



# BRAND DEVELOPMENT

Your guide to joining the Valero family of brands.







## Wholesale's Mission for Our Customers

We strive to be the supplier of choice for reliable supply of quality products at competitive prices, backed by a best-in-class brand image and unparalleled customer service and support.

# WHAT'S INSIDE



## COMPANY OVERVIEW



## BRAND OVERVIEW



## BRAND PROMOTION



## BRAND PROGRAMS







# COMPANY OVERVIEW

Refining • Marketing • Service • Community

## WHO WE ARE

Valero is a multinational manufacturer and marketer of petroleum-based and low-carbon liquid transportation fuels.



See what else Valero is doing RIGHT NOW.



15 refineries



Lowest-cost operator



3.2 million barrels per day of high-complexity throughput capacity

Manufacturer and marketer of **transportation fuels and products** that are **essential to modern life**

**Gasoline, diesel, jet fuel** and other specialty products, including **petrochemicals and asphalt**

Ratable wholesale supply of **1.2 million barrels per day** or over 50% of our light products

FORTUNE  
500  
company



Headquartered in  
**San Antonio, Texas**



~ **10,000**  
global employees

## WORLD'S LARGEST PRODUCER OF LOW-CARBON TRANSPORTATION FUELS



Annual production capacity of **1.2 billion gallons** of renewable diesel and **50 million gallons** of renewable naphtha

**Low-carbon intensity** renewable diesel produced from recycled animal fats, used cooking oil and inedible corn oil

Up to **80% reduction** in life cycle GHG emissions compared with petroleum diesel<sup>1</sup>

**100% compatible** with existing engines and infrastructure



12 ethanol plants

**1.6 billion gallons** per year production capacity

**4.2 million** tons per year of distillers grains

High-octane, **low-carbon fuel**

**At least 30%** reduction in life cycle GHG emissions compared with petroleum gasoline<sup>1</sup>

<sup>1</sup> Valero's 2023 ESG Report can be accessed on the ESG page of the Valero's investor relations website at Investorvalero.com. Further detail on our GHG emissions reduction targets can be found on pages 16, 17, 76-78 of the 2023 ESG Report.





# MAP OF OPERATIONS

## REFINING

**Assets:** 15 petroleum refineries in the U.S., Canada and the U.K.

**Products:** Gasoline, diesel, jet fuel and other specialty products, including asphalt and petrochemicals, that fuel modern life

**Throughput Capacity:** 3.2 million barrels per day of crude oil and other feedstocks

## RENEWABLE DIESEL

**Assets:** Diamond Green Diesel (joint venture), adjacent to our St. Charles and Port Arthur refineries

**Products:** Renewable diesel fuel

**Capacity:** 1.2 billion gallons per year

## ETHANOL

**Assets:** 12 plants in the U.S. Midwest

**Products:** Ethanol, distillers grains and fuel-grade corn oil

**Capacity:** 1.6 billion gallons per year of ethanol; 4.2 million tons of distillers grains

## INTERNATIONAL MARKETER

**Presence:** 7,000 branded wholesale sites

**Brands:** Valero, Diamond Shamrock, and Shamrock

**Locations:** U.S., Canada, the U.K., Ireland and Latin America





## Quality Fuels and a Distinct Image

Marketers who choose Valero benefit from TOP TIER™ certified gasoline and a progressive image recognized across the U.S.



# BRAND OVERVIEW

Benefits • Requirements • Imaging & Maintenance

## WHY VALERO?

- ✓ **Reliable secure supply of quality fuels**
- ✓ **Best-in-class, high-quality brand image**
- ✓ **Unparalleled, knowledgeable customer service from your sales staff and operations team**

