The Power of the Shell Brand

PASSIONATE PEOPLE
HIGHLY SATISFIED CUSTOMERS
FLAWLESS DELIVERY
BRAND LEADERSHIP

US Fuels Sales & Marketing
Power of Shell

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Our History

Founded in 1897, Shell is the world’s largest single-brand retailer, with over 40,000 service stations spread across more than 80 countries. An amazing 300 cars visit a Shell service station every second, 365 days a year. Today, the Shell ‘Pecten’ emblem is one of the world’s best known and most trusted symbols.

OUR EMBLEM: THE PECTEN

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BIRTH OF A LEGEND

In 1833, Marcus Samuel founded a business in London dealing in antiques, curios and sea shells. These were so popular in Victorian England that he soon set up his own regular shipments of sea shells from the Far East to satisfy demand. When Marcus Samuel, Jr. took over his father’s business, he used these shipments to start exporting kerosene to the Far East sending the world’s first oil tanker through the Suez Canal. This kerosene was transported in bright red containers with a shell symbol on the side, a tribute to his father’s original business. This symbol became a registered trademark in 1891 and the Shell Transport and Trading Company was formally incorporated in 1897.

Not long after that, the Shell Pecten evolved gradually over the years to become the world famous logo that people across the globe instantly recognize and trust today. Every Shell innovation, every message, every milestone has been underpinned by the consistency and trust established in our brand. The Pecten symbolizes our brand’s strength now valued at over $29.8 billion.

NOT JUST GASOLINE

Although most customers automatically associate Shell with quality fuels, lubricants and service stations, the company’s activities touch their lives in many different ways. Shell is a world leader in gas exploration and extraction, and is investing heavily in renewable energy businesses. Through its affiliated businesses and retail outlets, Shell helps to deliver all the essential ingredients for personal mobility: fuels, lubricants, car-care products, travel-related items, food, drink, groceries and much more.

CREATIVE ALTERNATIVES

It will be some time before fossil fuels stop being our main energy source. But, as energy demand rises together with the need to reduce CO₂ emissions, creative scientific solutions are more urgently required. A wealth of activity is taking place to harness the power of nature – from wind to plant life. Being a leader in the development of more sustainable, second generation biofuels is part of our strategy and reflects our determination to build a material commercial business in at least one alternative energy technology. We at Shell are active in many areas, seeking solutions that will be a significant part of our business in the coming years.
Global Presence
- Worldwide, Shell refuels more than 10,000,000 customers per day across more than 40,000 retail outlets.
- We operate in 80+ countries with over 90,000 employees.
- 500,000 people serving customers each day.
- 42 billion gallons of Shell branded volume.
- >7% global market share.
- 3.2 million barrels of oil every day.
- 30+ refineries and chemical plants.

This global scale allows us to deliver value-driven initiatives in the US to our Shell branded Wholesalers, Joint Ventures, National Accounts and customers that visit Shell locations. Globally and locally, we are one brand.

Local Expertise
Our innovative culture worldwide helps drive our brand’s success locally through innovations such as:
- Shell V-Power® NiTRO+ Premium Gasoline and Shell Nitrogen Enriched Gasolines.
- Competitive payment offers such as the portfolio of Shell branded cards.
- Best-in-class loyalty programs like Fuel Rewards® (third-party owned) and Grocer Programs.
- And, award-winning advertising campaigns with Shell personal mobility solutions.

In the US, we leverage the experience and skills of 22,000 Shell employees – upstream and downstream – to deliver customer value through more than 14,000 Shell retail outlet across all 50 states.

Why Shell?
Shell is the energy company with a global dynamic innovative foundation investing over $1.1 billion annually in research and development. Shell has a coast-to-coast US presence offering consistent product quality and differentiated marketing programs that customers reward with brand loyalty. This differentiation can help improve your bottom-line performance while increasing brand loyalty.

Shell US Retail Outlet Map
This map represents the territories shared by Shell Oil Products US and Motiva Enterprises LLC, which collectively will be referred to as Shell.

Shell Global Site Count
Americas: 21,970
Europe: 9,038
Asia: 9,276
Africa: 2,099
Oceania: 923
For more than 100 years, our scientists have been passionately dedicated to continuous product improvement and innovation in order to provide motorists with quality fuels. We believe that performance counts, and that great performance begins with a clean engine.

