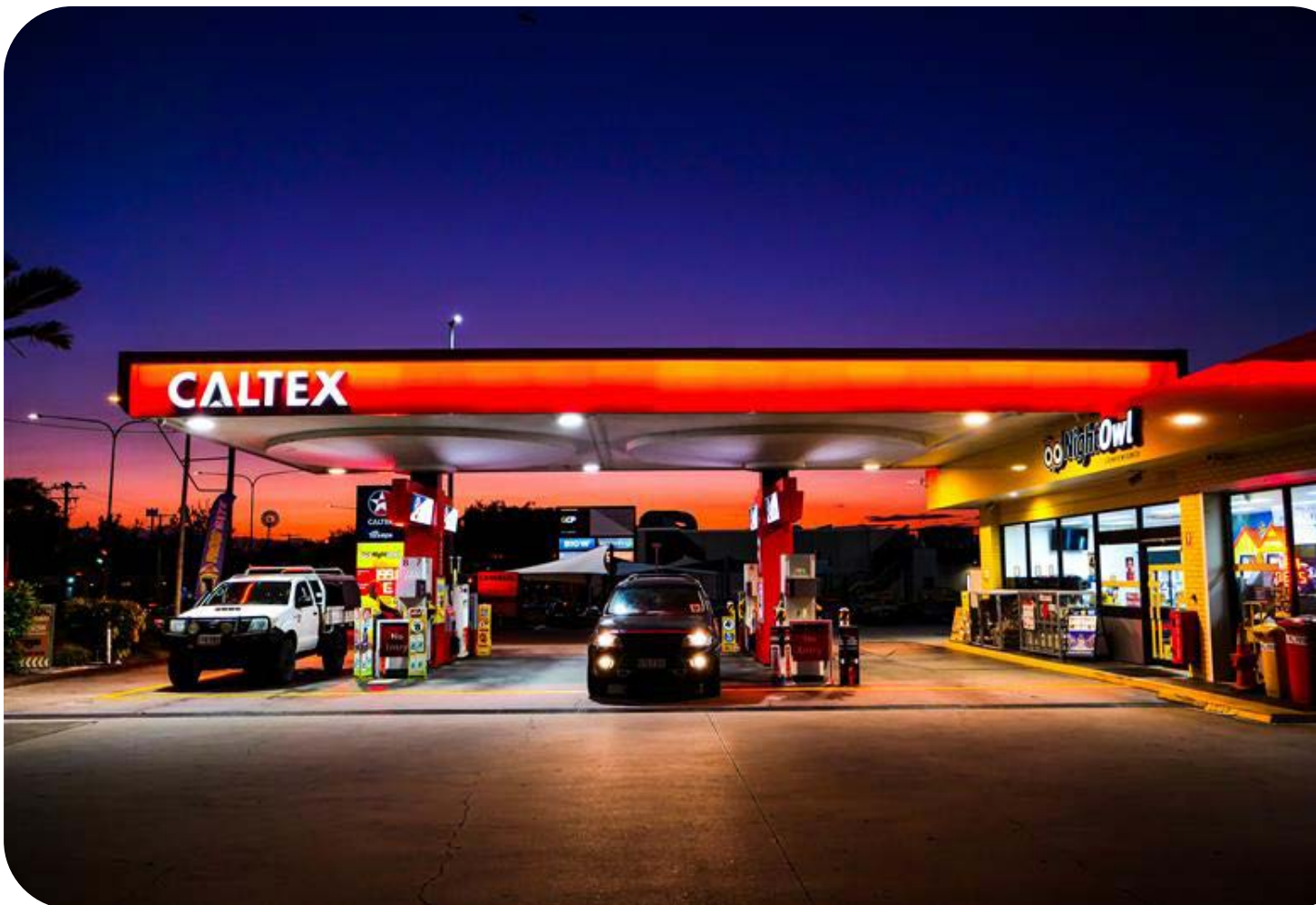




A synergy of **Convenience** and **Petrol**



Owl Story



We've been around for **50 years**, but we're still young at heart.

NightOwl is a national convenience brand established in 1975 as Australia's first 24 hour trading convenience retail business and has expanded to have over 85 stores nationally, reaching across QLD, NSW and WA.

In Queensland, NightOwl ranks in the top 6 brands in petrol and convenience market.

NightOwl opened its first petrol and convenience store at Southport in 2001 conjunction with BP. Today we have over 44 operational petrol and convenience sites with 3 major petrol retailers



Supported by the best in the business

The NightOwl network is supported by the NightOwl Franchise Support Office, whose extensive intellectual property focuses on c-store operations, supply chain, franchising, IT, marketing, store design and construction, food offer innovation and more – culminating in both franchisee and customer satisfaction.

