



SIYAKWAMKELA

EDITION #5 – September 2025

HIGHWAY HIGHLIGHTS

FUELING EXCELLENCE, ONE JOURNEY AT A TIME



CEO'S NOTE FROM THE PUMP

by Fabian Magerman



As we approach the final quarter of the year, I want to take a moment to thank you for your commitment and energy throughout 2025. It has been a year of resilience, adaptation and growth thus far.

Now we stand on the threshold of one of the most important trading periods of the year, the festive season.

The weeks leading up to Christmas and New Year present a unique opportunity to boost fuel sales, grow your convenience revenue and strengthen your relationship with customers.

Many people will be travelling to visit family, stocking up for celebrations and making last minute purchases.

Our forecourts are perfectly positioned to meet those needs.

Here are a few key actions to help gear your business for success this season:-

1. Stock Smart & Plan Ahead

- Ensure you have sufficient fuel, lubricant reserves to meet increased travel demand.
- Fill your shelves with seasonal products – snacks, drinks, chocolates, and “last-minute gift” and toys.
- Consider ready-made snack or drink bundles for busy travellers.

2. Focus on promotional opportunities

- Look out for the Astron Energy holiday fuel promotions or loyalty rewards during peak travel days.

3. Staff for the Rush

- Prepare rosters early to ensure strong coverage during peak travel dates
- Brief your teams on upselling, customer service and maintaining clean rest room

4. Work closely with Moov Energy Logistics

- Make sure you carry your 3 day safety stock and look out for your on-time deliveries so that you can prepare your forecourt for the truck
- Work with our Moov Energy Schedulers should there be unplanned situations on the busy N2 and N7.

5. Look After Your Customers

- Offer value-added touches such as free windscreen cleaning, topping up with Caltex lubricants or safe driving tips for holiday journeys.
- Partner with a local charity for a seasonal fundraising drive, it strengthens community goodwill which will set your Retail site apart.

This is the season to showcase the best of our service, our people and our brand. With some thoughtful planning now, we can capture the surge in festive traffic, delight customers and end the year on a strong note. Thank you for your partnership, dedication and as always, please stay safe.

CRAIG'S CORNER

by Craig Herman



Dear Retail Partners,

As we reflect on the success of our recent conference, I want to extend a heartfelt thank you to each of you. Your passion, presence, and partnership brought the event to life. Together, we created something truly memorable.

A huge congratulations to all our winners! Your drive and excellence continue to set the pace for our network. You inspire us all to aim higher and deliver better every day.

Thank you to everyone who participated in the 67 Minutes for Mandela challenge. Your spirit of Ubuntu and commitment to uplifting your communities is both powerful and inspiring. It's through small acts of service that we build stronger, more connected communities.

We've completed the first month of the Ultimate Retailer Survivor Campaign with incredible energy and enthusiasm. Your creativity and commitment are lighting the way, and standout performances are already emerging. Keep the fire burning—there's more excitement ahead!

We'd also like to extend a sincere thank you to all our retailers who have sent their staff on Siyakwamkela Training and continue to

utilise the LMS portal. This investment in your teams shows true leadership.

Service excellence, clean stores, and spotless toilets are the foundation of repeat business—let's be known for it!

Now is the time to elevate your game. Whether it's through exceptional service, engaging your community, or creating standout in-store experiences—be bold, be visible, and be proud.

Please continue sharing your stories and sending in photos from Mandela Day, Survivor Campaign, CSI activities, Local Site Marketing, and all your in-store wins.

And don't forget—Tribal Council returns at Kwa Maritane Bush Lodge in Pilanesberg!

Together, we're more than retailers—we are leaders, changemakers, and the heartbeat of our communities.

With deep appreciation,
Craig Herman

MOOV ENERGY'S RETAIL CONFERENCE: A YEAR REVIEWED, A CHALLENGE REVEALED

On 19 June, Moov Energy brought retailers and suppliers together at the Arabella Hotel for the annual retail conference. The gathering was not only a chance to reflect on the past year but also an opportunity to look ahead with fresh energy and ambition.

The day opened with a warm welcome from Fabian Magerman, Moov Energy's CEO, who set the tone for the conversations to follow. Craig Herman, General Manager of Retail, then took centre stage to deliver a detailed recap of the successes and lessons from the past year, before outlining what lies ahead for the business and its partners. His address gave everyone a clear view of the company's direction and how collaboration will drive growth in the months to come.

