

Measuring the consumer experience

2018 US Retail Site Experience Program

Energy lives here™



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Measuring the consumer experience

For decades, ExxonMobil has been working to anticipate and meet the growing needs of consumers by providing prompt, courteous, and reliable service to the motoring public at all times.

Feedback from consumers continues to reveal that a safe, clean, and operational site are top reasons why one fuel location is chosen over another. Research shows that sites that deliver on all three do better at providing an inviting consumer experience.

The US Retail Site Experience Program is designed to be a multipurpose tool to help us assess consumer experience, with these elements in mind. The process also helps drive site level execution and measure the most crucial element - the overall consumer experience.

We encourage Branded Wholesalers and operators to use evaluation results to recognize outstanding performance and address opportunities for improvement. We appreciate your support to preserve the integrity of our brands and look forward to working together to provide the best consumer experience possible.

Two evaluations will be conducted: 1. Site inspection, 2. Marketing.

1. Site inspection

The Site Inspection Evaluation (see page 9) is based on five key attributes: ID/Price sign, MPDs/Dispensers, Facility, staff and restrooms/Convenience store. The Evaluation consists of 24 questions which total 100 points, with an additional 3 "bonus" points question focused on the elimination of non-standard OSA items combined for a grand total of 103 points.



2. Marketing

Consumers have told us that in order to respond to offers and products, our marketing offers need to be simple and easy to understand. Therefore, emphasis has been put on marketing elements that are designed to help foster consumer loyalty, and go above and beyond the competition.

The ExxonMobil Marketing Evaluation (see page 37) will be conducted by the inspector, while completing the Site Inspection on site. The goal is to measure the following areas: Forecourt (e.g., OSA), Backcourt (e.g., Consumer Engagement) and Compliance. The evaluation consists of 15 questions that total 100 points, with an additional 5 "bonus" points question focused on the site having the Plenti handheld enrollment tablet - combined for a grand total of 105 points.

Performance results

Performance results are based on the total points available. This may vary depending on the site offer. For example, if the site does not have an ID/Price sign due to a local ordinance that prohibits this, the total points possible on the Site Experience evaluation will be reduced by 9 points. Note that cases like this are called "exceptions", and need to be registered through the ExxonMobil Territory Manager.

Combined with Customer Care feedback, ExxonMobil analyzes results from all site level evaluations to ensure standards are met. Specific sites that maintain an average score of less than 70% on the Site Experience evaluation will be considered non-compliant and will need to improve performance in order to maintain the brand at that specific site.

Note that the 5 Key Attributes of the Site Inspection are the only results that are used in this calculation.

Program details

Enrollment

In order to measure progress in meeting the needs of the consumer, all Exxon™ and Mobil™ sites are required to participate in the program.

Logging in will vary depending on the user. However, once logged in to the ExxonMobil portal, under RPM, select Site Inspection from the top menu, to view a list of all sites enrolled.

The user can then follow the steps to enroll sites.

For enrolled sites, the user has option to change/add email addresses for recipients who would receive the results when a site has been inspected.

Concerns on enrollment process can be directed to:
data@supportemrpm.com

For unique circumstances where a site should be temporarily removed from the inspection cycle (e.g., construction or remodeling), it is recommended that the ExxonMobil Territory Manager be consulted on how best to handle.

Letter of authorization

The Maritz inspector will purchase fuel before entering the location. Appearing as a customer, the inspector will then visit the restroom to evaluate, and approach the counter to introduce themselves to the sales associate and present a letter of authorization. Pictures will be taken at the time of the inspection to substantiate findings. A "torso" photo to support uniform shirt /nametag grading will also be

taken of the sales attendant serving the inspector; however, the attendant can refuse to have their photo taken (see Question 16). If attendant refuses torso photo, please note that appeals for the uniform/nametag will not be permitted. At that time, it is recommended that the attendant ensure all lights are on, so that the inspector can verify during his/her walk-around.

Inspection frequency options

Sites can choose to be on a monthly or quarterly inspection cycle. A minimum "pause" of 30 calendar days between shops will be used for quarterly scheduled locations.

In line with consumer needs (safe, clean, and operational), a minimum of one inspection per year will be conducted after dark to fully assess lighting.

Hours of operation

Each Exxon and Mobil station are identified on the ExxonMobil station locator, so that consumers can find key details on site locations, including hours of operation. Hours need to be accurate for customers, as well as Maritz inspectors (who use this to coordinate and schedule shops).

Store hours can be verified by consulting the ExxonMobil station locator, at: www.exxonmobilstations.com.

Updates to store hours can be submitted by email to data@supportemrpm.com or phone: 888-946-6245.

Evaluation results

Following the inspection, the results will be reviewed for quality. Once completed, the report will be published online through the Maritz website within five business days (from the date of the shop).

A link to the inspection will be provided in an email notification so that the results can be quickly accessed and any appropriate actions can be identified (e.g., training needs, customer supplies needing attention, etc.).

Note: To add/change email addresses, for inspection notifications:

- Within RPM, choose site inspection to update email addresses.
- Additional email addresses can be added (or email addresses changed), by contacting data@supportemrpm.com

Results can also be viewed through the ExxonMobil portal, under RPM. Although this may vary depending on user, users can select "Go to Site Experience", then choose "Continue", and then select the site number to view.

There are also additional details on the Maritz portal. Once logged in, select "Tools" from the top menu, then "Documents Library Page", "Frequent asked questions" and "Quick reference guides."

Appeals

An appeal or request for points to be restored can be filed within 25 days (from the date of the shop), for deductions to shop-level questions. The request needs to be supported with appropriate justification. However, inspection result is meant to reflect what a consumer would experience, at the moment in time in which the inspector visit occurs.

Appeal requests will be reviewed and responded to by Maritz within five business days from the appeal date. If the appeal is denied and believed to warrant further review, an escalation can be submitted to the ExxonMobil Territory Manager.

Appeals will be denied for cases where deficiencies will be addressed at a later date. For example, if an appeal is submitted for a case where a site lost points for pumps not working, and then repairs were completed after the site visit, points will be denied.

Portal users can submit an appeal, by following the steps below:

- Log in to the ExxonMobil portal at www.exxonmobil.com/online
- Select RPM
- Within RPM, select Site Inspection > Site Experience Reports
- Choose the site inspection to access the individual scorecard
- Select the flag icon in the top right-hand corner of the scorecard if you wish to submit an appeal.

To appeal an entire site inspection:

- Select the check box under the location information

To appeal specific questions results:

- Select the check box next to each question

Note: Inquiries need to be submitted within 25 days from the date of the inspection.

OSA materials

Current marketing offers are crucial to the consumer. Sites need to verify signage is received before the start date of new promotions and post accordingly.

A “grace period” of seven business days is in place from the start date of new promotions, to ensure sites have sufficient time to install new signage. Points will be deducted on the eighth business day, should new OSA not be installed.

On-site advertisting (OSA) materials and credit card applications

A proactive approach is encouraged to ensure timely posting of latest OSA promotional signage, and likewise for expired signage. Sites also need to verify signage is received before start date of promotion, and posted accordingly. As well, Branded Wholesalers can refer to the current site schematic posted on the MRC for most recent credit card applications.

Users can verify OSA Subscriptions on RPM under “subscriptions.” OSA inquiries can be directed to Harte Hanks at 888-214-1430. Users can choose to email through RPM, by selecting the “contact us” option, once logged in. Note: For faded or damaged materials, please ensure reorders are placed. Sites need to verify appropriate amount of signage received, prior to start date.

Notes:

OSA should not be installed before the specific start date as noted in the sell sheet.

Some areas have ordinances in place that prohibit a location from displaying OSA material. An exception can be requested (so that points are not deducted), through ExxonMobil Territory Managers (or by emailing Site-Experience@exxonmobil.com).

Explicit materials

Perceived drugs and sexually explicit materials

Given that these items are prohibited, the inspector will check for perceived presence at each location. The Maritz inspector will take note of perceived drug paraphernalia, including drug pipes, drug scales or grinders, roach clips etc. Note that rolling papers are permitted, only if loose tobacco is sold at the location. If no loose tobacco is sold, there are to be no rolling papers. Marijuana magazines are prohibited as well.

Drug paraphernalia, including perceived illegal or synthetic drugs and pornographic materials, are assessed by the inspector, as part of the evaluation process. Although it may be legal to sell certain items (e.g., marijuana) in some states, these items are strictly prohibited (i.e., non-compliant), since ExxonMobil considers having the site free of these items to be our "brand standard."

Violations that are not addressed may result in ExxonMobil taking additional action to protect contractual obligations, which may include de-branding of the site.

Resources



The Marketing Resource Center (MRC) provides Branded Wholesalers with the tools, resources and latest program information, including training.

Resources

Branded Wholesalers can view details on the Retail Site Experience Program, as well as all marketing resources for various other programs, including training, through the Marketing Resource Center (MRC).

- Users can register for the MRC by visiting www.exxonmobilmrc.com/register. Branded Wholesalers will need portal ID or customer ID in order to complete the registration process.
- If registered, but experiencing trouble logging in, users can contact: support@exxonmobil-mrc.com.

