



## **Unipetrol Group Strategy**

People • Growth • Excellence

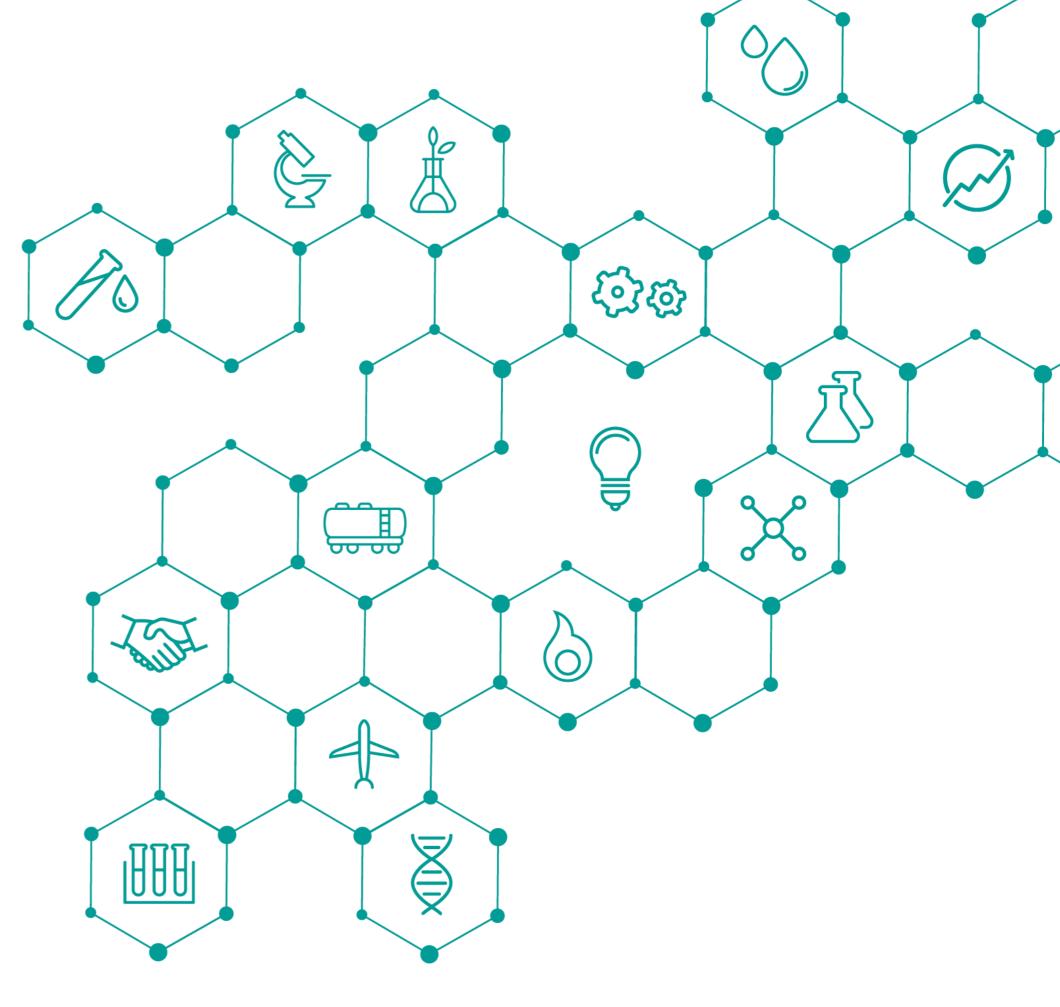
Prague, 14th March 2017

### **UNIPETROL** today

UNIPETROL of the future

Strategic objectives for 2017-2018

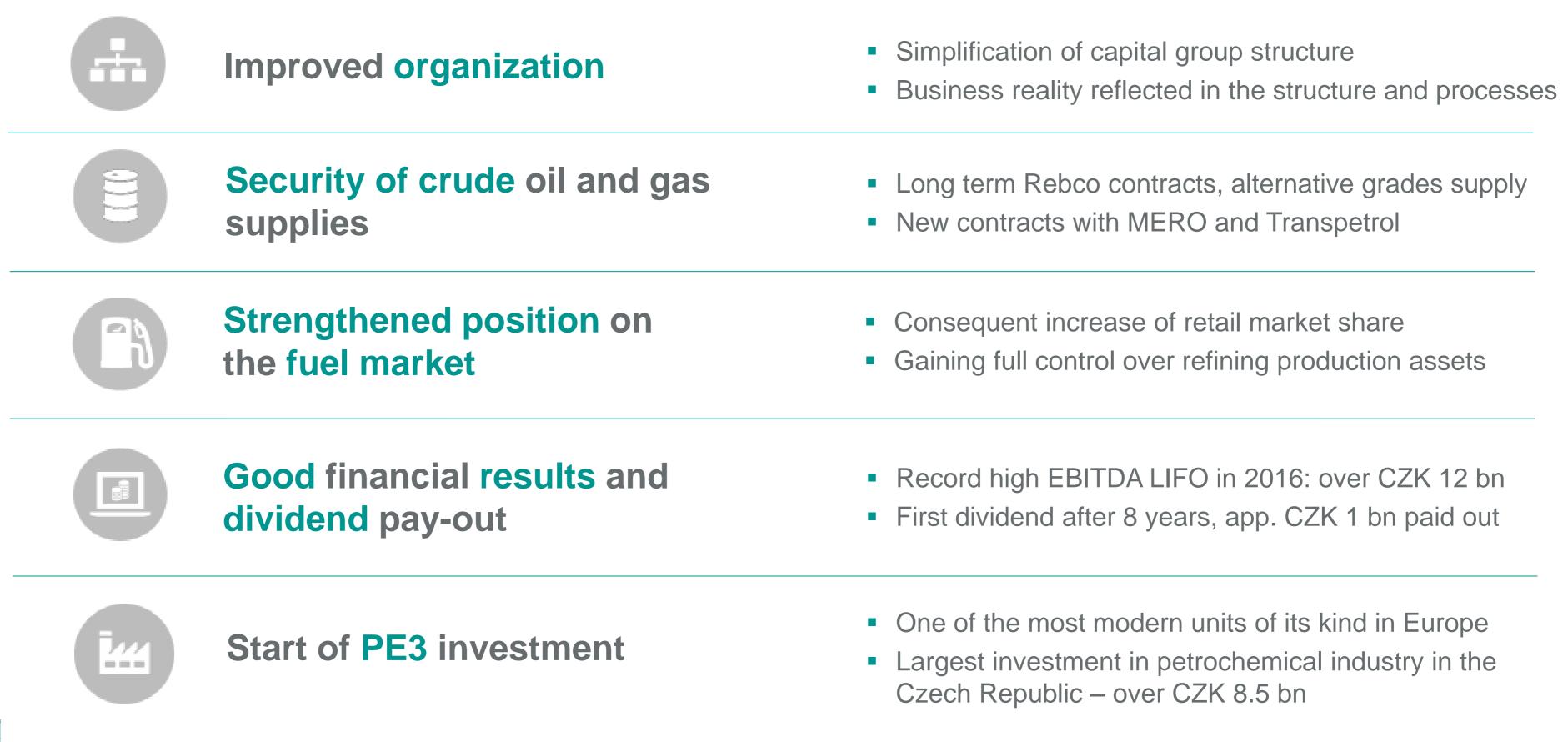
Summary







#### Over the last years Unipetrol realized major milestones that significantly improved its business position



#### Group structure reflects business priorities and supports growth of the company

#### Unipetrol Capital Group companies, March 2017

- Full control over refining and petrochemical production assets
- A number of companies incorporated into Unipetrol RPA:
  - Česká Rafinérská
  - Benzina
  - Unipetrol Services
  - Polymer Institute Brno
  - Chemopetrol
  - Unipetrol Rafinérie
- Unipetrol RPA became an operational center of the Unipetrol Group
- Former Benzina, Česká Rafinérská and Polymer Institute Brno do operate as branches of Unipetrol RPA until the internal processes are optimized

UNIPETROL, a.s.

#### UNIPETROL RPA, s.r.o.



### Production companies

Butadien Kralupy, a.s.

PARAMO, a.s.

SPOLANA, a.s.



