

Premier Status, Mobile Pay & Sweepstakes POP Materials

Placement Guide

(Starting April 1, 2025)

LEVEL UP AND EARN PREMIER STATUS. ENJOY PREMIER SAVINGS EVERY DAY.

Purchase 12 times to qualify.

Club CITGO **Learn More**

Club CITGO® Rewards	
STANDARD SAVINGS	PREMIER STATUS SAVINGS
3¢ PER GALLON EVERY DAY	6¢ PER GALLON EVERY DAY
5¢ PER GALLON FRIDAY	8¢ PER GALLON FRIDAY
9¢ PER GALLON TUESDAY	18¢ PER GALLON TUESDAY

Before participating in Club CITGO Sweepstakes, Premier Status requires 12 full fill-ups in a 90-day period. Savings are based on the promotional price of participating Club CITGO locations. Savings are subject to change without notice. The amount of the savings is determined by the Club CITGO app. Other savings may be available at participating locations. This promotion ends 11/30/2025. See Club CITGO app for terms and conditions. ©2025 CITGO. All rights reserved. Savings may vary by location. Promotions may be extended, modified or discontinued at any time.

The Club CITGO savings are getting sweeter in Wave 1 with the introduction of Premier Status on April 1. Don't be a fool and help your customers unlock more savings by encouraging them to download the app to get started!

More fill-ups help earn members more Club CITGO savings. Customers who fill up 12 times with 8 gallons or more of fuel during one quarterly period will achieve Premier Status, unlocking everyday rewards of 6¢ per gallon with their Alt ID (10-digit phone number). They will be able to reap these rewards each time they fill up for the remaining quarterly period and the next.

In addition to everyday rewards, Premier Status Members can also take advantage of monthly rewards, Triple Tuesday and 5¢ Friday with their additional savings offering them an 18¢ and 8¢ reward once a month up to 30 gallons for each fill up. Full offer details are available at www.ClubCITGO.com.