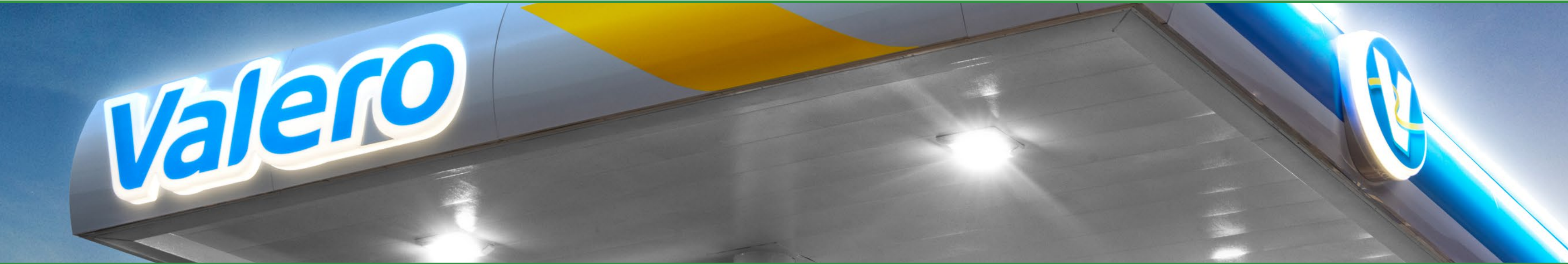
## BRAND BENEFITS

Sites converting to the Valero brand will receive a **best-in-class, high-quality brand image**, join a growing **national network of stores** and enjoy many other benefits associated with a premier branded operation.

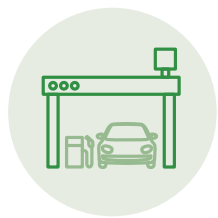
Sites must meet certain minimum requirements and economic criteria to be eligible for the Valero brand image conversion, with funds available from Valero for qualifying sites.

- **Loading Support hotline** available 24/7 to assist with any issues
- **Dedicated Conversion Team** to facilitate image install
- **Image Conversion funds** available from Valero for qualifying sites
- **Knowledgeable Technology Team** to help keep you up-to-date with the latest technology
- **Personalized 24x7 support** provided by our Technical Support team
- Acceptance of **Valero's proprietary credit card, ValeroPay+, gift card**, and all other electronic payment methods
- Participation in Valero's **Fleet Services** powered by WEX
- **Credit card marketing support**, such as POP signage promotions, pre-screened mailings and various application methods
- High-impact **brand advertising** via digital placements, social, television, POP signage, sponsorships and more
- Participation in Valero's many **value-added programs**



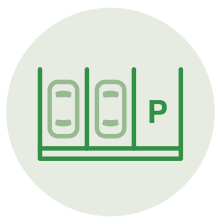


## BRAND REQUIREMENTS



### Canopy

- Modern/well-lit canopy structure
- LED deck (no fluorescent) lighting
- Canopy pan required
- Smooth, flat horizontal fascia (30" minimum)
- Gutter system
- Dedicated electrical supply to all electrical components



### Exterior Surface

- Concrete pad under canopy
- Asphalt or concrete in all parking areas, drives, ingress/egress, etc.



### Gasoline Dispensers

- Minimum of two AFDs with integrated EMV payment card readers
- Must be modern, fully operational and in good condition



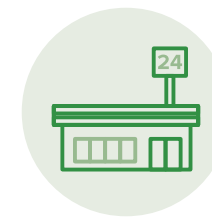
### Diesel Dispensers

- Stand-alone diesel dispenser (single product dispenser) under gasoline canopy is acceptable as long as the dispenser is a branded product
- Stand-alone diesel dispenser must have integrated EMV payment card readers



### Price Sign

- On-site pole or monument sign
- Illuminated sign must have dedicated electrical supply



### Convenience Store

#### Exterior

- Modern store, with an exterior appearance complementary to the overall brand image
- Well-lit exterior

#### Interior

- Interior that is clean, modern, visually appealing and well-stocked that complements the overall brand image
- Well-lit interior
- Clean/modern public restrooms



### Volume Requirements

- Minimum gasoline volume varies by market



### POS System and Network Services

#### POS System

- Must install, use and maintain a Valero approved EMV capable POS system upon branding
- Participation in a POS software maintenance is required

#### Network Services

- Sites are required to utilize network services from one of Valero's approved network service providers





## BRAND IMAGING

Valero's experienced team of project managers and Valero-approved installers have facilitated conversions for thousands of locations.

### Imaging with Valero

Valero's imaging team works with top manufacturers and image installers to negotiate preferred pricing on materials and labor for converting marketers' sites to the Valero brand.

