



Roadmap to YOUR Success!



This Dealer Packet Contains Pertinent Information to Aid in Your Success



Welcome to the Valor Family!

Valor Oil, founded in 1966, is a family owned and operated company that values our business partners as family members.

We operate by four core values that drive our company forward and distinguish us in the marketplace. Family, Integrity, Profitability and Safety are not just goals but are the very foundation for how we approach everything we do.

Now that you are a valued business partner and family member, we look forward to assisting you in growing your business to support your loved ones.

Our goal is to empower you to operate your business and help you succeed. This binder is a Roadmap to Your Success. Enclosed you will find a wealth of information that will assist you in these efforts.

We hope you will utilize these tools to elevate you and your business to a level that will surpass your expectations.

Your experience with Valor Oil and our family is our number one priority. Please let us know how we can help.

Thank you again for choosing Valor Oil to be your partner and we look forward to serving you.

Sincerely,

Your Valor Family

Six red punch holes are visible along the bottom edge of the page, indicating where the binder rings would be attached.

Shell Helpful Phone Numbers

ADD Systems: 1-800-325-5975

Loading Support Services: 800-345-6666

Shell Solutions Center: 866-447-4355

New Site- Day of Deployment: 844-893-8916

Site Operations: 866-309-4657

Pointsmith POP: 281-599-5900

Cybera Support: 866-479-2292

FRN Helpdesk: 877-445-9713

Co-Op Questions: 877-634-9260

In the event your personnel or the operator locates any such suspicious device, do not remove it. You should:

1. Have your operator immediately turn off and secure the affected dispenser so that other customers cannot access it. Do not tamper with the device.
2. Call law enforcement for skimmer removal and evidence gathering. Take photos of the skimming device while it is connected and after it has been removed.
3. Report incident to Shell's Credit Card Fraud Group at 713-241-8232.
4. Should there be any problems obtaining law enforcement response, please contact George Smith with Shell Business Integrity Department at 713-241-4335

Customers should call the Shell Solution Center at 888-GO-SHELL (888-467-4355).

In the event you receive an inquiry from the media on a subject involving a Shell station, please refer them to the Shell Media Line at 713-241-4544 for additional information, and then promptly notify your Shell account manager. This number should be given to media only

- Tablet issues: Call Excentus technical helpdesk at 1-877-445-9713.
- FR Redemption issues: Call Excentus Member Support helpdesk at 1-888-603-0473.
- Technical issues: Call Shell Customer Service Center 1-866-HI-Shell (or 1-877-Motiva1 for Motiva sites)
- All other questions: Call Shell Customer Service Center 1-866-HI-Shell
- **Fuel Rewards Settlement and Reporting**
- Any questions on these reports, please contact Results Driven Marketing:
Phone: 316-689-8555, ext 111
Email: ShellRewards@resultsdm.com

Call the Shell Gift Card Help Desk:

Phone: 800-300-8113, 6AM-Midnight (Central) 7 days a week

Website: www.shell.us/giftcard

To order cards:

Phone: 888-SHELL05 (1-888-743-5505)

11-digit station# (WIC) required

For custom orders (Unusual denominations, logos, etc):

Phone: 1-888-SHELL04 (1-888-743-5504)

Balance Transfer (from an inactive Shell Gift Card that is not reading to an inactive card from your inventory):

Copy of unreadable Shell Gift Card must be faxed to 402-916-8250

Re-order Procedure:

- Dealers can replenish their inventory of Gift Cards by visiting <http://www.rpgcardservices.com/purchase/shell> or by calling RPG at 888-743-5505 (1-888-SHELL05).
- When placing a re-order, you will be asked to provide the 11-digit station number ("WIC" number).
- You should receive the order within 5 to 7 business days.
- The Cards will be shipped ground, at no cost to the station.
- Each denomination is sold in bundles - please refer to <http://www.rpgcardservices.com/purchase/shell> for more information on bundle sizes.

This number should be given to media only:
Phone: 713-241-4544

Vantage: To validate debit setups you can contact Shell Site Operations at 866-309-4657.

Contracts Group

Email: SOPUS-NA-Fuels-Sales-Marketing-Commerical-Contract-Requests@shell.com

SAP Customer Master

Email: B2B-Sales-Support@shell.com

Terminal Data Management (TDM)

Email: SOPUS-TDM@shell.com

Loading Support Services (LSS)

Email: gxsopuslss@shell.com

Phone: 800-345-6666

Shell Solution Center (SSC)

Email: ssc@shell.com

Phone: 866-447-4355

Mon-Fri: 7am-8pm Central Time CT



Vendor Contact Phone Numbers

Gilbarco:	1-800-800-7498
Wayne:	1-888-929-6327
Verifone:	1-800-318-5373
Techquidation Scanners:	1-770-843-4305
Hinderliter (Evansville) :	1-812-470-0716
Petro Towery (Louisville):	859-623-8520
Specko (Bowling Green):	615-210-7394
Budke (Cincinnati):	513-923-3330
C & B Signs (Cincinnati):	513-615-6511
Custom Signs (Evansville):	1-866-313-7446
Southern Environmental:	270-783-8151
UST Installation & Construction:	270-779-9129
C Store Values – Site Surveys:	513-986-3312
Neumayer Construction:	800-843-4563
Text Line:	314-772-4062