The conference also featured perspectives from beyond Moov Energy, with keynote speaker French van Heerden providing thought-provoking insights into the retail landscape. A guest speaker from Astron Energy added further depth, highlighting wider industry trends and the importance of adaptability in a changing market. Together, these voices sparked valuable discussions among attendees about resilience, innovation, and service excellence.

As the sun set, the focus shifted from strategy to celebration. Guests gathered for the gala dinner, themed "Survivor" to spotlight the launch of Moov Energy's new retail challenge: The Ultimate Retail Survivor Challenge. The evening blended entertainment with recognition, setting the stage for a year where retailers will be encouraged to push boundaries, embrace healthy competition, and strive for excellence.

The event captured the spirit of Moov Energy's retail family — united in purpose, ambitious for the future, and ready to take on the challenges of 2025 together.



MOOV ENERGY'S RETAIL CONFERENCE: A YEAR REVIEWED, A CHALLENGE REVEALED



CONFERENCE 2025 WINNERS



Tier 1 Winners

Abdul Gaffoor – Astron Energy Atlantis
 Danie Fourie – Astron Energy Vredenburg
 Saeed Jacobs – Astron Energy Kleinplasia

Tier 2 Winners

Natie Coetzer – Astron Energy Malmesbury N7
 Marinda Mileham – Central Ceres Motors
 Brett Pearce – Astron Energy 138 On High

Tier 3 Winners

Frans Myburgh – Astron Energy Riversdal Central
 Robbie McAlphine – Astron Energy Bath Street
 Joos Nel – JS Motors

Cluster Awards

Noelle Ellis – Astron Energy George Central (Suid-Wes Distrik)
 Abdul Gaffoor & Mohammed Gaffoor – Astron Energy Atlantis (N7)
 Ben Bester – Astron Energy Struisbaai (Overberg)

Emerging Retailer of the Year

Miguel Carvalho – Astron Energy Wilderness

CEO Nomination of the Year

PMO Team & Logistics Team

Hauler of the Year

Wesley Naidoo – Crusade Logistics

Supplier Awards

Faizel Abrahams – ABACUS (Long Service Contractor of the Year)
 Paul Rockman – Afri Projects (Maintenance Supplier of the Year)
 Louis Martin – Global Fueling (Project Supplier of the Year)
 Colleen Leetz – Limadi Industrial Projects (Emerging Supplier of the Year)

BC of the Year

Sors Grobbelaar



ULTIMATE RETAILER SURVIVOR CAMPAIGN: JULY IMMUNITY IDOL WINNERS

The Ultimate Retailer Survivor Campaign, announced at the recent conference, is heating up fast. With challenges rolling out and retailers giving it their all, the competition has sparked an atmosphere of true grit, determination, and plenty of Survivor spirit. The tribes have shown they are ready to outwit, outplay, and outlast as they chase the top spot.

July brought fierce performances, and the Immunity Idols have been claimed. Take a look at the standout achievers:

Tribe 1

- Total Volume Performance: Central Ceres Motors
- ULP Performance: AE Plettenberg Bay
- DGO Performance: Central Ceres Motors
- Lubricants Performance: AE Audensberg
- Moov Energy LPG Sign-Up: AE Paarl Main Road, Springbok Diensstasie, AE 138 on High
- Highest Overall Score: AE Paarl Main Road and Springbok Diensstasie

Tribe 2

- Total Volume Performance: AE Malmesbury N7 North
- ULP Performance: AE Stokery
- DGO Performance: AE Malmesbury N7 North
- Lubricants Performance: AE N2 Caledon
- Moov Energy LPG Sign-Up: AE Stokery, AE Malmesbury, AE Malmesbury N7 North, AE Atlantis
- Highest Overall Score: AE Malmesbury N7 North

With idols secured and milestones smashed, the game is far from over. The tribes have proven that strategy, endurance, and teamwork are the keys to survival. As the campaign continues, the question remains: who will rise to the top and be crowned the ultimate survivor?



AE KNYNSA QUAYS: AWARD-WINNING SERVICE

The Knysna Quays team recently received recognition for their outstanding service, being voted the Best Fuel Filling Station in Knysna and Plettenberg Bay for the second year in a row. Their achievement is a reflection of both their dedication to excellence and the loyalty of the customers who support them.