- Pre-conversion planning
- Easy material ordering process
- Material tracking
- Quick installation

Secondary brand available.



## BRAND MAINTENANCE

### CTE Mystery Shop Program

Valero's Commitment to Excellence (CTE) Program is designed to give wholesale branded marketers an objective look at their stores through the eyes of the consumer. CTE focuses on areas open to consumer access and awareness that can directly influence their impression of a location, as well as the quality of their shopping experience.



- All Valero, Diamond Shamrock, and Shamrock branded stores are evaluated three times annually.
- Top performers are rewarded.
- Distributors and dealers can access their shop scores through the Valero Wholesale Portal.
- Photo links on non-compliant issues show items that can be fixed through an Appeals & Corrections process, making it possible to increase shop scores.

### Valero eSource

Valero eSource is a premier sourcing service made available to branded marketers. Valero leverages its scale and relationships to offer competitive pricing on convenience store products, and makes it easy for distributors to access materials to help maintain branded store images all in one convenient location.



In addition to Valero brand imaging materials, the site includes:

- Fuel dispenser equipment
- Safety items
- Shelving
- Signage and graphics
- Cash management supplies
- Food service supplies
- Office and janitorial supplies
- Register paper
- Refrigeration equipment
- And much more!





Valero's top-rated app, **ValeroPay+** engages with consumers like never before.



INCREASE SALES AND LOYALTY WITH

**ValeroPay+**



# BRAND PROMOTION

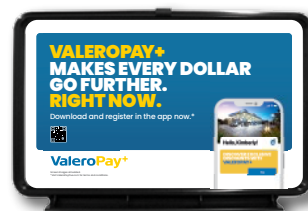
Payments • Advertising & Sponsorships • Site-Level Promotion

## VALERO PAYMENTS

Valero offers a variety of ways to help distributors and dealers promote Valero payments to consumers, as well as multiple avenues for consumers to apply.

### In-Store Valero Payment and Brand Promotions

Promotions are supported with eye-catching POP signage kits.



### Pre-Screened Direct Mail

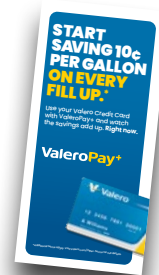
Direct mail promotions are sent periodically, extending unique acquisition offers to prospective customers in all markets.

### Invitation to Apply

Valero provides Invitations to Apply (ITAs) for the Valero Credit Card online or through ValeroPay+.

### Pump-A-Discount™

Valero's Pump-A-Discount (PAD) program is designed to help distributors and dealers reduce transaction costs by shifting consumers to no-cost Valero Credit Card, ValeroPay+ mobile app and cash transactions.



### Custom Offers

**ValeroPay+** offers flexibility in how you want to reach and reward your customers. Fuel discounts, promo codes, and in-store promotions can be customized and targeted to a single store, select store, a mile radius, or by city or state.



### Personalized Messaging

**Reach the right audience with personalized, targeted messaging.** In-app events such as pop-up images, and inbox messages communicate to consumers when they open the app. Out-of-app messages such as push notifications, SMS and email reach the consumer at any time.



### Drive Loyalty

**ValeroPay+** is proven to grow your customer base, create repeat users, and generate more profits. With personalization and promotions proven to acquire and retain customers, there's no easier way to gain loyalty.

### Features of ValeroPay+

- Secure biometric sign-in process.
- Contactless payment for fuel and in-store merchandise.
- Instant savings rollback at the pump.
- Easily locate nearby stations by price or amenities.
- Offers more ways to pay.
- Tracks all purchases with Transaction History.
- 24/7 Support.
- Dedicated Marketing Team.

## ValeroValuePay

Valero ValuePay is an ACH debit product exclusive to the ValeroPay+ app. When consumers transact with ValuePay, it saves you money in transaction fees, and saves them money at the pump. It's a win-win! Plus, signing up in the app is simple with no credit check required. Just add Valero ValuePay to your mobile wallet and link your bank account to begin saving!



**Bev's Story:** Bev's is more than a convenience store. It's a community hangout. When she's not caring for customers or serving up burgers from the grill, Beverly is helping her neighbors save thousands on fuel. How? Through **ValeroPay+**.