#### R&D & Education

UniCRE



### Foreign trade companies

UNIPETROL Deutschland GmbH

UNIPETROL Slovensko, s.r.o.

UNIPETROL RPA Hungary Kft.



### **Transportation companies**

UNIPETROL DOPRAVA, s.r.o.

PETROTRANS, s.r.o.



#### Ice hockey club

HC VERVA Litvinov, a.s.



#### **Other**

ORLEN HOLDING MALTA LIMITED



Unipetrol RPA became an operational center of Unipetrol Group



#### Unipetrol has secured conditions of crude oil and gas deliveries

### Druzhba remains the key crude oil route for Unipetrol, TAL and Janaf as additional routes

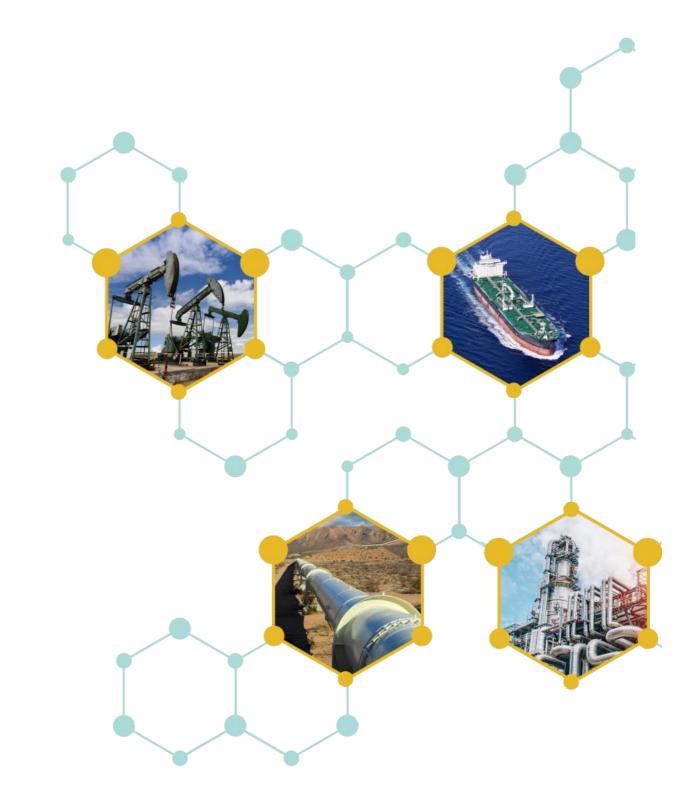
- Contracts with Rosneft and Tatneft provide for 60-100% of the consumption
- Up to 40% at seller's option or subject to Rebco spot deliveries
- Spot basis purchasing of alternative grades (e.g. Azeri, CPC)

#### **Contracts for REBCO and alternative grades**

- New long-term contract with Rosneft Oil Company and Tatneft for delivery of REBCO until 2019
- Saudi crude acquired within the framework of contract of ORLEN with Saudi Aramco (first successful processing occured in 2016)
- Other grades analyzed and planned for processsing

#### **Natural gas**

- Implementation of gas trading model enabling high flexibility and independence in gas purchases
- Improved commercial conditions of natural gas supply
- Infrastructure projects launched for reduction of gas distribution cost





Contract flexibility allows for cooperation with a number of suppliers in order to maximally exploit arising market opportunities



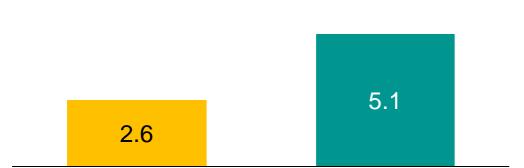
#### Unipetrol maintains leadership position on the fuels market in the Czech Republic

2016

2013

#### Market leader in fuels wholesale

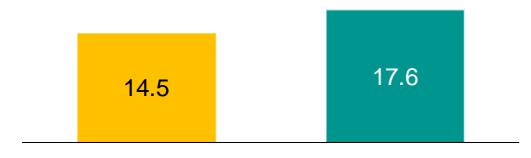
Fuels\* sales, 2013-2016, mn t



- The only fuel producer in the Czech Republic
- Well established direct presence at adjacent markets: Slovakia, Hungary and Germany

#### The strongest retail network in the Czech Republic

Retail market share, 2013-2016, %



- Offer of premium fuels and a wide range of nonfuel goods and services, highly acclaimed by customers
- Comprised of 363 stations as of end of 2016, running takeover of part of OMV network

#### High quality of products and services

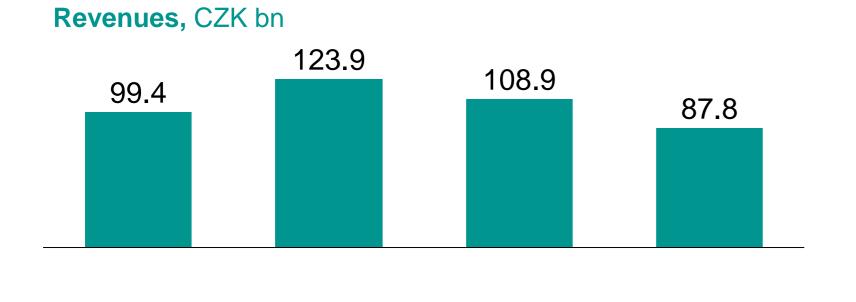
- Reliability of products and their ability to pass the strictest test confirmed by contracts with emergency services and army
- Fuels produced according to legal quality norms (CSN EN 590 and CSN EN 228)
- CTIA monitoring as well as internal quality assurance program "Seal of Quality" confirm highest quality

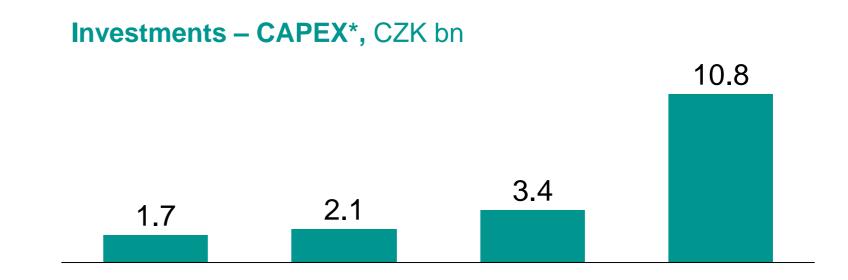


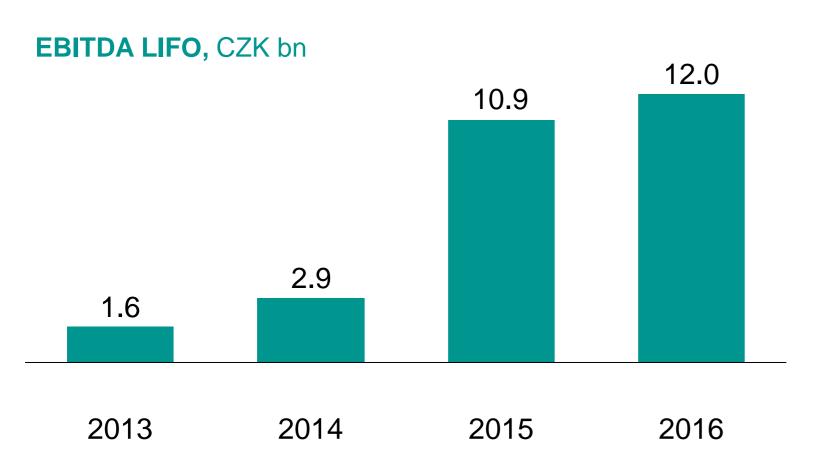
<sup>\*</sup> Diesel, gasoline and JET \*\*data as of October 2016

