



BONUS PROGRAM

Area Director

WHITEWATER EXPRESS CAR WASH
(346) 367-2500
106 VINTAGE PARK BLVD, #100
HOUSTON, TX 77070
WWW.WHITEWATERCW.COM

Introduction

WhiteWater Express prides itself on the quality of its leadership and aims to reward leaders with incentive compensation over and above their base salaries. Our leaders help WhiteWater succeed through forward-looking decision-making, disciplined oversight of operations, and consistency. Our incentives are designed to reward our leaders who exemplify those traits. This program will reward our leaders with monthly compensation as they work towards, meet, and exceed operational goals to drive revenue, gross profit and EBITDA at the units.

Eligibility

All Area Directors (ADs) employed by WhiteWater Express who started their employment prior to the start of the first pay period in each month, and who remain employed with WhiteWater Express through the respective Paycheck Dates, listed below, shall be eligible to earn the monthly bonuses outlined herein. Monthly bonuses are not earned until the listed Paycheck Dates and employees whose employment ends prior to any respective Paycheck Date shall not be entitled to any corresponding monthly bonus, nor any portion thereof.

Part 1: Member Revenue Bonus

Each store greater than 6 months old will receive a monthly member revenue bonus based upon the monthly **member recharge / renewal revenue**. Newly opened stores will be part of a separate bonus program that lasts for 12 months from open date.

The bonus has 2 parts:

First, each store will receive a base bonus based upon December 2025 **member recharge/renewal revenue** ("ARM Recharges" on the Monthly P&L and in DRB):



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Dec 2025 Recharge Revenue		
Between:		Base
\$0	\$25,000	\$0
\$25,001	\$37,500	\$350
\$37,501	\$50,000	\$525
\$50,001	\$62,500	\$700
\$62,501	\$75,000	\$875
\$75,001	\$87,500	\$1,138
\$87,501	\$100,000	\$1,400
\$100,001	\$112,500	\$1,575
\$112,501	\$125,000	\$1,750
\$125,001	\$137,500	\$2,100
\$137,501	\$150,000	\$2,450
\$150,001	\$162,500	\$2,625
\$162,501	\$175,000	\$2,800
\$175,001	\$187,500	\$2,975
\$187,501	\$200,000	\$3,150
\$200,001	\$212,500	\$3,325
\$212,501	\$225,000	\$3,500
\$225,001	\$237,500	\$3,675
\$237,501	\$250,000	\$3,850
\$250,001	\$262,500	\$4,025
\$262,501	\$275,000	\$4,200
\$275,001	\$287,500	\$4,375
\$287,501	\$300,000	\$4,550



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Next, each store will receive a growth bonus based upon the cumulative increase in member recharge/renewal revenue in the current month vs. December 2025. The bonus increases based upon the member recharge/renewal revenue level at \$5,000 increments. Below is the table of monthly growth bonus paid per tier increase. If a store increases more than 1 tier, it will earn the total growth bonus for each tier it reaches. The tiers increase at \$50,000, \$80,000, \$105,000, \$130,000, \$155,000, \$180,000, \$205,000 and \$230,000.

Ending Tier	Growth Bonus
\$5,000	\$100
\$10,000	\$100
\$15,000	\$100
\$20,000	\$100
\$25,000	\$100
\$30,000	\$100
\$35,000	\$100
\$40,000	\$100
\$45,000	\$100
\$50,000	\$125
\$55,000	\$125
\$60,000	\$125
\$65,000	\$125
\$70,000	\$125
\$75,000	\$125
\$80,000	\$150
\$85,000	\$150
\$90,000	\$150
\$95,000	\$150
\$100,000	\$150
\$105,000	\$175
\$110,000	\$175
\$115,000	\$175
\$120,000	\$175
\$125,000	\$175
\$130,000	\$200
\$135,000	\$200
\$140,000	\$200
\$145,000	\$200
\$150,000	\$200
\$155,000	\$225
\$160,000	\$225
\$165,000	\$225
\$170,000	\$225
\$175,000	\$225
\$180,000	\$250
\$185,000	\$250
\$190,000	\$250
\$195,000	\$250
\$200,000	\$250
\$205,000	\$275
\$210,000	\$275
\$215,000	\$275
\$220,000	\$275
\$225,000	\$275
\$230,000	\$300
\$235,000	\$300
\$240,000	\$300
\$245,000	\$300
\$250,000	\$300

Managers receive the cumulative monthly growth bonus for each Tier surpassed



Examples:

Starting Tier

\$25,000

Ending Tier	Total Monthly Bonus
\$30,000	\$100
\$35,000	\$200
\$40,000	\$300
\$45,000	\$400
\$50,000	\$525

Starting Tier

\$50,000

Ending Tier	Total Monthly Bonus
\$55,000	\$125
\$60,000	\$250
\$65,000	\$375
\$70,000	\$500
\$75,000	\$625

Starting Tier

\$75,000

Ending Tier	Total Monthly Bonus
\$80,000	\$150
\$85,000	\$300
\$90,000	\$450
\$95,000	\$600
\$100,000	\$750



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Example:

Store	101
Base Bonus	\$2,800.00
ARM Recharge Revenue Current Month	\$180,985
Starting Recharge Revenue	\$165,985
Starting Tier	\$165,000 to \$170,000
Current Tier	\$180,000 to \$185,000
Growth Bonus	\$725.00
Total Bonus	\$3,525.00
Payout:	
GM	50% \$1,762.50
SM	31% \$1,092.75
AD	19% \$669.75

In this example, the base bonus was set at **\$2,800** as the December 2025 member recharge/renewal revenue was between \$165,000 and \$170,000.

