



Fast forward to the future

Exxon™ Mobil™

Contents

Overview

Brand value	4
Supply management	5
Site experience	6
Brand experience	7
Brand expansion	8

Products and programs

ExxonMobil's integrated consumer offer	10
Synergy™ fuel	11
Exxon Mobil Rewards+™ program	14
Exxon Mobil Rewards+™ app	16
Leveraged relationships	17
Payments Programs	18
Mobil 1™	22
Educational Alliance	23
Choose ExxonMobil	24

Site Experience

Site Experience	26
Site Image Materials Maintenance Program	27

Resources and tools

Exxon Mobil Rewards+ C-Store Offers	29
EMconnect	30
RPM	31
MRC	32
Fuel Image Center	33
BW co-marketing guidelines	34
Contacts	35

Overview



Brand value

ExxonMobil is a world leader in energy. Our success depends on our ability to consistently satisfy ever-changing customer and consumer preferences. We strive to identify, create and deliver value through marketing excellence. We commit to being innovative and responsive while offering high-quality products and services at competitive prices. Our partners benefit from:

- The largest refiner and marketer of petroleum products
- One of the largest publicly traded international oil and gas companies
- Two of the most nationally recognized brands, at over 12,000 Exxon and Mobil stations and growing
- More than 130 years of technological innovation

We are committed to competitive excellence and delivering a winning proposition in the marketplace. This means we bring together innovative offers and compelling consumer-pull programs that attract consumers to your stations and take your business further. The energy that fuels our consumers' lives will fuel your business.



Consumer insights



We conduct robust research to understand our consumers' behaviors, needs and wants, which allows us to develop compelling offers that we speak directly to their needs.

Developing new products and programs



We are dedicated to developing products and programs that differentiate our brands and meet our consumers' needs today as well as anticipate their needs for the future.

Sales expertise



Our Exxon™ and Mobil™ sales professionals pledge to work with you to seamlessly implement programs. Our Territory Managers, Diesel Sales Advisors, Field Marketing Advisors, Market Development Coordinators, and Area Managers - serve as your advisors and assist you on everything from site selection to growth opportunities.

Marketing cloud



Our marketing is consumer-tested and proven effective, so we're always implementing promotions, incentives and programs that we are confident will drive consumer pull, increasing traffic to your locations.

Supply management



For years, consumers have relied on our fuels and lubricants to get them where they need to go. You can trust ExxonMobil to have superb supply management expertise and dependability that will help keep consumers returning to your sites. That's what being a leader is all about, and it's how we help you lead in your local market. Our focus on quality, technology and performance has helped us stay ahead of trends and the competition.

When you brand Exxon™ or Mobil™, you can be sure you are connected to a reliable supply network that has the right scale and is backed by the latest technology and a dynamic team of supply professionals who work around the clock to ensure dependable supply.

- ExxonMobil operates reliable and efficient refineries throughout the country, capable of processing more than 1.8 million barrels of crude oil a day.
- The ExxonMobil Pipeline Company transports more than 2 million barrels of products per day through 4,200 miles of operated pipeline.
- In the US, ExxonMobil operates 17 proprietary terminals and manages inventories at 250+ terminals.
- ExxonMobil also maintains supply access agreements with hundreds of industry terminals.

Site Experience

From the pump to the C-Store, consumer touch points are critical to achieving brand excellence. That means that everything from on-site advertising to fast, friendly, fulfilling service and community outreach programs will require flawless execution.

What it is

Our Site Experience program is geared toward helping ensure retail sites meet and exceed the basic consumer needs of a location being safe, clean and operational.

How it works

Three elements make up our Site Experience program:

- Robust site inspections: Redesigned to focus on consumers' base needs with enhanced incentive programs aligned to help improve retailer behavior, examining sites from the road, at the pump and in the store
- Direct consumer feedback: The consumer survey that provides real-time information
- Data analysis: Access to data with enhanced insights into consumers' needs and preferences

Benefits

- Provides retailers with specific execution steps that will delight consumers.
- With 9 out of 10 businesses competing mainly on customer experience, it's the organizations that take customer experience seriously that will stand out from the noise and win loyal customers over.



Marketing support

Consumer advertising

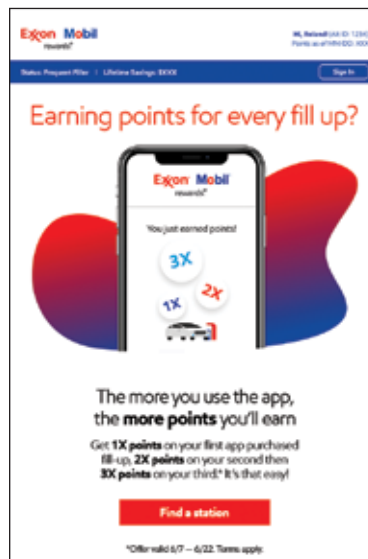
ExxonMobil invests in national advertising campaigns, as well as local marketing programs and promotions. These promotions provide year-round marketing support for your locations, as well as a robust integrated marketing plan that reaches consumers across multiple channels. Before a product goes to market, we conduct extensive research to leverage consumer insights so we can best position our products and offers to meet their needs.

Local advertising

Commercials, scripts, logos, banners and other work created by our award-winning advertising agency are available through the **Marketing Resource Center (MRC)**.

Local sponsorship support

ExxonMobil offers a variety of resources to support your local sponsorship needs. We provide expertise in sponsorship evaluation, negotiation, program development and implementation. We can also provide creative assets and brand guidelines.



