

»» SIYAKWAMKELA ««

HIGHWAY HIGHLIGHTS

QUARTERLY NEWSLETTER



CEO'S NOTE

FROM THE PUMP



Reflecting on a Remarkable Year with Gratitude

Written By Fabian Magerman

As the year comes to a close, we want to take a moment to express our heartfelt gratitude to you and your teams for your dedication and hard work. Running a successful Retail Forecourt business is no small feat, and we recognize the tireless efforts you put into serving customers, maintaining high standards, and contributing to the success of our industry.

We appreciate the long hours, commitment to safety, and exceptional service you provide daily. It's partners like you who strengthen our network, ensuring customers receive reliable, quality service.

This year, we celebrated incredible milestones together. One of the highlights was the phenomenal Retailer Conference at the spectacular Arabella Golf Resort. We also launched the Moov Siyakwamkela training program, which we are confident will improve our customer value proposition. Another highlight was the release of the second edition of our Highway Highlights Quarterly Newsletter, which continues to serve as a platform to share achievements, stories, and updates that keep us all connected.

Our community initiatives were another point of pride, from partnering with the Wellington SPCA to handing out soccer jerseys. Together, we've worked to uplift the lives of those in our communities.

This year also saw record-breaking participation in our Win a Cruise competition, with over 82,000 entries. Your innovation and energy made it a resounding success. Congratulations to all the winners!

On the operations front, the Moov PMO team, under Shane Herman's leadership, completed the George and Vredendal KDRs in record time, helping Retailers reopen quickly and regain their customers.

Looking ahead, we're thrilled to break ground on two new NTIs—Stokery Road and Stoneridge—and launch a new NTC, De Bakke. With 46 sites successfully rebranded to the Astron Energy brand, our network is stronger than ever.

As we approach the festive season, we encourage you to take time to celebrate with loved ones and remember those we've lost. From all of us at Moov, we wish you a Merry Christmas and a prosperous, healthy, and blessed New Year.

Thank you for all you do, and here's to another successful year ahead!

MERRY CHRISTMAS

CRAIG'S CORNER

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Reflecting on 2024: A Year of Resilience and Appreciation

Written By Craig Herman (GM Retail/PMO)

As we look back on this challenging year, I want to extend my deepest gratitude to each of you—our Retailers, your dedicated teams, and to the Moov staff and everyone in our network—my heartfelt appreciation. This year tested us in ways we couldn't have foreseen, but your resilience, commitment, and adaptability have been remarkable.

Despite the obstacles, we achieved notable successes together. The Retail Conference was a highlight, offering a valuable opportunity to connect, share insights, and strengthen our strategies. The "Win a Cruise" competition sparked significant engagement (83 000 entries), rewarding customers, and showcasing our network in a positive light.

One of our proudest milestones was the Astron rebrand, transforming 46 sites and positioning us for future growth. Our community-service initiatives also underscored our commitment to being a positive force in the lives of those around us.

The year did present its share of challenges. Volatile fuel prices, supply chain hurdles, and a dip in sales volumes tested our network's resilience. But through it all, your dedication never wavered, proving that together, we can navigate even the toughest conditions.

As we approach year-end, I encourage each of you to keep your focus sharp. In today's market, every litre truly counts, and every small action makes a difference in our shared success.

Let's keep the momentum by entertaining your customers, and in challenging times – bake another cake. Your hard work has carried us through, and together, we can close the year on a strong, positive note.

Thank you again for your commitment and drive. Wishing you all a Merry Christmas and a safe, prosperous New Year.



WIN A CRUISE COMPETITION

A HUGE SUCCESS

»»» WIN A CRUISE WITH MSC

Moov's recent 'Win a Cruise' promotion was a huge hit, thanks to the hard work and enthusiasm of our retailers, site managers, and CSAs. From vibrant decorations and sailor-themed attire to social media engagement, the campaign created a memorable experience for our customers across the country.

»»» THE EXCITEMENT BEHIND THE PROMOTION

The campaign generated a lively atmosphere on-site, with stores decked out in balloons, nautical décor, and CSAs sporting sailor hats. Customers were encouraged to participate by making purchases of R350 or more, and Moov's promotion quickly took off. The effort to upsell each litre and meet target transaction amounts was outstanding, with 82,934 entries collected by the end of the campaign.

»»» HIGH-ENERGY MARKETING

The promotion was amplified through a variety of channels, including TikTok, Facebook, radio ads, and print media, showcasing Moov's brand reach and customer connection. The campaign's highlight was the grand prize draw, held on October 18, 2024, in the presence of Moov's Retail Team, Legal and Compliance Office, and Finance Manager. This exciting draw can be viewed on Moov's TikTok page, @moov.fuel.and.lub.

