

Sunoco Pay Discount Launch Program Guide



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ANNOUNCEMENT!

The Sunoco Marketing team is excited to announce a **company-funded 10¢/gallon limited time discount** to consumers who use Sunoco Pay (linked bank account) as their payment method in the Sunoco Go Rewards app.

Sunoco Pay is an accepted form of payment at all Sunoco branded sites accepting mobile transactions.* Effective **November 2023 - March 31, 2024**, Sunoco will launch a 10¢/gallon limited time discount aimed at raising consumer awareness, trial, and loyalty.

The Sunoco Go Rewards program has taught us that a loyal member is worth incremental gallons and visits to your sites. Sunoco Pay offers Go Rewards members the opportunity to “plus up” their discount by linking their checking account in the app as method of payment and stacking with the 3¢/gallon everyday offer.

That’s a total discount of 13¢/gallon!

** Due to technical issues, Sunoco Pay is not eligible at sites with Gilbarco Passport POS that offer Cash/Credit pricing tiers.*



LINK YOUR BANK ACCOUNT AND

SAVE 13¢ /GAL 

WITH THE NEW **SUNOCO PAY.**

10¢ /GAL + 3¢ /GAL

FOR A LIMITED TIME WHEN LINKING A BANK ACCOUNT TO SUNOCO PAY

EVERY DAY WITH THE SUNOCO GO REWARDS APP

LAUNCH APP AND LINK TODAY!

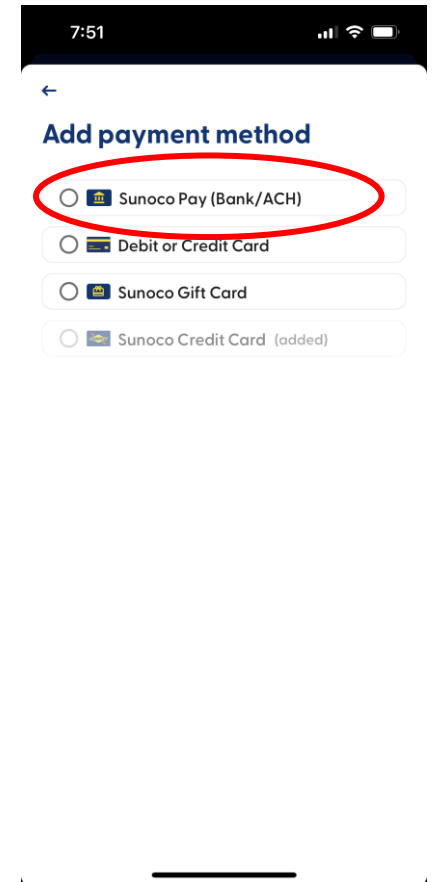
Why use Sunoco Pay?

-  Instant Savings
-  No Credit Card Fees or Interest Payments
-  No Approval Required
-  Stack Your Savings

What is Sunoco Pay?

- **Sunoco Pay is a secure way to pay for fuel and C-Store purchases directly through the Sunoco Go Rewards App.**
 - *Sunoco Pay is our branded ACH (link to checking account) product*
 - *Sunoco Pay is a Payment Method available in the Sunoco Mobile App*
 1. *Members must have a valid checking account*
 2. *Members must add their bank details in the app*
 3. *Sunoco Pay must be selected as the default payment, or selected prior to authorizing the purchase*
 4. *Sites MUST be able to accept mobile transactions**
- **Why should members use Sunoco Pay as their payment method?**
 - **Instant savings:** 10¢/gallon discount
 - **Stacked Savings:** Discount can be combined with:
 1. *Go Rewards discount: 3¢/gallon*
 2. *Grocery programs (variable)*
 3. *Personalized offers (member-based offers issued for specific behaviors)*

* Due to technical issues, Sunoco Pay is not eligible at sites with Gilbarco Passport POS that offer Cash/Credit pricing tiers.



