



Factsheet Downstream Oil (Refining & Marketing)

Updated: June 2017

OMV Downstream

Successful in Central and Southeastern Europe

- ▶ Focus on increased profitability
- ▶ Petrochemical integration is being advanced
- ▶ Realignment of the filling station business

In response to the decreasing demand for mineral oil products in Europe, the business area Refining & Marketing including Petrochemicals will sharpen the focus of its activities. The challenging economic environment is making it increasingly important to clearly position filling stations and appeal to customers in different segments. For OMV this means following a quality strategy with the OMV brand and the VIVA world of indulgence as well as a discount concept with the Avanti/DISKONT and Petrom brands. In the future Refining will focus on advancing petrochemical integration.

After the acquisition of the Romanian oil and gas company Petrom in 2004 and following a strategy of expansion which started in 1991, OMV has become the leading player in Central and Southeastern Europe.

Quality and service as a key to success

Alongside organic growth and acquisitions, OMV has always pursued a clear quality strategy. As the first European supplier of unleaded fuels, OMV succeeded in reaching a cutting-edge position in environmental standards already in the nineties.

Markets of Downstream Oil



OMV refineries' locations

Furthermore, OMV has always complied with regulations that are not statutory. Thus, the company is playing a pioneering role in both quality management and environmental standards. At its OMV filling stations with VIVA shops, the company provides customers with a quality product range and top-class service. In addition to fuel and lubricants, car washes, snacks and refreshments, OMV customers can also access a wide range of additional services: depending on the country, these include banking and insurance services, event ticket services and postal services. OMV offers price-conscious customers a low-priced alternative at its Avanti/DISKONT and Petrom filling stations, with a reduced range of services which enable customers to save money.

Focus on petrochemical integration

OMV operates a refinery in Schwechat (Austria) and one in Burghausen (Southern Germany), both of which have integrated petrochemical production. With the refinery Petrobrazi (Romania) OMV has a total annual refinery capacity of 17.8 million tons. The positioning of the refineries is to be further improved by shifting production output to middle distillates and high-quality petrochemical raw materials.

Strengthen competitiveness of Downstream Oil

We remain committed to our integrated business model with Downstream Oil as a strong pillar in our portfolio. It was successfully restructured and proved its value with particularly high results in 2015. The priority now is to build on its strong competitive position. Downstream Oil will continue to serve as a cash generator. The focus is on maximization of the integrated margin and optimal capacity utilization of the refineries.

OMV's Success in Fact and Figures

- ▶ **In Central Europe**, OMV is the leading player based on its marketing strategy and supply infrastructure including tank farms and supply agreements.
- ▶ **In the majority of Southern and Southeastern European countries**, OMV is among the top 3 operators in the filling station market.
- ▶ **VIVA** is the filling station shop with the best service in Austria and plays a pioneering role as a multifunctional service center in the CEE area.



Contact

OMV Refining & Marketing GmbH
Trabrennstraße 6-8
1020 Vienna, Austria
Tel.: + 43 1 40440-0
info.rm@omv.com