

Welcome Offer, Premier, Mobile Pay & Sweepstakes POP Materials Placement Guide

(Starting June 24, 2025)



The temperatures are heating up and so are the rewards with Club CITGO for Wave 2. There are so many great benefits to joining Club CITGO, including the following offers we're promoting:

Welcome Offer – CITGO is welcoming new members to the club with 23¢ off per gallon, up to 30 total gallons, when they download the app.

Premier Status - With each fill-up over 8 gallons, we're also tracking a member's path to gain Premier Status to unlock an extra 3¢ off per gallon (up to 30 gallons) after 12 completed fuel purchases in one quarterly period.

Mobile Payments - Mobile payments within the app will earn an extra 2¢ per gallon reward up to 30 gallons.

Gas for a Year Sweepstakes – CITGO is giving away free gas for a year! Members unlock one additional sweepstakes entry per day when they check in on the app.

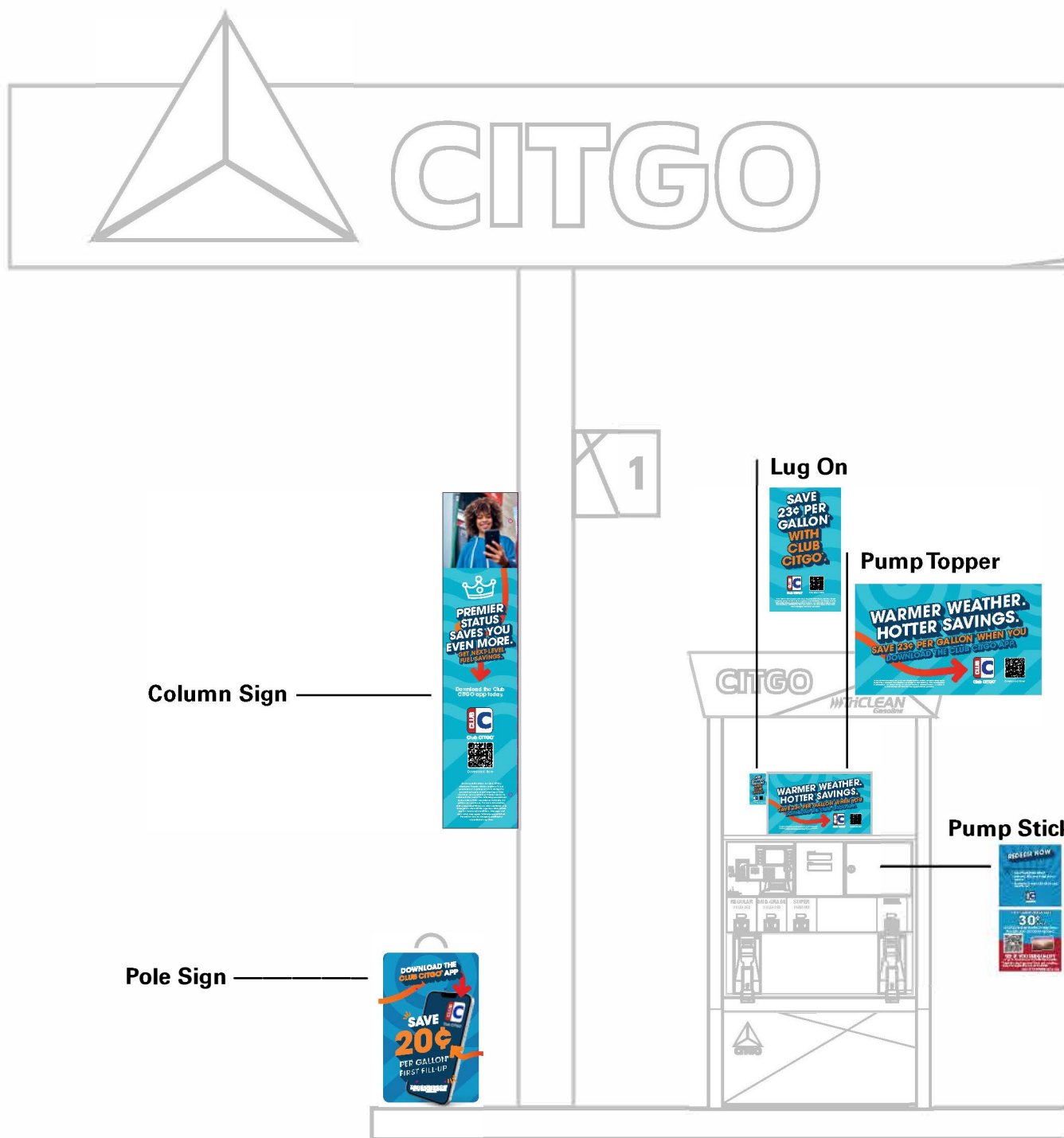
When consumers join Club CITGO they see the rewards in their wallet, but locations also see rewards. CITGO has seen a correlation between increases in gallons pumped and loyalty penetration. This means a win-win for consumers and locations! Encourage your cashiers to promote the app and have customers download it to start seeing the difference.

