



The Mobile Customer

Providing a compelling mobile experience has never been more important

In today's noisy and distracting world, it is harder than ever before to capture a customer's attention, and then maintain that attention over time. But one advantage convenience store retailers can leverage is that most people are never very far from their mobile devices, even when traveling. According to the *2022 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop a c-store at least once a month, several convenience channel mobile services receive high marks from shoppers. However, there is room for improvement in providing a more compelling mobile experience.

Convenience channel shoppers say they've experienced these mobile services at a c-store:

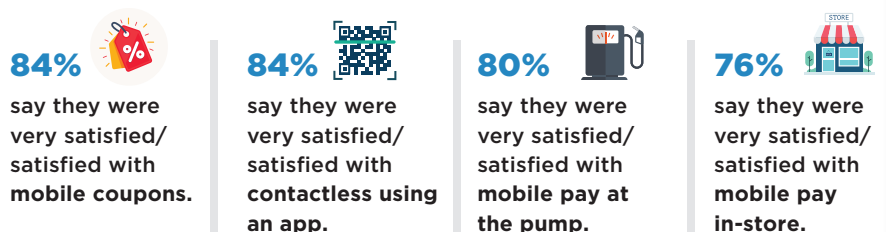


Those shoppers who have experienced these services at a c-store describe their current usage vs. one year ago as:

| MOBILE PAY AT THE PUMP | | MOBILE PAY IN-STORE | | MOBILE COUPON | | CONTACTLESS SHOPPING USING APP | |
|------------------------|-----|---------------------|-----|----------------|-----|--------------------------------|-----|
| More | 37% | More | 41% | More | 42% | More | 52% |
| About the same | 55% | About the same | 53% | About the same | 51% | About the same | 44% |
| Less | 8% | Less | 7% | Less | 7% | Less | 4% |

Overall, few shoppers indicate they are using c-store mobile services less today compared to a year ago. Contactless shopping using an app has the biggest rise in frequency.

Customer satisfaction marks for mobile services at c-stores are favorable:



However, nearly a quarter of c-store shoppers indicate that there's room for improvement in paying for their purchases inside the store using mobile payment.

