

FUELLING SUCCESS TOGETHER

LIVE BY THE LEAF™



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SUCCESS IS FUELLED WITH THE RIGHT PARTNERSHIPS

Become a Petro-Canada™ Gas Station Owner



First of all, thank you.

We're honoured that you're considering us as your retail partner. We don't take your interest for granted.

Like all partnerships, you want to know who you're working with. Let us tell you more about Petro-Canada and how we can help you grow your business.



Why Petro-Canada?

An iconic Canadian brand

Canadians have known and trusted us to keep them moving since 1975. With locations from coast to coast – including more than 1,500 retail stations, over 300 Petro-Pass™ locations and 50 wholesale distributors – your customers will arrive at your location already feeling confident in the service and quality they'll receive.

Here to help you succeed

We want your location to grow. It's why you'll always have an Account Manager to support you. They'll even help with site development and store planning. Our loyalty programs (e.g. Petro-Points™, SuperPass™ and the RBC-Petro-Canada program) are best in class, enticing customers to return to your location. We also invest in national marketing campaigns to raise the profile of all locations.

Reliable partners

Petro-Canada is proudly owned by Suncor, which means we're not a reseller. We operate at all levels of the supply chain—from responsible extraction right to the pump—so you can count on quality fuel, reliable deliveries and safety at every turn.

LIVE BY THE LEAF

More than just a fuel brand,
we have a commitment and
responsibility to Canadians.
To keep them moving, to
ensure they can trust us to
care about them and their
communities, and to put
people first.

It's why we celebrate
diversity across the country.

It's why we built Canada's
Electric Highway.

And it's why the safety
of our people and those
we serve is at the core
of what we do.

We're inspired by Canadians. It's why we invest
in initiatives like these.



Fuelling Athlete and Coaching Excellence (FACE™)

Our FACE program supports aspiring Canadian Olympic
and Paralympic athletes and their coaches.



Petro-Canada CareMakers Foundation™

Our CareMakers Foundation supports Canadians that are
committed to caring for their loved ones every day.



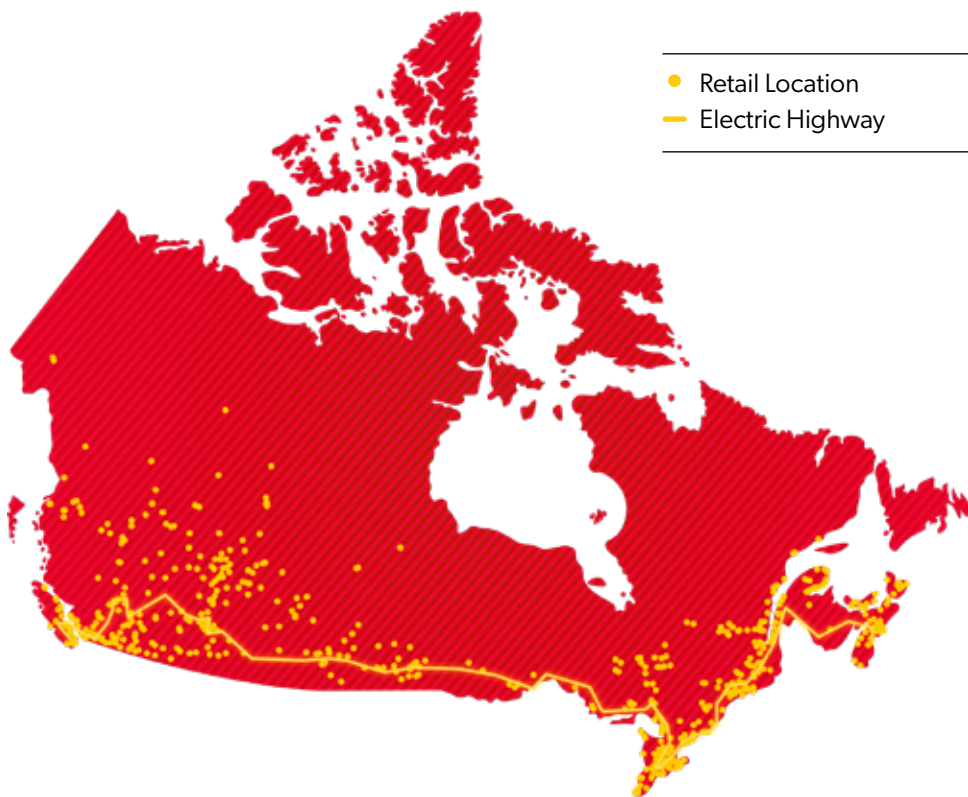
Indspire | We offer bursaries to Indigenous high school
and university students through the Indspire organization,
which invests in the education of Indigenous people
across Canada.



Canada's Electric Highway™ | We built Canada's first
coast-to-coast EV fast charge network to help Canadians
with electric vehicles get to where they want to go.

You're in good company

Join the number-one most trusted and recognized
fuel brand in Canada.



WE'RE HERE TO HELP

Support for Petro-Canada™ Gas Station Owners



Like you, we want your business to start strong and to keep growing. It's why we're ready with the tools you need to help you create connections and build loyalty.