Training and Communication

The most successful marketing campaigns are based on consumer awareness. After all, how will anyone know to try something new if they don't know that it exists?

Sunoco will be leveraging email, in-app messaging, Sunoco.com, and POP to inform consumers about Sunoco Pay and the limited time discount. Your secret weapon is your frontline employees who interact with your customers daily. They can inform customers about your store's unique offers and programs.

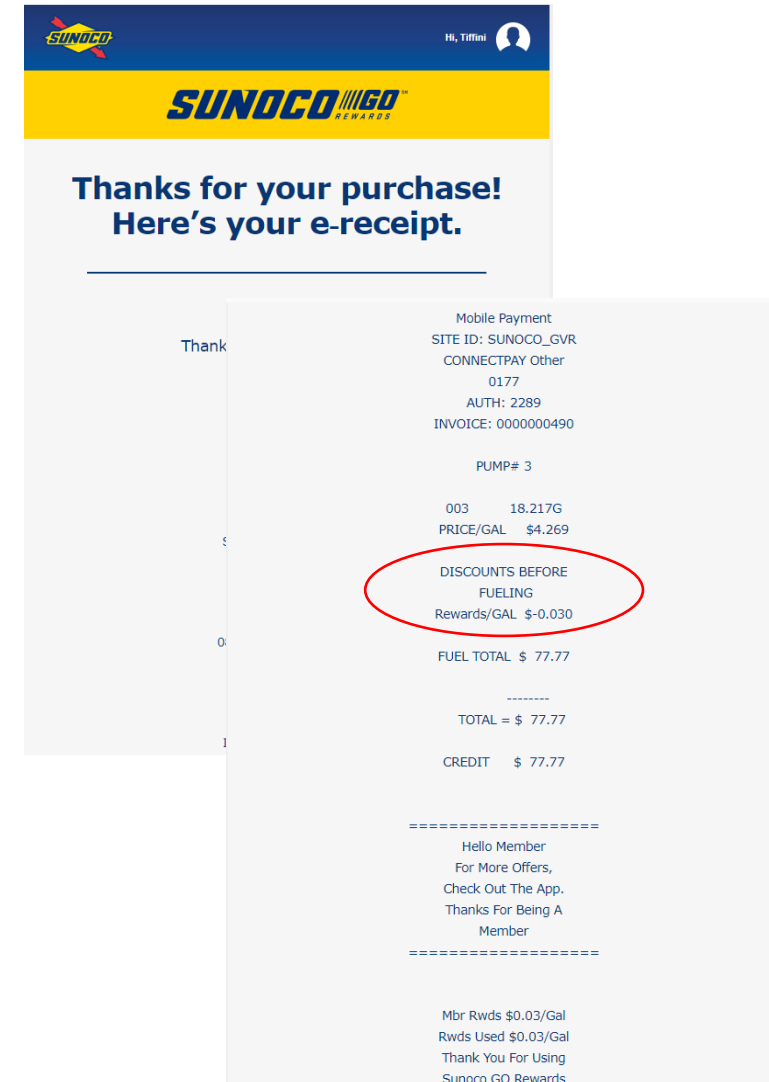
In preparation for the Sunoco Pay Discount Launch, we recommend you leverage the enclosed materials and schedule to inform and educate your staff on this promotion.

Action/Deliverable	Target Date
Receive and review Sunoco Pay Launch Program Guide	11/17/23
<i>BONUS- Link your checking account in the app</i>	Anytime!
Verify Mobile transactions and Go Rewards are working properly (<i>slide 6</i>)	By 11/20/23
Introduce Sunoco Pay and the promotion to employees	11/17/23-11/28/23
Sunoco Pay discount SILENT launch	11/29/23
<i>BONUS- Print consumer handouts to distribute at POS</i>	11/29/23
Confirm all employees are aware of program, benefits and how to enroll	11/29/23
Sunoco Pay discount MARKETING launch	11/30/23
Display Q1 Sunoco Pay POP	1/1/24