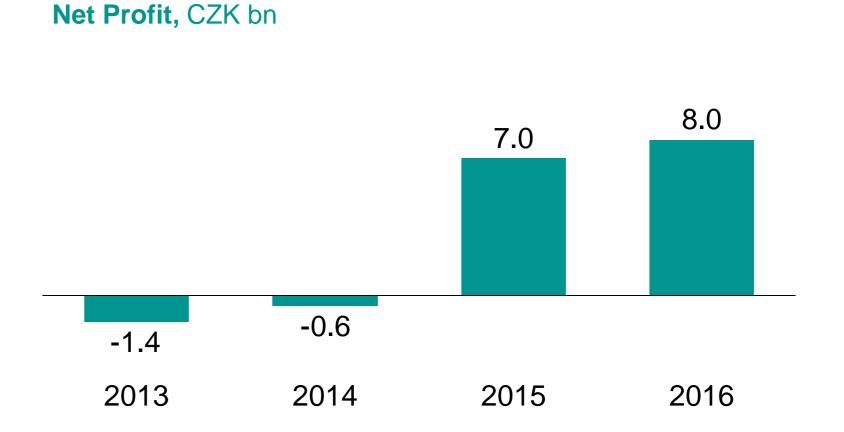
#### Unipetrol achieved good financial and operational results in recent years

#### Historical financial results of Unipetrol Group, 2013-2016











Over the years 2013-2016 over CZK 27 bn EBITDA LIFO delivered



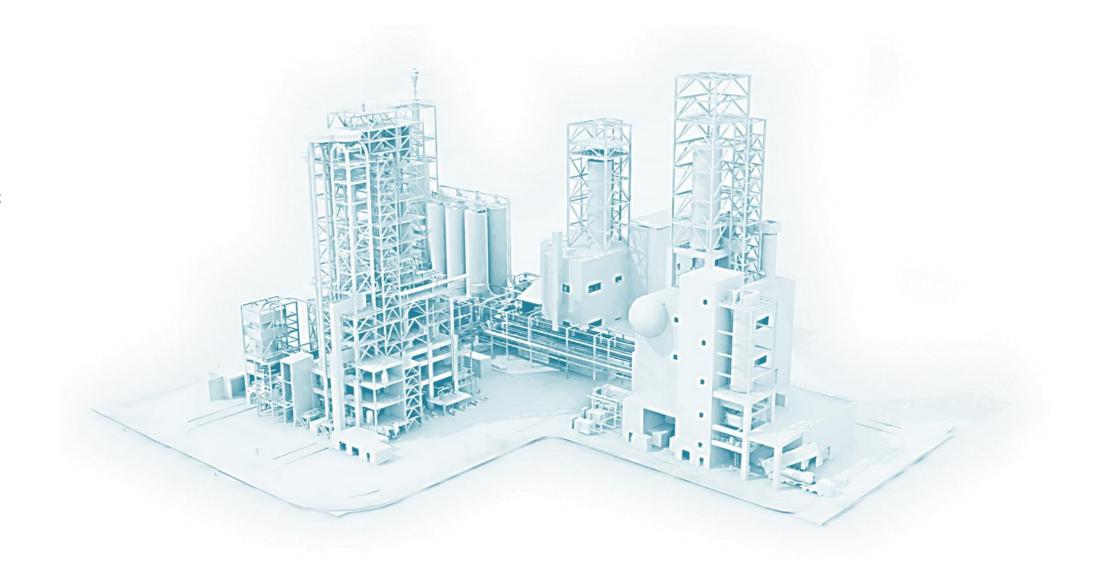
#### 2017-2018: planned completion of PE3

#### **Technical complexity of investment**

- The largest petrochemical investment in the Czech Republic, worth over CZK 8.5 bn
- Huge scale of project: app. 2 mn hours, 4000 tonnes of steel, 750 km of cables
- Construction progresses, to be completed in 2018

#### **Significant business transition**

- One of the most modern assets of this kind in Europe
- Technology suitable for production of broad scope of bi-modal grades
- Will allow for overall petrochemical portfolio optimization



PE3 enables competitive advantages stemming from technical upgrade and organization's experience gained during the project



#### Unipetrol is well positioned to prosper in reality shaped by the coming trends



## **Strong position** in business

- Among top-5 most integrated petrochemical complexes in Europe\*
- Largest fuel stations network in the Czech Republic





# Well developed R&D capabilities

- 2 research institutes
- Over 100 R&D employees, university center on site



## Favorable market situation on core markets

- Key markets achieve a good level of economic growth with decent mid-term perspectives
- Successful regulatory actions resulting in contraction of grey zone in the Czech Republic



# Team of high potential employees

- Unique technical and innovation specialists
- 4500 people, 14 nationalities





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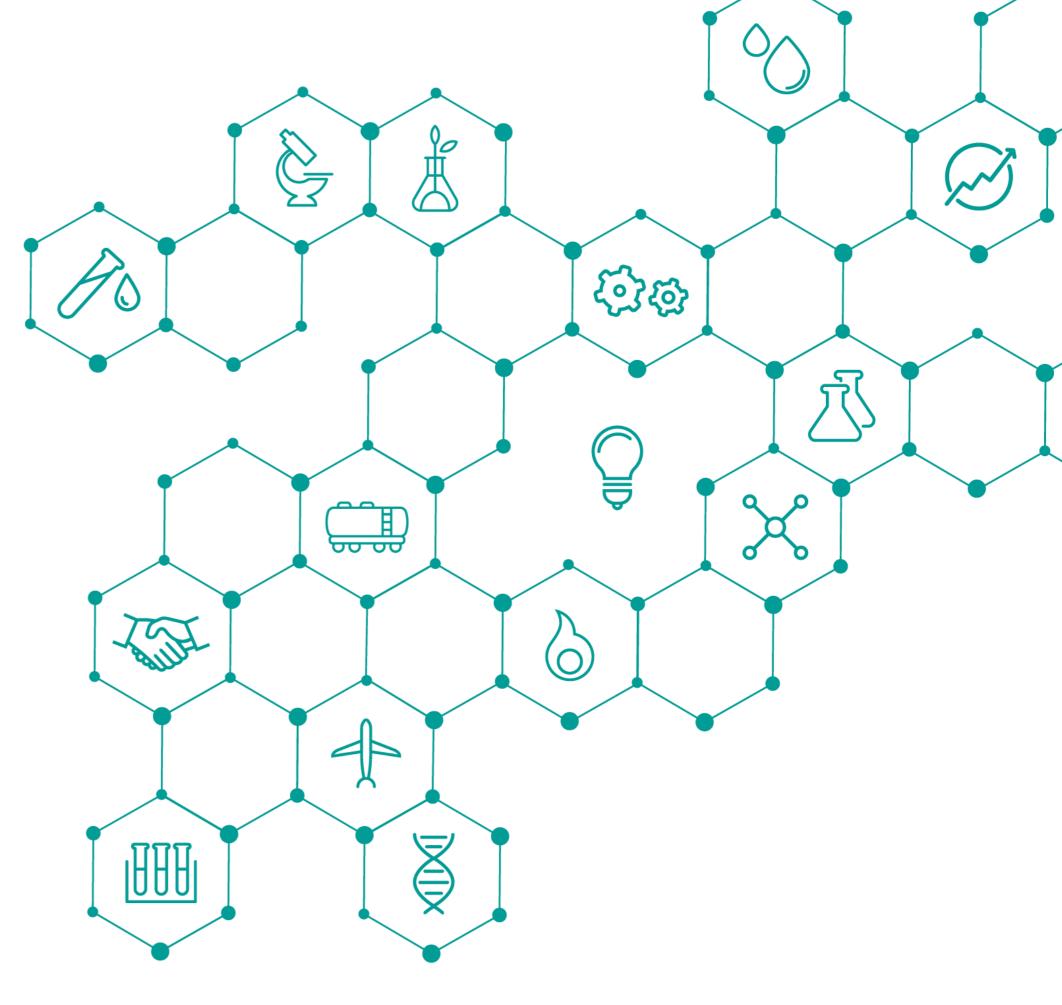
\*Based on data of IHS CERA and Nexant

