



Chevron (Cambodia) Limited

Street 274, 4th Floor
Phnom Penh Center
Sangkat Tonle Bassac, Khan Chamkamon
Phnom Penh, Cambodia

For more information,

Email us at:
askcaltexKH@chevron.com

Call us at:
+855 23 223 355

**»» LET'S GROW
TOGETHER**

All you need to know before beginning
your journey as a Caltex retailer.





PUTTING YOU FIRST

Here at Chevron, we ensure that your investment is driven by your business' needs and goals. We believe that no two investments are the same, and place utmost emphasis on providing you with the unique guidance and structure that you require to succeed.

Ever wanted to run your own business? Or are you looking to expand your existing company? Chevron, one of the world's most successful energy companies, warmly invites you to join the Caltex brand.

With Caltex, you can now enjoy the independence of running your own business, while getting the support and prestige of a trusted brand — a winning combination.

Pave your way to a big future with Caltex today.

CONTENTS

1. GROWING AS A BRAND

- » The Future of Fuel
- » Global Presence
- » Local Reach

2. EQUIPPING YOU WITH THE BEST

- » Techron® Superiority
- » Lubricants
- » Attractive Marketing and Promotions
- » Fast and Accurate Payment
- » Speedy and Attentive Service
- » Non-Fuel Retail Partnerships

3. PARTNERING HAND-IN-HAND

- » Business Development
- » Construction and Building
- » Technology and Training

4. INVEST IN THE FUTURE, TOGETHER



GROWING AS A BRAND



>> GROWING AS A BRAND

THE FUTURE OF FUEL

Why invest in fuel? Fuel is presently one of the world's most traded commodities. With economies expanding across the globe, fuel demand growth will remain on the rise for years to come. Moreover, the Asia-Pacific region is expected to drive over 70% of fuel demand growth globally within the next decade.

As opportunities grow, make a name for yourself and drive a business with strong cash flow by supplying a growing sector with the support of a trusted brand.



**South-East Asia
Total Fuel Demand ('000KBD)**

Sources: Wood Mackenzie, Industry and analyst report, Oliver Wyman analysis

GLOBAL PRESENCE

Originating in 1879, Chevron has since become one of the world's most successful energy companies, with an established presence within the top 50 on the Fortune Global 500 list.

Abiding by global standards and world-class safety measures, Chevron fuels the growth of the region on a daily basis with its global support network in over 180 countries, supporting you — our preferred retail investors — with the resources needed to ensure business success.

LOCAL REACH

Providing mobility to the masses in Cambodia since 1996, Chevron presently has strategically located Caltex stations across the country retailing a variety of petroleum products.

With an identity as a strong, respected brand and a locally focused retailer, Caltex has established strong brand awareness, giving customers the security that they are buying products of the highest quality, from a retailer that understands their needs.



EQUIPPING YOU WITH THE BEST



» EQUIPPING YOU WITH THE BEST

TECHRON[®] SUPERIORITY

Our exclusive selection of petrol and diesel fuels contain Techron[®], an innovative formulation that is unbeatable when it comes to cleaning vital engine parts, delivering optimum performance with every drive.

5-star fuel benefits:

- » Restores lost power and acceleration
- » Improves fuel economy
- » Reduces exhaust emissions
- » Delivers smooth performance
- » Enhances reliability



LUBRICANTS

Designed to enhance protection and performance, our premium lubricants have provided drivers with smooth and enjoyable journeys for over 100 years.

» Delo[®]

Formulated using ISOSYN[®] Technology, our Delo[®] product line presents a combination of premium base oils and high performance additives for incredible engine protection.

» Havoline[®]

Popular since its origin in 1904, our suite of Havoline[®] motor oils feature Deposit Shield[®] Technology, protecting engines and delivering optimum performance.

»» EQUIPPING YOU WITH THE BEST

ATTRACTIVE MARKETING AND PROMOTIONS

Committed to growing the star power of Caltex, we equip our retailers with world-class marketing communications, national promotions and Local Site Marketing, building up a large and loyal customer base for your station.



FAST AND ACCURATE PAYMENT

Catering to drivers from all walks of life, each station provides the options of paying by cash, cash card or StarCard — a Caltex exclusive fleet card, ensuring smooth payment processes in your station.

