



FINALLY, FUEL PRICES
ARE IN YOUR HANDS.

+ Save at the pump every time you shop with the Fuel Rewards Network™ program.

FRN Gift Card Mall



What is the FRN Gift Card Mall?

- **NEW** FRN Pillar to help drive customer activation in the Fuel Rewards Network
- Enhancement to sites offering Shell Fuel Rewards, sites become destinations for Gift Card purchases
- Opportunity to market national brick and mortar retailers as “way to save”



Blackhawk Network Confidential



Why a Gift card mall as a new FRN pillar?

- More ways for customers to save in FRN
- Drive customers to use gift cards like cash for their everyday, frequent purchases (fuel, family dinners, back to school shopping, home projects).
- Not just for gifts but for self use and for customers to reward themselves
- Drive in store traffic
- Cpg reward to help drive additional loyalty at the pump



FRN Gift Card mall: Top selling card Selection



Self-Use Paradigm – Everyday Spend



The “BUS” Message

**Buy Gift Cards
Use Like Cash
Save on Gas !**



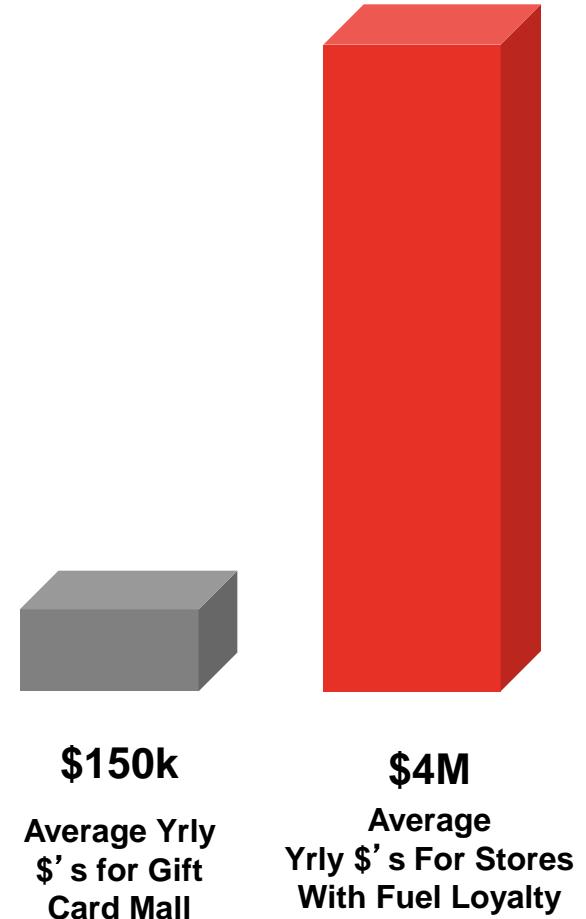
- Shell customer notices Gift Cards are now part of the Fuel Rewards Network
- The customer is building a deck this weekend and knows he needs lumber, a skill saw, joists, screws, etc. He goes into the Shell Convenience store and buys \$500 in Lowe's Gift Cards and earns 50 cents-per-gallon in Fuel Rewards
- He then travels to Lowe's and makes his purchases for his weekend project



Self-Use Results – Speak for themselves

Gift Card Mall Self-Use Success Story

- Blackhawk and Pennsylvania based Grocery Chain Giant Eagle leveraged fuelperks! to create/define the “Self-Use” segment – “Gift Cards Aren’ t Just for Gifts Anymore”
- A typical US Grocery Store with Gift Card Mall Program will see \$150,000 per store per year
- Through fuelperks! and a marketing strategy focused on self-use Giant Eagle has achieved \$4,000,000 per store per year - 25X increase over baseline



What is our Vision – How big could this be?

“Network effect” critical to move the dial – train consumers to come to Shell weekly to buy gift cards for self-use

Wholesaler Per Store Opportunity

- \$25K Baseline C-Store Sales Per Store/Year based on Blackhawk data .
(Quicktrip, Wawa, Hess, Casey’s, etc)
- \$125K 5x Baseline C-Store Sales based on grocer data when implementing a fuel rewards component

Opportunity for Shell sites to become an even bigger “hub” for consumer Fuel Rewards earning when combined with Shell Fuel Rewards



Introducing a NEW “Way to Save”



Fuel Rewards Network™ **GIFT CARDS** fuelrewards.com



Consumer Offer	Earn 5¢ for every \$50 of Gift Cards purchased (pulsed multiple times per year – 2x, 3x, 4x, etc.)
Gift Card Activation	Activated using Verifone & Gilbarco EPOS terminal
Merchandising	Blackhawk provides merchandising rack and initial installation. Automatic gift card replenishment
Exclusivity	Blackhawk will be the exclusive gift card & telecom partner. If existing contract - exclusivity when expires.



More Reasons Why a Gift Card Mall.....



