



Plenti is a market leading consumer Loyalty Program designed to:

- Drive incremental fuel and non-fuel sales
- Increase customer base and enhance existing consumer engagement
 - Plenti has 36 million active members and counting!
- Build loyalty, brand advocacy, retain existing best consumers, and improve consumer value
- Enhance the overall consumer site experience

Plenti features include:

- 1 point for every fuel gallon and 2 points for every \$1 spent on eligible non-fuel items
- Consumers can use telephone number or Plenti card at POS
- Speedpass and Speedpass+ customers can link Plenti with their account to earn and redeem points
- ExxonMobil credit card holders earn 2x points on fuel purchases
- Customers can earn and redeem points on alcohol products, where permissible by law

Plenti starts with Sales Associates...

- **Ask** every customer, "Do you want to save money with Plenti today?"
- **Offer** customers a welcome kit and encourage them to enroll at plenti.com or with the Plenti app
- **Swipe** the card so the consumer can start earning points immediately for their purchase
- **Remind** customers that Plenti is free to join and to fully register their card so they can redeem their points
- **Ensure** signage and decals are properly displayed
- **Learn more** at the Training Resource Center (TRC) and the Marketing Resource Center (MRC)

Partner overview

- Southeastern Grocers, the first grocer to join Plenti and 2nd largest conventional grocer in the southeast
- Grocer brands include Harveys, Winn-Dixie, BI-LO and Fresco y Mas
- Stores in NC, SC, FL, GA, AL, MS, LA
- 12M reward card customers
- 3M active fuel rewards redeemers today, 30M gallon fuel opportunity (@ 10 gallons)
- Earn and redeem partner – 1 point for every \$2 spent and weekly promos
- Harveys Supermarkets launched on October 19, 2016
- BI-LO and Winn-Dixie launch on April 5, 2017



Program objective

- Drive SEG's fuel active redeemers to shop at Exxon and Mobil stations

Customer benefits

- ExxonMobil funding support of pre-load offer
- Media advertising at launch



Lots of points. Lots of places.
One rewards program.