

MPUCTA

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issue 01/ 2016

**From a Prista oil Art Project to
the European GT4 with SIN R1
at Sofia Car Motorsportz**



**API Raises Engine
Oil License Fees**



The dynamics of the economic sector at regional and global level is naturally reflected on the activity and results of Prista oil as a multinational company.

But for the overall business development responsibility and merits belonged mostly to people, to teams that managed to achieve the objectives leading to the desired results.

Companies' activity in Bulgaria, Romania and Uzbekistan continued successfully, as evidenced in the annual accounting reports. Those from Ukraine and the Czech Republic joined them. It is good that Prista Oil Czech is already showing a positive financial result on an extremely competitive market and that a good marketing policy is confirmed in practice as well.

And again, let's come back to the people at Prista -

it is not enough to have some good objectives and tasks set out so that they could become a reality per se. Therefore, the commercial team turns out to be equally important unit along with the manufacturing of products of constant quality. In addition, the Training Teams stimulate the distributors on spot, by helping the dealers to be impressively competent and knowledgeable enough to earn customer's confidence and enjoy good results.

Most distinctly, Prista's level is noticeable with the outstanding performance of the car of Ruse's pilot and constructor - Rosen Daskalov. At the legendary Monza circuit, within the two race days, the first machine at the starting line was admired with the logo of Prista oil, thus demonstrating its willingness and decisiveness for excellent performance and victory. At such international event, the emotion is especially significant when the logo of a proven and successful producer and dealer of lubricating products, more known as 'PRISTA brand' stands out.



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Plamen Bobokov and arch.Tanko Serafimov /posthumously/ have been awarded the title “Revered citizen of Ruse”



The co-owner of “Prista Oil” Plamen Bobokov and arch. Tanko Serafimov (posthumously) have become revered citizens of Ruse. The decision was taken by the Municipal Council of Ruse in the town on the Danube

Arch. Tanko Serafimov /1943-2013/ was one of the most distinguished Bulgarian architects, a designer and Chief executive of the team Atelier Serafimov Architects, a lecturer in the University of Architecture, Civil engineering and Geodesy, appointed Head of the Bulgarian Institute of Architects for two consecutive terms, awarded numerous prizes in “Building of the Year” category, and a winner of Sofia City prize for Architecture. He had designed a large number of buildings across the country – trade centers, offices, residential buildings, hotels, sports facilities as well as the new multifunctional hall “BULSTRAD Arena” in Ruse. One of the last recognitions for arch. Tanko Serafimov was the nomination of “BULSTRAD Arena” in the “Sports infrastructure” category of the national competition “Building of the Year 2015”.

Mr. Plamen Bobokov was born in Ruse on 31.10.1968. He graduated from High school of Mathematics in Ruse and has a degree in law. Since 1992 he has been engaged in private business activity. In 1993 he and his brother Atanas Bobokov founded the company “Prista Oil”.

Plamen Bobokov is one of the most generous patrons of the arts and advocate for the Bulgarian traditions, culture and language. His donations were used for financing the building of the Christian center for helping the poor located in the Kardjali monastery „Dormition of the Holy Virgin“ and the Monument of the holy brothers Sts. Cyril and Methodius, a donation to the Bulgarian community in Odessa, Ukraine. Another work of Bobokovi brothers foundation is the project for supporting spiritual and cultural values „The

magnificent Northwest” started in 2002. The Bobokovi brothers expect and declare their intents to build through the foundation a numismatic museum in Ruse that will occupy the building of the old High School of Music located on Borissova Street. Plamen Bobokov is one of the most generous patrons, a member of the Management Board of the All the Saints Association and advocate for the idea of the reconstruction of the church “All the Saints” in Ruse. Over recent years, Plamen Bobokov has put a lot of effort into his joint work with the Municipality of Ruse for the completion of the Sports Hall awaited by the citizens of Ruse for several decades. The architecture of the Arena will introduce new standards concerning the organization of cultural and sporting events in Bulgaria making it possible for

PLAMEN BOBOKOV: Ruse is not only in my heart but in all of my future projects as well



the hall to operate in accordance with the European standards and the latest market challenges. „BULSTRAD Arena“ won the prize in the „Sports infrastructure“ category of the national competition „Building of the Year 2015“. In the next few years it is expected that the area around the hall will be set up as a third city center thanks to the investment intentions of Plamen Bobokov to complete the construction works and the development of business and tourism in the town.

The Municipal council of Ruse awarded posthumously the title „Revered citizen of Ruse“ to arch. Tanko Serafomiv for his major achievements in the field of architecture and for his contribution to the development of Ruse infrastructure. The title „Revered citizen of Ruse“ was also awarded to Plamen Bobokov for his contribution to the economical and infrastructural development of Ruse and for being one the most generous donors in Ruse municipality.

■ **„Prista Oil“ has become a symbol of successful business in Bulgaria but even more strongly on an international scale. To how many countries does your business extend already and what results do you anticipate for the new year?**

I think that 2016 historically will be the best year for Prista Oil. I reasonably expect more than excellent results since we have signed a series of big contracts the execution of which will start any moment. So to say, I do not expect doubling but tripling of the results. But let's not be quick to talk in advance; we will wait until the forecasts become reality; experience from the past few years has taught me to be more careful. As regards the geography of the business, right now along with our production plants in Bulgaria we also have production generated from our plants abroad. Except for the Bulgarian and the Romanian market which are main markets for us, **PRISTA** is exclusively oriented towards non-EU countries – we already deliver to more than 40 countries across 4 continents.