**FUELED BY INNOVATION**

This dedication to optimum performance and continuous improvement is best seen through our team sponsor relationship with Ferrari on the Formula One™ (F1) circuit. As a sponsor, Shell scientists work closely with Ferrari engineers to deliver a premium fuel which meets one of the most tightly controlled and specific fuel requirements in the racing world. This successful collaborative work has garnered the technical partnership over 150 finish-line victories, including its tenth Constructors’ World Championship™.

**FROM TRACK TO ROAD**

The Shell technical partnership with Ferrari is more than a track-side victory celebration – it’s about transferring this race technology to the road. Shell uses the knowledge gained from the race track to develop our performance fuels and lubricants for everyday cars on the road.

Shell V-Power® NiTRO+ Premium Gasoline:
The BEST TOTAL engine protection you can get.

Shell V-Power® NiTRO+ Premium Gasoline, the most technologically advanced Shell gasoline, contains 99% of the same type of components as those found in the fuel that is used by Scuderia Ferrari on the Formula One racetrack. With seven times the amount of cleaning agents required by federal standards, this gasoline provides unbeatable protection against gunk and corrosions, and superior protection against wear.

Our unique technological expertise and decades of research and development, all work to help us differentiate Shell fuels and enable customers to get the most out of every drop.
Attaining the number one position in so many categories demonstrates the quality of leadership that exists throughout the Shell network. It takes excellence at every level to maintain this top position.

The Shell Brand is:

- #1 Preferred Gasoline Brand in North America
- #1 Major Gasoline Brand Share in North America
- #1 Major Premium Gasoline Brand Share
- #1 Most Trusted Motor Oil Brand in America (Pennzoil)
- #1 Heavy Duty Engine Oil in North America (Shell Rotella)

Staying number one is a priority. That is why we work so passionately developing and implementing innovative ideas at every level of the business. Shell focuses on supply reliability, efficiency, and creates marketing, cards and loyalty programs that help increase traffic and build brand loyalty.

**THE SHELL BRAND IS**

#1

**RETAIL VISUAL IDENTITY EVOLUTION (RVie)**

The Shell Retail Visual Identity (RVI) has been designed to embody the core values of the Shell brand. RVI consists of a fixed menu of design elements which, when used together, create a dynamic, modern and welcoming retail outlet. The quality, detail and consistent application of the design reinforces the perception of Shell as a quality brand and tells our customers that not all fuels retail outlets are the same.

In order to continue to express fuel leadership, RVI continues to evolve and modernize. The latest version of RVI at the retail outlet is RVie (RVI Evolution) which improves permanent and temporary forecourt communications, facilitates customer orientation and ensures effective delivery of marketing messages. RVie also reduces costs to the business through a simpler design and competes better with other brands’ fueling stations. A Network Delivery Team and approved RVie suppliers are available to assist you in ensuring a timely and cost-effective execution of the appropriate RVie conversion.
Being number one in so many categories is the foundation that drives our passion for developing new programs and solutions. Being an innovation and technology pioneer for over a century, Shell has delivered groundbreaking products and programs such as our Shell V-Power® NiTRO+ Premium Gasoline, Shell Payment Cards, Loyalty Programs, and award-winning Advertising and Marketing. Through our human ingenuity, we will continue to design programs to drive volume, margin, and customer loyalty for your business.

THE SHELL FUEL STORY
Throughout our history, Shell scientists have experimented with fuel formulations; constantly improving, constantly innovating, constantly leading. The high quality fuels we sell are designed for today’s vehicles. Through consistent fuels research and reformulation, we demonstrate our passion to provide for our customers’ needs, keeping in step with an ever-changing world.

As engine technology improves, it is imperative the fuel going into the engine meets new standards for performance. Our Shell fuel technology encompasses research which covers a broad range of vehicle engines, including hybrid and flex-fuel.

SHELL NITROGEN ENRICHED GASOLINES
All three grades of Shell gasoline contain the Shell Nitrogen Enriched Cleaning System that seeks and destroys engine gunk left behind by lower quality gasolines. Shell Nitrogen Enriched Gasolines act as a barrier to help clean and protect a vehicle’s fuel injectors and intake valves from the build-up of deposits. No other gasoline protects better.

