

JOY TO GO

Selecta's self-service
Food Tech solutions
for Service Stations



KEY ISSUES

A NEW ERA FOR FUEL RETAILERS

As we move forward out of the global pandemic and continue to progress into the digital world, it has become ever more apparent that the need for tech-led convenience is rising. With an increase in ordering on apps and using self-service checkouts, we are rapidly becoming more tech-driven and less people-focused.

For fuel retailers, the uncertainty and volatility triggered by recent geopolitical events are only the latest disruptive forces upending the industry. Digital, EV and other alternative fuels, the rise of advanced mobility modes, and rapidly changing consumer habits have created huge challenges for the traditional fuel retail business.



CONSUMER CENTRICITY

THE KEY TO UNLOCK VALUE

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Fuel delivery is an important part of modern mobility business, but delivering gasoline and diesel is only a component of what these locations do. It's by far the least profitable, and margin shrinks as the cost of fuel increases. Petrol stations are a lot more than a place to buy gasoline and diesel fuel, or a convenient place to charge an electric vehicle. And as consumer demands increase every year, stations need to evolve to meet the demand and create a dynamic retail environment that offers tremendous consumer experiences.



To stake out a profitable future, fuel retailers must adopt a consumer-centric model and act in four strategic areas:

Rethinking the future network

- Reassess the ownership model mix and preferred site type
- Accelerate network optimisation
- optimise fuel distribution and convenience supply chains
- Introduce other retail formats

Reimagining the station as a mobility and convenience hub

- modernise the pump: alternative fuels and EV charging
- Transform convenience store (C-store) through product offering and new delivery models
- Develop new payment systems and platforms
- Architecturally redesign the station to become a hub
- capitalise on real estate

Revamping loyalty and personalisation programs

- Personalise offerings and promotions with advanced solutions and AI
- Expand loyalty offerings beyond fuel and the station
- Amplify the use of dynamic pricing



Driving new growth areas beyond the service station

- Create new ways and locations for fuelling
- Provide sustainability products and services
- Expand fleet offerings to include comprehensive added-value services
- Pursue adjacencies such as car purchase, financing, insurance, and maintenance



YOUR BUSINESS ISSUES

RECHARGE AND TAKE CHARGE

The pandemic and Brexit has had a major impact on the job market, as did the period of economic recovery that followed. The tightness in the labour market has become so great that there are now staff shortages in all professions. Retaining existing staff becomes increasingly crucial as the supply of available candidates dries up. At the same time, unmanned solutions have great potential and

are gaining ground. It plays an important role in reducing staff shortage.

The pandemic hammered fuel volumes even further. People have become more concerned about the environment than ever before. Fuel retailers need to step up and support the energy transition that must take place.

RETAIL, A MATTER OF BUSINESS RESILIENCY

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The explosion the pandemic sparked in e-commerce highlighted a promising opportunity: operators that have a robust retail business see that in-store sales and online offers helps offset declines in gasoline and diesel sales volumes. Retail is a matter of business resiliency. Fuel retailers need to reorient themselves: away from fossil fuel and toward alternatives and away from the vehicle and toward the consumer.

Once seen as a place to grab cigarettes or a quick bite or coffee while on the go, the convenience store needs a rethink, thanks to new trends and changing consumer demographics. Where convenience drove baby boomers, sustainability will increasingly motivate the buying decisions of generations X, Y, and Z. Where purchasing used to be in-person only, consumers increasingly order online. Where loyalty once sprang from a relationship with the service station owner, personalisation - or rather, hyper-personalization - in the future will be AI-driven.

C-store Facelift

The gas station is getting a technology facelift, and so should the traditional C-store. To grow C-store revenues, fuel retailers need to create a compelling and consistent brand experience. Selecta can support you on this exciting journey with a wide arrange of solutions.



NOURISH AND (Y)OUR SOLUTION FLOURISH

You want to bring your consumer experience quickly and safely to a market-leading level. The key is to anticipate and to look beyond the purchase. Your business will thrive with a model that centres itself around consumer service and satisfaction. Creating a one-stop shop where people can get all of their necessities at once: fuel for their cars as well as their stomachs.



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Consumer-centric coffee business

Let's start with one of the most valuable assets to all fuel retailers: coffee. Coffee typically delivers 5%-8% of volume and 10%-20% of the station's margin. As the quality of lifestyle is improving, a good cup of coffee is no more a luxury but a necessity. The coffee business is aimed at achieving a highly successful, high-quality, consumer-centric, and sustained coffee business that meets the desires and needs of today's demanding and knowledgeable coffee drinker. Fuel retailers are upping their coffee game to give their guests the best experience.