Image Enhancement Program (IEP)

Branded Wholesalers may be able to apply for funding to assist with boosting the overall image of sites. Programs are available and can be discussed through the ExxonMobil Territory Manager.

Training

Training is available for Branded Wholesalers and their sites/dealers. Access the MRC to view quick training activities.

These modules are based on the 5 Key Attributes that provide helpful hints on the importance of listening to consumers and creating an exceptional site experience. Plenti and Synergy™ training are available on the MRC as well.

You can download the free "Training Resource Center" app at the App Store, Google Play Store.



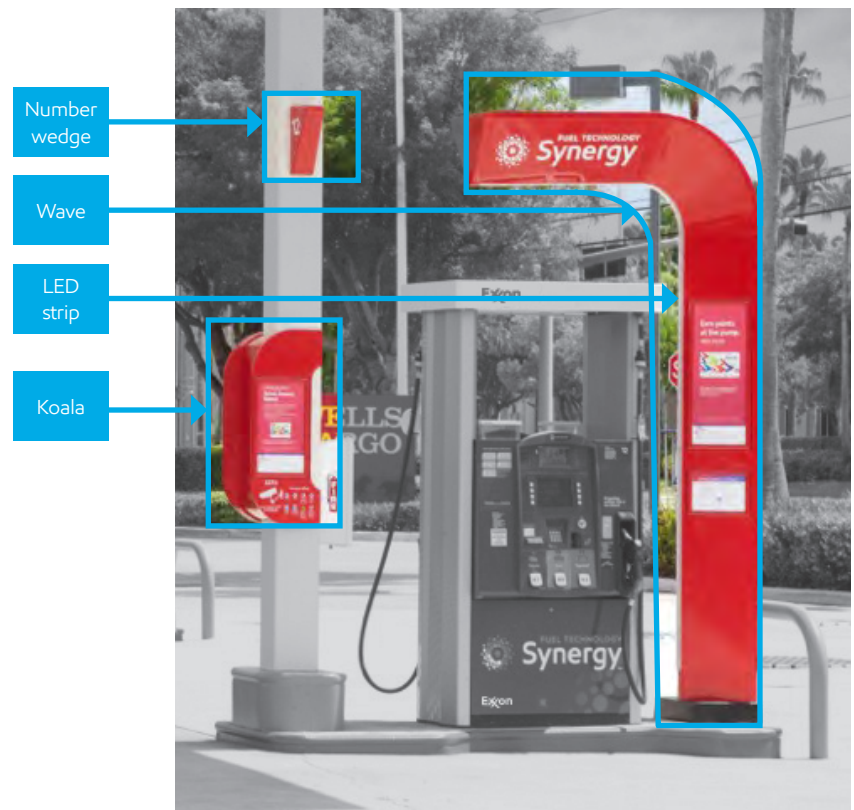
The Synergy™ experience

The Synergy™ fuels program is the culmination of breakthrough fuel formulation, distinctive brand identity, and an innovative, first-of-its kind forecourt image.

Through this unique and unprecedented offer, ExxonMobil redefines the fuels category and maintains its position as the preeminent brand in the industry by:

- Differentiating the Exxon™ and Mobil™ brands from the competition
- Satisfying consumers' collective needs
- Demonstrating our ongoing commitment to innovation

The US Retail Site Experience Program now combines the new, Synergy forecourt image standards. With this new revolutionary look and the Site Experience Program evaluations, you can create a consumer-friendly environment that will help successfully promote Synergy fuels and the on-site services and products of your location(s).



Synergy terminology



Example of a Synergy Exxon™ station



Example of a Synergy Mobil™ station

Site Inspection Evaluation



2018 Site Inspection Evaluation form

If viewing this document electronically, click on the question to go to that section of the document.

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ID/Price Sign (value = 12 points)		Score Allocation
Q01	Is the ID/Gas price sign working and well-maintained? Note: Partial of 5 points - if only one deduction	9
Q02	Is the ID/Gas price sign free of temporary signs?	3
MPDs/Dispensers (value = 23 points)		Score allocation
Q03	Are valances, skirts, side sheathing and Synergy™ forecourt elements (if present) in good condition, free from dirt, damage, and graffiti (excluding diesel-only pumps)?	6
Q04	Are pump decals (excluding State legislation and ExxonMobil marketing decals), grade activator buttons, and screens/keypads in good condition and free from dirt and damage (excluding diesel-only pumps)?	4
Q05	Are pump hoses and nozzles in good condition and free from dirt and damage (excluding diesel-only pumps)?	2
Q06	Are pumps/dispensers operational and functioning properly and not out of order (excluding diesel-only pumps)?	4
Q07	Is the credit/debit card reader working at the dispenser where a purchase is made, and do other credit/debit card readers appear to be functioning?	4
Q08	Does the receipt print at the dispenser where fuel purchase is made?	3
Facility (value = 26 points)		Score allocation
Q09	Is the Exxon™ or Mobil™ canopy clean and well-maintained?	4
Q10	Are fueling area islands, curbs, and bollards clean and well-maintained?	4
Q11	Are canopy lights working?	4
Q12	Are building exterior and perimeter lights working?	4
Q13	Are landscape areas clean and well-maintained?	4
Q14	Is the non-fueling area parking lot, building exterior, and perimeter clean and well-maintained?	3
Q15	Are customer supplies available and trash receptacles well-maintained?	3
Staff (value = 15 points)		Score allocation
Q16	Is the staff member in a clean, approved shirt with an Exxon™, Mobil™, Synergy™ or backcourt brand logo present on either shirt or nametag?	6
Q17	Is the staff member wearing a nametag displaying the employee name?	3
Q18	Is the staff member courteous throughout the transaction?	3
Q19	Is the transaction handled accurately and efficiently?	3
Restroom/Convenience store (value = 19 points)		Score allocation
Q20	Are the restroom fixtures operational?	6
Q21	Is the restroom clean?	6
Q22	Is the restroom stocked?	5
Q23	Is the sales area/convenience store clean and neat in appearance?	2
OSA (value = 5 points + 3 bonus)		Score allocation
Q24	Do all fueling positions and Synergy™ forecourt elements (if present) meet OSA standards?	5
Q25	Are all fueling positions free from any additional non-standard OSA items? (Bonus Question)	3 bonus points
Site score summary		100 + 3 bonus

Site Inspection summary of changes for 2018

NEW
for 2018

Enhanced
for 2018

2018 Site Inspection summary, at a glance

Look for these symbols to indicate a new or enhanced question for 2018.

2017		2018	Change
	Is a high-rise sign present on the property?	Question removed	Question removed
Q01	Is the ID/Gas price sign working and well-maintained?	Enhanced for 2018	Removed wording "completely" and changed visible from 5 to 10 feet away
Q16	Are air hoses clean and operational?	Question removed	Question removed
Q19	Is approved Synergy-branded apparel worn?	Removed bonus question	Question removed
	New question	Q24 Do all fueling positions and Synergy™ forecourt elements (if present) meet OSA standards?	Adding OSA to Key Attributes
	New question	Q25 Are all fueling positions free from any additional non-standard OSA items? (bonus question)	Adding OSA to Key Attributes

ID/Price sign

Question 1

Is the ID/Gas price sign working and well-maintained?

Points will not be deducted for ID signs that do not include price signage as part of the ID design.

Enhanced
for 2018

9
points

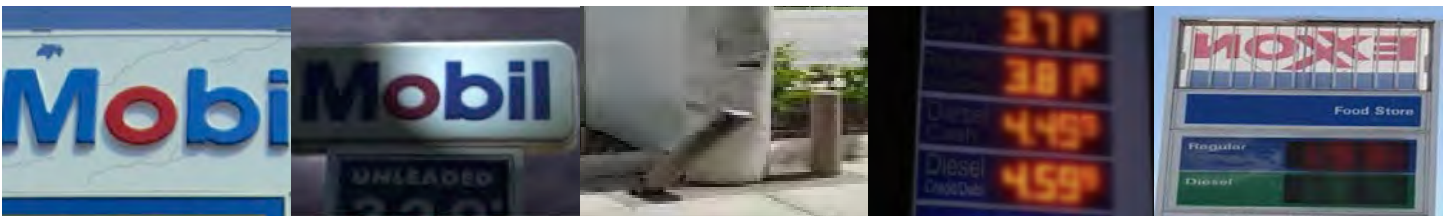
Compliance requires

ID signs (applicable to both sides of ID sign)

- The major identification/gas price sign and all messaging on the sign itself has no missing letters, numbers or product labels
- Cracks, fading or damage are invisible from more than 10 feet away (example of fading would be that the blue section is so faded that it appears white or "milky" from a distance)
- The Exxon™ or Mobil™ logo and supporting structure are free from excessive rust or dirt buildup (not visible from more than 10 feet away)
- Empty panels are covered with a blue or red panel, depending on the background of the price ID sign
- Lighting: All bulbs are in proper working order/Illuminated areas of the sign are illuminated. All numerals and letters are illuminated on digital LED displays
- Monument signage graded same as all other ID signage (see bottom left photo as example)



Non-compliant examples - ID sign



Sign cracked

Sign with light missing

Damage

Product identifiers should
be lit

Panel missing on one side



Fading

Price numerals missing and
missing sign insert (bottom)

Half-painted pole sign and
price numerals are not fully
illuminated

ID/Price sign

Question 2

Is the ID/Gas price sign free of temporary signs?