»»» TOP PERFORMERS BY BUSINESS CONSULTANT CLUSTER

N7 ROUTE

28,459 Entries

HEDLEY EVERTS

OVERBERG

20,964 Entries

MADelize JACOBS

SOUTHWESTERN DISTRICT

33,511 Entries

SORS GROBBELAAR

CELEBRATING THE WINNERS!

Lucky Customer Winners:

Sheldon Seconds at Astron Energy Napier, Japie Groenewald at Freshstop Bredasdorp, Branden Rosseau at AE Heidelberg ...and more winners from other key sites!

Top Customer Service Attendants (R1,000 Voucher Winners):

Johnwill October (Astron Energy Napier), Fredelene Christopher (Freshstop Bredasdorp) and additional outstanding CSAs who went above and beyond.

Winning Retailers:

- CEM Motors - Joe Beukes
- AE George Central - Noelle Ellis
- Protea Motors - Zanne Parsons

Winning Business Consultant:

Sors Grobbelaar



Caltex Pniel
Peter Hendricks



AE Swartland
Andre Rhode



AE Napier
Mr Shaldon Seconds



AE Heidelberg
Branden Rousseau



Rola Bredasdorp (Freshstop)
Nadia Van Reenen



COMMERCIAL



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Written By Hein Mocke (General Manager:
Commercial & Industrial)

➤➤➤ EXCITING DEVELOPMENTS IN MOOV COMMERCIAL

The Moov Commercial team is thrilled to announce two new mining customers, marking our entry into a new segment focus for Commercial. This expansion highlights our commitment to diversifying and strengthening our market reach. We're excited to serve the unique needs of the mining sector and look forward to the long-term partnerships these new customers bring. Tank installations at these sites are already underway, supporting their fuel and operational needs efficiently.

Additionally, we're pleased to introduce the Moov On Road sleepover facilities. With approximately 200 sites available nationwide, these facilities provide transporters a safe and comfortable place to rest when traveling long distances, reinforcing our dedication to safety and support for all road users.

MOOV GIVES

MOOV PROUDLY SPONSORS PUNT VAN AFRIKA ATHLETICS EVENT <<<

On November 9th, Moov had the privilege of sponsoring the Punt Van Afrika athletics event, hosted at Bredasdorp Primary School. The day was filled with excitement and competitive spirit as six schools came together to showcase their talent and dedication to athletics.

Bredasdorp Primary School emerged as the overall winner of the event, with Hermanus Primary School and Mikro Primary School claiming second and third place, respectively.

Moov congratulates all the participants and winners for their outstanding performances. We are proud to have been part of this incredible event that celebrated teamwork, sportsmanship, and community spirit.

Here's to nurturing future champions and supporting the communities we serve!



DIGITAL DRIVE



Written By Shepherd Gowera (Head of Digital Transformation)

»»» CYBER THREATS ON THE RISE

As MOOV's digital environment grows, so do the risks from cyber threats. Did you know that 91% of cyberattacks begin with a phishing email, or that global ransomware costs are predicted to reach \$265 billion by 2031? With South Africa ranking high on cyber threat lists, it's crucial that we all stay vigilant.

Here are five cybersecurity tips to help you stay alert and protect both yourself and the business:

1. Be Aware of Phishing Scams

Phishing emails often look real but are designed to steal information or install malware. Look for red flags like strange email addresses, unexpected attachments, or links. Report anything suspicious to IT immediately—it's better to double-check than risk a breach.

2. Use Strong Passwords and Multi-Factor Authentication (MFA)

Weak passwords are one of the top causes of data breaches. A secure password is your first layer of defence, and using MFA creates an extra step for added protection. When creating passwords, use passphrases and avoid reusing them across platforms.

3. Keep Your Software and Devices Updated

Outdated software can have vulnerabilities that cybercriminals exploit. Always update your software, apps, and devices as soon as new versions are available. We regularly automatically check for updates, all you need to do is to reboot your device at least once a week to allow for updates.

4. Be Cautious When Working Remotely

If you're working outside the office, use only secure networks, avoid public Wi-Fi, and connect through our secure VPN whenever possible. Cybercriminals target unprotected devices and networks, so extra caution can make a big difference.

5. Think Before Clicking or Downloading

An estimated 60% of successful attacks start with employees clicking on malicious links or downloading infected files. If you're ever uncertain about a link or attachment, don't open it! Reach out to IT for guidance.

