



Full Franchise Model and a Unified Customer Journey

The Future of the Modern Convenience Store Industry

A Conversion Franchise Opportunity



TABLE OF CONTENTS

- Win the Customer: The Circle K Conversion Opportunity — 2
- What Sets Circle K Apart — 3,4
- Industry Insights: Designed for a Growing Market — 5
- The Growth Potential of a Circle K Franchisee — 6,7
- What Does It Take to Be Part of Circle K? — 8
- Steps to Becoming a Circle K Franchisee — 9
- Join Circle K — 10

Win the Customer: The Circle K Conversion Opportunity

Independent operators face mounting challenges in today's competitive retail environment. Rising wholesale costs, limited brand power, and inconsistent fuel supply (or no fuel sales) can hold your business back. The **Circle K conversion franchise** model gives you a clear path forward, with resources, infrastructure, and buying power that elevate your store's potential and position it for the future.

Circle K is one of the most recognized convenience store brands in the world, with thousands of locations and a customer-first reputation that drives traffic and builds loyalty. Guests trust the Circle K name for clean stores, intuitive layouts, and everyday essentials delivered with care. We call it "Everyday Uplifting" — a retail experience that helps people

feel good about where they shop and confident they can count on us. Our **Unified Customer Journey** connects every aspect of the in-store and forecourt experience. From Circle K branded premium fuel to exclusive private-label products and one of the most widely used loyalty programs in the country, Circle K aligns your operation with the tools that matter most to today's customers and creates a model built around consistency, simplicity, and retention.

Conversion franchisees gain access to world-class training, premium fuel programs, vendor rebates, and a structure built to support long-term business ownership. You'll transition into a stronger market position, add new revenue streams, and lay the groundwork for a store that can serve your customers and create a lasting legacy.

Through our fit-to-serve strategy, 80% of the assortment is national brands and core programs that drive scale and consistency. The remaining 20% features Circle K-curated local favorites tailored to regional customer demand.

We've converted thousands of stores and refined the process to be seamless and efficient. From initial planning through launch, our experienced team manages the details, reduces disruption, and keeps your timeline on track so you can transition with confidence.



What Sets Circle K Apart

Converting your store to a Circle K franchise connects your business to one of the strongest names in convenience retail and positions you to compete with clarity, consistency, and brand-driven confidence.

You gain access to a modern framework designed to support customer satisfaction, operational efficiency, and multi-unit potential and a real-estate strategy that evaluates traffic counts, commuter patterns, and nearby anchors, targets key demographics within protected territories, and supports flexible ownership models, including leased, owned, or ground-up development sites.

Here are just some of our core features that reflect Circle K's focus on long-term value, strategic growth, and franchisee support. Each one is structured to help you improve store performance, simplify operations, and align with a brand built to grow:

Simple, Franchise-Guided Conversion

Transition your store to the Circle K brand with clear steps, local support, and brand resources to minimize disruption and keep operations moving forward.

Fuel + Merchandise Sales Model

Add or upgrade your motor fuel offering and integrate product strategies that support increased sales, customer traffic, and long-term performance.

Assistance with Conversion Costs

Circle K offers funding opportunities and incentives to ease upfront investment, helping you reduce risk while positioning your store for future growth.

In Step with the EV Market

Be part of a brand investing in modern fueling options, with an expanding network of charging stations supported by ESG commitments that promote

energy efficiency, responsible innovation, and community-focused progress and which positions your store to meet rising electric vehicle demand and evolving customer expectations.

Globally Recognized Category Management Teams

Connect with Circle K's world-class experts who optimize inventory, pricing, and merchandising to help drive retail performance across every category and give you the tools for sustained expansion.

A Brand That Customers Recognize

Circle K's signage, store layout, and product consistency build confidence with guests and help you attract repeat traffic from day one.

80% Consistency, 20% Local Flavor

Offer local favorites and community-specific items and 80% trusted national products to get maximum benefit from

the consistency, layout, and quality control of Circle K's core brand.

Leverage Our Vendor Scale

Tap into established supplier relationships and negotiated pricing to lower your costs and boost your profit potential on core product lines, while we manage all rebate processing to maximize your margins and help you avoid time-consuming administrative tasks.

Lower Risk. Stronger Foundation.