3
points

Compliance requires

- No temporary signs or banners are attached to ID/Gas price sign or inside the square area directly under the ID sign
- Temporary signage is defined as signage that is not affixed with metal
- No exceptions will be permitted for this question, as it is a Global standard that no temporary signs are attached to the ID or under the square area of the ID sign



Non-compliant examples



Temporary sign present
(drink prices)



Temporary sign present
(drink prices)



Temporary sign present



Temporary sign affixed with
non-metal



Sign is displayed directly under
the main identification sign

MPDs/Dispensers

Question 3

6
points

Are valances, skirts, side sheathing, and Synergy™ forecourt elements (if present) in good condition, free from dirt, damage, and graffiti (excluding diesel-only pumps)?

The appearance of equipment needs to appeal to the consumer. Clean and damage-free are elements that will attract consumers. In order to compete in the marketplace, and to maximize the success of the site, equipment needs to be clean and properly maintained.

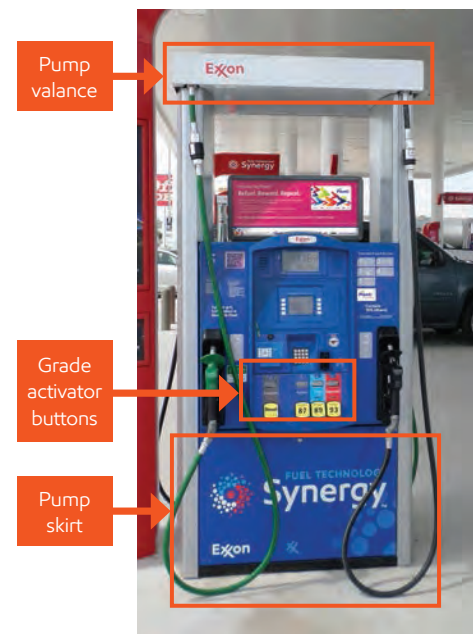
Compliance requires

The following items were free from excessive peeling paint, damage, excessive dirt and graffiti:

- Valances
- Pump facings
- Pump skirts
- Pump side sheathing (side of pump)
- The tops of pumps are free from excessive dirt/grime that appears to look excessive and long-standing
- If applicable, Synergy Waves, Blades, and Koalas
- If applicable, Synergy Pump Number Wedges
- If applicable, LED strips on Synergy elements (Wave, Koala) are free from damage

Notes:

For Synergy terminology and more information about the Synergy experience, go to page 7.



Pump terminology



Note: The images of pumps are to explain the difference between compliance versus non-compliance, and may not reflect accurate placement guidelines.

MPDs/Dispensers

Question 3

Are valances, skirts, side sheathing, and Synergy™ forecourt elements (if present) in good condition, free from dirt, damage, and graffiti (excluding diesel-only pumps)?

6
points

Non-compliant examples



Pump in poor condition/dirty

Pump facing damaged/peeling

Graffiti

Pump skirts significantly faded or damaged

Pump skirts significantly faded or damaged



Valance dirty

Visible/layered dirt on top of pump

Damaged wave

Damaged LED strips

Side sheathing peeling paint

MPDs/Dispensers

Question 4

4
points

Are pump decals (excluding State legislation and ExxonMobil marketing decals), grade activator selection buttons and screens/keypads in good condition and free from dirt and damage (excluding diesel-only pumps)?

Compliance requires

- All decals (excluding State legislation and ExxonMobil marketing decals) are free from excessive dirt and damage
- "Press Here" grade activator selection buttons are free from dirt and damage
- Screens/keypads are free from visible damage
- Octane decals are free from damage

For decal replacements, contact LSI at: LSI Customer Service: 800-688-8843 or xomteam@lsi-industries.com.

Notes:

ExxonMobil Marketing decals are exempt from this question, as follows:

- Plenti Instructional Decals
- 5-Step pay at the pump
- Plenti Proud Partner
- Speedpass+™ QR Codes

Pumps that only have Diesel will not be evaluated. If pumps dispense other fuels as well as diesel, then pump will be evaluated.



Non-compliant examples



Grade activator in poor condition/broken

Octane decals damaged

Screens/keypads damaged

Keypad damaged

Screens/keypads damaged

Note: The images of pumps are to explain the difference between compliance versus non-compliance, and may not reflect accurate placement guidelines.

MPDs/Dispensers

Question 5

Are pump hoses and nozzles in good condition and free from dirt and damage (excluding diesel-only pumps)?

2
points

The appearance of equipment needs to appeal to the consumer.
Clean and damage-free give the appearance of a well-operated site.

Compliance requires

- All pump hoses and nozzles are free from excessive/layered dirt and damage (considered dirty if you wipe the nozzle or hose and get dirt/grime/rust on your skin)

This question evaluates condition only. Presence of hoses/nozzles will be evaluated in Question 06.

Note: Diesel-only pumps will not be evaluated.



Non-compliant examples



Display buildup of dirt, grime, neglect or damage

Display buildup of dirt, grime, neglect or damage

Display buildup of dirt, grime, neglect or damage

Note: The images of pumps are to explain the difference between compliance versus non-compliance, and may not reflect accurate placement guidelines.

MPDs/Dispensers

Question 6

4
points

Are all pumps/dispensers operational, functioning properly and not out of order (excluding diesel-only pumps)?

Properly maintained equipment will help to minimize downtime as well as impact the overall consumer experience

Compliance requires

- All dispensers are operational and undamaged
- Inoperable pump dispensers:
 - A provision is in place for one side of one pump to be inoperable, as long as it is bagged using the proper "out of service" bags (no handwritten signs)
 - Multihose dispensers: All grades can be bagged-off on one side of one dispenser
 - Single-hose dispensers: One nozzle can be bagged-off on one side of one dispenser
- No missing hoses/nozzles

Notes:

Anything more than one side of one dispenser will cause loss of points.

Diesel-only pumps are for capture only.



Only one side of this pump is working, and it is properly bagged – so this is compliant.



Non-compliant examples



Improperly marked
"out of order"

Inoperable pump
improperly marked

"Out of order" pump
improperly bagged

Nozzle damage

Missing hose/nozzle

Note: The images of pumps are to explain the difference between compliance versus non-compliance, and may not reflect accurate placement guidelines.

MPDs/Dispensers

Question 7

4
points

Is credit/debit card reader working at the dispenser where the purchase is made, and do other credit/debit card readers appear to be functioning?

Compliance requires

- The credit/debit card readers are in good working order
- Other dispensers will be observed to ensure all credit/debit card readers appear to be functioning

Question will not be graded at sites that do not offer this option.

Notes:

This does NOT apply to the receipt printout. That is evaluated on Q08.
Diesel-only pumps will not be evaluated.



Non-Compliant Example



"out of order"

Question 8

3
points

Does the receipt print at the dispenser where fuel purchase is made?

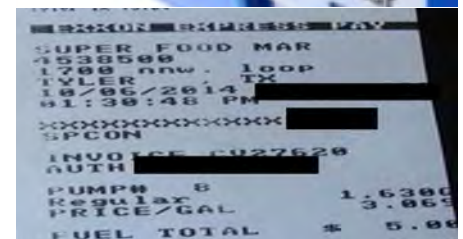
Compliance requires

- The dispenser is stocked with receipt paper and is in good working order to print receipts where fuel purchase is made
- Diesel-only pumps will not be evaluated for this question

Notes:

This does NOT apply to credit card payment functionality. That is evaluated in Q07.

Question will not be graded at sites that do not offer this option.



Facility

Question 9

Is the Exxon™ or Mobil™ canopy clean and well-maintained?

4
points

Compliance requires

- Canopy should be well-maintained and free from the following:
 - Noticeable structural damage
 - Long-standing dirt and rust (any long-standing dirt or rust present should not be larger than 1 foot X 1 foot area combined)
 - Cracks, fading, or damage (that is visible from more than 5 feet away)
 - Exxon™ or Mobil™ logo and supporting structures are free of rust or dirt buildup (not visible from more than 5 feet away).
An example of fading would be that the blue or red section is so faded that it appears white or “milky” from a distance
 - Peeling paint exposing the raw material/primer coating underneath that is noticeable and appears as though there is long-standing neglect
- Columns or poles are free from visible damage and excessive peeling paint
- Under decking light covers are clean and undamaged

Compliant examples



Compliant “not ideal” examples



This amount of canopy damage is minimal, so this is compliant

Dirt

Minimal damage

Dirt

Dirt

Facility

Question 9

Is the Exxon™ or Mobil™ canopy clean and well-maintained?