MOOV MENTIONS

➤➤➤ NACS CONFERENCE

Written By Fabian Magerman

I wanted to share my experience at the NACS (National Association of Convenience Stores) Conference in Las Vegas, Nevada during the month of October 2024.

Attending the event was an invaluable opportunity to learn about the latest trends, innovations and challenges in the convenience and fuel retailing industry. The conference was filled with insightful sessions, hands-on product demos, and networking opportunities.

I had the chance to attend presentations on a wide range of topics, including emerging technology, customer loyalty programs, and new merchandising strategies. One session, in particular, focused on digital transformation in the convenience store industry and gave a comprehensive view of how technology is being used to enhance customer experience and streamline operations. I left with actionable ideas on implementing similar strategies within our MOOV organization.

The NACS Expo floor was truly impressive, showcasing a diverse selection of products and services from around the world. Walking through the exhibit hall, I explored everything from food and beverage innovations to advanced point-of-sale systems and fuel management solutions. As soon as they heard we were from SA, they asked us how does their beef jerky compare to our local biltong and droewors, believe me no competition at all.



It was a great opportunity to see, compare and evaluate different options firsthand, which could potentially help our collective businesses stay competitive and meet evolving consumer expectations. Networking with other professionals from around the industry was another highlight. I had meaningful discussions with leaders, suppliers, and innovators, sharing insights and best practices that could help us address some of our own business challenges. Learning how others are adapting to current market changes, especially in the areas of sustainability and automation, was both inspiring and informative.

Overall, my takeaway from the NACS conference was an enriching experience that broadened my understanding of the industry's direction and inspired new ideas to bring back to our team. I look forward to discussing these insights further and exploring how we can integrate some of these innovations and strategies into our work.

Having said that, the most important takeaway was the service we offer our customers. I am excited to contribute what I've learned to our ongoing projects and future initiatives.



MOOV MENTIONS

CELEBRATING FUTURE TALENT: JORDAN EVERTS

Moov is proud to celebrate the achievement of Jordan Everts, the son of one of our Senior Business Consultants, Hedley Everts. Jordan has been selected to represent the Boland U17 Rural team at the CSA National Week in Worcester from 6–9 December.

This incredible milestone highlights Jordan’s dedication, skill, and passion for cricket. We wish him and his team all the best as they showcase their talent on the national stage. Moov is honored to support and celebrate the accomplishments of our extended Moov family. Good luck, Jordan—make us proud!



If you would like your child's story to be featured in our upcoming issues, please send their story along with images to the following email address. We truly love hearing your stories and can't wait to share them with our community!

SIYA SAYS

"Siyakwamkela!" - Welcoming Customers with a Smile

This festive season, let's make every customer feel at home from the moment they arrive! When customers pull into the station, greet them with a warm, "Siyakwamkela!" – it's our way of saying, "We welcome you!" A friendly greeting not only sets the tone but helps create a memorable experience for everyone visiting our forecourts.



Encourage Safe Driving: Remind customers to check their fuel, oil, and tire pressure before long trips. Offer to check these for them during their fuel stops.

Clean Windscreens and Mirrors: Suggest that customers keep their windscreens and mirrors clean for better visibility, especially during long drives. Always offer to wash windows customers windows as they fill their tanks.

Be Mindful of Fire Hazards: With the summer heat, it's a good time to remind everyone to avoid open flames near fuel pumps, as well as to properly store flammable items.

DID YOU KNOW?

"Siyakwamkela" means "We welcome you" in Zulu - a perfect way to make customers feel at home!

Holiday Travel Stat: On average, South Africans drive over 600km during the festive season - that's like driving from Johannesburg to Durban!

Smile Power: Studies show that a friendly smile can lift the mood of others instantly. So, keep smiling and spread the festive cheer!

LOGISTICS



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Written by Deon Maneveld (GM: Logistics & Operations)

LOGISTICS HOT DATES

With the expected increase in traffic on our roads over the festive season, we urge Retailers keep their tanks full to ensure you are ready to keep our motorists moov-ing like never before. To ensure your tanks remain topped up, please take note of the following important dates for order submission:

1. Orders for deliveries for the **16th of December** must be placed by 16h00 on Thursday the 12th of December.
2. Orders for deliveries for the **26th of December** must be placed by 16h00 on Monday the 23rd of December.
3. Orders for deliveries on the **1st & 2nd of January** must be placed by 16h00 on Monday the 30th of December.