Test and Report

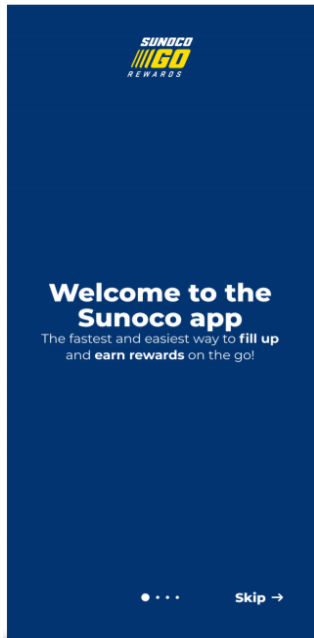
- **Testing to ensure Go Rewards and mobile transactions are enabled and configured properly at your site is easy!**
 - Option 1*
 1. Complete a fuel transaction with the Sunoco Go Rewards app
 2. Confirm your price per gallon is discounted 3¢
 - Option 2*
 1. Use the Go Rewards app to authorize a pump
 2. Confirm your price per gallon is discounted 3¢
 3. Cancel the transaction
- **If the discount is not applied, report it immediately**
 - Open a Sunoco THD ticket through SunocoNet Portal
 - Call Go Rewards HD: 1-800-786-9494 , option 7

* If Sunoco Pay is set as your preferred payment method during the offer period, the Sunoco Pay discount will stack on top of Go Rewards for a total rollback at the pump of 13¢/gallon

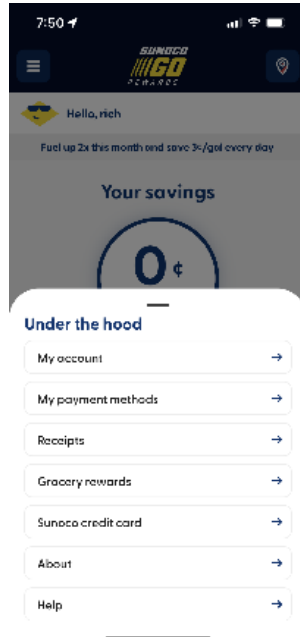


How to Enroll

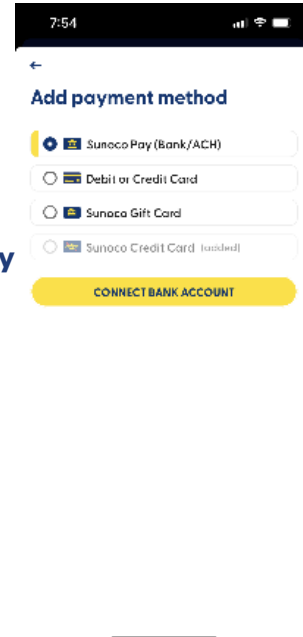
■ Enrolling is simple!



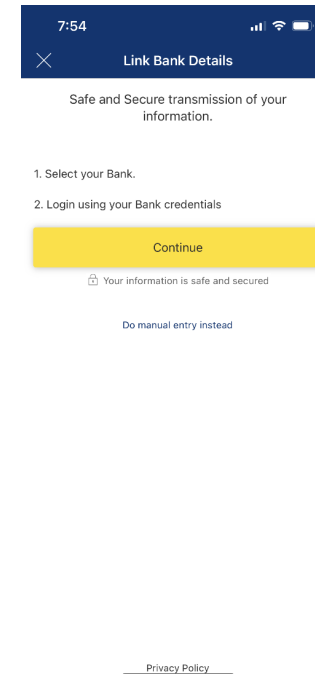
Download Sunoco App/ Register With Go Rewards



Access the "Under the Hood" menu and Select "My payment methods"