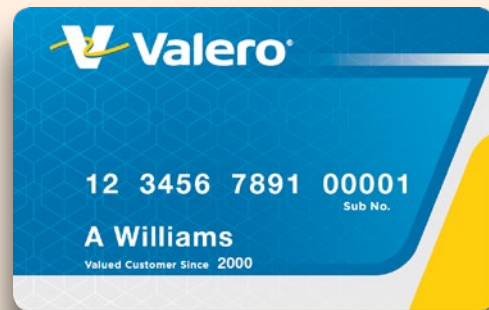


## Increasing Awareness and Brand Recognition

Valero continues to increase awareness and brand recognition across the country to drive top-of-mind consideration.

## VALERO PAYMENT CARDS

### Valero Credit Card



Customer service for **your Valero cardholders** is from **Valero employees**, not a big bank.

One benefit of being a Valero marketer is processing **all payment card traffic** through the **Valero Credit Card Processing Network**.

Processing transactions through Valero's network provides distributors and dealers with **competitive fees**, especially **on the Valero proprietary credit card**, which carries no discount rate or transaction fees.

The Valero Credit Card also has advantages for consumers that include **periodic promotions**, paying at the pump or in the store, a variety of billing and payment options, and **online account management**.

### Prepaid Valero Gift and Fuel Cards

The Valero Gift Card comes with a complete kit that includes the gift cards and a display holder, at **no cost to distributors and dealers**.

The Valero Gift Card gives consumers the flexibility of selecting the cash limit on the card, from \$5 to \$300. They can use it to **purchase gas, snacks and more with just a swipe of the card inside the store or at the pump**. The card is reloadable and can be used again for future purchases.

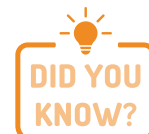


### Valero Fleet Services

Our Valero Fleet Services program is administered by **WEX**, a **leading financial technology service provider specializing in fleet fuel card programs**. WEX delivers a world-class marketing and sales engine designed to grow your fleet gallons and inside sales, and includes some new benefits for your fleet customers.



Scan QR code to view available payment methods



**DID YOU KNOW?** Fleet drivers represent regular, repeat business. Seventy-three percent of fleet fueling occurs at the brand, and there is a high degree of brand loyalty, even when fueling as consumers.

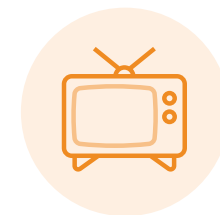
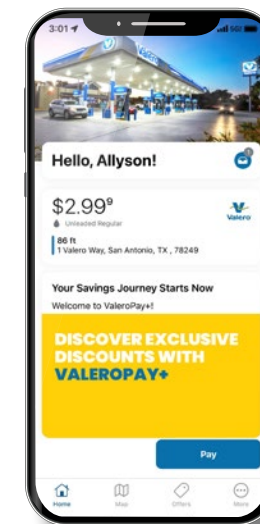
## BRAND ADVERTISING

Valero's goal is to raise awareness, reach drivers in the moment and drive traffic to store locations.



### Digital Placements

By investing in new and emerging media, Valero optimizes its marketing reach through online video, paid search and digital ad serving - including geo-targeting at the site level and placements in prominent navigation apps. This approach increases brand recognition and keeps Valero top-of-mind for consumers while driving station visits.



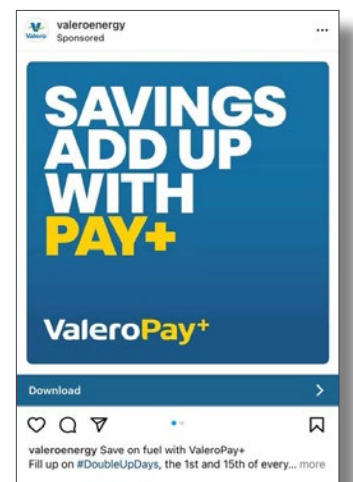
### Television, Radio and Streaming

Valero's advertising placement includes a mix of entertainment, sports broadcasts and cable networks/platforms, targeting key driver segments across the country.