UNIPETROL today

### **UNIPETROL** of the future

Strategic objectives for 2017-2018

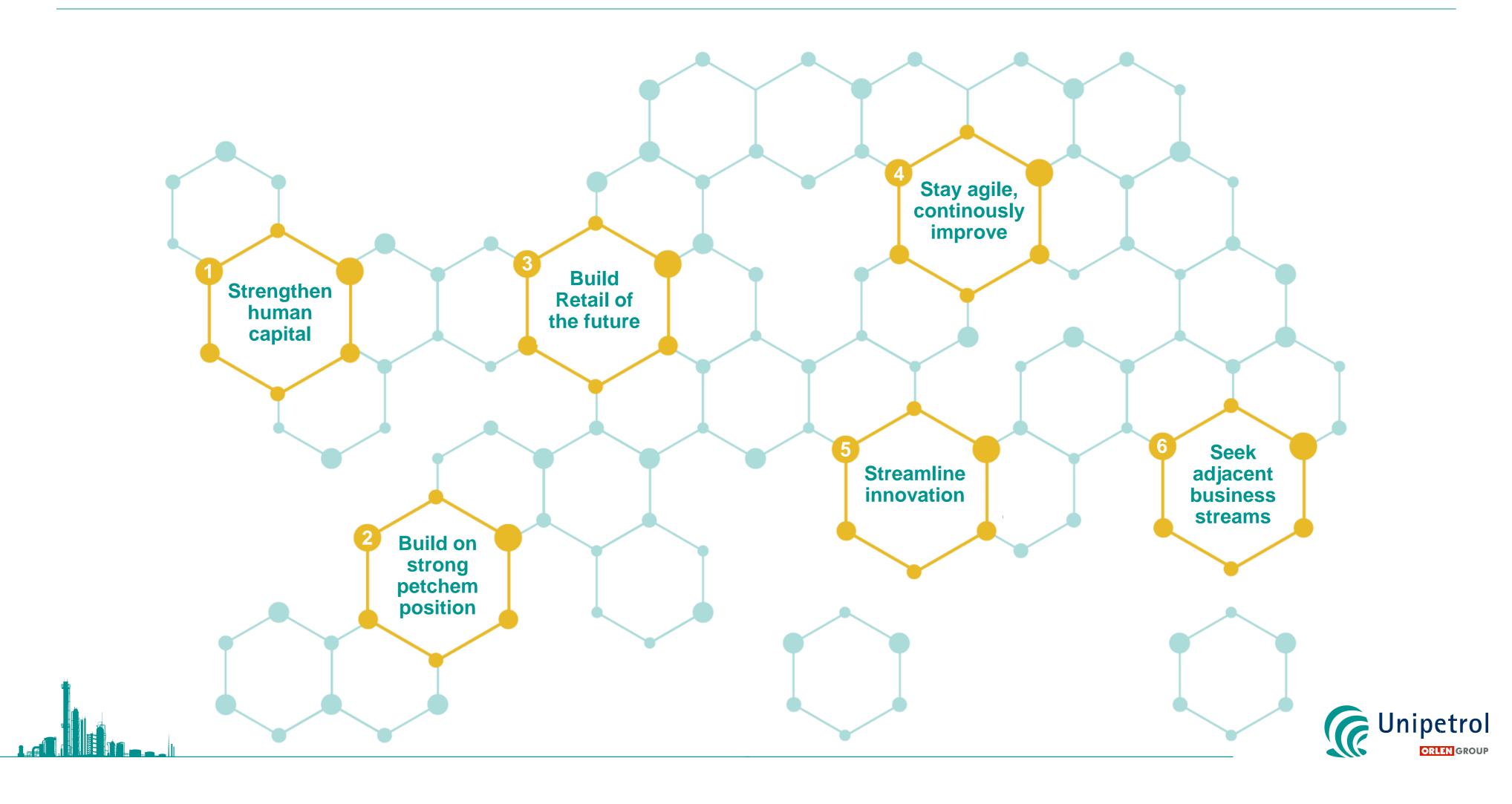
Summary







#### Unipetrol will use its advantages to act with a system of strategic ambitions in a 2017-2021 horizon







# Increasing attractiveness of Unipetrol as employer

- Development of program dedicated for graduates
- Participation in competitions for employers
- Reaching employees through new recruitment channels



## **Enhance the total** value proposition

- Competitive salaries, transparent competence system
- Extension to benefits programs
- Employee performance bonus and awards system
- Regular employees satisfaction surveys



# Improved training and development of the employees

- Talent development program for top performing employees
- Development of Training Center for new and current operators
- Mentoring program



# Further close cooperation with education sector

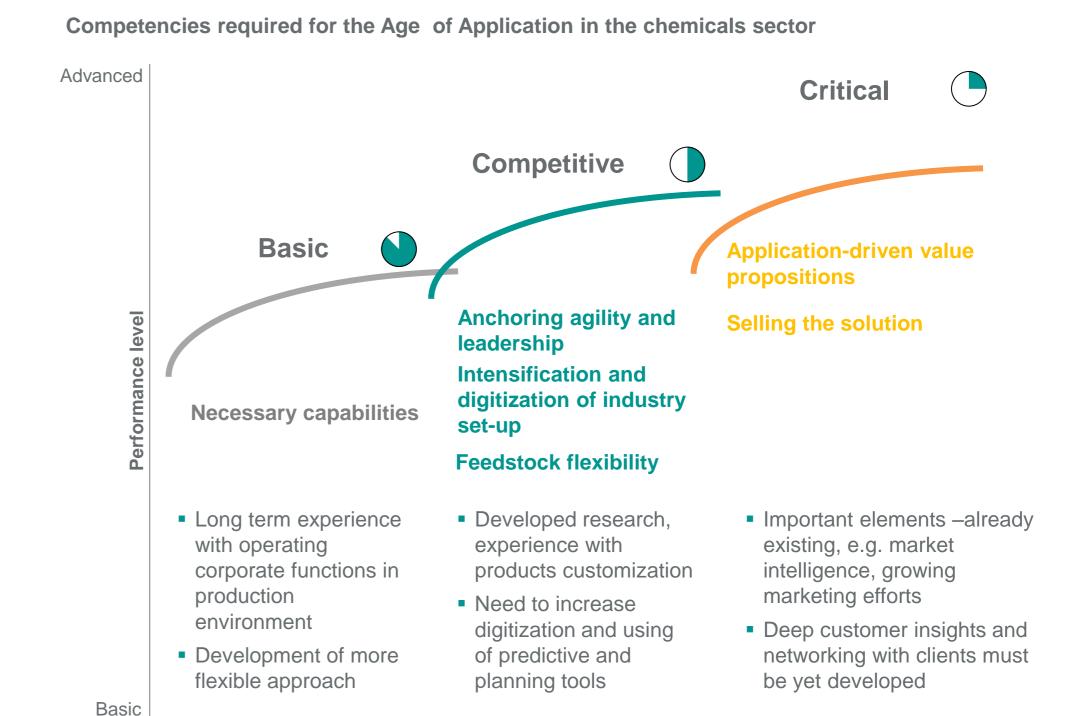
- Development of University Center in Litvinov
- Support in developing interest of youth in chemistry
- Partnerships and support to secondary schools in the region





### Plastics applications are widening, giving refiners an alternative in times of lowering fuels consumption

- Trend of wider application of plasticis is visible in the world economy today and will be still increasing - clients expecting flexibility from producers, Age of Application on the horizon
- CEE is predicted to have a decent consumption growth in the long term for current petrochemical products of Unipetrol (1.3-2.3%\* CAGR until 2030)
- Growing pressure on European
   producers from US and Middle East but
   Unipetrol's markets are to a large degree
   protected by their geographical location



**Competitive impact** 



# Unipetrol is well positioned to prosper in the Age of Applications in chemicals

Low



Source: Roland Berger, Nexant, team analysis

High

#### Improved and extended offer



- New offer of standard fuels
- Most advanced on the market adding to competitive advantage



- High quality of food and beverages
- Modern design improving overall client experience of station service



- More attractive for new generation of customers
- Application of most modern marketing tools



- Tracking new trends in alternative fuels
- Cost-effective presence across a range of trends