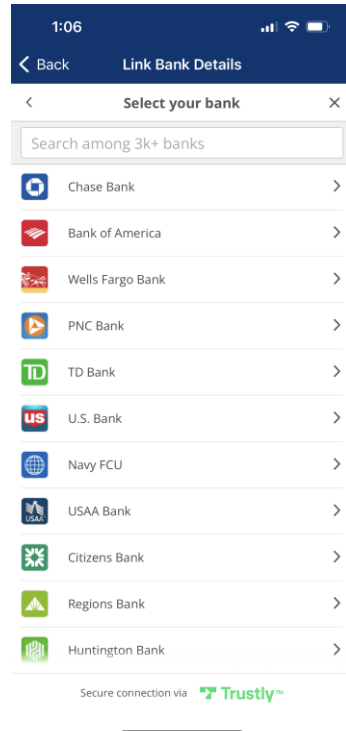
Choose Sunoco Pay (Bank/ACH) for the payment type



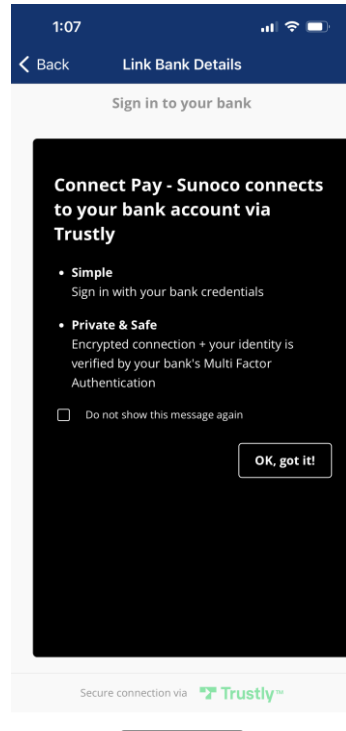
Link your bank details

Linking through Bank Sign-in

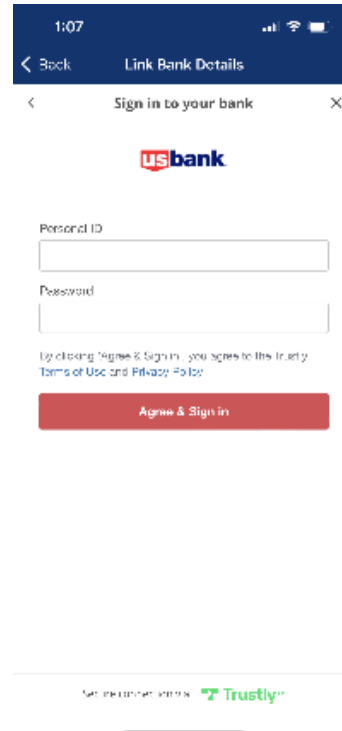
Select your bank



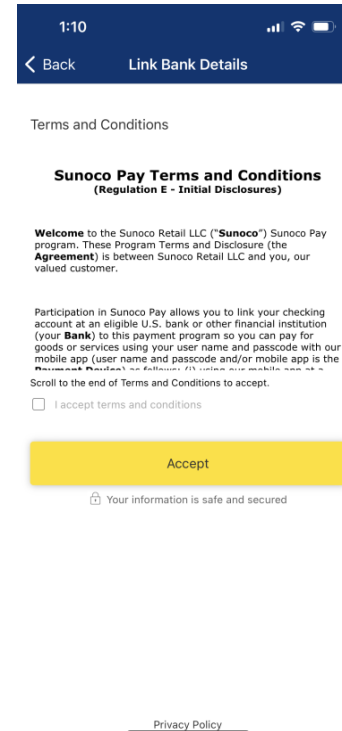
Grant Trustly permission to connect to bank sign-in



Log into bank using bank credentials



Accept Sunoco Pay Terms and Conditions*
**must scroll to bottom of T&Cs to accept*



Linking to Bank via Manual Entry*

*Manual entry can take 1-2 business days for micro deposits to show up in account

Select "Do Manual Entry Instead"

Enter applicable information for all fields

Accept Sunoco Pay Terms and Conditions

Sunoco Pay will enter a PENDING status. Two small deposits will be made into the member's checking account for verification purposes.