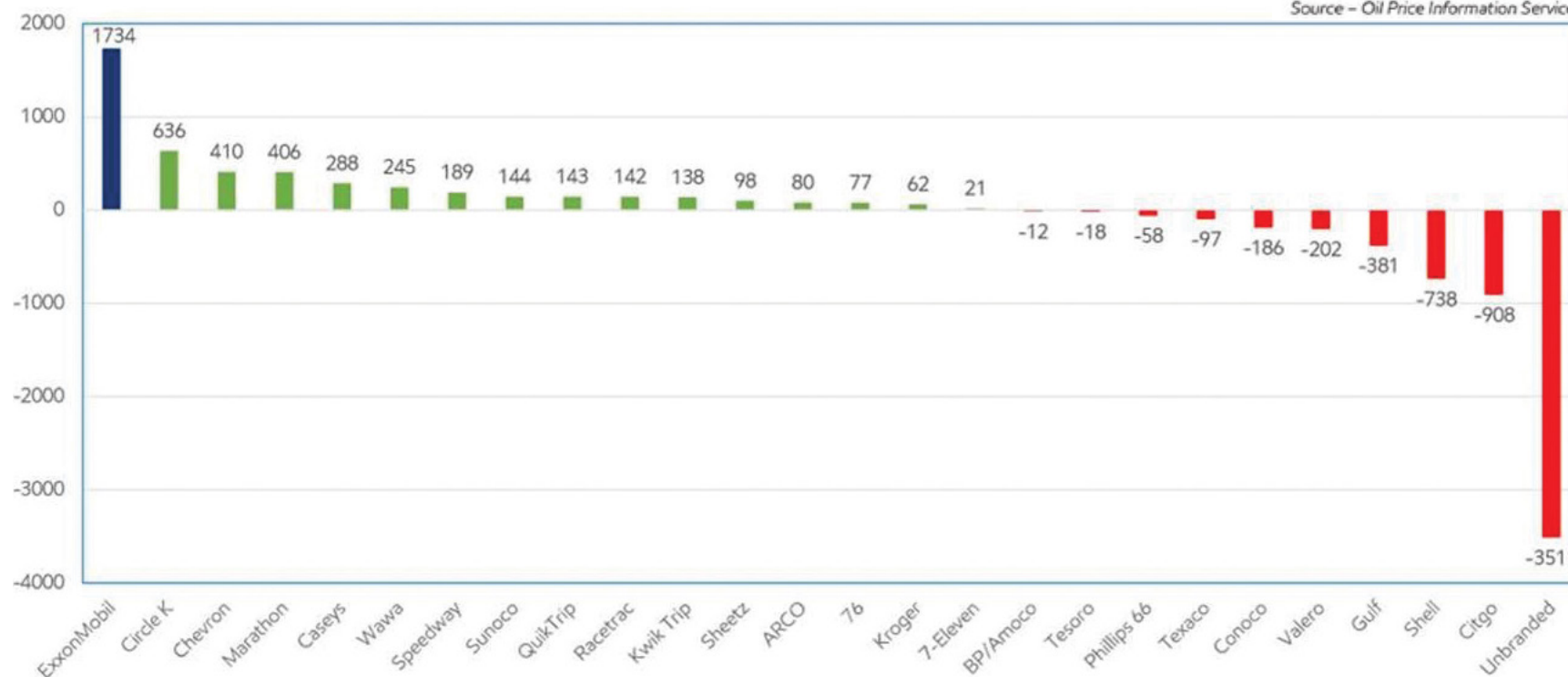
Expanding our brand footprint

The strength of our Exxon™ and Mobil™ brands, along with our marketing activities, enabled us to outpace competition in growing our site count over the past 5 years. The following pages will show how our loyalty programs are synergized with growing payment and consumption trends, to pull consumers into Exxon and Mobil locations.



OPIS National Site Count Growth (2017-2021)

Source – Oil Price Information Service

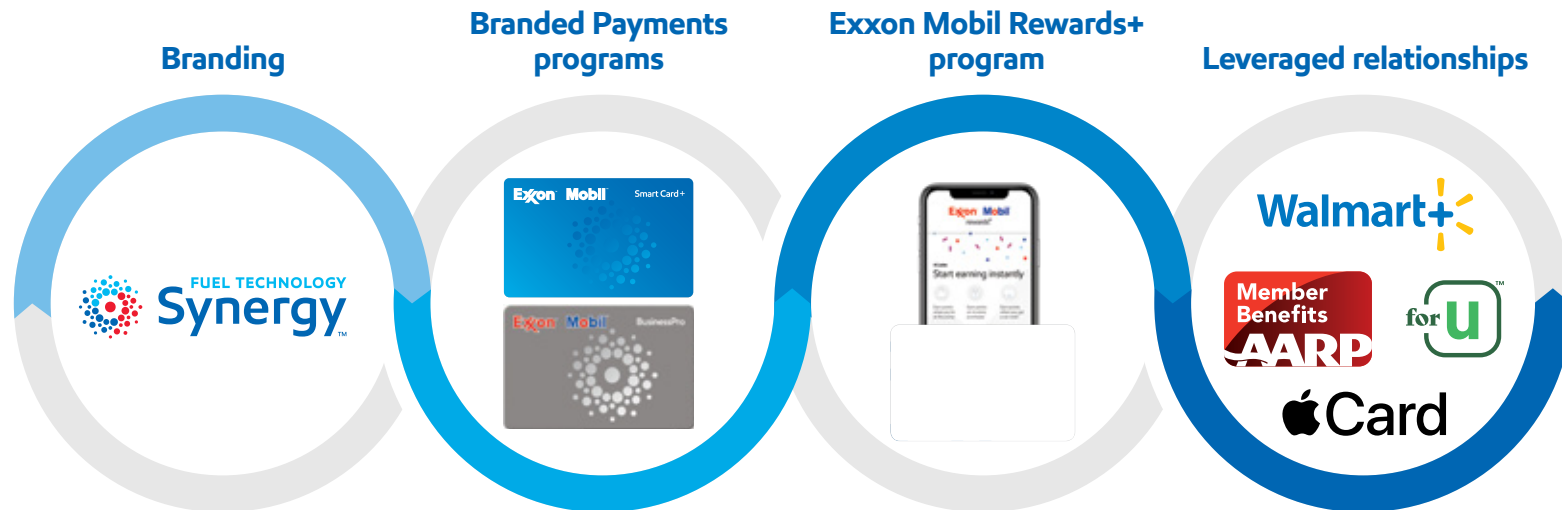


Products and programs



Greater than the sum of its parts

Our brands derive their strength from a strong, integrated marketing offer that continues to deliver exceptional value for your business today and will for years to come.



Consumers who participate in loyalty programs purchase more fuel and spend more money inside the C-Store than regular consumers. Successful execution of the Exxon Mobil Rewards+™ program, active engagement in the C-Store offers program, and attention to site experience detail goes a long way in maximizing the consumer purchase journey for loyal consumers, and for gaining new loyalty consumers.

1 in 5

Gallons are tied to a loyalty program

8.5X

Exxon Mobil Rewards+ members **more valuable** than non-loyal consumers

Innovative fueling experience

ExxonMobil has a long history of developing leading products, and our latest fuel is no exception. Created to address the changing needs of our consumers, their automobiles and environmental regulations, Synergy™ fuels reaffirm ExxonMobil as a leader in quality fuels and innovation.

Benefits of Synergy fuels

- Better gas mileage*
- Enhanced engine performance
- Better engine responsiveness
- Dual detergency for more cleaning power
- Lower emissions
- Advanced fuel formulation
- Available in all grades of gasoline
- Certified TOP TIER™ gasoline

Breakthrough station experience

The design of your station plays a critical role in how consumers experience and engage with the brand. The Synergy forecourt image, including eye-catching waves, LED lighting and more, grabs consumers' attention before they drive into your station. The forecourt was designed with consumers' needs and behaviors in mind, and it:

- Makes your sites stand out from the competition
- Provides impactful lighting to create a more inviting and safe fueling experience at night
- Includes optically tested on-site signage positioned to maximize customer engagement
- Delivers durable components proven to withstand the elements



*Fuel economy improvement is based on Synergy-branded gasoline compared to gasoline meeting minimum US government standards. Actual benefits will vary based on factors such as vehicle type, driving style and gasoline previously used.

Learn more at www.exxon.com/en/unleaded-gasoline.

Synergy Supreme+™ premium gasoline

Our proprietary premium gasoline, Synergy Supreme+™, is proven to keep engines 2X cleaner for better gas mileage.* With an additive package designed to help improve engine performance, wear protection, and gas mileage, Synergy Supreme+ is our best fuel ever.

ExxonMobil is invested in a long-term commitment to growing premium gasoline because of attractive rack-to-retail margins that benefit you and your company. We see growth opportunities with Synergy Supreme+ premium gasoline, which we enhance with integrated marketing programs that are designed to drive premium consumers to fuel at your sites and purchase in your C-Stores.



 <p>Keeps engines 2x cleaner for better gas mileage¹</p>	<p>Enhanced engine performance and responsiveness</p> 
<p>Our best fuel ever</p> 	 <p>Attractive margins</p>
<p>30% more engine wear protection²</p> 	 <p>Lower emissions</p>

Learn more at www.exxon.com/en/synergy-supreme-plus.

¹ Based on comparison of Synergy Supreme+ gas compared to Synergy regular gas in port fuel injected engines. Actual benefits are based on continuous use and may vary depending on vehicle type, driving style, and gasoline previously used. Concentration and availability of our proprietary additive package may vary based on factors beyond our control.

