Market Challenge
In the retail fuel market, margin is the amount of money made on each gallon of fuel sold. Profits are typically less than 25 cents per gallon. Only a few cents can make a massive difference to a retailer’s bottom line, and change an average business into a thriving one – or vice versa. The ability to benchmark margin performance is essential to increasing the profit on each gallon sold in competitive markets.

How We Help
With interactive charting and easy-to-use filters and tables, OPIS MarginPro provides a detailed look at profit margins over time for competing brands and price leaders in the retail fuel markets you identify. Gain a better understanding of competitor margins for more effective pricing.

Benefits
— Grade your profit performance against key competitors in any region
— Discover markets ripe for expansion and avoid under-performing markets
— Enhance negotiating stance with suppliers to win price reductions equal to regional performance
— Adjust margin cost-basis for a more accurate view of profits
— Find the brands that make the most on every gallon sold
— Part of the OPIS RetailSuite and integrated with four other tools for increasing retail fuel profitability

OPIS MarginPro is an online tool for in-depth analysis of retail fuel profitability in any market.
OPIS MarginPro
Key Feature-Benefit Overview

<table>
<thead>
<tr>
<th>Key Feature</th>
<th>Benefit to Customer</th>
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<tbody>
<tr>
<td><strong>Dashboard</strong></td>
<td>• Provides a snapshot of current day and 7-day rolling margins, plus a basic heat map of current margins. Filters let you change region and product.</td>
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<td><strong>Tables</strong></td>
<td>• Sortable and exportable tables let you see margins by region or brand with flexible comparisons to see change in margins between timeframes.</td>
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<tr>
<td><strong>Charts</strong></td>
<td>• Interactive and exportable charts allow for easy analysis and simple charting of images for presentation.</td>
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<tr>
<td><strong>Heat Maps</strong></td>
<td>• Visualize margins by region or by brand to discover the most profitable areas. Click for more granular analysis.</td>
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For a FREE trial, call 888 301 2645 or 1 301 284 2000 | email energysales@opisnet.com