SHELL V-POWER® NiTRO+ PREMIUM GASOLINE
Shell V-Power® NiTRO+ Premium Gasoline, America’s best-selling major premium gasoline, has been designed for today’s cars and drivers with years of international fuels development experience. The findings from decades of on-track testing with Scuderia Ferrari in Formula One are built into every drop. Shell V-Power® NiTRO+ Premium Gasoline is formulated with the highest concentration of the Nitrogen Enriched Cleaning System making it the most advanced fuel Shell has ever developed, especially for today’s modern high-octane engines (www.shell.us/vpower). Shell V-Power® NiTRO+ Premium Gasoline provides the best total engine protection you can get. Unbeatable protection against gunk and corrosion, and superior protection against wear.
Brand Strength – Shell Payments

Shell credit card holders buy more fuels and purchase more frequently than 3rd party credit card or cash customers.

Shell has a dedicated, national customer base that is very brand loyal. The Shell branded card program is designed to provide customers with payment options over the course of their credit lifecycle and has a card appropriate for any stage of the customer’s buying experience – regardless of their payment preference, income and lifestyle. Our cards offer the customer the convenience of paying at the pump, and because the card options follow the customer’s credit life-cycle, the Shell card portfolio can help build loyalty for life. Most important for you are the reductions in merchant service fees,* which can mean better bottom-line performance.

**CurrentC™ Mobile Payments**
- Pay for fuel from the comfort and convenience of your car
- Significantly reduces consumer interaction with the fuel dispenser
- Available for all iPhones and Android based Smart Phones

**Shell Gift Card**
- Operators earn 1.5% discount on sale of gift cards
- No transaction fee at Shell branded retail outlets
- Helps increase sales, loyalty and customer base

**Shell Saver Card℠ – The E-Checking Card Solution**
Designed for customers who may not want a credit card, but want the convenience of using a card right at the pump
- Tied directly to the customer’s bank account
- Customers save 2 cents per gallon on all Shell fuel purchases
- Helps increase sales and loyalty
- No transaction fee at Shell branded retail outlets

**Shell Drive for Five® Card**
Cardholders save 5 cents on every gallon of Shell fuels each month.
- No annual fee
- Can be used nationwide at ATMs for cash withdrawals
- No transaction fee at Shell branded retail outlets
- Helps drive loyalty and capture over 80% of a customer’s total fuel spend (compared to < 20% for non-Drive for Five customers)

**Shell MasterCard® from Citi®**
When cardholders make qualifying purchases of $500 or more in a billing cycle, they earn a credit of up to 20 cents per gallon or more on the first 100 gallons of Shell fuels they purchase in the next billing cycle.
- Card can be used anywhere MasterCard is accepted
- No transaction fee at Shell branded retail outlets

**Shell Fleet Cards –**
**Fleet Small Business Card and Fleet Plus Card**
- Offers customers up to 6 cents per gallon discount on Shell fuels
- ‘One Station Card’ option allows for purchases at one preferred Shell retail outlet
- Purchases appear on one detailed monthly statement
- Flexible reporting options

*Merchant service fees are subject to change.*
SHELL HELPS DRIVE LOYALTY FOR THE GROWING ‘REWARD SEEKER’ CUSTOMER BASE

Loyal customers are essential for any business to be successful. These customers tend to buy more, and more importantly, they talk more—which means free word of mouth advertising for your business. Having loyal customers also can be measured in monetary terms; instilling customer loyalty can increase sales, create profit and build brand value. At Shell, being a leader in loyalty is a core foundation of our business strategy, and helps us clearly differentiate ourselves from the competition.

FUEL REWARDS®

THE FUEL REWARDS® PROGRAM IS ALL ABOUT ONE THING: HELPING CUSTOMERS EASILY LOWER THE COST OF EVERYDAY LIFE BY PAYING LESS FOR FUEL.

HOW IT WORKS

Whenever customers shop, dine or make other day-to-day purchases at any merchant or restaurant participating in the Fuel Rewards® program, they earn cents-per-gallon discounts on fuel known as Fuel Rewards® savings. The savings customers earn between fill-ups are then combined to drive down the price they pay at the pump.