■ ***Since summer 2015 the first private hall in South East Europe - Bulstrad Arena has been a fact. A first-of-its kind project that you and your brother Atanas developed and completed in public private partnership with Ruse Municipality. What are its positive effects for the city of Ruse?***

As I've said several times, Bulstrad Arena is destined to bring back the glory and greatness of our city. It is part of our project for the revival of Ruse, an important prerequisite for having the city "crowned back" as a cultural center in Bulgaria all the while occupying a worthy place in South East Europe as a center for cultural, sporting, public, business and congress events. Drawing international attention and tourists, and thus provoking the economic upsurge of our city. I would like to mention again that our commitments towards the hall do not end up with its building and opening but will continue with major costs on its maintenance.

■ ***What ambitions do you have for the future of the hall?***

Our greatest ambition is that Bulstrad Arena Hall becomes a kind of institute with interesting business and cultural processes consolidating and developing around it as well as an attraction center for the Danube region, and I include here not only the Bulgarian but also the Romanian part of the region. A place where all sorts of world, European, national, regional and local events may take place. In fact, the hall is only the beginning and it lies at the heart of everything we are about to create. We are already working towards building on it with additional projects which will make the hall even more attractive for sporting, cultural and congress events. Our next secure investment is a

hotel in close proximity the construction of which we hope to be able to start in May. It will add to its 100% functionality. Its construction will allow us to launch the service "sports camp". The modern hotel setting can accommodate club and national teams for sports training purposes who will be able to use smaller sports halls as well the main Bulstrad Arena Hall. The same applies for guests visiting the cultural events by adding to the ticket price a stay package that would include breakfast, lunch, dinner, etc.

The hotel will have a modern and cozy SPA area, a swimming pool and a fitness center. It is planned to build on its territory the first for Ruse functionally equipped modern and ergonomic conference hall with wide opportunities for organized events of different nature and scale – from small business gatherings, press conferences and forums for 250 people to large-scale congress activities for up to 3 000 people. Special attention was given to each detail to ensure that even the most demanding requirements will be covered. There will be a warm connection between the hotel and Bulstrad Arena for customers' convenience but also for catering services. The kitchen of the hotel will also be designed in such a way that would allow us to provide service to a large number of people, of around 4000 people.

We need to think long term because only in two years'time, in 2018, Bulgaria is to become a leading country in the European Union. And then Ruse, as the largest Bulgarian city on the Danube River and a central city in the Danube strategy between Bulgaria and Romania, will be hosting a number of international events.

We need to be prepared to welcome this challenge. Because other than beautiful boulevards and lovely parks, Ruse also needs a place for accommodating the numerous guests, a hall where they will be met and granted a European level of

service.

In conclusion, I would like to say that me and my brother we are planning to do much more for Ruse in our desire to attract investments from serious businesses in the city, but at this stage I do not wish to comment on it in more details. The truth is that Ruse is not only in our hearts but in all of our future projects as well.

■ ***In this connection, what happens with the building of the Old High School of Music in Ruse and your idea to turn it into the First Private Museum in Bulgaria?***

The museum will be finished. At the moment we are taking all appropriate steps to make this project a reality. A project which I dare say managed to preserve this unique cultural object over the years and did not allow that it be demolished and replaced with another “genius project”. We are applying for an EU program and will have to wait; still, I believe we did everything in our power and as per our standards to build the most modern museum in Bulgaria. With its opening we will complete another commitment of ours that complements the idea of reviving the spirit of Ruse and bringing back its old glory as a Bulgarian capital of culture.

■ ***Is it true that you will become a member of the Board of the University of Ruse?***

Yes, it is. Not only my brother Atanas but I will also be part of the Board of the University of Ruse “Angel Kanchev”. It is a great honor for us. This kind invitation was made to me by the new rector Prof. Dr. Velizara Pencheva, the Chairman of Ruse Municipal Council and the former rector of the university CM Prof. Dr. sc. tech. eng. Hristo Beloiev.

We cannot but accept such a proposal especially when my brother and me we have interesting development plans that concern the University as well. So, I believe we will manage to put into practice the positive experience we have gained from our public private partnership with the Municipality and the University of Ruse. Because the university as a leading center for education and good education in general are some of the most powerful weapons for development not only for our city and its business but for the development of the region as a whole.

■ ***Apart from the successful business and large-scale projects, the name of Bobokovi family is also associated with a serious charity work. Do you consider this a business duty and what does it bring to you?***

Charity work and donations are part of our philosophy for creating a link between the business and the society. For me and my brother it is rather a family value we have been brought up in and a duty of each and every one of us. Therefore, we also strive to educate our children in that direction and our responsibility as public figures is even more binding. For all those years and today, we haven’t stopped supporting many different initiatives without making it public or seeking a recognition for that matter. We strongly believe that it is through personal example and continuity that we may restore the philanthropic traditions in our country which is also a link to our roots.

From a Prista oil Art Project to the European GT4 with SIN R1 at Sofia Car Motorsport

Rosen Daskalov successfully attracted Prista oil as a major sponsor for his unique super car SIN R1 that prosperously competed at the GT4 European Series this season.