A lot goes into planning, designing and developing your retail site – and your Petro-Canada Representative will be with you, every step of the way. With your vision and your rep's expertise, you'll discover what works best for your site and how you can best serve your customers.

Our team will assist you through the design process for your site, including reviewing your site plans and drawings.

How we support your operation

After your site is up and running, we're still here for you. Your rep will visit regularly to get your feedback, and to share best practices for leading in sales, service and safety.

In addition to ongoing support from your representative, you'll also get:

- Training programs – self-guided e-Learning modules, with both in-person and virtual, instructor-led sessions – to help you optimize your business
- Safety standards and emergency response procedures for everyone's peace of mind

- An Associate Support Centre for help whenever you need it; you can call toll free, 24/7
- Tools to help you build loyalty and enhance customer experience
- Service feedback from Mystery Shoppers and guest surveys

Mystery Shopper Program details

- Twelve visits per year to help you assess customer experience
- Shoppers anonymously evaluate everything from pumping fuel to purchasing in store
- Third-party evaluations include an easy-to-use online portal where you can track your performance over time and seek personalized areas of opportunity



SUCCESS BEGINS WITH WORKING TOGETHER

Partnering with Indigenous Businesses and Communities

PETRO-CANADA

We know that the trust and support from Indigenous stakeholders and communities are foundational to our entire business.

One of the ways we're earning that trust is by supporting our Indigenous Associates in their efforts to build healthy, successful communities across Canada.

We are on a Journey of Reconciliation.

We are progressing the way we think and act to build mutual trust and respect with Indigenous Peoples. This includes listening, learning, having new conversations and being open to new perspectives. One of the ways we approach this work is by partnering with Indigenous businesses and communities. We've developed several Petro-Canada™ locations with Indigenous partners in Indigenous communities across Canada. We also support Indspire, an Indigenous-led program to enrich Canada through Indigenous education and training.

We recognize the unique legal and constitutional rights of Indigenous Peoples.

We recognize the significance that the land holds.

We recognize the land is significant. We are committed to making environmentally conscious decisions now and into the future.

We support social well-being in Indigenous communities through long-term initiatives.

Our support includes the following organizations and programs:

- Indspire & the Indspire Institute
- NAABA – Northeastern Alberta Aboriginal Business Association
- CCAB – Canadian Council for Aboriginal Business
- AHRC – Aboriginal Human Resources Council
- Banff Centre Aboriginal Leadership Program
- IAAW – The Institute for the Advancement of Aboriginal Women
- Reconciliation Canada
- Bridges Social Development



FIND WHAT'S IN STORE

Petro-Canada™ Convenience Store Planning



Our Convenience Store (C-Store) team is ready with the tools you need to plan, design and optimize sales.

Store Planning and Layout

We'll help you determine the best layout, product selection and merchandising for your location. Our C-Store team looks at local market demographics to help you choose the right design and merchandise mix to maximize growth.

Merchandizing Quotes and Supplier Support

To make the process easy, your team will provide you with all of the quotes from authorized suppliers.

Coordinate Store Setup

As you approach the big day, our team is available to help you prepare opening orders and schedule deliveries.

After-Opening Support

If anything comes up, feel free to call our team. They're happy to answer questions and help you resolve challenges.



Associate Supplier Program (ASP)

When your customers make select purchases from our approved suppliers, you're eligible for an annual rebate, ranging from 1% to 5%.

1. Financial Rewards

- Tiered rebates ranging from 1% to 5% on all eligible purchases from approved ASP suppliers
- Additional 2% waste rebate for eligible confectionary purchases
- No annual fee payment required

2. Value-Added Promotions and Advertising

- Nationwide promotional programs that drives traffic to your store. Professional marketing materials, distributions, and exclusive products and programs
- 10 ASP promotional periods, including Signage and Deal Costing

3. Purchasing Power of Over 1,500 Sites Nationally

- Leverage Petro-Canada's national purchasing power with our wholesale distributors and vendors

BUILD LOYALTY. CREATE CONNECTIONS.

Petro-Canada™ Rewards Programs



We want to help you attract customers and retain them for the long haul. That's why we've built a number of loyalty programs and partnerships.



Petro-Points Program

Petro-Points gives you access to millions of Canadians who shop more frequently and spend more at Petro-Canada. With nearly every Petro-Canada fuel and convenience store purchase, your customers earn Petro-Points to redeem for rewards they want, like fuel savings, car washes and more.



Petro-Points App

We're innovating with our customers' needs in mind. With our new mobile app, customers have one less card to carry. Now they can earn and redeem Petro-Points with their phone.



RBC® Card Program

When customers link their Petro-Points card to their eligible RBC® debit and credit cards online, they can save 3¢ per litre on fuel and earn 20% more Petro-Points.



Preferred Price Cards

Each Preferred Price card is loaded with a specific cent per litre savings and a specific number of litres, so guests are able to enjoy instant and on going savings until the card value is depleted.



Petro-Canada Gift Cards

Petro-Canada gift cards are available in various denominations. Customers can use them to purchase fuel, snacks and other items at all Petro-Canada locations across Canada.



