



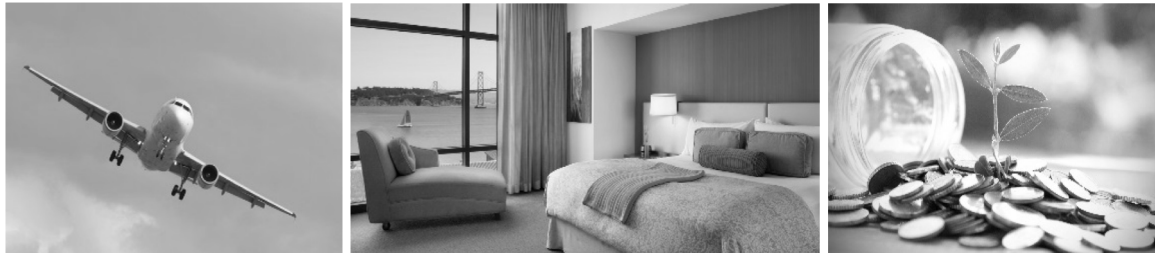
Rewards that go farther.

Drop Tank Data Platform Progression

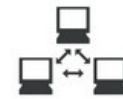
Global Leaders Program

September 2, 2020

About Drop Tank



Founded in 2012 to deliver end-to-end loyalty solutions for U.S.-based fuel brands



Delivering consistent loyalty experiences across thousands of independent gas stations



Launched MakeItCount™, a loyalty solution for Marathon Petroleum in May 2018; Partnered with Southwest Airlines & Wyndham Hotels



Actively running loyalty solutions in over 4,000 U.S. gas stations, and growing.



Challenge / Opportunity

- Rapid integrations with partners
- Scaling trx volume and retail connections
- Data capture and analysis for loyalty

IT Case - 2012 - 2017

“We are NOT a Loyalty Company”

David VanWiggeren, CEO Drop Tank LLC

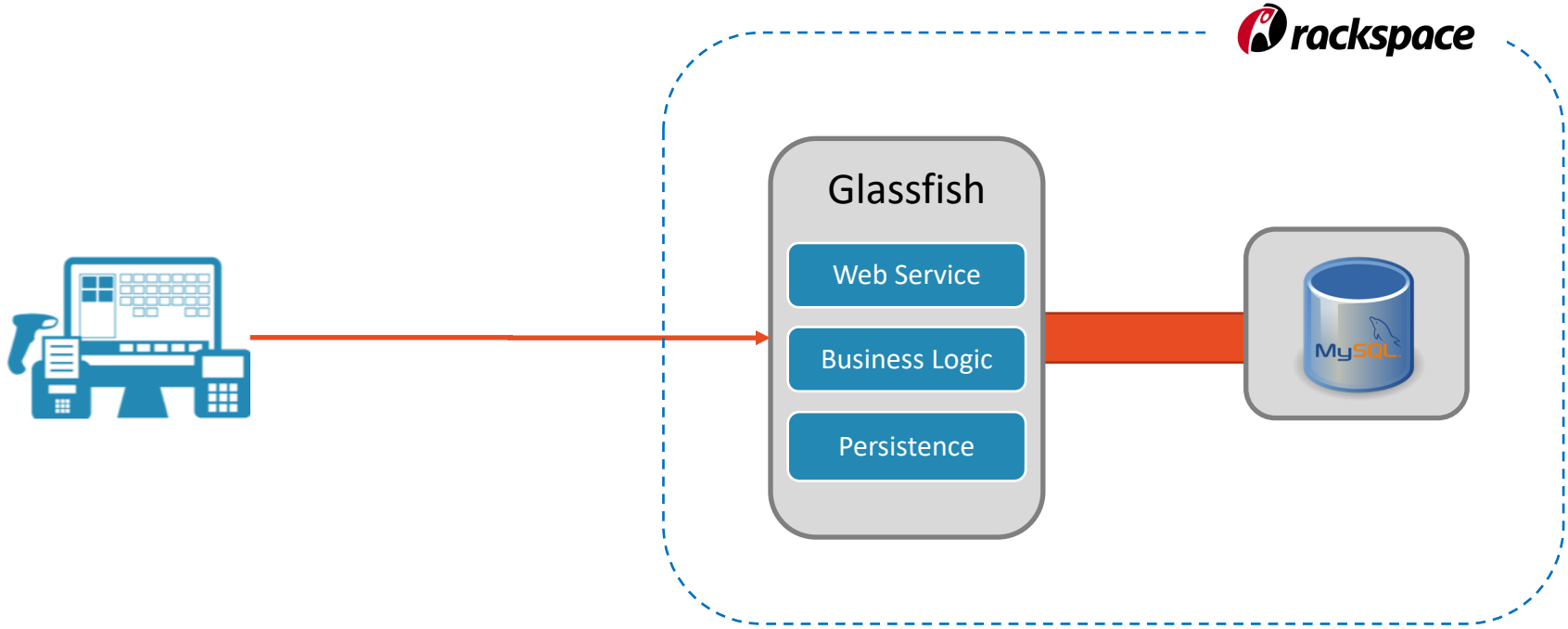
The Challenge – Create a consistent and effective Price Per Gallon (PPG) rollback across thousands branded gas stations:

