



**sasol**



# FRANCHISEE PROSPECTUS

August 2020

## INTRODUCTION

Sasol is an international integrated chemicals and energy company that leverages technologies and the expertise of our 31 270 people working in 31 countries. We develop and commercialise technologies; and build and operate world-scale facilities to produce a range of high-value product stream, including liquid fuels, chemicals and low-carbon electricity.

In Southern Africa, the Energy Business markets and sells liquid fuels, pipeline gas and electricity. Internationally, we manage Sasol’s gas-to-liquids (GTL) investments in Qatar and Nigeria, based on Sasol’s proprietary technology.








Sasol Energy entered the South African fuel retail market in 2004 to sell through our own retail network based on our proprietary technology.

## OUR VISION

To be a leading integrated global chemical and energy company, proudly rooted in our South African heritage, delivering superior value to our stakeholders.

## OUR VALUES

Our Sasol Values were specifically written to reflect ownership (notice the “we” statements) as well as actionability (notice the verbs in each statement). This helps us approach our values in a very practical manner. To further ensure that there is a common understanding of our values and what they imply, the values descriptors offer a generic starting point. The descriptors are not intended to be rules, as such, but rather to guide individuals and teams in conversations about how to make the values real and so they can be lived on a daily basis. How values are effectively lived should be firmly grounded in the realities and challenges of each team. Importantly, once a team has defined this, it should be kept alive through regular reflection, conversation and mutual learning.

|   |                                |   |  |
|---|--------------------------------|---|--|
|  | SAFETY, HEALTH AND ENVIRONMENT |  | COMPLY WITH ALL APPLICABLE LEGAL REQUIREMENTS  |
|  | OUR PEOPLE                     |  | OWNERSHIP AND ACCOUNTABILITY                   |
|  | DIVERSITY AND INCLUSION        |  | CUSTOMERS, SHAREHOLDERS AND OTHER STAKEHOLDERS |
|  | RESPECT AND INTEGRITY          |   |  |

## THE SASOL MODEL

Sasol Energy refers to its franchise outlets as Sasol Convenience Centres (SCCs). Each SCC forecourt sells petrol, diesel, and engine oils; as well as offering a 24-hour convenience store stocking a wide range of consumer goods, including bread, milk, newspapers and confectionery products.

Each SCC comprises of at least three separate business units: a forecourt, a convenience store and a bakery. A car wash and a quick-service restaurant may be added under certain conditions. All business units are required to adhere to individual standards for methods of operation, service levels, management, profitability and continuous training of staff. Most importantly, each unit is regarded as an individual profit centre, and may not be run at a loss and offset by the other units. After extensive market research, Sasol determines which business units are suitable for the particular site.

Sasol supports franchisees by providing intensive training to ensure that each franchise meets its financial expectations, and that the franchise system standards are understood and, importantly, adhered to.

## WHAT ARE THE BENEFITS OF BEING A SASOL FRANCHISEE?

The SCC provides a business opportunity on a business format franchise basis.

Our franchisees receive a number of important benefits directed at ensuring success and gaining a competitive edge in the marketplace:

- Although the franchisee starts a new business, with the Sasol brand he or she will already have a loyal following,
- The franchisee retains some level of independent ownership on an operational level and with regard to operations, while being able to rely on the support of Sasol.

In particular, a Sasol franchise presents:

- An established and credible brand,
- A complete business package, with step-by-step instructions on the start up and running of a franchise, together with the required systems and procedures for effective management and control.

## HOW TO BECOME A MEMBER OF THE SASOL FAMILY

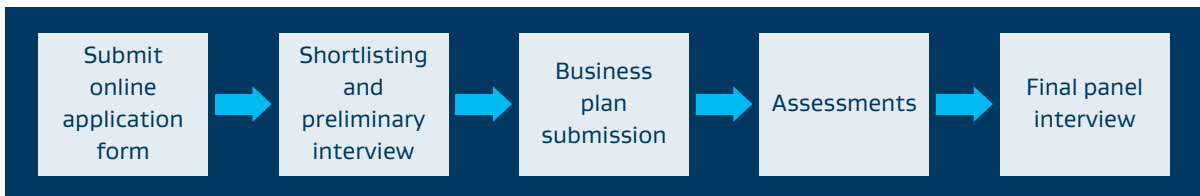
SCCs are made available to qualifying individuals who have potential to become a franchisee. A thorough and transparent process is followed to recruit eligible candidates.

Sasol advertises available sites on the Sasol website at <http://www.sasol.com/franchising/franchise-opportunities>.

## WHAT ARE THE COSTS OF A SASOL CONVENIENCE CENTRE?

The total amount of investment required by a prospective franchisee to operate a service station differs from site to site. Successful candidates will be required to have at least 20% to 60% unencumbered cash of the total capital required for investment. Sasol does not provide financial assistance; a reputable financial institution should be approached by the prospective franchisee to obtain a loan for funding, should this be required.

### Application Process



### Selection Criteria

A Sasol Franchisee is required to demonstrate the following attributes:



Sasol supports the BEE Code of Good Practice as prescribed in the Liquid Fuels Charter and is committed to achieving its BEE aspirations. In line with Sasol’s commitment to Employment Equity, preference will be given to Historically Disadvantaged South Africans.

## CONTACTS

For enquiries related to Franchise opportunities, please contact our Contact Centre on 0860 335 444.

Visit us at [www.sasol.com/franchising](http://www.sasol.com/franchising)