² Based on Synergy Supreme+ gas compared to gasoline meeting minimum government standards. Wear reduction was measured by an industry standard lubricant test. Actual benefits may vary depending on vehicle type, driving style, and gasoline previously used. Concentration and availability of our proprietary additive package may vary based on factors beyond our control.

Synergy Diesel Efficient™ fuel

Synergy Diesel Efficient fuel is fully formulated to help keep commercial vehicle engines cleaner for 2% better diesel fuel economy,* which means less maintenance and downtime such as a proven 79% reduction in unplanned shop visits for stationary DPF regens**. It also helps improve mileage and deliver more power in light-duty trucks and passenger vehicles.

Explore our network of over 12,000 Exxon and Mobil stations, including 8,200+ with retail diesel pumps and over 700 dedicated diesel fueling sites.†

Benefits for fleets

No matter the size of your fleet, Exxon and Mobil offer quality fuels that help improve fuel economy,^ industry-leading rewards for your drivers and two fleet card programs with competitive discounted pricing: ExxonMobil FleetPro™ and ExxonMobil BusinessPro™.

Learn more at <https://www.exxon.com/en/for-fleets>.



*Claims apply to Exxon and Mobil Synergy Diesel Efficient-branded fuel compared to diesel fuel without detergent additive. Actual benefits will vary depending on factors such as vehicle/engine type, driving style and diesel fuel previously used.

**This Proof of Performance is based on the experience of a single customer. Actual benefits will vary depending on factors such as vehicle/engine type, engine conditions, driving style and diesel fuel previously used.

^Synergy Supreme+ gas compared to Synergy regular gas in port fuel-injected engines and Synergy Diesel Efficient fuel compared to diesel fuel without detergent additive. Actual benefits based on continuous use and may vary depending on vehicle type, driving style, and fuel previously used. Concentration and availability of our proprietary additive package may vary based on factors beyond our control.

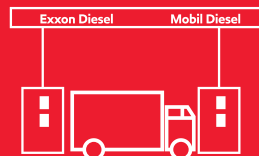
§Benefits are based on Synergy-branded gasoline compared to gasoline meeting minimum U.S. government standards. Actual benefits will vary based on factors such as vehicle type, driving style and gasoline previously used.

††Based on PoS data at 300 locations 12 months prior to conversion compared to the same 12-month post conversion.

†Station numbers are accurate from GCAM data as of 7/21/21.



4% Retail canopy
Conversions sales uplift††



15% Commercial Canopy
Conversions sales uplift††

A rewards program created just for you

The Exxon Mobil Rewards+™ program is our proprietary, points-based rewards program, which drives repeat business to your sites. Consumers can earn and use points at the pumps and in the C-Store. Our program also has a premium tier, Exxon Mobil Rewards+™ Premium status, designed to reward repeat premium fuel consumers.



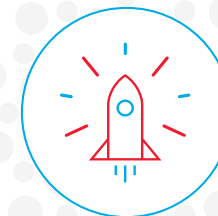
Earn points at Exxon™ and Mobil™ stations, and then use them to save on gas, coffee, car washes and more:



3¢/gal. in points earned at the pump



2¢ in points earned for every \$1 spent on drinks and more



Bonus offers for a savings boost!

Earn double the points for fuel by achieving Premium status, by filling-up three times a month with 8 or more gallons of Synergy Supreme+™ premium gas.



2-3X more gallons purchased by Premium Status members than non-Premium Status members

Learn more at www.exxon.com/en/rewards-program.

Exxon Mobil Rewards+™

Frequent Filler bonus points

Exxon Mobil Rewards+ members who fill up with at least 100 gallons per month of Synergy fuel products will earn **1 extra point** per gallon on fuel purchases and **2 extra points** per dollar spent on eligible purchases inside the C-Store every day. In addition, first time qualifiers will receive a one-time welcome bonus of **100 points**. Rewarding these Frequent Fillers will ensure loyalty and repeat visits from these active and profitable members.



Earning Frequent Filler bonus points is easy:



Fill up with **100 gallons** in a calendar month.

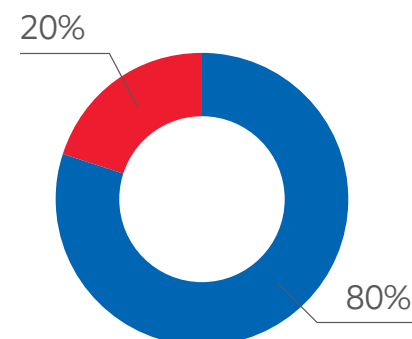


Earn **1 bonus point** per gallon of fuel you buy.

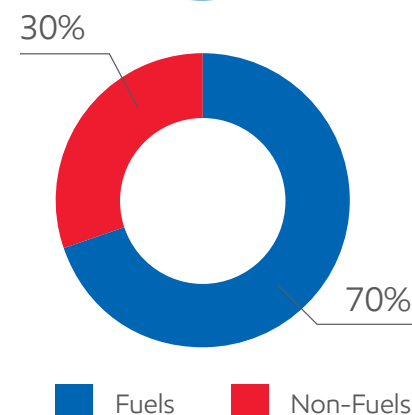


Earn **2 bonus points** per dollar spent in-store.

Exxon Mobil Rewards+ Points Issued:



Exxon Mobil Rewards+ Points Redeemed:



Data included above is ExxonMobil Internal Data 2022

Exxon Mobil Rewards+

drives consumers from the forecourt to spend money in the backcourt.

Learn more at www.exxon.com/en/frequent-filler-rewards.

Exxon Mobil Rewards+™ app

Meet the mobile payment app that's fast, easy, and rewarding.

The retail marketplace is rapidly evolving due to the prevalence of smartphones. For many, a mobile phone has become the only wallet they need. Recognizing the significance of this trend, along with the desire for contactless payment, we have created the Exxon Mobil Rewards+ app. Consumers can pay for Synergy™ fuel with the app, and automatically earn Exxon Mobil Rewards+ points.



**Secure
Payments**



Contactless

Multiple payment options
for consumers



Learn more at www.exxon.com/en/rewards-plus-mobile-app.

Leveraged relationships

We work with other national brands to deliver the best value for consumers. Thanks to these relationships, you can offer access to great deals like bonus Exxon Mobil Rewards+™ points and cash back offers!



AARP® Members Benefits

The Exxon Mobil Rewards+ program is the first and only fuel and C-Store rewards program offering exclusive benefits to the 37 million members of AARP.



Alexa™, pay for gas

Amazon and ExxonMobil have teamed up to enable millions of Amazon customers to pay for gas quickly and securely with Alexa. The “Alexa, pay for gas” feature is currently available only at Exxon™ and Mobil™ stations.



Members price on fuel

Walmart+ members can now save 10 cents on every gallon* at your sites via instant price roll-back when paying with their Walmart app. This turnkey technical solution takes place within the app through geolocation, so there are no new requirements for sites.



Apple® Card

ExxonMobil is the exclusive fuel merchant for Apple Card, offering unlimited 3%* Daily Cash back on fuel, C-Store and car washes when using Apple Card with Apple Pay® at Exxon and Mobil stations.



For U® grocery rewards program

Exxon™ and Mobil™ are fuel redemption partners for the U® grocery rewards program at Albertsons, Safeway, ACME, or Shaw's and Star Market in key markets.



Attract and retain more customers

via contactless payment options, grocery rewards, and delivery options.

*3% Daily Cash is only available using Apple Card with Apple Pay at Exxon Mobil branded pumps and stores including attached convenience stores offering Apple Pay (where available), in the United States. To pay at the pump with Apple Pay, either use Exxon Mobil Rewards+ mobile app or contactless payment. Excludes car washes that are not Exxon or Mobil branded and purchases at other retail shops, restaurants, or 3rd party merchants, including kiosks and independent stands, within Exxon or Mobil branded locations separate from attached convenience store checkout.