A DIFFERENTIATED OFFER

The Fuel Rewards® Program is different from any other program:

- It turns everyday purchases into fuel savings.
- There’s no limit to the amount customers can earn (redeemable up to 20 gallons per purchase per transaction).
- There are no blackout dates—customers can fill up and save on their own schedule.
- There are many ways customers can earn Fuel Rewards® savings.
Brand Strength – Loyalty Programs at Shell

OTHER WAYS TO SAVE WITH THE FUEL REWARDS® PROGRAM

It’s easy for customers to save with the Fuel Rewards® program. They simply shop with participating Shell retail outlet, restaurants, online merchants and more to earn Fuel Rewards® savings redeemable at participating Shell retail outlet.

- Dining
- Online Shopping
- Card-Linked Offers
- Shell Fuel Rewards® Offers
- Travel
- 3¢/gallon Member Bonus
- Featured Offers
- MasterCard® Offers

MEMBER TESTIMONIALS

“I like to shop at places where I can use my Fuel Rewards® card. There’s a million places you can shop from and it’s loaded automatically to my card...” —Leigh Ann H.

“It’s extremely easy to use. You just attach your credit cards that you typically use and you save. It automatically shows up in your account and I get text alerts and email alerts to let me know, ‘Wow, you just saved 50¢ on gas today.’” —Beth B.

“Check this out! Paid only a penny a gallon for Shell V-Power® NiTRO+ Premium Gasoline!! Love the online mall.” —Carol H.

“Thank you Fuel Rewards®!!! That’s what I’m talking about!!! $0.38 for 20 Gallons!!!” —Jorge A.

DIRECT GROCER REWARDS PROGRAMS HELP DRIVE CUSTOMERS AND INCREASE LOYALTY

Since 2009, we have further differentiated the Shell brand through our alliance with some of the country’s top grocers to bring customers instant savings on quality Shell Nitrogen Enriched Gasolines. Points earned on their grocery loyalty card translate into instant savings at the pump!* Customers redeem their Fuel Rewards® at participating Shell branded retail outlets which will initiate the price roll-back, utilizing the Shell Rewards proprietary software platform, a key enabler of the Grocer Rewards Program.

Currently, Shell has agreements in place with Kroger® and Ahold, and we continue to aggressively build alliances with the major grocers in markets throughout the country. The Direct Grocer Rewards Program through Shell provides six times the coverage of any competitive alliances announced by other gasoline brands in the U.S.

The Direct Grocer Rewards Program will benefit Shell branded Wholesalers, National Accounts and Joint Ventures through potential incremental fuel and non-fuel sales. The programs are designed to help drive new customers to Shell branded retail outlets, increase consumer loyalty including retention of existing customers and increase the number of transactions for those who may buy less frequently from Shell. By working with elite grocer brands, we are maximizing our national footprint of more than 14,000 branded retail outlets to be convenient redemption centers for grocery fuel discount programs.

With two different ways to save, Shell customers can choose which rewards to redeem at your Shell retail outlet: they may redeem Fuel Rewards® savings earned through the Fuel Rewards® program, or they may redeem fuel points earned through their Direct Grocer Rewards programs.**

*Excludes New Jersey  **At participating locations.
Brand Strength – Advertising, Marketing & Sponsorships

AWARD-WINNING ADVERTISING & MARKETING CAMPAIGNS

With millions of dollars invested annually, the Shell brand is one of the most recognized in the industry.

Getting the Shell name in front of the national buying public has long been a priority for our passionate marketing experts. We know the strength of the brand has been impacted through the messages we have delivered over the years. From the Shell Answer Man to our most current campaign, the value of the Shell brand is continually enhanced through our innovative and award-winning advertising.

Shell supports its Wholesalers, Joint Ventures and National Accounts with national advertising and provides additional support in strategic Shell markets. The Shell Co-op Advertising and Development Program allows Wholesalers (and those eligible) to create additional marketing and advertising programs to meet specific market needs, while also reducing out-of-pocket advertising and promotion costs. Awareness of the Shell brand, combined with first-class customer service delivered at the retail outlet, can help generate repeat business and create brand-loyal customers.

