



March 16, 2023

Dear Valued Supplier Partners,

Alimentation Couche-Tard, the parent organization of Circle K ("ACT"), is excited to announce a partnership with 1WorldSync. This new partnership will allow us to implement and leverage the Global Data Synchronization Network ("GDSN") for exchange of product information to allow us to better serve our customers throughout our different digital platforms and allow the exchange of standardized, reliable and brand owner certified content, such as product label information, as well as improving food safety and quality control. ACT expects this new initiative to improve our overall on-boarding timeline for new item set-up and product data quality.

If you are receiving this letter, we have identified you as a Valued Supplier Partner. Starting today, ACT is requesting all Valued Supplier Partners to participate in this new GDSN initiative.

The benefits of this initiative for ACT and our Valued Supplier Partners are:

- Master data records to be complete and accurate
- A central location to hold all product data across all sources
- Product specification sheet won't be necessary, nor requested
- Improve efficiencies within supply chain and logistics
- Align to the same data platform as our key distributor partners
- Improve our product data for labelling requirements

Many of ACT's Valued Supplier Partners are already participating in a GDSN program. Your partnership in this initiative will be appreciated and will help us to continue to supply quality products to our customers across a multitude of different channels. Please follow the next steps below so we can collect your GDSN-related information and subscribe to receive your published product content.

If you are not currently participating in a GDSN program, we encourage you to join a network to provide us with your product content. To get started, please reach out to [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or call 1WorldSync at +1 866.280.4013.

**Next Steps to send your product information:**

- 1) Complete the [Circle K Trading Partner Form](#)
- 2) Access and refer to our GDSN Implementation Guide and Attribute Requirements at the Circle K customer information page: <https://1worldsync.com/circle-k>
- 3) Using your preferred GDSN Data Pool Provider synchronize your GDSN Product information to Circle K  
**GLN 1200109124471**

If you have questions regarding this critical initiatives, please contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or +1 866.280.4013 or contact Circle K directly at [PIMDataGroup@circlek.com](mailto:PIMDataGroup@circlek.com)

Thank you for your participation,

Sebastien Popieul

Director Supply Chain NA

Circle K