



Press release

UNITI expo 2018

Fully networked – star reveals its digitised petrol station

The fast growing petrol station brand presented itself as innovative, service orientated and fit for the future at the industry trade fair, UNITI expo 2018

Elmshorn, 22 May 2018 – star demonstrated innovative concepts for the benefit of customers at the industry trade fair, UNITI expo in Stuttgart. Digitalisation is at the heart of this. It is not only formative for our society but also for the petrol station of tomorrow. Visitors to star's much frequented trade fair booth were able to experience the opportunities that digitalisation offers up close. On the occasion of its 15th anniversary, the brand presented as fresh, likeable and fit for the future, and gave evidence of its continued clear growth course.

The new petrol station concept, star connect is all about more services and information for customers: solutions for mobile people. At its heart is an eye-catcher in the literal sense of the word, which could be experienced live at the trade fair booth: an LED entrance portal that enables customers to be sent up-to-date messages depending on the time of the day. Moving images and lighting ensure a high level of attention. Thanks to virtual reality, visitors were also able to immerse themselves in a modern star connect petrol station at the trade fair: using virtual reality glasses, they experienced the special ambience of the petrol station and shop, including star café, interactively through a 360 degree view. This opportunity was made good use of and met with a great deal of approval from the trade fair's audience. The same could be said of the zebra mascot "Hein Daddel" from top tier German handball team THW Kiel, which star sponsors.



The star café and the bistro area, a gastronomic meeting place with a multitude of meals and drinks as well as friendly service and a feel good atmosphere, play an important role in the new petrol station concept. They are geared completely towards the needs of a mobile society – families with children can take a break here, while commuters can stock up on snacks and drinks. Using high-tech methods, two of the particularly popular star own-brand products from the bistro were also presented at UNITI expo: holograms enabled the star Energy Drink can and star coffee to hover in the midst of the booth using special effects. Several new own-brand foods will supplement the existing offer this year.

The car wash will also be digitised in the future. Within the context of star connect, star in Germany is working on an innovative concept to digitise the car wash, which customers will in the future be able to set in motion conveniently and in a time saving manner via an app. Initial system tests are very promising.

Millions invested in petrol stations

Due to the international relevance of star nowadays, the great many visitors were joined at the fair by the Group's international management, who were evidently impressed by the booth. ORLEN is investing many tens of millions in star petrol stations in Germany, and hence in quality and service. Some 60 sites are being renovated in 2018; the number will rise to around 200 within three years. "The Sindelfingen site marks the start of our southern expansion, and additional projects are planned in Baden-Württemberg and Bavaria," explains Wieslaw Milkiewicz, Managing Director and Press Spokesman of the star petrol station brand. Further interesting acquisition discussions were conducted at UNITI expo, according to Milkiewicz. Also during this summer, a major partnership is starting with a market leader in the automobile sector, adds Milkiewicz. The company will reveal more on this shortly. According to Milkiewicz, star thus clearly remains on track for growth and many other exciting topics are guaranteed this year.



star – a powerful 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 23 billion in 2017.

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 tonnes 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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