

HIGHWAY HIGHLIGHTS

FUELING EXCELLENCE, ONE JOURNEY AT A TIME



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CEO'S NOTE FROM THE PUMP

by Fabian Magerman

Strength in Partnership Moov Energy and Its Forecourt Retailers Unite for a Resilient Future. In a time marked by geopolitical volatility and global supply chain disruptions, one constant remains for Moov Energy: our enduring and trusted partnership with our Forecourt Retailers. Across the Western Cape and markets, this relationship has proven vital, not only for maintaining the continuity of energy supply but also for reinforcing customer confidence, supporting local economies in which we operate but also pave the way for innovation in retail energy services. A Relationship Built on Trust and Mutual Growth

Moov Energy has always viewed its Forecourt Retailers as more than just distribution partners. They are community anchors, customer service champions, and critical links in delivering our promise of energy accessibility, reliability, and service excellence. Our collaboration goes beyond transactional, it is built on shared goals, open communication and long-term investment in each other's success. Together, we've navigated market shifts, embraced cleaner energy solutions such as D50, lubricants, LPG and developed customer-centric services that cater to the evolving needs of our diverse areas in which we operate. From implementing digital payment platforms to launching joint promotions and improving operational efficiencies,

the strength of our alliance is reflected in every litre dispensed and every satisfied customer served. A Shared Vision Amid Global Uncertainty

In 2025, the world faces unprecedented geopolitical challenges. From ongoing conflicts to supply chain bottlenecks and fluctuating fuel prices, the energy industry is being tested on multiple fronts. Moov Energy recognizes that in such times, agility, transparency and unity are key. We are committed to working hand-in-hand with our Forecourt Retailers to mitigate the impacts of global turmoil while continuing to deliver value to our customers and communities. This means more proactive planning, smarter resource allocation and fortified local support. Plan for Strengthening Collaboration Amid Geopolitical Unrest

Moov Energy is working closely with Astron Energy to ensure security of supply as we are linked to global supply and hence global disruption. Moov Energy's collaboration with its Forecourt Retailers is not only a business strategy, but also a resilience strategy. In uncertain times, strong partnerships make all the difference. Together, we will weather the challenges of today and fuel the opportunities of tomorrow. Our unity, adaptability and shared values will continue to power progress across the Western Cape to the Retailers we serve.

CRAIGS CORNER

by Craig Herman



With Gratitude and Drive - A Message from Moov Energy

Dear Retail Partners,

As we enter the fifth month of 2025—and the third month of Moov Energy's financial year—I want to take a moment to sincerely thank each of you. Your unwavering commitment to growth, service excellence, and community involvement continues to inspire us.

A heartfelt thank you to everyone who supported the recent Moov Energy CEO Charity Golf Day. Thanks to your generosity, we donated R80,000 to two incredibly deserving charities. This is a powerful reminder of what we can accomplish together.

What's truly inspiring is the energy you bring to the forecourt every day. Whether it's onboarding new volumes, launching FreshStop, Crispy Chicken, Seattle Coffee, or rolling out clean restroom programs and local community initiatives—you're demonstrating leadership in action.

A special thanks to those embracing the Siyakwamkele training. This programme goes beyond a warm greeting—it's about crafting a memorable experience from the moment a customer arrives until the moment they leave.

In an industry evolving faster than ever, it's not enough to adapt—we must reinvent.

With mogas volumes flat and competition intensifying, now is the time to elevate your service offering. Fast, friendly service and strategic upselling at the pump can truly differentiate your site.

I also encourage you to explore social media as a growth tool. Look at the new Outeniqua Spar in George—a stellar example of how to showcase your Customer Value Proposition in a vibrant, community-driven way.

Your recently completed Business Plans should be living documents. Share them with your teams, connect them to real incentives, and watch transformation take root.

Lastly, keep an eye out for your invitation to the Moov Energy Annual Conference, where we'll share fresh insights and tools to help you thrive.

Let's not give our competitors a single litre more.

