NEW STORE BONUS PROGRAM

Location Management

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 monthly with additional compensation as they work towards, meet, and exceed operational goals.

Part 1: Storewide Member Revenue Bonus

Each newly opened store as well as stores less than 6 months old will receive a monthly member revenue bonus based upon the total member revenue.

Stores will earn a bonus of **3.75%** of total member revenue each month, as well as one-time bonuses earned upon reaching specific member revenue levels:

Member Revenue	One Time Bonus
$30,000	$2,000
$50,000	$3,000
$80,000	$4,000
$110,000	$5,000

For the first 2 months of operation, the general manager will earn the greater of his/her actual 3 part location management bonus and $500 and the store manager will earn the greater of his/her actual 3 part location management bonus and $350.

Once a store reaches the 12th month of operation, the store management team is eligible for the All Sites Management Bonus Program. The base bonus will be set at the member recharge/renewal revenue for the 12th full month of operation.

Example:

Month	Member Revenue	Actual Bonus	One Time Bonus	Total Bonus	GM Split	SM Split	
1	$14,000	$525	$0	$525	$263	$163	Eligible for Minimum
2	$17,500	$656	$0	$656	$328	$203	Eligible for Minimum
3	$42,000	$1,575	$2,000	$3,575	$1,788	$1,108	
4	$69,000	$2,588	$3,000	$5,588	$2,794	$1,732	
5	$86,800	$3,255	$4,000	$7,255	$3,628	$2,249	
6	$89,600	$3,360	$0	$3,360	$1,680	$1,042	
7	$92,400	$3,465	$0	$3,465	$1,733	$1,074	
8	$95,200	$3,570	$0	$3,570	$1,785	$1,107	
9	$98,000	$3,675	$0	$3,675	$1,838	$1,139	
10	100800	$3,780	$0	$3,780	$1,890	$1,172	
11	103600	$3,885	$0	$3,885	$1,943	$1,204	
12	112000	$4,200	$5,000	$9,200	$4,600	$2,852	
			Total Annual Bonus		**$24,267**	**$15,045**	

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In the first 2 months of operation, the store earned 3.75% of member revenue as its bonus. However, in the third through fifth as well as the twelfth month, the store earned one time bonuses based on reaching member revenue levels above. The total annual bonus paid to the GM was **$24,267** and SM was **$15,045**.

The general manager receives 50% of this bonus (**$1,650**), the store manager receives 31% of this bonus (**$1,023**) and the area director receives the remainder (19%) ($627).

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 GPC vs. target ranges:

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Gallons per Car	$
<=20	300
20-22	150
22-24	50

Example:

Actual Gallons per Car	19.9
Range	<=20
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.