

COMPANY PROFILE

Mobile Media | National Reach | Audience Impact.

HEKAMI OUTDOOR

A Hekami Investment Proprietary Limited Company



Executive Positioning

In a world where attention is fragmented and audiences are constantly in motion, static media is no longer enough.

At HEKAMIOUTDOOR, we have engineered a media platform that moves with the nation, delivering brand messages directly into the daily paths of people, commerce, and communities.

We do not wait for audiences to find your message.

We take your message to them, consistently, strategically, and at scale.

Through a combination of mobility, precision deployment, and high-frequency exposure, we convert Namibia's roads, checkpoints, transport corridors, and public environments into powerful, high-impact communication channels.

Mobility is not an advantage. It is the new standard.



Company Overview

HEKAMI OUTDOOR is Namibia's leading Mobile Out-of-Home (MOOH) media platform, operating a national fleet of 52 high-visibility mobile billboard trailers, deployed across all 14 regions of Namibia.

Established in 2021 and proudly 100% Namibian-owned, the company has been built to deliver:

01

Nationwide Visibility at scale

02

Consistent, high-frequency audience engagement

03

Flexible and adaptive campaign deployment

04

Deep market penetration across both urban and rural environments

Our platform is uniquely positioned to deliver continuous brand presence across both static and moving environments, ensuring your message reaches audiences where they:



Live



Work



Travel



Transact



Value Proposition

We offer more than media placement — we deliver strategic audience capture.

Our model is built on:

01

Movement-driven visibility aligned with real audience behaviour

02

High dwell-time exposure at enforced stop zones and traffic control points

03

Full national reach, including underserved and remote communities

04

Dynamic campaign routing, enabling geographic precision

05

Culturally intelligent messaging, supported by localisation and language adaptation

Your campaign does not compete for attention — **it commands it.**

Our Mission

To transform Namibia's physical movement ecosystem, its roads, routes, and transit spaces, into a high-performance media network, delivering targeted, mobile-first communication that connects with audiences in real time, at scale.

National Coverage

HEKAMIOUTDOOR operates across all 14 regions of Namibia, ensuring seamless national campaign delivery.

Market	Locations
Northern & Far Northern Markets	Oshakati, Ongwediva, Ondangwa, Eenhana, Okongo, Outapi, Opuwo, Omuthiya, Oshikuku, Okahao, Tsand
North-East & Eastern Trade Corridor	Rundu, Nkurenkuru, Kongola, Divundu, Katima Mulilo, Mururani Gate, Tsintsabis
Central Economic Hub	Windhoek Metro, Rehoboth, Okahandja, Gobabis, Okakarara, Otjiwarongo, Grootfontein, Aranos, Otjinene
Coastal & Industrial Corridor	Swakopmund, Walvis Bay, Henties Bay, Arandis, Usakos
Southern Namibia	Mariental, Keetmanshoop, Lüderitz, Oranjemund, Karasburg, Aussenkehr, Stampriet
Tourism & Transit Arteries	Outjo, Khorixas, Otavi, Oshivelo, Hosea Kutako International Airport