AUTHORIZED SHELL VENDORS

SERVICE	VENDOR	CONTACT
Car Wash Menu Signage	BDI Signs – Business Designs, Inc	(515) 986-9111 x1
Credit Card Dispenser Application Holders	Pointsmith LP	(800) 762-5213
Exterior Lighting	Federal Heath Sign Company Sign Resource CREE (LED Lighting) LSI (LED Lighting)	(800) 888-1327 (800) 423-4283 (866) 924-3625 (844) SHELL-LS or (844) 743-5557
Exterior Paint	Jones – Blair Paint Company Sherwin – Williams	(800) 492-9400 (602) 653-9577
Fuel Rewards® Signage (Grocer Rewards/Fuel Rewards) PID Panels POP	Federal Heath Sign Company Pointsmith LP	(800) 888-1327 (800) 762-5213
Interstate Road Signs	Interstate Logos	(800) 468-7805
Island Amenities (Windshield Washing Equipment, Trash Cans)	Forté Product Solutions DCI Commercial Zone	(816) 741-3000 x105 (800) 782-7273
Nozzle “out-of-service” Bags	Concept Communications	(800) 323-3524
Outdoor Cleaning Products	CAF	(855) 208-6494
POP Signage	Pointsmith LP	(800) 762-5213
POP Hardware Pump Toppers, Pole Signs, Building Signs Bollard Sign Frames, Nozzle Talkers	Chicago Display Marketing M & M Displays, Inc	(800) 681-4340 (800) 874-7171
Restroom Upgrades	Home Depot	B2BServices@homedepot.com
Shell Applications and Brochures Credit Card, Fuels and Grocer Fuel Rewards Brochures	Pointsmith LP Teraco	(800) 762-5213 (888) 980-5985
Shell-branded Merchandiser (Shell Application/Brochure and Shell Gift Display)	Pointsmith LP	(800) 762-5213
Shell Dispenser Decals	Mountain Commercial Graphics	(713) 895-1350 x6625
Shell Dispenser Aluminum Skins	Federal Heath Sign Company Sign Resource	(800) 888-1327 (800) 423-4283
Shell Gift Cards	Royal Performance Group	(888) 743-5505
Shell Uniforms & Name Tags	Wstar distributed by ANC Promotions	(800) 315-6039
Signage & Price Display Solutions	Able Applied Technology	(614) 388-8866 bdavis@ableat.com



Numbers You Need to Know

Janet Latham

Dispatch Only

Dispatcher
Phone: 270-418-3281
Mobile: 270-231-1296

Brandi Ramirez

Dispatch Only

Dispatcher
Phone: 270-713-2018
Mobile: 270-925-1028

Gina Raley

Pricing Only

Fuel Management Specialist
Phone: 270-663-3207
Mobile: 270-313-6863

Jack Mitchell

Credit Cards Only

Credit Manager
Phone: 270-594-4102
Mobile: 812-499-3674

David Duncan

Maintenance Only

Maintenance Manager
Phone: 270-467-4242
Mobile: 270-991-7932

Kevin Beach

Dealer Sales Manager
Phone: 270-467-4214
Mobile: 270-991-7938

Damon Bail

VP of Retail Operations and Marketing
Phone: 270-663-3209
Mobile: 470-808-1540



Brand Standards

Maintaining brand standards is part of our contractual agreement and partnership.

It is vitally important to keep your store compliant. Once per quarter we will complete a Valor Shop to assist you in making this happen.

Included in this section is a Valor Shop for your review. Please become familiar with the document so you have a thorough understanding of the standards.

If a product is legal to sell in YOUR STATE, then you may sell it in your store.



Mystery Shop Questions

Brand Compliance, Exterior and Lot Conditions:

1. Is the Primary Oil Company ID brand compliant and is the price sign and poles clean, free of vendor signs cable-tied to the poles and is everything clean and well maintained? Look for rust, missing panels, numbers faded or damaged and any lights out.
2. Is the forecourt area including canopy fascia, poles, dispensers, curbs bollards, forecourt pad, canopy lights, trash cans, brand compliant and clean and well maintained? Look for rust, dirt, excessive stains.
3. Are Dispensers, crind area, and nozzles clean and well maintained and is the current POP on the pump topper correctly displayed at this location?
4. Are all dispensers operational and did the dispenser you used print a receipt?
5. Were squeegees, paper towels, and fresh cleaning fluid available at each island?
6. Was the grass, curbside, landscaping and planter boxes, parking lot, and dumpster area well maintained and free of liter/debris?
7. Is the store front appealing to the customer without excessive window signage and other non-appealing cosmetic deterrents and is paint in good condition?
8. Do you feel safe and secure at the location?
9. Are all fill cap lids on the tank pad area properly painted with no cracks in the lids or any other visible damage and are all fill caps properly placed on the drop tubes?
10. Are vehicle parking striping area clearly marked including ADA required designated handicapped spaces?

Interior

11. Is the interior of the store clean and well maintained? Look for missing/dirty ceiling tiles, lights out, food service area unclean?
12. Is the store well stocked? Look for credit card brochures, outages on shelves or in coolers, customer deli supplies available?
13. Are the restrooms clean and well maintained? Look for missing supplies, dirty, graffiti, odors, lighting trash and mirror issues.
14. Is the counter/cashier area clean and free of clutter?