4
points

Non-compliant examples



Damaged canopy



Peeling paint



Corporate logo fading



Damage



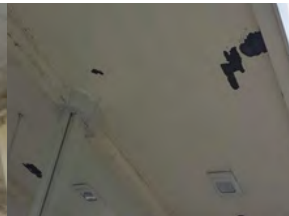
Canopy damage



Canopy columns dirty



Underdecking is dirty



Underdecking is peeling



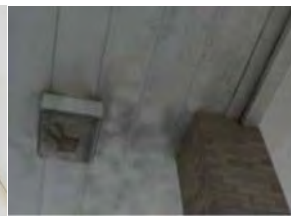
Underdecking is peeling



Dirt/rust/lighting



Canopy downlighting damage



Underdecking is noticeably dirty



Underdecking is noticeably dirty



Underdecking is noticeably dirty



Logo damage

Facility

Question 10

Are fueling area islands, curbs, and bollards clean and well-maintained?

4
points

Compliance requires

- All curbs and bollards that are located at the fueling islands are free from “excessive” dirt, rust, or damage and free from excessive peeling or chipped paint (minimal tire marks and scuffs are acceptable)
- Any broken section of curbs are no greater than the size of a softball
- Note that some bollards are covered with “sleeves” or “covers.” These are acceptable, as long as they fall within guidelines above
- Pump islands/fueling areas free from anything excessive in the following:
 - Litter/debris
 - Dirt or rust
 - Chipped paint (minimal is acceptable)
 - Conspicuous damage
 - Fuel/oil “stains on top of stains” that are slippery, wet, or sticky

Note:

Diesel-only pump areas will not be evaluated

No more than 1 bollard damaged



Stains are not wet/sticky

Non-compliant examples



Curbs in poor condition - rust



Curbs in poor condition



Damaged/bent bollard



Damaged bollard



Rust and chipped paint



Excessive tire marks on bollard



Bollards need to be properly sanded and re-painted



Bollards need to be properly sanded and re-painted



Long-standing/sticky fuel or oil stains



Excessive trash

Facility

Question 11

Are the canopy lights working?

4
points

For lighting and the brightness in a retail environment, research continues to reveal that our eyes are naturally drawn to well-lit retail environments, which are more appealing to potential consumers.

Care as well as attention to detail is important.

Compliance requires

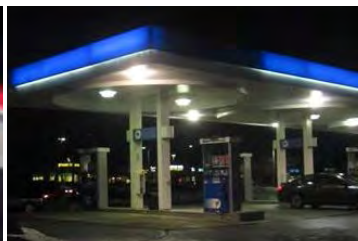
- Canopy downlighting is functional (no more than one (1) underdecking light is out)
- Fascia lighting is functional (no more than one (1) fascia light is out)
- Exxon™ or Mobil™ logo is illuminated (if applicable by design)



Non-compliant examples



Fascia lighting outages



More than one canopy fascia lighting out



More than one underdeck light out (night)



more than one underdeck light out (day)

Facility

Question 12

Are building exterior and perimeter lights working?

4
points

Compliance requires

- Exterior building lighting is functional (no more than one (1) exterior building light is out)
- Perimeter lighting is functional (no perimeter lights are out of order)



Non-compliant examples



More than one exterior building light out

Perimeter lighting - unlit

Perimeter lighting - unlit

More than one exterior building light out

Building lighting - lighting repairs needed

Facility

Question 13

Are landscape areas clean and well-maintained?

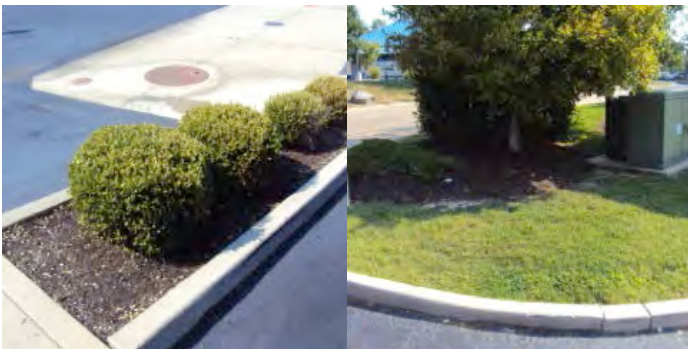
4
points

From a visual standpoint, landscaping is an opportunity to make a first impression, and speaks volumes to consumers about how a location is maintained overall.

Compliance requires

- Landscaping is maintained and free of excessive trash, weeds, leaves, and visible bare areas
- Trash on lot in consumer view is considered excessive if the cumulative trash is more than what would fit in a gallon-sized/large "Ziploc" bag (measurement 10.5 inches X 10.75 inches)
- Multiple weeds growing in cracks of asphalt and/or around perimeter of lot - in clear consumer view, and visible from a distance of five feet away or more - will be considered a deduction

Note: Points will not be deducted for trash on site that is out of consumer view.



Cumulative trash in consumer view fits into a gallon-sized baggie

Non-compliant examples



Trash present in landscape



Trash present in landscape



Trash present in landscape



Weeds



Trash present in landscape



Excessive bare areas in landscaping



Trash present in landscape



Landscaping not well-maintained



Facility

Question 14

Is the non-fueling area parking lot, building exterior, and perimeter clean and well-maintained?

3
points

Compliance requires

- Walkways and the lot are paved and in good condition, free from large potholes and large cracks that could potentially lead to a safety hazard/have a depth of 2 inches or more
- Walkways and the lot are free from excessive trash and weeds
- Building exterior is free from excessive peeling paint, damage or graffiti
- The windows and doors are clean (not full of smudges or excessive signage)
- No large bags of trash collected and on walkway used by consumers/in consumer view
- Trash/weeds in the non-fueling area considered excessive if larger than what would fit into a gallon-sized plastic "Ziploc" bag
- Curbs:
 - Curbs around the perimeter have no excessive dirt, chips, or rust
 - Non-fueling area curbs near store (or bays) are not excessively dirty, or have chipped paint, or rust
- Bollards:
 - Bollards near the store are free from excessive dirt, chips, or rust, and are not a safety hazard due to damage
 - Bollards around the perimeter had excessive dirt, chips or rust



Non-compliant examples



Excessive trash in consumer view

Excessive trash in consumer view

Dirty windows/doors

Poor exterior condition

Windows cluttered (can't see through)



Large pothole

Broken pavement - several areas

Large cracks in pavement

Curbs at building (store or bays) very rusty

Facility

Question 15

Are customer supplies available and trash receptacles well-maintained?

3
points

Compliance requires

- Squeegees, windshield washer fluid and paper towels are available at pump island
- Trash receptacles around the building and pump islands are not excessively dirty, and trash can be effortlessly pushed down to create reasonable space for more trash – changing appearance to “not overflowing”
- Regardless if site is Self Service or Full Service, customer supplies and trash receptacles need to be available at each pump island
- Site will lose points if customer supplies only located inside store

Note: All paper towel holders/dispensers that are at the pumps need to be stocked.

Paper towels

Squeegee

Fluid



Non-compliant examples



Excessive litter



Trash receptacle excessive dirt



Squeegees unavailable



Trash receptacle overflowing



Visible trash/no customer supplies

Staff

Question 16

Is the staff member in a clean, approved shirt with an Exxon™, Mobil™, Synergy™ or backcourt brand logo present on either shirt or nametag?

6
points

Besides the overall impression of a professional look, research reveals that a site where staff members wear approved shirt and nametag helps consumers distinguish people who work at the location from other consumers. While there are various options available, preference is that the clean shirt be collared. If the shirt is striped, the stripes should not be over-powering and should be minor, i.e., pin-striped.



Branded promotional shirt
(wear with nametag)

Compliance requires

- Sales Team Member serving customers is wearing:
 - A neat and clean approved company shirt/not wearing "street clothes"
 - A company-branded logo on either the shirt, sweater, mechanic's shirt, apron, vests, or promotional shirt, or nametag (branded logo examples: Exxon, Mobil, Synergy or local backcourt brand) – if missing, points will be deducted
 - Jeans are not considered an infraction. The only clothing/appearance taken into consideration is from the waist-up
- The inspector will evaluate upon arrival, at the time that the Letter of Authorization is presented to the Sales Attendant. Note that changing into approved shirt after the Letter of Authorization is presented, will be considered as loss of points

Note:

If associate is wearing outerwear, proper uniform and nametag under coat will be verified.

Torso photos will be taken at time of inspection, provided that the sales attendant agrees.



Logo branded shirt with nametag

Aprons are acceptable

Appropriate vests are acceptable

Non-compliant examples



Graphic T-shirt

Hawaiian shirt

Scrubs

Staff

Question 17

Is the staff member (serving the inspector) wearing a nametag displaying the employee name?

3
points

Wearing a nametag to help consumers identify staff members is often overlooked. Like in other, but similar, consumer service industries, it is important that nametags are worn, as it helps consumers engage with attendants.

Compliance requires

- Sales Team Members have a nametag visible (either a name badge, embroidered name or a lanyard)
- A piece of paper that is taped to uniform shirt: displaying handwritten name is not acceptable
- Handwritten names on nametag/lanyard are acceptable
- Either shirt or nametag/lanyard needs to display company logo
- Site inspector will evaluate upon arrival. Addition of nametag after inspector presents the Letter of Authorization will be considered as loss of points



Non-compliant examples



No nametag

Staff

Question 18

Is the staff member courteous throughout the transaction?