MARKETING & BUYING

- Food Offer Innovation
- Supply Chain
- Internal & External Marketing
- Digital Marketing
- Local Area Marketing
- Seasonal Campaigns

COYOTE & PHOCAS

- Inventory & Optimal
- Ordering Comprehensive
- Reporting Technical & I.T. Support
- Kalibrate Fuel Pricing Software

COMMERCIAL

- Franchising
- Site Selection
- Development & Construction
- Renovations & Upgrades
- Leasing Renewals & Legal

OPERATIONS & SUPPORT

- Focused Field Team
- Safety Culture
- HR Management
- Risk Management





The NightOwl Difference

The NightOwl Network has a mission to achieve excellence through innovation within the Petrol and Convenience channel.

We aim to leverage our position within the market to offer an unparalleled retail experience to our customers.

01



“NightOwl’s success is derived from a **network who reciprocate our passion for business**”



We cultivate a successful working culture with the knowledge that attracting great people means attracting great ideas.

The selection, onboarding, training and ongoing development of the best franchisees to be part of the NightOwl franchise system is paramount to our success. Our franchisees are enthusiastic, diligent, forward thinking and success driven individuals. NightOwl’s success is derived from a network who reciprocate our passion for business.



NO2

Food Offer Innovation & Supply Chain

We offer the freedom and flexibility for franchisees to build their business with us.

We provide a model of core range products and strong monthly core promotions. In addition, franchisees have the ability to purchase and stock special items based on unique local neighborhood needs.

When Franchisees join the NightOwl franchise, we teach them everything they need to know about running a successful store including details and advice regarding stock... but it's still their business.

Investment buying
on your behalf

Buying power
for your success



What our flexible purchase options mean:

- Investment buying
- Improved trading terms
- Stocking goods specific to your demographic
- Reduced administration costs and creditor complexity
- Larger buying power

03

NightOwl Training

Our online learning platform Safety Culture and Citation HR, provides Franchisees with training systems and information at the click of a mouse.



Our Franchisees gain confidence and learn how to be successful business owners in our comprehensive 5 week training program – based on 10% classroom/theory, 20% guided learning and 70% hands on learning – trained franchisees are taught everything they need to know about successfully operating a NightOwl franchise and with support from our dedicated national training manager.

Once up and running, franchisees gain access further e-training, marketing material, reports and more.



What does NightOwl Training Provide?

- Online and real time training for franchisees and staff.
- Support from our national training manager
- Reports and statistics
- Marketing and promotional collateral
- Business specific document templates
- Latest NightOwl news



“Our Franchisee’s gain confidence and learn how to be successful business owners in our comprehensive 5 week training program”



04

Marketing

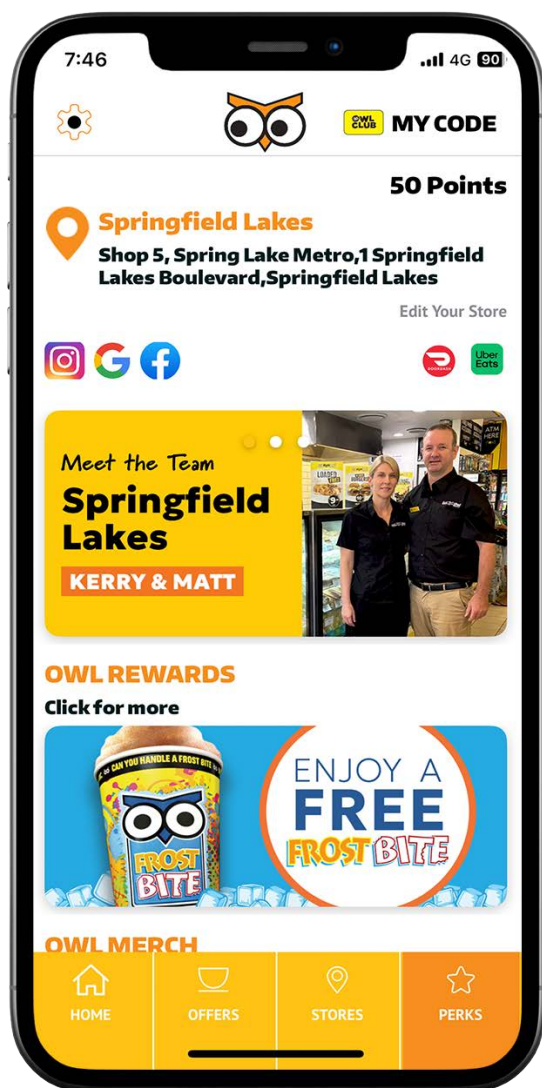
Internal Marketing

Point of Sale (POS) marketing offers enticing deals at strategic points around the store, which provide the opportunity to maximise basket spend of their existing customers.