From a Prista oil Art Project to the European GT4 with SIN R1 at Sofia Car Motorsport

Rosen Daskalov successfully attracted Prista oil as a major sponsor for his unique super car SIN R1 that prosperously competed at the GT4 European Series this season.

This story is more than an interesting because the Ruse's pilot and constructor, Rosen Daskalov, intriguingly addressed his proposal to Plamen Bobokov, a Chairman of the Board of Directors of Prista oil and a major shareholder in the Company. In fact, Prista oil enjoys a great popularity among motorsport at home and in a number of

Balkan countries precisely due to the underlined Bobokov's interest in this masculine sport, which is in closest relation with Prista's dynamically developing oil business.

Rosen Daskalov offered the 2015 Company's Calendar topic to

be associated with some photos of the new car, being an emblem of high technologies and modern trends in the automotive industry. In fact, the company Prista oil, in respect to itself and its customers and fans, made the creation of luxury calendars with topics relevant to the business into a successful tradition.

The idea was discussed, developed and approved. But Daskalov did not stop here. During the successful presentation of the sports car in 2015 on the circuits in Europe, he came up with a new proposal to Prista oil - to become a sponsor of his unique machine at the European GT4 Series.

„I was inspired by the idea that a Ruse's Company, namely Prista oil, within a relatively short





period of time, shot to the top, among one of the successful leading oils and lubricants manufacturer. I just believe that Sofia Car Motorsport will also enjoy such a fast and successful development.”

Thus, I believe that it is appropriate to present and advertise the level of business in Bulgaria, both in Europe, and eventually in the United States, where another two of our cars are successfully present, said Daskalov.

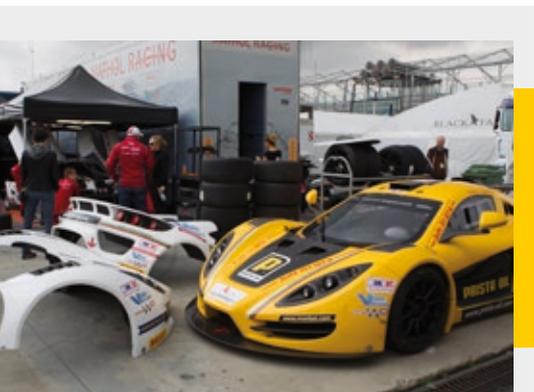


The Supercar is the work result of the Ruse's road racer Rosen Daskalov, an heir of a family of prominent traditions in motorsports at home and abroad. His father, Stefan Daskalov, is a long time motorcycles and cars racer, a multiple champion of the country. Rosen, himself, also has a significant sports biography – he was engaged at master's level with carting, motorcycles and racing cars. Until recently Daskalov competed in the National Car Circuit Championship with a BMW at the strongest Maxi Racing Class.

Apparently, further to the rapid ride, the construction of cars is also attributed to him. Yet, as a student at the National Sports Academy „Vasil Levski“ he constructed based on the standard BMW, a track machine with a central located engine. Then, he bought a super sport English car “Radical” and made fans of the sport crazy on the

tracks at home. Unfortunately, the Bulgarian Automobile Federation did not allow him to participate in the National Championships due to many not quite well justified reasons and he headed to foreign events.

Based on the experience gained from the English sport machine operation, Rosen rolled up sleeves and created his own, original, model called ‘Sin1’, which was introduced at the specialized sports cars exhibition in Birmingham, England last year. There, he provoked a real furore with his car, as well as during its presentation already in use during the famous Goodwood Festival of Speed, at the Goodwood House of Lord March.



Prista Oil will increase sales to key clients in the region Middle East, Africa and Central Asia

And the subsidiary in the Czech Republic with a positive financial result



Nikolay Kostadinov
Group Chief Accountant
of Prista Oil Group

As a result from the preliminary consolidated figures of “Prista Oil Holding” EAD for 2015, in comparison with 2014, a sustainable Company’s development of the so-called ‘Organic Business’, namely the production and marketing of lubricants and batteries became evident.

Despite another year without participation in large international tenders and realization of large export transactions, Prista retained the gross sales volume and achieved gross margins in its main lines of business.

Despite some negative effects dictated by the variations in the prices of basic raw materials and the appreciation of the U.S. dollar, the Company managed even to achieve an increase in gross margin

Prista Oil Holding EAD (consolidated management figures)							
All amounts in Thousands of EUR			All amounts in Thousands of EUR				
	Y 2015			Y 2014			
Gross Sales	COGS	Operational margin	Gross Sales	COGS	Operational margin		
Sales of Commercial Goods	20 160 €	16 171 €	20%	Sales of Commercial Goods	21 131 €	16 852 €	20%
Lubricants	14 206 €	10 738 €	24%	Lubricants	16 314 €	12 692 €	22%
Greases	516 €	401 €	22%	Greases	581 €	453 €	22%
Base Oils	4 221 €	3 874 €	8%	Base Oils	2 450 €	2 257 €	8%
Lead	1 217 €	1 158 €	5%	Lead	1 786 €	1 450 €	19%
Sales of Produced Goods Sold	174 322 €	128 419 €	26%	Sales of Produced Goods Sold	185 979 €	139 014 €	25%
Lubricants	42 911 €	28 760 €	33%	Lubricants	41 758 €	30 140 €	28%
Greases	2 833 €	1 928 €	32%	Greases	3 297 €	2 143 €	35%
Petroleum Jelly	923 €	774 €	16%	Petroleum Jelly	3 013 €	2 569 €	15%
Batteries	116 264 €	87 261 €	25%	Batteries	111 708 €	81 337 €	27%
Other	11 391 €	9 696 €	15%	Other	26 203 €	22 825 €	13%
Sales of Services	2 162 €	1 088 €	50%	Sales of Services	3 310 €	2 261 €	32%
Other sales	5 625 €	2 100 €	63%	Other sales	4 592 €	68 €	99%
Total	202 269 €	147 778 €	27%	Total	215 012 €	158 195 €	26%

from the production and sale of **PRISTA** brand products by 5% and of lubricants under distribution agreements with other manufacturers, by approx. 2%.