Customer Service:

15. Was the cashier wearing a uniform or nametag?

16. Marathon: Nametag or Marathon shirt or shirt with location name

17. Valero: Not required

18. Shell: Shell approved collared shirt or Shell apron

19. Sunoco: Nametag or Sunoco hat or shirt with location name

20. Did the cashier greet the customer in a friendly fashion at the beginning of the transaction?

21. Did the cashier thank the customer for their purchase and handle the transaction efficiently?

Differentiators:

22. Were drugs, drug magazines, drug paraphernalia, or pornographic materials being merchandised at this location? If Marathon location look for Kratom. Other examples are pipes, bong, one hitters, scales, UPass, etc...

Bonus Questions:

23. Marathon only: Is Make it Count working at the location and information displayed?

24. Shell only: Is Fuel Rewards working at the location and information displayed?

25. Sunoco only: Is Sunoco Go Rewards working at location and information displayed?

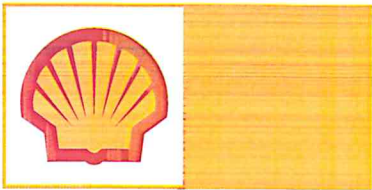
2022 SHELL MMP EVALUATION FORM

FORECOURT		Potential Response	Score
Q1. Is the Shell Primary ID sign (PID) clean and well maintained with prices properly displayed?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
Q2. Is the forecourt area clean and well maintained?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
Q3a. Is the canopy clean and well maintained?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
Q3b. Is the location well lit during hours of darkness?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		NA (day) or 6 (dark)
TOTAL POTENTIAL SCORE – FORECOURT			18
FUELING AREA		Potential Response	Score
Q4. Are pumps clean, well maintained, and in working order?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
Q5. Does the Island Card Reader (ICR) [used by the Mystery Shopper] function properly and print a receipt?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
Q6. In the fueling area [nearest the pump used by the Mystery Shopper], are customer amenities available, stocked, and clean?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
TOTAL POTENTIAL SCORE – FUELING AREA			18
STORE and RESTROOMS		Potential Response	Score
Q7. Is the interior of the store clean, well lit, and accessible?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
Q8. Is (Are) the restroom(s) available, functioning/operational, and well lit?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/>		6
Q9. Is (Are) the restroom(s) clean and fully stocked?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
TOTAL POTENTIAL SCORE – STORE and RESTROOM			18
CUSTOMER SERVICE		Potential Response	Score
Q10. Is the Cashier/Staff Member wearing a clean, Shell-approved uniform shirt?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
Q11. Does the Cashier/Staff Member acknowledge you during your visit?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
Q12. Does the Cashier/Staff Member handle the payment transaction correctly and efficiently?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		6
TOTAL POTENTIAL SCORE – CUSTOMER SERVICE			18

Note: In full-service states, NJ and OR, both the fueling attendant and in-store staff member who assist the shopper will each be scored on Customer Service standards.

MARKETING PROGRAMS		Potential Response	Score
Q13. Is the site displaying the current Shell National Campaign message?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		3
TOTAL POTENTIAL SCORE – MARKETING PROGRAMS			3
CUSTOMER EXPERIENCE		Potential Response	Score
Q14. Are the product shelves, displays, coolers, and food service areas clean, functioning, and well stocked?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		3
Q15. Does C-store have a good selection of products? Select all the types that are available.	1, 3, or 5 Rating		5 max
Q16. Is there a food service offer present? Select all of the fresh food items that are available.	1, 3, or 5 Rating		5 max
Q17. Are other service areas such as service bays and kiosks clean, well maintained and litter free?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>		3
Q18. Please rate your satisfaction with the way you were treated by the staff, where 0 = "Very Dissatisfied" and 10 = "Highly Satisfied"	0, 3, or 5 Rating		5 max
Q19. If the restroom(s) meet(s) the Site Essential requirements (Q8-9), select each upgraded feature that is present.	1, 3, or 5 Rating		5 max
TOTAL POTENTIAL SCORE – CUSTOMER EXPERIENCE			26

COMPLIANCE-DRUG PARAPHERNALIA	SCORE SUMMARY – TOTAL POSSIBLE POINTS AVAILABLE	101
Is there evidence of illegal drugs or drug paraphernalia being sold at the site? Yes or No	Final scores are based on the total points available for each individual site. There are 101 possible points, but can vary depending on several variables (e.g., day vs. hours of darkness, restrooms, full fuel service (NJ and OR), etc.).	
PHOTO CURE APPEAL QUESTIONS	SCORING	
Indicated by camera icon.		
BONUS POINT OPPORTUNITIES		
<ul style="list-style-type: none"> ✓ Meet all Site Essentials – +2 points ✓ Quick Serve Restaurant on-site – +2 points ✓ Clean, operational car wash on-site – +2 points ✓ Cashier prompt for Fuel Rewards® and/or Loyalty programs: +2 points All Bonus Points to be added to overall combined score		
	YES	Mystery Shopper marks "YES" and full points are given if all Brand Standard requirements are met.
	CAUTION	Mystery Shopper marks "CAUTION" and full points are given if Brand Standard requirements are met, but a minor infraction (if ignored) could result in a NO response during future visits.
	NO	Mystery Shopper marks "NO" and no points are given if Brand Standard requirements are not met.
	NA	Mystery Shopper marks "NA" if the Brand Standard requirement cannot be evaluated.



