



A Powerful Partnership



Become part of something bigger

At Applegreen we work with our Dealer Partners to form a powerful partnership.

Being the **first to offer premium grade fuels** to the Dealer network in Ireland reinforces this, bringing this range to our Dealers not only offers enhanced profitability but also a unique offering to their customers.

We promote you and all you have to offer.

There is nothing express about a partnership with Applegreen. We light up your canopy and showcase your retail brand on your Applegreen price sign.

In addition to this, Applegreen's large-scale national campaigns increase overall brand awareness and drive footfall on to your site.



"We are dedicated to business, and committed to our retail partners"



A warm welcome from Applegreen

Since Applegreen's Dealer Partner business was established in 2014, the consistency and quality of our offering has led to a network of over 70 sites across Ireland, with more being added all the time.

"In a rapidly changing industry, we're consistently evolving and adapting to stay ahead of the market. The fact that we've grown to a network of over 70 sites is further testament to the positive impact a partnership with Applegreen can bring to retailers.

"We understand the challenges faced by independent fuel retailers, with increased competition, reduced profit margins and higher costs. Our competitive offerings are tailored to meet those challenges, to enhance retailer operations and meet their specific needs.

"We are committed to our retail partners. We share our knowledge and expertise to drive business onto your forecourt. Now we are offering you the opportunity to become an Applegreen Dealer Partner, giving you all the benefits of our highly recognised and trusted nationwide brand.

"With Applegreen behind you, you can focus on growing your business, safe in the knowledge your fuel offering delivers the range, quality, value and traceability your customers demand.

"I look forward to continued success working with our current Dealer Partners and, I'm sure, to welcoming more excellent retailers to the Applegreen Dealer Partner network."

Dave McClean
Head of Dealer Business
Applegreen

A handwritten signature in black ink, appearing to read "Dave McClean".

A Powerful Partnership



fuelgood

Guaranteed quality from port to pump.

All Applegreen fuels are imported through our joint fuel terminal in Dublin port. This single, proprietary channel of supply is our way of guaranteeing that fuels supplied to you by Applegreen, meet national and European fuel standards, and are fully traceable from port to pump.

At Applegreen we are committed to giving our customers the very best, while always remaining committed to our 'low fuel prices, always' promise.

With fuelgood we are proving it once more. Our most advanced fuel ever, at no extra cost.

With fuelgood, we have improved our unleaded and diesel base fuel with an additive to deliver a markedly enhanced product that's better for their cars, for the environment and at no extra cost to the consumer, whilst increasing profitability for you.

Applegreen undertake large-scale national campaigns in the promotion of fuelgood to the consumer, to the benefit of all Dealer Partners in the Applegreen network.



a fuelgood **POWERPLUS**

Applegreen were the first to offer premium grade fuels to the Dealer market in Ireland and are keen to expand the rollout of this offering to develop powerful partnerships with strong forecourt retailers throughout Ireland.

fuelgood PowerPlus is our most advanced premium fuel. It uses a more concentrated additive so the customer gets the best out of their car.

fuelgood PowerPlus will offer enhanced profitability to our retailers.

In addition to this, the offering of premium grade fuels to your customers will increase the perception of quality throughout the market and allow you to offer your customers a unique and attractive offering.

*fuelgood PowerPlus is offered in certain Dealer sites.



fuelgood PowerPlus
restores your
vehicle's engine to a
"like new" condition
by reducing deposit
build up.



fuelgood PowerPlus
actively cleans up
your vehicle's engine
as you drive.



fuelgood PowerPlus
unleaded **reduces**
friction in your
unleaded engine,
giving your vehicle
an enhanced
performance for an
overall better drive.

With Applegreen's Consignment Model, you chose how you spend your time.

**We take care of it all, giving you more valuable time
to focus on your overall business.**

By bringing automated fuel deliveries, straightforward fuel pricing, and a wetstock management system to your forecourt, an Applegreen Agency Partnership guarantees you more time for your overall business. And you have full peace of mind, knowing your customers are getting a premium product, with Applegreen's 100% traceability from port to pump. In addition, all Applegreen partners get the benefit of:

- With a significant brand and forecourt investment, Applegreen offers an exciting new canopy, fascia, signage and MID concept, with lighting to showcase both your retail brand and the Applegreen brand.

- Our LowFuelcard network continues to grow, with significant Government and Private fuel tenders, bringing additional business to your shop sales, as well as retail fuel.
- The roll out of Applegreen's nationwide campaigns raises awareness, keeping the brand up-to-date and highly relevant to consumer needs and trends. Our social and digital media awareness are further key drivers in this highly competitive area.

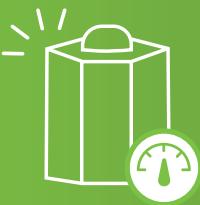
“ From the moment we decided to make the change to Applegreen we were thrilled with the professionalism shown through the transition process, their persistence with quality and customer care match how we do business and we are delighted to give quality and value to our community. **”**

Sinead Roche
Roche's Applegreen Mace Shanagolden



Automated Delivery

You never need to worry about monitoring your fuel. With our automated delivery system, fuel management has never been easier.



