



Your Complete C-Store Rebate and Merchandising Solution

80%

of our c-stores are independents or small chains, providing our manufacturers with access to this difficult-to-reach segment.

1 of 5

1 of 5 independent c-stores in the nation is serviced by a WAM distributor.

WAM represents over 20,000 C-Stores, making WAM Distributors the 3rd largest National C-Store Supplier

www.wamresults.com



2019

C-Store Solutions

Technology • Rebates • Promotions • New Items



GEM STATE DISTRIBUTORS INC.
CONVENIENCE STORE SOLUTIONS SINCE 1958

WHO IS WAM

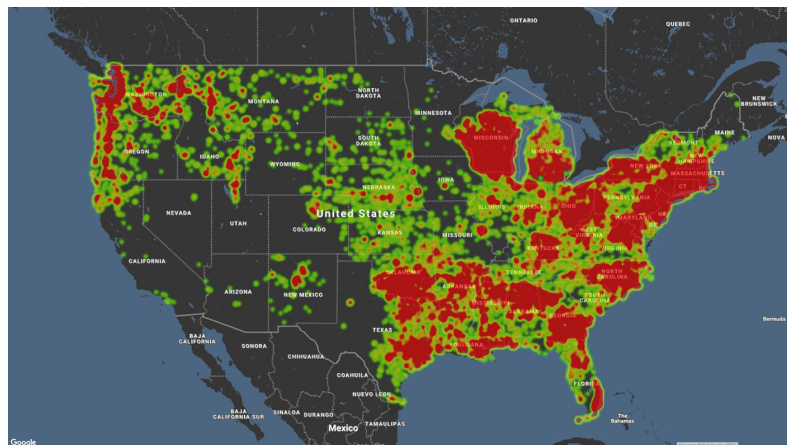
24 Distributors	35 Warehouses	\$9 Billion In Sales	550 Sales Reps	20,000 C-Stores
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COMMITTED TO THE SUCCESS OF OUR PARTNERS

FOCUSED PROGRAMS, PROVEN RESULTS

We provide a single source to design, implement and execute nationwide convenience store programs

Total payments to retailers in 2018 - \$9.3M



Map of WAM Coverage

Participating Manufacturers

Earn ongoing WAM Rebates from the following WAM Manufacturers!!!

Snacks	Beverage	
General Merchandise		
Confections		
	<th>Grocery</th>	Grocery
Tobacco	Food Service	
<p>MAKERS OF FINE TOBACCO PRODUCTS</p> <p>© 1988 NTC LOUISVILLE, KY 40232</p>		

Value Added Services

4 **promoSense**

WAM's comprehensive promotional solution

What is it?

- PromoSense is our monthly promotional vehicle that includes the newest items and the best deals on top-selling products.



5 **shelfSense**

WAM's complete Category Management Resource

What is it?

- ShelfSense is WAM's Category Management Program that delivers customized in-line and rack planograms to our customers.
- Attaining your volume goal is "built into" the WAM Planogram and will:
 - Maximize potential rebates
 - Reduce shrinkage and waste
 - Maximize sales through the register
 - Streamline the ordering process, reducing out-of-stocks
 - Increase overall profitability
 - Reduce carrying costs

Available:

- Planograms
- Category Insights
- Category Add/Drops
- WAM Program Notes



The WAM planograms are built utilizing IRI/Nielsen data, distributor data, and aligned to the WAM Retailer Programs

AMAZING EARNING POTENTIAL FOR RETAILERS

HOW IT WORKS...

1 ENROLL!

- ▶ Sign up for any or all of the available manufacturer programs

2 PURCHASE!

- ▶ All purchases tracked by InfoBate
- ▶ No need for the retailer to submit purchase details
- ▶ Get paid on minimum compliance – no penalties for non-compliance

3 EARN!

- ▶ Three types of available earnings
 - Rebates on everyday purchases
 - Payments on compliance purchases
 - Payments for racks and multi-vendor displays
- ▶ Additional Opportunities throughout the year
 - Off invoice allowances on select pre-books
 - Promotions available monthly

Value Added Services

The following 5 proven programs have provided results to help the retailer achieve their maximum rebate dollars

1 PROGRAM MANAGEMENT TOOLS

The WAM/infoBATE Portal allows your sales reps to better manage and grow your business and rebates.

- More effectively manage the WAM Retailer Programs and maximize rebates! You will be able to see weekly updates on your total rebates earned, easily identify non-compliant programs with at-risk dollars and order missing items/pre-packs on the spot.

infoBATE



2 WAM 1st EDITION

WAM's industry-leading new item speed-to-shelf program

What is it?

- 1st Edition is our new item program designed to secure speed-to-shelf on select new item launches.
- Over 7,000 participating stores automatically receive selected items
- Over 10,000 boxes sold per item.
- New items contribute more than 60% to category growth



Value Added Services

3 RETAILER REBATES & MERCHANDISERS

More Sales • More Profits • More Rebates

Your WAM Distributor's experienced sales staff is committed to helping you maximize... sales, profits, and rebates by taking advantage of all possible opportunities.

Merchandisers gain valuable end-cap placement for your top SKUs

The WAM MVDs combine the best items from the best manufacturers to drive impulse purchases and boost category sales via secondary placements.

- Candy Shoppe MVD
- Cooler MVD
- Healthy Snacks MVD
- Candy Yum MVD
- Snacks MVD



WAM 3FT Candy Yum MVD

WAM 3 FT Snacks MVD