



Introducing **earnify™** – our new consumer rewards experience providing an integrated offer for both

**fuel & convenience.**



## Rewards structure for consumers



### Everyday reward

**5¢ off per gallon** every time – no gallon restrictions



### Sign-up bonus

**250 bonus points + 2x points** for the first 90 days after registering

### COMING SOON!



### Custom offers

Soon we will equip you to share **custom c-store offers** for consumers



### Earn & redeem points

earnify™ members earn points for every dollar spent on fuel and in the c-store – points can be saved up and used for c-store rewards or **BIGGER** fuel savings

EARN	Spend <b>\$1</b> on <b>FUEL</b>	<b>1 POINT</b>
	Spend <b>\$1</b> in <b>C-STORE</b>	<b>2 POINTS</b>

		<b>200 POINTS</b>	<b>400 POINTS</b>	<b>600 POINTS</b>	<b>800 POINTS</b>
REDEEM	<b>FUEL</b> + 5¢ everyday reward	<b>5¢</b> off/gallon	<b>10¢</b> off/gallon	<b>15¢</b> off/gallon	<b>20¢</b> off/gallon
	<b>C-STORE</b>	<b>\$2</b> discount	<b>\$4</b> discount	<b>\$6</b> discount	<b>\$8</b> discount

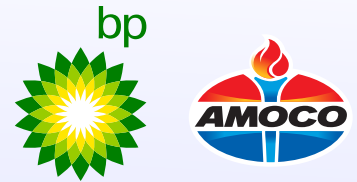


### BPme Rewards Visa® reward

Members with a **BPme Rewards Visa®** earn an extra 10¢ per gallon reward for a total of **15¢ off per gallon** every time they fill up.



# How to use the earnify™ app



## 1. Register



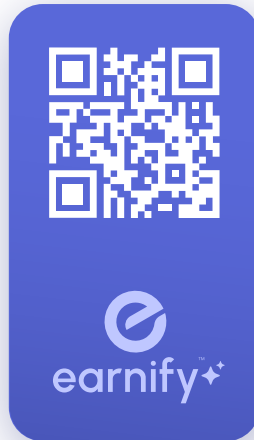
Scan the QR code to download the earnify™ app



Add your phone number and enter a one-time code



Accept terms and conditions and you're done!



## 2. Explore

Consumers earn and redeem rewards and other special offers through the **earnify™ app** experience. In the app, members can also:



Add payment card



Find a station



Pay for fuel

## 3. Redeem



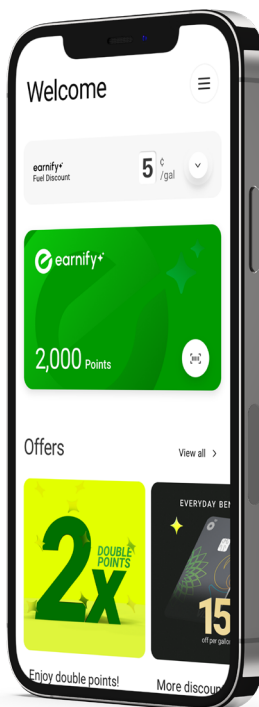
Choose your desired reward



Add the reward to your wallet



Scan the in-app barcode



## Why earnify™?

earnify™ was built to integrate fuel and convenience like never before. Based on extensive consumer research, earnify™ is designed to empower consumers and meet their needs while eliminating key painpoints of our prior loyalty app.



### Our goal

Deliver an integrated fuel and convenience experience based on consumer demand, allowing them greater savings and choice.

Drive convenience spending from your loyal fuel consumers, driving repeat transactions inside and out.

## For assistance:



**CONSUMER: GBS Helpline**

(800) 333-3991



**SITE STAFF: bp Help Desk**

(888) 274-3578

(Option 3, 1, 4 for loyalty)



Visit [bpbetter.com/earnify](https://bpbetter.com/earnify) for more information.