



Smart Investment in The Connected Customer Experience

Shaping the Modern Convenience
Store Industry

A Franchise Opportunity



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Backed by Experience, Driven by You: The Circle K Opportunity

Customer expectations have evolved. Shoppers expect more than basic convenience and look for speed, quality, and consistency in a single, dependable stop. The most promising retail environments today deliver fuel, food, and essentials in one integrated setting that prioritizes both value and experience. Circle K franchise understands this modern market and helps you enter the industry with a concept designed for today's consumers.

Circle K is one of the most trusted names in global convenience. We're known for clean, well-lit stores, intuitive merchandising, and a customer-first approach, and we have earned loyalty in markets around the world. Every detail is built to uplift the guest experience, reinforce quality, and make each visit fast,

friendly, and reliable while creating return customers who love what we do.

As a Circle K franchisee, you tap into the **Unified Customer Journey**, our unique approach that keeps customers engaged across categories. Fuel offerings pair with a robust product mix and a powerful digital ecosystem that includes the Circle K mobile app and loyalty platform. These connected touchpoints help keep the brand top of mind, whether customers are filling up, grabbing food, or browsing inside the store.

Our franchisees access a competitive platform shaped by decades of operational expertise and which includes Circle K-branded fuel, vendor rebate programs, structured onboarding, and continuous education. And our model is

backed by a team that believes in growth, encourages high performance, and supports multi-unit expansion through a business-minded culture.

Every Circle K location balances consistency with customization. Approximately 80% of the product mix reflects nationally recognized brands and brand exclusives, while the remaining 20% is tailored to local tastes. We pair that with national buying power, which helps reduce costs and improve margin potential across core categories.

To support new construction, we offer our franchise owners **significant incentives**, from **financial assistance** for approved builds to **added rewards** for franchisees who meet key development targets. It's all part of a modern franchise model that lets you align with a

brand that's built to last and gives you the tools and guidance you need to Win the Customer with Circle K.



What Sets Circle K Apart

Becoming a Circle K franchisee gives you a powerful entry point into the convenience retail industry with the backing of a globally respected brand.

You align your goals with a business model structured for long-term relevance, strong consumer appeal, and scalable growth potential with a real-estate strategy that evaluates traffic counts, commuter patterns, and nearby anchors, targets key demographics within protected territories, and supports flexible ownership models, including leased, owned, or ground-up development sites.

Here are just some of the core strengths that make Circle K a compelling opportunity for entrepreneurs seeking to enter a high-demand sector with a modern, customer-focused franchise system built for performance and expansion:

Reduced-Risk Model for Growth

Enter the market with the backing of a global brand, tested systems, and expert guidance that helps minimize risk while building toward multi-unit scale.

Integrated Fuel and Retail Sales

Align with a high-performing model that combines motor fuel with a strategic in-store mix to help drive steady traffic, maximize ticket averages, and support daily performance.

Award-Winning Loyalty Program

Circle K's Inner Circle program is built to drive repeat visits and in-store purchases through exclusive rewards, fuel discounts, and personalized offers backed by data analytics.

Aligned With the EV Market

Be part of a brand investing in modern fueling options, with an expanding network of charging

stations supported by ESG commitments that promote energy efficiency, responsible innovation, and community-focused progress and which positions your store to meet rising electric vehicle demand and evolving customer expectations.

Globally Recognized Category Management Teams

Connect with Circle K's world-class experts who optimize inventory, pricing, and merchandising to help drive retail performance across every category and give you the tools for sustained expansion.

Customer-Driven Store Layouts

Utilize a store design and merchandising strategy built to simplify flow, improve shopping convenience, and increase sales per visit with intuitive product placement.

Financial Incentives for Entry

Get access to funding support for qualified franchisees, including new-to-industry development assistance, rebates, and milestone-based incentives to support your early growth.

Personalized Local Selection

Offer 20% local or regional product mix tailored to your area, so you can meet community tastes while maintaining Circle K quality and consistency.

Backed by Vendor Scale

Leverage pricing, rebates, and supplier programs negotiated at national scale to help you reduce costs and operate more efficiently from day one.

What Sets Circle K Apart

Franchise Culture That Builds Leaders

Circle K's "Play-to-Win" values promote shared growth, healthy accountability, and collaborative leadership among franchisees who want to scale their investment.

Global Brand Recognition

Customers already know and trust the Circle K name, so your location opens with built-in loyalty and a clear advantage over independent operators.

Fuel, Loyalty & Private Label Synergy

Our Unified Customer Journey links motor fuel, exclusive merchandise, and loyalty rewards to create a seamless and differentiated experience that drives repeat business.

These core strengths make Circle K a compelling franchise opportunity for entrepreneurs who want to enter a growing market, lead with innovation, and build a scalable business backed by one of the world's most trusted names in convenience retail.



