

BUSINESS OPPORTUNITY.

Become a UFA Petroleum Agent.



Founded in 1909, UFA has grown from a small-scale local co-operative into an extensive business with over 140 locations and \$1.6 billion in annual revenues.

Our agricultural members own UFA and are some of our most important customers. However, UFA services a wide range of customers in the industries that drive the Western Canadian economy, including oil and gas, transportation, forestry, and mining.

We are a progressive and diversified business that provides petroleum products, agricultural inputs

and other products, services, and solutions our members and customers need to successfully run their operations.

UFA's largest business segment is its Petroleum division, a business with over 110 locations throughout Alberta, Northeastern British Columbia and Southern Saskatchewan. The Petroleum division sells about 1.2 billion litres of bulk and cardlock fuel products each year. The success of UFA's petroleum division is built on combining one of the largest cardlock networks in Western Canada with a solid supply chain and strong local Petroleum Agents.

BUILD YOUR BUSINESS AND YOUR PROFITS

Being a UFA Petroleum Agent enables you to manage your own business.

This is a unique opportunity to participate in the downstream petroleum industry. Our Petroleum Agents are local operators that are incented by commission to sell bulk fuel, cardlock fuel, lubricants and other related products to customers within their market area.

UFA owns the site, inventory and the customer credit accounts. UFA provides ongoing business counselling, a competitive commission structure, marketing, merchandising and promotional support to ensure agent success.

Our Agents purchase and own the bulk delivery trucks and hire employee(s).

SUCCESS STARTS WITH COMMITMENT

The success of a UFA Petroleum Agent is dependent on building a business that's more than just delivering fuel. Agents are the face of UFA and are required to sell our products, services and provide exceptional customer service. Our market-driven approach requires that our agents genuinely care about helping our members/ customers keep their businesses moving forward.

WHAT YOU REQUIRE TO BECOME A UFA PETROLEUM AGENT:

- Financial capability to invest in your business, including an operating line of credit for expenses and bulk delivery trucks
- Commitment to safety, service and results
- Superior management and communication skills
- Entrepreneurial spirit and proven business acumen
- Leadership skills to hire, mentor and motivate your employees
- Proven industry experience and local connections are an important asset. This will include connections to agribusiness, local industries and the other essential industries that drive the Western Canadian economy
- Must be bondable





ABOUT UFA PETROLEUM

Cardlock and Bulk Fuel: UFA's network consists of over 110 locations across Western Canada offering bulk fuels, cardlock fuels and related products. Most of the sites in this network are operated by UFA's petroleum agents on behalf of UFA. These sites also offer lubricants from premium (Shell and Chevron) and private label brands in both packaged and bulk quantities.

At UFA, we understand that profitable, sustainable Agents are essential to our network. We want to ensure we have a diverse, large, and loyal customer base. Here are some of the programs and services we offer to help differentiate UFA in the marketplace.

- Investing in **SASKATCHEWAN NETWORK EXPANSION** to increase UFA's presence in key markets throughout the province. With Weyburn and Yorkton now open, UFA is further expanding its customer and membership base into Saskatoon. Additionally, UFA is in the process of developing several additional petroleum locations as part of a multi-year strategy.
- **DIESELEX GOLD PREMIUM DIESEL FUEL.** UFA is the exclusive distributor in Western Canada.
- The **PROPRIETARY CARDLOCK CARD** provides 24 hour-a-day, seven-day-a-week access to top-quality UFA fuels across one of Western Canada's largest cardlock networks, with facilities in Alberta, Saskatchewan, and British Columbia.
- Customers receive card security, monthly billing with detailed fueling information, extensive card management features and access to shower facilities where available.
- UFA accepts an assortment of **THIRD PARTY** cards across our network for customers who conduct business across Canada and the USA.
- Our **CARDLINK ONLINE** provides self serve fuel card management. All activities with UFA proprietary cards can be tracked and managed online.
- UFA Cardlock network accepts **VISA AND MASTERCARD** payment in conjunction with a Fuel Link Card at the pump. Cardlock users who do not require detailed fleet reporting can consolidate all their fuel purchases under one credit card and capitalize on the benefits of financial institution loyalty programs.
- The **FIXED FUEL PRICE PROGRAM** provides our customers with a fixed or level price for quality fuel over the period of the agreement. This reduces the risk and uncertainty, helping accurately estimate fuel costs over a longer period of time.

FREQUENTLY ASKED QUESTIONS

By now you have a basic understanding of what it takes to be a UFA Petroleum Agent. Here is a list of additional questions that may help you learn more about this opportunity.

- Q. Are UFA Petroleum Agencies leased, franchised or UFA-owned facilities?**
- A.** UFA Petroleum sites are owned by UFA Co-operative Limited and operated by individuals who act as independent businesses. UFA operates some facilities in Alberta with employee managers.
- Q. How much capital investment is required to operate a UFA Petroleum Agency?**
- A.** The capital investment varies depending on the facility. Investment includes vehicles to transport fuel and a reserve of capital to cover operating expenses and other costs as required. UFA will own and manage working capital including inventory and customer credit.
- Q. What operating expenses will I be responsible for?**
- A.** Each UFA Petroleum Agent is responsible for all business operating expenses including utilities (cost share electrical), wages, and employment taxes. UFA will pay all property taxes and business license fees.
- Q. What are the required hours of operation?**
- A.** Agents can set their own hours of business providing they meet the needs of our members/customers.
- Q. Will I be able to speak to other UFA Petroleum Agents before getting involved with my own facility?**
- A.** Absolutely. We want to ensure this is the right opportunity for you and you receive as much information as you need up front to make that decision. Your Petroleum area manager will be happy to connect you with other Petroleum Agents who will share their experiences with you.
- Q. Who will I deal with for operational issues?**
- A.** Your primary contact for day-to-day issues involving business counseling, environmental issues, customer, and fuel delivery concerns will be your UFA Petroleum area manager.
- Q. What regions of Saskatchewan is UFA expanding into?**
- A.** New sites have opened in Weyburn and Yorkton with further expansion into Saskatoon. We are currently seeking applicants for agent opportunities in Saskatoon
- Q. How do I apply to become a UFA Agent?**
- A.** Check <https://ufa.com/ca/careers> for more information. Send cover letter and resume to Careers@UFA.com