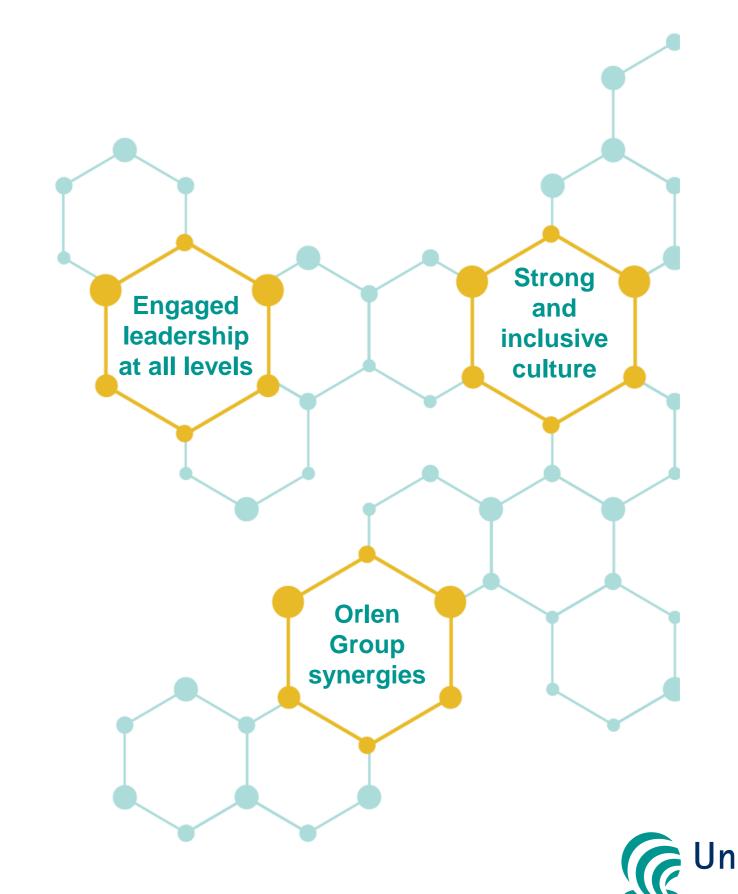




### World nowadays changes at a pace unprecedented in history

- It is estimated that in comparison to industrial revolution changes are happening now ten times faster and on a 300 times greater scale
- It is difficult to understand all the implications that result from the occurring changes, as their 2nd or 3rd order implications may over time become most influential
- Researches prove that achieving ability to be agile coupled with organizational stability helps in becoming a healthy organization

### Unipetrol will get ready to respond to disruptive changes at any time





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# R&D dedicated team at Unipetrol Group

- Unipetrol already has a strong team of R&D experts at Unipetrol RPA in Brno and Litvinov and at UniCRE
- Further strong support for development of Unipetrol's projects





#### All other personnel

- Sourcing ideas from all the employees, regardless of position and field of work
- Improving the channels for ideas sharing by adequate easy to use tools and motivation system





# **Cooperation with external partners**

- Active seeking for cooperation with academic, corporate and individual partners
- Development of joint technical and business projects, potentially acquiring identified solutions





#### **Enabled R&D and innovation potential of Unipetrol Group**

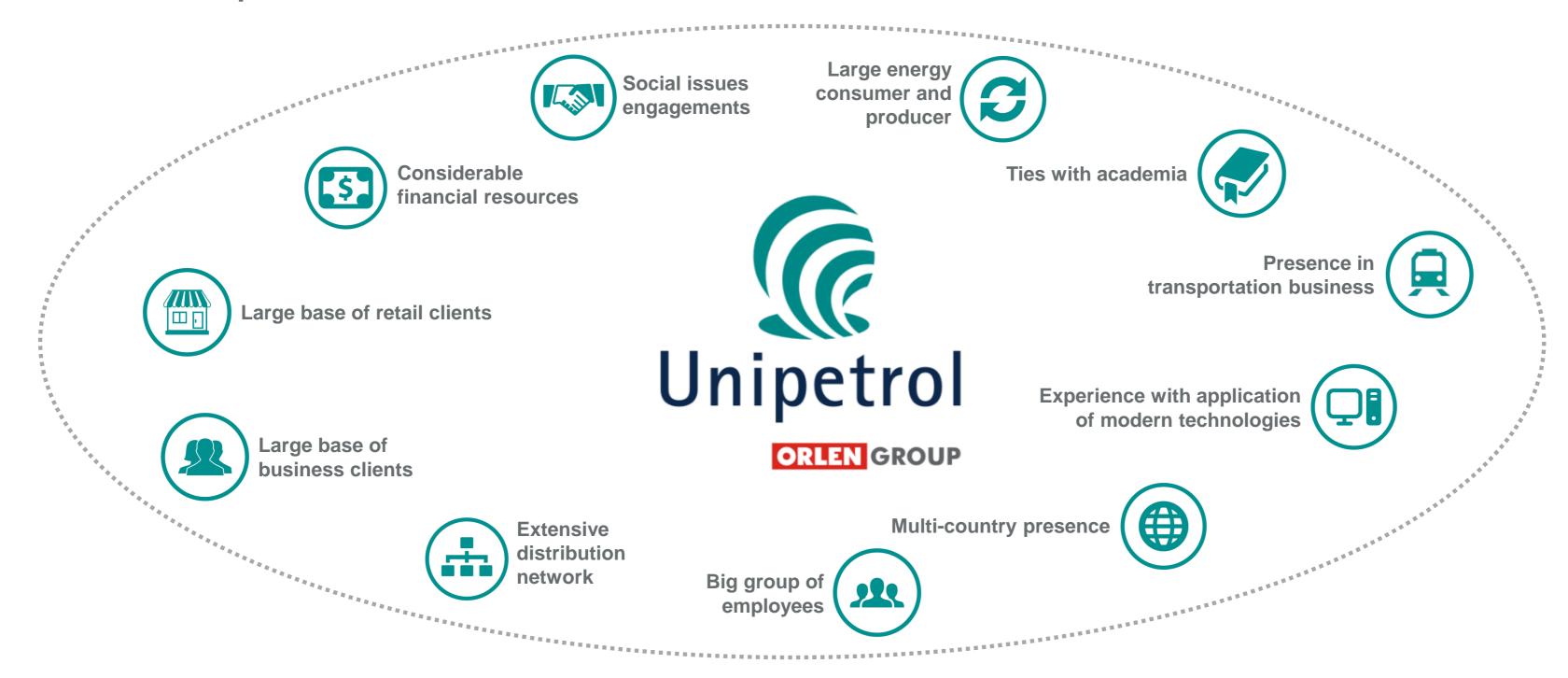




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# Unipetrol is positioned in many business roles and gathers varied experience making it a good partner to growing entrepreneurs

**Characteristics of Unipetrol business - selection** 



Pro-active seeking for monetizing opportunities that are related to Unipetrol's business