For Program terms and conditions, go to www.exxon.com/en/terms-conditions.

Learn more at www.exxon.com/en/valued-partners.

Exxon Mobil Smart Card+™

A credit card that offers more. More for consumers. More for you

ExxonMobil is excited to present the Exxon Mobil Smart Card+™, our consumer private-label credit card that offers more savings for consumers and more ways to fuel your bottom line.

Better savings means new reasons to visit the station

Everyday offer

Exxon Mobil Smart Card+ users earn:

- **12¢/gal*** price rollback on Synergy Supreme+™ premium gas
- **10¢/gal*** price rollback on other grades of Synergy™ fuel
- **5% back*** on the first \$1,200 in non-fuel purchases per year— including snacks, drinks, alcohol, tobacco and more — and car washes via statement credit



Special offer for new accounts

New cardholders can earn up to 42¢/gal for their first two months when they apply between February 1, 2022 and January 31, 2023.

Consumers enjoy Instant Savings

Fuels programs that offer instant savings on everyday transactions have been proven to increase site visits and overall sales.

1.8X

Average C-Store purchase **\$21**
vs. third-party cards **\$12****

4X

Fill-ups per month**
Proven to be our most loyal consumers

Learn more at www.exxon.com/smartcardplus.

*Subject to credit approval. New accounts only. The up to 42¢ per gallon discount applies for the first 2 months after your account open date. The up to 42¢ per gallon discount is comprised of the ongoing fuel savings of 12¢ per gallon on Synergy Supreme+™ premium gasoline or 10¢ per gallon on other Synergy™ fuel grades, which will be received as a reduced fuel price at the point of sale, plus a 30¢ per gallon bonus discount applied as a statement credit. Bonus discounts will be paid as a statement credit after qualifying purchases are made within the first 2 months from account open date. In the event discounts at the point of sale are unavailable for any reason, you will receive the earned discounts as a statement credit. You can earn 5% back in statement credit rebates on your first \$1,200 in Exxon and Mobil non-fuel purchases made each year with your card at Exxon or Mobil locations. Qualifying in-store purchases exclude lottery tickets, money orders, and gift cards. Exxon Mobil Rewards+™ points will not be earned on purchases made with the Exxon Mobil Smart Card+™ credit card. Offer valid at participating Exxon and Mobil stations. Terms and Conditions of the Exxon Mobil Smart Card+™ program apply.

**2019 ExxonMobil internal data.

©2022 ExxonMobil. All trademarks used herein are trademarks or registered trademarks of Exxon Mobil Corporation or one of its subsidiaries.

EBT SNAP Payments

A program that drives more sales and store traffic

We're continuing to enhance offers and enable new programs that meet the needs of consumers today and tomorrow by growing the portfolio of programs and payments available at Exxon™ and Mobil™ stations.

In 2021, convenience stores processed ~\$6B in EBT SNAP payments. Based on consumer demand and available government funding for those in need, **ExxonMobil has begun accepting EBT SNAP payments** through Gilbarco and VeriFone POS.

(Data taken from Fiscal Year 2021 Year End Summary. To access the Year End Summary online, please visit our website at www.fns.usda.gov/snap/retailer/data)



Enabling our POS system to accept consumer EBT SNAP payments drives site administrative efficiencies and savings, while supporting those in need within the community.

What is EBT SNAP?

Electronic Benefits Transfer (EBT) is an electronic system that allows a Supplemental Nutrition Assistance Program (SNAP) participant to pay for food using SNAP benefits. When a participant shops at a SNAP authorized retail store, their SNAP EBT account is debited to reimburse the store for food that was purchased.

What can SNAP benefits buy?

EBT SNAP card customers are not allowed to purchase fuel and car washes, only a variety of foods, fruits and vegetables; meat, poultry and fish; dairy products, breads and cereals; other foods such as snack foods and non-alcoholic beverages; Seeds and plants, which produce food for the household to eat. EBT SNAP does not allow for purchases of: beer, wine, liquor, cigarettes, or tobacco; any nonfood items; vitamins and medicines; foods that will be eaten in the store; or hot foods.

Is EBT SNAP program accepted at all Exxon and Mobil stations?

The EBT SNAP program is governed by the USDA and every site that desires to process EBT SNAP payments must apply and be authorized to do so by the USDA. EBT SNAP cards may be accepted in all states where permitted by law.

Visit www.fns.usda.gov/snap/retailer for more information about the USDA EBT SNAP Program.

Business and fleet credit cards

ExxonMobil has multiple commercial cards to meet the needs of business and fleets across the nation. On average, a single commercial account has six cardholders who each make eight purchases a month. One commercial fill-up is equivalent to that of 12 typical consumers.



Exxon Mobil BusinessPro™

- Save with fuel rebates up to 6¢ per gallon[†] on Synergy™ fuels, plus drivers earn points with the Exxon Mobil Rewards+ program
- Fill up at over 12,000 Exxon and Mobil stations nationwide, plus extend your network to 95% of all U.S. retail fueling locations
- Identify wasteful spending and know when and where your team spends with real-time alerts



Exxon Mobil FleetPro™

- Fill up at over 12,000 Exxon and Mobil stations, including 800+ commercial truck stations, using the fleet card for diesel and mixed-fuel fleets with Mastercard® acceptance^{††}
- Get customized fuel pricing with diesel-focused discounts at Exxon and Mobil stations nationwide
- Earn points on business purchases for personal savings on fuel, convenience store items and more with the Exxon Mobil Rewards+ program

Spend an average of
\$44/month
per driver

52% shop at
one brand for both
business and personal

Average **10X**
the transactions
of noncommercial
consumers

Produce **higher**
margins with no or
low card transaction fees

*The Account must be open and in good standing. Terms and conditions apply. See in-store for details.

[†]Based on monthly volume, refer to the standard rebate table. Rebates are not applied at time of purchase – they will appear as an account credit on the same billing statement as your monthly purchases. Rebates issued if payment is made in accordance with the terms of the ExxonMobil Fleet Charge Account Agreement. Rebates may not be allowed where prohibited by law and apply only to fuel purchases made with the ExxonMobil Fleet Card at participating Exxon and Mobil branded stations in the US. Please contact ExxonMobil Fleet Services for further information on available rebates. Rebates can be changed at any time at ExxonMobil's discretion.

^{††}Station numbers are accurate from GCAM data as of 9/9/21.

The ExxonMobil BusinessPro and ExxonMobil FleetPro cards are issued by WEX Bank.

The ExxonMobil Business Card is issued by Citibank, N.A.

The gift of fuel

Exxon™ and Mobil™ gift cards are a perfect way to drive repeat business to your site. With fun designs and the ability to activate any denomination from \$5 to \$500, they are perfect for any occasion and any driver. They are also a great way to recognize employees or say thank you to everyone who supports your business.

Features

- **Reloadable** to increase repeat-usage behavior
- **Low redemption fee** – just 10¢ per redemption



Learn more at www.exxonmobilgiftcard.com.

Get set for success with Mobil™ motor oil on your shelves



Mobil 1™ Motor Oil: **Protection you can rely on**

Mobil 1 has been setting the standards of synthetic lubricant technology for over 40 years. Continuous improvement in the lab, on the road, and on the track means its position at the top remains firmly established.

Recommended viscosities: 5W-20 and 5W-30



Mobil 1™ Advanced Fuel Economy: **Helps increase engine efficiency**

Several OEM partners recommend this formulation to help optimize fuel economy in high-efficiency engines. Mobil 1 0W-20 is Dexos1 Gen2 certified.