SPEEDY AND ATTENTIVE SERVICE

With service experiences playing such a big role in determining customer satisfaction, we frequently design and update our service steps, trainings and practices, providing service of utmost standard each time a customer drives into your station.

Additionally, with incentives available for the best performing retailers, we cultivate a passion for customer service excellence in all our investors, ensuring that the Caltex brand is synonymous with incredible service across service across the country.



 EQUIPPING YOU WITH THE BEST

NON-FUEL RETAIL PARTNERSHIPS

Wherever your location, reap the benefits of having strong retail brands at your station with our variety of retail partnerships. Pick from prominent brands such as TYREPLUS, Circle K, Coffee Plus, KFC, The Pizza Company, Dairy Queen and more to enjoy increased footfall to your station any day of the year. Whenever ready, let us connect you with these retail magnets.



PARTNERING HAND-IN-HAND



BUSINESS DEVELOPMENT

Enjoy regular support from our team of highly qualified New Business Acquisition Specialist (NBAS) and Business Consultants who are equipped with strong business acumen and market knowledge.

Customer-focused and easy to work with, these dedicated partners support your growing business, helping you set up business plans, assess performance against plan, and adjust sales and marketing tactics to ensure that your business remains on track.

Together, plotting your path to success is now effortless with Caltex.

CONSTRUCTION AND BUILDING

Receive valuable ongoing assistance when it comes to constructing and building the station of your dreams. Committed to operational excellence, our team will be able to provide inputs on permits, legal issues, design standards, material sourcing and more, regardless of the size of your land.

Some of the ways we can assist our investors:

- » Linking you up to competent and cost-effective contractors who will design and build your site in the most efficient and practical way.
- » Providing expert assistance when it comes to underground tank layout, wet stock management and capacity requirements.
- » Recommending reasonably priced suppliers to install dispensing equipment and retail automation technologies.

TECHNOLOGY AND TRAINING

Gain access to our New Retailer On-Boarding Programme, and get equipped with the operational and business capabilities required to successfully manage a new site. Through Caltex Academy, we ensure that you will be able to experience continuous retailer development via a combination of online, classroom and on-site training sessions.



INVEST IN THE FUTURE, TOGETHER



» INVEST IN THE FUTURE, TOGETHER

Here at Chevron, we aspire to be the global energy company most admired for its people, partnership and performance. We conduct business in a socially and environmentally responsible manner, and provide financial incentives and resources to assist retailers with site conversion.

Grow with us together as a brand. With world-class tools, people and processes provided by us, the opportunity for you to build a successful, profitable and sustainable business has never been easier.

Visit www.caltex.com/kh/investors to begin your journey. Welcome to the Caltex family!



Disclaimer: This Brochure provides general information on the Chevron Corporation group of companies (collectively "Chevron") and its retailer program, and does not constitute an offer or contract. Chevron does not make any representations or warranties, express or implied, as to the accuracy or completeness of such information, and any liability thereof is expressly disclaimed. Only those representations and warranties contained in a definitive agreement shall have any legal effect. Nothing contained in this Brochure is or should be relied upon as a promise or representation, whether express or implied, as to the future, and Chevron makes no representation, warranty, or other assurance, express or implied, as to the achievement or reasonableness of any financial returns, projections or prospects stated in this Brochure. Acceptance of this Brochure constitutes your acknowledgement that Chevron and its directors, officers, employees and agents expressly disclaim, and will not be subject to, any liability based on any information in this Brochure or any errors or omissions, whether or not Chevron or any such director, officer, employee or agent knew or should have known of any such errors or omissions, or were responsible for, or participated in, such inclusion in, or omission from, this Brochure. You are to rely solely on your own independent due diligence, inspection, estimates, evaluations, studies and knowledge with respect to the retailer business in deciding whether or not to pursue such an opportunity in Chevron. The programs and assistance Chevron provides to its retailers are discretionary and may be canceled or changed by Chevron at any time. Chevron's only obligations to retailers are those set forth in signed written agreements with them. CHEVRON, the CHEVRON HALLMARK, CALTEX, TEXACO, DELO, HAVOLINE, STAR MART and TECHRON are registered trademarks of Chevron Intellectual Property LLC.