

DRIVING SUCCESS



I have no doubt that our commitment to customer service is the key ingredient of our continued success as one of the UK's fastest-growing forecourt operators.

That's why we launched our Extra Mile Award - to recognise and reward the commitment of our cashiers and assistants out there on the front line, day in, day out, earning the loyalty and respect of our customers.

Now the hunt for this year's customer service champion is on, with nominations from site managers and area managers already flooding in. Read more about the process in the following pages and catch up with last year's winner.

"The Extra Mile Award is all about recognising and rewarding our cashiers and assistants' commitment to excellent customer service."

In this edition, we also showcase winners of the bonus scheme - an important part of the Extra Mile initiative. Here, we celebrate managers who have demonstrated especially high standards of operational excellence at their sites. I'd

like to personally congratulate and thank them all - they make a huge contribution to our business.

On the back page, you'll also find a quick update on some exciting developments such as our new partnership with Starbucks, as we pursue our goal of becoming the UK's number one forecourt operator for customer service. I hope this is useful.

As ever, your feedback is always welcome. If you have any suggestions or thoughts you'd

like to share with us then please email me directly at mohsin@eurogarages.com.

And once again, a big thank you to everyone for going the Extra Mile!

Mohsin Issa

Mohsin Issa
Director

BONUS WINNERS REVEALED

Since we launched our Extra Mile bonus scheme, we've made cash rewards of over £50,000 to dozens of high-performing site managers and area managers.

Based on the results of our mystery shopping programme and each individual site's performance, it provides an important way of recognising those who continue to strive for excellence at their sites - listening to customers, incentivising their teams and driving profitability.

On this page is a round up of site managers who featured in our Q1, Q2 and Q3 bonus schemes. The Q1 area manager award went to Guy Bickerstaffe, the Q2 award went to Muhammed Asim and the Q3 award went to Abdul Patel. All were presented with cheques for £1,000.

We will announce both the 2010 Q4 and 2011 Q1 bonus results in March.

Q2 WINNERS

Site manager	Site	Prize
Muhammed Asim	Area Manager	£1000
Nicholas Williams	Singing Kettle	£1000
Yunus Patel	Newtown	£800
Imran Sodawala	Wilbraham Road	£750
Ali Muzaffer	Ashton Road	£700
Sarah Gill	Gowy	£650
Donna Brown	Brown's Blue	£500
Piyush Parekh	Hazel Grove	£450
Arif Y Patel	Larkhill	£400
Harun Patel	North End	£350
Rafiq Patel	Tibicar	£300
Suhel Ahmed	St James	£250
Melanie Hodgkinson	Westholme	£200
Mian Amjad	Stalybridge	£150
Mohamed Nalla	Grosvenor	£100
Tim Callaghan	Royle Green	£50

Q1 WINNERS

Site manager	Site	Prize
Guy Bickerstaffe	Area manager	£1000
Mian Amjad	Stalybridge	£1000
Mohammed Nalla	Grosvenor	£800
Farooq Chudhary	Nimble Nook	£750
Sarah Gill	Gowy	£700
Javed Patel	Ormskirk	£650
Suhel Patel	St James	£500
Farhan Ugrader	Middleforth	£450
Ishtiak Ali	Hob's Moat	£400
Donna Brown	Browns Blue	£350
Tony Wright	St Martins	£300
Ashfak Patel	Sudden	£250
Noor Mohammed Patel	Longcauseway	£200
Elizabeth Eames	Wrexham Rd	£150
Lynn Holroyd	Trafford Centre	£100
William Castle	Harlescott	£50

Q3 WINNERS

Site manager	Site	Prize
Abdul Patel	Area Manager	£1000
Irfan Moosa	Motorway	£1000
Melanie Hodgkinson	Westholme	£800
Javed Patel	Ormskirk	£750
Elizabeth Eames	Wrexham Road	£700
Mian Amjad	Stalybridge	£650
Farhan Ugradar	Warrington Road	£500
Fajal Patel	Refill	£450
Diana Sardiko	Ross Spur	£400
Idris Patel	Scotlane	£350
Irfan Master	Rylands	£300
Joy Mitchell	Red Ensign	£250
Margaret Dent	Thinford	£200
Donna Brown	Browns Blue	£150
Sarah Gill	Gowy	£100
Lynn Holroyd	Trafford	£50

THE EXTRA MILE AWARD

We're already on the look out for our second Extra Mile Customer Service Champion.