2022

CUSTOMER EXPERIENCE

REFERENCE GUIDE

MYSTERY MOTORIST PROGRAM
Retail Brand Standards Guidelines



PEOPLE
Make the
Difference
REAL!



CONTENTS

INTRODUCTION	1
PROGRAM DETAILS	5
Frequently Asked Questions	12
Authorized Shell Vendors	14
EVALUATION FORM	15
UNIFORM ORDER FORM	17

SITE ESSENTIALS

1. FORECOURT

Q1. Shell PID Signage	22
Q2. Cleanliness and Maintenance	24
Q3a. Canopy Condition	26
Q3b. Canopy and Forecourt Lighting	28

2. FUELING AREA

Q4. Pump, Hose, and Nozzle	32
Q5. Island Card Reader	34
Q6. Fuel Island Amenities	36

3. STORE & RESTROOM

Q7. Store Appearance	40
Q8. Restroom Availability/Functionality	42
Q9. Restroom Cleanliness	44

4. CUSTOMER SERVICE

Q10. Staff Uniforms	48
Q11. Cashier Interaction	50
Q12. Payment Transaction	50

DIFFERENTIATORS

5. MARKETING PROGRAMS

Q13. Shell National Campaign Signage	54
--	----

6. CUSTOMER EXPERIENCE

Q14. Store Product Appearance	58
Q15. Store Product Selection	60
Q16. Food Offer	62
Q17. Additional Service Offers	64
Q18. Staff Engagement	65
Q19. Restroom Experience	66



HELLO!

For more than 100 years, Shell has been investing in what has become one of the most recognized and trusted brands across the globe.

Shell-branded locations are the face of Shell to end consumers, which is why consistent delivery of a superior customer experience is critical to preserve brand integrity.

It takes focus to deliver the very best experience at every site, every visit, every day.

PEOPLE Make the **Difference** **REAL!**
Smiling customers, every site, every visit, every day

The trademarks, service marks, trade names, logos, and other indications of origin displayed in this MMP Reference Guide and the MMP Evaluation Form are owned by Shell Oil Products US ("the Company") or a third party that has granted the Company a right to use them. Nothing contained herein should be construed as granting any person or entity the right to use any such marks displayed here without the written permission of the owner.

THE COMPANY MAKES NO REPRESENTATIONS OR WARRANTIES AS TO THE POTENTIAL PROFITABILITY OR BUSINESS SUCCESS RESULTING FROM COMPLIANCE WITH THE SHELL RETAIL BRAND STANDARDS DESCRIBED HEREIN.

The Company reserves the right to make changes in the standards and requirements described in this Reference Guide and the MMP Evaluation Survey at any time for any reason upon notice (including notice posted on Company's websites).



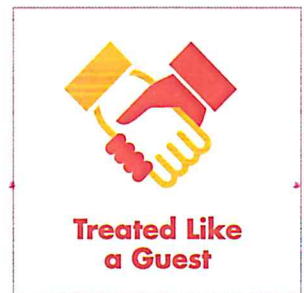
INTRODUCTION

MYSTERY MOTORIST PROGRAM

The Shell Customer Experience Measurement Program is a tool to provide the right focus on what matters most to Shell customers. It supports Wholesalers and Retailers to deliver on the key touchpoints, or Site Essentials, that Shell customers have said are most important to them.

The program measures the overall customer experience, recognizing excellent site-level performance and identifying improvement opportunities.

The 2022 Mystery Motorist Program (MMP) will maintain its focus on delivery of the **Four Customer Promises**.



Continued focus on the Four Customer Promises and the corresponding Site Essentials will enable you to maintain or to improve performance in the areas that matter most to customers.

Evaluation of the Differentiators will also help to gauge how well the network delivers on additional offer elements that drive increased satisfaction and loyalty to your sites.

CUSTOMER EXPERIENCE

Consumer research has shown that when sites consistently deliver on **cleanliness, lighting, and service attributes**, customers are more likely to:



be **highly satisfied** with those experiences



highly satisfied customers are **2X** more likely to **return to your sites**



3X more likely to **recommend them** to others

So, let's continue to focus on delivering **highly satisfied experiences**, which will:



drive more loyal customers



improve business results

Thank you for all that you do in support of the Shell brand.



9

Shell
V-Power[®] NITRO+



SAVE UP WHEN YOU SNACK UP!

SAVE ON FUEL WHEN YOU SHOP WITH IN-STORE REWARDS.

FILL UP WITH OUR BEST FUEL EVER.

Did you know that all fuels are the same? Shell V-Power Nitro+ is engineered with the most advanced additives to help your engine run like new!

Feature	Shell V-Power Nitro+
Engine Protection	✓
Corrosion	✓
Wear	✓
Efficiency	✓

Shell V-Power NITRO+
Premium Gasoline

Shell and V-Power are trademarks of Shell International Petroleum Company Limited.

SAVE 30¢
10¢ OFF 10¢ OFF
FR

This Sale
\$ 34.00
16.198
Gallons

9

TOP TIER

Payment options: Cash, Credit Card, Debit Card, Mobile Pay, Shell Rewards Card

May Contain up to 10% Ethanol
5¢ OFF

Fuel selection buttons: Diesel, 87, 89, 93



PROGRAM DETAILS

PARTICIPATION

Shell-branded retail sites should consistently deliver the Shell Retail Brand Standards.