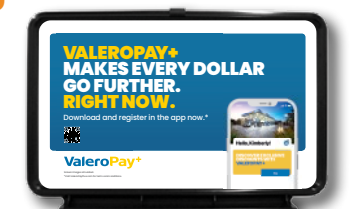
### Social Media

Valero continues to expand its presence in the social space to include Facebook, X (formerly Twitter), LinkedIn, YouTube and Instagram. Our always-on strategy focuses on engaging content that helps improve Valero's brand favorability, which drives our target audience to the pump.



### Site-Level Advertising

Support for Valero branded marketers also comes at the site level. Quarterly POP signage kits promoting the brand or Valero payments are available to distributors. Valero can also assist your business with development of custom promotional materials, billboard layouts, and print ads, as well as design and placement of interstate exit signs.







# BRAND AWARENESS

Valero builds awareness by aligning the brand with key national and local events, including sponsorships with professional and college sporting events, and yearly charitable events.



## Legacy of Giving

Valero is the host organization and title sponsor of the Valero Texas Open, first played in 1922 and one of the oldest tournaments on the PGA TOUR. In conjunction with the Valero Benefit for Children, the Valero Texas Open consistently ranks as one of the top tournaments on tour for charitable giving. In 2023 a record \$23 million in net proceeds was raised through the tournament's fundraising efforts, bringing the grand total to \$232 million all-time.



## Top Viewership

Valero is the title sponsor of the Valero Alamo Bowl, the yearly postseason college football showdown that matches up the top teams from the Big 12 and Pac-12 conferences after the College Football Playoff (CFP) selections. The Valero Alamo Bowl consistently features exciting games played in front of capacity crowds and top television viewership, boasting several of the Top 20 most-watched non-CFP bowl games in ESPN history. Through the Valero Alamo Bowl scholarship program, \$1.1 million is distributed to deserving students annually.



## Community Highlights

At Valero, we strive to be a good neighbor by sharing our success with the communities where we live and work. In 2022, Valero and the Valero Energy Foundation generated more than \$68 million for charities through employee and company donations, corporate philanthropy, fundraising and volunteerism.

# SITE-LEVEL PROMOTION

Valero also brings brand focus to the individual store level with an assortment of programs designed to help locations make a smooth transition to the Valero family of brands, to promote the store's conversion to the local customer base, and to develop a loyal following with those customers.

## Valero Promotions Plus (VP+)

Accessed on the Wholesale Portal, VP+ is an online source where branded distributors can order promotional signage, Valero payment ITAs, decals and associated hardware.



- Profile Builder: Distributors can access the Profile Builder section to maintain quarterly Valero POP promo signage.
- Marketing Shop: The VP+ Marketing Shop helps distributors find and order POP-related hardware, get various dispenser decals and refresh POP with replacement signage.

## Grand Opening Kits & Support

Available on VP+, each newly-branded location receives support from Valero toward grand opening events that can include materials such as pennant strings and Valero flags to draw visual attention, logoed items and trinkets for customer giveaways, or assistance with procuring media such as billboards, newspaper ads, radio remotes, and materials to promote the Valero Brand.

## Coming Soon Kits

During a site's conversion to Valero, a start-up kit is provided. This kit includes POP signage announcing that the brand is coming soon to the location, materials to help convert customers to the Valero Credit Card or ValeroPay+, required pump decals and the latest brand promotional signage. Modified kits are also provided for Diamond Shamrock and Shamrock conversions.





## Committed to Success

Valero is committed to helping branded marketers achieve success both inside the store and outside at the fuel island.