There will be no deliveries on the Wednesday the 25th of December however we will be delivering on the 16th of December as well as the 1st of January. Please ensure you place your order in advance.

PEAK SEASON PREPAREDNESS

With the upcoming peak season whilst everyone is preparing to go on holiday, our Logistics team will be going hard at it with deliveries to the various retail garages ensuring our province's visitors, as well as our local road users have enough fuel to keep them moov-ing like never before. All plans are in place to ensure we have sufficient resources to service our valuable clients. We urge motorists to be mindful of the trucks on the road & we appeal to their patients as fellow road users. We would like to wish all our loyal customer well over the festive season as they enjoy themselves with their loved ones.

25TH YEAR ANNIVERSARY - SAMMY ADONUS - FACILITY MANAGER KRAAIFONTEIN

Sammy started on the 3rd September 1999 as depot manager at Caledon. Sammy worked on the oil side but also scheduled on the diesel side as well. Sammy moved from Caledon to Worcester to Athlone and finally moved to the Kraaifontein depot where he is currently the facility manager. Over the years Sammy gained a wealth of knowledge and experience and has become a true asset to the moov family.



TRANSFORMATION STATION

In the last quarter, Moov has successfully rebranded three more of our service stations: Riviersonderend, Heidelberg, Mossel Bay (El Toro), N2 Knysna and Langebaan. This exciting transformation aligns these locations with Astron's fresh, modern look, enhancing the experience for both our customers and team members. The rebranding efforts have already brought positive feedback, with customers noting the improved ambiance and convenience. Each station now reflects Astron and Moov's commitment to quality and innovation, ensuring that our brand presence is stronger than ever across these communities. We look forward to continuing this momentum as we further upgrade and improve our stations.

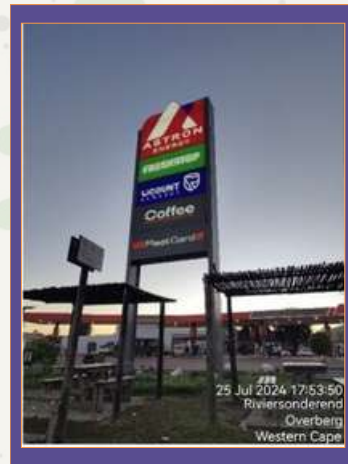
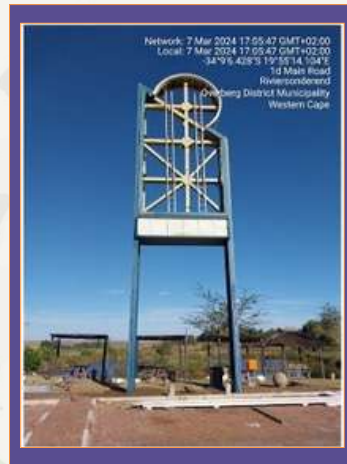
Mosselbay (El Toro)

Riviersonderend



Before

After



Before

After

N2 Knysna

Langebaan



HOUSEKEEPING

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➤➤➤ TRASH VALET CARE INSTRUCTIONS: ENSURING LONGEVITY AND CLEANLINESS

Pump Vinyl Care: Keep Your Equipment in Top Shape

Maintaining the appearance of your pump vinyl is essential for a clean, professional look at your site. Here are some easy steps for cleaning and maintaining vinyl surfaces, along with tips on what to avoid:

Cleaning Method

To clean your pump vinyl:

- Use a mild cleaning solution with a pH between 5 and 9. A mix of baby shampoo and water works well.
- For tough dirt like bird droppings, gently scrub with a soft cloth and detergent, then rinse thoroughly.
- Use a water and soap mixture to clean the entire surface, followed by a final rinse.
- Dry the surface with paper towels to prevent water spots.

Maintenance:

The frequency of cleaning will vary based on access and location, but we recommend a bi-weekly (fortnightly) cleaning schedule to keep your pump vinyl in optimal condition.

What Not To Do:

Avoid using harsh solvents, like Isopropyl Alcohol (IPA), as they can damage the vinyl. By following these guidelines, your pump vinyl will stay clean, vibrant, and welcoming for customers.



SAFETY STATION

STAY SAFE AND RESPONSIBLE THIS FESTIVE SEASON

The festive season is a time for celebration—family gatherings, holiday parties, and trips to see loved ones. However, busier roads and distractions can compromise safety, especially when alcohol consumption comes into play. As responsible Moovers, we must prioritize safety in every decision and action, helping ensure a joyous and secure season for all.