Fuel Rewards Network™ **GIFT CARDS** fuelrewards.com



Wholesaler Economics	<ul style="list-style-type: none"> •Consumer offer is funded by Blackhawk •Wholesaler receives a 3% commission per gift card sold (Excluding the Shell gift card. Shell gift card activation & commission remains the same as it is today) •No issuance fees (RPR) – no redemption fees (unless redeemed with other 3rd party rewards)
Settlement of Rewards	<ul style="list-style-type: none"> • Settlement of rewards will be the same as the current settlement process between the Wholesaler and Excentus
Settlement of Gift Card Activations & Commission	<ul style="list-style-type: none"> •Settlement will be direct between Wholesaler and Shell: EPOS integration between Shell and BHN will allow for direct settlement via existing Shell process
Reporting	<ul style="list-style-type: none"> •Monthly reporting to track gift card sales & redemptions



Pilot Store Results

- **Program to date (Jan 14): \$2.3mln**
 - ▶ \$900k Blackhawk gift cards
 - ▶ \$1.4mln Shell \$50 card
- **Registrations & New Accts. (Thru 1/4)**
 - ▶ 3,003 accounts w/ a Gift card mall transaction
 - ▶ 406 or 13.52% registered w/in 2 days of earning in the mall
 - ▶ 577 additional accounts which had their 1st TXN as a gift card mall transaction
- **36% of sales of \$50 Shell gift card are with an FRN Card**
- **8% of sales of other gift cards in the mall with an FRN Card**
- **Huge opportunity to get new FRN members engaged in a new way to save!**



Implementation Update

Highlights:

- Great selection of gift cards & airtime cards
- Displays to support all sizes of stores
- Promotions scheduled for Dad's/Grads, Summer, Black Friday and Holidays (2x, 4x rewards)
- Cashiers quick to understand how to sell & activate
- Great initial feedback from customers (“I don't have to go to Dominick's to buy my gift cards, I can now buy my phone cards in your store....”)
- Solid POP and Co-op elements
- Email campaign to existing FRN members & non-members



FRN Gift Card Mall POP: Sample of some of the 11 elements

Pole Sign, Bld Sign

FRN™ Members
**BUY Cards
HERE**
& **SAVE 5¢/gal!**

Chili's
FOUR GREAT CHOICES
MAGGIANO'S

amazon.com
gift card \$25

sears
gift card

fuel rewards network

fuelrewards.com

Details inside.

Pump toppers

LIMITED TIME OFFER: **2X** Fuel Rewards savings!
EARN 10¢ /gal or more!
Offer ends December 11, 2013.

**Buy Cards.
Use like Cash.
Earn on Fuel!**

EVERYDAY OFFER:
Fuel Rewards Network™ Members
Buy Cards **HERE & SAVE 5¢/gal!**

Amazon.com \$100
KOHLS
NET 10
\$50

fuel rewards network

Save 5¢/gal with every \$30 you spend on gift & certain cards at Shell when you use your FRN™ Card!

fuelrewards.com

FRN™ Members
**BUY Cards
HERE**
& **SAVE 5¢/gal!**

Amazon.com \$100
KOHLS
iTunes

fuel rewards network

fuelrewards.com

LIMITED TIME OFFER:
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Amazon.com \$100
KOHLS
iTunes

fuel rewards network

fuelrewards.com

Aisle Invaders in store



FRN Gift Card Mall: Advertising Elements

Billboard Creative – (Directional information can be customized as needed (i.e. Exit 31))



Print – 2 Options



FRN Gift Card Mall: Advertising Elements

Video Media Technology – Pump top Screens (Sample Images)



Radio :25/:05

“GIFT CARDS!”

:25/:05

MUSIC: SUNG TO A RYTHMIC-PACED TUNE

SINGER: (SINGING THROUGHOUT): Gift Cards from Bass Pro Shops, Old Navy, Gap...Kohls, Chili's Grill and Bar ...The Home Depot ...And Pre-Paid Cell Phone Caaaarrrds!

ANNCR: It's time to get excited about shopping at Shell. Save 5¢ per gallon for every \$50 you spend on Gift and Airtime cards with the Fuel Rewards Network program. And, for a limited time, double your Fuel Rewards savings—10¢ per gallon on Shell fuel! Now that's something to sing about.

ANNCR: Buy gift cards. Use like cash. Save on fuel. At participating Shell stores today. Double rewards end December 11. See each card for its terms and conditions of purchase.



FRN Gift Card Mall: Advertising Elements

Direct Mail



Facebook Banner



POP Kit Options Through Power Signs

Fuel Rewards Network™ Gift Card Mall



As you already know, Fuel Rewards Network can help customers pay less for Shell fuel with everyday purchases such as purchasing convenience store items at your Shell station, buying groceries, shopping online, dining out, using eCoupons, and more. We are pleased to announce **yet another easy** way for customers to earn **additional** Fuel Rewards® savings: **Save 5¢/gal for every \$50 purchase made through the Fuel Rewards Network Gift Card Mall.**

We highly recommend you to purchase Point-of-Purchase (POP) to help communicate this offer to your customers. POP is available for purchase a-la-carte so that you can create a kit that is custom to your site profile and reflects how you want to promote the offer. For your convenience, we offer the following recommendations based on store size and budget. There is a set of POP for sites in California, sites with exclusive airtime card contracts (POP excludes any mention of airtime cards), and all other sites. To see all available POP and their prices, login to Shell Source at www.shellsource.com, then select Advertising → Point-of-Purchase → PowerSigns.