Recommended viscosity: 0W-20



Mobil 1™ Full Synthetic: **Outperforms conventional oil**

With performance that meets or exceeds today's engine requirements, a low cost of entry, and 7,500 miles of protection, Mobil Full Synthetic is a popular choice for a wide range of motorists.

Recommended viscosities: 0W-20, 5W-20, 5W-30



Mobil™ Full Synthetic High Mileage: **Proven to help extend engine life**

Extra seal conditioners in our High Mileage formulation of Mobil Full Synthetic help protect seals and prevent leaks. It's been formulated to last 1.5x longer than conventional and synthetic blend oils, guaranteed. For vehicles with over 75,000 miles.

Recommended viscosities: 0W-20, 5W-20, 5W-30



Mobil Delvac™ 1300 Super: **Heavy-duty protection**

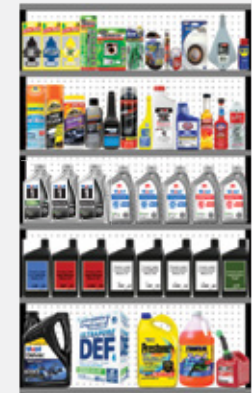
Fully backward compatible and universal with API SN gasoline applications, this synthetic blend diesel engine oil meets or exceeds several industry standard requirements.

Recommended viscosity: 15W-40

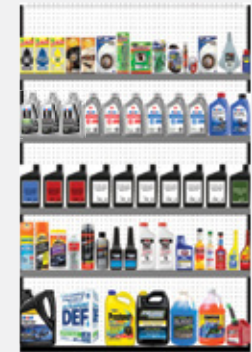
Stock for success. Stock the world's leading synthetic motor oil brand on your shelves today.



Recommended C-Store planograms



3' planogram



4' planogram

Mobil 1™

The #1 selling motor oil in the U.S. at retail.**

* Guaranteed protection for 7,500 miles between oil changes compared to a guarantee of 5,000 miles or less on Mobil branded conventional and synthetic blend motor oils. NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc. dexos1™ is a registered trademark of General Motors LLC.

** The NPD Group/ Retail Tracking Service/ Dollar Sales/ 52 weeks ending August 29, 2020.

Giving back to the community

Supporting students in our local communities

Exxon and Mobil are fueling young minds and helping create “aha!” moments through the Educational Alliance program. Since its inception, we’ve contributed over \$34 million to this national program, which funds math and science programs at schools in need. It’s part of our ongoing support for education in science, technology, engineering and math (STEM), and helps improve these programs in our local schools.

How the program works

Branded Wholesalers can award individual grants to schools in the areas in which they operate. ExxonMobil will reimburse \$500 for each grant that’s accepted and fulfilled, up to 4,000 grants. By driving success in our schools, we forge a strong bond with the communities we serve, and that helps drive the community to your stations.

Learn more at www.exxon.com/en/educational-alliance.



Reasons to believe

Exxon Mobil Synergy Supreme+

ExxonMobil is invested in a long-term commitment to growing premium gasoline because of attractive rack-to-retail margins that benefit you and your company. We see growth opportunities with Synergy Supreme+ premium gasoline, which we enhance with integrated marketing programs that are designed to drive premium consumers to fuel at your sites and purchase in your c-stores.

Exxon Mobil rewards+ premium.

Premium Status is the premium tier of our Exxon Mobil Rewards+ loyalty program. Members in this tier earn 2x points and buy **~2-3X more** gallons than non-Premium Status members.

Exxon Mobil Synergy Diesel Efficient

- Retail canopy conversions to Synergy Diesel Efficient has attributed to a **~4% sales** (forecourt) **uplift**.
- Commercial site conversions to Synergy Diesel Efficient is showing a **~15% sales** (forecourt) **uplift**.



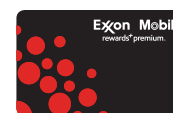
- Fleet drivers spend an average of **\$44/month** per driver.
- **52%** shop at one brand for both business and personal use.
- Average 10X the transactions of noncommercial consumers
- Produce higher margins with no or low card transaction fees

Exxon Mobil rewards+

Consumers can earn and burn points in the convenience store and at the pumps. Points are stackable with other consumer programs, and accessible with various payment methods.



The Exxon Mobil Smart Card+™ has zero transaction fees. Consumers who use the card fill up **~4 times** per month.



Site Experience



Consumer experience feedback

An exceptional consumer site experience is the cornerstone of best-in-class retailers.

ExxonMobil's goal is to provide actionable insights to help you:

- Make key improvements to your site
- Enhance consumers' experiences

Program benefits

Increase sales and volumes

- Fix consumer issues in real time
- Use site feedback for coaching/training and to maintain loyal consumer relationships

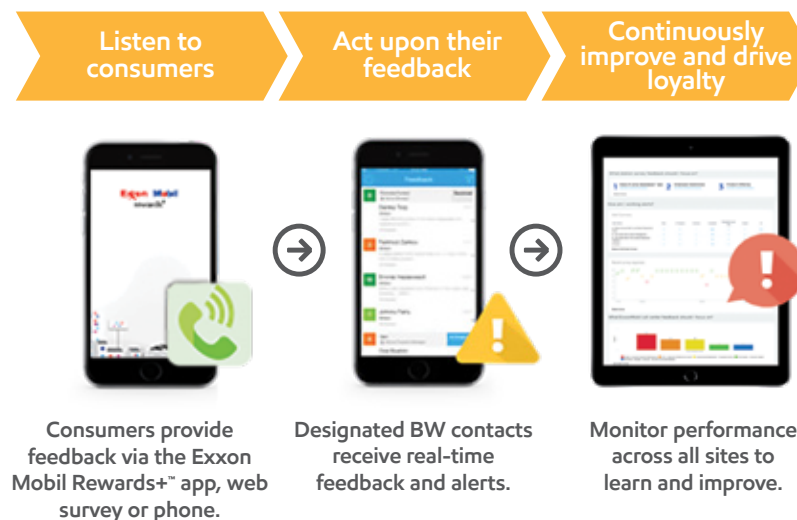
Drive accountability

- Alerts sent directly to site operator
- Automated escalations if no action
- Track progress on consumer follow-up
- Ensure no consumer is overlooked

Continuous improvements

- Spot trends and improvement opportunities
- Monitor performance over time
- More data points vs. mystery shop

