

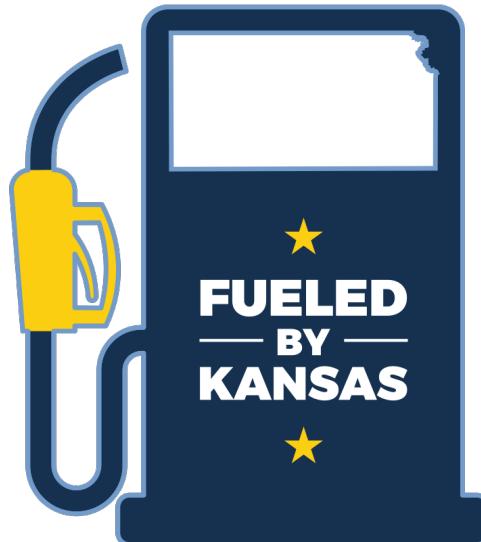
CAMPAIGN UPDATE

MARCH 5, 2020

Goal: Drive sales of higher blend ethanol

Strategy: Support Wichita-area Jump Start sales

PROMOTE SUPPORTING LOCAL



PROMOTE E15 BENEFITS



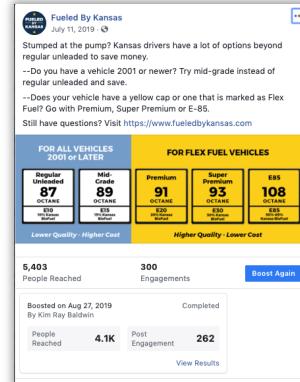
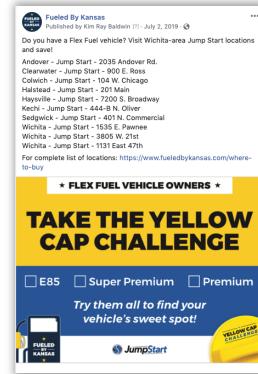
DRIVE FLEX FUEL TRIAL



RADIO

:15 spots on
Wichita radio

SOCIAL MEDIA



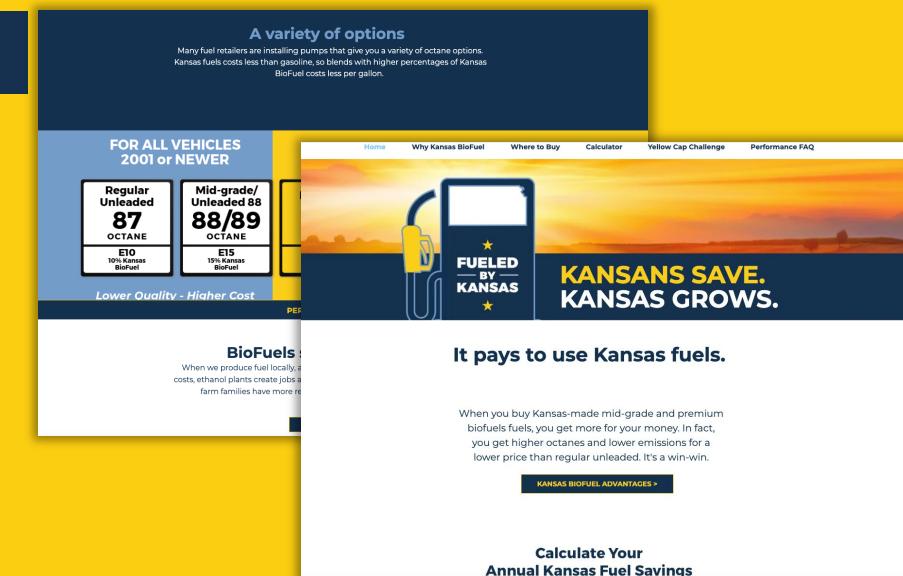
DIGITAL ADS



VIDEOS



WEBSITE





KEY INSIGHTS

- Trolls are real
- Price advertising drives social shares
- A “WOW” is needed on social media

Maintained objectives from the original
June 2019 launch...