Once deposits are received enter the pending payment type and select "validate account"

Verify the last 4 digits of the account number and the two micro deposit amounts- SUBMIT

7:54

Link Bank Details

Safe and Secure transmission of your information.

1. Select your Bank.

2. Login using your Bank credentials

Continue

Your information is safe and secured

Do manual entry instead

Privacy Policy

1:07

Link Bank Details

Bank Information

Routing Number

Confirm Routing Number

Bank Account Number

Confirm Bank Account Number

Personal Information

First Name rich Last Name test

Email rblaaid4@letsersuade.com

Privacy Policy

1:10

Link Bank Details

Terms and Conditions

Sunoco Pay Terms and Conditions
(Regulation E - Initial Disclosures)

Welcome to the Sunoco Retail LLC ("Sunoco") Sunoco Pay program. These Program Terms and Disclosure (the Agreement) is between Sunoco Retail LLC and you, our valued customer.

Participation in Sunoco Pay allows you to link your checking account at an eligible U.S. bank or other financial institution (your Bank) to this payment program so you can pay for goods or services using your user name and passcode with our mobile app (user name and passcode and/or mobile app is the Payment Code) as follows: (1) using our mobile app at a...

I accept terms and conditions

Accept

Your information is safe and secured

Privacy Policy

1:12

Success!

Your request to enroll in Sunoco Pay has been submitted, and is pending further verification of your bank account.

Before you can begin using your linked account in the Sunoco Go Rewards app, we must first validate bank account ownership. Instructions on how to complete the bank validation process have been sent to your email address on file.

Please be sure to check your email to complete the next and final step.

Done

1:13

WELLS FARGO BANK

Pending Validation

Your bank account payment method needs to be validated by confirming some information. Once you're done, it will be added to your payment methods.

You can always remove it from your payment methods and reconnect another one.

