



## REFLECTIONS

2017 has seen NightOwl take big steps forward, with innovative strategies rolled out across commercial and marketing pillars of our business.

Our network continues to grow significantly with 10% growth across the network including six new fuel sites set to roll out by July 2018, following the signing of an Agency Deed with Viva Energy Australia, the exclusive licensee to the Shell brand in Australia.

The inaugural VIVA fuel site Shell Noosaville was successfully launched in early November, featuring the NightOwl *Store of The Future* convenience offering with an abundance of instore promotions and activations. These sites are the everyday solution for our local and transient consumers catering to a range of fuel, convenience and top-up needs with a reimagined open-plan convenience experience.

We are thrilled to share our offering interstate and break new fuel ground in the New South Wales and Western Australia markets and propel the VIVA Energy agreement beyond the initial six site pipeline.

In recent news, the Annual NightOwl Trade Show was attended by more than 250 delegates and hosted informative trade show sessions with leading FMCG companies and several keynote speakers. Furthermore, the Gala Awards Night served as a valuable opportunity for us to recognise and empower our people as we celebrate their successes in 2017.

In all there were 13 awards presented on the night in the opulent surrounds of the Brisbane International Convention Centre. The big winners on the night were – *Franchisee of the Year* - Trinity Beach store, *Debut Franchisee of the Year* - Lorraine Riddle from Victoria Street store, *Supplier of the Year* - Patties Foods.

As a group we are excited by the opportunities that 2018 presents and remain focused on striving to be a progressive source of thought-leadership and innovation within the convenience and fuel industry.



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