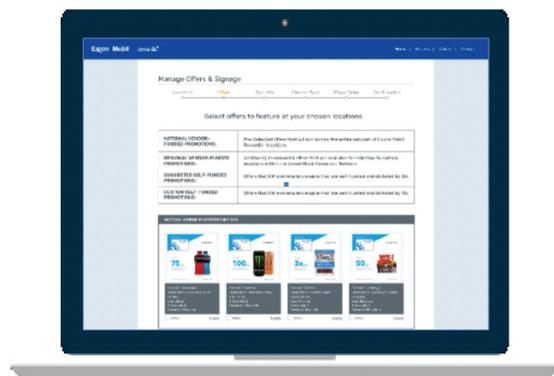


Exxon Mobil Rewards+™ C-Store Offers Offer management tool

Exxon Mobil Rewards+ C-Store Offers utilizes an offer management tool that gives you the power to create national and regional offers, manage OSA, and measure promotion performance from one central location.

Here is how it works:

- ExxonMobil negotiates national & regional vendor-funded offers quarterly
- Branded Wholesaler or Retailer may log in to add/change offer selections
- Eligible* sites are automatically opted in to national vendor-funded offers
- No cost OSA for vendor-funded offers; prints and ships to site
- Branded Wholesaler receives monthly credit of 75 percent point cost for vendor offers



Log in to an easy-to-use offer management tool to view pre-selected, vendor-funded offers. Additional offers available.

How do I get started?

- Contact 888-724-9544 to request tool login credentials
- Schedule a discussion with an offer specialist
- Log in to offer management tool (www.emoffertool.com) to view/select offers
- Install OSA near promotional products on offer start date

For more information, call 888-724-9544 or email help@emoffertool.com

*Participating Exxon Mobil Rewards+™ sites that use UPC scanners

FAQs

What are the Exxon Mobil Rewards+ C-Store Offers?

Vendor- and self-funded Exxon Mobil Rewards+ offers that are unique to ExxonMobil Branded Wholesalers.

How do I participate?

Eligible locations will automatically participate in pre-selected offers. Authorized offer management tool users may also add or change selections within the portal.

What locations are eligible?

Locations participating in the Exxon Mobil Rewards+ program and using scanners. Sites in New Jersey are not eligible. Additional criteria may apply - contact your Branded Wholesaler or the promotional services team (888-724-9544) for questions, or check the tool for the most up-to-date list of eligible sites.

How much of a time commitment does the program require?

This program has been designed to be a low-touch solution. Your engagement level may vary depending on how many self-funded offers you run.

If you take no action, participating sites will automatically run pre-selected vendor funded offers, OSA will ship, and credits will be issued with no action.

If you choose to run additional offers, you may spend up to 1-2 days per quarter to set up the offers, order OSA, and review reporting and settlement.

What can I expect with vendor funding?

Sites will pay for points when they are issued. On a monthly basis (in the month following the points issuance), single credit will be issued per site worth 75 percent of the upfront cost spent on the vendor-funded points.

Which items can I promote?

Offers can feature C-Store products with UPC codes or select products with NACS codes (car wash, fountain drinks, coffee).

How will I know if my offers are delivering value to my consumers?

A reporting dashboard is available in the local offer management tool, the same place you enter and enable offers. These reports measure offer performance, number of points issued and overall promotion cost.

What support is available?

An account specialist will be available to assist you with all offer related questions, as well as designing promotions and providing recommendations. Contact 888-724-9544 to connect with a support specialist.

Can I add my C-Store logo to my OSA?

Yes. To include your C-Store logo on your OSA, please contact your account specialist and provide them with your logo in an .ai or .eps file format. If you don't have one of those file types, send the highest resolution .png or .jpg you have.