Circle K's nationally tested systems, technology, and product mix help reduce operational uncertainty and support a smoother transition, whether you're upgrading a single location or managing a network of stores.

What Sets Circle K Apart



Growth-Focused Franchise Culture

Join a system built for growth, where shared best practices and strong franchisee support systems help elevate each operator's performance.

Integrated Customer Engagement Model

Fuel, exclusive merchandise, and loyalty combine to create a seamless, rewarding experience that keeps customers engaged and returning to your location.

Loyalty Program That Builds Volume

The Circle K Inner Circle program gives you a platform to recapture fuel buyers and draw them into the store more often, with targeted rewards that reinforce high-margin habits.

These core advantages make Circle K an ideal choice for experienced operators who want to strengthen performance, expand their

reach, and align with a globally trusted brand built on consistency, innovation, and long-term franchise growth.



Industry Insights: Designed for a Growing Market

\$860 Billion and Counting: A Powerhouse Industry

- The U.S. convenience store industry sees annual sales of **more than \$860 billion**.
- Industry development has been steady for decades, with a **CAGR of 4.7%** over the past five years alone.
- Customers increasingly rely on convenience stores, with **more than 160 million transactions** daily.
- The convenience store market is projected to see strong growth in the years to come and is expected to expand at an **annual rate of 6.12%** through 2033.

\$1,694,457 a Year + 1,110,642 Gallons Sold: The Circle K Conversion Franchise

- The average Circle K franchisee sees **annual in-store sales of \$1,694,457**.
- Circle K franchisees also see motor fuel sales above the industry standard, with an **annual average volume of 1,110,642 gallons**.
- Circle K conversion franchise ownership connects you to

the full Circle K system — national purchasing scale, established vendor programs, and structured rebate administration. Our scale and centralized support help optimize product assortment, streamline billing, and drive operational efficiency across the network.

Fuel + Merchandise for Sustained Growth

- More than **80% of all motor fuel purchases** in the U.S. occur at convenience stores.
- Motor fuel sales drive franchise development and account for **61% of total convenience store sales**.
- Circle K's integrated store + fuel model gives you exclusive access to **top-quality merchandise** and **premium branded fuel** that exceeds national standards for quality.

The Circle K Unified Customer Journey

- Circle K's Unified Customer Journey combines fuel, exclusive products, and an integrated loyalty program

that encourages **repeat visits and higher spends**.

- Guest experience matters more than ever, with **50% of customers likely to switch fuel stations** if they were offered significantly improved customer service elsewhere.
- Customers who participate in loyalty and rewards programs visit convenience stores at a **64% weekly rate** compared to 45% for non-members.

Globally Known, Owner-Focused: The Circle K Brand

- Circle K is one of the **world's most recognized brands** and enjoys a reputation for quality nationwide.
- We have more than 6,000 locations in the U.S. alone, giving us unsurpassed buying power with our trusted network of vendors and connecting you with **low-cost, high-volume fuel and merchandise**.
- Converting your business to a Circle K franchise positions you for future growth, a structure committed to robust

investment in your development, and a roadmap for expansion — **franchisees own an average of 2.9 locations**.

Grow With Circle K.

The convenience and fuel retail sector is evolving rapidly, with customer expectations centered on speed, consistency, and digital engagement. As loyalty programs grow in influence and fuel-based visits increasingly translate into in-store sales, the unified retail model is delivering measurable growth and long-term relevance for operators who embrace it.

Circle K's conversion opportunity connects you to that momentum through brand equity, operational strength, and a platform built for integrated merchandising and fuel performance. It's a model designed to keep your business competitive while meeting the needs of today's convenience-driven customer.

The Growth Potential of a Circle K Conversion Franchisee

A Circle K Franchise conversion aligns you with an established model for franchise growth and provides you with the support you need to make it happen.

National Vendor Partnerships

Gain simplified access to trusted suppliers through brand-negotiated partnerships across key product categories. Streamline your sourcing with:

- Consistent pricing on top-selling retail products
- Pre-approved foodservice and beverage vendors
- Operational equipment aligned with brand standards
- Direct delivery and replenishment where available

Site Evaluation & Transition Guidance

Receive tailored assistance in reviewing your current location and identifying how to best align it with Circle K operational standards, product mix, and branding to help ease the transition and reduce disruption to customer traffic.