Non-Club CITGO locations will receive CITGO Rewards® Card Earn messaging POP.



UNDER CANOPY

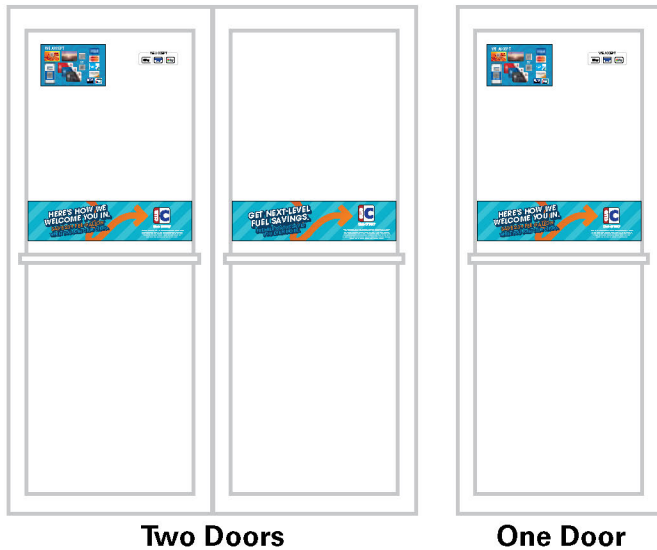
These visuals are an example of what your POP should look like once installed.



C-STORE

These visuals are an example of what your POP should look like once installed.

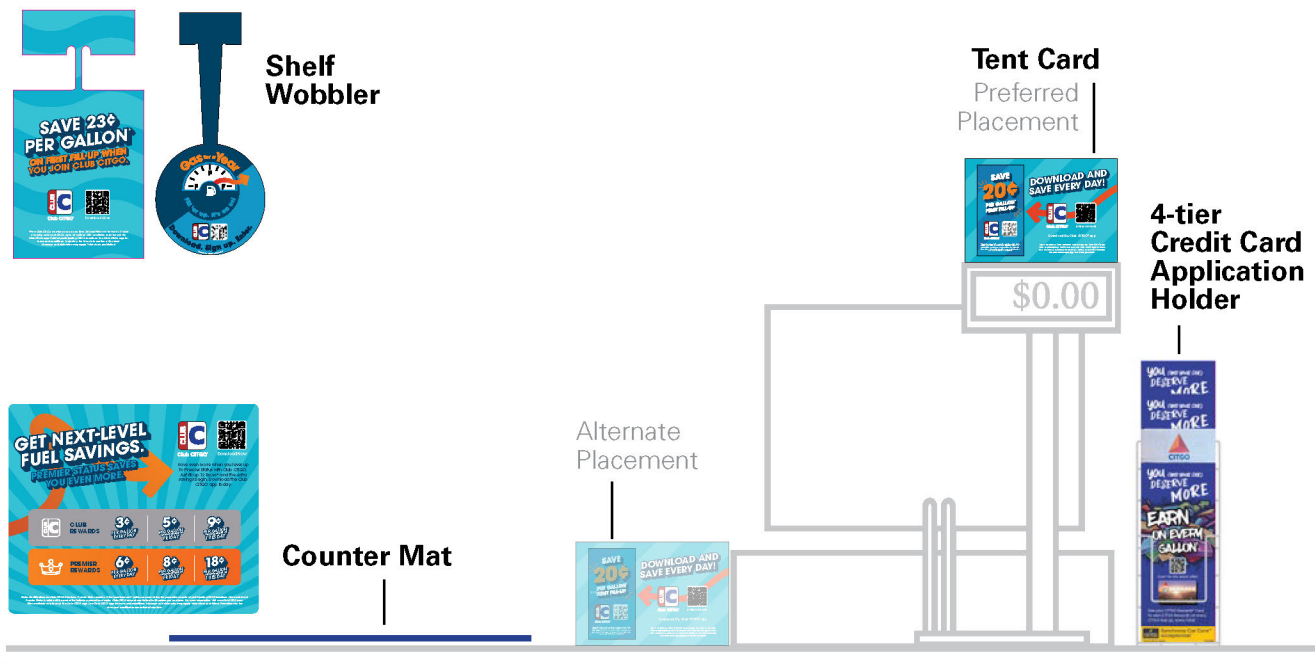
Front Door Decal(s)