3
points

Compliance requires

- Verification will be completed that the sales team member (who serves the inspector) is courteous throughout the transaction and that a proper greeting is offered
- The Attendant should be greeting at any time (either when a customer enters the store or approaches the counter to be served)
- The Attendant is friendly throughout the transaction and offers a kind parting remark

Examples of friendly remarks could include, but are not limited to, any of the following:

"Have a nice day!"

"Thanks for coming in!"

- It is recommended that the sales attendant look the customer directly in the eye while speaking and smile. Tone of voice to be positive and upbeat, conveying interest and a willingness to serve the customer.

Thanks for coming in!

Have a nice day!



Question 19

Was the transaction handled accurately and efficiently?

3
points

Compliance requires

- Sales Team Member is attentive and prompt during the checkout process (i.e., not distracted by socializing with other employees or texting/gaming on their phone, etc.)
- Sales Team Member processes transactions without error (i.e., not ringing up item twice, etc.)
- Correct change is offered (if applicable)



Restrooms/Convenience store

Question 20

Are the restroom fixtures operational?

6
points

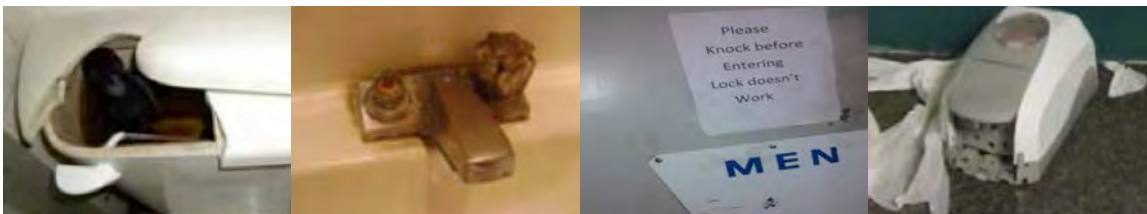
Offering a fully-functional restroom is paramount. Consumers look for sites that consistently deliver on this offering, and it is one of the key opportunities to keep consumers coming back.

Compliance requires

- All toilets, sinks, urinals, and stall doors are operational
- All locking mechanisms/door locks are operational where applicable
- Soap dispensers are operational
- No more than one (1) light fixture is out
- If restroom is "out of order," points will be lost. It is recommended that a professional sign be posted



Non-compliant examples



Toilet damaged

Fixture damaged

Door lock mechanism does not work

Soap dispenser damaged.



Above examples of broken sink, non-operational urinal/toilet, multiple light fixtures not working

Restrooms/Convenience store

Question 21

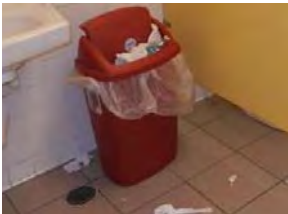
Is the restroom clean?

6
points

Compliance requires

- Fixtures are clean (toilet, urinal, sink)
- Ceiling, floor, walls and doors are clean
- Ceiling dust vents are free from excessive stains/thick dirt buildup
- Trash container present, with no excessive dirt and is not overflowing
- If present, mirror is clean and not excessively scratched or damaged/cracked/broken
- Paper towel dispensers or hand dryers are free from excessive dirt/grime
- No excessive chipped paint/dirt/grime/trash are present
- Restroom is not used as storage room to hold large or excessive amounts of non-restroom related supplies/inventory
- No excessive graffiti (minimal would be consider acceptable if combined would fit on a 3 x 5 index card)

Non-compliant examples



Trash can overflowing



Restroom floor is dirty



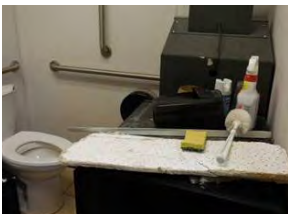
Sink is dirty



Restroom mirror cracked



Excessive amounts of inventory kept in restroom to the point that it creates a safety hazard



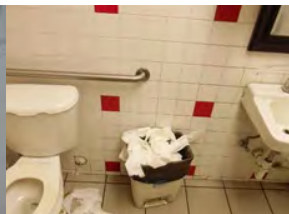
Using the restroom as a storage closet creates a safety hazard



Excessive graffiti



Excessive graffiti



Trash can overflowing

Restrooms/Convenience store

Question 22

Is the restroom stocked?

5
points

Compliance requires

- Soap is available
- Hand dryer or paper towels are available
- Toilet tissue is available
- If toilet seat cover is present, it is stocked with disposable seat covers



Non-compliant examples



Toilet seat cover dispenser present, and is not stocked with disposable seat covers



Toilet paper unavailable



No soap



Paper towel dispenser empty



Restrooms/Convenience store

Question 23

Is the sales area/convenience store clean and neat in appearance?

2
points

Compliance requires

Regardless of site offer (whether it includes a separate food offer, etc.), the following applies:

- Floors appear clean, with no appearance of dirt or excessive litter
- Food/coffee/fountain areas and counters free of spills/excessive dirt
- Shelves or displays were clean and do not have excessive dirt or contain spills/residue
- Coolers are clean and undamaged, and free of excessive smudges, dirt and fingerprints
- Points will not be deducted for minimal dirt and/or spills
- Light fixtures are operational (allowance for one light fixture out)

Note: No partial points will be awarded.



Non-compliant examples



Shelves dirty

Spills present in fountain area

Trash buildup in cooler

Ceiling is dirty

Floor is dirty

Question 24

Do all fueling positions and Synergy™ forecourt elements (if present) meet OSA standards?

NEW
for 2018

5
points

Compliance requires

Synergy™

- If Synergy Waves and Koalas are present with OSA slots:
 - All OSA slots are filled with ExxonMobil program signs as per latest OSA Placement Guide
 - Pump toppers frames are optional (refer to chart on Page 38). However, if site chooses to display pump topper frames, all pumps must have them
- If Synergy Wave and Koala are NOT both present OR present but NOT permitted for signs:
 - Pump topper frames are required on all pumps
 - All sides must be filled with a sign and 50% include ExxonMobil program signs as per the latest OSA Placement Guide

GEMINI

- For GEMINI sites, pump topper frames are required on all pumps. All sides must be filled with a sign and 50% include ExxonMobil program signs as per the latest OSA Placement Guide

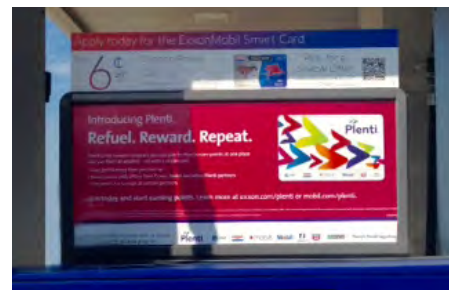
Note:

All ExxonMobil program signs used in waves, koalas, and pump toppers must be current (not expired) per the latest OSA Placement Guide.

Pump topper ExxonMobil program signs are to be placed in the pump topper frame located on the top of the pump.

Generic pump topper messages (such as "Enjoy your drive") are not acceptable

No points will be awarded. Anything more than 1 pump topper, 1 Wave or 1 Koala sign missing will cause loss of points. Refer to page 38 chart for more details.



Example of ExxonMobil Program offer



Example of Branded Wholesaler offer



Example of Wave and Koala with OSA slots and pump topper



Example of Wave and Koala with no OSA slots and pump topper



Example of Wave and Koala with OSA slots and no pump topper

Non-compliant examples



Empty pump topper frame not acceptable

Not acceptable pump topper execution

Note: The images of pumps are to explain the difference between compliance versus non-compliance, and may not reflect accurate placement guidelines.

Question 25

Are all fueling positions free from any additional non-standard OSA items?
(Bonus Question)

NEW
for 2018

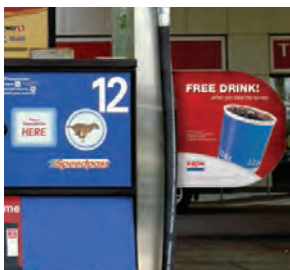
3
bonus
points

Compliance requires

- The following will be verified at each fueling position to ensure that the non-compliant OSA items are not in place:
 - Pump ears
 - Handwritten signs
 - Hose flags
 - ExxonMobil™ Smart Card and Plenti Card holders

Note: No partial points will be awarded.

Non-compliant OSA items



Pump ears



Pump ear and hose flag
and smart card holder



Handwritten signs



Pump ear and hose flag



ExxonMobil™ Smart Card
and Plenti Card holders

Marketing Evaluation



2018 Marketing Evaluation form

If viewing this document electronically, click on the question to go to that section of the document.

To access the interactive functions of this PDF, please use Adobe® Reader® for best results.

