

A NEW PLAYER

FOR INDEPENDENT RETAILERS

A low-angle shot of a gas station canopy with a red trim and a large circular sign. The canopy has recessed lighting and a thick black support pillar. The sky is blue with light clouds.

breakaway

THE BRAND

**FUEL FOR YOUR LIFE,
HOCKEY FOR YOUR HEART**

Listening to the market, Greenergy created a unique and innovative retail brand offering that is visually appealing and designed to drive growth in sales.

Our offer is competitive and focuses on meeting your individual needs as a retailer.

Breakaway offers retailers:

- A distinctive retail brand developed for Canada
- Competitive pricing
- Flexible business model solutions
- Supply reliability
- Superior customer service

Breakaway turns the regular task of fuelling up to an enjoyable experience and one that is committed to making meaningful contributions to local hockey.



**HOCKEY, CANADA'S GAME
BREAKAWAY IS A BRAND
YOUR CUSTOMERS WILL LOVE.**

It's no secret that Canadians love hockey. Research shows that key consumer groups such as millennials, parents and frequent drivers who fill up more than once per week, resonate with the Breakaway brand.

**According to Wasserman Insights + Action Series
- Hockey Sticks Together:**

17.4 MM
Canadians follow hockey

17 MM
Canadians are NHL fans

3.1 MM
Canadians play hockey

Breakaway, Fuelled by Greenergy

The company behind the brand

Greenergy is a fuel supplier with global operations and access to strategic infrastructure that supports commercial and wholesale customers as well as a retail network.

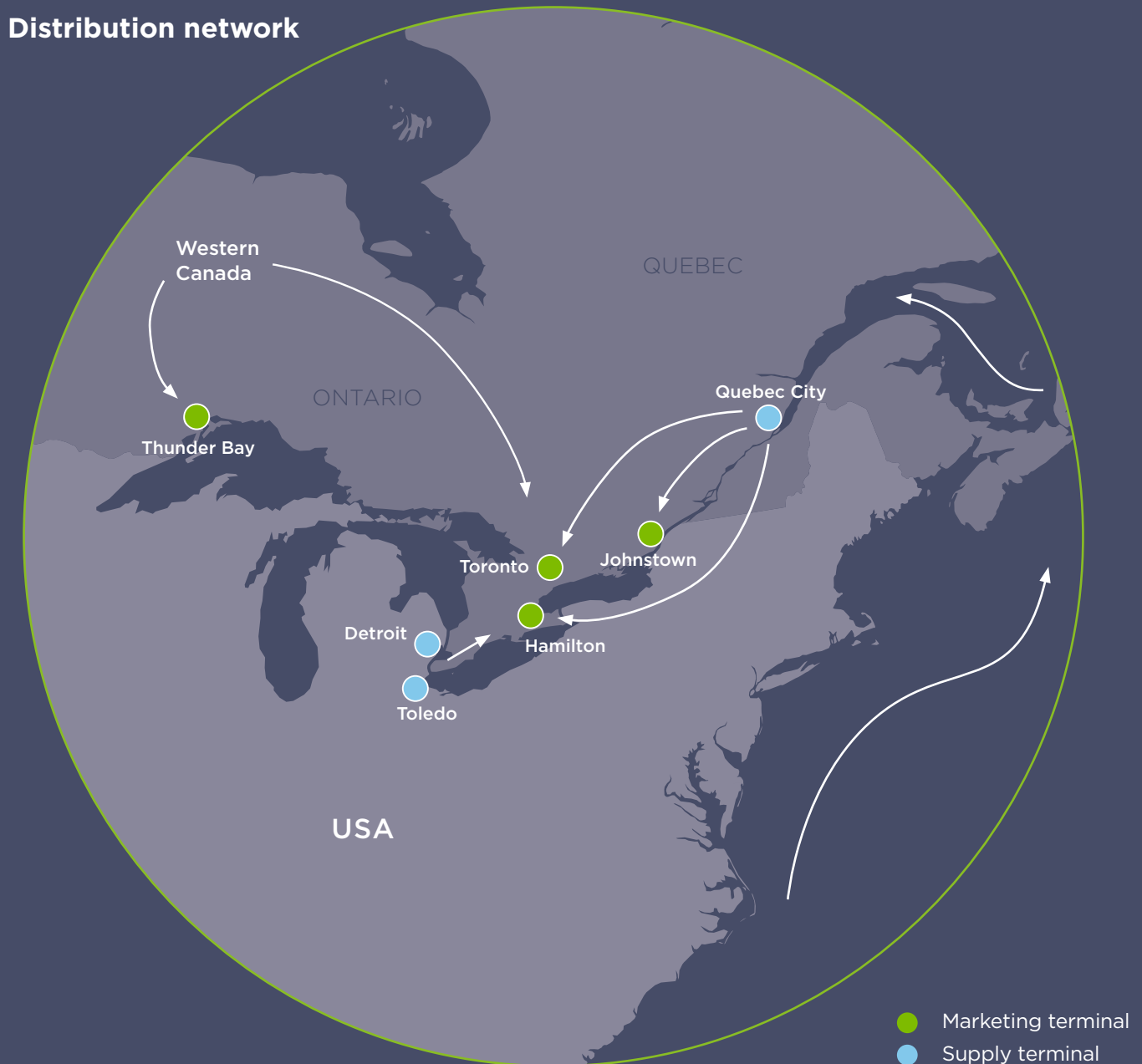
Entering the Canadian market as an independent fuel supplier in 2013, Greenergy now operates a national gas and convenience retail network with a vast portfolio of brands as well as a strategic fuel supply infrastructure.

