Growing Together

The Applegreen Formula

Join the leading Irish forecourt retailer

An Applegreen dealer partnership is more than a fuel supplier, it's a powerful partnership that truly supports you and your business. Our fully automated forecourt management system manages fuel orders, wetstock losses, pump maintenance and more, giving you the capacity to focus on growing your shop sales.

We offer a full range of specialist supports, including: forecourt construction, marketing, operations, finance and business management, along with the expertise of the wider Applegreen retail operations team.

Applegreen is an Irish company with 559 forecourt sites across Ireland, the UK and America. We are constantly evolving to meet the challenges facing our industry. Joining our network of Dealer Partnerships is quick and easy, and we'll have your forecourt transformed within weeks of signing your contract.

100% Irish Company

Applegreen branding has proven to increase fuel and shop sales

Applegreen brand is trusted by drivers and businesses

Fully automated forecourt system

Partnership = Higher Sales + Lower Workload.

With Applegreen by your side as a trusted partner, you can focus on growing your business.

A warm welcome from Caroline, the Dealer Manager.

"Since the establishment of the Applegreen Dealer Partner business in 2014, the quality and consistency of our offering has continued, allowing us to develop a constantly growing network of over 70 sites across Ireland.

At Applegreen it isn't just about fuel, we are dedicated to building powerful partnerships with independent retailers. Our fully automated forecourt management system manages fuel orders, wetstock losses, pump maintenance and more, giving you the time to focus on growing your shop & food sales. The growth of our network is a further testament to the positive impact the partnership between retailers and Applegreen can bring.

Our experienced team understands the challenges encountered by independent fuel retailers and our competitive offerings are tailored, to enhance retailer operations, meet their specific needs, and combat the constant challenges of reduced profit margins, higher costs, and increased competition.

We are completely committed to our retail partners and share our industry knowledge and expertise to drive traffic onto your forecourt. We are now offering you the opportunity to become an Applegreen Dealer Partner and work together in continuing to display the benefits of our highly recognised and trusted nationwide brand.

With Applegreen by your side, you can focus on growing your business, safe in the knowledge that your fuel offering delivers the range, quality, value and traceability demanded by your customers.

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

Caroline Colbert
Dealer Manager
Applegreen

For more details visit **www.applegreen.ie**

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 quality fuel at the most competitive pricing.

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

> "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

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.

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

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 **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.

**fuelgood PowerPlus is offered in certain Dealer sites.*

With Applegreen's model, you choose how you spend your time.

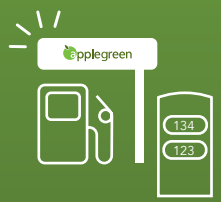
We take care of it all, giving you more valuable time to focus on your overall business. You can have full peace of mind, knowing your customers are getting a premium product, with Applegreen's 100% traceability promise from port to pump.

Applegreen partners get great benefits including:

- A significant brand and forecourt investment to transform your forecourt and showcase both your retail brand and the Applegreen brand.
- Access to our LowFuelcard network which 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 market-leading campaigns raises brand awareness, keeping the brand relevant to consumer needs and trends. Our social and digital media awareness are further key drivers in this highly competitive area.

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
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.

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.

Dealer Business & Operations Team

Caroline Colbert

Dealer Manager ROI
caroline.colbert@applegreen.ie
+353 (0)86 820 0786

Edd Ryan

Business Development Manager
edd.ryan@applegreen.ie
+353 86 078 8079

David Watson

Business Development Consultant
david.watson@applegreen.com
+353 (0)86 103 6214

Shauna Whelan

Forecourt Project Manager
shauna.whelan@applegreen.ie

Izabela Stawicka

Dealer Operations Executive
izabela.stawicka@applegreen.ie

applegreen

Let's Talk

Applegreen plc
17 Joyce Way
Park West Business
Park Dublin 12

E info@applegreen.ie
T +353 1 512 4800
www.applegreen.ie