All sites are automatically enrolled in the Shell Mystery Motorist Program (MMP) to measure the execution of these Standards. We encourage you to use your evaluation results to recognize excellent performance and to address identified improvement opportunities.

TEMPORARY SITE CLOSURES



Construction, remodeling, and some special circumstances (e.g., competitive conversions or weather damage) qualify the site to be temporarily removed from the evaluation cycle.

A Wholesaler or Shell Territory Manager **must submit an online request for review and approval on the MMP website**. To access from the Ipsos website, select the Program Resources menu, followed by Temporary Inactive Process.

Requests should be submitted **prior** to the start of the shop period. Requests submitted after the shop period start, but prior to the site being shopped will be considered. All requests submitted post shop evaluation will only be considered in limited circumstances.

Temporary inactive status will be limited to maximum time frames outlined below:

Major construction/raze and rebuilds	Maximum 1 year
RVle upgrades/image remodeling	6 months or maximum 2 shop periods
Competitive conversions	Maximum 1 shop period
Wholesaler/dealer changes	Maximum 60 days, up to 1 shop period
Major weather damage	Maximum 60 days, up to 1 shop period

If temporary inactive status is required beyond the maximum timelines, appropriate documentation will be required for approval.

THE MMP EVALUATION

Third-party contractors are hired by Ipsos to perform the evaluations. Mystery Shoppers appear as ordinary customers, but are trained to evaluate the execution of the Shell Brand Standards, including the Site Essentials and Differentiators.

The Mystery Shop consists of 19 scored questions and takes approximately 30 minutes to complete. Three shops are conducted at each retail site throughout the year. Time frames are detailed below:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Period 1				Period 2				Period 3			

The following criteria apply:

- Sites with recent EPOS activity are shopped each period.
- Sites will be shopped between the hours of 6 a.m. and 12 a.m. Sunday through Saturday.
- One of three MMP shops is conducted during hours of darkness at sites open at least 18 hours each day.
- There is a minimum of 60 days between MMP shops for each site, regardless of previous scores.
- Sites will receive a 30-day MMP shop window with advance email notification for each of the three shop periods. Sites can be shopped as early as 7 days after email notification has been sent.
- Sites whose Staff refuses an MMP evaluation by an authorized Ipsos Mystery Shopper will be reported as a zero for that shop period and considered a Failure.

THE MYSTERY SHOP



The Mystery Shopper arrives unannounced and makes observations in the forecourt before, during, and after purchasing gasoline.



The shopper proceeds to the store or kiosk, makes a purchase, evaluates overall cleanliness, interacts with Site Staff, and checks the restroom facilities.



The shopper rates execution of the Site Essentials, overall satisfaction, and his or her likelihood to recommend the site to a friend.



Following the Mystery Shop, the shopper introduces himself or herself as a Ipsos Mystery Shopper to Site Staff and presents an authorization letter.



The shopper then evaluates the site's execution of Differentiators, including Marketing Programs and Customer Experience Offer elements.



Photos are taken to detail observations of each of the 19 customer impact questions, including any non-compliant items.

01

PASS/FAIL

SCORING CUSTOMER EXPERIENCE

Each site is assessed in two ways. **First, a Pass/Fail result is determined based upon execution of the 12 Site Essential questions.**

This assessment indicates whether the site has complied with the Brand Standard Assurance Policy.

The compliance threshold is:

2 or less missed Site Essential questions

PASS



3 or more missed Site Essential questions

FAIL



The second assessment is an evaluation of the **Differentiators**, which measures how well the site delivers a differentiated or exceptional customer experience.

The weighted Site Essentials score and weighted Differentiators score are then totaled to determine a combined MMP score.

The combined MMP score does not factor into the Pass/Fail rating, but is used for reward and recognition purposes for the You Make the Difference Real (YMTDR) and People Make the Difference Real (PMTDR) programs.

To determine a site's combined MMP score:

- A maximum of **72 points** can be earned by executing all 12 Site Essential questions
- A maximum of **29 points** can be earned by executing at the highest level on each of the 7 Differentiator questions

02

DIFFERENTIATORS

■ **Bonus points** will be awarded for the following:

- Meet all Site Essentials + 2 points
- Quick Service Restaurant (QSR) on-site + 2 points
- Clean, fully operational Car Wash on-site + 2 points
- Cashier prompt for Fuel Rewards® + 2 points
and/or Loyalty programs

All bonus points will be added to the combined MMP score.

A complete list of Site Essential and Differentiator questions and their corresponding point values is located on page 15. Detailed guidelines for each question are also included within.

RESULTS

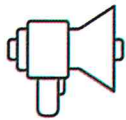
MYSTERY MOTORIST PROGRAM



To view your Mystery Shop results, **access the Ipsos website**, select the Performance Reporting menu and click on Site Detail Report to view and/or download MMP scores and reports.

Website users can sign up to receive email notifications as MMP scores are posted online. Email profiles are managed on the MMP website by clicking on the Update Profile link located in the upper right-hand corner of the home page.

DISPUTES/APPEALS



Disputes and appeals should **only be submitted when there is a legitimate reason to disagree with the evaluation** result, as it is intended to reflect what a customer would experience at that moment in time.

Aside from the below-referenced Photo Cure Appeal Process, fixing or repairing a compliance issue after the evaluation is not grounds for an appeal.

