

Dear Exxon and Mobil-Branded Wholesalers,

In response to your feedback from the National and local councils, ExxonMobil has decided to remove the Smart Card and Plenti Application holders at the pumps effective January 1, 2017.

We have heard your concerns regarding credit card holder execution, including the challenges with placement of the Plenti Pump Application holder on the pump face and the need to simplify communications at the pump. Further, our new, innovative Synergy forecourt image does not include application holders at the islands. By taking the step to remove these items from the pumps, we will be better positioned to deliver a superior consumer experience.

In support of this decision, an exception will be granted to all Exxon and Mobil locations for Site Experience Marketing Survey questions related to Smart Card and Plenti Applications at fueling positions (Q24, Q25, and Q26). This exception is retroactive to September 1 and effective through December 31, 2016. Therefore, no new holders should be ordered or installed at your sites. If you have any trouble removing the adhesive from the pump surface, be sure to refer to the September issue of *Retailer Connections* for a helpful tip.

Thank you for your business and constructive feedback. ExxonMobil remains fully committed to Plenti and our Smart Card offer and we look forward to working with you to execute our marketing programs at your stations and deliver best-in-class value to your business.

If you have questions, please contact your Territory Manager.

Sincerely,

Retail Marketing