



CALTEX

THE MARKET

As with many sectors, petrol and convenience is very competitive. There is considerable change in the market from various players refreshing their look and feel to their range of food and other items for sale. However in the convenience market there is significant growth potential. Caltex is at the forefront of development with exciting new formats such as new concept convenience store The Foodary and grab and go food bar chain Nashi.

Advanced vehicle technologies, such as more efficient internal combustion engines, electric and autonomous vehicles, and ride sharing, mean that the fuels market in Australia is gradually declining. Despite this, there are still opportunities for growth in premium fuels and other re-fuelling infrastructure. Caltex is focussed on exploring what existing capabilities and technology can do to make customers' lives easier, while at the same time exploring new capabilities and new technologies.



ACHIEVEMENTS

For more than 117 years, Caltex has built a reputation across Australia as a safe, reliable provider of high quality fuels and lubricants. Caltex has continued to evolve in the developing marketplace and today is known as a fuel and convenience retailer with strength in its physical sites which are well located and distributed across densely populated areas as well as easy to drive in and out of. From more efficient fuels such as Vortex to the convenient order ahead app at The Foodary, Caltex has a deep history of innovation and adapting to customer needs.

Caltex opened its first The Foodary store in Concord, Sydney in 2017, which offers barista made coffee, fresh food and convenient services such as parcel pickup. The Foodary now has presence in

over 25 locations across the country including Victorian inner city suburb South Yarra to regional locations such as Horsham. In 2017, The Foodary was named as one of the Top 3 Retailing Concepts Globally by Euromonitor International.

In 2017, Caltex also completed \$75 million of upgrade works to its Newport Terminal in Melbourne allowing improved reliability and flexibility in Jet Fuel supply to Melbourne Airport, and contributing to growth within Australia's south-east. It was also a demonstration of ongoing commitment to safety through upgrades to terminal traffic management, improving operations within the terminal and as part of the local Newport community.

Over the last two years, Caltex has invested in over five businesses in Australia, New Zealand and the Phillipines including challenger fuel brand Gull New Zealand, grab and go food bar chain Nashi and peer-to-peer car sharing platform Car Next Door.

HISTORY

Caltex's long history began years ago when the all-Australian oil importer Ampol, was listed on the Australian Securities Exchange (ASX) in the late 1940s. Both Caltex and Ampol opened refineries in the 1950s and 1960s, and the two companies competed fiercely in the service station arena and oil product marketing industry. As time went on, Ampol acquired Total and Caltex went on to acquire Golden Fleece.

Despite these developments, Caltex and Ampol were still relatively small. Eventually, their 1995 merger helped the company become the largest refiner-marketer in Australia.

Today, Caltex aims to be the market leader in complex supply chains and the evolving convenience marketplace by delivering the fuel and other everyday needs of its diverse customers through its networks.

What sets Caltex apart from other fuel companies in Australia is that Caltex is an Australian company that operates



independently, with all decisions made by the management and the Board in Australia.

THE PRODUCT

Caltex offers a large range of fuel and lubrication products, including Vortex Premium fuels, TecDiesel Advantage range, regular diesel, winter diesel blends, biofuels, low aromatic blends as well as a large variety of lubricants.

With over 1,900 sites operating under brands such as Star Mart, The Foodary, Nashi or affiliated sites, Caltex has one of the largest networks of retail stores in Australia.



StarCard is Caltex's loyalty card, making it easy for customers to stay on top of on-road expenses by consolidating them all in one place with the opportunity to add extras such as services and repairs, roadside assistance and toll charging.



StarCash is a prepaid card that's an ideal gift for family, friends or colleagues. StarCash is available for purchase from participating Caltex and Ampol service stations in denominations of \$25, \$50, \$100, \$250 and \$500.

RECENT DEVELOPMENTS

Caltex sees the role of convenience in customers' lives as being significantly wider than the traditional fuel purchase and some items in store. In 2017, Caltex opened its first new concept convenience store, The Foodary, which offers an enhanced product offering of higher quality, fresh on-the-go food and barista-made coffee. By partnering with leading quick service restaurant providers who have a common focus on freshness and convenience, The Foodary is delivering a more inviting store experience for customers.

This also included the opening of Caltex's very first non-petrol location in a transport hub in Newcastle, New South Wales.

The acquisition of grab and go Nashi in January 2017 brought nine stores across Melbourne to the Caltex network and marked the company's expansion into high street retailing. In December 2017, Caltex opened the doors to its first Nashi store in Sydney with plans to continue rolling out this offer throughout 2018.

Towards the end of 2017, Caltex entered into a strategic partnership with SEA OIL, the leading independent fuel company in the Philippines and fourth-largest market participant. The 20 per cent ownership will further support a targeted international expansion strategy and allows the ability to increase the scale and scope of Ampol, Caltex's Singapore-based fuel sourcing and



shipping operations.

Caltex is also a lead investor in peer-to-peer sharing platform Car Next Door which is disrupting the way a growing number of Australian's get around.

PROMOTION

Caltex has traditionally used an integrated marketing communications approach from TV, outdoor and radio to digital, press, sponsorship and POS in store. Because of the size of the footprint of our service station network, we often employ Local Area Marketing to ensure that specific service stations can be supported with targeted media that suits the local area demographics and nuances.

The most notable tagline that Caltex has used in its advertising was "With you all the way," a line which embodied the notion that Caltex helped its customers at every step, along their various journeys around Australia. Ensuring that every stop could fulfil their needs whether for fuel, food or just for a break to use amenities.



Caltex's longest sponsorship has been with the Supercars where there have been affiliations with teams such as Autobarn Lowndes Racing and Triple Eight Race Engineering (2018 Virgin Australia Supercars Championship) and drivers such as 6-time Bathurst 1,000 Champion, Craig Lowndes, 2017 Supercars Champion, Jamie Whincup and 2016 Supercars Champion, Shane Van Gisbergen.

Another major sponsorship since 2016 saw Caltex become the naming rights partner of the Socceroos, where multiple World Cup 2018 activations were executed in both Russia and Australia, and a large PR stunt called Cahilltex was activated. Cahilltex saw Caltex rebranding a flagship service station in each state to celebrate Australia's greatest footballer, Tim Cahill.

Aligning with Caltex's commitment to Australians, a long term partnership exists with The Clontarf Foundation,

helping to improve the education, discipline, life skills, self-esteem and employment prospects of young Aboriginal men. And a partnership with the Australia Road Safety Foundation, a not for profit organisation dedicated to improving road safety awareness, enhancing driver education and reducing the impact of road trauma.

BRAND VALUES

Caltex has a deep and rich heritage in Australia spanning 100+ years so it is known by many Australians, of different ages. As a proudly, Australian company, the brand embodies the spirit of Australia whenever it can with an optimistic and irreverent personality that reflects that of the modern Australian today.

Playing such a regular role in Australians lives, it's no wonder that Caltex's commitment to making our customer's lives easier has become the definition of our core brand value.

THINGS YOU DIDN'T KNOW ABOUT CALTEX

- Australia's only fuel and convenience brand listed on the Australian Securities Exchange (ASX)
- One of Australia's largest network of convenience retailers with more than 1,900 sites
- Caltex serves over 3 million customers each week
- The nation's outright leader in transport fuels, supplying 33% of all Australia's transport fuel needs
- Caltex's Lytton Refinery produces around 35% of the fuel products and 80% of the lubricants sold by Caltex