As the owners, Hein and Suzi Giliomee, shared:

“As we reflect on this journey over the past 20 years, we would like to thank our loyal staff and customers, without whom our success would not have been possible. We experienced the amazing highs and made it through the devastating lows together, not only as a team, but as a community. Staff and customer loyalty mean the world to us and we are truly thankful for the opportunity to serve our customers.

We are humbled by being voted the best fuel filling station in Knysna and Plett for the second year running. We believe that our success is largely attributed to the fact that, as an owner-run business with hands-on management and constant engagement, we remain in touch with our customers' needs. Our staff are well-trained, with regular refreshers, and we believe that a happy work environment is crucial to the success of our business.

We are a one-stop shop with offerings from fuel, a car wash, two ATMs, courier depots (Aramex and Pudo),



plus a 24-hour convenience store that even includes Seattle Coffee. We also have braai masters who prepare fresh boerewors rolls and prego burgers!

Our customers' continued patronage is not just a transaction to us; it's a testament to the trust that is placed in our business. Every interaction with them is a reminder of why we do what we do. Whether it's their feedback, their referrals, or simply their presence, they play a crucial role in our growth and success.

This award is not an end but a motivation to continue improving and innovating. Our customers' trust and loyalty are the driving forces behind our dedication to being the best in the business. We're constantly striving to improve and provide the best possible experience, and we look forward to serving everyone with a smile as we continue our journey with the same passion and dedication that has brought us here today.

‘You don't build a business, you build people, and people build the business.’ – Zig Ziglar”

FUELING SUCCESS: SAMANTHA DANIELS TAKES THE WHEEL AT ASTRON ENERGY CALEDON CENTRAL



Samantha Ragel Daniels' story is one of perseverance, passion, and leadership. Originally from Carnarvon in the Northern Cape, she moved to Cape Town with the hope of building a brighter future. Her career began humbly as a cashier, but through hard work and determination she steadily moved up the ranks, becoming a merchandiser, then a supervisor, then moving into administration, and eventually a manager responsible for running the Engen Airport site.

After leaving in 2019, Samantha stepped into a new chapter in 2020 at Engen Edgemead, where she partnered in managing the site until early 2025. Her dedication and drive led her to a new milestone in May 2025 when she proudly took ownership of Astron Energy Caledon Central.

Samantha says her partnership with Moov Energy has been nothing short of fantastic. From Hedley and Koos to Martin and Craig, she has felt supported every step of the way. This opportunity to run her own site is, for her and her family, a chance to secure and grow their future. She sees this as only the beginning, describing it as a starting block with Moov, and looks forward to building a long and successful relationship.

When asked about challenges, Samantha explained that running a fuel station is often seen as a man's job. Gaining respect from staff and customers has not always been easy. Yet by knowing her role as a dealer, remaining humble, and always being professional, she has earned that respect.

Her commitment extends beyond her site to the wider community. She has been actively involved in giving back, from cooking and sharing meals to offering pies and hot dishes during the cold winter months. The positive feedback has been overwhelming, and the community now supports her as their preferred fuel station.

What Samantha enjoys most about being a Moov Energy retailer is the strong sense of relationship and family-orientated environment. Decision-making is quicker, with less bureaucracy and faster turnaround times, which allows her to keep her focus on service and her staff.

With passion, commitment, and the backing of Moov Energy, Samantha is excited for the road ahead and the future she is building for her site, her community, and her family.

FARMERS BREAKFAST

We successfully hosted our Farmers Engagement Breakfast Roadshow in the Boland and Overberg, designed to strengthen relationships with our customers and stakeholders while creating an open platform for dialogue. The event brought together farmers, industry partners, and key stakeholders for a collaborative session focused on sharing insights, addressing challenges, and exploring opportunities for growth.

Through interactive discussions and presentations, we highlighted our ongoing commitment to supporting farmers, showcased relevant programs and initiatives, and gathered valuable feedback to better align our services with their needs.

The roadshow fostered meaningful engagement, reinforced trust, and deepened partnerships across the agricultural community. It provided an excellent opportunity for networking, knowledge-sharing, and reaffirming our role as a trusted partner in driving sustainable growth for farmers and the broader industry.