Different best practices show that a premium coffee brand, like Starbucks, delivers an uplift in sales at fuel stations, ranging between 35%-50% (cups per day + avg. cup price). It also increases the likelihood of additional in-store purchases.

Wide range of Coffee brands

Selecta offers a wide range of world known coffee brands: Starbucks™, Lavazza, Nescafé, Pelican Rouge and Miofino. We partner with all leading manufacturers and A-brands to ensure we offer the right equipment for every situation and site. From value for money to world class premium equipment.



Coffee corners elevate the consumer experience with all the convenience and speed at the touch of a button. Bespoke machines can expertly mix a customisable premium coffee menu delivering consumer satisfaction, with ease and convenience, giving you the edge in a highly competitive market.

Our self-serve solutions are available as both counter-top and freestanding modular units to suit different environments, with options for free-vend or cashless payment. Equipped with the latest technology such as telemetry and tailored to internal processes, like billing, disposition, and category management.



Image: Starbucks® We Proudly Serve solution

Offering an industry leading drinks range, including the classic core line-up, like espresso and cappuccino, as well as iced drinks, tea, plant-based alternatives, and coffee syrups. We want to make sure the presentation in your C-store is as holistic as possible.



Image: Lavazza solution

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The 5th most admired brand in the world Starbucks inspires and nurtures the human spirit. Starbucks offers a beverage experience that people have come to know and live. With the We Proudly Serve Starbucks® coffee solution we can elevate your beverage offer, attract (new) consumers, and increase revenue. It enhances the appearance of the station. It creates a modern, luxurious look and feel and even a more enjoyable place to work. It delivers real impact. Consumers simply love Starbucks, and the positive feedback from consumers improves staff engagement and pride in their sites.

30%

Would not have bought their coffee, if Starbucks was not offered

69%

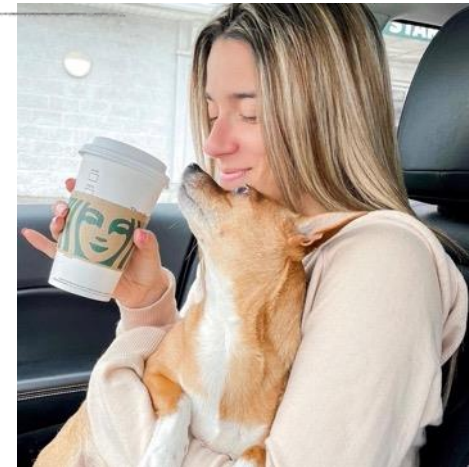
Says It improves the appearance of the petrol station

59%

Will buy more coffee now they serve Starbucks coffee

52%

Will visit this petrol station more often now they serve Starbucks coffee



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Custom Coffee, the new status quo

Private coffee labels have become more popular. Over the past years, private label coffee has replaced several other European coffee brands. Nowadays, large European supermarkets have their own coffee brands and coffee products. Examples include Perla from Dutch supermarket Albert Heijn, E.Leclerc's L'origine du goût in France, and Tesco Finest and Marks & Spencer in the UK. It enables retailers to concentrate on developing and growing their brand. It can help you set yourself apart in your market.

Support the ideal guest journey

We have been in the coffee business for over 160 years and have travelled all over the world to find the very best coffee beans. We constantly strive to explore sustainable coffee solutions. Selecta offers the opportunity to develop a private coffee label of your own brand to support the ideal guest journey. We always focus on providing a superior quality product, with which you will undoubtedly earn loyal consumers.

The best experience

We recognise our responsibility to the environment and local communities. That's why we are proud to say our coffee is approved by leading certification labels and grown by independent farmers. Locally, we continuously endeavour to find more environmentally friendly packaging; The Pelican Rouge packaging or example is made from mono-material packaging. We ensure the best sustainable and tasty coffee experience, while caring for both people and planet.



(Y)OUR SOLUTIONS ANYTIME, ANYWHERE ...

Self-serve redefined: meet Foodies

Selecta understands that people want faster service, more choice, and the ability to pay digitally. We use technology to enhance people's experiences. Selecta's premium unmanned fresh food concept Foodies is the innovative and flexible food concept that's redefining food for your stations. Foodies brings the day-part model of the grab-and-go into the 24/7 world.

The Foodies concept takes various forms, ranging from a Food Market to Smart Fridges: Foodies Grab & Go and an actual store solution. For smaller sites a single Smart Fridge can be used, where for more crowded places like toilet areas the so-called Lounge set-up is perfectly suitable as it enables you to offer food and drinks while people are waiting and wandering, as well as non-food essentials.