With gratitude and drive,

Craig Herman

General Manager- Retail/PMO

LOGISTICS

ON THE MOVE WITH DEON

by Deon Maneveld



LOGISTICS & OPERATIONS - AGRICULTURAL PLANTING SEASON -

At Moov Energy, Logistics & Operations understand the importance of supporting the our Commercial team in the agricultural sector. Our priority is to service our commercial customers through efficient deliveries during planting season. We ensure our farmers receive their diesel and lubricants to fuel and lubricate their machines and farming equipment. While we navigate through the planting season, we're already starting to commence our resource planning for the harvest season later this year.

LOGISTICS & OPERATIONS - YELLOW LINE DRIVING -

Please be patient with our drivers as our trucks are not allowed to drive in the area to the left of the yellow line due to the risk associated with pedestrians walking in that lane, broken-down cars often parking there, as well as cyclists cycling on that section of the road. Often our drivers are unable to see far ahead or around the bend, making it very unsafe for trucks to drive to the left of the yellow line.



DIGITAL DRIVE

by Shepherd Gowera



AI Revolution: How Smart Technology is Transforming Fuel Retail in the Western Cape

The fuel retail industry in the Western Cape is undergoing a quiet but powerful revolution, one driven by artificial intelligence (AI). From Cape Town's bustling forecourts to quiet coastal filling stations, AI is reshaping how customers refuel, shop, and interact with service providers. Gone are the days of long queues and generic loyalty rewards. Today, AI delivers speed, personalization, and smarter service, making every stop more efficient and rewarding.

1. Smarter, Faster Transactions

Waiting in line at the fuel pump is becoming a thing of the past. AI-powered self-service kiosks, mobile payment integrations (like SnapScan and FNB Pay), and license plate recognition systems allow Western Cape drivers to fill up and go without delays. Some stations even use AI-driven cameras to detect when a vehicle arrives, triggering instant payment options—ideal for busy professionals and parents on the go.

2. Hyper-Personalized Rewards

Gone are the days of one-size-fits-all loyalty programs. AI now analyzes individual spending habits, offering tailored discounts—whether it's a coffee voucher for your morning commute or a car wash deal after a beach trip. Engen, Shell, and BP are leveraging AI to predict customer preferences, ensuring rewards feel handpicked rather than random.

3. Predictive Maintenance: Fewer Breakdowns, More Reliability

Nothing frustrates a driver more than a malfunctioning pump or a closed convenience store. AI monitors equipment in real time, predicting failures before they happen. This means fewer "Out of Order" signs and more seamless service—especially crucial for long-distance travelers heading up the N1 or along the Garden Route.

Continued ->

DIGITAL DRIVE

by Shepherd Gowera

4. Dynamic Pricing: Fairer Costs for Consumers

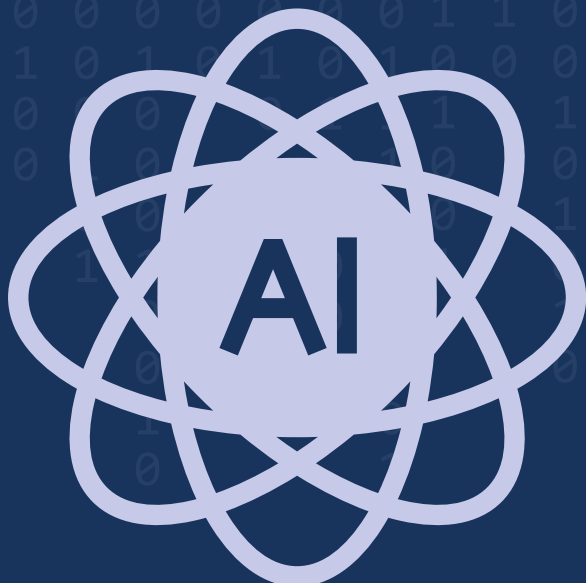
AI helps retailers adjust fuel prices based on demand, traffic patterns, and competitor rates. While petrol prices remain regulated, some stations optimize convenience store pricing or promotional offers using AI insights. This could mean better coffee deals during rush hour or snack discounts for late-night fill-ups.

5. Safer Forecourts with AI Surveillance

Safety is a top concern in the Western Cape, and AI is stepping up. Smart cameras now detect suspicious behavior, alerting staff to potential fuel theft or forecourt accidents. AI also helps prevent card skimming and fraudulent transactions, giving customers peace of mind.

