



BONUS PROGRAM

Location Management (LA)

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: Storewide 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.

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.



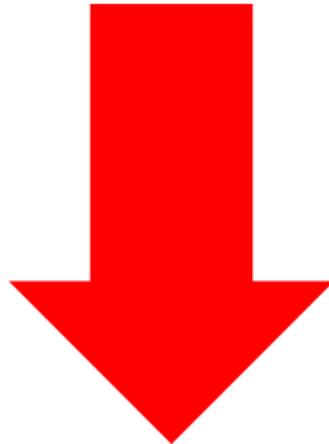
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Ending Tier	Growth Bonus
\$5,000	\$100
\$10,000	\$100
\$15,000	\$100
\$20,000	\$100
\$25,000	\$100
\$30,000	\$100
\$35,000	\$100
\$40,000	\$100
\$45,000	\$100
\$50,000	\$125
\$55,000	\$125
\$60,000	\$125
\$65,000	\$125
\$70,000	\$125
\$75,000	\$125
\$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

\$80,000 \$250

\$85,000 \$375

\$90,000 \$500

\$95,000 \$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 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
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 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:		\$250
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).

Part 3: Gross Profit % Bonus

The Gross Profit % (GP%) Bonus will be calculated monthly based on the monthly Gross Profit % and the monthly volume for the location. The bonus will be split **60%** to the GM and **40%** to the SM.



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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).

Monthly bonuses by GP% and volume are below:

Lower Volume

		Monthly Volume				
		<8,000	8,001-9,000	9,001-10,000	10,001-11,000	11,001-12,500
GP %	80%-82.99%	\$600				
	83%-84.99%	\$1,000	\$800			
	85%-86.99%	\$1,200	\$1,000	\$800	\$400	\$400
	87%-88.99%	\$1,400	\$1,200	\$1,000	\$800	\$800
	89%+	\$1,600	\$1,600	\$1,200	\$1,000	\$1,000

Higher Volume

		Monthly Volume				
		12,501-14,000	14,001-15,500	15,501-17,000	17,001-18,500	>18,500
GP %	85-85.99%	\$400	Evaluate	Evaluate	Evaluate	Evaluate
	86-86.99%	\$600	\$600	Evaluate	Evaluate	Evaluate
	87-87.99%	\$1,000	\$1,000	\$1,000	Evaluate	Evaluate
	88-88.99%	\$1,250	\$1,250	\$1,250	\$1,000	\$1,000
	89-89.99%	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750
	90%+	\$2,250	\$2,250	\$2,250	\$2,500	\$2,500

In this example, the store washed between 14,001 and 15,500 cars and generated a Gross Profit % of 87.0%. The total store bonus was **\$1,750**, and it was split 60% to the GM (**\$1,050**) and 40% to the SM (**\$700**).

Total Volume	15,000
Total Revenue	\$172,500
Gross Profit	\$153,500
Gross Profit %	89.0%
Bonus	\$1,750
GM	60%
SM	40%

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, employed at the time the bonus is earned, and are employed at the time of the relevant bonus payroll date are eligible for this bonus program.



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Payment Dates

The membership revenue and fleet 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

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

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