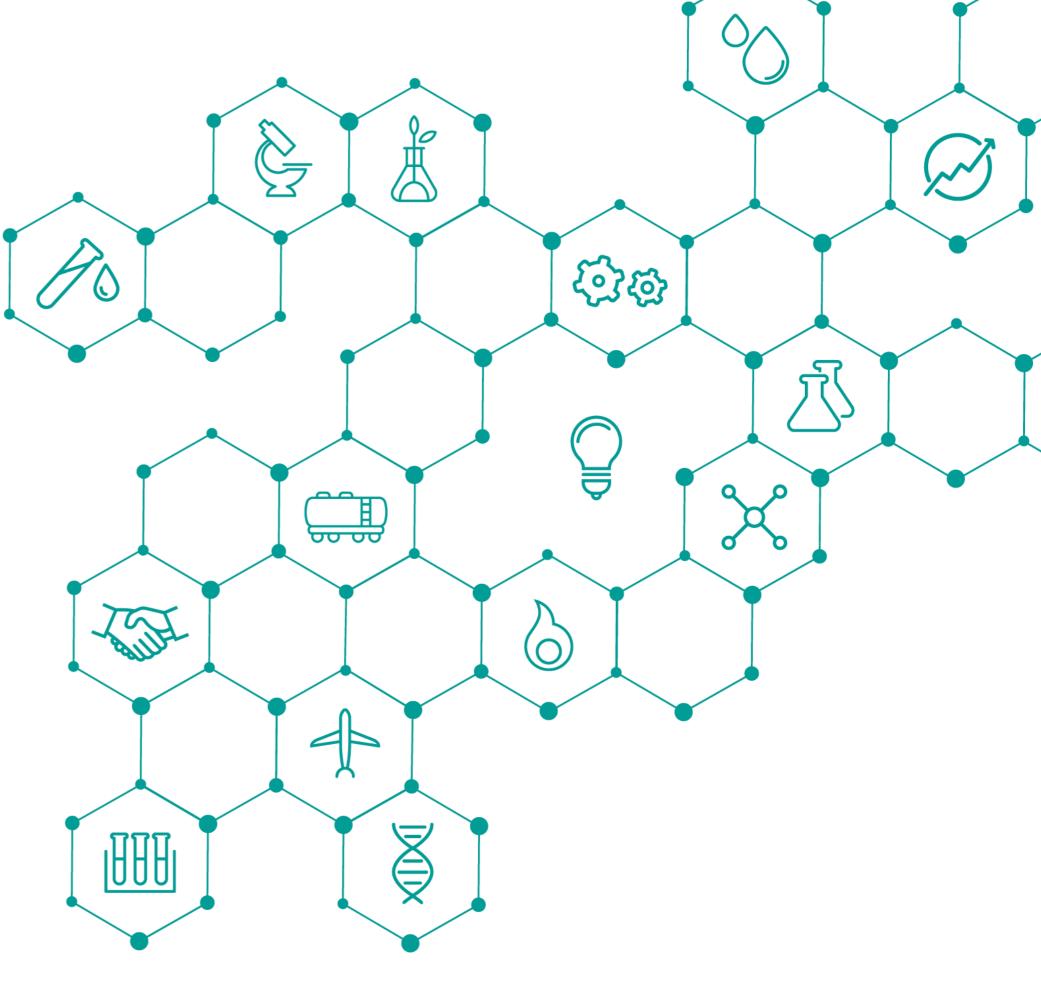


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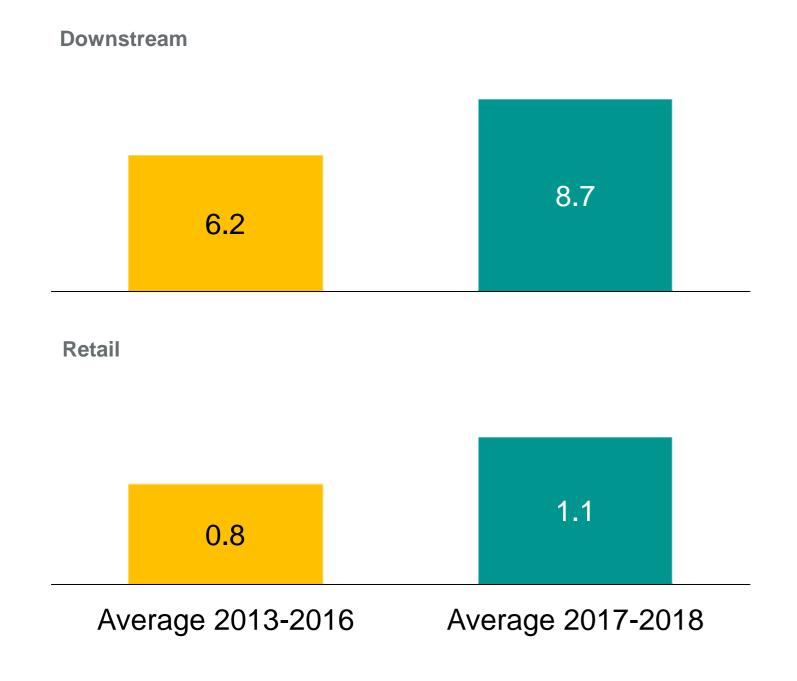


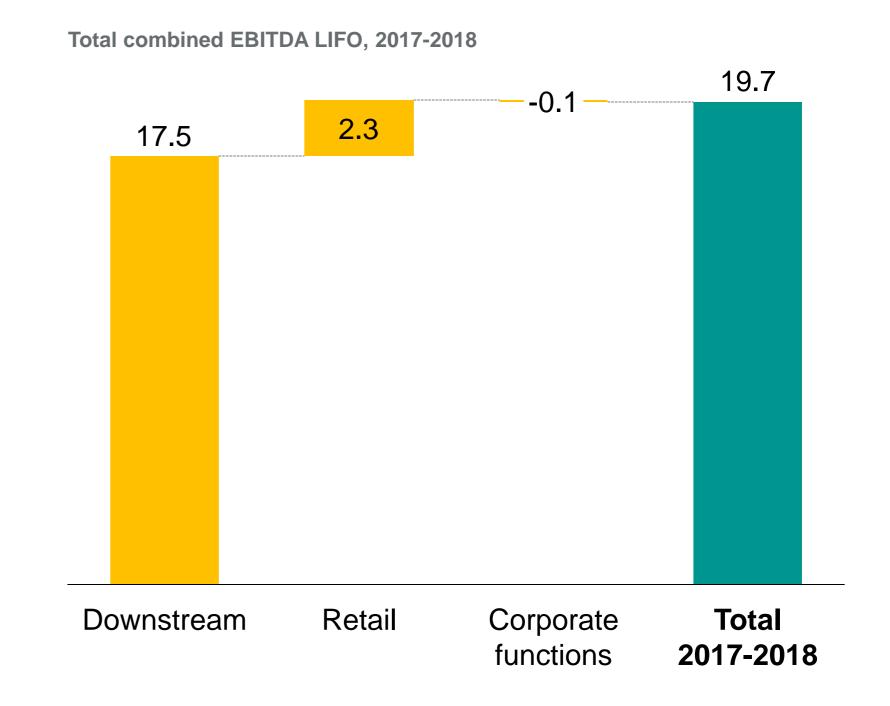




#### EBITDA LIFO in years 2017-2018 is planned to amount close to CZK 20 bn

#### **EBITDA LIFO, 2013-2018, CZK bn**





Safe financial standing of Unipetrol Capital Group and systematic increase of dividend-per-share ratio