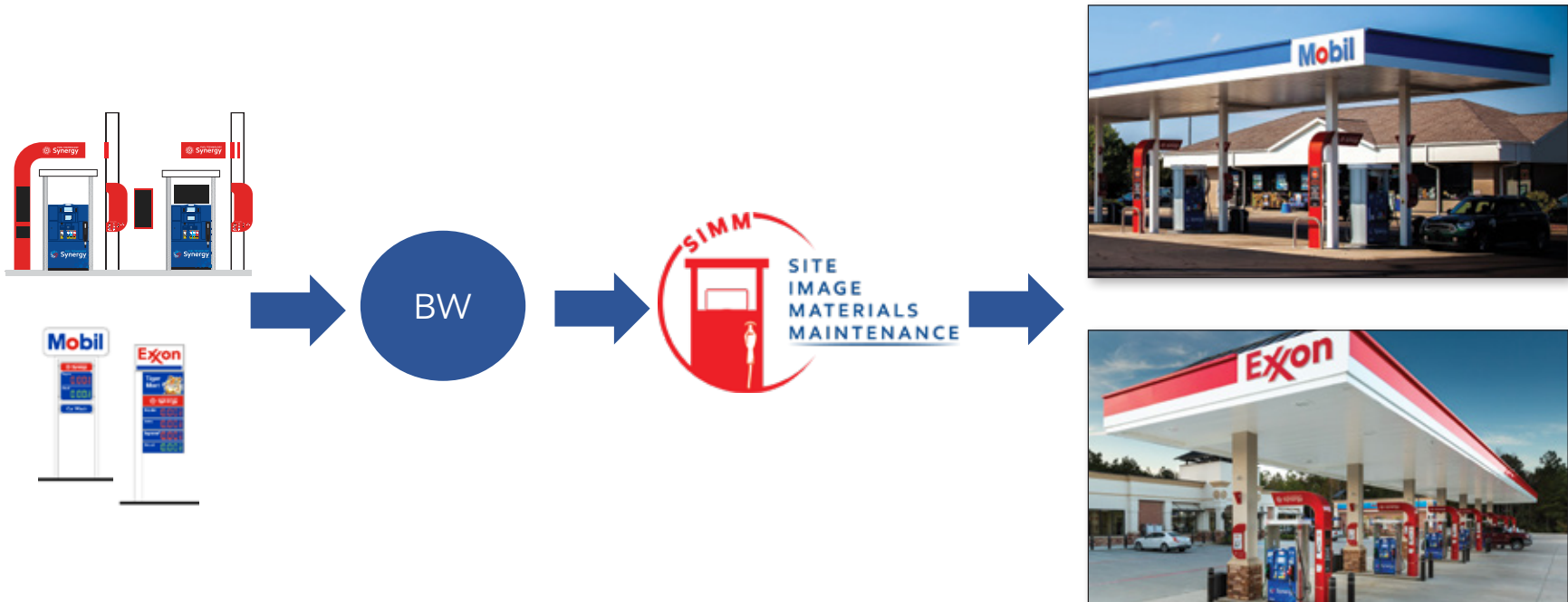
Site Experience Connect



Site Experience Connect is an enhancement to the Site Experience program brought to you by our partner, Medallia.

Site brand conversion assistance

ExxonMobil's Site Image Materials Maintenance (SIMM) program is a one-stop shop for brand image materials for new-to-network Exxon™ and Mobil™ Retail branding projects including competitive conversions, demolish & rebuilds (D&Rs), new-to-industry (NTI), commercial branding projects and image maintenance items.



One SIMM project manager oversees multiple Synergy image, canopy, MID sign vendors on your behalf

Resources and tools



Tools to boost your C-Store sales

The Exxon Mobil Rewards+ program provides you exclusive access to local and national offers that have been strategically selected based on consumer buying preferences. With no additional fees, all eligible locations enjoy the benefits of Exxon Mobil Rewards+ C-Store Offers as part of their Exxon Mobil Rewards+ program participation.

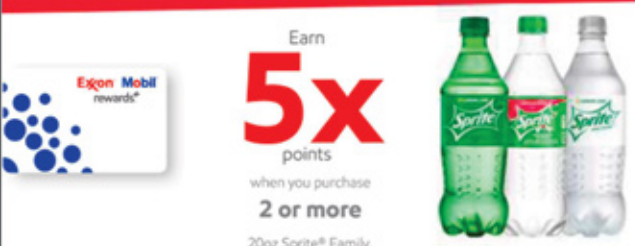
Branded Wholesalers and retailers* can access the [offer management tool](#) that gives you the power to select national and regional offers, create your own offers, manage OSA and measure promotion performance from one central location.

For questions, please call 888 724 9544 or email help@emoffertool.com.
Login to the [offer management tool](#).



Exclusive member offer

Earn **5x** points
when you purchase
2 or more
20oz Sprite® Family.



Valid 10/01/2020-01/15/2021

Use your Rewards+™ card or phone number to earn.

While supplies last. Redeemable for cash back or merchandise. Points and cash back apply. Offer ends 01/15/2021. © 2020 ExxonMobil. All rights reserved. See your Rewards+ card for terms and conditions.

Download the app on the Google Play or App Store.

**Exxon Mobil Rewards+
members who engage in the C-Store offers**

Spend **4X more**
in the store than
non-engaged members

Buy **2X as much**
gasoline and diesel fuel as
non-engaged members

*Retailers as authorized by their Branded Wholesaler.

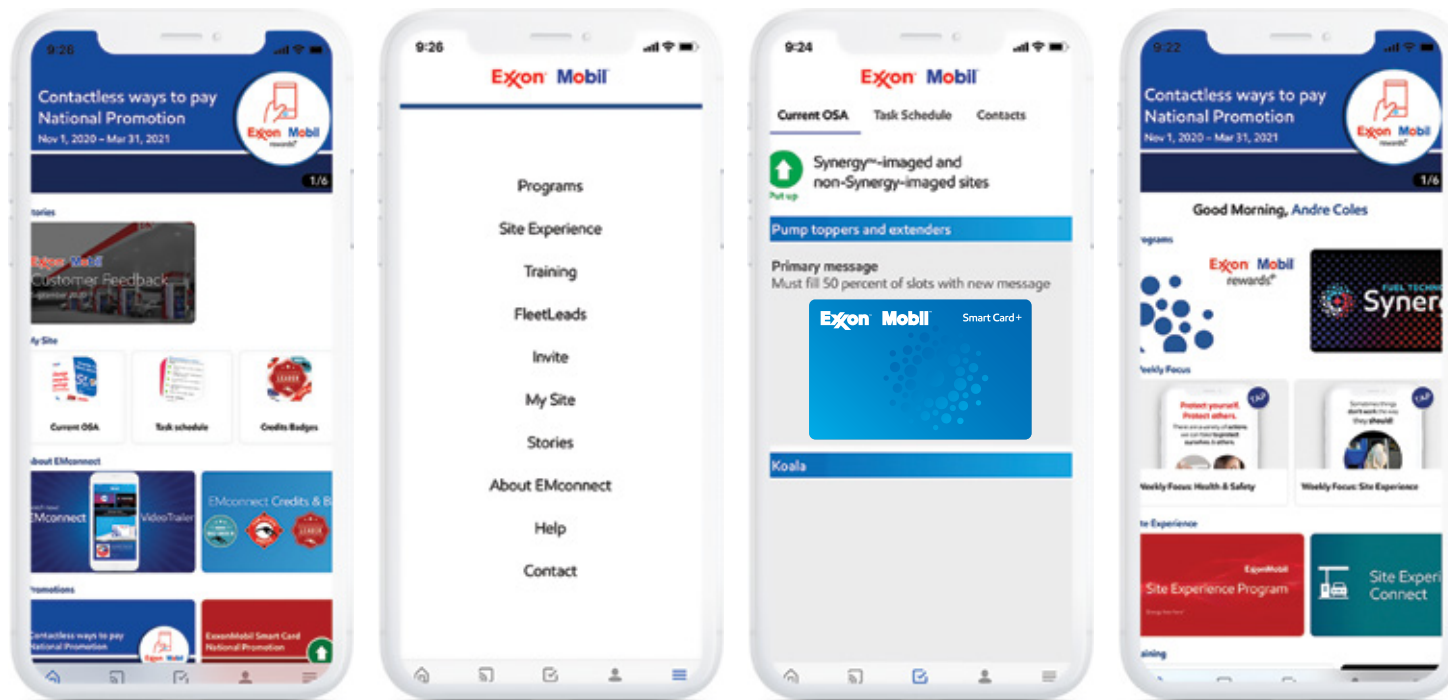
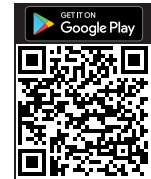
More ways to keep you connected: EMconnect

EMconnect is the Retailer app that reaches directly to front-line staff to engage employees, supply information that improves site-level execution and provide training and education for programs and campaigns.