Foodies Grab & Go, great taste, great value

The Foodies Grab & Go concept is characterised by its unique, high-tech smart technology. It's operated unattended, 24/7 and offers people around the clock beloved, qualitative foods, snacks and drinks. Offering great taste and great value. The fridge can be opened by presenting a payment card.

Smart technology

From approx. 30 product compartments per Smart Fridge, people can select their goods or also return items that have already been removed after checking them. The high-tech, intelligent technology detects whether an item has been taken out and displays the chosen selection on the screen. When closing the door, the machine's software only calculates those products that have been taken.



Image: from left to right. Foodies Grab & Go, Smart Fridge. Starbucks Coffee Corner



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The Foodies Grab & Go, autonomous and unmanned container store is an ideal solution to offer convenience at the petrol station. Its is fully unstaffed and always open, 24/7. The store can be accessed without restriction. To ensure a qualitative look and feel, the outer shell of the container store was manufactured and fully tailored to the client. The store can be easily placed anywhere.



Always open

The container store houses different Smart Fridges and premium coffee solution, offering a wide assortment of favoured products. The Smart Fridges can be opened just like every Smart Fridge by presenting a payment card or app. The system identifies which products are taken and once the Fridge is closed, payment happens automatically.

Coffee specialties can be taken from the premium coffee solution. Specific discounts and special offers, tailored to consumer needs and wishes, can be set-up as well.

Privacy is maintained as the store does not use facial recognition. Any data collected is not associated with a specific consumer.

The extended hours, 24/7 availability, quick checkouts and easily accessible locations, add value for travellers, commuters, anyone.



Image: Go shop by Tango, Foodies container store, NL

'Go shop By Tango'

January 2023, Selecta launched the first container store in the Hague, the Netherlands at an unmanned petrol station of Dutch petrol station operator Tango. Under the name 'go shop By Tango', the petrol station offers its consumers premium coffee specialties, drinks, and food in self-service around the clock, fully cashless. A second unmanned container store was opened in January as well, in Schiedam.

(Y)OUR SOLUTIONS ANYTIME, ANYWHERE ...

To revamp your loyalty and personalisation programs it is key to personalise offers and promotion and to expand loyalty offerings beyond fuel and the station. Creativity and flexibility are key within the promotional strategy to gain the attention of the (potential) consumer.

Drive your business

There's nothing that people love more than a deal, and many are constantly on the lookout for a good one. By offering strong retail offers at your petrol station, you're providing a large portion of your consumer base a reason to choose you over a competitor.

Choosing specific days of the week for special promotional offers, like deals on coffee on Mondays to get people revved up, bundle deals during the week and a donut on Fridays to act as a special treat heading into the weekend.

Loyalty

There is no better way to incentivise loyalty than through loyalty programs. Every time a consumer makes a purchase at your petrol station, they are

rewarded and encouraged to return to get those rewards, for example, 10 fill-ups at the pump could earn them a free coffee.

Added value for your consumer

In today's world data is key. Data drives the best decisions and makes changes fact-based and rational. We optimise replenishment, assortment, and promotions campaigns on a continuous basis. Due to the granularity of e-commerce data, we can improve the offer every day. We know exactly, real-time, which products are taken from the smart fridge, which products are working, and which ones are not. Even technical faults or temperature data are recorded. This enables to tailor the assortment to your consumer's needs. While reducing waste percentages at the same time.

Consumer feedback

Innovation in the petrol station industry means doing things that competitors haven't thought of yet. Finding out what's popular and getting ahead of the trends is a great way to make sure that your service station has a leg up on those around you. We can deploy consumer survey to understand their issues, needs and get the latest insight on (upcoming)

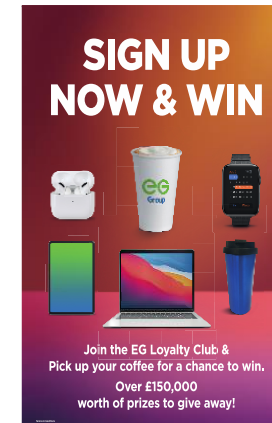


Image: example offers and (brand) promotions

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The number of public electric vehicle (EV) chargers is increasing across the world. Adding food and beverage facilities to the superfast charging at sites offers a complementary, premium service to the consumer and can even draw in new visitors searching for charge.

Selecta offers different solutions, enabling consumers to always get a full battery in the time of their visit at an EV charging station.

