



GROWTH  
INNOVATION  
TRUST  
LOYALTY  
AND



# \$10,000

## MORE REASONS to make the switch

**GET A \$10,000 SIGNING BONUS**  
when you brand your site Exxon™ or Mobil™\*



Scan the QR code  
to get started today

**Exxon™ Mobil™**

# Mobil

## Loyalty

Among the **highest in brand favorability and equity** over recent years.<sup>‡</sup>



The **Exxon Mobil Rewards+™** program is the only program offering fuel AND C-Store rewards for purchases. Members redeem 40% of all loyalty points in-store.<sup>§</sup>



**13 million members** bring repeat sales at the pump and in-store. Additional incentives through weekly emails and text marketing are 100% funded by ExxonMobil.



**Exxon Mobil Rewards+ C-Store offers** give you access to national and regional promotions negotiated on your behalf. Offers are 75% vendor-funded.

## Innovation

The **Exxon Mobil Rewards+ app** gives loyalty customers digital payment options including contactless payments.



**Synergy Supreme+™** premium gasoline keeps your engine 2X cleaner for better gas mileage.<sup>\*\*</sup>

**Synergy Diesel Efficient™** fuel is our first additized diesel fuel to enter the U.S. market with a proven 2% fuel economy claim.<sup>††</sup>

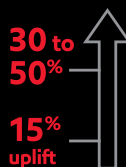
**One integrated POS system** to streamline cost and eliminate the need for a separate diesel POS system.

### Support for your site's success

- Brand conversion support
- Financial incentives and technology support
- Local and national marketing support
- EMconnect app to support site-level employees

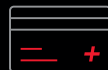
## Growth

Experience a **positive uplift** after converting to the Exxon™ and Mobil™ brands.



Our branded premium mix is **~30–50% higher in sales on average** vs. unbranded premium fuel mix.<sup>‡‡</sup>

**15% uplift from commercial canopy conversion** vs. unbranded diesel canopies.<sup>§§</sup>



Our **branded consumer credit cards** drive repeat visits and have zero transaction fees.



We have alliances with top brands including **Walmart, Amazon, Apple, and AARP**.



**FleetPro**, our proprietary fleet card, allows your site to attract and retain fleet business using **one card that is accepted over a wide network**.

## Trust

**130-year heritage** of quality performance products such as Mobil 1™ oil, Synergy Supreme+™ premium gasoline and Synergy Diesel Efficient™ fuel.



Keen focus on payment security and contactless payment through the **Exxon Mobil Rewards+ app**.



Our **ExxonMobil team pledges to grow your business** through effective program implementation.