Marketing forecourt (value = 53 points)		Score allocation
Q26	If perimeter signs displayed on-site, are there no more than 4 signs (i.e., 4 messages) present with one being an ExxonMobil sign?	10
Q27	Is the forecourt free from non-standard OSA items?	5
Q28	Do all fueling positions and Synergy™ forecourt elements (if present) meet OSA standards?	10
Q29	Are all fueling positions free from non-standard OSA items?	5
Q30	Are the Plenti decals present and in good condition at all fueling positions, in one of the following two combinations?	10
Q31	Are the Speedpass+™ QR Code decals and Pump Number Decals visible, available and in good condition (e.g., not discolored, torn, or peeled back) at all fueling positions?	10
Q32	Are fuel grade labels Synergy™ branded?	3
Marketing backcourt (value = 47 points + 5 bonus)		Score allocation
Q33	Is the Top Tier Decal on display as per placement guidelines?	2
Q34	Are all ExxonMobil signs in the backcourt current (not expired)?	5
Q35	Is the checkout area clean and neat in appearance?	5
Q36	Are Plenti Card applications visible and available near the register?	10
Q37	Are current credit card applications (e.g., ExxonMobil™ Smart Card) and Synergy/Program Offer brochures visible and available near the register?	15
Q38	Did the staff member at register mention the Plenti Loyalty Program (e.g., Are you a Plenti Member?) or any other current ExxonMobil Marketing program (e.g., Synergy, Speedpass+, ExxonMobil™ Smart Card)?	10
Q39	Does the site have the Plenti handheld enrollment tablet?	5 bonus points
Marketing compliance		Score allocation
Q40	Are perceived illegal drugs or drug paraphernalia (including synthetic drug product) present and/or for sale at this location?	Yes or No
Q41	Explicit materials: Are there any sexually-explicit materials present and/or for sale at this location?	Yes or No
Marketing score summary		100 + 5 bonus

Marketing summary of changes for 2018

NEW
for 2018

Enhanced
for 2018

2018 Marketing summary, at a glance

Look for these symbols to indicate a new or enhanced question for 2018.

2017		2018		Change
Q26	If perimeter signs are displayed on-site, is there a minimum of 1 EM sign on the perimeter with all posted EM perimeter signs current (not expired)?	Q26	If perimeter signs displayed on-site, are there no more than 4 signs (i.e., 4 messages) present with one being an ExxonMobil sign?	Reduced number and placement of perimeter pole signs - snaplock and sandwich pole signs ExxonMobil provided wind-wavers excluded Question = 10 points (versus 15 points)
	New Question	Q27	Is the forecourt free from non-standard OSA items?	Non-standard OSA includes: Canopy banners, Canopy column signs, Yard signs
Q27	Do all fueling positions and Synergy™ forecourt elements (if present) meet OSA standards?	Q28	No change	Question = 10 points (versus 15 points)
Q30	Are all fueling positions free from non-standard OSA items?	Q29	No change	Non-standard OSA includes: Pump ears, hose flags, holders, handwritten signs, ExxonMobil™ Smart Card and Plenti card holders
Q28	Are the Plenti decals present and in good condition at all fueling positions, in one of the following two combinations?	Q30	No change	Question = 10 points (versus 15 points)
	New question	Q32	Are fuel grade labels Synergy™ branded?	Synergy™ imaged dispensers have Synergy™ branding and grade names - Gemini imaged dispensers have ½ moon Synergy™ decals
	New question	Q33	Is Top Tier Decal on display as per placement guidelines?	Align with OSA schematics.
	New question	Q34	Are all ExxonMobil signs in the backcourt current (not expired)?	Eliminate expired signage
Q32	Are Plenti Card applications visible and available near the register?	Q36	No change	Question = 10 points (versus 15 points)
	New bonus question	Q39	Does the site have the Plenti handheld enrollment tablet?	Bonus question: 5 points Reward availability/use of handheld tablet for Plenti enrollments

Below is a capture of the Synergy™ image OSA standards for Question 28 in the Marketing Evaluation.

Image Type	Configuration	Pump topper requirement	Pump topper OSA standards	Plenti Decals	Speedpass™ QR Code
Synergy	Full Synergy™ Image Configuration - Wave and Koala present with all OSA slots available and filled with 100% current EM OSA	Optional	100% BW Choice	5 Step Pay at Pump & Plenti Proud Partner	Required
	Other Synergy™ Image Configurations and Synergy™ Imaged Dispensers at Gemini imaged sites	Required	50% Current EM OSA 50% BW Choice		
Gemini	Gemini Imaged Sites and Dispensers	Required	50% Current EM OSA 50% BW Choice	Plenti Instructional Decal ONLY	Required

Marketing forecourt

Question 26

If perimeter signs displayed on-site, are there no more than 4 signs (i.e., 4 messages) present with one being an ExxonMobil sign?

Enhanced
for 2018

10
points

Compliance requires

- Perimeter program sign communicates ExxonMobil promotion or program (see latest OSA Placement Guide)
- Use of the Sandwich Pole Sign or Snaplock Pole Sign will meet compliance requirements
- Sandwich Pole Sign must be displayed as per instructions provided and Snaplock Pole Sign must have the same message on both sides
- ExxonMobil perimeter signs are not to be stacked or used in conjunction with other non-ExxonMobil signs on the same perimeter pole (see image below)
- **ExxonMobil provided Wind Wavers are excluded**
- If site is using signage at the perimeter of the site to advertise c-store products (e.g., Lotto, Beer, etc.), services (e.g., car wash) or other offers, there are no more than 4 signs (i.e., 4 messages) present with one (1) being an ExxonMobil sign as per the latest OSA Placement Guide
- All posted ExxonMobil perimeter signs must be current (not expired) per the latest OSA Placement Guide

Notes:

No partial points will be awarded. Question will be graded at all sites and points will be awarded at sites that do not display perimeter signs.

ExxonMobil offers are subject to change. Please see the OSA Placement Guide for the latest ExxonMobil offers.

Images of signs below are for reference only, showing ExxonMobil signage examples of compliance vs. noncompliance. Signage will change throughout the year during the Marketing campaigns, thus current offers not expired are compliant.

Compliant example



Compliant because both signs display current ExxonMobil offers



Compliant because ExxonMobil perimeter signs can be stacked with other current (not expired) ExxonMobil signs

Non-compliant example



Non-compliant because ExxonMobil perimeter signs are not to be stacked with non-ExxonMobil signs

Marketing forecourt

Question 27

Is the forecourt free from non-standard OSA items?

NEW
for 2018

5
points

Compliance requires

- The following will be verified at the forecourt to ensure that the non-compliant OSA items are not in place:
 - **Yard signs**
 - Canopy banners
 - Canopy column signs

Note: No partial points will be awarded.

Non-compliant OSA items



Yard sign



Yard sign



Yard sign placed near or on the islands



Canopy banner



Canopy column sign



Canopy column sign

Marketing forecourt

Question 28

10
points

Do all fueling positions and Synergy™ forecourt elements (if present) meet OSA standards?

Compliance requires

Synergy™

- If Synergy Waves and Koalas are present with OSA slots:
 - All OSA slots are filled with ExxonMobil program signs as per latest OSA Placement Guide
 - Pump toppers frames are optional (refer to chart on Page 38). However, if site chooses to display pump topper frames, all pumps must have them
- If Synergy Wave and Koala are NOT both present OR present but NOT permitted for signs:
 - Pump topper frames are required on all pumps
 - All sides must be filled with a sign and 50% include ExxonMobil program signs as per the latest OSA Placement Guide

GEMINI

- For GEMINI sites, pump topper frames are required on all pumps. All sides must be filled with a sign and 50% include ExxonMobil program signs as per the latest OSA Placement Guide

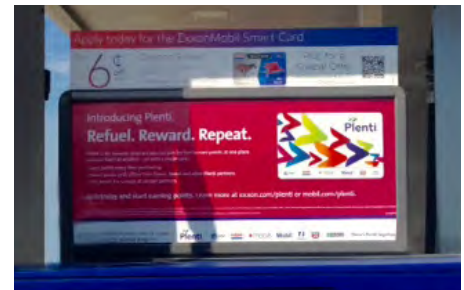
Note:

All ExxonMobil program signs used in waves, koalas, and pump toppers must be current (not expired) per the latest OSA Placement Guide.

Pump topper ExxonMobil program signs are to be placed in the pump topper frame located on the top of the pump.

Generic pump topper messages (such as "Enjoy your drive") are not acceptable

No points will be awarded. Anything more than 1 pump topper, 1 Wave or 1 Koala sign missing will cause loss of points. Refer to page 38 chart for more details.



Example of ExxonMobil Program offer



Example of Branded Wholesaler offer



Example of Wave and Koala with OSA slots and pump topper



Example of Wave and Koala with no OSA slots and pump topper



Example of Wave and Koala with OSA slots and no pump topper

Non-compliant examples



Empty pump topper frame not acceptable

Not acceptable pump topper execution

Note: The images of pumps are to explain the difference between compliance versus non-compliance, and may not reflect accurate placement guidelines.

Marketing forefront

Question 29

Are all fueling positions free from non-standard OSA items?

Enhanced
for 2018

5
points

Compliance requires

- The following will be verified at each fueling position to ensure that the non-compliant OSA items are not in place:
 - Pump ears
 - Handwritten signs
 - Hose flags
 - ExxonMobil™ Smart Card and Plenti Card holders

Note: No partial points will be awarded.