Holiday traffic means more chances for accidents, particularly with stressed or tired drivers. Festive parties also come with risks—alcohol can impair judgment, making it vital to plan ahead and avoid driving under the influence. Year-end functions bring added responsibility, as Jan du Toit from Labour Guide notes: failing to manage alcohol responsibly at work events can lead to legal and reputational risks for both employees and employers.

Moov values, especially Safety First and Creating Trust by Taking Ownership, remind us to stay mindful and accountable. Celebratory moments should be safe and respectful, allowing everyone to enjoy the season responsibly.

Remember, safety is a community effort. Be courteous on the roads, practice defensive driving, and report reckless behavior. By staying patient, sober, and responsible, we can make the festive season joyful and safe for all.

Happy holidays, and stay safe!

SAFETY ON THE FORECOURTS



We are excited to announce that we have been collaborating closely with our Moov Retail Department to develop measures aimed at preventing incidents at forecourts. As safety is a shared responsibility, we are introducing the Moov Fuel Retailer Delivery Pack, designed for use when a Moov Tanker Truck arrives at the Service Station before fuel delivery begins. We are proud to be part of this new HSSE initiative led by our Head of Retail, Craig Herman. Starting December 1, 2024, retailers are expected to have a fully stocked Retailer Delivery Pack, ensuring that every fuel delivery during the festive season is conducted safely. The Retailer Delivery Pack contains the following items: an Anti-Static Fire-Retardant High Visibility Reflective Vest, Nitrile or PVC Gloves, Anti-slip Safety Shoes with Steel Toes, Traffic Cones with Reflective Strips, Water Finding Paste, Dipping Paste, an Intrinsically Safe Headlamp for Night Deliveries, a Lid Tool for opening Dip Holes & Filler Points, and Rags for cleaning the Dip Stick. If you have the opportunity to visit one of our excellent Service Stations, please show your support for this initiative by complimenting the Service Station staff when you see these safety items being used.



HUMAN CAPITAL INSIGHTS



Written By Marlene Govender (Head of Human Capital)

As we continue to navigate the ever-changing landscape of our industry, I am reminded of the importance of our most valuable asset - our people. At Moov, we are committed to fostering a culture of growth, innovation, and inclusivity. In this edition of our newsletter, we highlight some of the exciting initiatives and achievements that demonstrate our dedication to our employees' success and well-being. I hope you enjoy reading about the latest developments from our Human Capital team and look forward to your feedback and suggestions”

>>> NEW JOINEES



Mumtaaz Raucks
11 Nov 2024 (PMO Administrator)



Bongani Mbatha
01 Nov 2024 (Driver Trainer)

PROMOTIONS <<<



Roger Rispel
01 Oct 2024 (PMO Co-ordinator)



Shane Herman
01 Oct 2024 (PMO Manager)

WELLNESS WATCH

▶▶▶ INVESTING IN YOUR WELLNESS IS INVESTING IN YOUR SUCCESS!

Remember, taking care of your physical, mental, and emotional health is not a luxury, it's a necessity. When you prioritize your well-being, you become a more productive, creative, and resilient version of yourself.

By embracing wellness in the workplace, you'll:

- ✔ Boost your energy and focus
- ✔ Enhance your job satisfaction and engagement



- ✔ Build stronger relationships with your colleagues
- ✔ Improve your overall quality of life

So, take that walk during lunch, meditate during breaks, or simply take a deep breath. You deserve it! Let's create a culture of wellness and support each other in becoming the best versions of ourselves!

TIP

Perfect for last-minute homemade gifts! Just melt, swirl, add toppings, chill, and break into pieces. Here's how:



FUEL GOOD RECIPES



EASY CHOCOLATE BARK RECIPE

- Preheat oven to 45°C.
- Line a baking tray with parchment paper and lay out slabs of dark, milk, and white chocolate.
- Melt in the oven for 10 minutes.
- Swirl the melted chocolate with a spatula.
- Add toppings like sprinkles, smarties, pretzels, or any of your favourite sweets.
- Chill in the fridge until firm (30-60 minutes).
- Break into pieces and enjoy!

PUZZLE PITSTOP

CROSSWORD PUZZLE

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WORDBANK

ACROSS

6. Important consideration in fuel production
7. Reduces friction between moving parts
8. Part of a vehicle powered by fuel
10. Assistance provided to customers at the station

DOWN

1. Common fuel for cars
2. Type of fuel used in heavy-duty engines
3. Routine care to keep engines running smoothly
4. Liquid used to power engines
5. Place where fuel is dispensed
9. The company providing fuel and lubricants