Adjusted and narrowed the
audience:

WOMEN

RURAL SUPPORTERS

Adjusted messaging:

EVOLVE TO E15 & UNLEADED 88

REAL-TIME PRICE MENTIONS

CHEEKY SOCIAL CONTENT

T-Shirts, Pump Toppers and Hose Talkers

KANSAS
CORN

**E15 loves vehicles
2001 and newer**

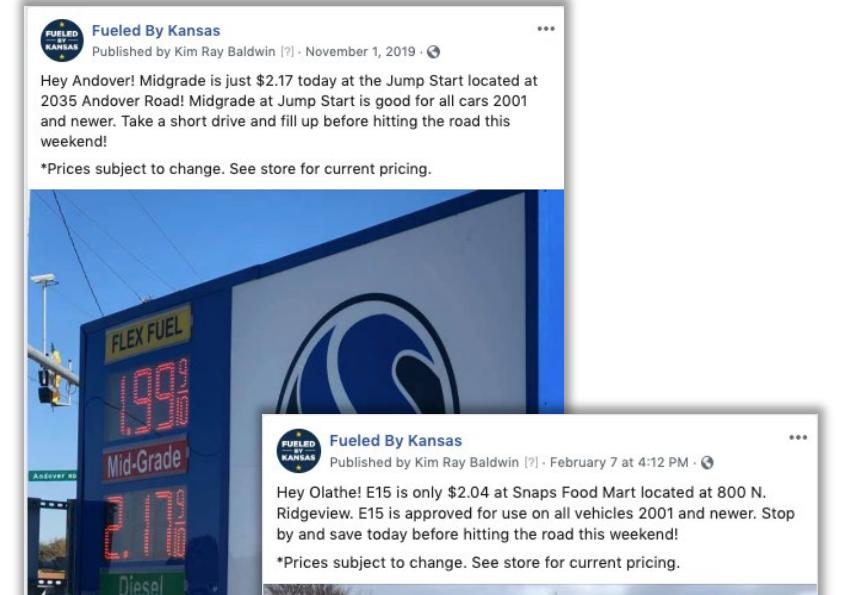
FueledByKansas.com



Digital Billboard Truck



Facebook



Biofuels Month and Store Openings



CELEBRATE 88
AT CASEY'S GENERAL STORE
IN SENECA

We're celebrating Unleaded 88 (E15) for Biofuels Month, and you're invited to the party.

Thursday, March 5, 2020
4:00 – 6:00 PM
1106 North Street, Seneca

Prizes & Giveaways + \$0.15/gallon discount on Unleaded 88 + Free pizza

More details to come at the event!

Visit FueledByKansas.com to learn more about Kansas-made biofuels

CASEY'S
GENERAL STORE
1106 North Street
Seneca, KS 66538

PRSR STD
ECRWSS
U.S. POSTAGE
PAID EDDM
RETAIL

Local
Postal Customer

*****ECRWSS*****



YOU'RE INVITED
DAILEY AG'S GRAND OPENING
AND CUSTOMER APPRECIATION

Friday, January 31 (11:00 AM – 3:00 PM)
Saturday, February 1 (10:00 AM – 1:00 PM)
10152 US Highway 59, Oskaloosa

Prizes & Giveaways + Half-Priced Drinks From Our New Pepsi Fountain + BBQ Lunch
Provided Both Days