The app keeps front-line staff informed about products, offers, services and more. Plus, it offers an easy way to connect to the larger network of Exxon™ and Mobil™ stations to share helpful tips and tricks.



Download the
EMconnect app:



Site staff directly informed of programs

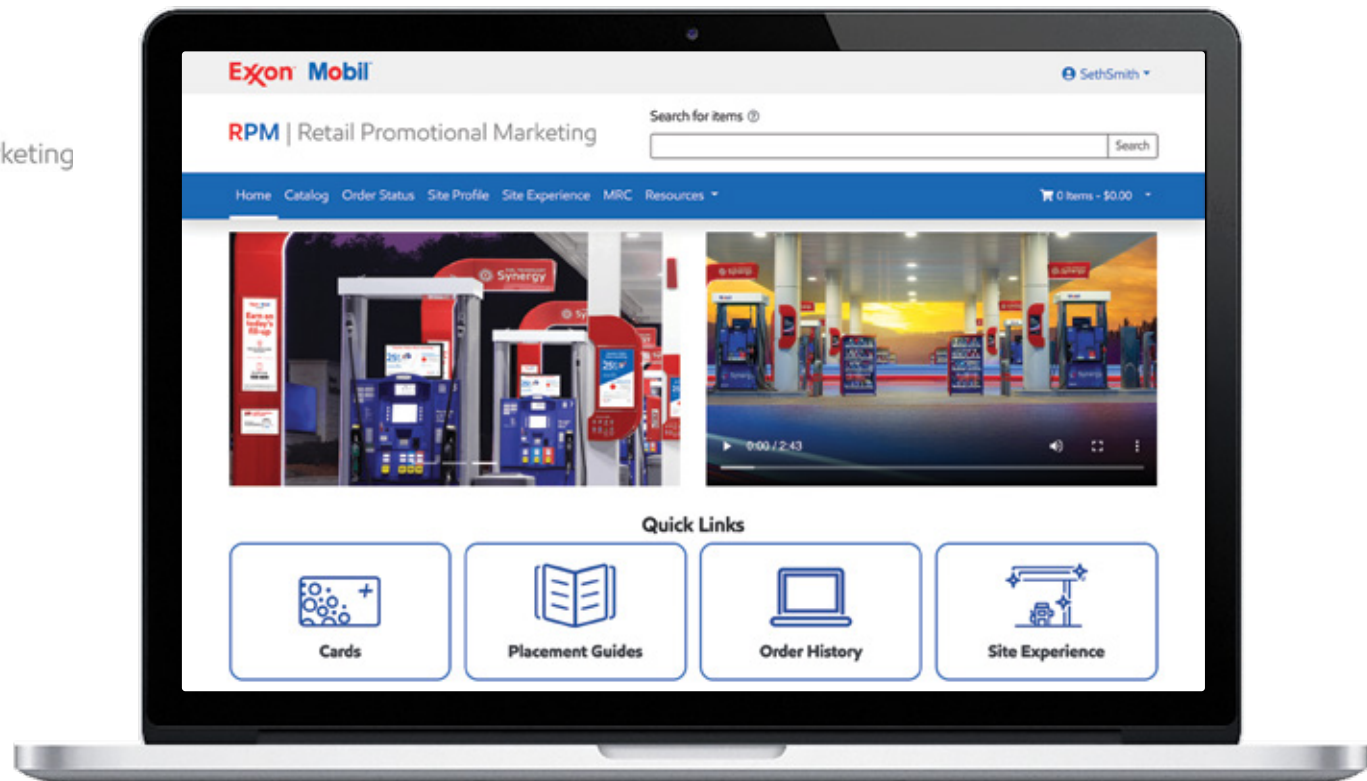
RPM: The website for all your on-site marketing material needs

Because you're the face of our brand, it's important to maintain brand consistency. That's why we've created the RPM website, a comprehensive e-commerce website for advertising marketing materials, including on-site.

You can easily order new promotional materials, track order status, update station information, manage site experience program and make changes to your store profile. Based on your store profile, you'll automatically receive on-site advertising materials.

Get started at <https://emrpm.com>.

Exxon Mobil
RPM | Retail Promotional Marketing



The RPM website is for BWs only; must access through ACE single sign-on

More ways to keep you connected: MRC

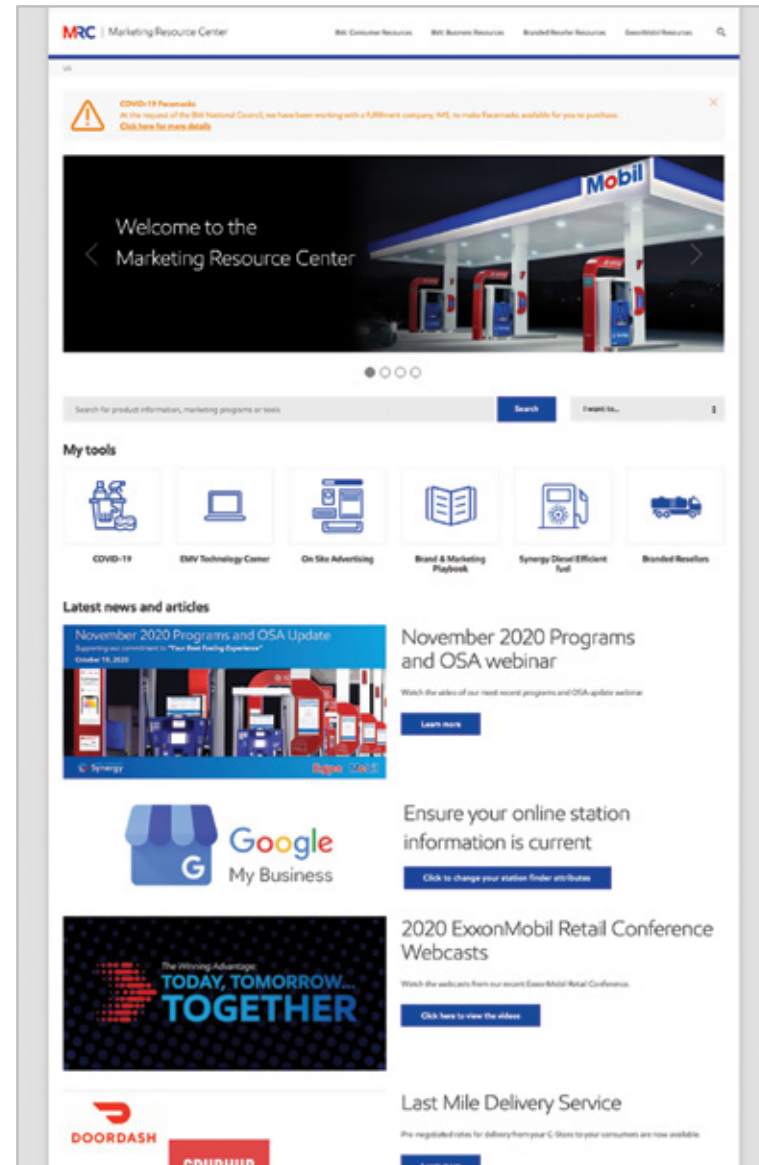
ExxonMobil provides resources to keep you connected to current campaigns, marketing program information, Site Experience guidelines and more – whether you're at your computer or on the go.



The **Marketing Resource Center (MRC)** provides you with tools, resources and information on the latest consumer-pull programs, marketing programs and important operational information.