Cooler Door Decal(s)



Counter/Register Area(s)



*Non-Club CITGO locations will receive CITGO Rewards® Card Earn messaging POP.

GENERAL POP FREQUENTLY ASKED QUESTIONS (FAQ)

1. What POP materials should come down with the installation of this wave?

The materials shown in this document are the only approved national POP materials at this time. The national POP wave shown below is out of date and should no longer be on display. The only exception is any POP material supporting regional promotions in which your location may be participating.

- **Wave1, 2025 - Premier Status, Mobile Pay & Sweepstakes**



2. What should I do with my Metal Pump Topper?

The metal CITGO TriCLEAN pump topper that was installed in Wave 3 of 2022 is designed to be a permanent display and functions as a year-round message in between other planned POP Waves. It qualifies toward the Trimark of Excellence Mystery Shop ensuring that POP stays in place.

3. How do I order more materials?

- **POP Materials**
Contact your CITGO gasoline supplier
- **4-tier Application holder**
Contact your CITGO gasoline supplier

4. How many POP waves does CITGO produce each year?

CITGO produces four waves of national POP each year.

5. When can I expect the next wave of POP?

The next wave of national POP will launch in September 2025.

6. Who should I contact if I have issues accepting mobile wallet transactions (i.e. Apple, Google and Samsung Pay)?

Contact your POS Technical Support.

- **VeriFone Help Desk:**
1-888-889-7829 (have your VeriFone Service ID available)
- **Gilbarco Passport Help Desk:**
1-800-800-7498 (have your PSO number or location phone number/address available)

7. What POP will I receive when I become a Club CITGO Rollback location?

When you are a Club CITGO Rollback location, you will receive an alternative POP kit that will contain a POP Installation Guide and the following items.

	Club CITGO	Mobile Pay	Sweepstakes	Premier
Cooler Decals		X	X	X
Column Sign				X
Counter Mat				X
Front Door Strip	X	X		
Lug On	X			
Pump Topper	X			
Tent Card	X			
Tear Pad	X			
Wobbler	X		X	
Pole Sign	X			

8. What are the benefits of becoming a Club CITGO Rollback location?

- 64% of fuel savings members tend to shop more frequently at stores where they can earn rewards*
- Club CITGO members are transacting 3.3 times per month with an average purchase of 10.8 gallons per visit**
- New membership is growing at over 70% month over month with over 25% of members active in the current month**
- Key locations achieving greater than 10% loyalty gallon participation are experiencing volume growth of greater than 30%***

* PDI's 2020 Road to Rewards Report

** Club CITGO Loyalty Management Portal Stats May 2023

*** CITGO Loyalty Discount Report Summary May 2023

9. What are the consumer benefits of offering Club CITGO Rollback at my location?

- Mobile ID and Alternate ID (Alt ID) added to Club CITGO Savings rolled back at the pump
- Everyday 3¢ savings on fuel purchases
- Monthly Bonus Days - Triple Tuesdays, Friday Savings (additional 2¢ off)
- Automatic discounts at the register on select in-store products

Get with your Marketer to learn how you can get on the updated program.