



Press release

15 years of star petrol stations in Germany – a success story

New concept for the anniversary: the star brand has consistently focused on innovation and the changing requirements of customers

Elmshorn, 1 March 2018 – star has been pursuing its strategy since 2003 when the petrol station brand was launched in Germany: achieve growth with technical innovations, targeted petrol station investments and a clear focus on the wishes of customers. This increases sales as well as popularity among consumers. Thanks to forward-looking concepts, the newcomer to the market was able to establish itself quickly alongside the major players and stand its ground time and again.

As a comparatively young brand, star is a lot more flexible and can react more dynamically in the market than the so-called big players. Within the scope of the new petrol station concept "star connect", the petrol stations will be changing over the coming months and years from traditional petrol stations with shops to gastronomical meeting places with a wide range of fresh meals and drinks for small breaks and refreshments "on the go". This new feel-good experience and refreshment concept will also include modern digital elements and services in the outside areas.

star will therefore be offering solutions for modern, mobile people and gearing itself towards the changing consumer behaviour of its customers. Emphasis will be placed on the very large percentage of commuters within the working population and the ongoing strong trend for "out-of-house consumption" and convenience products. star is therefore also offering tasty own-brand products, such as the popular energy drink from star and high-quality coffee in various varieties, which is being produced especially for star through a partnership with the well-known coffee producer Dallmayr.



Investments in innovation and network development

One thing that star has learned over the past 15 years in the German market is the importance of offering alternative mobility solutions. This is another focal point of star connect and includes, for example, the opening of hydrogen filling stations during the past year, making star the first petrol station brand in the economy price segment to have experience with H2 technology. Furthermore, star is promoting combined AdBlue tank systems for cars and lorries, and is offering Tesla quick charging stations within the scope of its e-mobility strategy. The goal here is to assume a pioneering role in the area of innovation, such as in relation to contactless payment, which star introduced in 2010 as the first petrol station brand in Germany.

ORLEN Deutschland is investing tens of millions in the fundamental modernisation of petrol stations and the realignment of the entire star brand. In addition to the expansion and modernisation of more than 200 of the over 570 existing petrol stations over the next three years, new locations are also to be added. The focus here is on the regions where there are not yet any star petrol stations, for instance Bavaria.

2003 – the eagle landed

The innovation concept star connect was launched at the symbolic "petrol station of the future" in Berlin at Prenzlauer Promenade. This was also the first petrol station of ORLEN Deutschland and was opened on 6 June 2003 in Berlin in the presence of the former Minister for Labour and Economic Affairs, Wolfgang Clement, and the former Polish Minister for Economic Affairs, Labour and Social Policy, Jerzy Hausner. Four eagles circled the petrol station on this day – and a red eagle's head is the symbol of the Polish parent company PKN ORLEN.

The company made use of a unique opportunity to enter the German market back then, taking over 494 petrol stations from the recently merged Aral/BP Group for 140 million euros. Aral and BP had to give up around four percent of their market share to comply with antitrust conditions.



PKN ORLEN is the largest Central and Eastern European corporation and was the first Polish company back then to enter the German market to such an extent. Moreover, the company took this investment risk one year before Poland was accepted as a member of the EU. After all, the brands Aral, BP and Eggert Mineralöl had chosen to get rid of petrol stations with relatively low sales, which in turn meant ORLEN had to make very high initial investments. But after just three years, in 2006 ORLEN Deutschland was turning a profit. This was something that even surprised the critics, who thought that ORLEN Deutschland was not going to succeed. In the meantime, it has become the strongest company in Schleswig-Holstein based on sales and now wants to encourage other companies from Poland and the east of the EU to have the courage to enter Western markets.

Focus on an own-brand strategy and expansion of a strong economy brand

When entering the market, ORLEN Deutschland GmbH focused on a two-brand strategy with the premium brand ORLEN and the economy brand star. However, the economy brand sector offered comparatively high growth potential compared to the premium brand sector, which was very restricted. As a result of this, all of the German ORLEN petrol stations have been operated under the star flag since 2006, and since then ORLEN Deutschland has been a success.

In order to stand out and become Germany's most popular petrol station brand, star focused primarily on lower prices and friendly service. Key factors for its success include petrol station partners, who ensure, alongside the headquarters in Elmshorn near Hamburg, that star is more than just a low-cost petrol station.

This goal has been achieved, as can be seen from surveys such as the benchmark study Fanfocus, which shows that star is the most popular petrol station brand with most fans, or top positions in the category "Price-performance winner" in the YouGov BrandIndex. It's no wonder then that a



young man chose the star petrol station in Mockrehna in Saxony to propose to his girlfriend.

star – a strong brand from ORLEN Deutschland GmbH

star is the petrol station brand of ORLEN Deutschland GmbH, which has been operating more than 570 petrol stations in the northern half of Germany since 2003. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN SA, which is the largest enterprise in Central Eastern Europe, with an annual turnover of EUR 18 billion in 2016.

PKN ORLEN is one of the leading players in the oil and energy market and the only Polish company included in the prestigious Fortune 500 list of the world's biggest companies.

PKN ORLEN operates a modern infrastructure capable of processing more than 30 million tons of different crude oils per year. With around 2700 petrol stations, the network is one of the largest in the entire region of Central and Eastern Europe.

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