Industry Insights: Designed for a Growing Market

\$860 Billion and Counting: A Powerhouse Industry

- The U.S. convenience store industry sees annual sales of **more than \$860 billion**.
- Industry development has been steady for decades, with a **CAGR of 4.7%** over the past five years alone.
- Customers increasingly rely on convenience stores, with more than 160 million transactions daily.
- The convenience store market is projected to see strong growth in the years to come and is expected to expand at an **annual rate of 6.12%** through 2033.

\$1,694,457 a Year + 1,110,642 Gallons Sold: The Circle K Franchise

- The average Circle K franchisee sees **annual in-store sales of \$1,694,457**.
- Circle K franchisees also see motor fuel sales above the industry standard, with an **annual average volume of 1,110,642 gallons**.

- Circle K franchise ownership connects you to financial incentives for growth, including **financing assistance, reduced fees for multi-unit agreements, and bonuses for meeting development benchmarks** on an accelerated timeline.
- On average, Circle K owners receive annual vendor rebates of **nearly \$60,000 per franchise**.

Fuel + Merchandise for Sustained Growth

- More than **80% of all motor fuel purchases** in the U.S. occur at convenience stores.
- Motor fuel sales drive franchise development and account for **61% of total convenience store sales**.
- Circle K's integrated store + fuel model gives you exclusive access to **top-quality merchandise** and **premium branded fuel** that exceeds national standards for quality.

The Circle K Unified Customer Journey

- Circle K's Unified Customer Journey combines fuel, exclusive products, and an integrated loyalty program that encourages **repeat visits and higher spends**.
- Guest experience matters more than ever, with **50% of customers likely to switch** fuel stations if they were offered significantly improved customer service elsewhere.
- Customers who participate in loyalty and rewards programs visit convenience stores at a **64% weekly rate** compared to 45% for non-members.

Globally Known, Owner-Focused: The Circle K Brand

- Circle K is one of the **world's most recognized brands** and enjoys a reputation for quality nationwide.
- We have more than 6,000 locations in the U.S. alone, giving us unsurpassed buying power with our trusted

network of vendors and connecting you with **low-cost, high-volume fuel and merchandise**.

- Converting your business to a Circle K franchise positions you for future growth, a structure committed to robust investment in your development, and a roadmap for expansion — on average, **franchisees own 2.9 Circle K locations**.

Industry Insights: Designed for a Growing Market

Your Store. Our System. Shared Success.

Consumer habits continue to shift toward convenience, value, and memorable brand experiences, and these trends are driving innovation across the fuel and merchandise retail space. Entrepreneurs entering this high-volume, high-frequency category have a unique opportunity to capitalize on a business model shaped by both national scale and local flexibility.

A Circle K franchise gives you a direct path into this evolving landscape with access to powerful systems, customer insight, and retail tools built to keep you agile. We've built a model positioned for market dominance in an increasingly competitive retail environment.



The Growth Potential of a Circle K Franchisee

Circle K Franchise ownership gives you the tools for franchise growth and provides you with experienced guidance from a team of experts.

National Purchasing Power & Vendor Access

Gain simplified access to trusted suppliers through brand-negotiated partnerships across key product categories. Streamline your sourcing with:

- Consistent pricing on top-selling retail products
- Pre-approved foodservice and beverage vendors
- Operational equipment aligned with brand standards
- Direct delivery and replenishment where available

Robust Digital Infrastructure

Gain integrated technology that removes guesswork, accelerates decision-making, and equips your operation with connected systems that support a seamless customer journey across every touchpoint.

Your digital toolkit includes:

- Centralized data dashboards for daily insights
- Pre-approved platforms that reduce equipment uncertainty
- Loyalty integration supporting stronger repeat traffic
- Streamlined connectivity across fuel and merchandise systems

Operational Manual & SOPs

Access detailed operational manuals and step-by-step procedures that outline daily expectations, fuel and merchandise standards, compliance requirements, and store workflows to help you manage consistent performance and uphold Circle K quality across every aspect of your location.

Fuel Program Setup & Supplier Coordination

Circle K works with you to align fuel branding, volume, and supply terms for your location. Get resources to guide your fuel program featuring:

- Lower-than-market average, consistent fuel pricing that helps keep you competitive
- Fuel supply risk-sharing to protect your investment and margins
- Streamlined Circle K fuel branding process
- Ongoing liaison for fuel supply adjustments

Operational Systems & Process Support

Tools and frameworks are in place to support smooth day-to-day retail and fuel operations.

Efficiency-focused operational resources include:

- Time-saving SOPs and procedural guides
- In-store systems for inventory and labor control
- Daily checklists for fuel and merchandise operations
- Troubleshooting support for common store issues

Store Design & Brand Integration Support

Use Circle K's adaptable layout plans and branded templates to streamline your buildout, with the option to work with authorized project managers or site-adapt the designs through your own architect to meet local requirements while aligning with Circle K brand standards.

Grand Opening Preparation & Execution

Prepare for your Circle K franchise grand opening with structured milestones and personalized guidance from our team.

