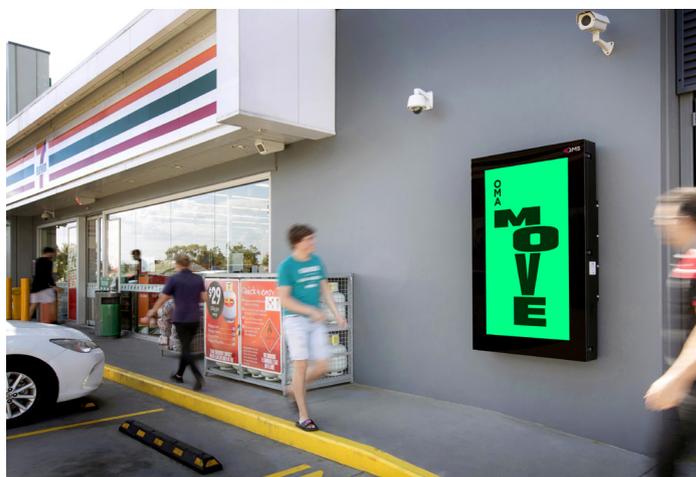


PETRO CONVENIENCE

About MOVE | MOVE Metrics

- MOVE is Australia's most comprehensive Out of Home (OOH) measurement system, covering 180,000+ signs nationwide. It delivers weekly insights across 52 weeks, factoring in seasonal variation and 180+ demographic profiles, including interstate and international visitors.
- MOVE measures a sign's viewability (Realistic Opportunity to See), applies an attention filter to identify those who actually look (Visibility Adjusted Contacts), and quantifies the impact of signs on memory and emotion (Neuro Impact Factor).
- MOVE measures over 1,700 petrol station and convenience store locations (Petro) where members have advertising opportunities. The audiences at these locations are modelled using the best available data to reflect accurate behaviour.
- Over 5,600 Petro signs are measured in MOVE. Each sign is measured individually, accounting for audience distance, the angle at which people view it (head-on, parallel, or diagonal), and how long they remain nearby, whether gathering or waiting.



Format Insights | Weekly Reach

8.6M people
across Australia

67% (15.2M)
monthly reach

82% (18.6M)
quarterly reach

44% (7M)
of people in metro
(4,600+ signs)

26% (2M)
of people in regional
(1,280+ signs)

A Petro Convenience sign has an average of

3,868
contacts
per week*



* Based on data from 27 July to 3 August 2025.
* Audience figures are based on Australians aged 14+ and Visibility Adjusted Contacts (VAC).
* Monthly and quarterly figures are based on average data from 1 April 2025 to 31 March 2026.

The Convenience Network, QMS' 100% digital platform designed to reach audiences in moments of high engagement and receptivity.

Across the major markets QMS operates 470+ screens at key entry points to 7-Eleven Stores.

- 150+ panels in New South Wales (Metropolitan Sydney, Newcastle and Wollongong)
- 150+ panels in Victoria (Metropolitan Melbourne and Geelong)
- 110+ panels in Queensland (Brisbane, Gold Coast, Sunshine Coast, Toowoomba and Ipswich)
- 30+ locations in Metropolitan Perth and 10+ locations in Canberra

Did You Know?

- There are **16.7M** petrol station visits made weekly. This averages to **2.4M** petrol station visits made each day.
- On average, Australians refuel at petrol stations **2x** per week.