NOW AVAILABLE!
Kansas-made E15 and E85 in our new pumps

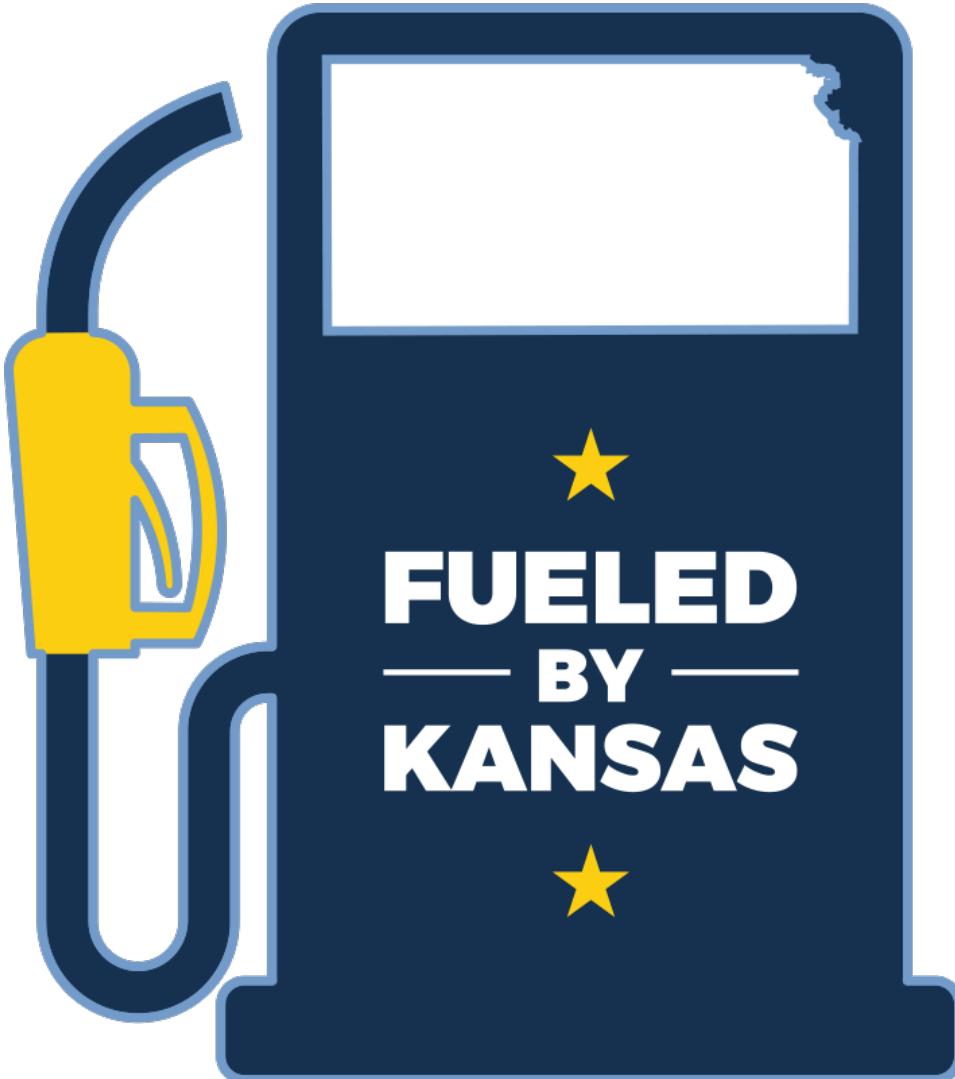
Visit FueledByKansas.com to learn more about Kansas-made biofuels

Dailey AG
10152 US HWY 59
Oskaloosa, KS 66066

PRSR STD
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*****ECRWSS*****



FINAL THOUGHTS

- Increased awareness of E15 and higher-blend options
- Fuel savings at the pump
- Supporting Kansas farm families
- Tell your friends #kscorn

New opportunity for Kansas Corn Growers Association Members



SPECIAL OFFER FOR **KANSAS CORN GROWERS ASSOCIATION MEMBERS!**

Casey's General Store has partnered with the Kansas Corn Growers Association (KCGA) to offer KCGA members special benefits through the Casey's Business Mastercard® program. From individual card controls and secure online account management to customized reporting and valuable rebates, this fuel management program will help you efficiently manage your fuel expenses. Plus, with Casey's new efforts to expand E15 and E85 availability, you can take advantage of special discounts on ethanol-blended fuels.

Rebates

Special per gallon rebates (off posted retail price) when you fuel at any Casey's location.

5¢ per gallon for Gasoline

7¢ per gallon for Diesel

Online Card Management

- Set individual card usage and spending limits by day, week or month
- Restrict purchases during off hours
- Add or delete ID numbers

Security & Reporting

- Set prompts requiring vehicle or driver number prior to purchase
- Shut off lost or stolen cards at anytime
- Real-time account information available 24/7

Convenience

- Use at your local Casey's or anywhere Mastercard cards are accepted
- Consolidate all your fuel expenses onto one gas card



Start earning your special
KCGA discount today!

Call Luke Forbess at
870-814-1020 or visit

[https://fuelcard.caseys.com/
kansas-corn](https://fuelcard.caseys.com/kansas-corn)

*Rebates are cents per gallon based on the number of gallons purchased at Casey's General Store locations per calendar month. Rebates will be reflected on your billing statement in the item on statement credit. Not valid on aviation, bulk fuel, propane or natural gas purchases. Rebates are subject to minimum in account (not a good standing) & regular pricing subject to change. Any time beginning 12 months after sign-up. Casey's Business Mastercard is issued by Regions Bank, pursuant to a license by Mastercard International Incorporated. Mastercard is a registered trademark and the circles design is a trademark of Mastercard International Incorporated.