CORPORATE SOCIAL INITIATIVES



MOOV ENERGY BREDASDORP TEAM BRINGS WARMTH ON MANDELA DAY

For Nelson Mandela Day, the Moov Energy team in Bredasdorp gave back to their community by hosting a soup kitchen. With pots of hearty soup and fresh bread, the team served warm meals to community members in need. Their efforts not only filled stomachs but also brought smiles, reminding everyone of the power of compassion and service.

JOHANNESBURG TEAM KICKS OFF WITH COMMUNITY SPONSORSHIP

The Johannesburg team has stepped up as proud sponsors of a local soccer team. This initiative is aimed at giving young players the opportunity to build their skills, stay active, and shine on the field. By supporting sport at grassroots level, the team is helping nurture future talent and encourage teamwork both on and off the pitch.



TYGERVALLEY TEAM BRIGHTENS ACVV L'AMOUR MARTINELLE CRÈCHE IN MAMRE

The Tygervalley team dedicated their Mandela Day to painting and revitalising the ACVV L'Amour Martinelle Crèche in Mamre. The fresh coat of paint has brought new life to the crèche, creating a warm and welcoming space for the children. Siya joined in the celebrations, meeting the kids and sharing encouragement. The day was a reminder that even small acts of service can bring lasting change to a community.



RETAILER CORPORATE SOCIAL INITIATIVES



RETAILER LOCAL STORE MARKETING

Our retailers go the extra mile to connect with their communities through local store marketing. From promotions and special offers to creative in-store activities, these efforts not only boost visibility but also strengthen relationships with customers. Here's a look at some of the recent initiatives from our retailers in action.



NEW APPOINTEES

Moov Energy is proud to announce the addition of five talented individuals who have joined our team in key roles across the business.

In Mossel Bay, we welcome Abri Otto as Business Consultant, where he will play an important role in building customer relationships and driving business growth.



Abri Otto

In Bredasdorp, Courtney Summers has joined as Administrator, bringing strong organizational and support skills to the team.

In Kakamas (Northern Cape), Johannes Prins takes on the dual role of Depot Assistant and Lubricant Driver, ensuring efficient depot operations and the smooth delivery of lubricants to our customers.



Courtney Summers

In Buffeljagsrivier, Romano Windvogel joins as Ultra Heavy Vehicle Driver, contributing his expertise to the safe and reliable transport of fuel and energy products.



Johannes Prins



Sherell Pick



Romano Windvogel



Beulah Lewis

In Kraaifontein, Beulah Lewis has been appointed as Scheduler, where she will coordinate logistics, schedules, and resources to support our growing operations.

Finally, at our Tygervalley office, Sherell Pick steps into the role of Contract Management & Legal Compliance, ensuring our operations remain aligned with regulatory requirements and contractual obligations.

These appointments reflect Moov Energy's ongoing investment in people, growth, and regional development. We are excited to welcome the new appointees and look forward to the contributions they will bring to the business and our customers.



INTERNAL PROMOTIONS

We're excited to announce the following internal promotions



Athenkosi Mphayisa to the role of Creditors Clerk at MOOV Energy. Athenkosi joined us as an intern and from the very beginning demonstrated a strong work ethic, eagerness to learn, and a commitment to excellence. As a result of his outstanding performance during the internship, we were delighted to offer him a permanent position within the organization.

Please join us in congratulating Athenkosi on this exciting new chapter. We're confident he will make a significant impact in his new role.

Best wishes to Athenkosi at MOOV Energy!

Alca Beukes to the role of Head of MC Purchases at MOOV Energy. Alca's proven leadership and dedication have earned her this new role, where she will lead cross-functional teams and develop innovative procurement solutions.

Join us in congratulating Alca on this exciting opportunity. We're excited to see her drive value and excellence in her new role.

Welcome to the new chapter, Alca!



Bradshaw Hoskins to the role of Operational Supervisor at MOOV Energy. Since joining our team, Bradshaw has consistently demonstrated exceptional leadership, operational expertise, and a deep commitment to excellence in his role of Warehouse Operation Supervisor. Please join us in congratulating Bradshaw on this exciting new chapter. We're confident he will make a significant impact in his new role.

Best wishes to Bradshaw at MOOV Energy!

