

CROWN

CROWN®



ACCELERATE > PERFORMANCE > DRIVE > POWER

The Flexible Alternative



- 1917** On a barren piece of land just outside of Houston, a discouraged, yet determined drilling crew struck "black gold." Well Number 3 spouted oil.
- 1925** The revenue from the success of Well Number 3 enabled the company to incorporate as Crown Central Petroleum Corporation and the range of products began to grow with the manufacturing of gasoline.
- 1930s** The company purchased a tank wagon and began to sell products through a chain of 30 stations in the Houston area.
- 1943** The first Crown station was opened in the Baltimore area.
- 1980s** Crown creates Express Mart concept and acquires Fast Fare and Zippy Mart brands, growing to over 800 stores.
- 2000s** Crown develops an innovative brand licensing group concept, along with new station graphics.
- 2006** Clark Brands becomes the payments processing provider for Crown.
- 2013** Clark Brands acquires the Crown family of brands.
- TODAY** To this day, Crown offers *local focus with a national look.*

The Crown Legacy

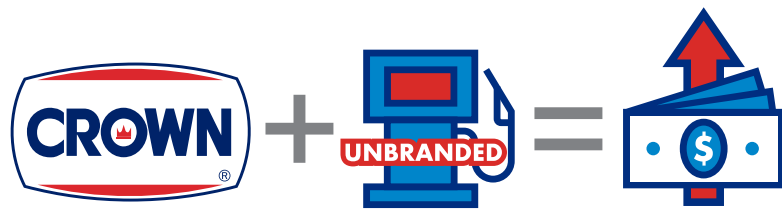


The Choice of Independents

Today, 1,000 independent dealers have chosen the services offered by Clark Brands and its subsidiary, Clark Crown Brands ("Crown"). The Crown model allows a dealer flexibility and control of their operation without major oil rules.

Crown provides both branded programs and unbranded payment processing solutions to support dealers. As a pioneer in the petroleum industry, Crown introduced a licensing program designed to give jobbers and their dealers flexible alternatives to conventional costly brand programs.

Our jobbers and dealers have come to rely on our fuel industry experience, our wide range of support programs, and our reliable payment processing technology to successfully grow their business.



- Crown has a recognized brand and branded programs for dealers looking for a new image.
- If you have your own brand, Crown has an Unbranded Payment Processing program for you.
- These programs equal savings for independent jobbers and dealers.

Crown makes it easy for **You** to **Compete on the Street** and **GROW** your business!



Control Your Costs

Instead of paying higher cost branded rack pricing, our jobbers can access lower cost unbranded rack pricing and save, net of rebates, penalties, and discounts, based on their markets. Licensing with Crown provides a low-cost, attractive image that allows dealers to compete with major oil competitors. With over 100 years of consumer recognition, customers know and trust the Crown brand. When you license the Crown brand, you get all the advantages of a major brand without all the hassle.

Crown Makes it Easy to Decide

- 7 year brand agreement
- Attractive, low-cost image
- No mystery shopping

Fuel Supply – Referral Partners

At Crown, we are invested in the success of our jobbers. We connect our jobbers with referral supply partners that can assist with tight supply or limited access to unbranded racks. Crown has the brand, programs, experience, and relationships to build your bottom line.





Crown Image

The Crown image is well recognized throughout the Mid-Atlantic region and the Deep South. Our image is attractive, using red, white, and blue colors. Our image is easy to install, helping make installation costs manageable, even for lower volume locations. Our canopy logos preferred image is an illuminated sign, but we offer a flexible alternative of a Crown Decal should the location want to minimize costs.





Crown is flexible and supports your choice of C-Store brand.

We allow you to keep your own C-Store identity and we offer the Fast Fare image for the C-Store at the location's preference.