Throughout the year, we provide 13 promotion periods. These periods provide valuable support to assist with keeping instore marketing fresh and new.

Suppliers love our promotions and competitions, and provide the stores with special or free product for certain NightOwl exclusive initiatives.





Digital Marketing

To complement local marketing efforts, NightOwl regularly invests in digital marketing – building brand recognition so that potential customers choose us over the competition.

Our strategy is to ensure we appear on every screen they use throughout the day. That includes websites, apps, mobile, instore TV's and LED screens

“Our immensely popular app grants our customers access to exclusive discounts only available to OwlClub members. With thousands joining every week, we keep the NightOwl brand front of mind”

Everyone notices the LED Screens

We have fitted the majority of stores with LED screens.



We have fitted the majority of stores with LED screens for advertising as it is one of the fastest growing segments in consumer marketing and a great opportunity to engage with the thousands of motorists and pedestrians passing by stores everyday.

As NightOwl is ahead of the market with this technology, many food and beverage suppliers provide exclusive deals to advertise on our screens – giving us offers to entice new customers. Screens are controlled centrally, ensuring stores never run out of deals. Local area marketing can be included when required.

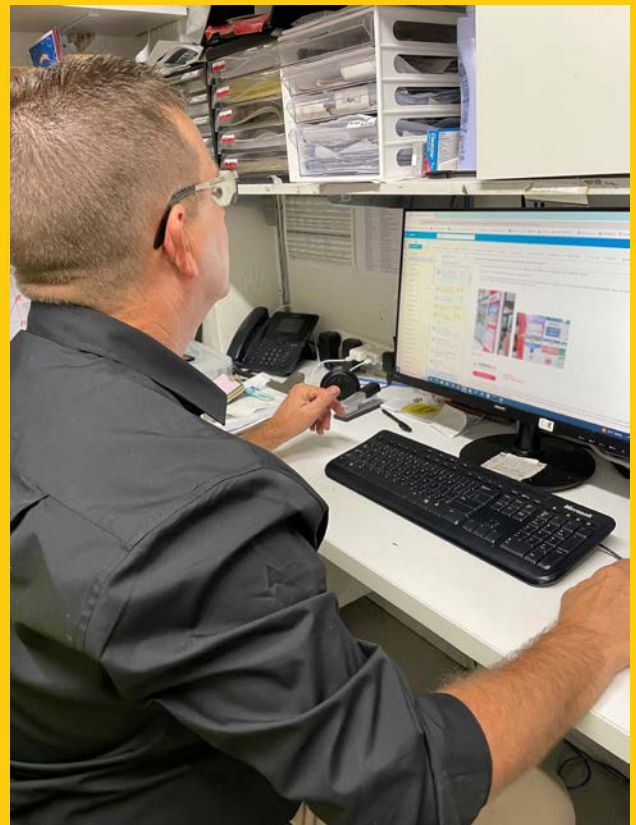
05



Inventory and Ordering

With over 2500 stock lines per store, we use and recommend Coyote point of sale software and hardware solutions which make ordering, stock control management and invoicing a breeze.

Coyote operates on the 'cloud' in real time allowing interested parties to check what stock is on hand at anytime. It's intuitive, easy to use and saves time training staff. Our Franchisees often operate it remotely to manage all your inventory, ordering and stock functions.

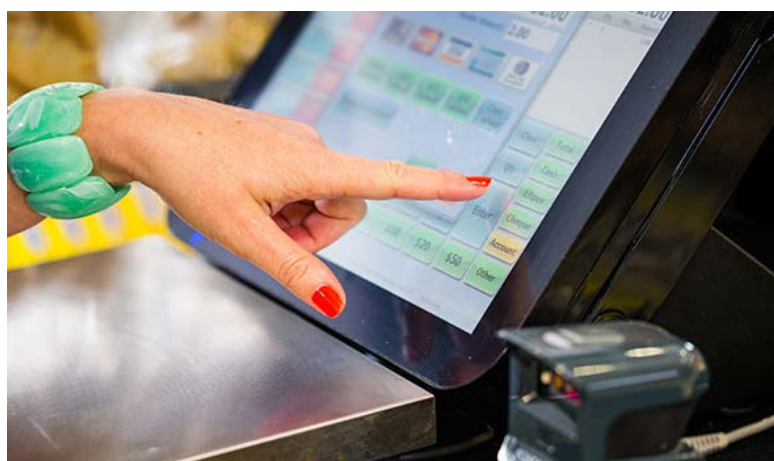




“Coyote operates on the ‘cloud’ in real time allowing interested parties to check what stock is on hand at anytime”

