



## Launch of the first ORLEN-branded service station in Germany

**The Polish retailer continues to rebrand its foreign service stations to the new corporate image.**

PKN ORLEN has launched its first ORLEN-branded service station near Berlin. It is another important step towards a full international rebranding of the network and strengthening the company's position in Europe.

Almost 600 service stations under the old ORLEN-star brand already operate in Germany. The new station operates as a stop.cafe and O!Shop, offering a wide range of products to customers.

"PKN ORLEN has immense potential and we want to harness this for the benefit of our company and Poland's economy. This requires a coherent corporate image, therefore we are taking proactive steps by opening our first ORLEN-branded service station in Germany. We have a presence in the German market for some considerable time and are gradually increasing our market share there," says Daniel Obajtek, President of the PKN ORLEN Management Board.

The ORLEN station is located in Seeberg-Ost near Berlin and it operates as a stop.cafe and O!Shop. This means customers can make quick purchases and choose from a wide range of food and beverage options, including hot snacks, such as hot dogs, soups, popular bockwursts as well as sandwiches, salads, freshly squeezed juices and coffee.

Regarding the coronavirus pandemic in Germany, the Seeberg-Ost service station has implemented strict safety standards as are applied by ORLEN outlets in Poland. All food products are offered on a take-out basis, and all hot-drink accessories, such as cup lids or stirrers, are available from the station's staff.

PKN ORLEN started implementing its strategy to build a uniform image of its service stations in foreign markets in November 2019. As part of the co-branding programme, the ORLEN Group's logotype has already been added to the local star and Benzina brands at all service stations in Germany, Czech Republic and Slovakia. The fuel dispensers, price pylon signs and indoor screens have been marked with the logo.