The Selecta Smart Vending solutions revolutionises every aspect of automated retail from how the consumer approaches the machine to how products are displayed. The intelligent software can recognise consumers and environmental conditions to display targeted offers.

- Eye-catching
- Strong uplift in sales: +165%*
- High number of SKU's
- Highly accessible, consumer facing touchscreen
- Dynamic pricing, remote-controlled
- Promotions & personal, tailored product recommendations
- High security
- Easy payment, multiple payment options

**Pilot UK Selecta & Shell 2022, roll-out Smart Vending solutions, Mars*



Image: Shell UK EV recharge station and Mars Smart Vending solution

Selecta offers different options:

- Selecta 'Joy To Go' Smart Vending Machine
- Mars, Kind and/or Coca Cola Smart Vending Machine: Supplier funded*
- Client branded Smart Vending Machine (by request)

All solutions are available in an indoor and outdoor version



Image: Selecta Smart Vending solutions. From left to right: Supplier funded Mars & Cocoa-Cola, Selecta Joy To Go

(Y)OUR BENEFITS

PERSONAL CONNECTION

Selecta is your European one stop shop for coffee and unmanned food solutions. We deliver industry leading uptime performance through our unrivalled network. Topline sales volumes are optimised continuously, through telemetry and smart marketing activation. We understand your consumer behaviour, perform in-depth data analysis and remote pricing and menu management. Sustainability is at our core, benefiting both planet and people, and everyone we partner with. Together we can create a dynamic retail environment that offers tremendous consumer experiences.



A SELECTION OF OUR HIGHLY VALUED CLIENTS

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At Selecta, we serve over 3.000 mobility sites in the mobility sector that we are committed to bring joy to with our self-serve food tech solutions on a daily basis.

Our passion

Our heritage means we're passionate about great quality, wholesome food in welcoming environments where people can connect, pause and enjoy. While our leading technology provides an easy user journey.

Your business

We're international, with Selecta's world-class service network and partner brands. We're never far away and we adapt our offer to local eating habits. Our solutions are not only safe, hygienic and attendant-free, but also sustainable. We source our ingredients responsibly and keep plastic to a minimum with recyclable packaging wherever possible, so you can be confident you're doing the right thing. One snack, one meal and one smile at a time. Meaning your business can do, deliver, achieve and enjoy more.



FUELLING THE NEEDS OF TODAY'S BUSY CONSUMERS



EG Group is dedicated to serving the convenience needs of busy consumers. EG Fuel is part of EG Group, a leading independent gas station retailer in Europe, North America and Australia with an established reputation for providing fuel, lubricant, convenience and food-to-go offerings. EG Group currently manages more than 6,000 petrol stations around the world, under various A brands. They partner with key fuel and convenience brands, including BP, Esso and Asda on the Move.

The Challenge

In today's busy world, people are looking for a coffee house experience whilst on their daily commute, without the need to find a retail coffee shop. EG Group expands and enhances their sites in all markets on a continuous basis, while partnering with quality recognised A-brands to deliver the best consumer offering and an enhanced consumer experience at the same time.

To both suit the needs of their consumers, to drive incremental sales and support their company mission, EG Group recognised that they needed to enhance their coffee offering.

The solution

EG Group and Selecta ran a trial for an in-store Starbucks® solution. EG were the first operator to introduce Starbucks® We Proudly Serve into their filling stations in the UK.

Selecta uniquely offers national technical coverage and a dedicated team of coffee ambassadors to support the EG Group estate with service, training, sales support and marketing campaign implementation.



Image: Starbucks® We Proudly Serve solution at EG gas station UK

Selecta supported the launch of EG's Buy 5 get a 6th cup free initiative. More than 12,000 free hot drinks are awarded to consumers each month.



FUELLING THE NEEDS OF TODAY'S BUSY CONSUMERS



"The collaboration between EG Group, Selecta and Starbucks® has elevated the consumer experience by bringing the convenience of premium coffee with fuel to travellers on the go."

Mumtaz Ismail

Marketing Manager Central Buying
EG Group

The result

EG consumers responded very well to the new coffee solution and the partnership has grown in strength significantly over the years. Not only do consumers buy into the Starbucks® brand, they now also spent more time in store, compared to earlier days.

To date in the UK, 341 Starbucks® We Proudly Serve machines across 298 EG sites are being serviced, which deliver £19 million of revenue each year.

Sampling sessions consistently increase sales by 18%

A recent addition has been adding coffee to meal deal promotions. Coffee is now the preferred drink option in 11% of all meal deals.



