



Press Release

Another milestone achieved: ORLEN Deutschland refits 150th star petrol station for the future

Significant growth in sales and customers, even during these times of the pandemic, confirm the success of the comprehensive concept

Elmshorn, 11th of August 2021 – The innovative petrol station concept of ORLEN Deutschland GmbH has achieved another significant milestone. With the star petrol station at Berliner Straße 35 in Leinefelde, the 150th site has now been modernised and refitted. The building works started at the end of May 2021. The comprehensive concept is convincing: The number of customers at the redesigned petrol stations is even growing during the pandemic. The result is significantly increased sales.

Partner for mobile people

Not only mobility as such is changing, but also customer requirements, such as supply en route. In response to this, ORLEN Deutschland has developed a new petrol station concept, which has gradually been implemented at the star petrol stations since its rollout in 2017. It transforms the classic petrol station with a shop into a gastronomic meeting point with a feel-good atmosphere. The concept is modular and is suitable for both larger and smaller stations. The majority of petrol station partners benefit accordingly from this.

Investments also in the interest of the petrol station partners

The 150th star connect station also shows that ORLEN Deutschland is not only catering consistently to customer requirements, but also that the petrol station partners are extremely satisfied with the refitted petrol stations of the future. Petrol station partner, Karina Fütterer, who has been responsible for the petrol station in Leinefelde since 2017 and is visibly thrilled with it, would agree. The concept is clearly based on the customers, she explains, the team is also delighted with the new working environment. Fütterer runs a total of three stations for ORLEN Deutschland, in addition to the star petrol station



in Leinefelde, also one in Göttingen (Maschmühlenweg 50a) and Sondershausen (Jechaer Weg 34), which are now all innovatively refitted and designed.

Focus on gastronomy

The integral concept of the star connect stations corresponds to the modern mobility requirements and combines filling up and relaxing. The focus is on gastronomy. It is designed in warm wood tones and invites its customers to relax on various types of seating – for any occasion and for all target groups. The offer includes a clear, extended bistro range with cold and hot snacks. The coffee specialities are supplied by ORLEN's cooperation partner and traditional manufacturer, Dallmayr.

The star shop is usually slightly set apart. In addition to branded products, it offers economical and high-quality own brand products for refreshments on the go, as well as automotive accessories and maintenance products. The entire shop is presented in an open and clearly laid out manner. star adapts itself to the site-specific features and local culinary preferences of its customers, such as an extended bistro range or the customised placement of shop product ranges. The connection to the respective location is also emphasised visually: large-format pictures with the sights of the town or location where the station is situated, are not only a sign of the local establishment, but also an oath to the neighbourhood of the respective petrol stations. That's why the local design is also reflected in the sanitary areas, the new design of which also belongs to the comprehensive concept. The modernised sanitary facilities at the star petrol stations can usually be accessed from inside and are also accessible for wheelchair users, wherever it is structurally possible – which is also the case at the petrol station in Leinefelde.

Digitalisation makes star an innovator in the industry

An innovative digitalisation concept also ensures targeted and up-to-date information for the customers. Thanks to digital signage elements that have been specifically developed for star, such as the entrance portal, as well as LED columns or LED screens on the roof of the petrol station, star continues to be the innovator in the petrol station and retail sector. For example, these



are even used to display eye-catching offers in real time. With this form of progressive category management, star is clearly prominent in the industry.

Customers can also find digital services for more comfort and efficiency in the carwash area. "Drive-in" ensures reduced waiting times. In addition to this, depending on location circumstances and the local demand situation, further services such as ATMs or DHL Packstations are available.

Expectations have been exceeded significantly

After the redesign of 150 petrol stations, it is apparent that expectations were greatly exceeded. The number of customers per station has been rising considerably since the beginning of the concept rollout. Even during the pandemic, the locations that have been refitted to the new star connect concept have proven themselves and have been able to grow significantly more strongly than the rest of the network. Extraordinary sales growth was recorded in the shop and bistro product areas. Almost every second bistro location already has a turbo oven, more and more locations are offering a lunch menu, and several are being fitted with a full kitchen.

"I am very pleased to see that our star connect concept is a complete success", says Torsten Rieger, Director Non Fuel in the Shop & Category Management department at ORLEN Deutschland. "Due to the modular composition of the star connect concept, in the last few years, we have not only succeeded in significantly upgrading large shops, but also medium-sized and small shops and considerably expanding our expertise in the gastronomy sector." Rieger goes on to explain that this not only enables the petrol station partners to optimally utilise their customer potential, but the customer satisfaction on site is also increased with every converted location.

In total, star is primarily represented in northern, western, and eastern Germany with nearly 600 petrol stations and is currently expanding to the south.



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 almost 600 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish multi-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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