The store grew monthly recharge/renewal revenue to **\$180,985** which is an increase of 3 \$5,000 buckets - from the \$165,000 to \$170,000 bucket to the \$180,000 to \$185,000 bucket.

The store surpassed the below tiers:

Ending Tier	Growth Bonus
\$175,000	\$225
\$180,000	\$250
\$185,000	\$250
Total	\$725

for a total growth bonus of **\$725.00**.

This combined with the base bonus totals **\$3,525 in store bonus**.



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The general manager receives 50% of this bonus (\$1,762.50), the store manager receives 31% of this bonus (\$1,092.75) and the area director receives the remainder (\$669.75).

If the member recharge revenue drops below the base level from December 2025, the current month's base bonus will drop to that lower level until monthly recharge revenue returns to the initial base tier.

Storewide Member Revenue Bonus Effective Date

The bonus program will be effective beginning on 01/01/2026. The beginning member revenue number will be calculated as of 12/31/2025, and all membership revenue added in January 2026 will apply to the first bonus.

Part 2: Fleet Revenue Bonus

For the first three months of 2026, we will have an adjusted Fleet Revenue bonus based on current month's fleet sales:

Monthly Fleet Revenue - Current Month				
\$500-\$999	\$1000-\$1499	\$1500-\$1999	\$2000-\$2499	\$2500+
\$150	\$300	\$450	\$750	\$1,000

Managers also have the opportunity to earn a monthly bonus based upon their rolling last three months of Fleet Revenue. Fleet revenue must be in the bonus range for each of the last 3 months, and the bonus is paid on the lowest of the 3 months' fleet revenue:

Monthly Fleet Revenue - Last Three Months Average			
\$1000-\$1499	\$1500-\$1999	\$2000-\$2499	\$2500+
\$300	\$450	\$600	\$750

This bonus is split evenly between the GM and AD.



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Example:

Fleet Revenue

Month 1	\$1,750
Month 2	\$2,000
Month 3	\$1,800
Minimum	\$1,750
Bonus	\$450

		Split	Payout
AD		50%	\$225
GM		50%	\$225

In the above bonus, the store generated between \$1,500 and \$2,000 in fleet revenue for 2 months and between \$2,000 and \$2,500 for one month. They earned the bonus for the lowest of the 3 months (\$1,750) which corresponds to the \$1,500 to \$2,000 range above for a total bonus of \$450. The GM earns 50% or **\$225** and the AD earns 50% or **\$225**.

The Fleet bonus will become effective January 1, 2026, and will be calculated based on the last 3 months fleet revenue (e.g. November 2025, December 2025 and January 2026 for the first bonus).

Part 3: EBITDA Bonus

ADs will also be eligible for a quarterly bonus based upon their stores' combined performance compared to our 4-wall EBITDA budget. Payouts are as follows:

Variance to Quarterly EBITDA Budget

Min	Max	Payout
0%	5%	\$1,200
5%	10%	\$2,000
10%	or more	\$4,000

Example:

Actual Q1 EBITDA	\$12,000
Budgeted Q1 EBITDA	\$11,400
% Variance	5.3%

Variance Bucket	5-10%
Quarterly Payout	\$2,000
Annualized	\$8,000



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Store Moves

As we grow, we recognize the need to create new positions and move store responsibilities across our company. As a result, if an Area Director loses a store or moves from an established location to a new or recently opened location, the Area Director will receive a minimum bonus equaling their last three (3) months average bonus for three (3) months provided the store move is not a result of disciplinary action.

Payment Dates

The membership revenue bonus will be paid in the first pay period following completion of the prior month. See the calendar below:

Bonus Month	Pay Period End	Paycheck Date
January	02/04/2026	02/12/2026
February	03/04/2026	03/12/2026
March	04/01/2026	04/09/2026
April	05/13/2026	05/21/2026
May	06/10/2026	06/18/2026
June	07/08/2026	07/16/2026
July	08/05/2026	08/13/2026
August	09/02/2026	09/10/2026
September	09/30/2026	10/08/2026
October	11/11/2026	11/19/2026
November	12/09/2026	12/17/2026
December	01/06/2027	01/14/2027

The EBITDA bonus will be paid in the second paycheck of the following month. See the calendar below:

Bonus Month	Paycheck Date
January	02/26/2026
February	03/26/2026
March	04/23/2026
April	05/21/2026
May	06/18/2026
June	07/16/2026
July	08/27/2026
August	09/24/2026
September	10/22/2026
October	11/19/2026
November	12/17/2026
December	01/28/2027