Traditionally, strong presence of oil business companies has the parent company Prista Oil Holding EAD, Prista Oil Romania, UZ Prista and Premium Lubricants. Positive results trend of Prista Oil Serbia and Prista Oil Kiev is preserved. The year 2015 was also the first in which Prista Oil Czech Republic (former Chevron Czech), a subsidiary acquired in 2013, has recorded a positive financial result. This Company has a key and leading role in the process of building the so-called 'Central and Eastern European Distribution Cluster' including the existing Company's subsidiaries in the Czech Republic, Hungary and Slovakia for the joint realization of **PRISTA** and **TEXACO** branded lubricating oils.

As a result of the Holding's restructuring of main business lines a decision was taken to sell the subsidiary Bogdani Petrol in 2015. This investment was acquired in 2013 as a result of intragroup transaction from the Parent-company Prista oil Group B.V.. The transaction aimed at the consolidation of oil business, and also the use of already existing logistics structure in order to supply the main raw material for the Company's business. At the end of 2014 this synergy in the activity of Bogdani Petrol and Prista Oil Holding has become no longer possible due to some external economic factors (Kremenchug refinery – Ukraine suspended

its operation), as well as due to an intragroup activity reorganization. Taking into account these circumstances, and also the fact that Bogdani Petrol has strong competitors mainly from Western Europe in the production of its basic products (petrolatums and emulsions), its main markets were in a relatively distant destinations-mainly West Africa, which was making their implementation circumstantial and insecure. Therefore, the management of Prista Oil Holding EAD decided on the sale of the Company.

Among the main priorities of the Holding's management for 2016 are:

1. Sustainable development of sales on the Company's traditional markets.

2. Stabilization of sales to key customers in the region of the Middle East, Africa and Central Asia.

3. Increasing the supply of marine lubricants to customers from the Baltic Sea region.

4. Active participation in tender procedures for the supply of lubricating oil, both within the country and abroad – especially in the regions where the Company's production is well known and is perceived as such, originating in a country member of the European Union.

5. Development of the distribution cluster including the subsidiaries of the Company in the Czech Republic, Hungary and Slovakia.

Greases (MT)	1 739
- Produced	1 568
- Commercial	170
Base Oils (MT)	5 956
Petroleum Jelly (MT)	782
Batteries(pieces)	2 557 503
Other (MT)	17 123
Gross Sales	
Sales of Commercial Goods	20 160
Lubricants	14 206
Greases	516
Base Oils	4 221
Lead and others	1 217
Sales of Produced Goods	174 322
Lubricants	42 911
Greases	2 833
Petroleum Jelly	923
Batteries	116 264
Other	11 391
Sales of Services	2 162
Sales of Others	5 625
Total	202 269
Cost of Sales	
Cost of Commercial Goods Sold	16 171
Lubricants	10 738
Greases	401
Base Oils	3 874
Lead and others	1 158
Cost of Produced Goods Sold	128 419
Lubricants	28 760
Greases	1 928
Petroleum Jelly	774
Batteries	87 261
Other	9 696
Cost of Services Sold	1 088
Cost of Other sales	2 100
Total	147 778
Gross Sales Profit or Loss	54 491
Operating Expenses	
Marketing , Sales and Distribution Expenses	11 781
General and Administrative Expenses	18 517
Subtotal operating expenses	30 298
EBITDA	24 193
Depreciation	7 346
Total Expenses	37 644
Operating Profit or Loss	16 847
Financial income	
Interest Income	2 418
Foreign Exchange Gains	9 204
Total	11 622
Financial expense	
Bank Charges and Fees	1 152
Interest Expense	3 703
Foreign Exchange Losses	10 076
Total	14 931
Profit/Loss from Financial Activities	-3 309

Prista Oil Turkey takes part in automechanika trade fair in Istanbul

Prista Oil's team participated in the Turkey's leading international trade fair for the automotive industry from 07th to 10th April 2016.



The dynamic Turkish automotive market requires good preparation and smooth entry conditions. If you'd like to enter this rapidly growing market or to expand your existing business in Turkey, Automechanika Istanbul is the right platform for you. Bringing the major players in the Turkish and Euro-

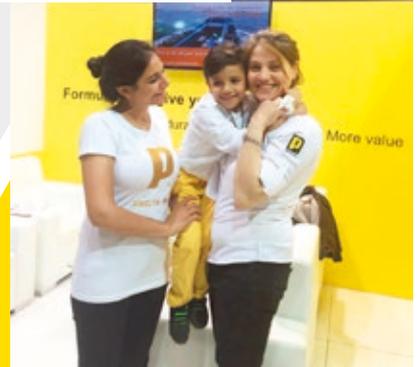
pean industries together, this fair has become a meeting point for Turkey as well as for the surrounding regions.