SuperPass™ Commercial Program

SuperPass is a one-card solution that lets fleet managers control costs, track fuel spend and create custom reports. Cards have PIN-enabled security and 24/7 account access.

Associate Supplier Program

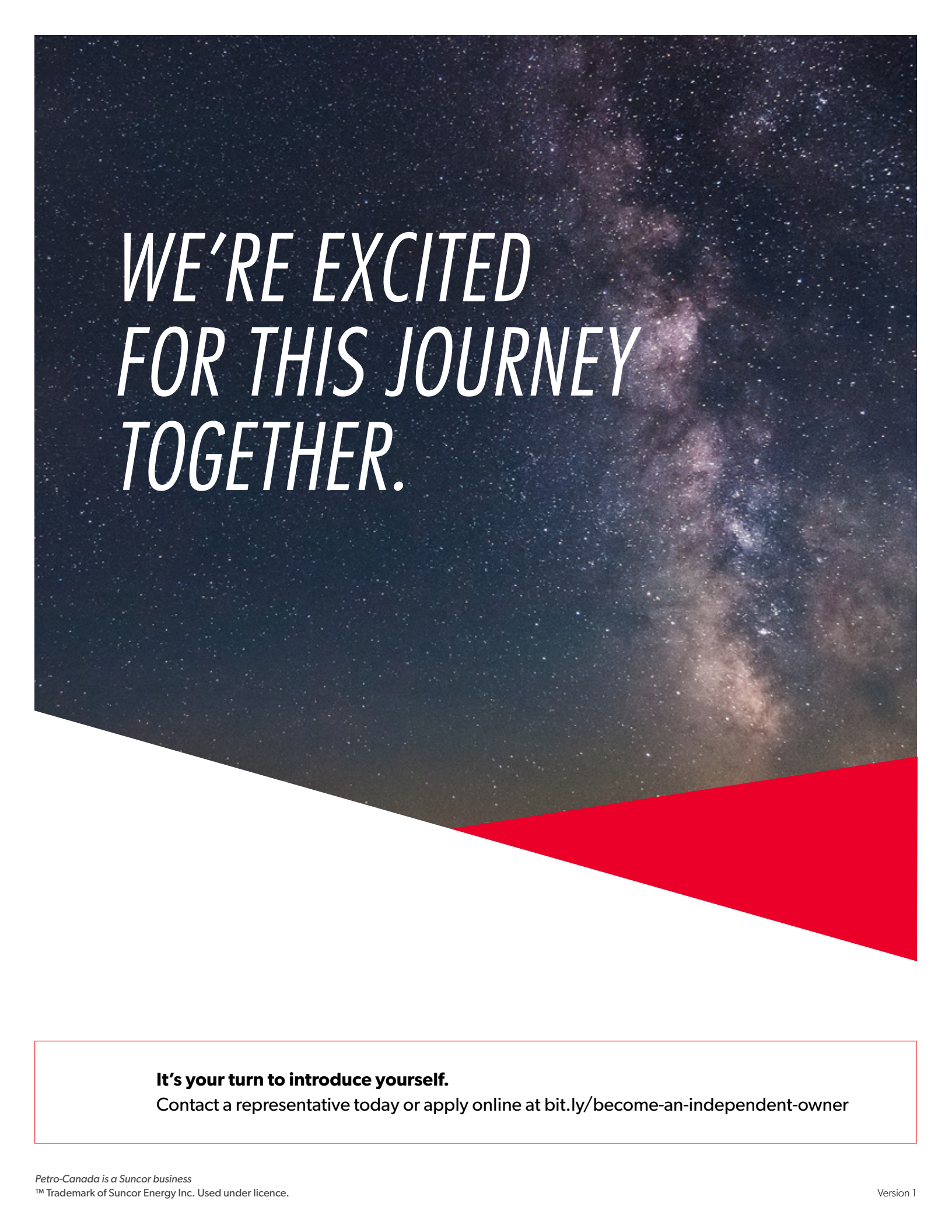
As a member of the Associate Supplier Program (ASP), you'll benefit from:

- Increased Buying Power: Leverage Petro-Canada's national purchasing power with wholesale distributors and suppliers
- Full-Service Wholesale Delivery: Simplify ordering with access to full-service wholesale delivery and an assortment of products available
- Value-Added Promotions and Advertising: Participate in Petro-Canada's national promotional calendar designed to drive traffic and enhance sales growth
- Preferred Costing for special offers each promotional period
- Bonus Petro-Points on store promotions
- Exclusive Promotions and programs
- Financial Rewards: Earn 5% financial reward on all non-tobacco ASP purchases†



Loyal Members Spend More

	Petro-Points Redeemers	< 4X spend!
	Linked Petro-Points Members	< 3.25X spend!
	Petro-Points Members	< 3X spend!
	NON-Petro-Points Members	



*WE'RE EXCITED
FOR THIS JOURNEY
TOGETHER.*

It's your turn to introduce yourself.

Contact a representative today or apply online at bit.ly/become-an-independent-owner