



More energy for the summer: enjoy a fruity limited edition of our star energy drink

Expanded range of own-brand products at star petrol stations, now with the limited edition Mango+Peach energy drink. star's leading role in affordable on-the-go refreshments is strengthened even more.

Elmshorn, 16th of June 2021 – Fruity, refreshing, and perfect when you need an energy boost in between meals: it's the limited edition star energy drink Mango+Peach. It's one of the products aimed at helping the friendly petrol station brand draw further ahead when it comes to offering high-quality and reasonable priced own-brand products. The summery taste of mango and peach will be available at all star petrol stations from mid-June.

The new limited edition star energy drink Mango+Peach complements the successful existing range of star energy drinks and is a real eye-catcher with its modern product design. In the run-up to its launch, star got its Facebook community to vote on the future design of the limited edition product. 'The new limited edition star energy drink Mango+Peach is the perfect addition to our popular range of energy drinks. By launching this product, we are responding to trends in the food industry as well as our customers' wishes since they would like to see more inexpensive alternatives to the range of products offered by the big brands,' explains Piotr Guział, Managing Director of ORLEN Deutschland GmbH and its petrol station brand star.

Since 2012, star has been offering own-brand products that are considerably cheaper than competing brand products. The range includes traditional energy drinks, mineral water, a naturally cloudy apple spritzer, crisps, and other products. The petrol station brand is setting a good example here with its attractive pricing, dispelling the myth that things bought in petrol station shops are always overpriced.

ORLEN Deutschland has a focus on high quality standards and guarantees high-quality own-brand products at the star petrol stations — also by working with well-known

manufacturers. The new star energy drink Mango+Peach is manufactured especially for star, with its own recipe and unmistakable taste. 'True to our own brand promise 'star — more than just cheap fuel', we offer our customers high-quality products that are good value for money,' Piotr Guział affirms. 'That's why we plan to introduce more own-brand products in the future where there are no reasonably priced alternatives or where we don't yet stock them as part of the petrol station range.' The limited edition will be available for € 1.25 (RRP) plus deposit from mid-June at all participating star petrol stations.

star – a strong brand from ORLEN Deutschland GmbH

star is the petrol station brand of ORLEN Deutschland GmbH, which has been on the German market since 2003 and is operating more than 580 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN S.A., which is the largest enterprise in Central Eastern Europe (CEE), with an annual turnover of EUR 19 billion in 2020.

PKN ORLEN is a leading player on the fuel and energy market and is listed in prestigious global rankings such as Fortune Global 500, Platts TOP250 and Thompson Reuters TOP100.

The Group owns state-of-the-art integrated infrastructure, capable of producing more than 35 million tonnes of various crude oil types per annum and of marketing its products through the CEE-region's largest network of more than 2,800 modern petrol stations. PKN ORLEN's offering includes over 50 top-quality petrochemical and refining products sold in more than 90 countries around the world on 6 continents. 55 percent of the company's revenues are generated outside the country.

For the last few years, ORLEN has been established as the most valuable brand in Poland. PKN ORLEN is also the only company in the region that has been awarded the prestigious title of 'The Most Ethical Company' for the sixth time in a row by the American Ethisphere Institute.

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