The Road Ahead

The Western Cape's fuel retail sector is just scratching the surface of AI's potential. Soon, we could see voice-activated fuel payments, AI chatbots for customer service, and even drone deliveries of snacks to your car. As technology evolves, one thing is clear: the future of refueling is not just about petrol—it's about a seamless, personalized, and intelligent experience.



HUMAN CAPITAL INSIGHTS

by Marlene Govender



New Hires at Moov Energy

We are excited to welcome several talented individuals to the Moov Energy team:

Marelize Puren has joined us as the Moov Connect Administrator on 14 March 2025. She brings valuable organizational skills and is already helping streamline our operations.

Monique Bogenhagen started as a Business Consultant on 25 March 2025. Monique's expertise in business consulting will play a vital role in driving strategic growth and delivering key solutions for our clients.

Mark Swart joined on 01 April 2025 as our Cloud Support Specialist. Mark's extensive experience in cloud systems is critical to ensuring the reliability and security of Moov's technology infrastructure.



Marelize Puren



Monique Bogenhagen



Mark Swart

HUMAN CAPITAL INSIGHTS

by Marlene Govender



Jannie Nieuwoudt



Koos van der Walt



Dylan Wichman

Jannie Nieuwoudt joined our team on 01st April 2025 as a Business Consultant in the Boland Region, bringing a wealth of experience in sales and customer service, along with a keen insight into effective client engagement strategies.

Koos van der Walt joined as a Senior Business Consultant on 02 April 2025. With years of experience in the consulting industry, Koos is leading key projects to enhance Moov's growth and operational success.

Dylan Wichman began his journey with us on 14 April 2025 as a PMO Project Assistant. Dylan supports our PMO team, ensuring projects are effectively managed and executed.

We look forward to the contributions these new team members will bring to Moov Energy!

COMMERCIAL FROM TANK TO TRACTOR

by Hein Mocke



Moov Energy Receives Triple Industry Recognition for 2024/2025

Moov Energy is proud to have been recognised with three major awards for the 2024/2025 period, highlighting our continued growth and commitment to excellence in the fuel and lubricants sector.

We are honoured to have received the *Astron Branded Marketer Award for Improved Volume Growth Percentage*, a clear reflection of the hard work and strategic focus across our sites to grow fuel volumes and strengthen our market presence.



In addition to this, Moov Energy has been awarded the Caltex Havoline Lubricants Volume Growth Award for 2024. This achievement showcases the strong performance of our lubricant sales teams and the growing trust of our customers in the Havoline brand.

We also received the Shell Lubricants Volume Growth Award for 2024, recognising the impressive growth in our Shell lubricant volumes. This award affirms the success of our efforts to meet customer needs through high-quality products and service excellence.

These awards represent a significant milestone for our business. They are a testament to the dedication of our teams, the strength of our partnerships, and the loyalty of the customers who choose Moov Energy every day. We look forward to building on this momentum and continuing to deliver quality, growth, and value in the year ahead.

SAFETY STATION

by Gideon Venter

Fire-fighting Fun

Moov Energy hosted Fire-fighting Fun activities on 10 and 11 April 2025 at the Tygervalley and Head Office sites, where 21 employees were trained to safely use CO2 fire extinguishers. Each participant demonstrated how to extinguish a small fire, with the PASS system explained and practiced. These sessions highlighted the importance of knowing how to use life-saving equipment in the workplace.



“Wrapsters” Pledge

On 16 April 2025, HSSE Supervisor Gideon Venter led a Safety Talk at Moov Energy Kraaifontein DC, highlighting the importance of wrapping products during transport with forklifts or reach trucks. Forklift drivers pledged to always secure products to prevent damage, spills, and injuries. Now proudly called the “Wrapsters,” this team is committed to safety and care in every load.



Safety First: Use Your Stop Work Responsibility Card. At Moov Energy, every employee has the power to stop unsafe work using their Stop Work Responsibility (SWR) Card. If you see a hazard, speak up. Your action can prevent incidents and protect lives. Keep your card with you during work hours, and if you don't have one yet, contact the Health and Safety Department or email stacy-lee@moovenergy.co.za. Safety starts with you.