Greenergy's unique and innovative supply chain allows its customers to benefit from reliable, low-cost fuel supply.

Our supply infrastructure gives us multiple supply options, so we are not reliant on any single producer or mode of transportation.

Greenergy is dedicated to retaining strong customer relationships, providing flexible offerings that is supported by a team who is always available.

Distribution network





SUPPLY

***KEEPING YOU SUPPLIED
AND IN THE GAME***

We understand the importance and effect fuel supply and trucking reliability can have on your business, that's why we strive to make sure our customers are always supplied.

Greenergy has significant trucking expertise locally in Canada and the UK, where we deliver to more than 1,500 sites.

We guarantee you are never waiting on fuel or a delivery.

Product Availability:

98.5%

across all terminals

Average Load time:

23.26

across all terminals

Invoice Accuracy:

98.98%

QUALITY FUEL

WHAT FUELS BREAKAWAY?

Fuel quality is important to us. All products are tested in a laboratory and we ensure it meets appropriate product specification prior to taking receipt.

We have developed four proprietary PowerPlay fuel grades, exclusive to the Breakaway brand. Our standard offer includes three grades of gasoline and one diesel grade.

High-octane gasoline grade available upon request.



Our PowerPlay gasoline fuels meets the high standards of TOP TIER™ Detergent Gasoline to achieve high quality fuel.



For more information on TOP TIER™, please refer to www.toptiergas.com





COMMUNITY

BREAKAWAY TO PLAY

We believe every kid in Canada deserves to enjoy hockey.

We understand there are significant costs associated with hockey and we want to do everything we can to make sure hockey is accessible to everyone in our communities.

With that goal in mind, a portion of all fuel sales goes to our community initiative, Breakaway to Play.

Through Breakaway to Play, we partner with local minor hockey associations to help reduce the financial costs of getting involved and encourage more people to play the great game of hockey.

We don't just talk about it. We invest in it.

According to Wasserman Insights + Action Series
- Hockey Sticks Together:

87%

of Canadians say they are concerned about
the impact of hockey on their finances



THE GAME PLAN

**SIGN WITH BREAKAWAY
AND JOIN A WINNING TEAM**

LOW COST

- Competitive and flexible fuel rack pricing
- Leading edge payment processing rates
- Unique supply chain, bringing fuel closer to you
- No brand fees

RETAIL MODELS

- Flexible business models based on your needs
- No upfront costs options
- Design flexibility to allow for dealer considerations
- Smartpoint backcourt solution
- Ancillary branding solutions and offers



MARKETING SUPPORT

- Targeted promotions to drive sales and loyalty
- Opening promotion package
- On-site signage kit
- Digital and mass media advertising
- Community investment program: Breakaway to Play

SERVICE

- Well recognized, guaranteed quality fuel
- Fuel supply and delivery reliability
- Responsive customer service from a local team of experts
- Focused invoicing accuracy process



Our team assists, you score the goal.
[Check out our first rebrand in Leamington, ON.](#)





THE TEAM

HERE FOR YOU

Our dedicated team is here to support your business, your customers and your community.

Skate on over to our bench. We'd love to show you how together, we can beat the competition.

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breakaway | Fuelled by
Greenenergy

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