- Anonymous product, no PII
- Manage PPG Rewards, Transactions, Site Connectivity

The Volume

- 2100 Stations
- 2500 Transactions at Peak

Drop Tank 1.0 – 2012 - 2017



IT Case - 2017 – 2019

“We need to transform into a Loyalty Company”

David VanWiggeren, CEO Drop Tank LLC

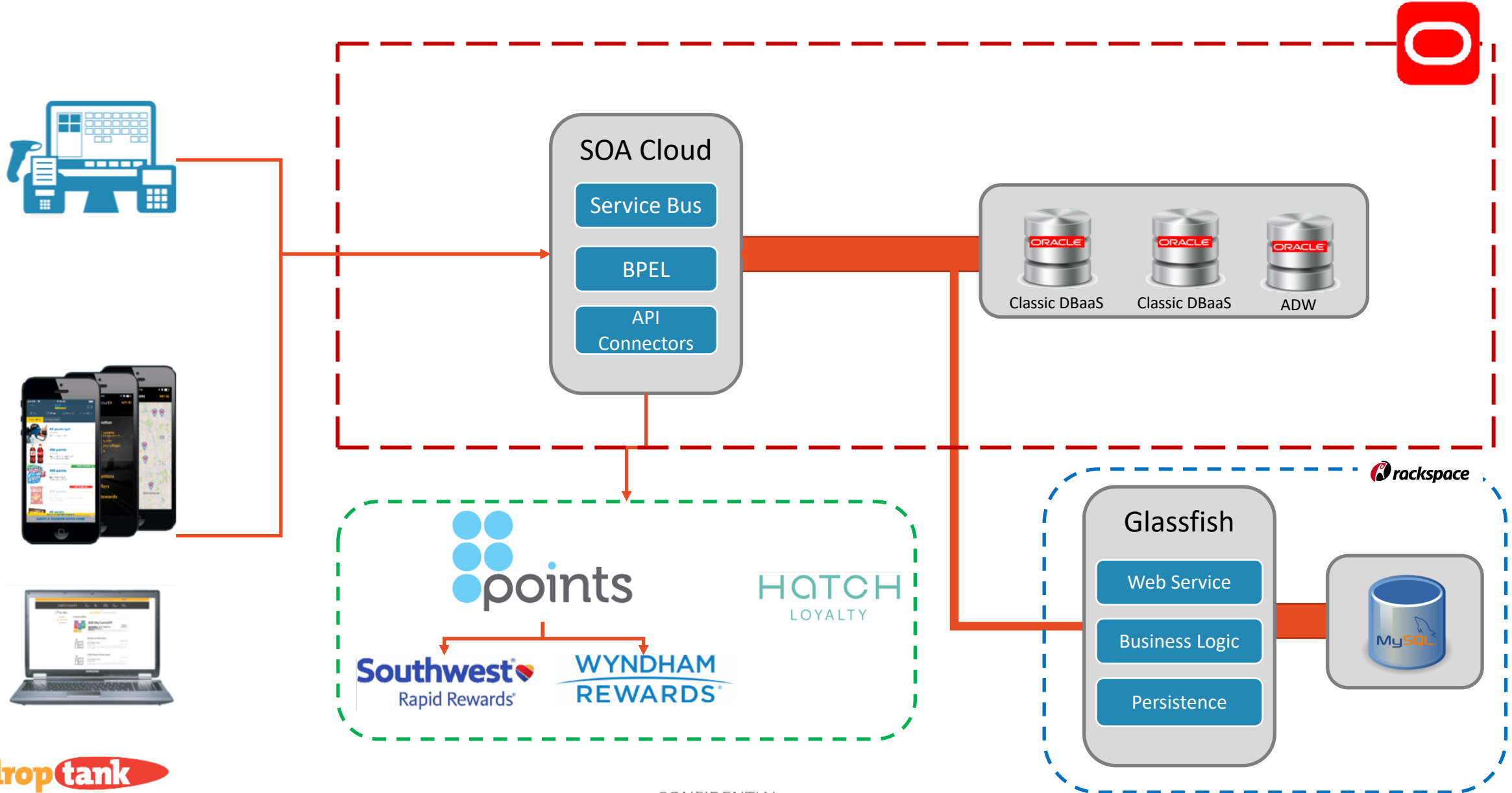
The Challenge – Introduce the new capabilities