Amy Hendricks to the role of Creditors Manager

Amy has consistently demonstrated exceptional skills, dedication, and a deep understanding of our creditors' processes. Her hard work and commitment have earned her this well-deserved promotion. As Creditors Manager, Amy will lead our creditors team, oversee daily operations, and drive process improvements. We're confident she'll excel in this new role and continue to make valuable contributions to Moov Energy. Please join us in congratulating Amy on this achievement! We're excited to see her grow and thrive in her new position. Congratulations, Amy!





COMPLIANCE OR CATASTROPHE?

written by Shane Herman

Protect Your Site, Your Team, and Your Business: Choose Approved Contractors

Approved Contractors

Key to Safer Service Stations

In the high-risk environment of our service stations, electrical work is far more than just wiring and switches, it is a matter of safety, compliance, and business continuity. Recent industry analysis highlights the critical importance of using landlord-approved electrical contractors for forecourt and service station projects.

Safety and Compliance First

Electrical installations in fuel-dispensing areas are highly regulated, requiring strict adherence to the Occupational Health and Safety Act, insurance requirements, and South African National Standards (SANS). Approved contractors are specifically vetted to ensure compliance with these regulations, including SANS 10142-1 for wiring and SANS 10089-3 for petroleum industry electrical work.

These are hazardous zones using unapproved contractors can turn small mistakes into catastrophic risks.

Approved contractors not only guarantee that explosion proof fittings and cabling are correctly installed but also reduce the likelihood of accidents, fires, or costly system failures.

The Value of Trusted Relationships

This report highlights the benefits of working with contractors who are both approved and familiar with a site. Repeat contractors, it notes, provide consistency, reduce diagnostic time during faults, and often identify early maintenance needs that prevent expensive breakdowns.

For landlords and project managers, this also means fewer administrative tasks, trusted contractors already understand compliance requirements and approval processes, enabling faster project delivery.

Budget and Scheduling Impact

While approved contractors offer reliability and compliance assurance, there are a few considerations to keep in mind:

Higher Costs: Approved contractors often come at a premium rate due to their qualifications and vetting.

Longer Lead Times: Scheduling can take longer as approved contractors may have higher demand.

Limited Choice: Some stakeholders have expressed concerns about the reduced flexibility, as only a select pool of contractors qualify.

However, analysts stress that these costs are outweighed by long-term savings. Poor-quality, non-compliant installations typically result in frequent repairs, insurance claim rejections, and in some cases, legal liability under the Occupational Health and Safety Act.



COMPLIANCE OR CATASTROPHE?

The Risks of Cutting Corners

The dangers of hiring unapproved contractors are stark: improper wiring, use of incorrect equipment, and non-compliance with hazardous location standards can trigger fires, explosions, and insurance claim denials. In addition, landlords may face prosecution for allowing unsafe electrical work.

“Every time a non-approved contractor cuts corners, it pushes the risk back onto the business owner,” the report warns. “The hidden costs of rework and downtime far exceed any savings made upfront.”

A Non-Negotiable Standard

Ultimately, the report concludes that for service stations, using approved electrical contractors is not a luxury but a necessity. The combination of compliance, safety assurance, and operational reliability ensures that while upfront costs may be higher, landlords are shielded from far greater risks.

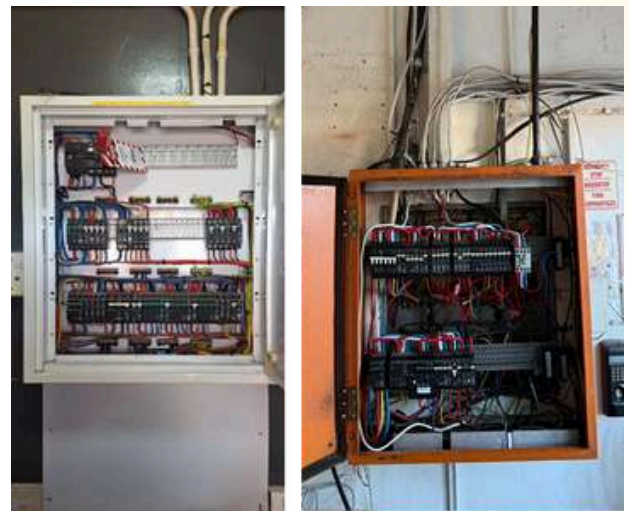
In an industry where a single spark can have devastating consequences, one message is clear: cutting corners on electrical compliance is simply not worth the risk.