# BRAND PROGRAMS

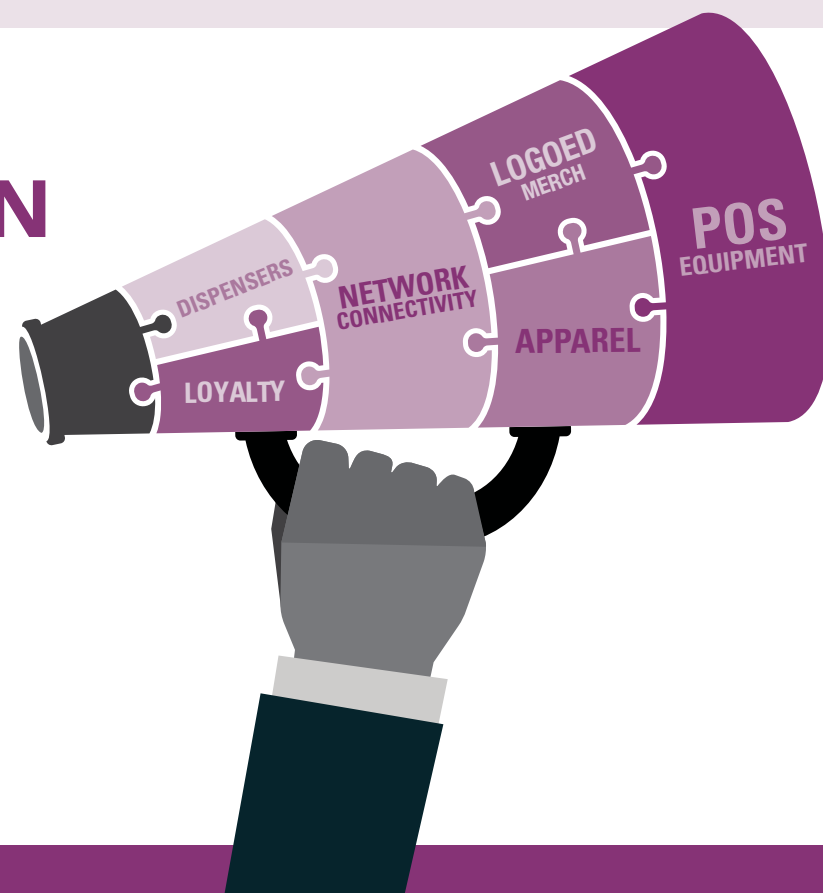
POS Equipment • Fraud Protection • Logoed Apparel & More



Valero works with a variety of national vendors to develop the Value-Added Programs detailed in this section, often offered at special Valero network-leveraged pricing.

## PROGRAM COMMUNICATION

In addition to direct mail announcements and emails, Valero uses a variety of channels to communicate program requirements and information to branded marketers.

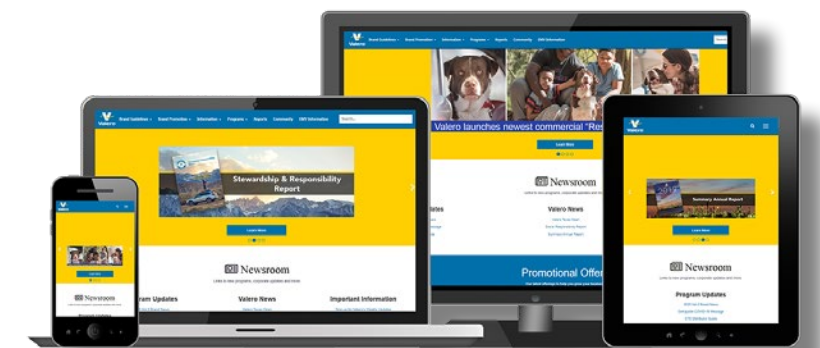


### Wholesale Portal

The Wholesale Portal provides information and resources for distributors and dealers to use on a regular basis.

Distributors can access the **Wholesale Portal** for information about Valero branding and compliance requirements, as well as tools and programs to help promote the brand at the store and perform daily c-store operations. The portal can also be used to access and download various reports.

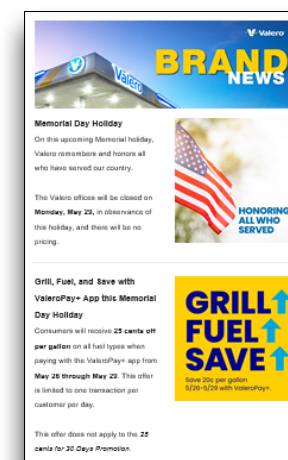
Dealers can utilize a separate **Dealer Wholesale Portal** for programs, reports and other data, once distributors have approved access.