- Each of the first 10 Site Essential questions are eligible for appeal.
- Questions 11–12, along with the Differentiator questions (13–19) are not subject to the appeals process.
- Challenges on the Differentiator questions should be directed to the PMTDR mailbox (pmtldr@ipsosmysteryshopping.com).

To submit an appeal, click on the Register Appeal/Cure link in the upper right-hand corner of the site's online MMP scorecard report and complete the online submission form.

Appeals must be submitted within **30 days** of the MMP report date. In accordance with Shell guidelines, Ipsos reviews, resolves, and responds to appeal requests via email within five business days.

30 DAYS



Photo Cure Appeal Process

PHOTO CURE APPEAL PROCESS

Users can file Photo Cure Appeals in the same process as standard appeals, using the same online submission form.

The following Site Essential questions are eligible for the Photo Cure Appeals process: Q1, Q2, Q3a, Q3b, Q4, Q7, Q8, and Q9. Each of these will be noted by a camera icon on the appeal submittal form. If the location is able to fix the issue(s) marked non-compliant within the appeal time frame and submit proof (photo) via the Appeals system, the score will be updated to reflect compliance.

Users can upload up to three photos per question submitted for the Photo Cure Appeal. Once verified, Ipsos will notify user with a resolution email, as is protocol for the standard appeals process.

We encourage sites to leverage the Photo Cure Appeals process to drive timely corrective action because this is the only way to address non-compliant items that may contribute to a failing score.

To support your efforts, Ipsos will send a 15-day reminder email to the addresses on file if the site has not registered a Photo Cure Appeal (when available) by the 15th day of the 30-day appeals window.

If local restrictions prohibit a site from displaying Shell-approved Point of Purchase (POP) signage, a one-time exemption may be submitted to Ipsos on the MMP website. From the location scorecard, click on the Submit Exemption link on the top right to complete the online form.

Once the exemption has been submitted and approved, details will be viewable on the Exemption Report. Exemptions are effective with the current shop period and for future periods, not retroactive to prior periods. Exemptions on file are renewed every year. For questions about your site's Store Profile, contact Pointsmith at (800) 762-5213.

The approved Shell uniform policy requires a collared shirt with either a Shell Pecten or Wholesaler's logo/C-store brand on the front chest. Aprons with Shell Pecten and/or C-store brand on chest with collared shirts or collared smocks with Shell Pecten or C-store brand on chest are also acceptable. Your Site Staff can also wear the Shell-approved collarless performance polo for everyday use.

For details, visit www.shellusauniforms.com. Any deviation to this policy requires an approved exemption be on file. Exemption requests must be submitted for review and approved in advance of site(s) being shopped. Exemptions are effective with the current shop period and for future periods (if applicable), but will not apply on a retroactive basis.

SIGNAGE EXEMPTIONS

UNIFORM EXEMPTIONS



SHELL BRAND STANDARD ASSURANCE

Consistent delivery of the Site Essentials will drive an improved customer experience at Shell-branded sites.

- To maintain compliance, sites must miss **no more than 2 Site Essentials** in a given shop period. A site **missing 3 or more Site Essentials** will be deemed to have **failed its shop evaluation**.
- Two shop evaluation failures within any **three consecutive shop periods** will trigger a **final shop evaluation** during the next shop period.
- A site that fails this final shop evaluation will be deemed to have **failed to meet Shell Brand Standards** and is subject to enforcement by Shell of all contractual rights and remedies, at law and in equity, including the right to de-identify the site.

ILLEGAL DRUGS AND DRUG PARAPHERNALIA



Illegal drugs, drug paraphernalia, and other items associated with drug use are strictly prohibited and will be evaluated by Ipsos during each MMP shop. Shoppers are instructed to note synthetic herbal incense packets, bath salt substances, drug pipes, bongs, roach clips, drug scales, synthetic urine, and any other prohibited item.

Violations may result in enforcement (each shop period) of Shell contractual rights, including, but not limited to, a monetary settlement or de-identifying the site. Change in site operations (dealer change, removal of the item, etc.) after the violation is noted by Ipsos will not excuse the violation.

Program Administrator

Program Support

Ipsos

Email

■ pmidr@ipsosmysteryshopping.com

Contact your Territory Manager for additional details.

FREQUENTLY ASKED QUESTIONS

■ How do I keep my profile up-to-date to ensure I receive email notifications of shop results?

Once logged into the MMP website, on the landing page, there is an option to Sign In at the top-right corner of the page. Click on this link, and once signed in, the page will refresh and the Sign In option will now read Update Profile. Click on this link to manage your profile setup to receive email notifications for each location.

■ When should I place a site on temporary inactive status?

Where possible, locations should be placed on temporary inactive status prior to the start of each shopping period. This will prevent the location(s) from being assigned to a Mystery Shopper. Sites should only be placed on temporary inactive status when there is significant disruption to the normal course of business due to construction (i.e., tank upgrades, dispenser replacements), remodeling (Raze & Rebuilds), as a result of major weather damage, or in support of competitive conversions or Wholesaler/Dealer changes. Time restrictions for temporary inactive status are as follows:

- Major construction (i.e. rebuilds etc.): maximum 1 year
- RVle upgrades/image remodeling: 6 months or maximum 2 shop periods
- Competitive conversions: maximum 1 shop period
- Weather damage: maximum 60 days, up to 1 shop period
- Wholesaler/dealer changes: maximum 60 days, up to 1 shop period

**For full details,
see page 6 of the guide.**

■ **Which Site Essentials are eligible for photo cure and what are cure requirements?**

The following Site Essential questions are eligible for the Photo Cure Appeals process: Q1, Q2, Q3a, Q3b, Q4, Q7, Q8, and Q9. Once a Site Essential has been cured, please log a Cure Appeal using the Submit Appeal link at the top right of the scorecard. You will be allowed to upload up to three photos of each cure. Ensure all infractions that are noted on the scorecard are addressed prior to logging a Cure Appeal. Please refer to page 6 in this guide for full details.


