

The Value of Upside

Upside uses data to maximize your profit. Our machine learning algorithms calculate margin in real time, measure incremental activity, and generate profitable, personalized offers for users.

1

Real-time margin calculations

Upside measures margins per grade in real time to ensure that every incremental transaction is profitable.

Sign price (From customer receipts, public data and proprietary data feeds)

- OPIS Rack Terminal Price for the station's brand (Terminal is adjustable for each station by merchant in dashboard)
- Credit and Debit Card Fees
- Federal Taxes
- State Taxes
- Local Taxes
- Transportation + Supply Agreement Costs (Set for each station by merchant in the Dashboard)

= Margin, by grade

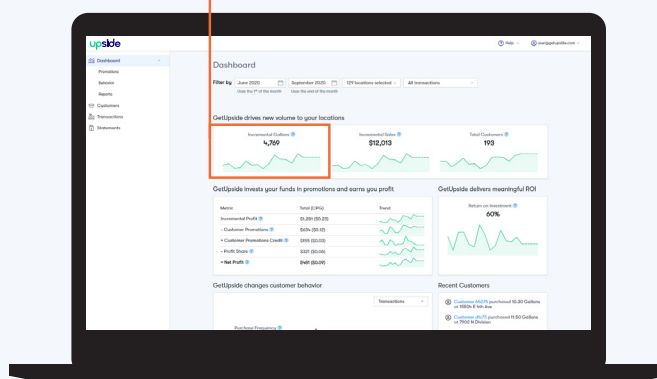
2

Unique incremental measurement

Upside is the only platform in the petroleum industry that can attribute which gallons are sold as a result of the promotions offered. Upside's unique measurement methodology analyzes how users interact with a station, showing how the platform changes their purchasing behavior as compared with non-Upside users.

Incremental Gallons

Gallons sold that are directly attributable to Upside.



3

Personalized offers

Upside's algorithms comb through anonymized data—card numbers, location, timestamps, ticket sizes, and more—to understand how customers behave. Machine learning then crafts personalized incentives that get customers to buy more, more often.