SPONSORSHIPS

Shell takes great pride in our brand and in the events that we support throughout the year. As such, Shell is a proud sponsor of marquee events that are nationally respected and have a positive impact on local communities such as racing, golf, student development, charity-work, etc.

TESTIMONIAL

“It is an excellent reminder that you are flying the flag of the oil company that builds its brand better than any other company in the business. That is purely my opinion, but we market nine brands so I think I speak from a fairly broad perspective. They spend more, pay more attention and execute better than any other company out there when it comes to their fuel campaign. Selling something that people can’t see or touch is difficult, so differentiating your product and building value is the number one thing they can do. Shell does it better than anyone.”

– Jonathan Shaer, Mutual Oil Co.
SITE SYSTEMS COMPATIBILITY & ELECTRONIC POINT-OF-SALE (EPOS)

Today’s consumers are busier, more connected, more demanding, and have more options than ever. Companies that succeed tomorrow are the ones who will navigate and deliver in this new, complex marketplace. Those companies will win by understanding customers’ individual behavior to create experiences, offers and value that drive their loyalty.

At Shell, we recognize this challenge. The Shell Vantage™ retail site systems platform is designed to enable smarter payment and loyalty solutions that create a premium customer experience.

Shell customers can expect:

- Easier and more convenient transactions
- More secure transactions and fraud protection
- New payment solutions like mobile payment
- Special benefits for Fuel Rewards® loyalty program members like e-Receipts and reduced prompts at the pump to help speed up transactions
- More ways to save by combining discounts from local retail outlet offers and Fuel Rewards® or Grocer loyalty program rewards

Your business can expect:

- EMV®-ready equipment solutions with Shell-approved POS providers*
- Reduced costs of technician visits and site downtime through remote deployment/management of payment and loyalty solutions
- Smarter, more personalized services and offerings that respond to customers’ retail needs
- A more secure transaction environment that helps reduce fraud liability exposure
- Quicker, less costly delivery of new payment and loyalty solutions through centralized, remote deployment

*EMV® is a global standard for credit and debit payment cards based on chip card technology taking its name from the card schemes Europay, MasterCard, and Visa – the original card schemes that developed it.
We Share Your Passion for Excellence

Shell aims to be the best fuels retailer in the world. We have a passion to see you succeed – to see us succeed, together. Our industry-leading programs and innovations create differentiation from the competition; differentiation customers notice and appreciate. This differentiation ultimately drives our success by increasing customer loyalty, volume and margin.

What can the Shell brand do for you? We provide...

- The world’s largest single-brand retailer – our Pecten emblem is well recognized coast-to-coast and around the globe.
- Over $1.1 billion dollar annual spend in research and development.
- An outstanding gasoline portfolio with Shell Nitrogen Enriched Cleaning System and Shell V-Power® NiTRO+ Premium Gasoline.
- Award-winning advertising and marketing programs.
- Powerful, brand-building alliances that help create customer loyalty.
- Our comprehensive Shell branded payment cards.
- 24/7 site-level support and proprietary EPOS software platform.
- Wide range of national and local sponsorships.

TOP 4 REASONS TO BRAND SHELL

1. Global Leader in Fuels and Lubricants
   - #1 Preferred Gasoline Brand and #1 Major Gasoline Brand Share in North America
   - #1 Major Premium Gasoline Brand Share (Shell V-Power® NiTRO+ Premium Gasoline)
   - A respected leader in fuels technology and innovation
   - Most trusted motor oil brand in America (Pennzoil®) and #1 heavy-duty motor oil in North America (Shell ROTELLA®)

2. Brand-building Loyalty Alliances
   - Revolutionary Fuel Rewards® (FR) program empowering customers to essentially “choose” their price at the pump – Shell is the official fuels redemption gasoline brand
   - Top grocer alliance rewards programs bring customers instant savings at the pump

3. Strong Refinery, Pipeline and Terminal Network
   - We operate five major refineries and over 280 equity and outside supply points across the United States providing flexibility of supply for over 14,000 retail outlets
   - 24/7 loading support services for a high quality and reliable supply to meet your needs

4. Mystery Motorist Program (MMP)
   - Compelling program that helps you manage the image and customer service delivery at each location through third party mystery shopper evaluations throughout the year

We invite you to join our winning team of Wholesalers, National Accounts and Joint Ventures!

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