Launch support components include:

- Store readiness timelines and checklists
- Training for your core team and managers
- Inventory build-out aligned to store format
- Dedicated help during your opening week

The Growth Potential of a Circle K Franchisee

Performance Reporting & Operational Visibility

Circle K provides standardized reporting and structured performance tracking across the system. Our unified platform supports consistent data management, sales reporting, fuel performance tracking, and operational oversight — helping simplify decision-making and reduce administrative complexity.

Comprehensive Franchise Training Program

Gain firsthand experience with the Circle K operating model through a structured, in-depth training program that prepares you and your staff for every key system, operational process, and customer interaction in your upgraded location.

Brand Marketing Resources & Local Activation

Promote your Circle K with tools and campaigns that drive

awareness, traffic, and local loyalty.

Your marketing support package covers:

- Prebuilt print and digital ad templates
- Hyperlocal social media campaign assets
- National promotions you can localize
- Co-op program for targeted media buys

Local Operations Support Team

Receive direct guidance from the same Market Managers and Operations Directors who oversee our nearby company-owned stores. These field-tested leaders work close to your location, bring deep operational knowledge, and help you build your business with the confidence that comes from real-world, day-to-day experience.

With expert guidance, comprehensive onboarding, and a brand trusted by millions, Circle K helps new entrepreneurs enter the convenience retail space with structure, confidence, and a clear path to building a competitive local presence.



What Does It Take to Be a Circle K Franchisee?

Franchisee Background

- Entrepreneurs drawn to the stability and growth potential of a globally recognized convenience store brand
- Multi-unit QSR/Hospitality groups ready for a major project and aligned with our model for growth.
- Investment range: **\$3.1 million to \$8.3 million** for new build locations
- Individuals committed to running a modern, data-supported retail environment with scalable potential
- Investors looking for a reduced-risk path into fuel and retail with expert guidance

Ideal Candidate Profiles

Experienced Investors Entering the Convenience Store Industry

Seasoned investors ready to diversify portfolios by joining a global brand with strong fuel partnerships, scalable systems, and consistent customer demand.

Risk-Averse Entrepreneurs

Careful planners attracted to a stable industry and a franchise model supported by funding assistance, operational guidance, and trusted brand infrastructure.

Family-Growth Franchisees

Entrepreneurial families searching for a long-term business that supports generational ownership and offers structure, brand equity, and ongoing operational support.

"Play to Win" Investors

Driven entrepreneurs inspired by Circle K's core values who want to grow within a performance-oriented culture built on collaboration, accountability, and innovation.

What We're Looking For

- Interest in launching a retail business with the backing of a globally trusted convenience and fuel brand

- Willingness to learn operational best practices through structured training, tools, and ongoing regional support
- Openness to guidance from experienced brand teams to navigate site development, store setup, and daily operations
- Financial ability to invest in a new build or approved franchise site within the Circle K system
- Commitment to upholding the brand's visual standards, product mix, and Unified Customer Journey program
- Enthusiasm for retail innovation, customer engagement strategies, and technology that drives sales and efficiency



Steps to Becoming a Circle K Franchise Owner

Step 1 Start the Conversation

Reach out to our franchise team to explore the opportunity and learn what it means to join one of the most recognized and respected brands in the convenience store industry.

Step 2 Site Evaluation & Business Review

Review your business plan with our franchise team, and begin an in-depth evaluation of your planned site and store to determine suitability and customize your ownership journey.

Step 3 Attend Discovery Day

Visit an operating Circle K franchise, observe our operations, and meet current franchisees and our leadership team to better understand the brand culture and systems.

Step 4 Finalize Your Agreement

Once you're confident in the fit, you'll sign the Franchise Agreement and officially begin your journey as a Circle K franchisee.

Step 5 Begin Training, Onboarding, and Build Out

Take part in a comprehensive training program that covers everything from branding and configuration to business systems and marketing preparation, and begin your site build out.

Step 6 Open Your Doors

With our franchise team by your side, begin building community connections and a loyal customer base as a member of the Circle K family!



Join Circle K

Be a Key Member of a Franchise Built Around the Unified Customer Experience

Becoming a Circle K franchisee gives you the chance to build a recognizable business with products customers already trust. From exclusive merchandise and premium fuel to one of the most respected loyalty programs in the industry, our stores offer a customer experience that is both memorable and rewarding.

If you are new to the convenience store space, our support helps ease the transition into ownership. We offer brand-funded financial assistance for new builds, along with detailed training and operational systems that help simplify startup and promote long-term stability.

This is your opportunity to partner with a category leader that empowers franchisees to pursue growth at their own pace.

With a performance-driven mindset and a model designed for expansion, Circle K provides the tools, visibility, and backing you need to get established, expanding, and ready to create a lasting legacy with a brand on the rise.

Ready to Learn More?

Circle K offers a rare opportunity to enter the convenience retail space with the backing of a world-renowned brand, premium products, and an award-winning loyalty program. Contact us today to discover how our franchise model can help you build a high-performing business from day one.

Circle K Wins the Customer. You Can Too.

Contact Us Today

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Next Steps

Contact us today to receive our complete franchise information package and begin your journey toward franchise conversion and sustained business growth with Circle K.

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