Do you know a cashier or store assistant who makes a special effort to satisfy their customers? Someone who pushes themselves to make a difference every day?

The criteria for the award highlights any individual who demonstrates true commitment to achieving the highest possible standards across these three areas - the 'pillars' of exceptional customer service.

In April, we'll be compiling a shortlist of people who have continually impressed our site and area managers.

In May, shortlisted candidates and/or their managers will be invited to a judging day with representatives from our partners - BP, SPAR and Lloyds TSB - where they will be asked to demonstrate their commitment to excellent customer service.

The Extra Mile Award will be presented at a special meeting.

EXCEPTIONAL CUSTOMER SERVICE

Tidiness
Facilities
Signage
Standards
Pumps
Stock
Products

Tidiness
Prices
Stock
Staff availability
Cleanliness of toilets

Queues
Greeting
Efficiency
Goodbye
Nectar
Staff appearance
Service with a smile

FORECOURT



STORE



STAFF



Last time we had an outstanding selection of employees to choose from but our eventual winner was Mohammed Chati (pictured above). Judges praised his "unwavering dedication" and enthusiasm to maintaining excellent customer service. His advice is to take responsibility for the business as if it was your own...and to keep smiling!

New appointment

In January, Andy Bond, the former Chairman and CEO of ASDA joined the Euro Garages team as Executive Chairman.

He will use his extensive retail experience to help drive long term and sustainable growth.

Andy said: "I am enormously excited to have joined Euro Garages as it is a strong company with a great team

which has grown through focusing on people, innovation and creating a values-based business. These are the building blocks of long-term success and my role, as both an investor and a manager, is to help the company further develop these core strengths."

Mohsin Issa, director of Euro Garages said: "As well

as significant retail and management expertise, Andy brings enormous drive and energy to the team, which is critical in an ambitious, high-growth business like ours. I'm confident his appointment will help us accelerate the momentum we've created over the last 10 years and deliver our growth strategy."



STARBUCKS ON THE GO



In March, we signed a ground-breaking deal with global coffee brand Starbucks to open up to 50 new drive-thru and drive-to outlets on our estate, creating up to 750 jobs. So far, outlets have been successfully opened in Deeside (North Wales), Blackburn, Shrewsbury and Runcorn, with sales ahead of expectations.

Darcy Willson-Rymer, managing director of Starbucks UK & Ireland, said:

"Euro Garages' commitment to customer service and innovation makes them the right partner for us."

Mohsin Issa, director of Euro Garages, said: "It's essential for us to work with strong brands who share our commitment to innovation. Our partnership with Starbucks will complement the offer on our existing estate, as well as enable us to accelerate our growth."

Trading update

In the last financial year, we grew our sales by 16 per cent to a record £285m. Our retail, food and drink sales performed particularly strongly, growing 26 per cent to £39m thanks to the continued development of our portfolio and successful brand partnerships.

Commenting, Finance Director Martin Ashcroft said: "Enhancing the scale and quality of our estate is our core focus, backed

by investment in new sites, new brands and new services.

"Combined with investment in our people on the front line, this approach is generating incredible loyalty amongst our customers, which is translating into strong sales results. This, plus careful control of our costs, means we're in a real position of strength to continue investing and expanding the business."



Awards for 'exceptional standards'

We were thrilled when we scooped two awards at the prestigious Forecourt Trader of the Year Awards in London.

Our Blackford Bridge site in Bury was presented with awards for the best food-to-go outlet and the best neighbourhood site.

Judges praised the "high-quality facilities and the fresh and

welcoming presentation of the Greggs outlet.

Operations manager Salim Hassan, who collected the award, said: "We are extremely proud to have our commitment to customer service recognised by the industry. It is a fantastic achievement for everyone who is part of Euro Garages and I accept these awards on their behalf."

