



6 June 2019

### **End of contract and new proprietary loyalty programme**

Z Energy (NZX:ZEL) advises that the agreement between Z Energy 2015 Limited and AA Smartfuel will end with effect from 31 July 2019. The contract has been renewed several times since its inception in 2011 however AA Smartfuel have chosen to end the existing contract effective 31 July 2019.

### **Replacement Loyalty programme**

On 1 August 2019, Z Energy will expand its Pumped loyalty programme to include the Caltex retail network. As a result, Pumped, will immediately become NZ's largest consumer fuel loyalty programme by redemption location and offer the most reward choice. The expansion is the next step in Z's loyalty strategy following the recent move to bring the ownership and promotion of Pumped in-house. The increased scale of Z's customer data through Pumped, the ability to manage directly, and by working with two strong partners, (Fly Buys and Airpoints) Z can reduce cost and complexity which can be redirected to providing more value for customers through fuel discount offers.

Aligned with Z's customer value strategy, the Pumped loyalty programme will provide motorists everyday fuel discounts via the Z and Caltex apps or by scanning their Fly Buys or Airpoints membership cards. It brings together the ability to save on fuel instantly or stack discounts for future use and earn either Fly Buys or Airpoints across both Z and Caltex retail service station networks.

Z Energy expects Pumped to retain current market volumes for the Caltex network and provide opportunities for future growth and customer benefits across both Z and Caltex networks.

Motorists can continue to access the AA Smartfuel loyalty offer via participating Caltex service stations to earn and redeem fuel discounts until 31 July 2019. Pumped will expand to include both service station networks from 1 August 2019.

Ends

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