



KSS CONSULTING

Fuels marketers are constantly striving for improved business performance. Businesses know that there's no faster way to generate or lose value than through pricing. However, few realize the increased profit potential readily accessible from improving their own pricing performance. KSS Fuels' consulting services are based on 16 years experience of guiding fuels marketers to maximum profitability, from seconds to years, through the application of Dynamic Pricing and Performance Management.

VALUE CREATION

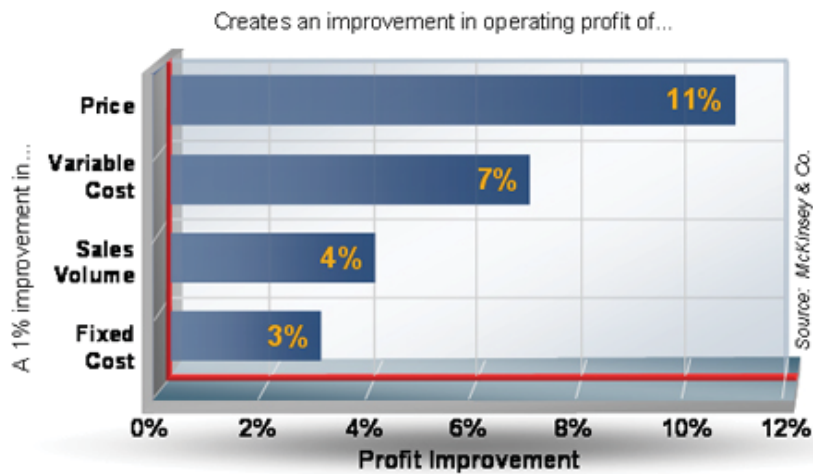
KSS Consulting's "Dynamic Pricing and Performance Management" methodology allows clients to access KSS Fuels' World-leading pricing capability to maximize value in 3 time frames, which can be combined to provide a complete "top-down and bottom-up" improvement capability.

- 1 year + **Strategic Leadership** - Robust strategic choice using KSS Fuels' unique Strategy Simulator and Fuels Market Simulator to immerse your team in potential futures
 - Strategy formulation, network portfolio management, brand optimization, pricing strategy, M&A valuations
- Annual **Budgeting / Planning** - Robust planning through applying KSS Fuels' methodology to your data to predict and validate performance expectations
 - Planning optimization and verification, setting of site performance targets
- Days / weeks / months **Market Adaptive Pricing** - Achieving the operating plan by managing the right pricing levers for your business
 - Pricing benchmarking, agile pricing, Fuel-Store Link, competitive positioning

An essential part of any pricing initiative is the people. We incorporate team organization, skills development, behavior change and knowledge sharing as a core part of our services. The resulting improvement program will have a significant and measurable impact on your business performance.

BENEFITS

Enhanced pricing drives higher net income than cost reductions. According to a McKinsey survey a 1% improvement in pricing delivers between 1.5 and 4.5 times the margin impact of a 1% cost reduction. Our experience indicates potential gross profit improvements in the range 1% to 5% for market adaptive pricing alone. Process efficiency gains will enable you to react more rapidly to changing market and competitor conditions, sustaining competitive advantage for many years to come.



KSS CONSULTING SERVICES

We offer a range of tailored services intended to reduce operating costs or highlight additional profit opportunities for fuels marketers. These include the following:

- **Strategy Formulation** – client teams use the KSS Fuels Market Simulator to formulate and stress-test strategies, using an immersive environment that encapsulates our experience of real-life customer behavior to price movements
- **Network Optimization** – site-level analysis of network profitability options and values of alternative strategies e.g. acquire/sell/re-brand under alternative market scenarios
- **Fuel-Store Link** – increase overall site+store profitability by understanding where and when specific fuel pricing strategies can drive additional store traffic, sales & profit or increase fuel margins with minimal effect on fuel gallons and implementing appropriate operational changes.

ABOUT KSS CONSULTING

KSS Consulting offers a range of services aimed at guiding fuels wholesalers and retailers to maximum profitability. Our consulting practice combines oil and gas expertise in strategy and business improvement and world-leading fuels' pricing science. Our proven framework for improvement and practical experience gained from helping organizations in diverse markets provides sustainable performance gains for our clients. KSS Consulting is uniquely positioned to help you deliver rapid yet sustained business performance improvement, with pricing as a key lever. For more information visit the dedicated section, KSS Consulting, of the www.kssfuels.com website.

CONTACT DETAILS

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KSSFuels
Knowledge beyond the numbers