Full Wetstock Management

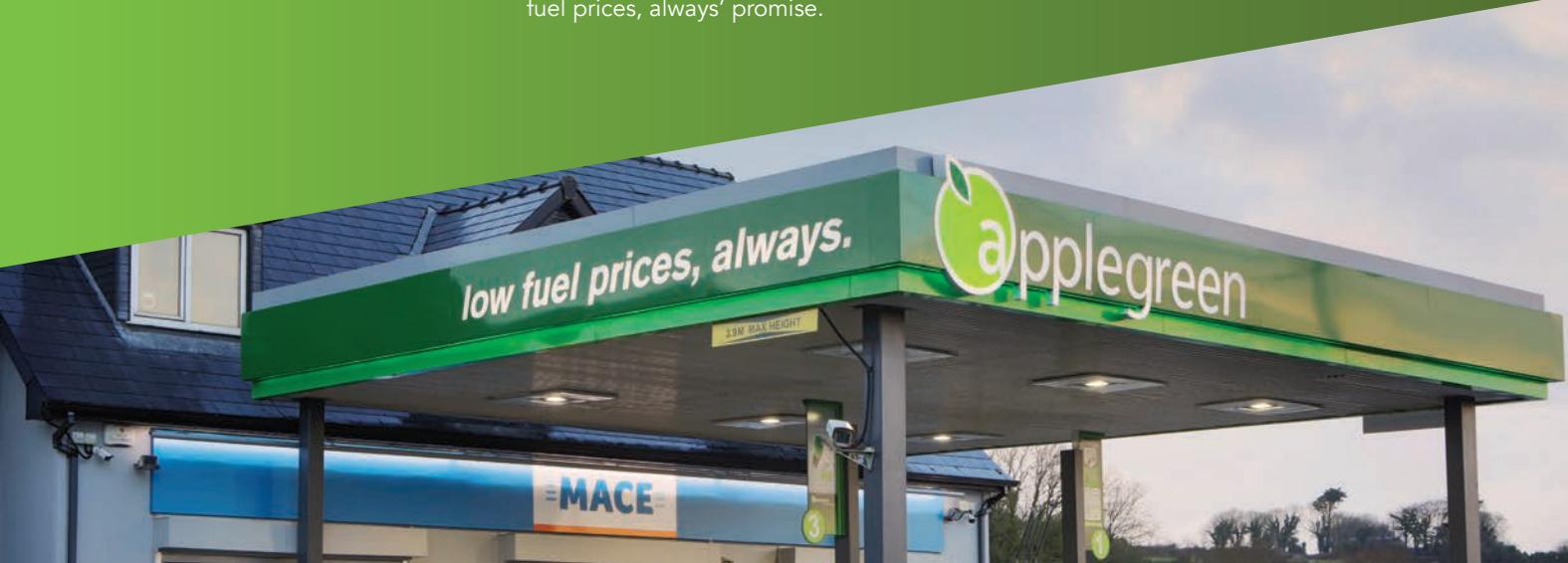
To safeguard your systems and supply, Applegreen has engaged Fairbanks Environmental Fuel Management Solutions, who will help your business reduce unnecessary wetstock losses, leaks, or water in your tanks.



Fuel ordering and Pricing

As an Applegreen Dealer Partner, you can also rest assured knowing that Applegreen is monitoring your fuel stock. When our system registers at an agreed level, orders are automatically placed and delivered, ensuring consistent, ongoing supply.

We work with you to ensure you are the most competitively priced in your area and that your customers avail of our 'low fuel prices, always' promise.



“ My previous supplier, who I'd been with for nearly 35 years, weren't very competitive on price. Before I joined Applegreen, we were turning over 25-26,000 litres per week. Now we would be consistently at 60-62,000 litres per week at minimum. This growth obviously helps sales in-store, the two go hand in hand. ”

Aidan Geerah
Applegreen Daybreak Ballinalack





*Join the fastest growing
dealer network in Ireland*

Become part of something bigger

A Partnership to Suit Your Business

Applegreen is the fastest growing Dealer Network in the Republic of Ireland. Having built on the success and vision of the Applegreen Motorway Service Areas to expand the company to where it is today, we have become one of the most recognised and trusted brands on the road.

We are looking for retailers with similar vision and standards to join our network.

A partnership with Applegreen offers the full support and benefits of:

- 'low fuel prices, always' promise.
- Automated deliveries and fuel management.
- Additional business through Applegreen LowFuelcard & Network Card.
- Proven increase in footfall through Applegreen branding.
- Applegreen nationwide marketing, promotional brand advertising activity.
- Dedicated account management through your Business Development Manager.
- A unique offering to your locality with premium grade fuelgood PowerPlus fuels.

Dealer Business Team



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The people at the core of the Dealer Team

A growing number of retailers across Ireland are switching to Applegreen, as more owners are noticing the difference in service, support, value, return and customer visits the Applegreen brand brings.

When you join our network, your business will become part of a growing team, reaping the benefits and rewards of everything our business model has to offer.

As an Applegreen Dealer Partner, you'll be working with a team of skilled professionals, all of whom excel in their given area and all of whom are dedicated to giving you and your business the best support. Find out how your business can blossom with Applegreen, contact the team today.

Operations Team



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