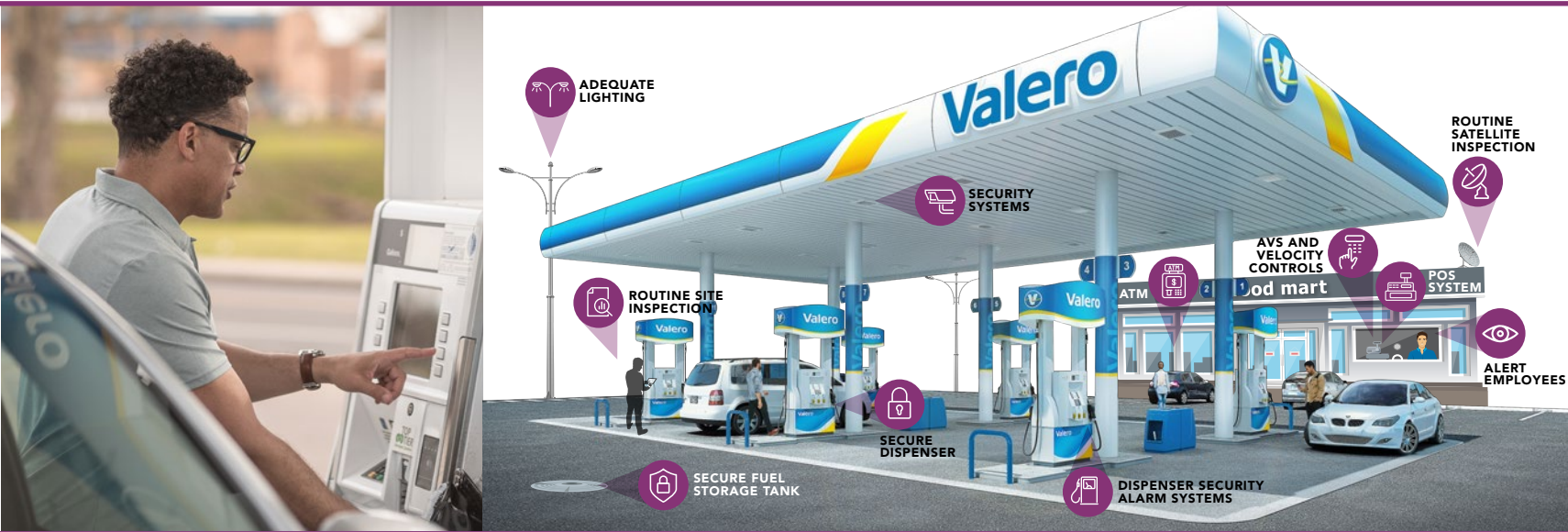
### Brand News

Keeping distributors informed is key to a successful partnership. Distributors receive weekly marketing communications regarding program compliance updates (such as CTE and POS systems), the latest industry news, holiday schedules, brand program updates and other helpful information.

Distributors can sign up for the weekly Valero Brand News communications on the home page of the Wholesale Portal under “Program Updates.”







## FRAUD PREVENTION

Valero is committed to helping distributors find the tools needed to reduce fraud at branded locations.

No single solution will completely prevent attacks, but **bringing multiple solutions together can significantly reduce fraud and theft.**

A **Best Practices Guide**, available on the Wholesale Portal, provides tips on securing a site and what to do if the site is compromised. Combining these tips with a variety of programs and products can help reduce risk at the fuel island and in the store.

### Dispenser and Tank Locks

Marketers can replace common dispenser door locks with locks unique to each location and place locks on underground fuel storage tanks. **CompX Security Products** offers High Security TuBar locks and Tank Commander locks.

### Anti-Tampering Security Seals

**NovaVision** Security Seals reveal a hidden "Void" message when tampering has occurred at the dispenser, providing a visible indicator of fraudulent activity.

### Dispenser Alarms

**Know Control** pump alarms provide real-time theft deterrence, with instant power cutoff at the dispenser if tampering is detected, notification to employees at the point of sale, plus landline, email and text alerts.

### AVS and Velocity Controls

The **Address Verification Service (AVS)** program helps to secure credit transactions at the pump with ZIP code verification, and **Velocity Controls** limit the number of times an individual credit card can be swiped in one day.