Working in partnership

Selecta and EG Group work together to develop an annual joint marketing plan to drive sales through the EG loyalty scheme, meal deals, combi deals, incentives and sampling.



Revenue from Starbucks® We Proudly Serve



Increase in sales during sampling sessions



of all meal deals include a hot beverage

Image: Starbucks® We Proudly Serve solution at EG



TRANSFORMING FROM FUEL NETWORK TO RETAIL DESTINATION



Shell is a global group of energy and petrochemical companies with over 80,000 employees in more than 70 countries. Shell uses advanced technologies and an innovative approach to help build a sustainable energy future.

“We power progress together by providing more and cleaner energy solutions. Let’s make the future.”



Shell Café

Because of the energy transition from fuel to EV, Shell key strategic challenge, similar to all players in the sector, is to transform its network from fuel to a retail destination. Shell has a unique strategy with a focus on its own Shell Café brand.

“Bring care and craft to every detail so that our consumers need to look no further for their daily coffee.”

The Challenge

Selecta has been supporting Shell’s self serve and served over coffee category since 2009, covering 10 countries in Europe and over 2000 locations, with the Starbucks We Proudly Serve Program and Shell’s private label. Selecta supplies for all equipment, service as well as the Shell Café private coffee blends and ingredients.

In 2021 Shell was looking to introduce the renewed Shell Café label and drive harmonisation of the brand throughout all markets.



Image: Shell Café

The solution

Together with Shell, Selecta created a range of Shell Café products including cups, tea and condiments. Most important element of the Shell Café range are the two private label coffee blends Shell Espresso and Shell Lungo. Both are developed by Selecta’s own Roaster Pelican Rouge, that works in the various countries across Europe.

TRANSFORMING FROM FUEL NETWORK TO RETAIL DESTINATION



The Result

Shell Café harmonised range now covers 96% of the total assortment volume. The Shell blends are well accepted by the various markets and the right equipment base supports the taste experience through consistent machine settings and recipes.

Since 2022, Selecta has started to introduce new seasonal special products, supported barista training programs.

Consumer loyalty is supported by the intensive loyalty program. People can enjoy unique experiences through their digital card membership with a variety of benefits and rewards.

Selecta developed from a “coffee vending provider” into a Coffee category management partner for Shell, driving the coffee sales and margins for Shell and supports Shell’s challenge related to the energy transition and the build of the Shell Cafe brand.



Image: Starbucks® We Proudly Serve solution at EG gas station UK

FILLING THE VOID INTRODUCING A BELOVED BRAND



OKQ8 is one of Sweden's largest fuel companies with over 762 stations in Sweden. OKQ8 is driven by engaging with their consumers and employees. Coffee is a key element for both fuel companies and consumers. It delivers volume and margin. Some call it even “The black gold”. And as many people rely on it to help kick-start their day, coffee offerings are a great way to build and sustain a strong consumer base.

The challenge

OKQ8 wants to increase and sustain their consumer base on a continuous basis. How best to attract new people to their stations while nurturing the existing ones at the same time?

The solution

Starbucks is world's most famous coffee brand. In Sweden though there are not that many Starbucks outlets present in the streets. What if OKQ8 can fill this void and introduce Starbucks to the consumer at their own stations? A great way to create excitement for existing consumers and attract new audiences at the same time.

Starbucks was rolled out in all own-operated sites as a start. Seeing the big, positive impact on sales, as a next step all franchisee operated stations followed. Today over 265 OKQ8 stations offer Starbucks. These stations can be found all around Sweden.

The result

The partnership between OKQ8, Selecta and Starbucks has proven to be effective. Coffee sales steadily grows and new audiences are tapped into. It even attracts those passing by that are thirsty for a good cup of coffee.



And we don't stop there. Spring 2023, Sweden will be the first country in Europe to introduce Starbucks ice machines at five of their stations. If people feel like an iced Latte or an Iced espresso, it's all possible. Instead of using ice made from water, Starbucks uses coffee ice cubes. This has a slow melting rate compared to regular ice cubes. It eliminates watered-down drinks. People will know the difference when they taste it! Depending on the outcome of the pilot, more stations are planned to follow in 2023.

Image: Starbucks@ We Proudly Serve solution at OKQ8 Sweden



REFLECT AND CONNECT

We continuously strive for the development of new food tech driven solutions for and driven by our clients and consumers. We can offer a wide range of equipment and A-brands. Through an attractive and transparent commercial and account management model we aim to continuously drive your margins



www.selecta.com