Fuel Supply Agreement Navigation

Circle K works with you to align fuel branding, volume, and supply terms for your location. Get resources to guide your fuel program featuring:

- Lower-than-market average, consistent fuel pricing that helps keep you competitive
- Fuel supply risk-sharing to protect your investment and margins
- Streamlined Circle K fuel branding process
- Ongoing liaison for fuel supply adjustments

Robust Digital Infrastructure

Gain integrated technology that removes guesswork, accelerates decision-making, and equips your operation with connected systems that support a seamless customer journey across every touchpoint.

Your digital toolkit includes:

- Centralized data dashboards for daily insights
- Pre-approved platforms that reduce equipment uncertainty

- Loyalty integration supporting stronger repeat traffic
- Streamlined connectivity across fuel and merchandise systems

Operations Streamlining

Tools and frameworks are in place to support smooth day-to-day retail and fuel operations.

Efficiency-focused operational resources include:

- Time-saving SOPs and procedural guides
- In-store systems for inventory and labor control
- Daily checklists for fuel and merchandise operations
- Troubleshooting support for common store issues

Store Redesign & Brand Integration

Get expert support on redesigning your store layout and visual identity to meet Circle K standards while keeping your location's strengths intact, with phased improvements that

reflect customer behavior, regional norms, and merchandising.

Re-Launch Execution Planning

Prepare for your Circle K franchise grand reopening with structured milestones and personalized guidance from our team.

Re-launch support components include:

- Store readiness timelines and checklists
- Training for your core team and managers
- Inventory build-out aligned to store format
- Dedicated help during your opening week

Unified Technology Platform

Eliminate the complexity of building your own tech stack. Circle K provides a standardized, integrated system used across thousands of stores, helping streamline operations and maintain brand consistency.

The Growth Potential of a Circle K Conversion Franchisee

Your data-driven, PDI backoffice toolkit features:

- Daily dashboards with key sales metrics
- In-store device tracking for shopper insights
- Fuel volume and margin performance reporting
- Custom alerts for operations and labor

Immersive Training Program

Gain firsthand experience with the Circle K operating model through a structured, in-depth training program that prepares you and your staff for every key system, operational process, and customer interaction in your upgraded location.

Marketing Support

Promote your Circle K with tools and campaigns that drive awareness, traffic, and local loyalty.

Your marketing support package covers:

- Prebuilt print and digital ad templates
- Hyperlocal social media

- campaign assets
- National promotions you can localize
- Co-op program for targeted media buys

Local Operations Support Team

Receive direct guidance from the same Market Managers and Operations Directors who oversee our nearby company-owned stores. These field-tested leaders work close to your location, bring deep operational knowledge, and help you build your business with the confidence that comes from real-world, day-to-day experience.

With national recognition, retail expertise, and an extensive conversion program, Circle K equips franchisees to strengthen operations, elevate customer experience, and unlock new potential in a changing convenience and fuel landscape.



What Does It Take to Be a Circle K Conversion Franchisee?

Franchisee Background

- Experienced convenience store operators seeking to add fuel sales and elevate their business with a nationally recognized brand
- Investment range: **\$934,000** to **\$3.65 million** for conversion sites
- Owners of existing gas stations ready to upgrade operations, image, and customer experience
- Business owners who want stronger buying power through national vendor agreements and established programs

Ideal Candidate Profiles

Independent Operator

Experienced owners approaching the end of a supply contract (fewer than 2 years remaining on the contract) who want to transition into a stronger, full-service retail system supported by trusted brand infrastructure.

Convenience Store Owners Seeking New Brand

Operators searching for a refresh in image, systems, and customer engagement who see value in Circle K's established and time-tested retail and fuel model.

Operator Limited by Rigid Franchise Systems

Entrepreneurs seeking greater local control, transparent partnerships, and a balanced franchise model that values both independence and brand consistency.

Family-Owned Convenience Store Business

Multi-generational owners looking to modernize operations, strengthen margins, and secure a legacy through a respected brand with scalable growth potential.

Discerning Owner Seeking Quality Fuel Brand

Fuel operators focused on premium partnerships, reliable supply, and a streamlined retail environment that maximizes traffic and long-term profitability.

