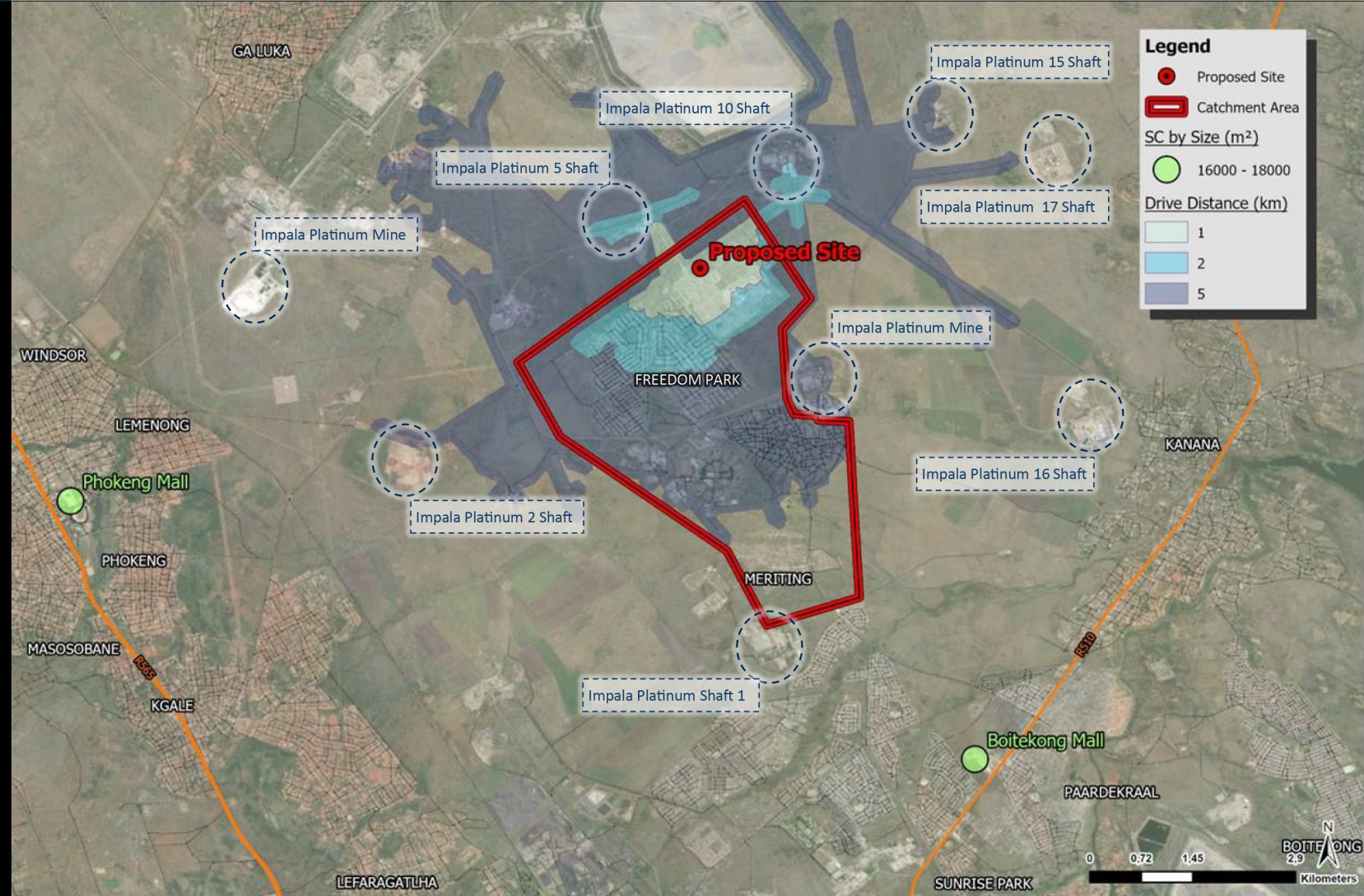
± 17 149m²

Phokeng Mall ± 12km

± 18 000m²

Rustenburg Mall ± 19km

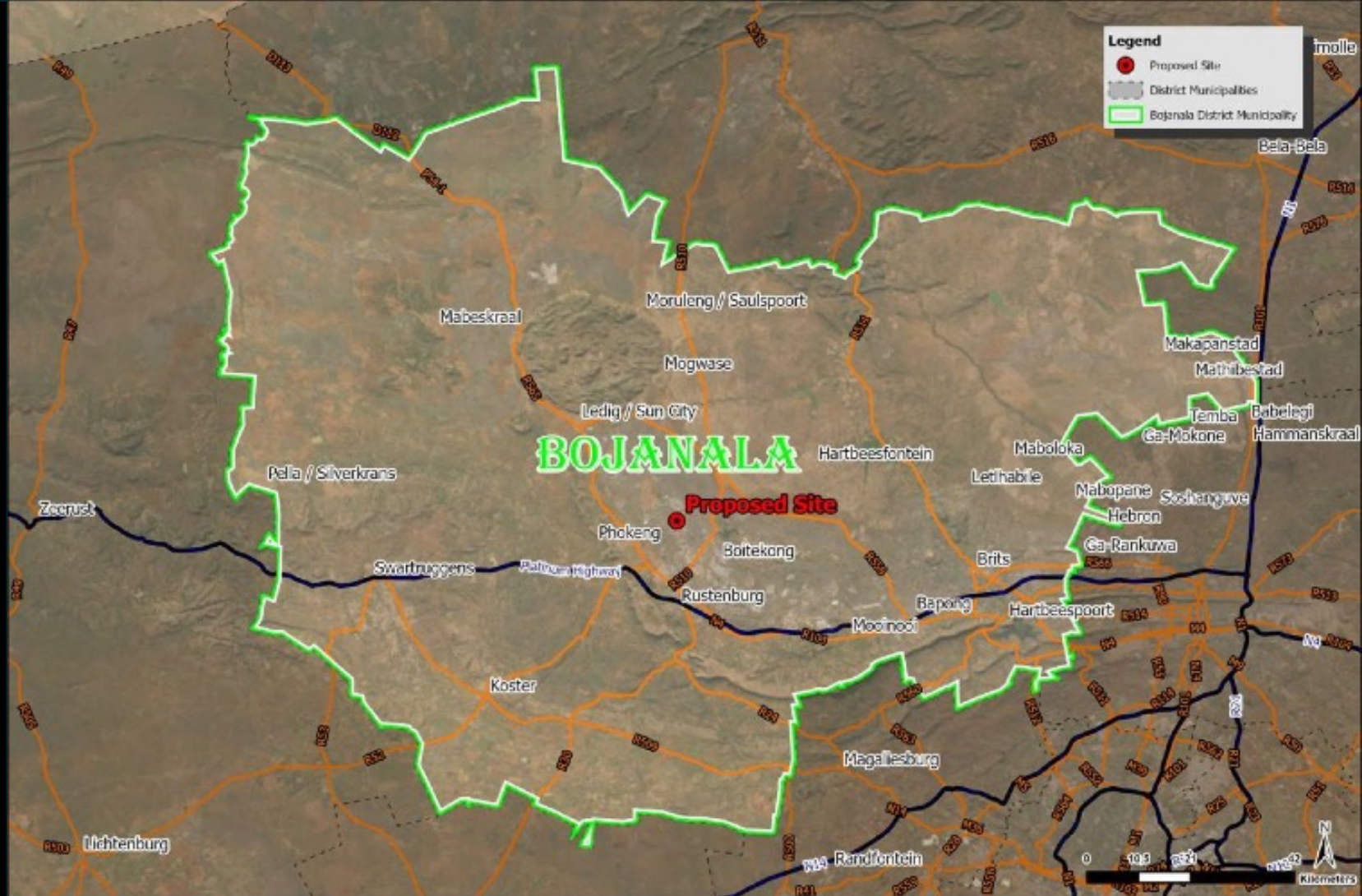
± 40 000m²



LONGWALK
INVESTMENTS

Macro Retail

Freedom Park Township is located
in North-West Province
and is under the Administration
of Bojanala District Municipality



LONGWALK
INVESTMENTS

DEMOGRAPHIC OVERVIEW



Race Profile	%
White	0%
Coloured	0%
Black	99%
Indian & Asian	0%
Other	1%



Age Profile	%
Children 0 to 19	21%
Young Adult 20 to 29	22%
Adult 30 to 44	32%
Mature 45 to 59	24%
Pensioner 60+	2%



Income Potential	%
A++	0%
A++	0%
A	0%
B	0%
C	9%
D	23%
DLOW	36%
DZERO	32%



Language Profile	%
English	1%
Afrikaans	0%
Other Language	21%
African Language	77%



Education Profile	%
No schooling	9%
Some primary	25%
Complete primary	9%
Some High School	41%
Matriculated	15%
Tertiary Education	1%



Type Dwelling	%
House	37%
Shack	21%
Plot	8%
Flat	2%



Gender Profile	%
Male	69%
Female	31%



Employment Status	%
Employed	42%
Unemployed	20%
Not Economically Active	38%



Employment Sector	%
Formal Sector	92%
Informal Sector	3%
Private Household	5%



AFRICA EYE



LONGWALK
INVESTMENTS

SUMMARY

Opening date:
April 2026

Number of Stores:
Approximately
19

GLA:
Approximately
6 500m²



EXTERIOR VIEW



EXTERIOR VIEW





Johan Fourie
083 406 5605

Vanessa
van der Merwe
071 471 9536