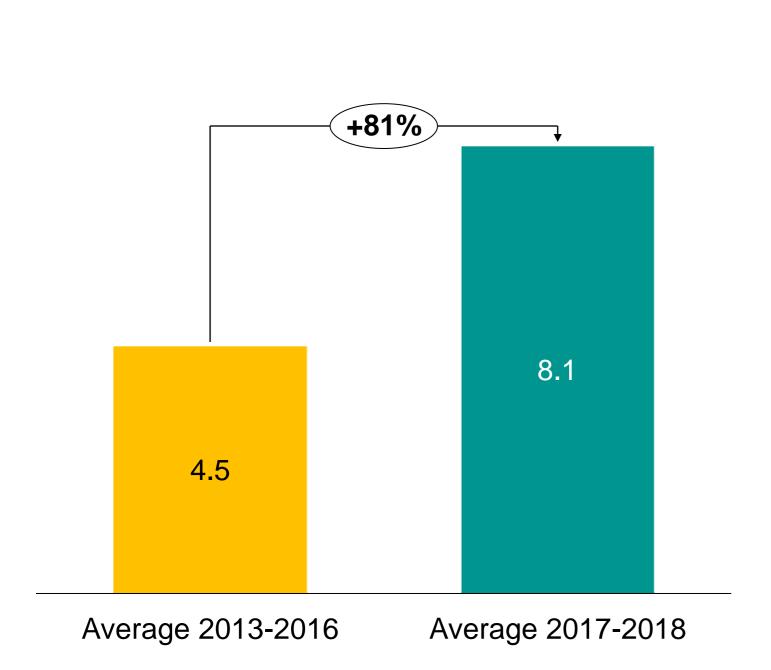




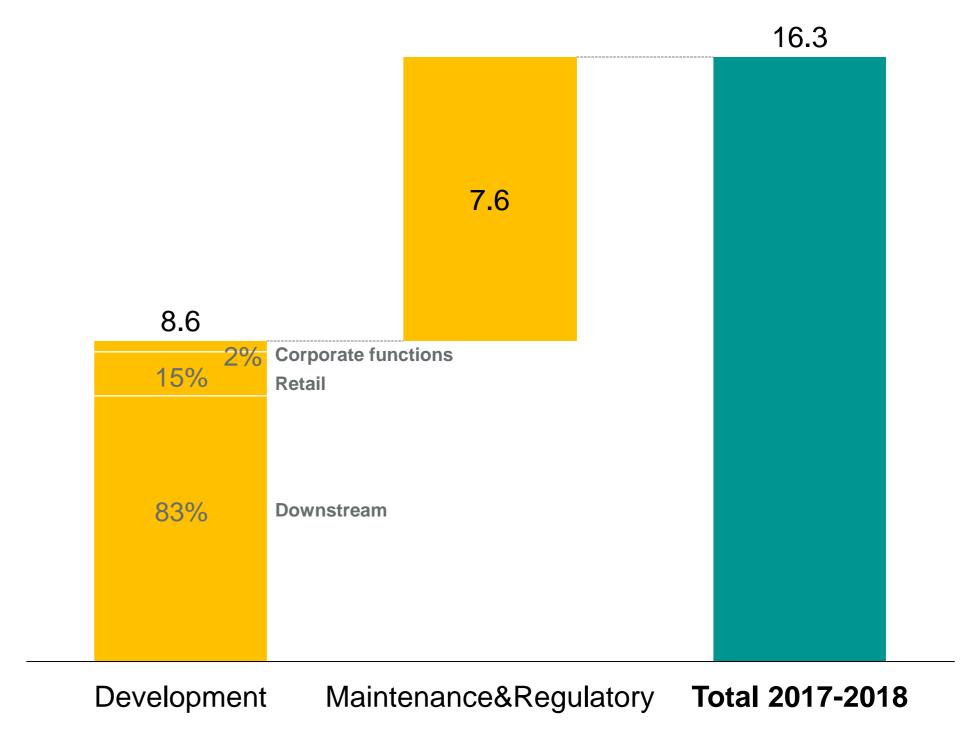
#### Increased investments planned for the years 2017-18 amounting to over CZK 16 bn in total

#### CAPEX spendings 2013-2018

Group CAPEX, 2013-2018, CZK bn



Total combined CAPEX 2017-2018, CZK bn





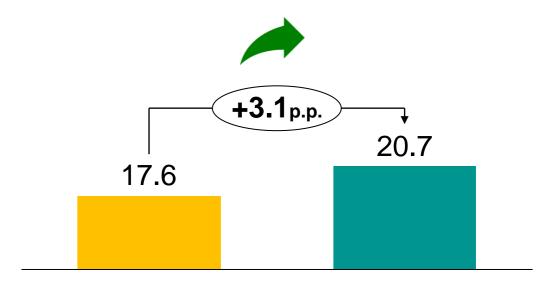
PE3 construction is the main factor that influences size of investments in the period 2017-2018



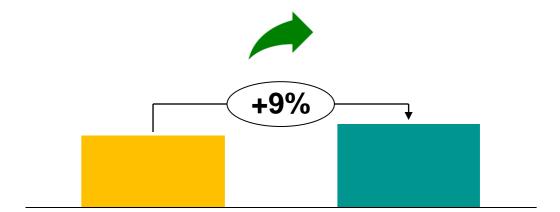
#### Strategic target of 20% share in retail market is planned to be achieved in 2018 horizon

- Unipetrol is determined to improve at its market leader position
- Growth perspective estimates are based on operational improvements and organic growth\*\*
- Inorganic growth options are considered as opportunistic development catalyst

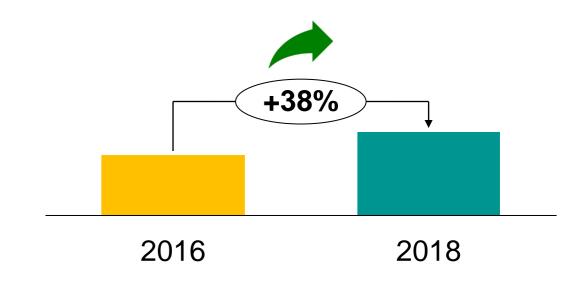
Market share, 2016\*-2018, %



Throughput per station change, 2016-2018, index, 2016=100%



Shop sales turnover change, 2016-2018, index, 2016=100%

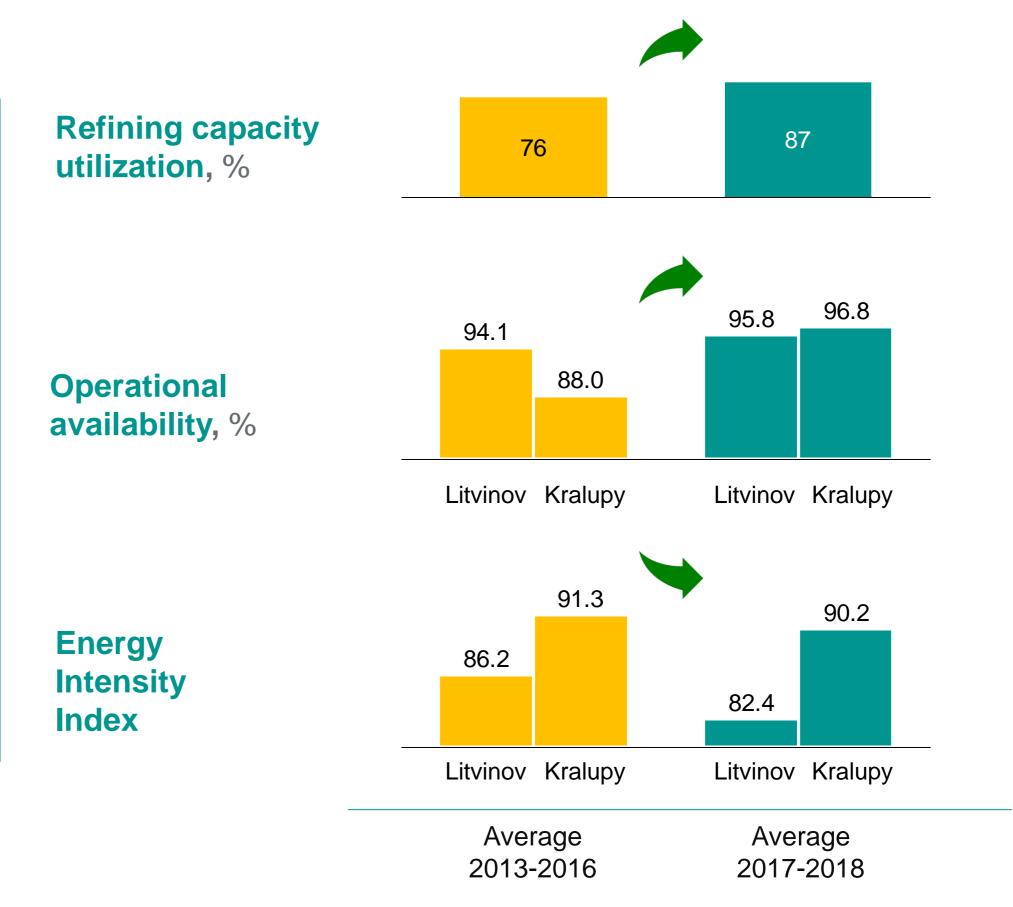






#### Strategic improvements will be possible only when the refining operations realize their potential

- Refinery production remains within the core of the Unipetrol's business
- Use of the existing potential of operations and current assets setup in full remains the strategic base for realization of other targets
- Considerably higher usage of both refineries' capacity coupled with their operational availability and energy efficiency improvement is expected







# Continous improvement of safety at work by systematic and comprehensive approach across the whole Unipetrol Group

#### Safety targets

- Decrease emergency events
- Decrease of work accidents of employees and contractors
- Decrease of TRR indicator for employees and contractors
- Process safety is a key to excellence

#### **Health & Safety – pillars of approach**



**Management leadership** 



**Personal safety** 



Process safety with process safety engineering

Safety is a #1 priority at Unipetrol areals

**Creating corporate culture of safety** 

TRR level at max 0.9





#### Unipetrol will continue to maintain a high level of care for environment

#### **Protection of environment**

- Ensuring compliance with new environmental regulations
- Reducing impact on environment and increasing of environmental awareness
- Continuation of remediation works
- Increase of energy efficiency



Safe, reliable and effective operation in environmentally responsible way





#### After preparing solid foundations, Unipetrol will gain a new growth trajectory

**Growth schedule for Unipetrol** 

2019+

# Harvesting and reinvesting

- Operation with significantly modernized units
- Introduction of investment direction decided in 2019 strategy update
- Optimized internal processes