Non-compliant OSA items



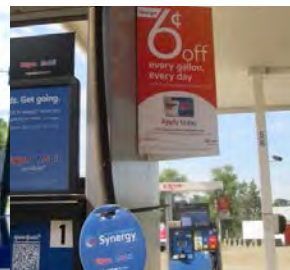
Pump ears



Pump ear and hose flag and
ExxonMobil Smart Card holder



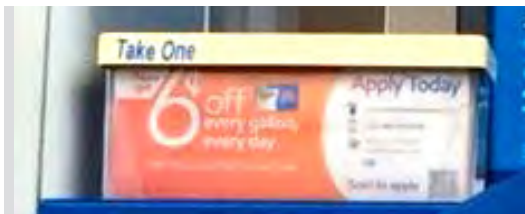
Handwritten signs



Pump ear and hose flag



ExxonMobil Smart Card and
Plenti Card holders



ExxonMobil Smart Card holders at the pump



Plenti Card holders at the pump

Marketing forefront

Question 30

10
points

Are the Plenti decals present and in good condition at all fueling positions, in one of the following two combinations?

- For GEMINI imaged dispensers: Plenti Instructional Decal only, or
- For Synergy™ imaged dispensers: 5 Step Pay at the Pump and Plenti Proud Partner

Compliance requires

- Both sides of pump dispenser display Plenti Instructional Decal or 5 Step Pay at Pump and Plenti Proud Partner decals

Notes:

No partial points will be awarded.

Anything more than one decal missing will cause loss of points.

Applies to both full-service and self-service sites.

Diesel-only pumps will not be evaluated.



Example of GEMINI imaged dispenser



Example of Synergy imaged dispenser

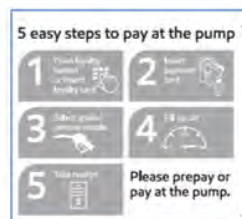
Compliant for GEMINI/non-Synergy sites or dispensers



Example of Plenti Instructional Decal

Compliant for Synergy imaged sites and dispensers

Need to display the 5 step Pay at the Pump and the Plenti Proud Partner decal



Example of 5 easy steps decal - either are acceptable



Example of Plenti Proud Partner decal

Note: The images of pumps are to explain the difference between compliance versus non-compliance, and may not reflect accurate placement guidelines.

Marketing forecourt

Question 31

10
points

Are the Speedpass+™ QR Code decals and Pump Number Decals visible, available and in good condition (e.g., not discolored, torn, or peeled back) at all fueling positions?

Compliance requires

- Both sides of pump dispensers display Speedpass+™ QR Code decals and pump number decals (See Dispenser Decal Placement Guidelines)

Notes:

No partial points will be awarded. Anything more than one QR Code decal and one Pump Number Decal missing will cause loss of points.

Diesel only pumps will not be evaluated.

Synergy™ imaged sites also have number wedges.



Example of QR Code and Pump Number Decals

Question 32

NEW
for 2018

3
points

Are fuel grade labels Synergy™ branded?

- For Synergy imaged dispensers:
Synergy branding and grade names
- For GEMINI imaged dispensers:
Half moon Synergy decals

Compliance requires

- Both sides of pump dispenser display Synergy branding and grade names or half moon Synergy™ decals

Notes:

No partial points will be awarded. Anything more than one decal missing will cause loss of points.

Applies to both full service and self service sites



Example of Synergy branded decals



Example of GEMINI Synergy branded decals

Marketing backcourt

Question 33

Is the Top Tier Decal on display as per placement guidelines?

NEW
for 2018

2
points

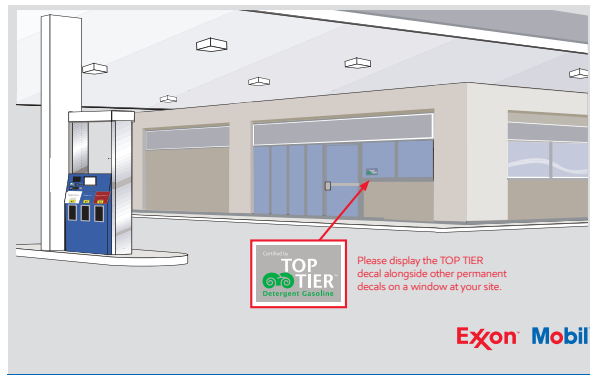
Compliance requires

- Decal to be located on the store window to the right of the door
(See placement guidelines below)

Note: No partial points will be awarded.



Example of Top Tier decal at site



Example of Top Tier decal placement



Example of Top Tier decal

Marketing backcourt

Question 34

Are all ExxonMobil signs in the **backcourt** current (not expired)?

NEW
for 2018

5
points

Compliance requires

- All posted ExxonMobil signs in the backcourt – Window Sign, Counter Mat, Cooler Cling, Ceiling Dangler, Wobbler, Register Topper – are current (not expired). See latest OSA Placement Guide

Note: No partial points will be awarded.

Question 35

Is the checkout area clean and neat in appearance?

5
points

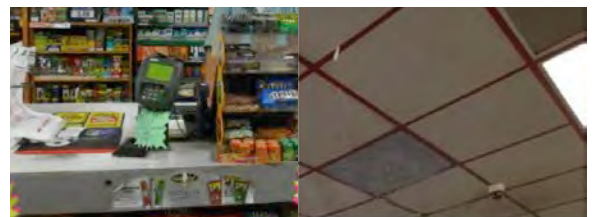
Compliance requires

- The checkout counter should be free of excessive dirt
- Counter space should be uncluttered
- Counter space should allow for customers to easily process a transaction (excessive merchandise should not take up customer counter space)

Note: No partial points will be awarded.



Non-compliant examples



Area needing maintenance

Multiple ceiling lights out



Marketing backcourt

Question 36

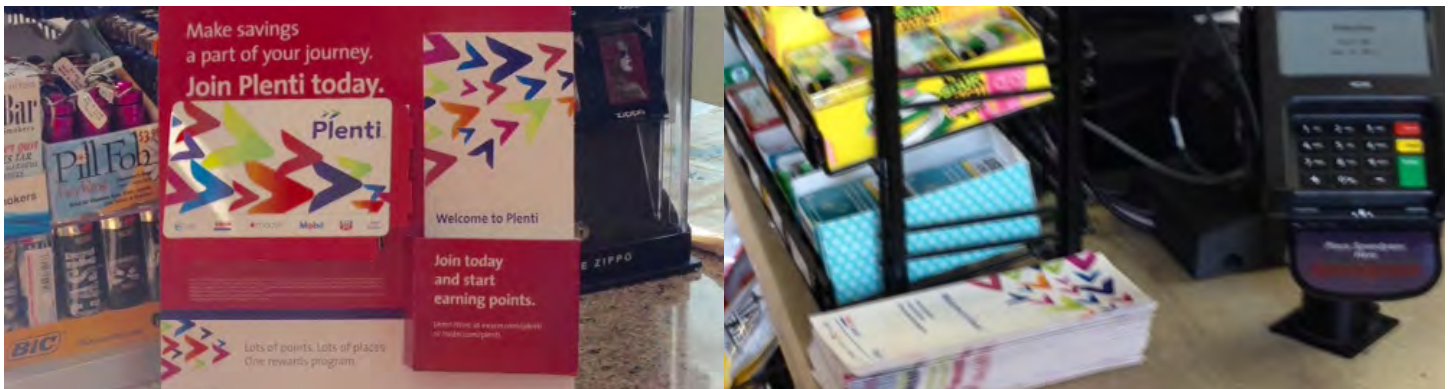
Are Plenti Card applications visible and available near the register?

10
points

Compliance requires

- Plenti Card applications are available near one of the registers, also known as a pay point with or without a holder (See OSA Placement Guide)

Note: No partial points will be awarded.



Question 37

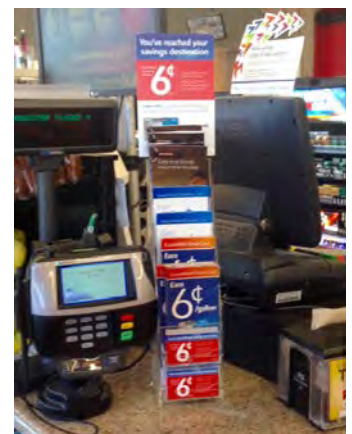
Are current credit card applications (e.g., ExxonMobil™ Smart Card) and Synergy/Program Offer brochures visible and available near the register?

15
points

Compliance requires

- Current credit card applications including Smart Card and Synergy/Program Offer brochures are available near one of the registers, also known as a pay point (See OSA Placement Guide)

Note: No partial points will be awarded.



Example of Synergy/program Offer brochure

Marketing backcourt

Question 38

10
points

Did the staff member at register mention the Plenti Loyalty Program (e.g., Are you a Plenti Member?) or any other current ExxonMobil Marketing program (e.g., Synergy™, Speedpass+™, ExxonMobil™ Smart Card)?

