



# BONUS PROGRAM

## Area Director

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

(Continued on next page)



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The bonus has 2 parts:

First, each store will receive a base bonus based upon December 2024 member recharge/renewal revenue (“ARM Recharges” on the Monthly P&L):

Dec 2024 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

Next, each store will receive a growth bonus based upon the cumulative increase in member recharge/renewal revenue in the current month vs. December 2024. 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.



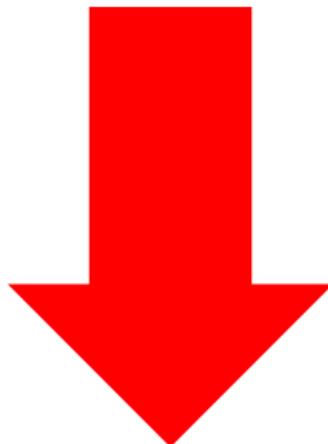
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Ending Tier	Growth Bonus
\$5,000	\$100
\$10,000	\$100
\$15,000	\$100
\$20,000	\$100
\$25,000	\$100
\$30,000	\$100
\$35,000	\$100
\$40,000	\$100
\$45,000	\$100
\$50,000	\$125
\$55,000	\$125
\$60,000	\$125
\$65,000	\$125
\$70,000	\$125
\$75,000	\$125
\$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
<b>Base Bonus</b>	<b>\$2,800.00</b>
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
<b>Growth Bonus</b>	<b>\$725.00</b>
<b>Total Bonus</b>	<b>\$3,525.00</b>
<b>Payout:</b>	
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 2024 member recharge/renewal revenue was between \$170,001 and \$175,000.

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
<b>Total</b>	<b>\$725</b>

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 2024, the current month's base will drop to that level until monthly recharge revenue returns to the base tier.

### Storewide Member Revenue Bonus Effective Date

The bonus program will be effective beginning on 01/01/2025. The beginning member revenue number will be calculated as of 12/31/2024, and all membership revenue added in January 2025 will apply to the first bonus.

### **Part 2: Fleet Revenue Bonus**

Managers also have the opportunity to earn a bonus based upon their 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 for the last 3 months:				
\$1000-1499	\$1500-2000	\$2000-2500	>\$2500	
\$150	\$250	\$375	\$500	

This bonus is split evenly between the GM and AD.

Example			
January Fleet Revenue			\$1,750
February Fleet Revenue			\$2,100
March Fleet Revenue			\$1,800
Fleet Bonus:			
GM	50%		\$125
AD	50%		\$125

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 \$250. The GM earns 50% or **\$125** and the AD earns 50% or **\$125**.

*The Fleet bonus will become effective January 1, 2025, and will be calculated based on the last 3 months fleet revenue (e.g. November 2024, December 2024 and January 2025 for the first bonus).*



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### Part 3: Gross Profit % Bonus

The Gross Profit % (GP%) Bonus will be calculated monthly based on the overall Gross Profit % for all the AD stores. Monthly bonuses by GP% are below:

#### Gross Profit Bonus

		Monthly	Annual
<b>Gross</b>	86% and higher	\$800	\$9,600
<b>Profit</b>	84% 86.0%	\$600	\$7,200
<b>%</b>	81% 84.0%	\$400	\$4,800
	78% 81.0%	\$250	\$3,000

#### Example:

Total Revenue	\$500,000
Total Gross Profit	\$430,000
<b>Gross Profit %</b>	<b>86%</b>
Monthly Bonus	\$800
Annual Bonus	\$9,600

### 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	02/05/2025	02/13/2025
February	03/05/2025	03/13/2025
March	04/02/2025	04/10/2025
April	04/30/2025	05/08/2025
May	06/11/2025	06/18/2025
June	07/09/2025	07/17/2025
July	08/06/2025	08/14/2025
August	09/03/2025	09/11/2025
September	10/01/2025	10/09/2025
October	11/12/2025	11/20/2025
November	12/10/2025	12/18/2025
December	01/07/2026	01/15/2026



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

Bonus Month	Paycheck Date
January	02/27/2025
February	03/27/2025
March	04/24/2025
April	05/22/2025
May	06/18/2025
June	07/17/2025
July	08/28/2025
August	09/25/2025
September	10/23/2025
October	11/20/2025
November	12/18/2025
December	01/15/2026