Strategic Deployment Ecosystem

These are not passive audiences — **they are captive, engaged audiences.**

Market	Locations	Advantages
Airports Premium Audience Gateways	<ul style="list-style-type: none"> Hosea Kutako International Airport Eros Airport Walvis Bay International Airport Rundu Airport Lüderitz Airport Katima Mulilo Airport 	<p>These environments provide direct access to:</p> <ul style="list-style-type: none"> International travellers Investors and business executives Government stakeholders and decision-makers
Border Posts Regional Trade & Mobility Corridors	<ul style="list-style-type: none"> Namibia–South Africa: Noordoewer, Ariamsvlei Namibia–Botswana: Buitepos, Ngoma, Mamuno Namibia–Angola: Oshikango, Ruacana, Omahenene Namibia–Zambia: Wenela, Ngoma 	<p>These locations capture high volumes of:</p> <ul style="list-style-type: none"> Cross-border trade traffic Logistics and transport operators Regional travellers and commercial movement
Roadblocks & Checkpoints High-Impact Engagement Zones	<ul style="list-style-type: none"> Windhoek – HKIA Roadblock Windhoek – Rehoboth Corridor Windhoek – Okapuka & Daan Viljoen Routes Swakopmund Gateway & Langstrand Corridor Mariental Roadblock Otjiwarongo Gateway Oshiko Roadblock (Ongwediva) Mururani Gate Oshivelo Checkpoint Katima Mulilo Corridor 	<p>Our deployment strategy prioritises Namibia’s busiest checkpoints — locations where vehicles are required to stop or significantly reduce speed.</p> <p>This creates:</p> <ul style="list-style-type: none"> Forced exposure Extended dwell time Higher message recall



Mobile Advertising

Our Mobile Advertising Solutions



Mobile Billboard Advertising

High-impact, double-sided mobile trailers delivering continuous visibility across Namibia.



Geo-Targeted Roadshows

Strategically routed campaigns aligned with specific regions, communities, and market segment.



Event & Activation Platforms

Seamless integration into Government programmes, Public awareness campaigns, Brand activations and exhibitions.



Creative Strategy & Messaging

Campaign conceptualisation, Copywriting and narrative development and Behaviour change communication.



Language Localisation & Cultural Adaptation

We ensure message resonance through localisation into:
Oshindonga | Oshikwanyama |
Otjiherero | Nama/Damara |
Rukwangali | Afrikaans | Silozi



Route Planning & Audience Intelligence

Data-informed deployment strategies to maximise reach, frequency, and impact.



Operational Mobility

Our Operational Mobility & Logistics Capability

HEKAMIOUTDOOR maintains a dedicated transport infrastructure, enabling reliable, efficient, and nationwide campaign deployment.

Owned Fleet



2 × Ford Ranger SuperCab Bakkies

Supporting:

- Long-distance trailer transport
- Campaign deployment and repositioning
- On-site operational management

Extended Logistics Support



2 × KIA K2700 Trucks

Through Hekami Logistics (Sister Company)

Supporting:

- Campaign flying support
- Equipment transport
- Multi-region deployment capability

We own the movement. We control the outcome.



PrintProduction

Our Print & Production Capability

HEKAMI PRINT serves as our in-house production engine, ensuring speed, quality, and consistency.

Technology Platform

MIMAKI UJV55-320 Wide-Format Printer



Capabilities

- High-resolution large-format printing
- UV-curable inks for durability and weather resistance
- Vibrant, high-impact colour output
- Fast turnaround for national campaigns

Production Advantage

- Full end-to-end quality control
- Reduced dependency on third-party suppliers
- Faster campaign execution timelines
- Scalable production for multi-region campaigns

Integrated Delivery Model

Our ecosystem integrates:

- HEKAMIOUTDOOR – Mobile Media Platform
- HEKAMI LOGISTICS – Transport & Deployment
- HEKAMI PRINT – Production Capability

A fully controlled, end-to-end mobile media execution system.

From concept to nationwide visibility.



Why?

HEKAMI OUTDOOR

- Proven national footprint across all 14 regions
- Mobility-driven competitive advantage
- Access to rural and underserved audiences
- High dwell-time engagement zones
- Flexible and scalable campaign deployment
- Trusted by government, corporate, and development partners

HEKAMI OUTDOOR

Work in Motion

We have successfully delivered campaigns across:

- Government and public sector programmes
- Energy and infrastructure initiatives
- Telecommunications campaigns
- Financial literacy and consumer education
- NGO and development outreach

Positioning Statement

If your audience is moving, your media should move too.

HEKAMIOUTDOOR is not simply an advertising medium —
it is a national movement platform for brands, institutions, and ideas.





Contact.

HEKAMIOUTDOOR

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