Example Kit 1 for Larger Sites – approx. \$150 + tax, shipping and handling

 Pole Sign 42" x 68"	 Large Building Sign 42" x 68"	 Small Building Sign 28" x 46"	 Door Decal 24" x 24"	 Ceiling Sign 14" x 14"	 See-Thru Window Decal 25" x 25"
 6 - Standard Pump Toppers 23" x 10"	 Cashier Stickers 3" (roll of 250)	 5 - Aisle Invaders 5"	 Change Mat Insert 11" x 8"	 5 - Cooler Clings 5" x 7"	 Register Topper 7" x 5"

Example Kit 2 for Smaller Sites – approx. \$90 + tax, shipping and handling

 Pole Sign 42" x 68"	 Change Mat Insert 11" x 8"	 Ceiling Sign 14" x 14"	 5 - Cooler Clings 5" x 7"	 5 - Aisle Invaders 5"	 See-Thru Window Decal 25" x 25"
	 6 - Standard Pump Toppers 23" x 10"		 Register Topper 7" x 5"		

Place your order today.

Call Pointsmith Customer Service at 1-800-762-5213 OR login to www.shellsource.com, then select Advertising → Point-of-Purchase → PowerSigns.

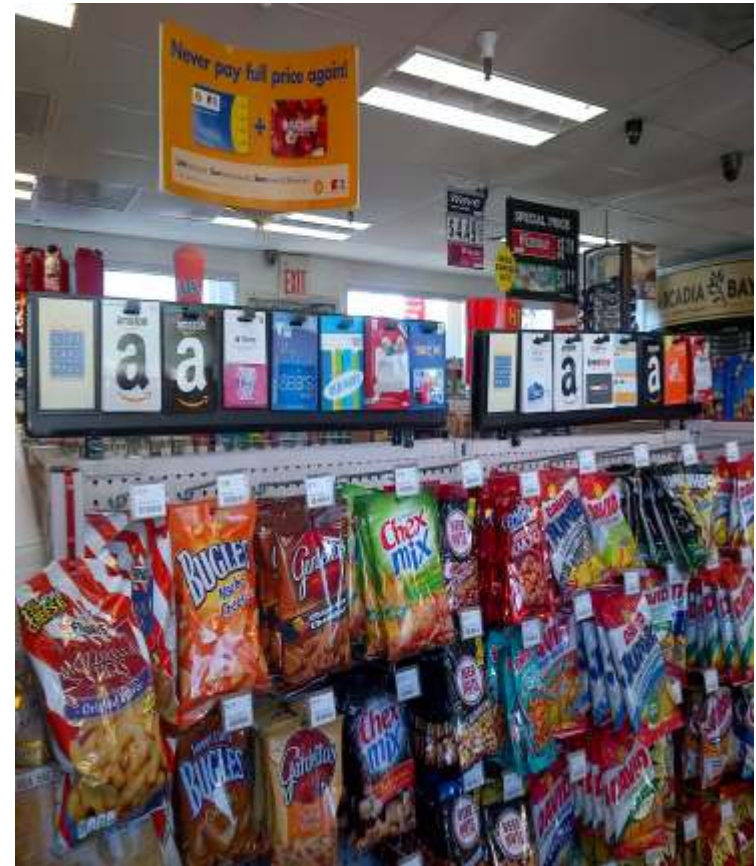
The cost of the Shell Fuel Rewards Gift Card Mall materials is eligible for 50% co-op, pending fund availability. If paying via Credit Card, wholesalers must apply for co-op, if applicable.



Key Steps to Implement the FRN Gift Card Mall

6-8 week site readiness process outside of EPOS upgrade for Blackhawk enrollment & ordering displays/cards

- Enrollment portal via Shell Source in February
- Upgrade EPOS to latest versions for Gilbarco and Verifone that supports gift card mall
- Order POP:
 - Display POP kit included
 - **Additional POP elements & Advertising elements**
available via 100% co-op
- Blackhawk merchandising team to set up display. visit sites 2 times/yr
- Auto fulfillment every 2-3 weeks
- Minimal training required for cashiers



FRN Gift Card Mall will be 1st in our Industry

- Pre-packaged FRN Gift Card Mall based on self-use best practices represents a huge opportunity for Shell Wholesaler & Retailers
 - ▶ Significant “lever” to build loyalty with the consumer and increase visibility to the other “ways to save” – particularly Shell Fuel Rewards
- ***It's FREE!***
 - ▶ Rewards fully funded
 - ▶ No Excentus fees (if redeemed without 3rd party rewards)
- Revenue generator as result of being a “Destination Stop for Gift cards”
- 3% Commission on all cards in the FRN Gift card mall (except the \$50 Shell gift card)
- Marketing Support with BTL and ATL co-op materials
- Best total deal in the industry