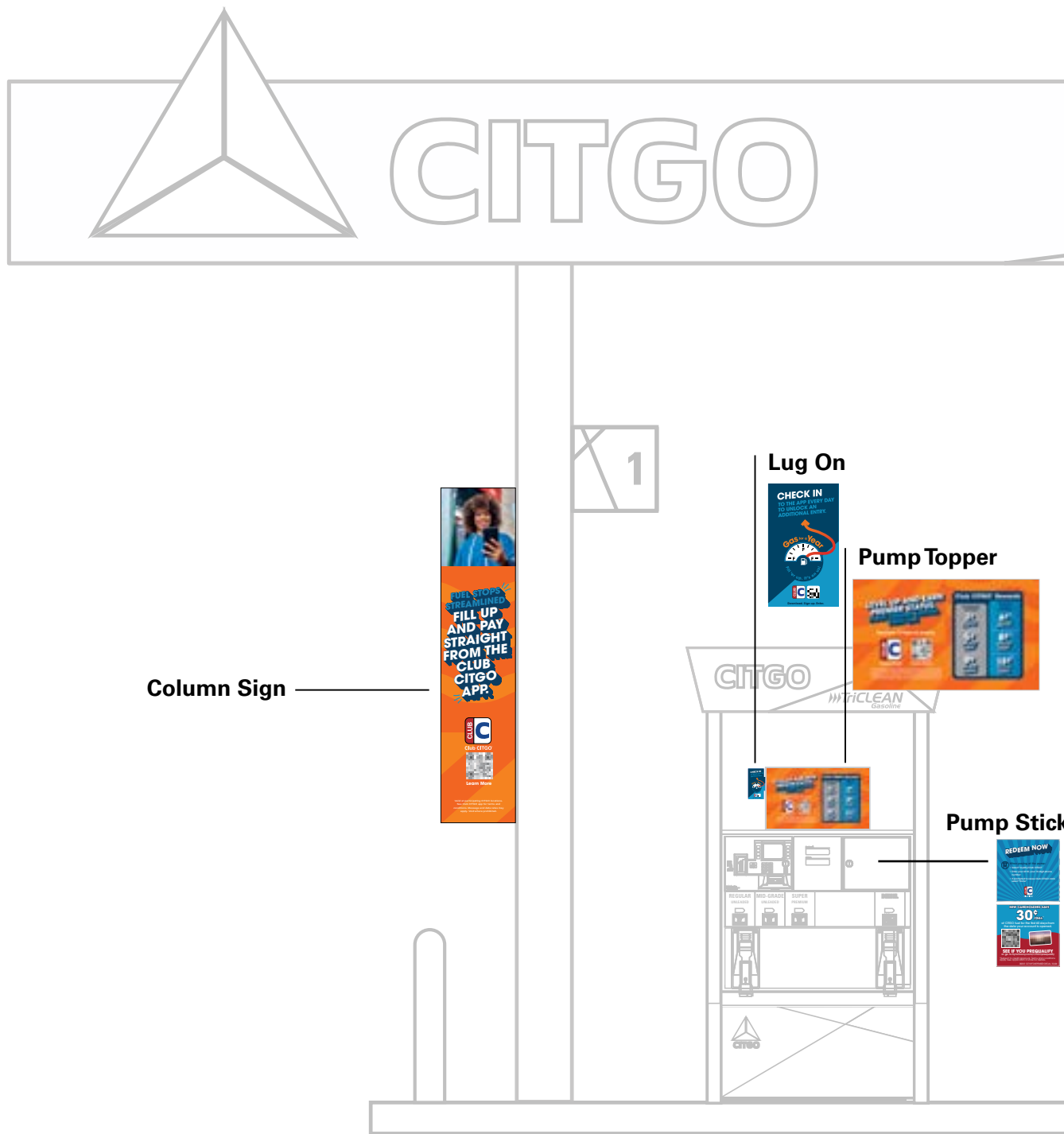
On top of the Premier Status message, Club CITGO sweepstakes promotions will continue as well as the promotion of mobile payments now available in the Club CITGO app. With all these great offers, make sure you are reminding customers to download the app to take advantage of them all.

Non-Club CITGO locations will utilize the permanent TriCLEAN® pump topper.



UNDER CANOPY

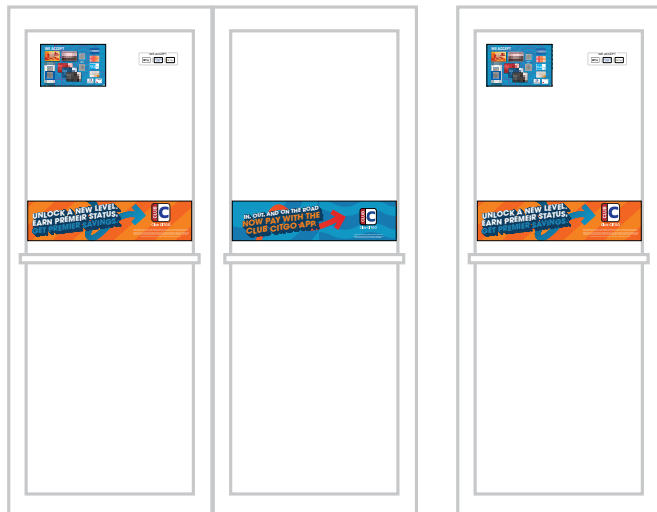
These visuals are an example of what your POP should look like once installed.



