

Drive Brand Loyalty and Increase C-Store Sales

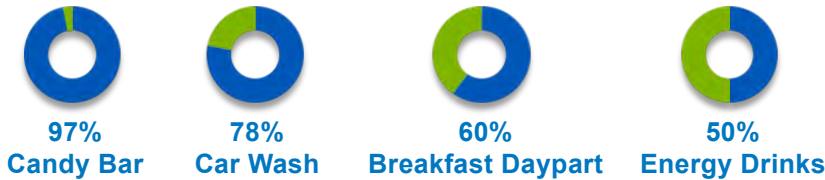
- Free • No Hidden Fees
- No Maintenance Fees
- Cloud-Based Technology
- EMV® Connectivity Readiness
- Custom Retailer Promotional Ads(RPAs)
- Premium Content
- Best Customer Experience
- Proven C-Store Sales Lift



* Free with new Wayne Ovation™² dispenser purchases

Increase Total Sales Through RPAs

Sales Uplift research show sales lifts for key category RPAs:



- 16% lift in traffic from the forecourt to the C-store compared to national average
- 3-5% Total Sales lift equates to ~ \$10,800-\$18,000 Annual Gross Margin with no investment(\$) from the retailer
- Library of RPAs to choose from or custom produced by GSTV at no charge
- Incorporate coupons into your RPAs to increase/enhance C-store visits



- Receive 2 monthly RPAs
- Update your RPAs monthly
- Day-part to heighten impact of AM vs. PM offers

Differentiate Your Site Through Premium Programming

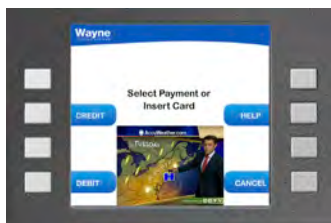
Drive sales uplift and customer loyalty with custom RPAs. Programming is customized for each station and changes throughout the day.



Enhance Customer Experience Through Seamless Transactions

How it Works

Synchronized continuous loop plays throughout entire transaction.



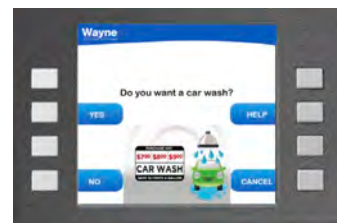
Pre-Fueling

Video plays in small screen during transaction.



During Fueling

Video plays full screen.



Post-Fueling

Video plays in small screen while finishing transaction.

Become The Preferred Station and Increase Loyalty



84% of consumers agree inOvationTV is enjoyable

88% agree inOvationTV makes the gas station more appealing

73% agree inOvationTV increase likelihood to visit the C-store again in the future

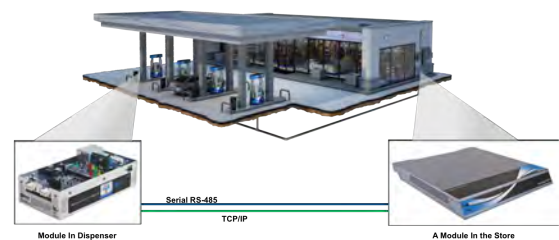
91% believe inOvationTV is a good source of product information

91% agree inOvationTV makes pumping gas a better experience

33% were influenced by an ad to make a purchase today

Improve Operations With Cloud-Based Technology & Support

- Wayne™ Connect IP-485 network solution supports EMV bandwidth
- Wayne iSense™ remote monitoring for real-time insight and control over your media's performance
- Wayne Fusion™ site automation server creates a single platform for forecourt operations
- Wayne Network Operations Center (NOC) Support for 24/7 monitoring and assistance



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