



Puma Energy Retail Franchise

Helping to fuel your business success





In Australia, our journey continues with significant business investment and ongoing infrastructure developments in key locations.

Puma Energy is a new breed of energy company, vertically integrated, midstream and downstream. With people hard at work in over 41 countries around the world, our regional hubs are positioned everywhere from Brisbane, to Singapore, Tallinn (Estonia), Johannesburg (South Africa) and San Juan (Puerto Rico).

Between Puma Energy Australia and our retail partners, we now employ over 2,500 people. We operate an extensive Australian network including 6 bulk seaboard terminals, 20+ fuel depots and a retail network of 270+ service stations. Our own industry leading transport division, Directhaul, provides cartage to key industries including transportation, mining, pastoral, retail and aviation. As our majority shareholder is Trafigura, one of the world's largest commodity traders, we are well placed to offer surety of supply.



FUELLING YOUR BUSINESS

At Puma Energy we've built a global business based on commitment to our customers and we continue to focus intently on delivering high-quality fuel safely, swiftly and reliably. Now, we want to help your business grow and prosper. Together we can reach the highest standards in the fuel and convenience business.

Just like you, we run retail sites, so we have a comprehensive understanding of the issues and opportunities that you face. That's why Puma Energy has the resources at hand to provide service station owners and operators with a complete solution of products and services to assist your business.

We realise every site is different with its own unique set of challenges. By partnering with Puma Energy, you'll get more than just fuel. You'll have access to a global brand that's always looking to move forward, innovate and give you the facilities to grow with flexible options built around you.

WHY BECOME A PUMA ENERGY FRANCHISEE?

We prefer to use the term Retail Partner, as it better represents our approach! By partnering with us, you will have access to:

- A company focused on growth
- Fully integrated safety standards
- Low entry costs
- A fresh, recognisable brand
- Specialist support and advice
- Training
- Proven business systems
- Exciting shop program and buying power



FOCUSED ON GROWTH

The industry has seen a lot of changes in recent times, however Puma has remained focused on strategic growth.

We have only been operating in Australia for a relatively short period of time but already we've invested in a broad range of initiatives, which our Retail Partners benefit from:

- Launch of our premium fuel product Pumamax
- Built two fuel import terminals with more on the horizon
- Rebranded more than 150 service stations with more to follow
- Replaced pumps and made forecourt improvements as part of our rebrand program of work
- Rolled out Pumacard nationally, driving more customers into our Retail Partner's sites

Our vision for the future is centred around continuing this growth journey.

LOW ENTRY COSTS

We are committed to doing everything we can to help our Retail Partners succeed. We understand that for your business to grow and prosper in the long term, we need to offer you smarter ways of working together now.

We pride ourselves on working collaboratively with our Retail Partners and are determined to keep our promise of offering competitive investment options. Your initial investment is the shop stock, bank guarantee (bond), establishment fee and partner levy. The partner levy is an investment in the future success and growth of your business. All reasonable plant equipment you need to run your business like cold-rooms and Point of Sale (POS) systems are included at no extra cost. Better still, Puma Energy retain ownership of the fuel which means no additional capital outlay.

Financing options are available through our affiliate partner ANZ, who can assist you in applying for Retail Partner finance.



WHAT ATTRIBUTES WILL I NEED?

- Enjoy working with people
- Have a hands on approach
- Be able to lead and motivate
- Looking for an exciting and rewarding career
- Sound financial acumen
- Success orientated

FULLY INTEGRATED SAFETY STANDARDS

We offer our Retail Partners comprehensive training, and everyday practical advice on Health, Safety, Environment and Quality (HSEQ) because we believe that a good business is a safe business.

Our commitment to the safety of our people, customers and environment is wholehearted and fundamental. We are acutely aware of the nature of the environment we operate in and seek to operate in line with international best practice, even where that exceeds local requirements.

This ensures we deliver our products and services safely and responsibly whether in large cities or remote environments.

To maintain this standard, we undergo, and conduct, regular internal and external compliance audits. Our HSEQ Management System is embedded in our company culture. Our approach to safety is informative, consultative and communicative.