C-STORE

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

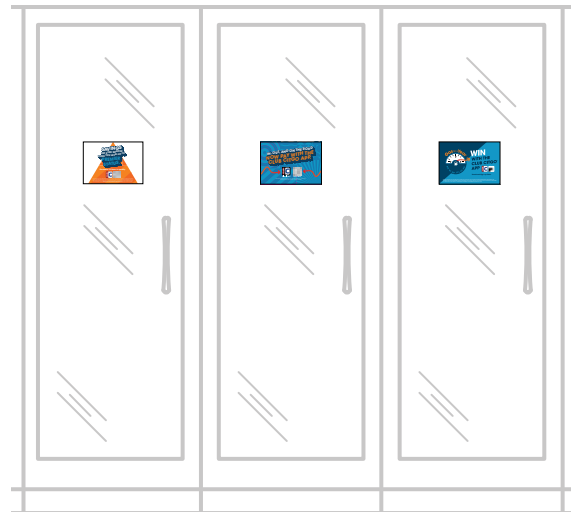
Front Door Decal(s)



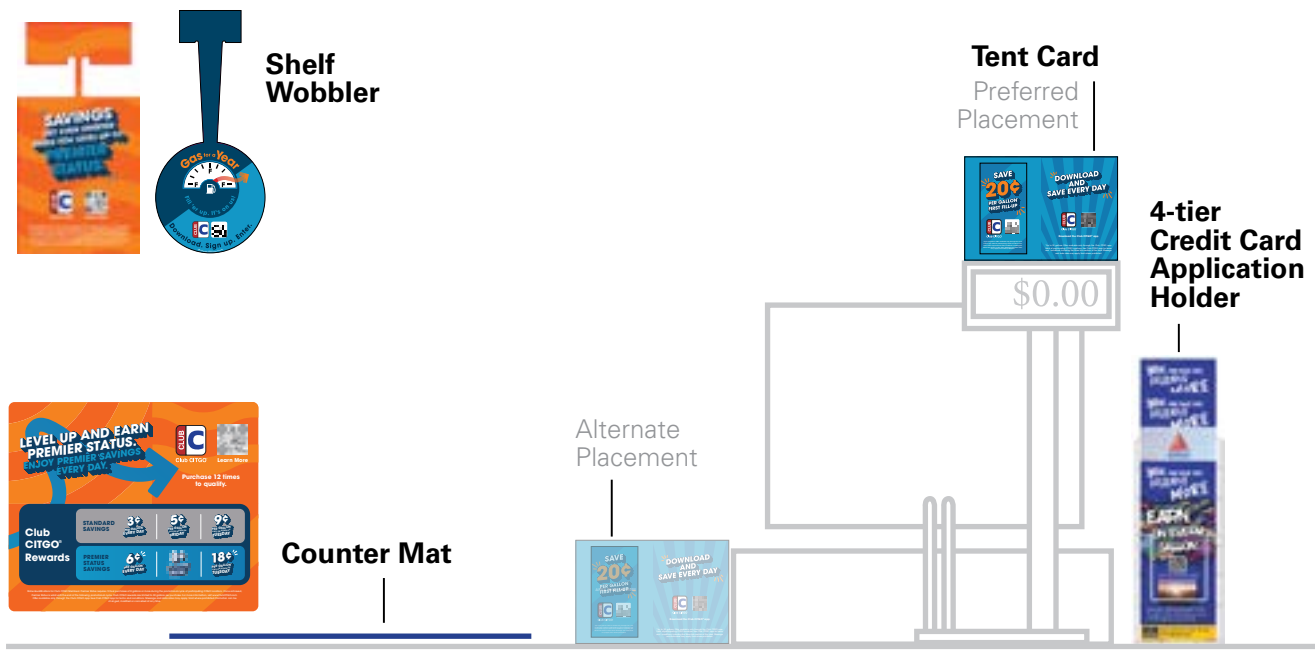
Two Doors

One Door

Cooler Door Decal(s)



Counter/Register Area(s)



*Non-Club CITGO locations will utilize the permanent TriCLEAN® pump topper.

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.

- **Wave 4 2024 - Win Gas for a Year 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 June 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
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 Savings - Triple Tuesdays (9¢ off), Five Cent Fridays
- Automatic discounts at the register on select in-store products

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