Branded Credit and Payment Cards

Clark Crown Mastercard

- Unlimited earnings that do NOT expire
- Earn 1.5% in endless rewards at Clark and Crown branded locations
- Earn 1% in endless rewards on all other purchases, excluding non-Clark Crown fuel & service stations



Clark Crown Gift Card

- Support consumer loyalty
- Simple, easy to implement
- Great for promotions, gifts and customer appreciation



Clark Crown Fleet Card

- Accepted nationwide at over 90% of U.S. retail fuel locations
- Drive fleet business and increase loyalty
- Accepted at all Clark and Crown locations



Clark Crown Mobile App

- Store locator
- Apply for Clark Crown MasterCard
- Loyalty/Rewards Program (Coming Fall 2020)



Payment Processing for Independents

Payment Processing

Crown processes payments for petroleum C-Stores, bulk plants, in-store quick-service restaurants, marinas, and jobber offices for wholesale sales. Our network supports all Verifone, Gilbarco, Radiant, and other C-Store point of sale devices.

WE PROVIDE EASY-TO-UNDERSTAND STATEMENTS

Benefits of Crown Payments Processing

- Settlement to jobber
- Settlement direct to dealer available
- Accept all cards and "Pays" (inside only)
- Expert PCI and EMV support available

ClarkCrown1234										
Credit Card Daily Batch Report										
ClarkCrown1234										
Post Date: 1/29/2020										
										Net Settle
										Adjustment
										\$708.54
										\$0.00
										\$708.54
Batch	Store	Trans Date	Card Name	Sales	Returns	Net Sales	# of Trans	Card Fees	Trans Fees	Settlement
06	6001	1/26/2020	Visa	\$6.41	\$0.00	\$6.41	1	\$0.10	\$0.18	\$6.13
26 Total				\$6.41	\$0.00	\$6.41	1	\$0.10	\$0.18	\$6.13
07	6001	1/27/2020	AMEX	\$16.20	\$0.00	\$16.20	2	\$0.48	\$0.30	\$15.42
07	6001	1/27/2020	Debit	\$527.91	\$0.00	\$527.91	47	\$4.01	\$11.75	\$512.15
07	6001	1/27/2020	Discover	\$19.35	\$0.00	\$19.35	1	\$0.48	\$0.15	\$18.72
07	6001	1/27/2020	Mastercard	\$10.41	\$0.00	\$10.41	3	\$0.16	\$0.04	\$9.71
07	6001	1/27/2020	Visa	\$151.44	\$0.00	\$151.44	15	\$2.33	\$2.70	\$146.41
27 Total				\$725.31	\$0.00	\$725.31	68	\$7.46	\$15.44	\$702.41
3032 Total				\$731.72	\$0.00	\$731.72	69	\$7.56	\$15.62	\$708.54
Sunny Gas Total				\$731.72	\$0.00	\$731.72	69	\$7.56	\$15.62	\$708.54



Security and Fraud Protection

Crown has the tools to help you protect your data and your location from theft and fraud.

Our reporting helps you identify potential fraud at your location. In addition to velocity checks and address verifications, Crown analyzes every transaction for indications of fraud. We also participate in Visa Transaction Advisor (VTA), which prevents fraudulent transactions from being processed, at no cost to you.

DTN

Streamline your accounting via imports of data files. Crown provides reporting via DTN at no additional cost from Crown to you.

Unbranded Payment Processing

Our jobbers often supply fuel to unbranded stores. As a result, we provide our payment processing services to their unbranded stores, as well as, their Crown branded stores. Additionally, upon request of the jobber, we will report and settle direct to the dealer since not every unbranded store is supplied by the same jobber. Just another example of the flexibility we offer at Crown.

Let's talk about your current independent structure and how Crown can build **a program for you.**



We are your Partner

At Crown, we take customer service personally. Our Client Service team is dedicated to always providing your account with a fast, friendly, and knowledgeable response.

We support your growth and help you meet your sales goals. In addition to our Client Services team, a dedicated sales manager is assigned to you. The sales manager will discuss your and your customers needs.

Crown is a partner that knows the petroleum and C-Store business and can help to quickly solve problems and provide you with the needed information and programs.

Contact Us

For more information regarding Crown, please contact our Customer Service team at 877.462.5275 or clientservices@clarkcrownbrands.com.





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