A FRESH, RECOGNISABLE BRAND

We are different at Puma Energy, living up to our name as a fast, lean, powerful and responsive global energy company. We have a recognised, fresh and innovative brand, in the Australian market. We are proud to offer our Retail Partners the opportunity to be part of an industry game changer. With significant investment in both Puma infrastructure and marketing, Puma Retail Partners are positioned to benefit from our strong brand and quality products. And if you're as ambitious as we think you are, you might even consider multiple or cluster sites.

We aim to ensure our customers know that wherever they are in Australia, when they drive into a Puma Energy service station that they are going to get quality products and great service. This is the advantage of being part of Puma Energy's national network – you have the opportunity to strengthen your business through our global experience, national reach and local knowledge.

SPECIALIST SUPPORT AND ADVICE

The thought of running your own service station may initially be daunting, but the reassuring thing is that you are not alone. Operating a fast paced fuel/convenience site can be challenging. Puma Energy have bought together a support team with vast experience to guide and support you in your endeavours.

Before you start, you will receive training both on and off site. If, like us, you believe that there is always more to learn, you can opt to enrol in further training programs in areas like merchandising and customer service.

Local differences are important, so you will be assigned a dedicated Retail Brand Manager, who will be your single point of contact, and whose focus is on working with you to overcome any issues and to develop opportunities unique to your area. We also have a specialist merchandise team to help you to grow store sales volumes and profits. Certain sites will qualify for our Super7 convenience store brand and its exciting corresponding shop program which includes an active promotional calendar.

We design our national marketing activity to drive brand preference and differentiate Puma from the pack. You can follow with pride as the brand that you are an important part of rolls out across the country.

Behind the scenes, our retail fuel pricing team work to ensure our market position is maintained. Our insights specialists will keep you informed with reports on fuel and convenience industry trends to help you discover new growth opportunities.

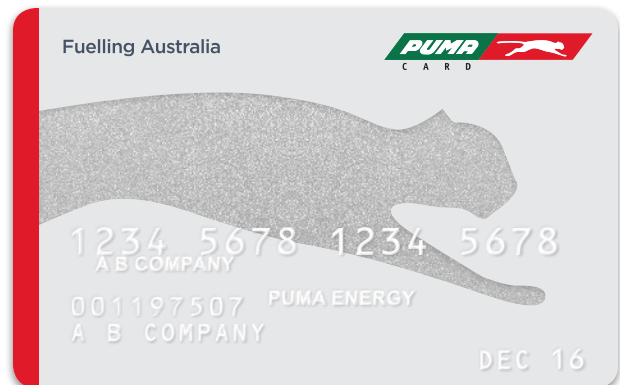
Perhaps the most essential aspect to the smooth operation of your franchise is fuel supply you can rely on. Through Directhaul, our cartage and logistics division, and the FDWA, our transport partner in WA, we ensure that we deliver the fuel you need to run your business.



TRAINING

At Puma Energy, we don't just invest in infrastructure; we invest in our people. That's why we've partnered with the Australasian Convenience and Petroleum Marketers Association (ACAPMA) to offer top quality training to all of our staff.

Available 24/7, these online training packages cover the best health, safety and environmental practices, as well as a Retail Partner's key responsibilities.





PROVEN BUSINESS SYSTEMS

With over 1,600 service stations in over 35 countries, our business systems have been tried, tested and refined to make day-to-day processes as efficient as possible. Crucial to the running of your business is a reliable POS system.

The Puma Energy POS will help you manage and report on sales, customer accounts, shop profitability and stock control. Together with your EFTPOS, fuel card terminals, and forecourt management system you'll have all the tools to make cash reconciliations a breeze.

In addition to these important systems, you can feel confident knowing that we have put in place an industry-leading health and safety system to protect you, your staff, your contractors and your customers.

EXCITING SHOP PROGRAM AND BUYING POWER

When you become a Puma Energy Retail Partner, you may be eligible to participate in our Super7 shop and promotional program, which:

- Lets you enjoy the benefits of our buying power to maximise your shop profit margin
- Allows you to participate in our monthly shop promotional program which will help grow your shop sales and profitability



WE WOULD LOVE TO TELL YOU MORE

Why not find out more about how to become a Puma Energy Retail Partner? We are always eager to discuss what we do and work with new partners.

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