- Manage Member Information (PII)
- Earn and Burn (Points)
- Offer Management
- Mobile/Web Applications

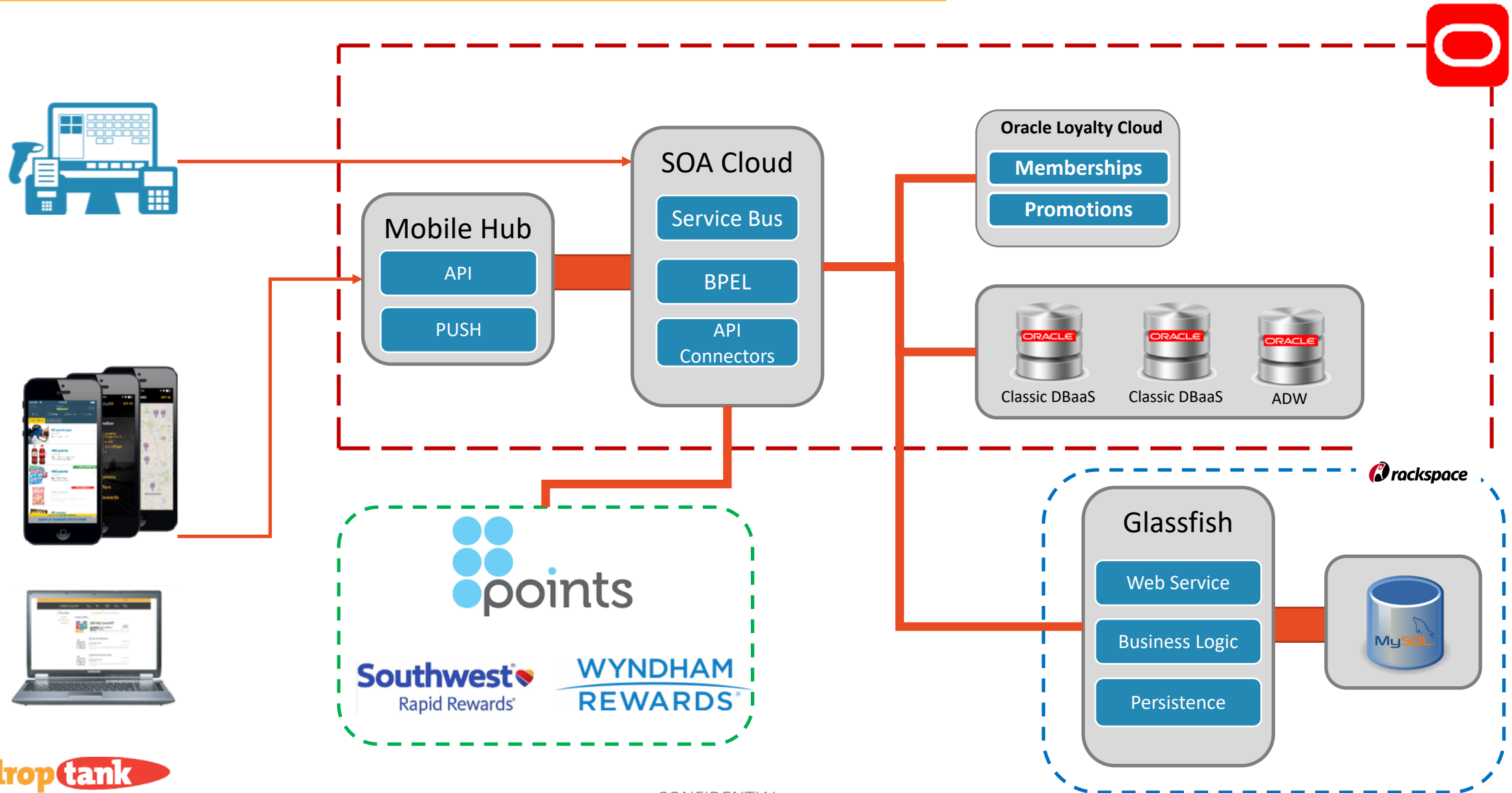
The Volume

- 5,000 Stations
- 20,000 Transactions at Peak

Drop Tank 2.0 - 2017/18



Drop Tank 2.1 - 2019



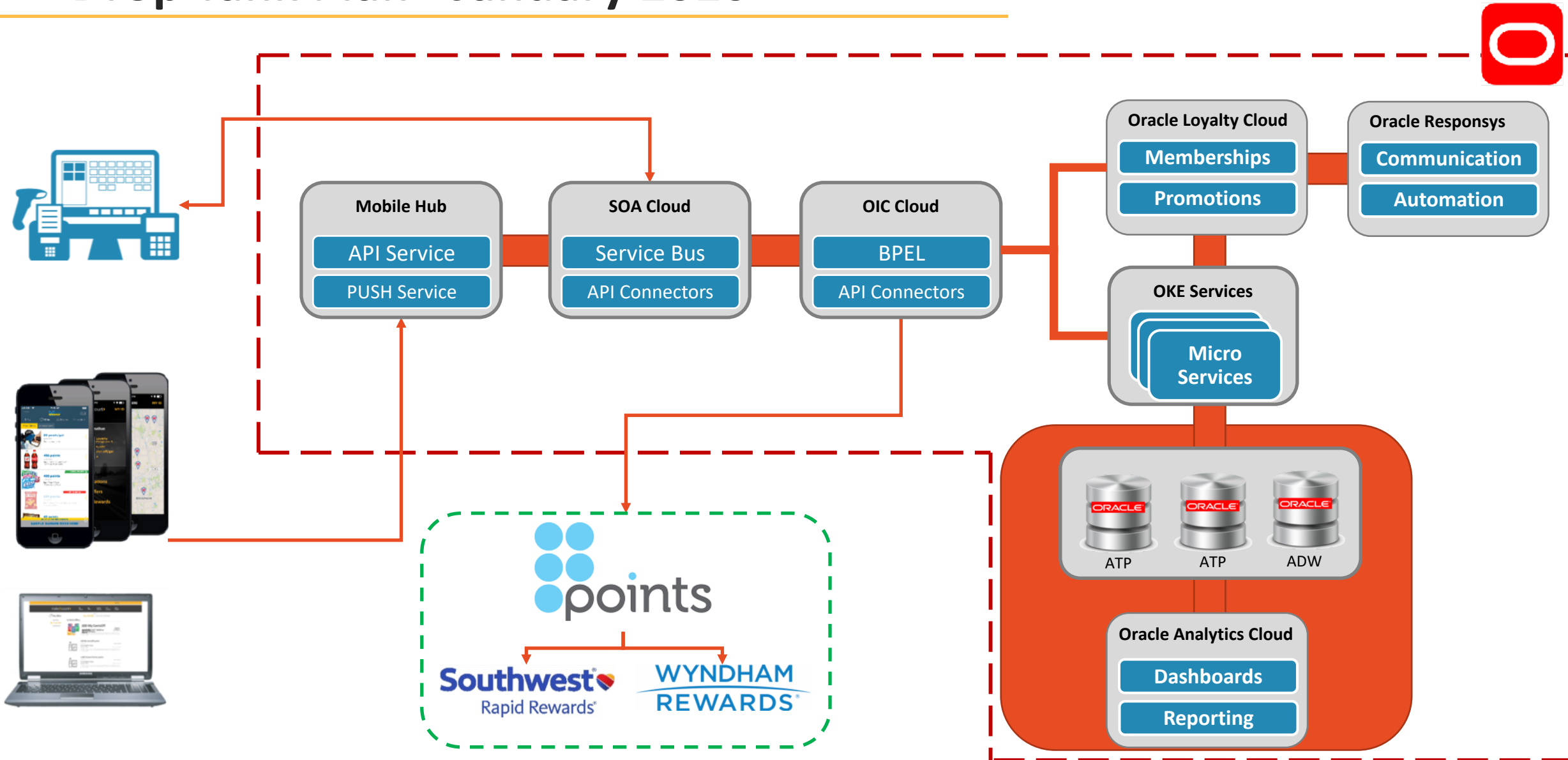
Drop Tank 2.1 Reporting Examples

2018	New Confirmed Members	Total Confirmed Members (EoM)*	Total Members (EoM)	Total Members w/ 1+ Trx	% Total Members w/ 1+ Trx	Total Loyalty Trx	Avg Loyalty Trx/Member	Total Loyalty Spend	Avg Loyalty Ticket Size	Total Loyalty Fuel Trx	Total Loyalty Fuel Gallons	Avg Loyalty Gallons/Fill
MAY			72,739	24,479	34%	85,390	1.2	\$ 2,410,116	\$ 28.22	70,510	753,865	10.69
JUN			89,715	23,881	27%	89,017	1.0	\$ 2,570,316	\$ 28.87	68,609	790,604	11.52
JUL			99,500	23,258	23%	89,775	0.9	\$ 2,662,011	\$ 29.65	69,729	826,410	11.85
AUG	56,982	56,982	108,293	22,832	21%	91,919	0.8	\$ 2,811,041	\$ 30.58	72,634	883,411	12.16