REBRAND

Introducing Moov Energy: Powering a New Future

On 12 March, Moov Energy proudly unveiled its new identity. What began as Moov Fuel and Lubricants has now evolved into Moov Energy. This change is more than a rebrand. It is a strategic shift that reflects the company's growth and its focus on delivering innovative energy solutions for the future.

Moov Energy is stepping beyond traditional fuel and embracing a broader role in the energy space. The new name captures a bigger vision — one that includes sustainability, advanced technology, and meeting the changing needs of customers and communities.

As CEO Fabian Magerman explains,

"Moov Energy represents more than just a name. It's a renewed commitment to our vision of the future. Moov Energy has grown from its roots in fuel and lubricants to be a driving force in energy solutions."

This transformation signals an exciting chapter for the business. While the trusted service and quality remain the same, the new brand opens the door to a wider range of energy offerings, partnerships, and innovations that support long-term progress.

The launch of Moov Energy reflects the company's core belief — that change is essential for growth. With this rebrand, Moov Energy is not only moving with the times, but moving ahead of them.



GOLF DAY

CEO Charity Golf Day: Swinging Into Action for a Cause

On the 3rd and 4th of April, Moov Energy hosted its much-anticipated CEO Charity Golf Day—a spectacular two-day event filled with friendly competition, unity, and generosity. The event brought together teams from across Moov Energy's operations, all teeing off for a good cause.

This year, the competition saw two spirited teams take to the course: the Retail Team, confidently dressed in blue, and the Commercial Team, who stood out in vibrant pink. After two days of impressive shots and light-hearted banter, the Retail Team emerged victorious—claiming bragging rights and the winner's trophy!

But the true winners of the day were the two remarkable organisations who benefitted from the proceeds of the event:

Carpe Diem School, based in George, received a donation of R30 000. The school provides specialised education and care for children with physical and intellectual disabilities, empowering them through a holistic and inclusive approach to learning. Their work touches the lives of learners and families, helping each child reach their fullest potential.



Liefdesnessie, a caring community initiative in Bredasdorp, was granted R50 000. This organisation focuses on supporting vulnerable children and families through the provision of meals, emotional support, and development programmes that foster dignity and hope.

Moov Energy extends heartfelt gratitude to all the sponsors, partners, and players who contributed to the success of the day. Your generosity has made a lasting impact, proving once again that when we come together, we can drive real and meaningful change.

PMO - ESSENTIAL MAINTENANCE TIPS



Our Fuel stations operate under demanding conditions, and consistent maintenance is key to ensuring safety, efficiency, and customer satisfaction. Among the most persistent challenges faced by station operators are water intrusion, wear and tear of equipment, and structural deterioration. Here are several common issues and practical tips to help prevent them.

1. Water in Underground Tanks / Manholes

Water entering underground fuel tanks can lead to contamination, microbial growth, and engine damage for customers. To prevent this: Regularly inspect and seal tank manholes to prevent rainwater seepage.

Use water absorbing filters in fuel dispensers to catch small amounts of water before they enter a vehicle's tank.

Monitor Automatic Tank Gauge (ATG) water readings weekly to catch signs of water ingress early.

Seal manhole lids properly to minimize water intrusion.

2. Cracked or Leaking Fuel Hoses

Fuel hoses endure constant use, which makes them susceptible to cracks and leaks posing both safety and environmental hazards.

Conduct visual checks daily to detect early signs of damage.

Replace hoses according to manufacturer guidelines to avoid unexpected failures.

Avoid excessive bending or dragging, which weakens hose integrity over time.

3. Rusted Manhole Covers

Rust weakens manhole covers, making them a hazard for vehicles and a potential entry point for contaminants.

Paint covers regularly with rust proof coatings to extend their lifespan.

Inspect every 3 months for early signs of corrosion or wear.

4. Canopy Lighting Issues

Proper lighting ensures security and a welcoming environment, especially at night.

Switch to LED bulbs for energy efficiency and longevity.

Conduct monthly lighting inspections to ensure all lights are working and correctly positioned.

