



## Market

Much has changed in Central & Eastern Europe over the past ten years and much has changed at MOL Plc. Following the privatization process through the stock exchange, MOL, the former Hungarian state enterprise, became one of the region's oil giants.

MOL managed to quickly become a very powerful brand also in Romania, praising to be amongst drivers' top choices. MOL Romania is deemed to have a high quality gasoline, which is maintained over the time. And, as the high quality of the fuels is supplemented by great services, no wonder that the company is number two on the market, in terms of retail fuel sales.

The company's market share is continuing its ascendant trend, whilst the entire Romanian economy is enjoying growth. In light of European Union accession in 2007, the purchasing power of the population is also growing constantly. This leads to the conclusion that the car fleet is set to increase substantially - which can only present a challenge for a brand like MOL.

## Achievements

MOL positions itself as a very dynamic company and, indeed, the figures indicate fast forward evolution, since MOL came to Romania in 1995. Since then, it has grown steadily, with the company actually doubling in size in a single year. In 2005, MOL had three times as many customers filling up exclusively at MOL than it had in 2003.

On a very challenging fuel market, MOL Romania sold an estimated 500 million tonnes of fuel in 2006, having a 13% market share.

MOL's strategy is to focus on strengthening downstream business in Romania, by concentrating on improving site efficiency. The

company has, so far, invested more than 150 million euros in Romania. Due to the nature of the market, each expansion involves significant investments, and in 2006 the company invested around 8 million euros in opening six new gas stations, while in 2007, MOL is embarking on another investment worth 12 million euros in network expansion and optimization.

## History

In 1995, MOL entered the Romanian market, by opening its first filling stations under a franchise system. A period of continuous growth followed and the company started a dynamic acquisition and a new filling station construction program. In 2004, MOL bought 23 filling stations from Shell's Romanian network. The past period of acquisitions culminated in 2005, with the integration of the whole Shell Romania filling station network, so becoming the second player on the market in terms of retail fuel sales.

The best year for MOL Romania, so far, has been 2005, when the company was consolidated, shaped a new management team, doubled its filling station network and achieved a market share of 13%. In 2005, MOL Romania's turnover amounted to 420 million euros.

By the end of 2006, MOL Romania's Filling Stations network will comprise 122 stations across the entire country. The company focuses on the retail activities, working to achieve maximum efficiency in its filling station network and extensive national coverage, increasing the number of fuel payment cards in use, cultivating the loyalty of present

customers and gaining new customers through a range of high quality products and services.

## Product

MOL sells only Euro 4 and Euro 5 motor fuels in its gas stations. The Tempo Plus fuel product range includes Tempo Plus 95, Tempo Plus 98 (EURO 5) and Tempo Diesel, while the EVO product range of Euro 5 fuels comprises EVO gas and EVO Diesel. MOL fuels enable the best engine performance and maintenance and, at the same time, are protecting the environment.

At the same time MOL has a portfolio of high quality lubricants. MOL lubricants entered the Romanian market at the beginning of 1990s and meanwhile they gained consumers' appreciation, due to the high quality and level of performances, recognized by the main car manufacturers.

MOL lubricants brand has been successful not only in filling stations, but also in automotive segments, due to state-of-the-art original equipment manufacturer approvals.

The same respect for quality and concern for the market request could be noticed at the EVOX range. EVOX products mean real benefits for the customers: antifreeze, having the warranty of the Glysantin additive used, different screen wash for winter and summer with attractive scents, brake fluid on BASF basis.

All MOL stations in Romania are built according to MOL's stringent quality standards, fully complying with European Union regulations. The filling station shops offer a varied range of goods to satisfy different customers. One can buy hot and cold beverages, food and tobacco products, quality alcoholic drinks, toys, car maintenance products and accessories, as well as MOL lubricants.

The company's customers benefit from car refill (a service very appreciated especially by the ladies), free compressed air, checking and correcting tyre pressure and to fast pumps. Moreover, clients can also take advantage of a free windscreen wash and water to top up the windscreen washer.