VALIDATE ACCOUNT

Remove

Privacy Policy

1:16

Verify Bank Details

Please enter the 2 small deposits made in your bank account

Last 4 of Account Number

1st Deposited Amount

2nd Deposited Amount

Submit

Your information is safe and secured

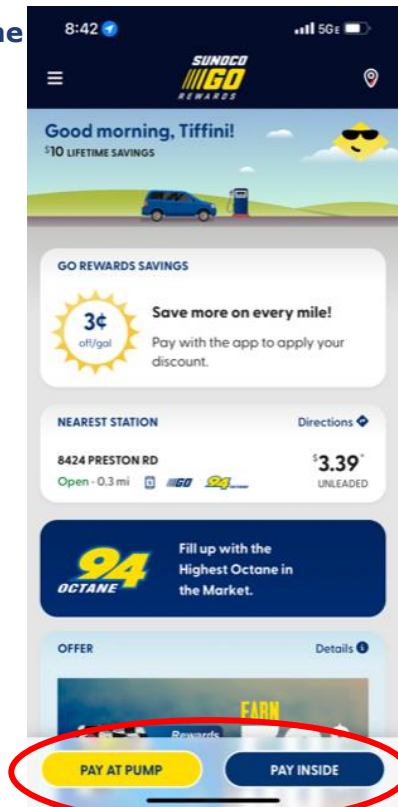
Privacy Policy

Completing a Sunoco Pay Transaction

■ Saving is easy

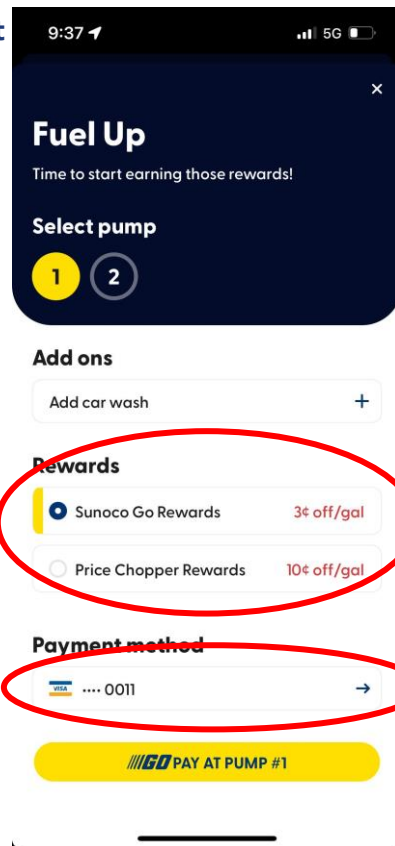
1

Open the App



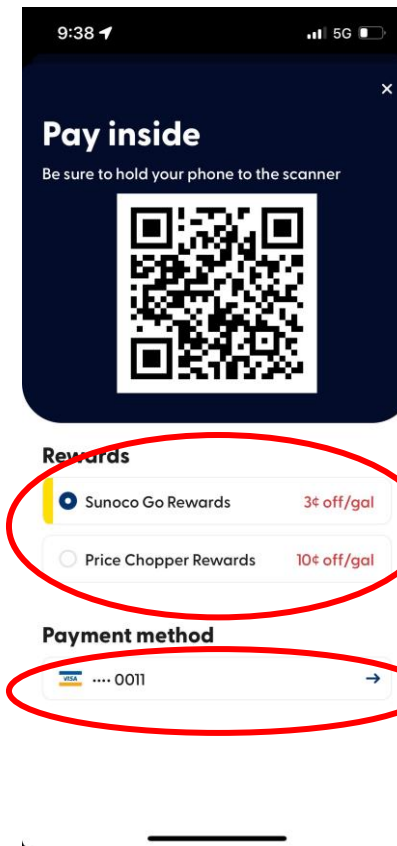
2

Select "Pay at Pump" OR "Pay Inside"



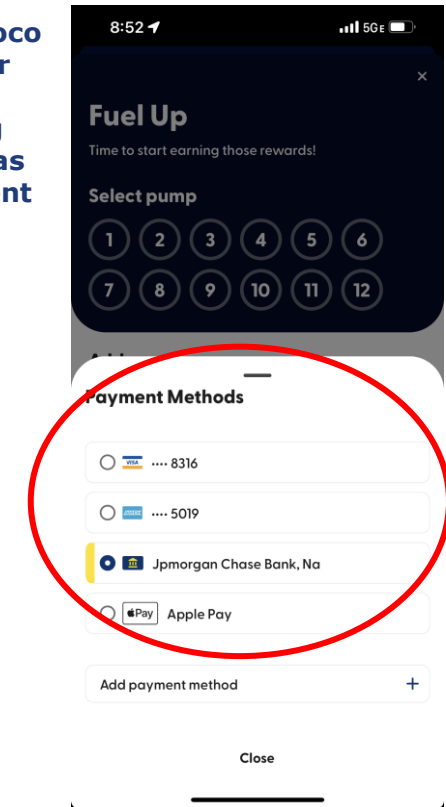
3

Choose your Rewards



4

Select Sunoco Pay (your linked checking account) as the Payment Method.



5

Watch the pump roll-back and FUEL!

Sunoco Pay Receipt

Commander Example

- Discount listed as "Host discount"
- Payment method = "Mobile Other"

```
WELCOME Lab  
Sunoco Ln  
8020 Park Ln  
Dallas TX  
75231  
  
DATE 10/9/23 11:30  
TRAN# 9010051  
PUMP# 01  
SERVICE LEVEL: SELF  
PRODUCT: Unleaded  
GALLONS: 1.316  
PRICE/G: $3.049  
FUEL SALE $4.01  
Sunoco Mob $4.01  
  
HOST DISCOUNT 0  
YOU SAVED 0.100/USG  
  
MOBILE  
OTHER  
*****3130  
AUTH #: 3347  
  
Loy. Prog: Go Reward  
S  
Card: Go Rewards  
*****5569  
Trace #: 000096643  
Stan: 0476172810  
=====
```