Through ongoing communications, we strive to deliver relevant email communications with clearly highlighted action items that can be easily distributed and shared throughout your organization.

Learn more at <http://fuels.exxonmobilmrc.com>.



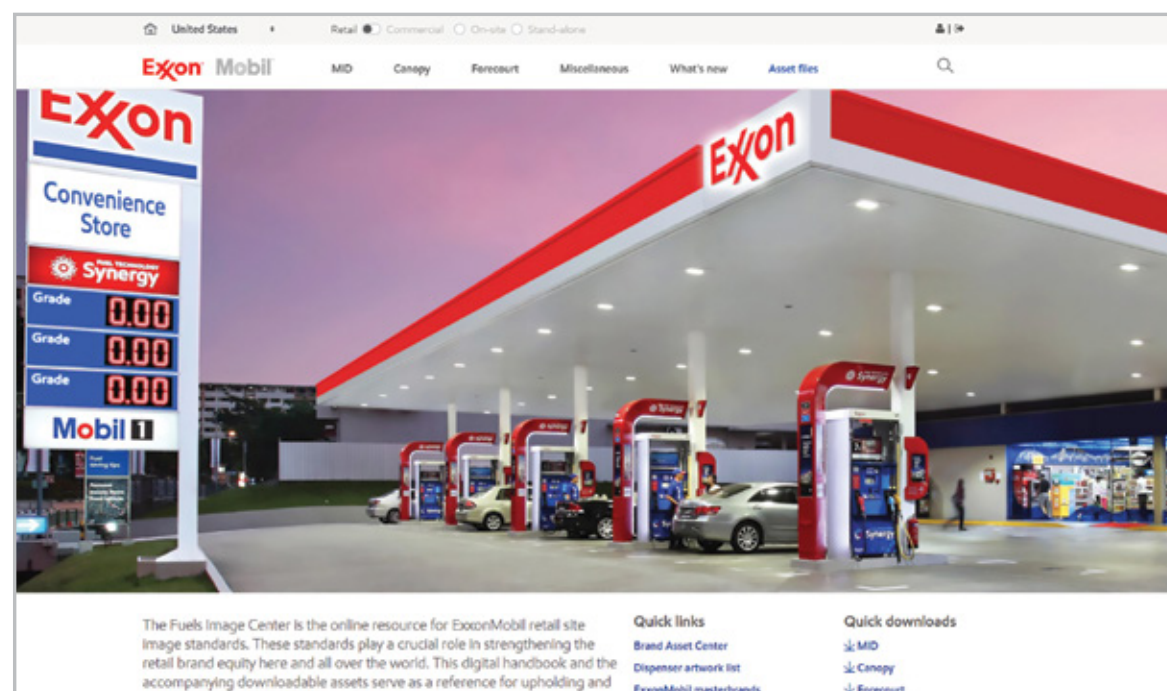
The MRC website is for BWs and Dealers

Maintaining our brands at your retail site

Operating Exxon™ or Mobil™ sites comes with the benefit of strong brand recognition. The quality, detail and consistent application of our retail site image standards reinforce the perception that the Exxon™ and Mobil™ brands stand for trust, safety and quality. By ensuring your stations adhere to the brand standards, you will attract consumers who seek out an exceptional site experience through a brand they trust.

Visit www.fuelsimagecenter.com to find:

- Open-access website to more easily view site image standards across any mobile device
- The ability to download all or individual image standard sections
- Easily shareable files to ensure all your vendors and contractors have the right information

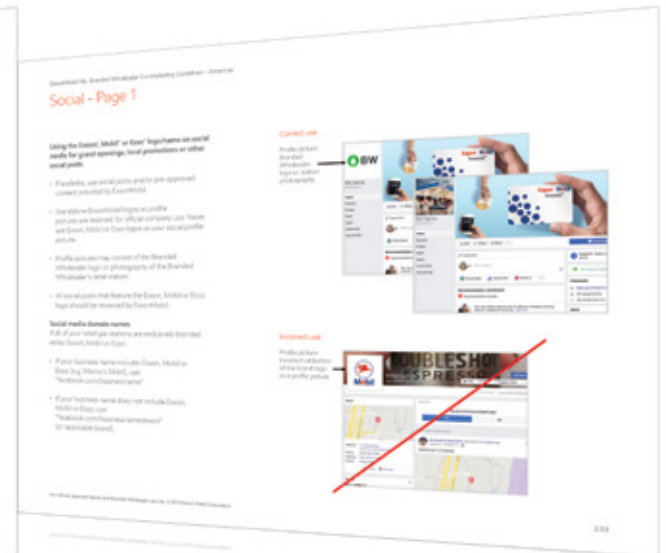


Visit www.fuelsimagecenter.com.

Marketing guidance, whenever you need it

Build consumer recognition and customer loyalty with our Branded Wholesaler Co-marketing guidelines.
Download the guidelines on the MRC at

https://fuels.exxonmobilrc.com/media/8827/americas_bw-co-marketing-guidelines-1.pdf



Putting you in touch with the right people

Partnering with highly respected brands like Exxon™ and Mobil™ gives you access to well-established relationships with best-in-class vendors.

- Contact the Retail Help Desk for questions on site technology issues at 866-603-6483
- For additional questions about on-site advertising (OSA) shipments, email RPM Customer Support at support@emrpm.com or call 800-636-4767.
- For questions regarding Exxon Mobil Reward+ C-Store Offers signage, email help@emoffertool.com or call 888-724-9544

<p>Air Ad Promotions A promotional services company with 25 years of helping clients reach their customers with the excitement of larger-than-life outdoor and inflatable advertising.</p> <p>Airadpromotions.com 936-851-0123</p>	<p>Aramark Aramark Uniform Services is a division of Aramark, a global leader in professional services.</p> <p>aramark-uniform.com</p>	<p>Cybera Cybera Inc., an authorized network provider for ExxonMobil, will help you drive down the cost of payment processing and achieve PCI-DSS compliance across your enterprise.</p> <p>cybera.net/securitysolution/ 866-4-Cybera</p>
<p>Everbrite A leading provider in innovative visual identification and LED lighting solutions to leading companies throughout the world.</p> <p>extranet.everbrite.com/exxonmobil/ 800-796-7427</p>	<p>Federal Heath Sign Company A global industry leader, providing custom signage and related services to national and international customers.</p> <p>federalheath.com 760-901-7447</p>	<p>Gilbarco Veeder-Root A global leader in fuel-dispenser technology and integrated fueling solutions, from the forecourt to the convenience store.</p> <p>gilbarco.com/us/ 336-547-5000</p>
<p>Hughes Hughes Network Systems delivers secure and reliable satellite connectivity for all your Exxon- and Mobil-branded service stations nationwide.</p> <p>networkoptions.hughes.com 888-704-6951</p>	<p>LSI Industries Has a vast offering of innovative solutions for virtually any lighting or graphics application, providing design support, engineering, installation and project management for custom graphics rollout programs for today's retail environment.</p> <p>lsi-industries.com 513-793-3200</p>	<p>Wayne A leading supplier of integrated solutions to its customers in the retail and fleet petroleum industry.</p> <p>wayne.com 512-388-8311</p>
<p>Verifone A leading global provider of technology that enables electronic payment transactions and value-added services at the point of sale.</p> <p>verifone.com 1-800-Verifone</p>	<p>Big Red Rooster Flow All MID, canopy maintenance, and SIMM program</p> <p>866-844-7079</p>	



© 2022 Exxon Mobil Corporation.
Exxon, Mobil and Exxon Mobil Rewards+ are trademarks of Exxon Mobil Corporation.
All other trademarks belong to their respective owners.