This was the first time that Prista Oil Turkey joined the exhibition, however Prista's stand drew serious and significant attention.

Automechanika Fair served as an important international platform for new import and export opportunities as well as for business expansions. Visitors from all around the world visited Prista's stand and gained information about Prista & Verila product portfolio and operations.



“Prista Oil has proven itself to be an international platform in the lubricants business environment. We are proud to join such a professional event arranged on a large scale. I am sure it will bring us good opportunities”, says Gülsen Öztürk, Supply & Marketing Manager of Prista Oil Turkey.



API Raises Engine Oil License Fees

BY GEORGE GILL • JANUARY 20, 2016



The American Petroleum Institute increased its fees for Engine Oil Licensing and Certification last month, to offset costs related to the upcoming introduction of new heavy duty diesel and gasoline engine oil categories.

Effective Dec. 15, 2015, the revised EOLCS fee structure is:

- License application fee for first-time licensees increased to \$4,000, up from \$3,000.

- License renewal fee increased to \$4,000, up from \$3,000. Renewers pay the flat fee each year per company, not per product. The license-holder then can list any number of qualified products under that license (each product must be approved by API).

- Renewing companies also pay a fee based on the volume of oil they sell. This fee rose to \$0.0070 per gallon, up from \$0.0050, on every gallon of licensed oil sold after the first million gallons. All API-licensed engine oil brands,

whether sold in packages or in bulk, must be counted in the volume reported.

API member companies pay the same fees as nonmembers, and once payment is confirmed, the renewed license is valid through March 31, 2017. Licensees, who must renew by March 31 of this year, are responsible for all testing necessary to prove compliance with API's Engine Oil Licensing and Certification System.

Only engine oils with valid licenses are allowed to display API's trademarks on their labels. These include the API service mark or "donut" symbol showing the oil's viscosity grade and the Service ("S") or Commercial ("C") category it meets, and the "starburst" logo certifying it meets the latest ILSAC GF-series specification.

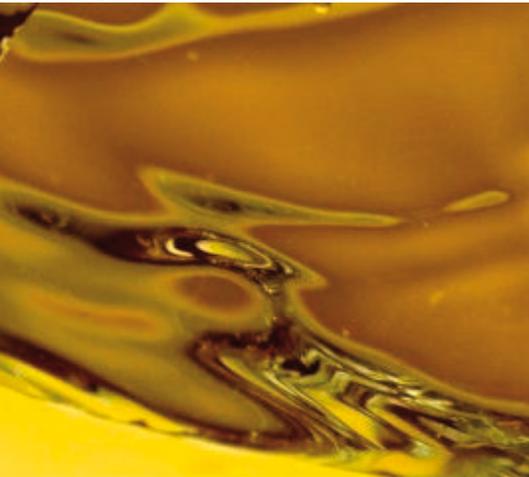
As of last week, more than 14,000 products were licensed to display the American Petroleum Institute's Service mark, and

about 737 companies around the world held API licenses, according to Kevin Ferrick, engine oil manager at the Washington, D.C.-based trade group. Those figures are up from about 12,000 products and 650 companies holding such licenses a year ago.

"We appear to be adding licensees in the Middle East and Asia," Ferrick told Lube Report.

About 47 percent of licensees are from North America (United States, Canada and Mexico), 37 percent are in Asia or Australia, and 12 percent come from Europe and the Middle East. Less than 3 percent come from Latin America or the Caribbean. Africa has less than 1 percent of the world's licenses.

This was the first fee increase since December 2013, and API said it is needed to cover costs for supporting new and more complex engine oil categories. Coming first are two new diesel categories -- API CK-4, an upgrade to the cur-



rent CJ-4 category, and API FA-4, designed to meet more stringent greenhouse gas emissions requirements – which are expected to be introduced by Dec. 1, 2016.

With their introduction to the marketplace at hand, “API will have to educate fleet operators, truck, dealers, service providers and truck owners and operators on the importance of using these new heavy-duty diesel engine categories as recommended by engine manufacturers,” Ferrick said in an October letter announcing the fee increase.

In addition, new gasoline engine oil categories are expected in late 2017 or early 2018.

“At minimum, API will have to fund an educational campaign on the new categories and increase the number of oils tested to ensure on a broader scale the quality of licensed oils and those making API claims,” Ferrick noted.

Among the goals which API

says will be supported by the increased fees:

- Launch an industry and consumer education campaign on the importance of using API-quality oils and following owner’s manual recommendations

- Promote the API Motor Oil Matters program so it is readily recognized by industry and consumers as a mark of quality. The Washington, D.C.-based institute said it has been asked by oil-change locations, automakers, distributors and oil marketers to promote the program so that it is recognized by consumers.

- Conduct audits on more packaged and bulk engine oil samples drawn from the global marketplace to ensure on a broader scale the quality of oils making API performance claims.

- Publish a list of nonconforming oils and regularly update the API unlicensed list.

- Take more enforcement actions against nonconforming oils. From 2009 to 2014, API found as high as 19 percent of bulk oils it tested failed to meet the claimed API Service category requirements. API said they were bulk samples purchased from oil-change locations that likely believed they were receiving quality oils.

All products holding a current API license are listed in a searchable online database.