**Update of Unipetrol's Strategy** 

2017-2018

#### Realization

2013-2016



#### Setting ground

- Finalization of investments preparation and their start
- Putting relations with major partners in order (MERO, CEPRO, Transpetrol)
- Strengthening group structure: acquisition of CRC, Spolana, simplification

- Completion of PE3 investment
- Significant improvement of position in retail
- Release of internal process synergies



Constant effort to ensure existing assets performance improvement

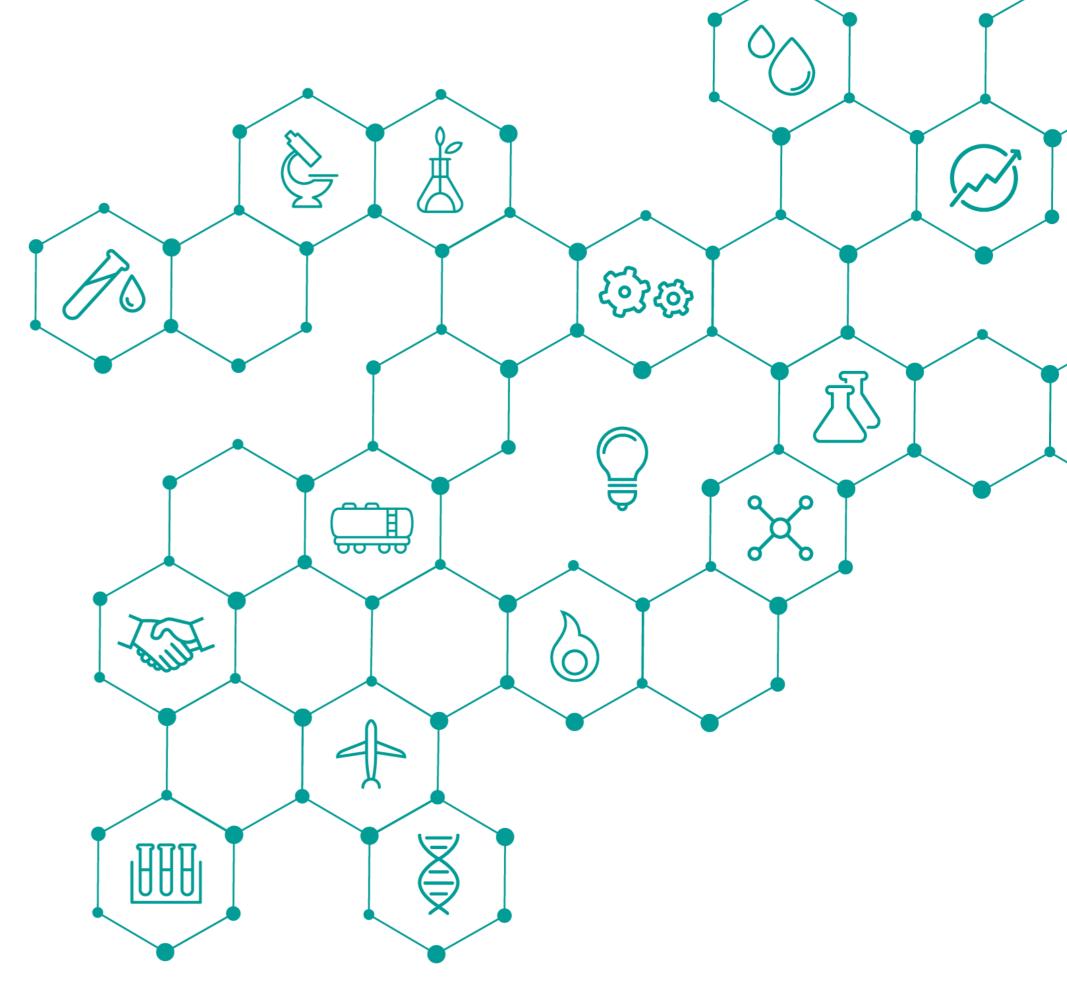


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Strategic objectives for 2017-2018

**Summary** 







On top of strategic objectives, Unipetrol plans to further support society, now also through Unipetrol Foundation



**Unipetrol Foundation – development support through grants & scholarships** 











### Long term support to sport and culture







Program for science interest development - Zažij Chemii







#### Unipetrol in 2017-2018 will...



### Deliver good financial results

Cumulated EBITDA LIFO CZK 19.7 bn



#### Complete PE3 investment

**Development** investment **>CZK 8.5** bn



# Improve efficiency of production operations

Average refineries' capacity utilization 87%



Build stronger retail network

Over 400 stations



Maintain dividend payment and safe financial standing

Systematic growth of dividend-per-share ratio







#### **Macro assumptions**

Macro factor	Unit	Average 2014-2016	Average 2017-2018
Model refining margin of Unipetrol	USD/bbl	3.2	2.3
Combined petrochemical margin of Unipetrol	EUR/t	774	686
Brent prices	USD/bbl	65	55
Brent/Ural differential	USD/bbl	2.1	2.2
CO <sub>2</sub> allowances prices	EUR/t CO <sub>2</sub>	6.4	6.5
Real GDP growth in Czech Republic	% vs. previous year	3.2	2.3
Exchange rate: CZK/USD		23.3	24.6
Exchange rate: CZK/EUR		27.3	27.1
Inflation	%	0.5%	2.1%





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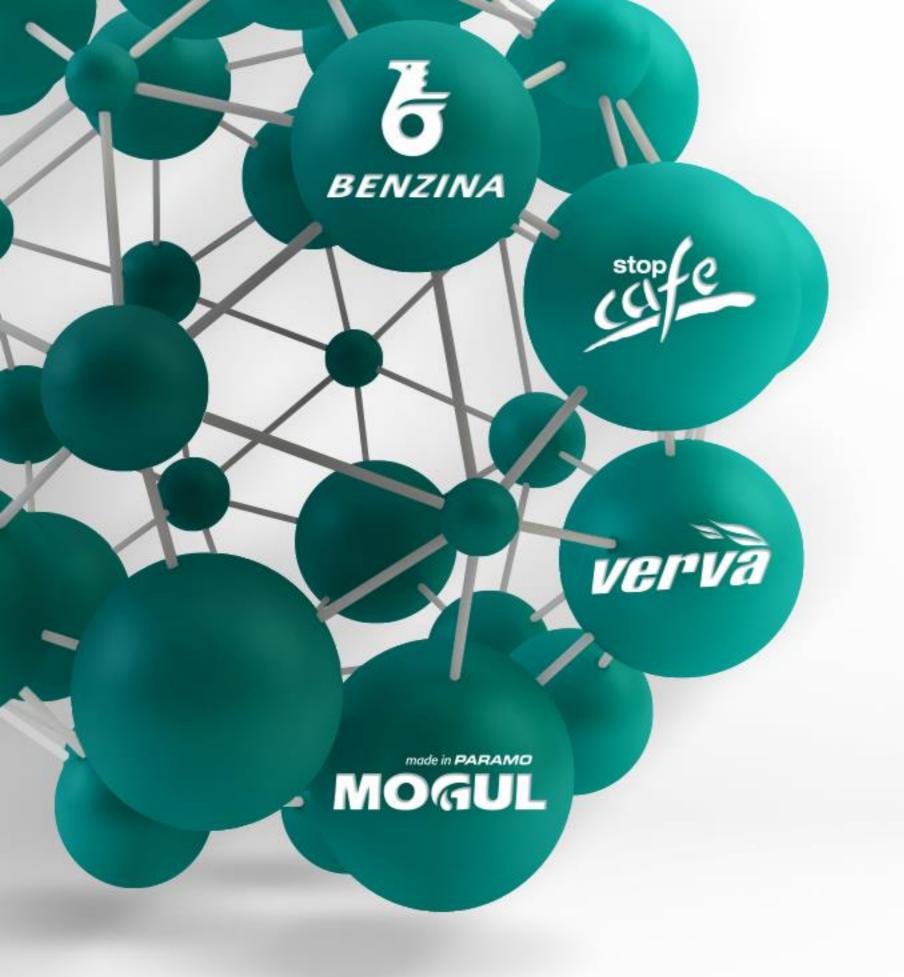
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