Motorists and vehicle fleet owners can save money when using MOL Gold and Silver fuel cards to buy selected products and services and can easily track consumption at the same time. Filling Station fuels and services can be paid for with Visa and MasterCard bank cards.

## Recent Developments

MOL enriched its product portfolio in November 2005, by introducing new top quality products on the Romanian market - the EVO range. These fuels provide better performance and meet EURO 5 standards, their sales even exceeding the company's initial expectations. EVO products include complex additives, which do not harm the environment. They also have a low sulphur concentration - less than 10 ppm. EVO helps engines start easier; improves combustion and pollutes less.

MOL Dynamic is a new lubricants range



launched in 2004, especially formulated to fulfil the most modern standards requested by the modern engines, that means state-of-the-art technology, improved level of performances, having the approval of the most important car producers: VW AG, PSA, MB, BMW, GM, Ford, Volvo, MAN, Mack, etc.

The portfolio has been enriched not only for car-users, but also for the hobby-garden use (Master range) and for Moto portfolio.

MOL is the only company in the fuel market to offer, since October 2005, a loyalty program to long-term customers - MultiBonus - rewarding them for having chosen MOL fuels and services. Every time customers buy MOL products, they receive MultiBonus points, which can be

exchanged for various MOL Filling Station products, or for gifts from the MultiBonus catalogue. The program has proved very successful in Romania and the company hopes it will become a benchmark for other countries in which MOL operates.

MOL also publishes a monthly magazine, "Stil&Elan", a magazine that offers the latest information on the automobile industry, the most recent tests carried out on new car models, sports, science, culture, interviews with celebrities and attractive news about the company.

## Promotion

MOL pursues its customer's benefit through particularly active, dynamic marketing. As the company slogan puts it, this is about "Unlimited dynamism".

MOL clients constantly benefit of the quality products and services and are offered periodically, during promotions, lots of possibilities to win relevant and valuable prizes, starting from MultiBonus extra-points to a GPS or a brand new car. The high participation rate in those promotions shows that clients find it fun and worth participating and that MOL is having a close and dynamic role in their everyday life.

The MOL group promotes worldwide the basic principles of sustainable development, continuing to serve the essential

needs of the present generations, while considering the future of the planet and its people.

MOL Romania follows the principles of sustainable development, aiming for steady economic development, while promoting equity, social justice and the protection of the environment. MOL provides help to isolated communities, offers support to young sports people participating in national and international competitions and protects the environment through the education of youngsters and tree-planting programmes.

MOL is also considering alternative, sustainable energy sources - Bio Diesel is one of the solutions the company is currently bearing in mind, as well as the geothermal energy.

## Brand Values

MOL is a company associated with outstanding quality and competitive prices, both in terms of the high performance products it sells and the quality of the services it provides. MOL is perceived in Romania as a leader in its field, which provides new opportunities for employees and other stakeholders, whilst the MOL team is seen as professional, driven towards growth that creates value.

MOL also means hard work and continuous self-improvement, valuing performance and commitment. MOL is a team player and a partner, fulfilling its responsibilities towards employees and local communities - a brand which aspires to exceed the established standards in a very dynamic manner.

[www.molromania.ro](http://www.molromania.ro)  
[www.molgroup.hu/en](http://www.molgroup.hu/en)



## THINGS YOU DIDN'T KNOW ABOUT

### MOL

- ▶ MOL is the only company on the fuel market offering a loyalty program to long-term customers - MultiBonus. Every time they buy MOL products, they receive MultiBonus points, which can be redeemed for various MOL Filling Station products, or for gifts from the MultiBonus catalogue
- ▶ Engines actually consume less fuel thanks to the complex additives in EVO products
- ▶ MOL Group shares are listed on the Budapest, Warsaw and Luxemburg stock exchanges, and are considered one of the fastest growing stocks in Europe. Since its first listing in 1995, the value of the stock has increased by 1,700%