Why our people love Coyote

- Quick to setup and a fraction of the cost of traditional P.O.S. systems
- Remote functions such as P.O.S., marketing, stock control, logistics and web store
- Capture customers’ personal information and create powerful behaviour reports
- Laser target your advertising and offers
- Maintain optimum stock levels
- Build customer loyalty and repeat business
- Optimise inventory





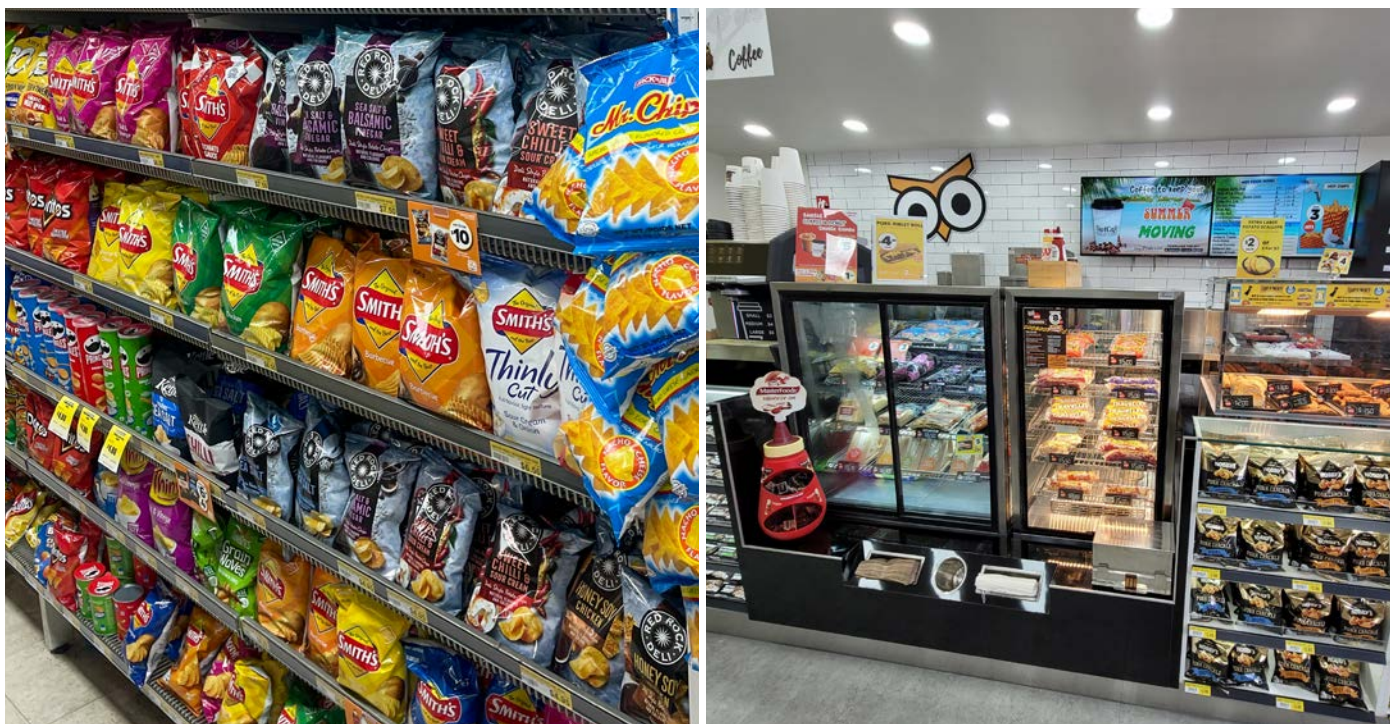
Our network and growth

Store Types

From standalone convenience to complete fuel retail offerings, the NightOwl network has continued to experience tremendous growth Australia-wide

06





Convenience

With extensive experience in developing new sites and consistently upgrading existing stores, NightOwl maintains exceptionally presented convenience stores both as freestanding outlets, or as a major tenant in residential retail precincts.

