



RETAILING – FACT SHEET

Caltex Australia's integrated business value chain incorporates supply, refining, logistics and marketing. Caltex Australia is committed to operational excellence at all levels. We strive for safe, reliable and incident free operations for the benefit of our employees, contractors, customers, franchisees, resellers and shareholders alike.

The Caltex Australia retailing story

- One of the most successful convenience retail networks across the nation, with both company and franchised stores operating predominantly under the Caltex Star Mart brand, Caltex Australia is an industry leader.
- Customer service solutions and relationship management programs underpin Caltex Australia's brand essence "great performance from people you like".
- Australia's leading fuel card range, the Caltex Australia card portfolio encompasses StarCard, StarFleet and StarCash.
- Caltex Australia has the most comprehensive suite of fuel products in Australia including Vortex 95, Vortex 98, Vortex Diesel and biofuel blends.
- A new benchmark for convenience retailing has been set by Caltex Australia with the successful launch of the 21st Century Caltex (21CC) Star Mart concept stores.
- These stores have been developed using extensive customer research to provide a tailored range of products and services including fresh food and produce, in-store bakery and coffee offer, ready prepared meals, healthier options and everyday convenience store items.
- Caltex Australia was awarded the Australian Association of Convenience Stores (AACS) "Retailer of the Year" Awards in both the company owned and franchise operated categories in 2008, and was also a finalist in the Franchise Council of Australia's "Franchisor of the Year Award 2008".



FURTHER INFORMATION

Please visit www.caltexcareers.com.au or www.caltexfacts.com.au for more information