

# CUPRA AUSTRALIA

## NETWORK EXPANSION AUSTRALIA

June 2024





## OBJECTIVE

Boost the CUPRA brand presence for sales & increase service coverage in Australia by opening new CUPRA retail locations

## MARKET AREAS IN SCOPE

A network study has been performed to identify Sales & Service open points in the following states:

- New South Wales
- Victoria
- Queensland
- West Australia

Additional applications in other areas will be also considered.

## SELECTION CRITERIA

- Represent CUPRA with at least 2 Full function facilities (Sales & Service) in any of the required Market Areas.
- Investor successful operations in the automotive industry with demonstrable favorable financial situation
- Location proposals:
  - At least one project in any of the required Market Areas in scope
  - In a car mile or city center, with good visibility
- Fulfillment of CUPRA retail standards to be shared once the application process commences (min. 5 cars showroom in car mile / 2 cars city center)
- A positive 5-year Business Case (incl. Sales & Service investments) achieving greater than 2% ROS in 5<sup>th</sup> year
- Projects proposed must be completed in 2024/2025
- Being a retailer for other VW Group Brands will be valued positively
- All proposals will be clustered in 3 categories:
  1. Agreed projects (location available & project completed within 6 months)
  2. Locked or committed projects (completed by 2024/2025)
  3. Potential projects

## TIMELINE

**1**  
Public tender  
Announcement

18/06/2024

Tender announcement:  
1- Current CUPRA Investors (internal database via mail)  
2- VW Group investors (internal database via mail)  
3- Public (Media/broker) CW25

Candidates will send a confirmation interest via mail by 25 June

Candidates to sign and submit NDD to share the official documentation

Investors will share basic requested information to do a preliminary validation

**2**  
Q&A and first  
candidate evaluation

+1 week

Info pack to be sent to interested applicants  
  
Q&A with applicants for clarifications if requested (via email)

**3**  
Investor business  
proposal

+2 week

Business proposal preparation by investors according to requested criteria  
  
Internal review of proposals and discussion within VGA.

Financial statement template to be fulfilled & sent by investors

**4**  
Assessment &  
Selection

+1 weeks

VGA evaluation according to selection criteria by using CUPRA Scorecard

**5**  
Confirmation  
of  
appointment

+1 weeks

VGA tender resolution & communication to candidates

To be sent by VGA:  
• Tender communication (Annex 1)  
• Selection criteria description (Annex 2)  
• Non – Disclosure Deed form (Annex 3)  
• Investor preliminary information form (Annex 4)

To be sent by applicant:  
• Investors Interest confirmation (by email)  
• Non – Disclosure Agreement (signed) (Annex 3)  
• Investor preliminary information form (fulfilled) (Annex 4)

To be sent by VGA:  
• CUPRA info pack (Annex 5)  
• Business proposal per project (Annex 6)  
• Business Case per project (Annex 7)  
• Letter of Application (incl. projects agreed, committed and potentials) (Annex 8)  
• Investor Financial statement (Annex 9)  
• CUPRA Retail Standards (Annex 10)

To be sent by applicant:  
• Business proposal per project (Annex 6)  
• Business Case per project (Annex 7)  
• Letter of Application (incl. projects agreed, committed and potentials) (Annex 8)  
• Investor Financial statement (Annex 9)

To be sent by VGA:  
• Official communication letter with resolution  
• Letter of Appointment for selected candidates  
  
To be sent by applicant:  
• Letter of Appointment (signed)

DESCRIPTION

DOCUMENTATION