The ExtraMile® Advantage
extras. every day.
extras. every day.

The buying power of the ExtraMile network helps secure favorable rebates on many top-selling items. Participating Franchisees receive 100 percent of all rebates they earn. In 2017 over $20 million in rebates were returned to the ExtraMile Franchise Network.

Average annual sales have historically increased across the network. Among the factors that contribute to this growth are data-driven product selection and placement, compelling promotions, and targeted advertising campaigns.

**average annual sales growth**

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Average annual sales growth for 431 ExtraMile franchise stores that were open and provided data for the complete 2016 and 2017 calendar years. See Item 19 of the ExtraMile Franchise Disclosure Document for more information.

“As an ExtraMile Franchisee, I have the buying power of nearly 800 stores and the support of category managers who negotiate cost, service, deals, and rebates on behalf of the brand.”

— Marylou Mendez, ExtraMile Franchisee
Costa Mesa, California

To qualify for rebates, Franchisees must participate in certain core promotions and meet all conditions applicable to each promotion as described in the ExtraMile Franchise Disclosure Document.
expect the extras

The ExtraMile® proprietary convenience store concept is available to qualified Chevron and Texaco Retailers on the West Coast. With nearly 800 franchise stores, the growing ExtraMile network leverages experience and efficiency of scale to deliver “extra” value: merchandising expertise, competitive costs of goods, inventory management technology, and marketing and operations support.

ExtraMan is a masked superhero on a mission to spread the word about ExtraMile. He’s always hungry, unless he’s thirsty, but usually he’s both. ExtraMan’s most important super power? Chowing down. At ExtraMile stores, of course.
experience the extras of the extramile brand

ExtraMile stores’ target customer base is heavy c-store users; they spend more, visit more, and are more brand-loyal than casual users. Though research indicates they’d settle for the lackluster offerings available from other convenience store brands, we think they deserve more.1 Which is why we focus on delivering extras at every visit.

- **extra effort**

  ExtraMile standards call for extra effort to help ensure that our in-store experience is the best it can be. Our stores are clean and well-lit with clearly defined destination categories.

- **extra efficient**

  Extra thought goes into the design of each ExtraMile location. Customized planograms help provide you with the advantages of a standardized operation and offering, as well as the flexibility to stock market-specific products. The result is an extra efficient layout that helps customers get in and out quickly.

1 Source: Findings from qualitative research and focus groups conducted for Chevron in 2015 by Y&R, Bravo, and Watchlab. Respondents included general market and Hispanic consumers; brands included national and regional convenience stores.
Replacing my repair facility and small store with an ExtraMile store was a no-brainer. No more negotiating the best prices with vendors, carrying promotional products that my customers don’t want to buy, or keeping track of rebates and promotions. ExtraMile has saved me money and time.

— Skip Kautz, ExtraMile Franchisee
Santa Maria, California

**extra appreciation**

Returning customers should be extra appreciated. The ExtraMile Extras™ Rewards Program makes it easy for customers to earn rewards, which in turn helps you generate traffic to your station, build relationships with your most valuable customers, and, ultimately, increase your bottom line.

**extra value**

Value offers like meal deals and buy-one-get-one-free specials are popular with ExtraMile store customers. The majority of our product placements and promotions are designed to be consumer-driven, rather than supplier-driven, to help you keep current on the latest purchasing trends.

**extra convenience**

ExtraMile locations offer a convenient one-stop-shopping experience. Customers can fill up their cars with Chevron and Texaco gasoline with Techron while filling up their shopping carts with food, drinks, tobacco, and other products.

ExtraMile extras help make every visit worthwhile.

“Replacing my repair facility and small store with an ExtraMile store was a no-brainer. No more negotiating the best prices with vendors, carrying promotional products that my customers don’t want to buy, or keeping track of rebates and promotions. ExtraMile has saved me money and time.”

— Skip Kautz, ExtraMile Franchisee
Santa Maria, California
## terms and royalties

### terms of agreement
- 3-year contract
- No termination fees after store opens
- $15,000 initial franchise fee currently waived

### fees
- Royalty: 4% of gross sales capped at $100,000
- Marketing: 2% of gross sales currently capped at $100,000

### fuel supply agreement
- Requires current Chevron or Texaco brand fuel supply contract

### required products and services
- General merchandise
- Coffee and hot beverage program
- HydraZone program
- Food service program
- Tobacco
- Fountain drinks
- Frozen carbonated beverages
- Beer/wine
- Lottery/Lotto
- Chevron motor oil
- ExtraMile Extras Rewards Program
- 24-hour operation

### financial incentives for conversion

#### Program A
- Available to stores with average monthly sales of $100,000 or more over a 12-month period
- 1.5 times average monthly sales

#### Program B
- Available to stores with less than $100,000 in average monthly sales up to $150,000 on qualified ExtraMile standards

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1 Royalty and marketing fees are currently capped at $100,000 in gross sales per month. Conditions apply to this cap as stated in the Franchise Disclosure Document. Some items are excluded from royalty fees. See the ExtraMile Franchise Disclosure Document for a complete description of applicable fees, contract terms, and requirements.

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