What We're Looking For

- Desire to elevate existing operations by joining a globally recognized and trusted retail fuel and convenience brand
- Strong leadership skills and ability to manage staff, inventory, customer service, and daily store operations with consistency and care
- Interest in replacing outdated systems with Circle K's modern retail platform and technology infrastructure
- Ability to embrace operational improvements, including inventory control, product placement, and enhanced store layout

- Readiness to meet franchise compliance standards while gaining the freedom to grow within a more supportive, flexible brand system
- Financial capability to invest in rebranding, infrastructure upgrades, and ongoing franchise operations



Steps to Becoming a Circle K Conversion Franchisee

Step 1 Start the Conversation

Reach out to our conversion franchise team to explore the opportunity and learn what it means to join one of the most recognized and respected brands in the convenience store industry.

Step 2 Business Review & Site Evaluation

Complete the conversion franchise application so we can begin a mutual review process, examine your location's performance and history, and determine if we're a strong fit for one another.

Step 3 Attend Discovery Day

Participate in a virtual Discovery Day where our team provides a detailed overview of the Circle K full franchise program, including the operating model, support structure, and ownership expectations. This session is designed to help qualified

candidates gain clarity and determine whether moving forward is the right fit.

Step 4 Finalize Your Agreement

Once you're confident in the fit, you'll sign the Franchise Agreement and officially begin your conversion to a Circle K franchisee.

Step 5 Begin Training, Onboarding, and Conversion

Take part in a complete training program that covers everything from store renovation and reconfiguration to business systems and marketing preparation, and reconfigure your location with Circle K branding and products.

Step 6 Open Your Doors

With our franchise team by your side, begin building community connections and a loyal customer base as a member of the Circle K family!



Join Circle K

Convert Your Business to a Franchise Built for the Modern Customer Experience

Franchise conversion with Circle K gives you the power of a recognized global brand paired with a local strategy that honors your experience and location. You'll maintain operational independence while gaining exclusive access to nationally trusted products, premium Circle K fuel, and a loyalty program that drives return visits and steady volume.

Customers know what to expect from Circle K: convenience, quality, and consistency. Our programs help you modernize your store while keeping your existing customer base engaged and excited. With Circle K's Inner Circle rewards, high-traffic fuel options, and efficient supply chain, you'll compete with confidence in a changing retail market.

Our conversion incentive program is designed to lower your upfront costs and reduce your transition risk. From your first conversation to your first branded delivery, our team walks with you through each step to help you grow and strengthen your business for the long term.

Ready to Learn More?

The convenience and fuel industry continues to grow, and Circle K is leading the way with a model built for strength, innovation, and customer loyalty. Contact us today to explore how converting your store can elevate performance, enhance recognition, and position your business for the future.

Circle K Wins the Customer. You Can Too.

Contact Us Today

TMC Franchising, LLC
1130 West Warner Road
Tempe, AZ 85284

Email

franchising@circlek.com

Website

franchise-circlek.com

Next Steps

Contact us today to receive our complete franchise information package and begin your journey toward franchise conversion and sustained business growth with Circle K.

© 2026 Circle K Franchising, LLC
THIS FRANCHISE SALES INFORMATION DOES NOT CONSTITUTE AN OFFER TO SELL A FRANCHISE. THE OFFER OF A FRANCHISE CAN ONLY BE MADE THROUGH THE DELIVERY OF A FRANCHISE DISCLOSURE DOCUMENT (FDD). CERTAIN STATES REQUIRE THAT WE REGISTER THE FDD IN THOSE STATES. SUCH REGISTRATION, OR EXEMPTION, DOES NOT CONSTITUTE APPROVAL OF THE INFORMATION IN THE FDD BY THAT STATE AGENCY. THE COMMUNICATIONS HEREIN ARE NOT DIRECTED BY US TO THE RESIDENTS OF ANY OF THOSE STATES. MOREOVER, WE WILL NOT OFFER TO SELL FRANCHISES IN THOSE STATES UNLESS WE HAVE REGISTERED THE FDD (OR OBTAINED AN APPLICABLE EXEMPTION FROM REGISTRATION) AND DELIVERED THE FDD TO THE PROSPECTIVE FRANCHISEE IN COMPLIANCE WITH APPLICABLE LAW.