SEP	7,296	64,278	117,834	22,277	19%	88,078	0.7	\$ 2,771,079	\$ 31.46	70,379	870,970	12.38
OCT	8,875	73,153	126,879	22,805	18%	95,108	0.7	\$ 3,212,522	\$ 33.78	77,010	1,007,160	13.08
NOV	17,004	90,157	143,521	26,429	18%	98,644	0.7	\$ 3,137,546	\$ 31.81	77,553	1,066,243	13.75
DEC	23,666	113,823	168,101	33,637	20%	126,294	0.8	\$ 3,462,241	\$ 27.41	97,044	1,332,816	13.73
2019	New Confirmed Members	Total Confirmed Members (EoM)	Total Members (EoM)	Total Members w/ 1+ Trx	% Total Members w/ 1+ Trx	Total Loyalty Trx	Avg Loyalty Trx/Member	Total Loyalty Spend	Avg Loyalty Ticket Size	Total Loyalty Fuel Trx	Total Loyalty Fuel Gallons	Avg Loyalty Gallons/Fill
JAN	24,801	138,624	193,819	40,569	21%	172,068	0.9	\$ 4,535,861	\$ 26.36	129,681	1,770,988	13.66
FEB	25,818	164,442	220,710	52,594	24%	228,006	1.0	\$ 5,998,045	\$ 26.31	168,081	2,218,826	13.20
MAR	32,371	196,813	255,197	73,827	29%	340,391	1.3	\$ 8,859,214	\$ 26.03	234,539	3,027,548	12.91
