

DEMOGRAPHIC PROFILE

KAYA FM
PERFORMANCE HIGHLIGHTS (Part 1 of 2)

KAYA FM has a past 7 day listenership of 777 000 listeners, predominantly black. The core target market is urban, AFROPOLITAN listeners between the ages of 25 and 49 in Gauteng. KAYA FM offers a rich mix of music, news, sport and topic-driven features.

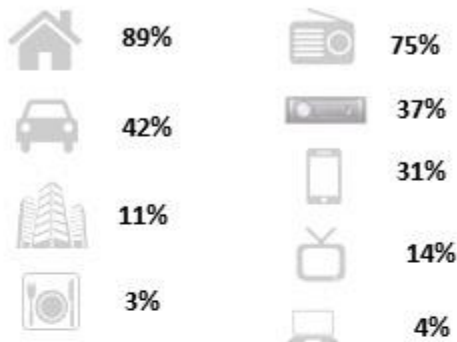
1h58
Daily
Listenership



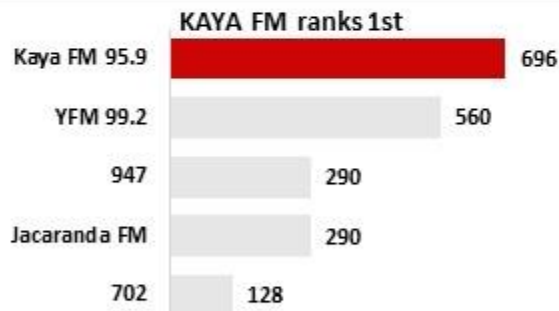
174 000
Exclusive
Listening



Listenership by location and device



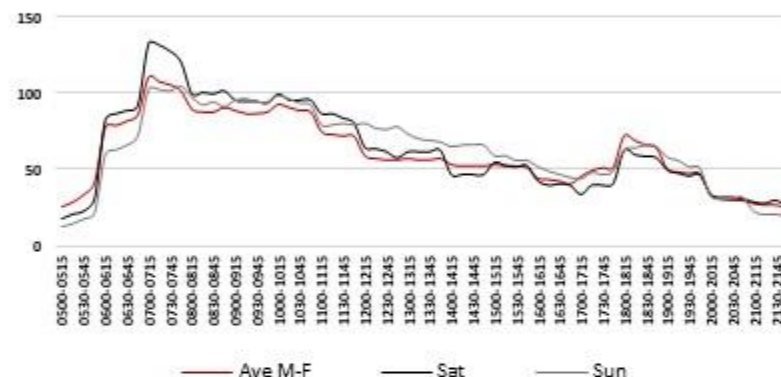
Gauteng Regional Commercial Stations : Black adults ('000)



Gauteng Regional Commercial Stations : Black, Age 25 – 49, LSM 6-10



KAYA FM enjoys a strong audience throughout the day and week (Mon to Sun)



Ave Qhr, Mon – Sun, ADULTS

Lifestyle Statements

| | |
|---|-----|
| I consider my diet to be very healthy | 44% |
| I have an eye on calories, sugar and fat when it comes to food | 50% |
| I am using my rewards + loyalty programs more than last year | 37% |
| I usually consult a professional financial advisor before deciding on financial matters | 53% |
| Price determines my brand choice | 46% |
| I do some form of sport or exercise at least once a week | 42% |

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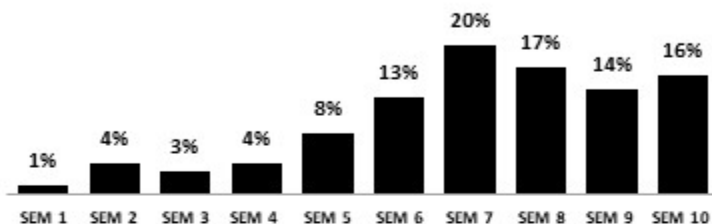
KAYA FM
PERFORMANCE HIGHLIGHTS (Part 2 of 2)

| | | |
|---------------------|------------------------|---------|
| Listeners (Average) | Weekly Cume | 777 000 |
| | Mon-Sun (06h00-18h00) | 754 000 |
| | Mon-Fri (06h00-18h00) | 701 000 |
| | Saturday (06h00-18h00) | 421 000 |
| | Sunday (06h00-18h00) | 393 000 |

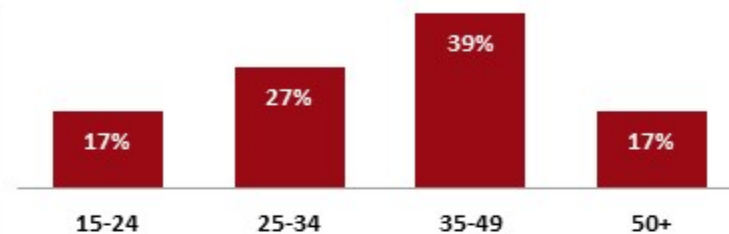
| | | |
|--------------|-----------------|---------|
| kayafm.co.za | Unique Browsers | 44 122 |
| | Page Views | 142 883 |
| | Visits | 81 986 |

| | | |
|--------------|--|---------------------|
| Social Media | | 106 000 Subscribers |
| | | 306 135 Fans |
| | | 667 843 Followers |
| | | 55 922 Followers |

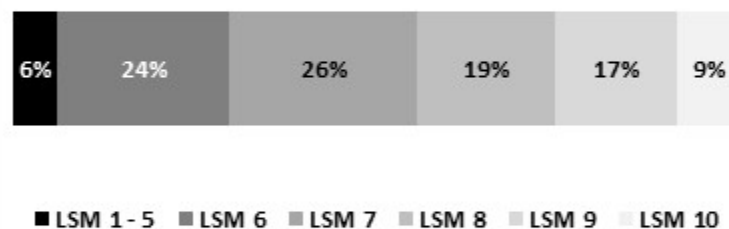
SEM (Socio Economic Segmentation)



Average Age: 37 years



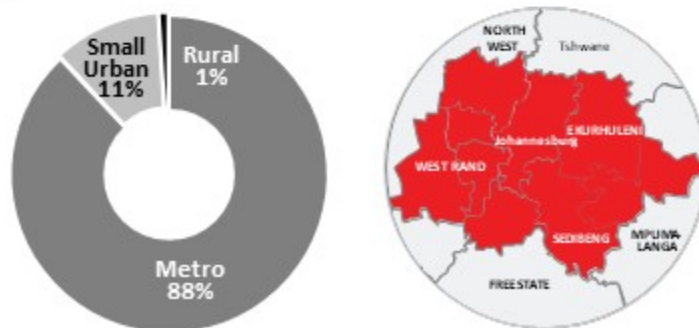
LSM Profile



Population profile



8 Commercial radio stations available in the region



Average Household Income: R17 490