Compliance requires

- Loyalty Program mention takes place during checkout using any type of Plenti oriented questions such as:
"Are you a Plenti Member?"
"Would you like to use your Plenti Card today?"
"Do you know Plenti has an app?"
- For sites with proprietary loyalty programs, mention at checkout can use a generic question such as:
"Would you like to use your loyalty card today?"
- ExxonMobil Marketing Program mention takes place during checkout using any type of program oriented questions such as:
"Do you know that Synergy fuels are engineered to help get better gas mileage?"
"Are you aware that we have a mobile payment application called Speedpass+?"
"If you apply for our Smart Card, you can save 6 cents off on every gallon, every day!"



Note: No partial points will be awarded.

Question 39 - BONUS

Does the site have the Plenti handheld enrollment tablet?

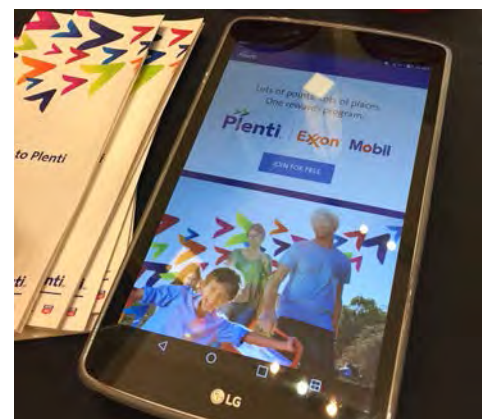
NEW
for 2018

5
bonus
points

Compliance requires

- In order to earn the bonus of 5 points, the site employee will be asked to show and turn on the Plenti handheld tablet

Note: No partial points will be awarded.



Marketing compliance

Question 40

Are perceived illegal drugs or drug paraphernalia (including synthetic drug product) present and/or for sale at this location?

YES/NO

Although it may be legal to sell certain items (e.g., marijuana) in some states, these items are strictly prohibited, since ExxonMobil considers having the site free of these items to be our "brand standard."

Compliance requires

- No perceived drug paraphernalia, including drug pipes, bongs, drug scales or grinders, roach clips, etc. should be present, or appear to be disguised as something other than drug pipes
- Rolling papers permitted, only if loose tobacco is sold at location. If no loose tobacco sold at location, no rolling papers should be sold
- Marijuana magazines are prohibited as well

Non-compliant examples



Drug scales

Drug scales

Drug scales

Grinders

Bong

Drug pipe

Question 41

Explicit materials: Are there any sexually-explicit materials present and/or for sale at this location?

YES/NO

Compliance requires

- Pornographic material includes, but is not limited to, any such items including perceived sexually explicit or so-called adult magazines, videotapes, digital video discs, or like materials (e.g., Playboy, Penthouse, any publication with a triple XXX insignia)
- Magazines such as Maxim and Swimsuit magazines are considered compliant

ExxonMobil network of qualified suppliers

Signage

(Includes signage for promotions including pump top inserts, pump ears, perimeter pole signs, building signs, Wave and Koala signs, etc.)
Sales Support Services – 800-636-4767

OSA hardware and non-illuminated signage

(Includes pump topper OSA frames and pump top price signs)
M&M Displays – Dawn Weaver – 800-874-7171 x112

Dispenser imaging and decals

LSI Graphic Solutions, Customer Service – 800-688-8843
Federal Heath, Karen Gleissner – 877-312-7446 x222
Jenny Harris – 865-246-6020 x100

Trash units

DCI Marketing – 800-782-7273

Credit card applications and holders

(Includes Personal, Fleet, Business Cards as well as Speedpass, Counter top c-store acrylic credit card applications holders)
RR Donnelley – 800-782-4892

Paint

Jones Blair, Customer Service – Elida Rodriquez – 800-492-9400
Sherwin Williams – 800-4Sherwin

ID signage

Everbrite, Judy Miller – 800-796-7427 x1612
Federal Heath, Peggy Deheck – 877-312-7446 x228
SignResource Identity Group,
Jennifer Gordon – 323-562-7643 (west of MS river)
Christa Edwards – 323-319-1654 (east of MS river)
Omaha Neon, Troy Panagiotis – 402-341-6077

Canopy logos

Everbrite, Judy Miller – 800-796-7427 x1612
Federal Heath, Peggy Deheck – 877-312-7446 x228
SignResource Identity Group,
Jennifer Gordon – 323-562-7643 (west of MS river)
Christa Edwards – 323-319-1654 (east of MS river)
LSI Graphic Solutions, Customer Service – 800-688-8843
Omaha Neon, Troy Panagiotis – 402-341-6077
Universal Sign & Display, Jeff Walk – 913-787-0377
Stout Manufacturing, Len Ball – 314-679-1302

Signage, aluminum dispenser door overlays

Couch & Philippi, Steve Ellsworth – 714-403-7753
CJ Fithian – 714-484-4230

Pump “Out of Order” hoods

KinaneCo – 315-468-6201

3-D Illuminated canopy fascia & 2-D non-illuminated ACM fascia

Federal Heath, Kathy Shilter – 877-312-7446 x229
SignResource Identity Group,

Jennifer Gordon – 323-562-7643 (west of MS river)

Christa Edwards – 323-319-1654 (east of MS river)

LSI Graphic Solutions, Customer Service – 800-688-8843

Omaha Neon, Troy Panagiotis – 402-341-6077

Universal Sign & Display, Jeff Walk – 913-787-0377

2-D Canopy cover-up decals

LSI Graphic Solutions, Customer Service – 800-688-8843

Store decals

Sales support services – 888-214-1430

LSI Graphic Solutions, Customer Service – 800-688-8843

Convenience store conversions

National Convenience Solutions – 501-472-9984

Car wash (Tiger Wash/Mobil Wash/Wash-n-Run) graphics

LSI Graphic Solutions, Customer Service – 800-688-8843

Other miscellaneous suppliers

These suppliers are furnished as information only

Dispensers Gilbarco, Wayne, Bennett and Tokheim

dispensers are purchased from the supplier's distribution chain.

Uniforms

Aramark – 800-442-2975

Aramark login page:

<https://www.aramark-uniform.com/exxonmobil/wgweb.dll>

Lighting

LSI Industries, Customer Service – 800-436-7800 x3166

CREE LED (Contact chart below)

Company	Contact name	Telephone	Email	Territory covered
Red Leonard Assoc.	Jayme Leonard	513.574.9500	jaymeleonard@me.com	ME, MA, NH, VT, RI, CT, NY, NJ, DE, MD, PA, OH, WV, KY, WI, IL, MN, IA, MO, SD, ND, KS, IN
RJ Sales	Jeff Swonger	770.366.0809	jeff@rjsalesonline.com	AL, GA, TN, FL, NC, SC, VA, MS, LA, AR
Caliber Professional Sales Service	Brad Hitesman	903.816.9656	brad@caliber-reps.com	TX, OK, NM
Trengove Marketing	Ron Trengove	530.210.0505	rontrengove@yahoo.com	AZ, CA, CO, NV, UT, AK, HI, ID, OR, WA, MT, WY

Frequently asked questions

How do I enroll in Site Experience, or make changes to my status?

- Within RPM, choose site inspection to update enrollments status

Concerns on enrollment process can be directed to: data@supportemrpm.com

How do I update store hours:

Store hours can be verified by consulting the ExxonMobil station locator, at: www.exxonmobilstations.com.

Updates to store hours can be submitted by email to data@supportemrpm.com or phone – 1-888-946-6245.

I want to add/change email addresses, for inspection notifications:

- Within RPM, choose site inspection to update email addresses

Additional email addresses can be added (or email addresses changed) by contacting data@supportemrpm.com.

I want to submit an appeal:

Portal users can submit an appeal, by following the steps below:

- Log in to the ExxonMobil portal at www.exxonmobil.com/online
- Select RPM
- Within RPM, select Site Inspection > Site Experience Reports
- Choose the specific site inspection to access the individual scorecard
- Select the flag icon in the top right-hand corner of the scorecard if you wish to submit an appeal.

To appeal an entire site inspection:

- Select the check box under the location information.

To appeal specific questions results:

- Select the check box next to each question.
Note that inquiries need to be submitted within 25 days from the date of the inspection.

How do I make changes to my OSA subscriptions?

- Within RPM, go to Subscriptions tab
- Users can verify OSA Subscriptions on RPM under “subscriptions.” OSA inquiries can be directed to Harte Hanks at 888-214-1430. Users can choose to email through RPM, by selecting the “contact us” option once logged in.

How do I get access to the Marketing Resource Center (MRC)?

Branded Wholesalers can view details on the Retail Site Experience Program, as well as all marketing resources for various other programs, including training, through the Marketing Resource Center (MRC) at: www.exxonmobilmrc.com.

- Users can register for the MRC by visiting www.exxonmobilmrc.com/register. Branded Wholesalers will need portal ID or customer ID in order to complete the registration process.
- If registered, but experiencing trouble logging in, users can contact: support@exxonmobil-mrc.com.

How do I get access to the Training Resource Center?

You can download the free “Training Resource Center” app at the App Store or Google Play Store.

Additional assistance can be reviewed by consulting the portal:

- Log on to the ExxonMobil portal
- Choose RPM
- Choose “Reports” from the top menu
- Select “Go to Site Experience”
- Choose Continue
- Select “Tools” from the top menu, then “Documents Library Page”
- Select “Question Cure Information”