Passport Example

- Discount listed as "Sunoco Pay"
- Payment method = "Connectpay Other"

```
1837 N. STUART PLACE  
SUNOCO 6600000000  
L312013000001  
HARLINGEN TX  
78552  
10/09/2023 54778660  
01:01:54 PM  
  
3130  
Sunoco Mobile Pay  
INVOICE 000000133  
AUTH 7921  
  
SITE ID: SUNOCO 6VR  
CONNECTPAY Other  
  
PUMP# 1 CA  
  
001 7.500G  
PRICE/GAL $4.819  
  
DISCOUNTS BEFORE  
FUELING  
Rewards/GAL $-0.050  
CONNECTPAY LAB/GALS-  
0.100  
  
FUEL TOTAL $ 30.17  
  
TOTAL = $ 30.17  
  
CREDIT $ 30.17  
  
=====
```

Discount Details

- **How will the discount be applied? Is there anything my store needs to do?**
 - *Complete your normal, day-close process to load the discount to your POS. There is no additional action required. The dispenser will rollback 10¢/gallon when the member pays with Sunoco Pay using the Go Rewards app. Sites that are configured for mobile pay will not be required to make any configuration changes to accept Sunoco Pay.*
- **How will I be reimbursed for the 10¢/gallon discount on Sunoco Pay transactions?**
 - *The limited time 10¢/gallon offer will be funded by Sunoco. You will receive a credit invoice for all discounted transactions, similar to the existing Rewards reimbursement process. Summary transaction data will be available in the "Draft" and "Invoice" sections of the SunocoNet portal.*
 - *Login to portal- Financials menu- Draft Activity- Sunoco Pay discounts will be listed as "Miscellaneous Adjustments"*
 - *Sunoco Pay discounts will be listed separately from Go Rewards, or Loyalty discounts*

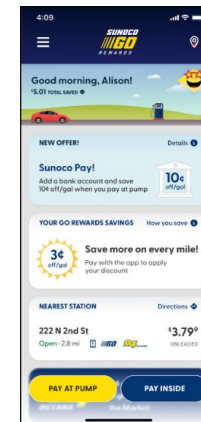
Marketing Support

Members will be informed of the Sunoco Pay discount through multiple channels:

- Email will be sent to all Go Rewards members
- Push Notifications will be sent throughout the promotional period to remind members that we have 13¢ off/gallon waiting for them

Save 13¢/gallon at Sunoco when you link your bank account in the app! 🎉 That's something to celebrate!

- A "New Offer" banner will be added to the home page in the app
- POP will arrive in stores for display during Q1
- Sunoco Pay description and promo details will be added to sunoco.com/rewards



Communication	Target Date
Promo Announcement	11/30/23
<ul style="list-style-type: none"> • Email • Push Notification • In App Banner 	
Email	12/12/23
Push Notification	12/19/23
POP Posted in store	1/1/24
Push Notification	1/9/24
Email	2/6/24
Push Notification	2/14/24
Email	3/12/24

Sunoco Pay Support

- **Consumers**

- *Sunoco Pay Services, a dedicated support line, has been created to assist consumers with questions and issues at 1-800-337-9897.*

- **Dealers and Distributors**

- *Technical issues- open a Sunoco THD ticket through the SunocoNet Portal*
- *Settlement questions call Sunoco Customer Solutions at (800) 786-9494, option 5*

Go Rewards Special Offers

Introducing Special Offers

- **Personalized Go Rewards Offers**

- *Limited time, Sunoco-funded, fuel offers sent to targeted audiences based on historical purchase behavior*
- *December Launch: premium fuel offers, driving incremental premium gallons and visits to your sites.*



- **DoorDash- 12 Days of Deals**

- *Discount opportunity for all DoorDash drivers from December 1st-12th*
- *DoorDash employees will be provided a unique code they can redeem in the Sunoco Mobile App to unlock a one-time, Sunoco-funded, 30¢/gallon discount!*