Renewals must be completed at API’s dedicated engine oil website, using the secure website for API licensees.

For information about the EO-LCS system,

email ferrick@api.org.

RELATED STORIES

PRISTA OIL AND VERILA LUBRICANTS TOOK PART IN “CAREERS - 2016”

Prista Oil and Verila Lubricants once again accepted the invitation from the Career Center at the University of Chemical Technology and Metallurgy - Sofia and the University's Management and participated in the 10th Careers Forum



The Forum was held on 06.04.2016, attended by participants such as Adeko Bulgaria EOOD, Weiss Profile OOD, Wazowski Machine-building plants EAD, Lufthansa Technik Sofia, Neochim AD, Orgachim AD, Sensata Technologies Bulgaria EOOD, Sofia Med AD and many others.

„The Ten editions of this event and especially the ‘Career Week’ held in 2013, featuring a variety of events celebrating the 60th Anniversary of the UCTM’s establishment as an independent higher education institution, allowed us to accumulate experiences and to summarize impressions shared by the participating students, young professionals, companies

representatives and academics. There is an obvious benefit of this direct contact and face to face communication as the most effective form of relationship and communication between the future specialists in various fields of chemical and metallurgical industries, engineering, automation and information technology, biotechnology, ecology, etc., on the one hand, and the companies’ representatives – potential employers, operating its business in these areas, on the other hand”, said Mrs. Tanya Mladenova, an Expert at the Career Center, UCTM.

In their capacities as the participants in the Forum in 2016 Mrs. Albena Ivanova-Vasileva,

Head of „NPIS“ Department of Prista Oil and Mr. Gancho Krastev, Commercial Director of Verila Lubricants, had the opportunity to meet and talk with interested students of the three education and qualification degrees and with recently graduates from the UCTM and to promote both companies’ business activities.





**HAVOLINE WORKSHOP PROGRAM
A MAGYARORSZÁGI BOSCH SZERVIZEK RÉSZÉRE**

KATALÓGUS

2016/1.



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CEE HIGHLIGHTS

Expansion in the Czech Republic Continues HTS

Customer wins are signaling the seamless execution of Prista Oil Czech's ambitious growth plan. Recently signed contracts will bring significant new business to Prista in the automotive sectors.

Recently signed contracts will bring significant new business to Prista in the automotive sectors.

BusLine is the second largest player on the Czech market, providing public transport in Prague and in the north of the Czech Republic with 500 buses and coaches. They are a high profile company with dynamic growth, running their own CNG (Compressed Natural Gas) stations and bus workshops. 'We are very proud of this achievement' says Pavel Herynk, General Manager Prista Oil Czech Republic and Slovakia. 'We managed to get an



exclusive contract for all locations in the country, replacing Shell, who serviced BusLine for 20 years'.

SIEN Solution is another important new customer for the Czech team. They run 12 parts centers, selling to small workshops and consumers. They also operate their own workshops.

Domitruck is a large independent truck workshop that also sells and repairs DAF trucks. They now switched from Agip and Q8 to Texaco lubricants. They – just like all other DAF workshops in the Czech Republic and Slovakia – were given a lubricants training by the Prista team in March. 'It is very important that workshop technical and customer service people have a good understanding of lubricants' explains **Jakub Musil**, Sales Manager, organizer of the trainings. 'Especially when you sell premium lubricants like Texaco. That is why we organized a technical training for all DAF workshops, and also made a presentation on the Texaco brand'.

Educating customers definitely pays off – as proven by the Czech team: their DAF turnover in March doubled compared to previous months...

Hungary: One Out of Four Bosch Car Workshops Are Selling Texaco Lubricants



Gábor Egri, Manager

Following the successful contact with Bosch Headquarters and Dealers Association late last year, more and more Bosch workshops have started buying Texaco products from Prista Hungary. Key Account Manager **Gábor Egri** has been visiting workshops with Bosch Territory Managers one by one, and now 21 workshops are purchasing Havoline lubricants. 'We are pleased with the results so far' says Gábor, 'the challenge now is to make them keep buying Texaco. That's why we are planning to launch a loyalty programme for the Bosch network, offering branded marketing materials and workshop consumable items with attractive conditions on their purchases. Having the largest independent work-



shop network in Hungary using Texaco lubricants is both a great reference for us on the market, and an efficient brand awareness booster for Havoline motor oils, and for Texaco lubes in general.'

Slovakia: New Team Member On Board



Pavol Havasi

Pavol Havasi has recently joined Prista CEE with an agency contract as Sales Manager Slovakia. Prista Magazine asked him for

a quick introduction.

Prista Magazine: Could you give us a brief summary of your professional background?

Pavol Havasi: I have been working in the lubricants business since 2000. I started off as a transport lubes specialist for Shell Slovakia, and later became Indirect Channel Manager, supervising Shell's distributor network in Slovakia.

Prista Magazine: What do you consider the biggest success of your career so far?

Pavol Havasi: Shell Slovakia achieved 95% market share of transport lubricants in the franchised workshop segment between 2005 and 2010. This sounds funny, but it is true!

Prista Magazine: What is the

most important professional learning for you?

Pavol Havasi: Fair play pays off.

Prista Magazine: What do you bring to Prista?

Pavol Havasi: Experience, enthusiasm, energy.

Prista Magazine: What is your first priority, starting your job at Prista?

