



The Rompetrol brand has become one of the most important and visible brands in Romania, showing a solid growth over the past years. Powered by more than 9.600 employees, it offers a complete range of products and services, which are delivered to the public through a range of internationally respected brands. All of these make Rompetrol the brand it is today.



### Market

In an emerging and constantly changing market, such as the Romanian Oil & Gas market, the only way to stay in business is to evolve, to adapt to the shifting customers' needs and to offer them what they need the most. Rompetrol has succeeded in doing just that, by offering quality, constantly evolving and trustworthy services to all of its clients. In Romania, Rompetrol Downstream, the retail division of The Rompetrol Group, holds a market share of approximately 23% (Source: NSI). In addition to this, Rompetrol has expanded its retail operations in the recent years, reaching considerable positions on five European countries: France, Bulgaria, Republic of Moldova, Georgia and Bulgaria. With a total number of fueling stations, controlled by the

whole Rompetrol Group, reaching 1,100, the company will not stop here and plans on expanding its network through innovating and diverse ways.

### Achievements

One of the biggest changes that the company has undergone in 2009 was the complete takeover of The Rompetrol Group by one of the most powerful Oil & Gas companies in Asia, KazMunayGas. Even though this step was a natural one, after the acquisition of the first 75% of The Rompetrol Group shares in 2007, the full purchase has shown the trust of KazMunayGas in the future development plans of the company. In the last years, The Rompetrol Group has managed, among others, to develop a new concept of premium gas station, Litro, located on

the A2 Highway, between Bucharest and Constanța, to implement in the Romanian and Moldovan markets a new high-quality fuel line, Alto, which includes a high octane gasoline, Alto 101, and a high cetane diesel, Alto 55, or to continue its plan to increase the refining capacity of the Petromidia refinery up to five million tons of processed raw material per year.

### Product

The Rompetrol Group offers a large variety of products, which, besides meeting all the required European quality standards, is intended to deliver the highest performance in their range: liquid, gaseous and solid fuels, additives, lubricants, plastics or bitumen. Besides the usual products, specific to most Oil & Gas companies, Rompetrol offers a wide range of services, such

1974	1998	1999	2001	2003	2004
The company is established as the international operator of the Romanian oil industry.	The company is purchased by Dinu Patriciu and a local group of investors.	A first step towards the international expansion is made, by setting up the company's headquarters in the Netherlands, as The Rompetrol Group (TRG).	The Rompetrol Group buys its most important asset, the Petromidia refinery, followed by an asset upgrade investment program.	Rompetrol expands its retail stations network with wholesale storage facilities in strategic Romanian locations.	Rompetrol Rafinare is listed at the Bucharest Stock Exchange (Bursa de Valori București – BVB).



as transportation, drilling, well services or EPCM. The company's range of products and services brands mainly comprises:

- LITRO™ - is the premium brand of gas-station in Romania, offering a full range of high-quality services and products in an innovative architectural environment.
- hei™ - is the Rompetrol approach to c-stores. Contemporary design, delicious healthy food and cold drinks, free internet access are just a few reasons why hei™ is such an enjoyable space.
- Alto™ - is a premium fuel line produced at high quality standards. The Alto fuel line is designed to offer top results, optimal consumption and medium to long term engine protection.
- efix™ - is the complete fuel that provides anticorrosion protection, optimizes the engine performance and ensures a lower consumption.
- Fill&Go™ - is the umbrella brand for all fuel/auto related products and services.
- Calor™ - is Rompetrol's liquid fuel for thermal power station, the first product of this kind in Romania.
- Eurobitum™ - bitumen enhanced with polymers developed by Vega Refinery.
- PropanePowerStation™ - Rompetrol Gas offers a viable autonomous and ecological energy solution for both private households and industrial users.
- Perform™ - is Rompetrol's brand of engine lubricants.
- Carflux™ - is the newest additive range that maximizes the performances, lowers fuel consumption, improves engine's protection,

operates at optimum levels even at low temperatures.

- Eurozilir™ - Rompetrol Vega transfers its know-how into developing a hydro-insulating range of construction materials designed to better and longer protect the building from the negative effects of external waters. ...and the list does not stop here.

### Recent Developments

Rompetrol Downstream developed the premium fueling station, Litro, with four units already positioned on the A2 Highway, between Bucharest and Constanța. The company also managed to extend considerably its retail network in Romania and abroad, at the same time launching the high-performance Alto fuel lines in Republic of Moldova as well. Besides developing its businesses through network expansion and product development, the company emphasizes on monitoring and improving its operations. Following this premises, Rompetrol Downstream launched Rompetrol Operations Center (ROC), the first control and monitoring center for gas stations in Romania, the total value of the investment reaching over US\$ 16.3 million.



### Promotion

In 2010, the Romanian Corporate campaign brought back into the consumers' attention the Rompetrol values. The campaign emphasizes the corporate and social responsibility platform – "Energy comes from the Heart", pointing out the values: passion for making things evolve and involvement in the community's life. Thereby, it made a statement about Rompetrol, about the values in which we believe, appreciate and sustain. The goal of the campaign was to consolidate the corporate reputation on all business segments, to increase and reinforce the image indicators and

2005	2005 & 2006	2007	2009
TRG starts operations in Albania and Georgia, while opening a representative office in Moscow, Russia.	TRG buys 100% equity stake in Dyneff Group, France largest independent petroleum products distributor and starts trading operations in Ukraine.	KazMunayGas buys 75% of the total TRG shares.	KazMunayGas buys the rest of the 25% share of The Rompetrol Group, thus taking over completely the Romanian company.



to enhance the brand reputation. One major accomplishment in 2010 was launching the Rompetrol Racing Challenge competition, communicated under the slogan "Free the pilot within you!". This was a challenge for drivers all over the country, as the big prize consisted in the opportunity of becoming a pilot in the 2011 National Rally Championship. The programme was developed with the help of Napoca Rally Academy, represented by one of the best pilots in the Romanian championship, Bogdan Marișca.

### Brand Values

The Rompetrol brand has learned from its people:

- to look beyond the constraints of conventional thinking and always to **innovate**
- to **care and be responsible** about the people and the environment where all its activities take place
- to be **evolutionary** and look beyond traditional ways of doing business
- to be **passionate** about everything it does.

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### Things you didn't know about ROMPETROL

- KazMunayGas, the company that controls The Rompetrol Group, is one of the biggest corporations on the Asian Oil & Gas market and the largest company in Kazakhstan.
- Rompetrol introduced the first fuel that has the highest maximum octane number on the Romanian fuel market.
- Rompetrol introduced the only type of gas station in Romania that was designed especially to cover the rural area, and doesn't need an operator in order to be used.
- Rompetrol introduced the first system in Romania that allowed the customers to pay for the fuel directly at the gas pump.