To ensure our convenience stores consistently deliver growth opportunities for franchisees, we make continual improvements to;

- external/internal presentation
- planogram and design layouts
- buying power and pricing
- print and digital marketing



Planograms are updated regularly as per Promotional Period.



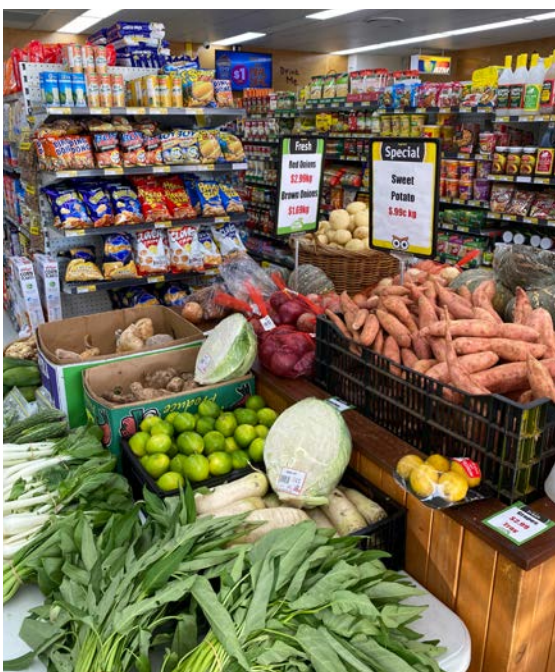
NightOwl delivers a choice of quality products at competitive pricing with an emphasis on customer engagement and service. Our Franchisees encompass a community and family based set of values.



Our stores present a well-designed flow in their layout with strong visibility of promotions and specials.

NightOwl offers a broad selection of convenience products grocery lines. We have also grown our food service, healthy meal and local produce options.

Food service is a strong focus for the brand.



“Food service is a strong driver of repeat business for the business”



After



Before

NightOwl Wakerley



After



Before

NightOwl Salisbury



Petrol

NightOwl entered the petrol and convenience sector in 2001. Due diligence, trials and planning are undertaken extensively before new P&C projects are committed to. Our growth in the market is continuous and strong.

Since 2015, NightOwl have acquired 41 petrol sites with full convenience offerings in partnership with 3 major petrol suppliers





NightOwl Dakabin

We have added several stores to the group utilising our own development company for the ongoing expansion of NightOwl into the Petrol & Convenience sector. This endorses our commitment to prospective franchisees that we are devoted to the delivery of exceptional stores and viable projects for the success of our network.



Before

NightOwl Townsville Riverside

After



Before



During

NightOwl Torquay



After

NightOwl & VIVA

Our partnership continues to grow nation wide.



WA



QLD



NSW

07

Operational & HR Support



“The most successful franchisees are the ones who balance brand, strategy and people because no matter how strong the system and our brand is, it is your team who are helping to take care of the busienns on the shop floor, bringing it to life every single day.”

- Fiona Moloney

People & Culture

NightOwl’s HR team makes running your store easier by taking the stress out of managing people. We provide support and advise on recruitment, workplace compliance, and payroll, so you can focus on growing your business.

You’ll also have access to tools and advice for training, staff development, and building a positive team culture—helping you keep great people, reduce risks, and improve performance.

Franchisees have access to Citation HR, Safety Culture and “The HR Nest,” our regular HR newsletter.



50 Years of Success



For half a century, NightOwl has been at the heart of Australian communities, proudly serving customers whenever they need us most. From our very first 24-hour store in Brisbane back in 1975 to more than 80 locations across the country today, NightOwl has become a trusted name in convenience. Our success has been built on innovation, dedication, and a commitment to making life a little easier, day or night.

As we celebrate 50 years of growth, partnerships, and loyal customers, we look forward to the next chapter of bringing even more value, service, and smiles to the communities we call home.



HOO KNEW?

NightOwl was Australia's first 24-hour convenience store chain

NightOwl has been more than just a place to grab a snack or fuel up on the go - it's been a part of everyday Aussie life. From late night study sessions and early morning commutes to road trips and footy finals, NightOwl has been through it all. With our friendly service, iconic promotions and commitment to convenience, we've grown alongside the communities we serve.

Branding Evolution



First Logo



Current Logo



First 24-Hour NightOwl Convenience Store, in Auchenflower, Brisbane, 1975



Gladstone, Queensland



Casino, New South Wales



Dakabin, Queensland



Hervey Range, Townsville

Be Apart Of The Growing Parliment

Ready to Learn More?

Contact Us Today

Franchise Recruitment

Sarah Avila

Phone: 0403 188 020

Email: franchises@nightowl.com.au

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