

# The New Circle K Brand



**Circle K** is the new, global convenience retail brand replacing the existing Mac's<sup>®</sup> retail brand in Canada, the Circle K<sup>®</sup> and Kangaroo Express<sup>®</sup> retail brands in the U.S. and worldwide, and the Statoil<sup>®</sup> retail brand in Europe. These are all brands owned by Canadian company Alimentation Couche-Tard Inc. ("Couche-Tard"), one of the world's leading convenience retailers. Couche-Tard has chosen to retain the company's founding Couche-Tard<sup>®</sup> retail brand in the Province of Quebec in Canada due to the specifics of that market.

The existing Circle K is already Couche-Tard's largest and most international brand. It can be seen today serving the needs of customers in 14 countries around the world.

## About the New Circle K Brand

The Circle K brand is not just a sign or a logo. It reflects the DNA of our company, the personality of our business and the experience we offer our customers. The success of the brand will depend on our consistent delivery of fast and friendly service, easy customer visits and products for people on the go. Our people will build our brand and they will *be* our brand.

Having said all that, the new Circle K brand does include a logo. It has been created to be clean, fresh and relevant, and to incorporate the many great assets of our existing brands. It includes:

- Circles both in the symbol and the text-based elements, illustrating wholeness, unity and teams; this most ancient symbol is strong and dynamic, rolling ahead
- Ensuring our circle is open and not exclusive, one leg of the K in the logo intersects the circle, welcoming our customers and communities
- The diagonal legs of the K "kissing" the stem, or upright element, in a gesture that reflects the welcoming embrace of our Québec heritage
- CAPITAL letters (as in "STATOIL") denoting solidity, stability and competence
- Flat, clean forms ensuring the logo will remain fresh and current
- The strong red color in the logotype harking back to the Couche-Tard, Mac's and Kangaroo Express logos; red has long been recognized as a color associated with convenience retail
- The orange color from the Statoil brand, accenting, underlining and bringing distinctiveness to lift our color scheme above the ordinary
- Warm colors which merge to become reminiscent of the sunrise - inspiring, every day.

## About the Re-Branding

Our goal in the coming years is to have a single convenience retail brand across our worldwide network. We are very pragmatic in our approach. We will prioritize recent acquisitions, such as The Pantry geographies, as well as those we are under contractual obligations to rebrand, such as our Statoil sites in Europe. This will be in addition to our normal cycle of store refreshes.

We are confident the economies of scale, best practice sharing, and simplicity that this change makes possible, will bring value to our customers and to our stakeholders. Couche-Tard President & CEO Brian Hannasch says "This is more than just a sign project. If we approach it that way, we will fail. We must create a movement supporting our unified global brand. If we can do that and engage each of our 100,000 people, where might that take us?"

## **About Alimentation Couche-Tard Inc.**

Couche-Tard is the leader in the Canadian convenience store industry. In the United States, it is the largest independent convenience store operator in terms of number of company-operated stores. In Europe, Couche-Tard is a leader in convenience store and road transportation fuel retail in Scandinavian and the Baltic countries with a significant presence in Poland.

As of July 19, 2015, Couche-Tard's network comprised 7,987 convenience stores throughout North America, including 6,556 stores offering road transportation fuel. Its North American network consists of 15 business units, including 11 in the United States covering 41 States and four in Canada covering all ten provinces. About 80,000 people are employed throughout its network and at its service offices in North America.

In Europe, Couche-Tard operates a broad retail network across Scandinavia (Norway, Sweden and Denmark), Poland, the Baltics (Estonia, Latvia and Lithuania) and Russia. As at July 19, 2015, it comprised 2,229 stores, the majority of which offer road transportation fuel and convenience products while the others are unmanned automated service-stations which offer road transportation fuel only. The Corporation also offers other products, including stationary energy, marine fuel, lubricants and chemicals. Couche-Tard operates key fuel terminals and fuel depots in six countries. Including employees at Statoil branded franchise stations, about 19,000 people work in its retail network, terminals and service offices across Europe.

In addition, about 4,700 stores are operated by independent operators under the Circle K banner in 12 other countries or regions worldwide (China, Guam, Honduras, Hong Kong, Indonesia, Japan, Macau, Malaysia, Mexico, the Philippines, the United Arab Emirates and Vietnam) which brings to more than 14,900 the number of sites in Couche-Tard's network.