Pavol Havasi: To "touch" the brand and penetrate the new market. We need to establish a functional distribution network across the automotive and industry segments, so that we are able to deliver 500.000 litres per year in the next 3 years.

Prista Magazine: What is your motto for life?

Pavol Havasi: Always try to stay calm and patient.

Prista Magazine: Thank you Pavol, we wish you success!



GEOSIM - Varna is working 20 years consistently with Prista Oil

Quality products and service retain customers and attract new ones



The year is 1996. Geosim Varna signed a Partnership Agreement with Prista Oil and became the Regional Distributor of the Ruse Motor Oils manufacturing company.

One of the first oils widely demanded of mass-production available on the market then was M 10 D. The development of the automotive industry and the economy in the country shifted the market demand. Prista Oil promptly and adequately responded to this shifting by offering products that were consistent with the customers' and

end consumers' interests.

GEOSIM's relationship with Prista oil went through different stages, following mostly the market situation in the country and in the region. Mr. Georgi Georgiev and his brother, Krasimir, initiated and kept running this business together until last year.

In 2015, GEOSIM was bought by Mr. Ivan Benev, the owner of "Benita" Petrol stations. So the company was able to expand its business. Renovation of the warehouse was an important step. Fol-

lowing the purchase of new delivery vehicles, a more flexible supply of goods was ensured.

The range of new synthetic products offered by Prista Oil has increased with **PRISTA** and Texaco brands.

As a consequence of the ownership change, Mr. Georgi Stoykov became the Manager, and Mr. Georgi Georgiev was designated Sales Manager.

GEOSIM successful business rests on two important things - building a trusting relationship and

attitude in the customer-supplier field over time, along with offering products with guaranteed quality. One fact that is of particular importance for users of oils and lubricating and cooling liquids is that there is a real manufacturer and distributor, as Prista Oil.

The Company's Warehouse is spread over 400 sq.m. covered area, enjoying an extremely good location and convenience for loading and unloading. All possible packages of **PRISTA** and Texaco brand oils are made available therein.

Vehicles replacement at a national level requires consumption and demand for higher grade oils, such as 5W40. Customers are increasingly turning to lubricants that ensure a service of 50,000 km.

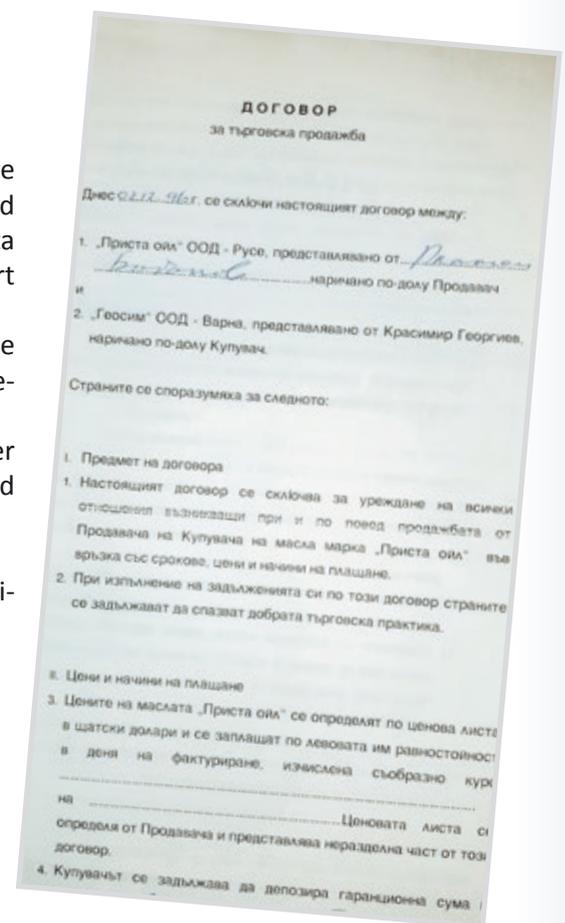
and higher.

Some of GEOSIM's more significant clients are Varna and Burgas Airports. They use Prista Oil products for ground transport equipment.

Planex is a well known large construction company in that region.

Agropolychim is a consumer of **PRISTA** brand motor oils and Texaco brand hydraulic oils.

Evomangan-Obrochishte Mines is also a worthy of note client.



Prista Oil experts conducted training team KIOG - Blagoevgrad



On 17.03.2015 Prista Oil Representatives, in the face of Mr. Borislav Pandzharov and Mr. Anatoli Atanasov, had a meeting with the Management of KIOG EOOD and carried out a training of the Company's Sales Team.

Products training focused on motor oils intended for passenger cars, light and heavy goods vehicles, where special attention was paid to the wide products range offered by **PRISTA**® and Texaco. Recent motor oils requirements were discussed in terms of their compatibility with the exhaust gas treat-

ment systems, current specifications of various Original Equipment Manufacturers (OEM) and ACEA.

Transmission and differentials oils were discussed, as special attention was paid to the factors and special features when choosing this type of oils according to their application.

Fluids for automobiles were presented as well. Different types of coolants (antifreeze) were pointed out. Attention was paid to the time-limits for the replacement of brake fluid and the importance of its regular service. Damages and consequences thereof when using windscreen wash fluids of dubious quality (including those containing high levels of methanol) were discussed.