Conclusion

Routine maintenance is the backbone of a safe, functional, and professional fuel station services. By proactively addressing these common issues from water intrusion to lighting you protect your infrastructure, maintain compliance, and provide a better experience for your customers. Small, regular efforts today can save significant costs and risks tomorrow.



CRESTWAY

Learners at Crestway now have daily access to computers, internet resources, and digital learning platforms. For many, this is their first experience using a computer, and the impact has been immediate. Teachers are already reporting increased engagement, improved computer literacy, and a growing sense of possibility among learners.

On 11 March, a powerful chapter of change began at Crestway High School with the unveiling of the brand-new Paul and Sheila Magerman Computer Centre, proudly sponsored by Moov Energy.

This state-of-the-art facility, fitted with 24 modern computers, represents Moov Energy's commitment to education, progress, and community upliftment. It also carries deep personal meaning. The centre is named in honour of Paul Magerman, former principal of Crestway High and father of Fabian Magerman, CEO of Moov Energy.

During the unveiling, Mr. Magerman was celebrated for his dedication to education and for the role he played in shaping the lives of countless learners and educators. The naming of the centre after Paul and his wife Sheila stands as a tribute to their lifelong contribution to learning and development.

This initiative is part of Moov Energy's broader vision of creating access to opportunity through education. By equipping schools with the tools to succeed, Moov is helping build a generation ready to lead and innovate in a fast-changing world.

The Paul and Sheila Magerman Computer Centre is more than a room filled with computers. It is a symbol of legacy, leadership, and the kind of change that lasts.



FUEL FOR THOUGHT

by Graham Slaai



Business Interruption

Commercial Insight: The Value of Business Interruption Insurance for Retailers

Business Interruption (BI) risks for petrol retailers go beyond fires and floods. Disruptions like cyberattacks, fuel supply issues, infrastructure failure, and protest action can halt operations and severely impact revenue and reputation. Despite this, many retailers misunderstand or overlook BI insurance, assuming it only applies in extreme cases.

Tailored BI policies, with proper broker and legal support, can cover a wide range of disruptions — including POS outages, pump damage, and contaminated fuel. For example, if a voltage surge knocks out pumps and halts trading, a valid BI claim could recover lost profits and repair costs, provided the event is covered and well-documented.

Recommendations for Retailers and Franchisors

Retailers should work with brokers familiar with fuel retail to ensure BI policies cover key risks like accidental damage, utility failures, and single-supplier disruptions. Annual policy reviews, proper incident documentation, and legal support can strengthen claims.

Franchisors are encouraged to educate site owners on the value of BI insurance and align coverage with operational risks. Including BI standards in franchise agreements can help safeguard business continuity and brand reputation.



SIYAKWAMKELA TRAINING

Siyakwamkela Training Empowers CSAs Across the Western Cape



In partnership with Refine U Training Academy, Moov Energy is proud to roll out our Siyakwamkela Training Programme, an initiative designed to elevate the customer experience and empower our Customer Service Ambassadors (CSAs) with the skills they need to shine.

The programme officially kicked off with a dry run, where our Brand Champions (BCs) experienced the training process first-hand and earned their Siya badges—a symbol of service excellence. Following the success of this trial phase, full-scale training began in May and has already covered nine locations: Vredenburg, Malmesbury, Paarl, Worcester, Bredasdorp, Caledon, Knysna, George, and Mossel Bay.

To date, 180 CSAs have completed the training, gaining practical insights into the power of Siyakwamkela—a philosophy built around welcoming every customer with warmth, professionalism, and care. The sessions have helped strengthen their service skills and reminded them of the vital role they play in building lasting customer relationships.

We look forward to continuing the training in the coming months to ensure that every CSA has the opportunity to earn their Siya badge and proudly carry the spirit of Siyakwamkela into every customer interaction.

MOOV ENERGY MOMENTS

What's Happening On Site?

Since taking over on 1 February 2024, we've been working hard to grow both the store's turnover and the fuel volume on the forecourt. We've focused on fully stocking the shop, increasing staffing levels, creating a positive vibe, and striving to exceed customer expectations. But, despite all the effort, growth wasn't happening as quickly as we hoped.