## VALERO BRAND CONNECTION

### Merchandise Store

Valero Brand Connection is your source for logoed uniforms, apparel, and specialty items to equip your store for Valero brand promotion.

Valero Brand Connection allows you to brand and co-brand promotional items and apparel with your trademarked logo. Orders are placed online with a credit card and shipments are sent directly to the destination chosen.



## UPSIDE

### Incremental Profits without Incremental Work

With Distributor success and growth in mind, Valero is partnered with Upside to provide a value-added brand program that gives Distributors an opportunity to increase incremental profits using a measured and proven method. This partnership will enable Distributors and Dealers to market their businesses in a whole new way.

Upside is a digital platform that is designed to improve visibility of your sites with users nearby. The platform can analyze historical customer data to generate personal offers, which are delivered to consumers through a mobile app. The app uses a personalized consumer promotion that incentivizes users to visit your station instead of your competition's station.

For more information about the Upside Brand Program and how you can profitably drive consumers to your locations, visit the Upside page on the Wholesale Portal.

Upside

Pay only for performance

No training or involvement necessary to run

No hardware, software, or POS upgrades

No monthly or recurring fees

No contract term





## TECHNOLOGY PROGRAMS

Valero's technology team continually works with the industry's leading technology vendors to help keep you up-to-date with the latest technology.



### POS Equipment

Valero, Diamond Shamrock, and Shamrock-branded locations are required to utilize one of Valero's approved EMV compliant POS systems to help ensure that the most current technology and features are in place to meet the needs of the industry and Valero credit processing standards. Marketers are required to participate in a POS software maintenance program to ensure sites can upgrade POS software as new versions are released by Valero. Approved POS hardware and software are tested in Valero's lab and validated for processing credit through Valero's approved network service providers.

### Valero Approved Systems

**Verifone**  
Commander

**GILBARCO  
VEEDER-ROOT**  
Passport

**NCR**  
RPOS

**FiscalSystems**  
a Capstone Company  
TravStar

**COMDATA**  
SmartDESQ



### Network Service Providers

Valero branded locations are required to use one of Valero's approved PCI compliant network service provider solutions to facilitate the routing of payment transactions. All of our network service providers are certified with Gilbarco and Verifone to provide MNSP services.

All branded stores that use one of the approved programs benefit from reduced processing fees through the Valero network, as well as reduced customer wait times and multiple connections.

Please refer to the Technology Guide, found under Brand Guidelines on the Wholesale Portal for detailed information on the solutions offered by our approved network service providers.



### Processor Connection Services

Acumera's managed network services protect sensitive data, fight the latest cyber threats, and give you tools to simplify your PCI compliance. Acumera offers network solutions that are PCI validated. The Acumera Managed Gateway (AMG) is a secure, reliable, and fully managed proprietary device that supports broadband and cellular connectivity. All solutions include a 24-port managed switch, and support Gilbarco and Verifone MNSP. Visibility to your network is provided through the AcuVigil Dashboard, at no additional cost.



### TNSLink MNSP

A highly secure, reliable and cost-effective end-to-end network solution, TNSLink MNSP is a fully managed, PCI validated solution that supports broadband cellular connectivity that supports real-time failover. The solution includes a Cisco router with integrated cellular and a 24-port Meraki managed switch.



In addition to getting special Valero pricing on many of these technology solutions, Valero distributors and dealers have the benefit of **24/7 technical support from Valero's Wholesale Technical Support team**. When you call **866-4VALERO**, Valero support agents provide immediate assistance on many programs, and are dedicated to solving issues as a liaison between marketers and Valero approved technology partners.





# POS SOFTWARE MAINTENANCE PROGRAMS



### Gilbarco PSO Plus

PSO Plus with Insite 360 offers software maintenance, 24/7 support, and the ability to secure fixes remotely.

### Verifone Annual Software Maintenance and Helpdesk Program (ASM/HD)

The Verifone ASM program helps customers keep their Verifone solutions safe, secure and compliant, delivering regular software updates and comprehensive 24/7 help desk assistance.

# DISPENSER PARTNERS

Valero has partnered with the following companies to offer you preferred pricing on dispensers and retrofit kits. Please refer to the Technology Guide for details on approved dispenser payment card readers.