Training did not skip the industrial oils. Different types of hydraulic oils, trends in the formulation and use of this type of products, time limits for replacement and analysis of the most common failures were presented. The trainees were introduced to the multi-grade

hydraulic oils advantages and the improved efficiency that these oils offer.

The topics of the training were varied and exciting. Prista's Representatives showed great professionalism and KIOG's Sales Team Partners responded with high activity, specific questions and very good competence.



Three Things You Must Do to Master E-mail Personalization

By: Michelle Markelz
Marketing News

As consumers have come to expect regular communication from brands, they're looking for information, not promotion. Experts weigh in on how to personalize e-mails to make sure your message is heard.



E-mail is the leading advertising channel for return on investment, according to VentureBeat. This is good news for marketers, as e-mail is a relatively low-cost way to reach large audiences, but the platform won't perform without personalization.

By definition, personalization can be as simple as directly addressing a recipient by name, but experts say that this tactic creates indifference among recipients of e-mail marketing and can easily become problematic if its source data isn't clean (e.g. filling out an online form with a fake name or all lowercase letters).

Experts agree that in the current and next e-mail marketing arena, rich data, sophisticated

automation and real-time tailoring are table stakes. Often consumers have handed over all the information marketers need to give them what they want. Marketers must leverage it. Here are three ways to do that.

1. Root yourself in data.

"For any kind of personalization, the most essential component is data on your subscribers," says Keith Sibson, vice president of product and marketing at e-mail service provider PostUp. All the traditional information marketers use to segment an audience can be leveraged to personalize e-mail, and that data and its application fall on a spectrum of complexity. Basic targeting for gender, location

and age are important, but used in isolation they can be problematic. April Mullen, senior marketing strategist at Selligent, a marketing automation provider, offers a personal example of when e-mail personalization goes wrong. "Somewhere along the way, a marketing model has shown that because of my current state it must mean I'm about to become a mother," says the 30-something, Midwestern wife. "I receive so many baby e-mails. 'Time to buy a stroller or a car seat.' This is so far off from my current reality." False assumptions can turn a consumer off from a product or brand, says Mullen.

Effective personalization relies not just on demographic

segmentation, but on behavioral data, and most companies are moving toward this practice says Loren McDonald, vice president of industry relations at digital marketing provider Silverpop. “It’s not about tailoring content. It’s about triggering a single e-mail to a single person at a moment in time,” he says. “We’re not tailoring a message and crossing our fingers that they’ll find it relevant based on who they are. It’s their behavior they’ve initiated that triggers a message designed specifically in response to that person.”

An abandoned shopping cart could indicate a lack of follow-through, or the fact that that consumer needs to sleep on any purchase decisions. In either scenario, an infrastructure needs to support the gathering and leveraging of that behavioral data so that the response is timely. McDonald acknowledges that bringing together customer data—be it from online forms, CRM data, website interactions or a host of other sources—is the single biggest challenge to marketing teams. “A few years ago, [a 360 degree view of the customer] was a dream ... but to compete now, that’s really becoming a must-have,” he says, and “If you can get all the data you need, then the question is whether you can sync that up with e-mail in real or near-real time? ... In the old days, a lot of things were done

in back process. Every 24 hours all the data would be captured and sent out. ... That’s no longer good enough.”

2. Automate for scale.

Whether you’re a marketing team of one or a full-fledged department, effective e-mail marketing relies on automation. The cost of manually responding to customer cues (such as abandoned carts or anniversaries) is missed opportunity. In the time it takes to manually identify the right targets for a birthday promotion or a reminder to register for a conference, those would-be conversions have moved on.

Automation allows marketers to respond with context, which is a critical element for maintaining relevance, says Alison Lindland, senior director at e-mail marketing platform Movable Ink. “Context is a huge determinant to willingness or ability to purchase or take action,” she says. “Time of day, location, the device you’re on—these tend to be things marketers don’t have in their power, but ... [automation tools can help marketers] understand about 32 elements of context and employ that as logic.”

Selligent’s Mullen is seeing bigger budgets for CMOs to beef up their data capabilities, and that’s a good trend. “E-mail has reestablished itself as the workhorse of marcom,” she says. “We’re seeing the most traction

when investment is made into a data ecosystem that can provide automation to the marketing stack.”

3. Humanize the brand.

E-mail has increasingly become a business communication channel as personal conversations move to texting applications, experts say. But just because the subject is business, the tone doesn’t have to be. Brands can delight their customers by humanizing their e-mail with simple touches. “We’ve focused on the human as this customer prospect,” McDonald says, “but what about you, the brand? How can you bring that alive?”

He points to an e-mail from a global airline that is sent to passengers on its limited flights from the United Kingdom to the U.S. Two days before the flight, customers receive a note from the chief flight attendant on the trip, including restaurant recommendations, weather forecasts and local points of interest. “We’re talking about all this technology, but at the end of the day, e-mail works best when it’s one-to-one,” McDonald says. “Although most people understood the technology behind that message, passengers would still print out the e-mail and talk to employees about it on the flight.”

The potential is high and growing for marketers to capitalize on e-mail marketing as a personalized, direct communication channel. To play at this table, there is a bit of a buy-in, but the returns will show as customers begin viewing your campaigns not as spam but as a special delivery.





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НАЦИОНАЛНА КОМПАНИЯ ЗА СЪБИРАНЕ И ОПОЛЗОТВОРЯВАНЕ НА ОТРАБОТЕНИ МАСЛА•ООД



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