■ **How do I dispute Differentiator Questions?**

Differentiator Questions are not eligible for appeal/cure via the scorecard appeals link. Please contact pmtdr@ipsosmysteryshopping.com for any disputes related to the Differentiators.

■ **How do I file an exemption?**

Limited exemptions for Site Essentials at individual locations can be logged through the scorecard. Please follow the Submit Exemption link at the top right of the scorecard.

■ **How can I correct a site failure?**

In most instances, site failures can be corrected using the Photo Cure Appeal process. Please refer to the top of the scorecard, which will outline how many Site Essentials are eligible for a cure, as well as the number of Site Essentials missed, if cured. You will see  next to each Site Essential question that can be photo cured when viewing the web version of the scorecard.

■ **What is the requirement regarding photos to verify compliance on the Staff Uniform question #10?**

If the staff member is not wearing an approved uniform, the MMP Shopper will ask to take his/her photo, which will then be displayed on the scorecard. If the staff member refuses to have his/her photograph taken, then compliance on question #10 will not be able to be contested.

■ **Which online reports are most helpful for identifying non-compliant sites, photo cure opportunities, and failure counts?**

Aside from the details shown on the scorecard, there are a number of reports available on the website under the PERFORMANCE REPORTING tab. The most detailed of these reports is the Site Detail report. Once opened, scroll to the bottom and select Detailed Export to Excel. Another report in this section is the non-compliant sites report. Both reports include Failure counts and photo cure opportunity details.

■ **The fail count for my site is different than what my scorecard reflects. How do I verify the number of shop failures?**

The past four shop period scores are reviewed for pass/fail status. If a site has 3 fails within the past four shop periods, this will initiate a notification for subsequent action.

EBT (Electronic Benefits Transfer) Indoor



Electronic Benefits Transfer (EBT) is an electronic system that allows participants to pay for food using SNAP (Supplemental Nutrition Assistance Program) benefits. Each state has its own EBT card design and may have its own name for SNAP. EBT cards may also hold other government benefits, such as cash assistance benefits like those provided through the Temporary Assistance for Needy Families (TANF). For more information about EBT programs or how to become an eligible retailer, please visit the USDA (US Department of Agriculture) website at www.fns.usda.gov.

At Shell, Wholesalers or dealers with eligible sites can opt to accept EBT payments through their existing POS (Point-of-Sale) system. Benefits of this program include: integration with the Shell Payment Network, elimination of stand-alone hardware or third party contracts and consolidated Shell daily settlement and reporting.

EBT Indoor Pilot Enrollment Open

To enroll, sites must complete the following steps:

1. Apply for a [Food and Nutrition Service](#) (FNS) Number via USDA or locate existing FNS Number.
2. Ensure site is on the latest version of POS (Point-of-Sale) software*.
3. Submit FNS Number and Merchant ID to the [Fiserv Support Mailbox](mailto:shellaccess@fiserv.com) (shellaccess@fiserv.com).

*Software version requirements subject to change; reach out to your POS tech or distributor for minimum requirements and access.

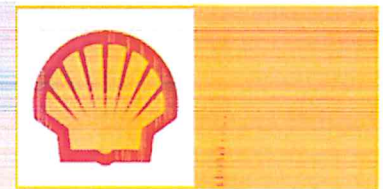
Following enrollment:

- Until mass availability is communicated, sites that enroll will be included in the pilot. Availability timeline (link below) includes target availability dates only.
- Within 2 weeks of enrollment, site will receive email from the Fiserv Support Mailbox confirming readiness and EBT transactions on the Shell Network can begin.
- Beginning December 1st, 2022, EBT payments will include a fee of 1% + \$0.16 per transaction.

SHELL PAY & SAVE

MOBILE PAYMENT IN THE SHELL APP

QUICK REFERENCE GUIDE



FREQUENTLY ASKED QUESTIONS

Q: What is Shell Pay & Save?

A: Shell Pay & Save is a feature in the Shell app that allows customers to pay using their mobile device. It combines payment with Fuel Rewards savings in one easy step.

Q: Does every Shell station accept Shell Pay & Save for payment?

A: Most Shell stations in the US are enabled to accept Shell Pay & Save mobile payments outdoors at the pump. But acceptance of Shell Pay & Save inside the c-store requires a compatible 2D scanner. Ask your site manager for more information.

Q: How does Shell Pay & Save work outdoors at the pump?

A: Customers use the Shell app to authorize payment and unlock the pump, then fuel as normal. At full-service stations, customers use the Shell app to authorize payment and unlock the pump, then the station attendant completes fueling. If the customer has linked a Fuel Rewards account to Shell Pay & Save, the pump will roll back to reflect the customer's Fuel Rewards savings.

Q: How does Shell Pay & Save work inside the store?