So, in April 2025, we made a bold move, we decided to reopen Crispy Chicken! We officially opened on 25 April, and WOW, what a game-changer it's been! This marks our second Crispy Chicken outlet, our first one is in Durbanville, Cape Town, which proudly ranks in the top 15 Crispy Chicken stores nationwide. We're confident our George Central store will be climbing that list very soon too!

The response has been incredible. Not only are we receiving fantastic feedback from our customers, but the relaunch has also given our site the boost it needed. We've already seen increases in both shop turnover and fuel volumes! While we've had to bring a few more team members on board, the buzz around Crispy Chicken has people talking and buying. We're also getting amazing support from local schools, and our loyal customers are coming back for more.

It's taken a lot of dedication, training, and hard work to make sure every meal is delicious and served within 4 minutes. But it's all paying off. Watch this space, we're just getting started!

A big thank you to Moov for always backing our ideas and supporting our journey!



MOOV ENERGY MOMENTS

Jordan Everts Shines at Sports Gala

Moov proudly celebrates the outstanding achievements of Jordan Everts, son of Business Consultant Hedley Everts, who was honoured with multiple accolades at his recent school Sports Gala.

Jordan walked away with an impressive collection of awards, including:

- Batsman of the Year
- Sportsman of the Year
- Top Run Scorer in All Formats
- Boland Provincial U/17 Colours
- Honorary Award for playing First Team cricket since Grade 9
- Highest U/19 Score in a 50-Over Format: an unbeaten 159 runs

Jordan's passion, consistency, and sportsmanship continue to set a high standard both on and off the field. His achievements are a testament to dedication and hard work—and a proud moment for the entire Moov family.

Congratulations, Jordan! We look forward to seeing where your sporting journey takes you next.



WELLNESS WATCH



On **Human Rights Day**, the Moov Tygervalley team marked the occasion by placing painted handprints around a tree, showing unity, diversity, and shared responsibility. The activity served as a creative reminder of South Africa's history and ongoing importance of dignity, equality, and freedom for all!

Bredasdorp Easter Egg Hunt Sparks Team Fun

Moov Bredasdorp marked Easter with a cheerful egg hunt that brought colleagues together for laughter and connection. Staff followed clues and hunted for eggs across the site, turning a simple activity into a powerful team-building moment. Well done to everyone who joined in and helped make it a memorable day!



On 3 May 2025, Moov Energy teams from Tygervalley, Kraaifontein, and Bredasdorp joined the Muddy Princess obstacle run—our first official team-building event under the wellness initiative. Focused on fun, teamwork, and empowerment rather than competition, the event saw staff getting muddy, tackling obstacles, and supporting one another every step of the way. With some team members also volunteering, the day embodied Moov's spirit of unity and well-being!

SIYA SAYS

Siya Says: The Power of Renewal

Hey Team!

You know how the air feels a little fresher this time of year? That's renewal in action—and it's not just happening outside. It's happening right here at Moov Energy too.

We've been stepping things up with new upgrades, fresh training like Siyakwamkela, and a renewed focus on how we welcome and serve. But here's the real secret: renewal isn't just about new things, it's about how we show up. Every day is a chance to hit reset. To bring good energy. To take pride in our work. Even the smallest things like a smile, a kind word or learning something new can light up someone's day. When we grow as people, Moov grows too. So let's keep that spirit alive.

let's refresh, refocus, and recommit to being our best selves for our teammates, our customers, and our stations.

You've got this. I see you. Keep shining.

– Siya



COMPETITION

Havoline® Promotion is Underway until 20 June 2025!

Buy any Caltex Havoline® product and stand a chance to win a VW Polo GT or a share of R20,000 weekly.

WhatsApp "Havoline" to +27 64 751 1030.

Ensure your forecourt teams are informed and using promo materials. Need help? Email zaservice@astronenergy.co.za or call 086 030 0860.

Let's keep the momentum going!



Moov Energy Competition underway

Buy any LPG gas cylinder from Moov Energy between 1 June – 31 July 2025 and stand a chance to win 1 of 3 stainless steel 2-burner gas stoves.

T&Cs apply.