



BONUS PROGRAM

Location Management - 800s

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 additional monthly compensation as they work towards, meet, and exceed operational goals to drive revenue, gross profit and EBITDA at the units.

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):

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**.

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**).



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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 Minimum			
\$1000-\$1499	\$1500-\$1999	\$2000-\$2499	\$2500+
\$300	\$450	\$600	\$750

This bonus is split evenly between the GM and AD.

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



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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: Labor and Water Bonus

The Labor and Water Bonus will be calculated monthly based on the monthly Labor % of sales vs. Budget and the monthly Wash Water Gallons per Car (GPC) for the location. The bonus will be split **60%** to the GM and **40%** to the SM. Bonuses will be paid out upon the first paycheck after the completion of month-end financials (i.e. 8 business days into the following month).

Labor Bonus

Each site will be paid on its monthly labor % of sales compared to its budgeted labor % of sales. Payouts to each store are as follows:

Labor - Variance to Budget

Range	\$
-3% to -2%	250
-2% to -1%	750
-1% to 0%	600
0% to 0.5%	250
0.5% to 1.0%	100

Example:

\$000s	Actual	Budget	Variance
Revenue	100	105	
Crew Member Labor	8	9	
Crew Labor % of Sales	8.0%	8.6%	-0.6%

Variance	-0.6%
Bucket	-1% to 0%
Payout	\$600

Wash Water Gallons per Car Bonus

Each site will also be paid on its monthly water % of sales:



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#	Store	\$300		\$150		\$50
801	Central Wax Rd	0.45% or lower	Between	0.45% and 0.49%	Between	0.49% and 0.54%
802	Highland	0.45% or lower	Between	0.45% and 0.49%	Between	0.49% and 0.54%
803	Burbank	0.33% or lower	Between	0.33% and 0.36%	Between	0.36% and 0.39%
804	Siegen	0.46% or lower	Between	0.46% and 0.51%	Between	0.51% and 0.55%
805	Prairieville	1.00% or lower	Between	1.00% and 1.11%	Between	1.11% and 1.21%
806	O'Neal	0.39% or lower	Between	0.39% and 0.43%	Between	0.43% and 0.47%
807	Corporate Blvd	0.43% or lower	Between	0.43% and 0.48%	Between	0.48% and 0.52%
808	Johnston	0.53% or lower	Between	0.53% and 0.58%	Between	0.58% and 0.63%
809	Carencro	1.07% or lower	Between	1.07% and 1.18%	Between	1.18% and 1.28%
810	Broussard	1.29% or lower	Between	1.29% and 1.41%	Between	1.41% and 1.54%
811	Cortana	2.41% or lower	Between	2.41% and 2.65%	Between	2.65% and 2.89%
812	Gonzales	0.11% or lower	Between	0.11% and 0.12%	Between	0.12% and 0.14%
813	Port Allen	0.61% or lower	Between	0.61% and 0.68%	Between	0.68% and 0.74%
814	DeRidder	0.23% or lower	Between	0.23% and 0.25%	Between	0.25% and 0.27%
815	Scott	2.44% or lower	Between	2.44% and 2.69%	Between	2.69% and 2.93%
816	St Nazaire	0.74% or lower	Between	0.74% and 0.82%	Between	0.82% and 0.89%
817	Denham Springs	1.53% or lower	Between	1.53% and 1.68%	Between	1.68% and 1.83%

Example:

Store: 801
 Target 0.45%
 Actual 0.45%
 Payout \$300

Payout:

Total payout to the GM would be **\$540**, and the SM would be **\$360**.

For any stores without monthly GPC data, your most recent quarterly bill will be used. For stores that do not have GPC data or the data is irregular (read: consistently <15 GPC), we will provide a separate target directly to you.



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Eligibility

All Store Managers (SM) and General Managers (GM) 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.

Payment Dates

The Member Revenue and Fleet Revenue bonuses 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 Labor and Water 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

Note: Membership Revenue, Fleet and Labor and Water bonuses will be paid based upon the manager's location at the beginning of the month.