A: Customers use the Shell app to authorize payment, then show the QR code to the cashier. Cashiers process the payment as a "card" and scan the QR code on the Shell app using the 2-D scanner. Please refer to the Quick Reference Guide for a review of each step.

Q: What payment method options are available with Shell Pay & Save?

A: Shell Pay & Save has many payment method options to meet all customers' needs. These include:

- Shell-branded credit cards
- Shell S Pay
- Chase Pay™
- PayPal
- Apple Pay
- Google Pay
- Samsung Pay

Q: Does Shell Pay & Save work with the Fuel Rewards program?

A: Customers who have linked a Fuel Rewards account can redeem their Fuel Rewards savings using Shell Pay & Save. Additionally, Shell Pay & Save users can earn the following offers which will stack with other Fuel Rewards savings:

- **25¢/gal savings** when they complete their first fuel purchase using the Shell app
- **An extra 5¢/gal savings** when they use the Shell app to fill-up four times within a 30-day period. Terms and conditions apply.

Q: How are refunds managed for Shell Pay & Save payments?

A: If a product was purchased via Shell Pay & Save and is eligible for a refund, the refund will need to be issued either to the underlying credit/debit card or as cash. The standard refund process should be followed.

MORE QUESTIONS?

For technical issues at a site: Please call 1-866-HI SHELL.

For customer questions: Customers can call Shell Support at 1-888-GO-Shell.

SHELL PAY & SAVE

MOBILE PAYMENT IN THE SHELL APP

QUICK REFERENCE GUIDE



WHAT IS THE SHELL APP?

The Shell app connects Shell customers with the Shell brand. Features include mobile payment with Shell Pay & Save, the ability to find Shell stations, viewing current Fuel Rewards® status, balance, and offers, and keeping up with the latest Shell news and products.

WHAT IS SHELL PAY & SAVE?

Shell Pay & Save is a feature in the Shell app that allows customers to pay using their mobile device. Shell Pay & Save links to the Fuel Rewards program, enabling customers to pay with their mobile device and redeem Fuel Rewards savings in one easy step. Shell Pay & Save supports multiple payment methods and offers customers speed, convenience, value, and security when they pay both outside at the pump and inside the c-store.

HOW DOES SHELL PAY & SAVE MOBILE PAYMENT WORK?

- **To Pay at Pump:** Customers use the Shell app to authorize payment and unlock the pump, then fuel as normal
- **To Pay Inside:** Customers use the Shell app to authorize payment, then show the QR code to the cashier. Cashiers should follow the steps below to complete the payment:

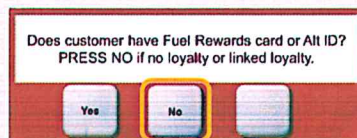
CASHIER STEPS FOR INDOOR MOBILE PAYMENTS WITH THE SHELL APP:

Customer will approach with mobile phone open to the Shell app:

1. Select "Card" on Point of Sale screen:



2. Select "No" if prompted for customer loyalty



3. Scan the QR code on the customer's phone



WHAT ARE THE BENEFITS TO USING SHELL PAY & SAVE?

Customers have the convenience of paying directly from their mobile device and participating in Fuel Rewards in one easy step. Customers also earn **25¢/gal savings** when they complete their first fuel purchase using the Shell app. Customers also earn an **extra 5¢/gal savings** when using the Shell app to fill-up four times within a 30-day period. Terms and conditions apply.

WHAT DO I DO IF A CUSTOMER NEEDS HELP WITH THE SHELL APP?

- Give customer Shell app brochure
- Refer customer to the help section in the Shell app
- Ask customer to call Shell Support at 1-888-GO-Shell
- For technical issues at a site, please call 1-866-HI SHELL

3. TRANSACTION CARD PROCESSING FEES

The following are the Transaction Card processing fees that are applicable to Shell retail sites as of November 1, 2020:

Shell Card (Consumer)	No Fee
Shell MasterCard at Shell Retail Sites	No Fee
Shell Gift Card (Shell Retail Sites) - Activation	1.50% Credit/Rebate
Shell Gift Card (Shell Retail Sites) - Redemption	1.00%
Shell Fleet Plus & Shell Small Business	1.60% & \$0.15
Shell Fleet Navigator Card	2.65% & \$0.40
Shell Saver Card	No Fee
Visa	1.90% & \$0.13
Visa Fleet	1.90% & \$0.13
MasterCard	1.90% & \$0.13
MasterCard Fleet	1.90% & \$0.13
Diners Club	2.40% & \$0.15
Discover Card	2.15% & \$0.17
American Express	2.80% & \$0.17
Voyager Fleet	2.75% & \$0.40
Wright Express (WEX) Fleet	2.75% & \$0.40
Debit Cards	1.00% & \$0.18
Blackhawk (Shell Retail Sites) Activation Fee	3.00% Credit/Rebate
Shell App Payment Methods (Excluding Shell S Pay described below and Shell Cards which will be subject to same fees stated above)	1.87% & \$0.22
Shell App ACH (Shell S Pay)	No Fee

SHELL RESERVES THE RIGHT TO IMPOSE OR MODIFY TRANSACTION CARD PROCESSING FEES OR SERVICE CHARGES AT ANY TIME.

THIS GUIDE (REV. 08.06.21) SUPERSEDES ALL PRIOR AND PRINTED VERSIONS

© Copyright 2021 Shell Oil Products US. All rights reserved