Compliance is Non-Negotiable

Using approved electrical contractors at service stations is not a luxury, it's a critical safety and compliance measure. While upfront costs may be higher, the long-term protection against risk, liability, and system failures far outweighs the initial investment. The risks of using unapproved contractor, ranging from system

failures to legal liability are simply too great. As the report makes clear, investing in approved professionals is not just a matter of best practice; it's a safeguard for your people, property, and business continuity.

When safety, compliance, and reliability are on the line, there's no room for compromise.



STATION STARS: HEROES AT ATLANTIS



At Astron Energy Atlantis, customer service goes far beyond filling up a tank. One recent customer, Venito Cloete, was so impressed with the team that he took to social media to share his experience.

Venito describes the attendants as “super heroes” who went out of their way to help him when his vehicle needed a push to reach the fuel pumps. “You don’t find service like this anywhere else,” he wrote, praising the attendants for their friendliness, dedication, and willingness to go the extra mile.

His words of appreciation also extended to Station Manager Abdul Gaffoor, who leads the team with excellence. “You have an excellent team. Big ups to you,” Venito added.

It wasn’t just the fuel service that left a lasting impression. Venito also highlighted the convenience store, giving special mention to the steak and kidney pies, as well as the chicken pies, which he described as “mouth-watering.”

Stories like these remind us that outstanding service, combined with a personal touch, is what makes our stations stand out in the community. The Atlantis team is a shining example of how going above and beyond creates loyal customers who are proud to share their positive experiences.

FEEDBACK THAT FUELS US

“Good day

My name is Innocent Mduzana in Worcester

I would like to compliment the staff in Robertson road close to Kleinplassie, when it comes to customer service they are the best 🍷 all of them, they treat you as if you are the only client 🍷 they are happy to help 🍷 they make you feel important 🍷 they greet the client with a smile 🍷 they are the best of the best

Thank you for the best service”

BREAKING NEW GROUND: CHLEO APPOINTED AS FIRST FEMALE WAREHOUSE SUPERVISOR IN THE LOGISTICS TEAM

We are proud to announce the appointment of Chleo to the position of Warehouse Supervisor, marking a historic milestone for the Logistics team. Chleo is the first woman to step into a supervisory role within the department, a testament to her dedication, skill, and leadership potential.

Her appointment not only recognizes her individual achievements but also reflects the organisation's commitment to diversity, inclusion, and the advancement of women in key operational roles. As Warehouse Supervisor, Chleo will play a pivotal role in overseeing daily operations,

driving efficiency, and supporting the continued growth of the logistics function.

This achievement sets a powerful example for others and paves the way for future generations of women aspiring to leadership positions across the company.



SIYAKWAMKELA, MOOV FAMILY!

During August, we celebrated Women's Month and took the time to honour the women who keep Moov moving forward. This includes colleagues and customers. A simple smile, a respectful greeting, and extra care went a long way in showing appreciation.

September is Heritage Month. Customers prepare for Braai Day and family celebrations, so let us bring warmth and pride into every "Siyakwamkela." When they arrive at our pumps, they should feel part of something bigger, the Moov Energy family.

As the days get warmer and busier, pay attention to the small details. Offering water checks, being quick with service, and showing that we care about their comfort on hot days makes a real difference.

With the heat rising and more people taking to the roads for getaways and family visits, safety is important. Remind customers about seatbelts, tyre checks, and keeping hydrated on the road. They will remember that Moov was not just a pitstop but part of their safe journey.

Every month gives us the chance to make Siyakwamkela real.

It is not just a word. It is the way we work, the way we serve, and the reason customers keep coming back.

Until next time,
Siya



MASTERING CUSTOMER VALUE PROPOSITION TRAINING

After a successful first round of training in May, Moov Energy, in collaboration with Refine U Training Academy, has taken the Mastering Customer Value Proposition training on the road once again. The sessions have been running through August and will continue into September, with the aim of reaching as many CSAs as possible.

So far, teams in Caledon, Vanrhynsdorp, Malmesbury, Paarl, and Swellendam have completed their training, with more sessions still to come in Knysna, George, Mossel Bay, Grabouw, Robertson, Swartland and Worcester. At the heart of the training is the Siyakwamkela experience, equipping CSAs with the tools to deliver excellent service and create memorable moments for every customer.





SAVE THE DATE

WHERE: KWA MARITANE BUSH LODGE

DATE: 13-15 MAY

