

BRING YOUR BRAND TO LIFE AT LIBERTY RETAIL



WHY ADVERTISE ON LIBERTY OIL CONVENIENCE DIGITAL SCREENS?

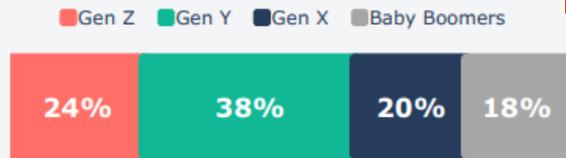
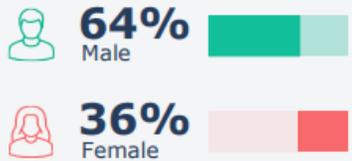
- ✓ Australia's Fastest Growing Independent Retailer
 - ✓ Bring your Brand Message to Life
- ✓ Interact with Consumers at the Point of Purchase
 - ✓ Increase Customer Attraction to your Brand
 - ✓ Increase Conversion
 - ✓ Grow your Brand Sales
 - ✓ Increase Customer Loyalty and Retention
 - ✓ National and/or State based Campaigns
- ✓ Advertise in Real Time – Screens Controlled Nationally

LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY

- Opportunity exists to grow your brand at the point of purchase
- 87 stores located across the country
- 400 Screens across the country
- Opportunity to place GIF and MOV files to be displayed in stores.
- Drive sales, capture the hearts and minds of your shoppers.



Demographics



Key Metrics



UNDERSTANDING THE LIBERTY RETAIL CUSTOMER

- 64% Male
- 38% Gen Y
- \$10.50 spend per visit
- Average 2.1 items in the basket



LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY: TRIAL EXAMPLE



Campaign Trial: Summer 2023
 Client: Asahi Lifestyle Beverages
 Campaign: Pepsiverse 2023 (January)



Results:

- 2.1 million shoppers viewed ad in 4 weeks
- Growth in Pepsi sales: +65%
- Activated in 87 stores Australia wide

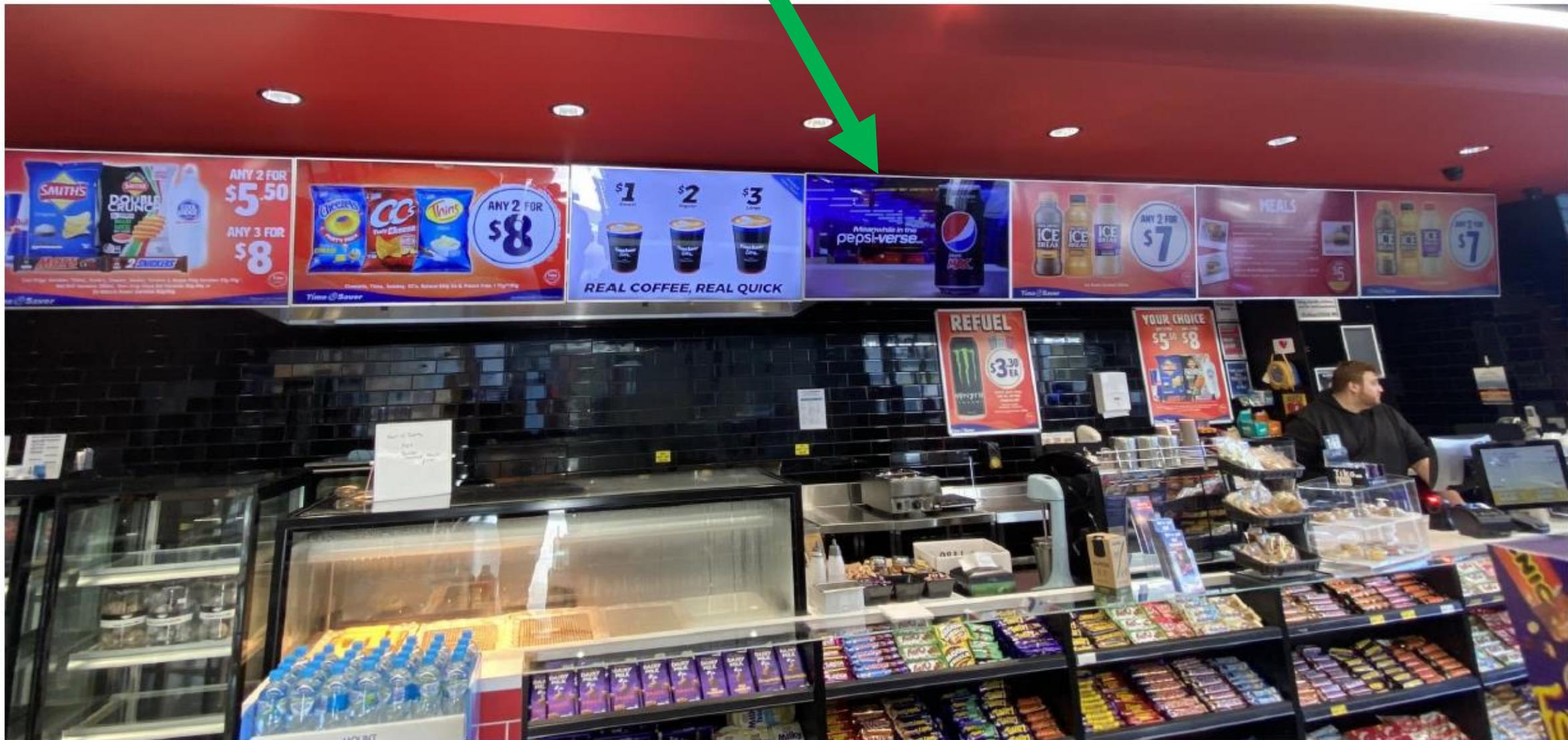
| State | No. of Stores |
|-------|---------------|
| NSW | 4 |
| QLD | 27 |
| WA | 17 |
| VIC | 25 |
| SA | 14 |

LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY

BRING YOUR BRAND OR PRODUCT TO LIFE HERE



LIBERTY OIL CONVENIENCE BRAND OPPORTUNITY: EXAMPLES



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