APR	35,188	232,001	293,511	88,454	30%	407,123	1.4	\$ 10,913,931	\$ 26.81	285,063	3,538,027	12.41
May	36,289	268,290	333,409	106,521	32%	516,810	1.6	\$ 13,323,766	\$ 25.78	351,843	4,348,841	12.36
June	37,148	305,438	374,209	112,053	30%	525,393	1.4	\$ 13,173,049	\$ 25.07	363,028	4,533,644	12.49
July	46,398	351,836	424,777	123,919	29%	605,532	1.4	\$ 15,704,099	\$ 25.93	432,169	5,255,212	12.16
Aug	43,591	395,427	471,622	131,777	28%	651,641	1.4	\$ 19,377,563	\$ 29.74	545,938	6,771,409	12.40
Sept	41,711	437,138	517,679	134,338	26%	632,248	1.2	\$ 18,990,465	\$ 30.04	538,780	6,683,920	12.41
Oct	44,932	482,070	567,095	144,687	26%	687,507	1.2	\$ 21,208,128	\$ 30.85	592,542	7,514,131	12.68
Nov	47,337	529,407	619,865	153,003	25%	680,735	1.1	\$ 20,720,644	\$ 30.44	588,879	7,529,442	12.79
Dec	51,280	580,687	677,310	144,998	21%	588,698	0.9	\$ 18,149,635	\$ 30.83	525,586	6,623,772	12.60

