



Press release

Fair 'Tankstelle und Mittelstand '15' (petrol station and SMEs)

star – the likeable petrol station brand on a growth path

The star petrol stations are one of the most popular B-brands in the petroleum industry in Germany. The star brand would like to continue to grow and satisfy customers as well as petrol station partners through its likeability and authenticity at this year's trade fair "Tankstelle und Mittelstand" (petrol station and SMEs) in Münster.

star will be represented as an exhibitor at this fair for the first time and will show industry insiders, interested parties and potential new petrol station partners what the brand has to offer. This includes not only modern car wash, shop and bistro facilities, but also the latest security technology as well as star academy's special training opportunities.

In Münster on 6 and 7 May, the brand will be represented with a fair stand in the form of a modern star petrol station. "In this way we demonstrate what we stand for in an authentic way", star Spokesman and Managing Director Wieslaw Milkiewicz explains. "star is a friendly, helpful and honest brand – this is precisely the standard to which we aspire every day."

Expansion of the petrol station network

star undertook a lot again in 2015 and is pushing the expansion of its petrol station network even further. The focus is mainly on the southern regions of Germany in which there are still no star petrol stations, and in regions where the existing potential has not yet been exhausted. Likewise, with its expansion, star is focusing increasingly on the cooperation with petrol station owners in terms of supply contracts. star is the petrol station brand of ORLEN Deutschland GmbH, which has operated more than 550 petrol stations nationwide in Germany since 2003.

Home brands increase sales figures

star will also present its own brands at the fair in Münster. Whether it's star water, star sausage or star energy drink – star's own brands provide good



margins for petrol station partners with an attractive price-performance ratio, while also providing customers with affordable and high-quality fare. By offering its own affordable and delicious alternatives, star is a pioneer on the petrol station market.

All of star's own brands are produced by well-known manufacturers and some of them achieve higher sales than the products of the market leaders. The fast moving products have convinced thoroughly to date, so that star will definitely expand its product range in the food sector in the future.

Shop and bistro facilities are continuously being developed

New insights into buying behaviour and requirements of customers at petrol stations call for a continuous development of the shop and bistro areas. The star trade fair stand will give a first overview of the innovations in star petrol station facilities. These were, for example, optimised to increase the flexibility of the product presentation in order to better direct the customers' attention to the products. In addition, a new bistro module is being rolled out and the bistro communication optimised. Thus bistros and shops will be even more attractive for the customers, with large pictures that exude freshness, warmth and naturalness.

The new microwave combination ovens are particularly time-saving. The energy-efficient turbo ovens are very suitable as warm snacks have to be prepared quickly in petrol station bistros. This service will be further expanded for star customers.

Investments in security systems

The theme "security" is of great importance both for the petrol station partners and for star itself. Through continuous optimisation, the shops are being designed according to the latest insights and security standards and are being equipped with state-of-the-art technology. In 2014 EUR 1.8 million were invested by star into new security systems for the petrol station partners. These systems consist of various technical and organisational measures, which on the one hand ensure that the surveillance is consistent and is visible to everyone, thus acting as a deterrent. And on the other hand, they include a variety of training courses and workshops for the petrol station staff. The star petrol stations are usually equipped with video systems, intruder alarm systems and mist systems. The video cameras can



record 24 hours a day. So in addition to robberies and break-ins, cases of thefts during opening hours can also be solved more quickly.

The number of critical incidents at the stations prove the success of the star security system. Since its introduction, the number of petrol station robberies and attempted break-ins has dropped significantly. The absolute number of robberies was reduced by about a third between 2011 and 2014 – even though the number of star petrol stations sharply increased throughout the same period.

A clean solution for the star petrol stations

In recent years, the trend toward high-quality car washes has intensified, as well as the desire for car care before and after the wash cycle. star shows which technology is used and how systems and facilities are constantly being improved. The result: high-performance pumps, water treatment, very effective washing chemicals and gentle washing material ensure an optimal result. At the same time the modern washing technology ensures energy-saving and therefore also cost-saving and environmentally friendly washing.

The car wash business at the star petrol stations is a significant source of revenue for the petrol station partners. Moreover, it is also an important instrument for ensuring customer loyalty. Since about 80 per cent of star petrol stations have car wash facilities, the investments in the high-gloss care programme introduced in 2011 were definitely worth it.

On-site training at the stations in the training bus

In order to be able to operate the shop business and the systems professionally, star offers its petrol station partners extensive support. Individual and free courses and training seminars are available to all and complement the programme. Through the use of a training bus, bespoke training can be conducted flexibly and without any bureaucracy on-site. Training at one's own workplace creates additional security and increases learning success. On-site training for up to seven participants from a single team minimises the usual travel costs and downtime.



In addition to the training bus, which is unique in the industry, star is gradually building a new e-training database in order to make content available to the teams on-site in a cost-effective and efficient way.

Employees of star will provide you with further information and answers to questions about this and other topics at its trade fair stand in Münster in the “middle” hall (MD 11) on 6 and 7 May.

star – a strong brand of ORLEN Deutschland GmbH

star is the petrol station brand of ORLEN Deutschland GmbH, which has operated more than 550 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 petrochemicals group PKN ORLEN SA, which is the largest company in Eastern Europe and one of the largest in Central Europe with an annual turnover of 27 billion euros in 2013.

PKN ORLEN SA is listed on the Warsaw and London stock exchanges and is represented on the petrol station market in Eastern and Central Europe with a total of 2,700 petrol stations in Poland, the Czech Republic, Germany and Lithuania. In recent years, large investments have been made in Lithuania and the Czech Republic to bring the group a step closer to its goal of becoming the leading oil company in Central Europe.

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