



# 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.



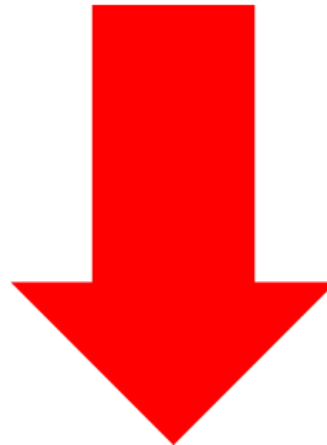
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| Ending Tier | Growth Bonus |
|-------------|--------------|
| \$5,000     | \$100        |
| \$10,000    | \$100        |
| \$15,000    | \$100        |
| \$20,000    | \$100        |
| \$25,000    | \$100        |
| \$30,000    | \$100        |
| \$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%     |

|              |     |                |
|--------------|-----|----------------|
| <b>Bonus</b> |     | \$1,750        |
| GM           | 60% | <b>\$1,050</b> |
| SM           | 40% | <b>\$700</b>   |

### 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.