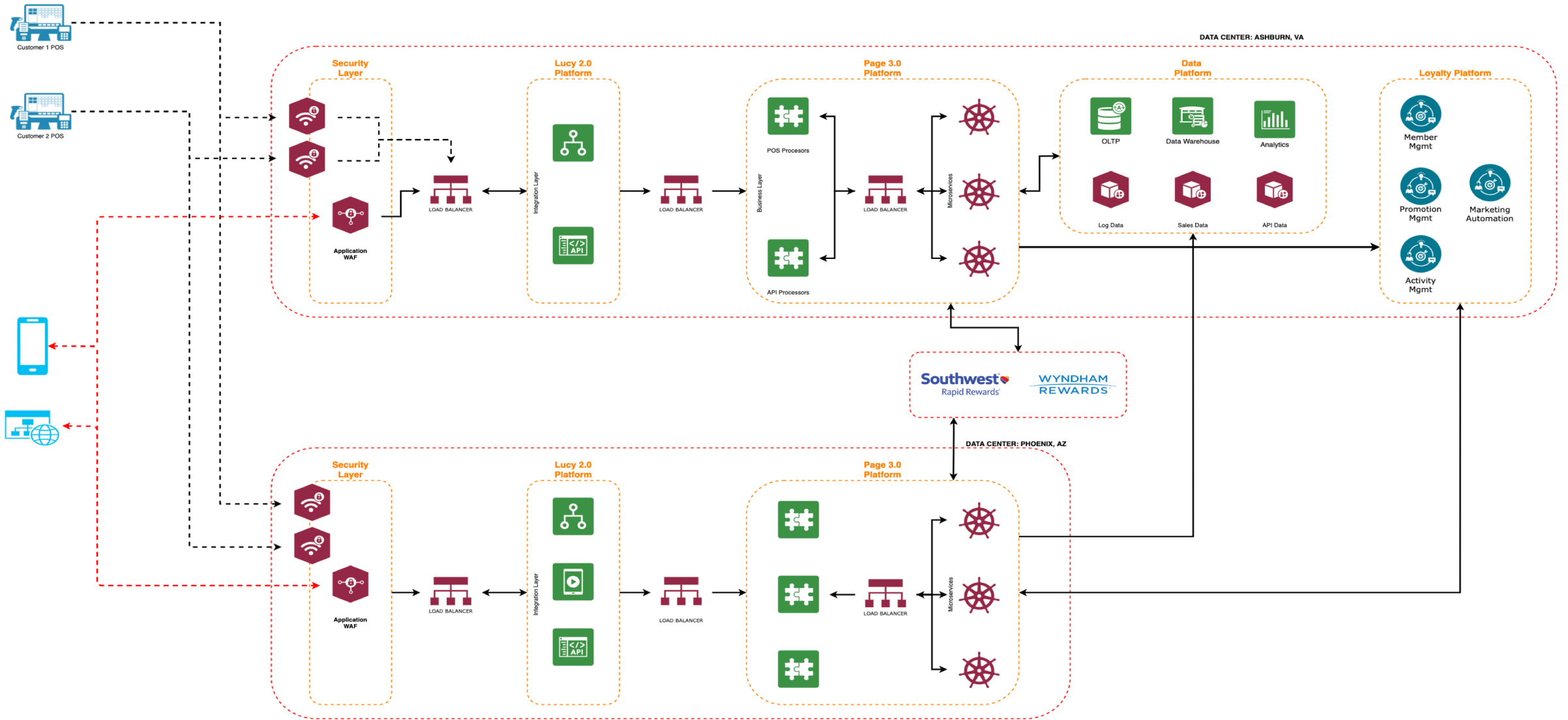
31-Dec	7-Jan	# of Sites	Category
		+2	Network-Net Wins/Losses
		5,986	Open Sites
		2,583	Direct Connects
71%	71%	4,277	Capable vs Open Sites
65%	65%	3,917	Active- HB within 0- 7 days, % of Open Sites
2%	2%	100	Inactive- HB within 8-90 days, % of Open Sites
33%	33%	1,969	Needs Deployed - HB 91+ Days + Never Had HB, % of Open Sites
28-Dec	4-Jan	# of Members	
		583,988	Total Confirmed Members
25%	24%	141,759	Active Members - 1+ transaction within 30 days, % of Confirmed Members

	22-Oct	29-Oct	5-Nov	12-Nov	19-Nov	26-Nov	3-Dec	10-Dec	17-Dec	23-Dec	31-Dec	7-Jan
Active with 7 Day Heartbeat	3,841	3,860	3,879	3,878	3,877	3,898	3,891	3,910	3,929	3,939	3,915	3,917
TOTAL WINS	22	36	35	21	22	35	15	30	30	29	10	14
New to Network	4	18	18	7	9	11	6	15	18	17	3	5
Reinstated Heartbeat in Last Week	18	18	17	14	13	24	9	15	12	12	7	9
TOTAL LOSSES (Dropped Heartbeat)	-27	-17	-16	-22	-23	-14	-22	-11	-11	-19	-34	-12*
Closed/Dealer Changes/Deactivations	-3	-3	-4	-6	-1	-1	-1	-1	-3	-1	-2	-2
NET GAIN/LOSS	-5	19	19	-1	-1	21	-7	19	19	10	-24	2

Drop Tank Plan - January 2020



Drop Tank 3.0 - March 2020



Drop Tank Data Platform

