

# ExxonMobil and Walmart team up for a new strategic collaboration

We're excited to introduce our new national loyalty offer with Walmart, the largest retailer and grocer in the U.S. Exxon™ and Mobil™ sites now represent >80% of Walmart's fuel redemption network.



## > 20M Walmart+ members now save at Exxon and Mobil sites

ExxonMobil has teamed up with Walmart to gain access to its rapidly growing Walmart+ membership base, which is currently > 20M consumers. [Walmart+ members now save 10¢ on every gallon of fuel using the Walmart app](#) at over 12,000 Exxon and Mobil stations nationwide. ExxonMobil is the only nationally available fuel benefit provider for the Walmart+ member program from Walmart.

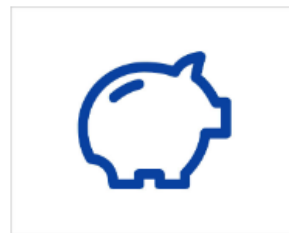
This offer will attract a large and growing digitally engaged consumer segment of Walmart+ members, who benefit from a 10¢/gallon everyday discount. Walmart+ members do not need to visit a Walmart store to access their fuel benefit (no earn and burn required). Walmart is also well-known for being a major player in ecommerce and a leader in grocery delivery.



Growing the Walmart+ network from 2,000 to 14,000 sites



20 million members and rapidly growing



10¢/gallon\* everyday savings for members

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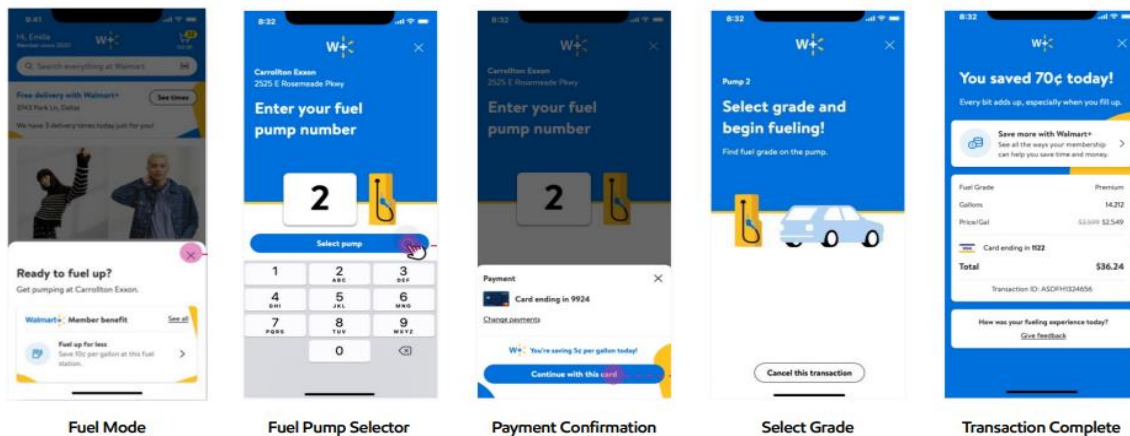
## Driving more loyalty and business to your sites

This new relationship with Walmart delivers on our commitment to establish a grocer partner with national scale, which enables increased consumer traffic and stickiness to our branded network, and delivers exceptional value to consumers and profitable sales for your business.

### How does the program work?

contactless payment for Walmart+ members utilizing the Walmart app. This is the first time the Walmart app has been

solution that enables an instant roll back discount.



Consumers purchase within the Walmart app. At the pump, open the Walmart app to begin the fueling process. Enter your fuel pump number, choose your payment method, select your grade and begin fueling. You'll get an e-receipt in the Walmart app when finished.

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## Benefits to you

- Walmart is the largest grocer in the US with ~5,000 locations, a leader in grocery delivery and a major player in ecommerce.
- ExxonMobil is the only nationally available fuel benefit provider for the Walmart+ program.
- Adds 12,000 Exxon and Mobil stations, representing >80% of Walmart+ fuel network.
- Attracts new digitally engaged consumers and helps create more loyal consumers (> 20M members).
- Walmart+ members save 10¢/gallon every day through the Walmart app at Exxon™ and Mobil™ stations. No earn and burn is required.
- Digital offer is seamless for consumers and turnkey for sites, with minimal site level requirements.
- Walmart is investing heavily in marketing to drive awareness and engagement of Walmart+ and

## Frequently Asked Questions (FAQs)

What is Walmart+?

The Walmart+ member program launched in September 2021 and is rapidly growing. For \$98 per year or \$12.95 per month, customers receive unlimited free shipping on next day delivery and free same-day delivery from local store. The program also includes in-store prescription benefits, special promotions, and everyday fuel discounts.

What benefit do Walmart+ members get at Exxon™ and Mobil™ stations?

Walmart+ members using the Walmart app will receive 10¢ instant savings rollback at the pump on every gallon of Synergy™ fuel they purchased at over 12,000 participating Exxon and Mobil stations, whether you fill up with our best fuel ever – Synergy Supreme+™ premium gasoline, or other Synergy™ fuel grades. The fuel discount can't be applied without the Walmart app. Savings cannot be combined with the Exxon Mobil Rewards+™ program and no points are earned for future savings.

Who do I contact for questions about my Walmart+ membership or my Walmart+ fuel benefit through the Walmart App?

If a Walmart+ member has questions about his Walmart+ membership or how to use the Walmart app at the pump to get the 10¢/gallon member fuel discount at your Exxon™ or Mobil™ station, tell the consumer to call contact Walmart customer care at 1-800-WALMART (1-800-925-6278).

Will there be support for sites?

Yes, ExxonMobil supports retail sites and site-level employees with training materials such as a program overview, FAQs and a troubleshooting guide.

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