



RETAIL PARTNER OVERVIEW

PUMA ENERGY is a fast-growing, global energy company with an uncompromising determination to achieve excellence in everything we do. We offer substantial opportunities for our Puma Retail Partners to run and grow a profitable business, through Puma Energy's tailored Retail Strategy and support.

We have various multi-site clusters available right now, and to ensure we have the right fit for a long-term partnership, a thorough information-sharing and selection process will ensure on-going mutual success.

We are looking for success orientated, hands-on leaders to join with us on this growth journey. Low entry costs are a key component of our offer, with no goodwill costs, and the equipment needed to run the sites, is included, with tenure of up to 5 years available. An idea of capital required is:

- \$50,000 Bank Guarantee (per site)
- \$70,000 (approximately) for stock at value (SAV) per site
- \$50,000 (approximately) working capital per site

➔ See overleaf for further details



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pumaenergy.com.au

OPERATING MODEL

The below summarises some of the key elements of the Puma Retail Partner model, and are to be used as a guide to making your decision.

THE PUMA RETAIL PARTNER RECEIVES:

- A management fee from Puma Energy, for the management and administration of the cluster. (Note this may vary between clusters)
- Own, and receive proceeds of all applicable shop sales
- Where applicable, receive a commission for carwash sales.

THE PUMA RETAIL PARTNER PAYS:

- A variable royalty (based on shop sales) to Puma Energy. There is no royalty on pre-paid mobile/internet vouchers, trailer hire or ticket sales.
- Bank Guarantee administration fees
- Book keeping and legal fees
- Yearly training fee for Puma online service
- Insurances (Business Interruption, Shop Stock, plate glass, Public Liability and Workers Comp)
- Non Food and Food Consumables (bags, straws, etc)
- Cleaning & gardening
- Drive offs
- Printing and stationary
- Carwash chemicals (where applicable)
- Shrinkage/Wastage
- Uniforms
- Bank charges
- Health and Safety operation costs
- Pest control
- Wages, on costs, and payroll tax (where applicable)
- Telephone and Internet charges
- Preventative maintenance responsibilities including security and alarm monitoring
- Incoming operator stocktake costs

PUMA ENERGY WILL:

- Maintain stock levels, retain ownership and set the fuel prices for all sites
- Pay for Repairs & Maintenance of fuel pumps and associated fuel equipment
- Be responsible for maintaining the dangerous goods licence
- Maintain any equipment that is owned by Puma Energy and listed in the agreement
- Provide site specific tools for the Puma Retail Partner to complete training. This is facilitated through an online provider (ACAPMA) along with other online course materials.
- Pay all fixed cost including but not limited to Rent, POS Support fees, Electricity etc.
- Reimburse the Puma Retail Partner for Merchant Fees
- Receive all fuel sales & shop royalties from the Puma Retail Partner

STORE AND MERCHANDISE SUPPORT:

- As a Puma Retail Partner, you enjoy the benefits of our buying power to maximise your shop margin. The Puma Merchandise team will provide support in detail for the top 7 categories (Tobacco, Drinks, Milk, Take Away, Confectionary, Salty Snacks and Ice Cream). This support will include planning of store layouts, category planograms, and range advice along with preferred suppliers to purchase from. The Puma Retail Partner must comply with monthly Store Promotions and the Top 7 category planning advice.
- For the balance of categories that are not included in the top 7, the Merchandise Team will provide a recommended product range with planograms and RRP (Recommended Retail Price).
- The Puma Retail Partner will be free to adjust the price to suit their individual store's need, up to a maximum price as advised by Puma.
- You will have a Puma Area Manager assigned to you that will work with you closely to ensure that you have the guidance and support required to deliver on maximising all sales and profit opportunities and the Puma Energy Brand requirements.