

## **Partnership for Central Europe**

Igor Chalupec, CEO PKN ORLEN S.A.

Prague, 8 June, 2005



### **Conference agenda**

### **Governance model for UNIPETROL within PKN ORLEN Group**

Aspirations and value creation plan

"Partnership" Program as the value creation mechanism

Action plan for the first 100 days of integration



# UNIPETROL and PKN ORLEN – partnership for Central Europe







#### **PKN ORLEN acquired:**

- 62.99% shares in UNIPETROL at CZK 11 303.9 million
- 9.76% shares in SPOLANA at CZK 1.0 million
- Debt of UNIPETROL Group entities\*, at the nominal value\*\* of CZK 3 564.3 million for CZK 1 745.1 million

24 May, 2005

Acquisition of 62.99% shares in UNIPETROL by PKN ORLEN



8-9 June 2005
Takeover of corporate control

- Meetings of statutory bodies of key companies of UNIPETROL Group
- Changes in composition of the authorities of UNIPETROL Group companies

<sup>\*\*</sup> As of 1 April, 2004



<sup>\*</sup> ALIACHEM, BENZINA, PARAMO, SPOLANA

# Principles of the new governance model of UNIPETROL Group – single company cooperating with PKN ORLEN

### "Single company"

 Single management team with common objectives and shared P&L responsibility, constituting the Management Board of UNIPETROL holding

## Elements of segment management

- Companies with similar business profile refining, chemicals, petrochemicals, retail, grouped into business segments
- Board members of UNIPETROL responsible for specific business segments will sit on the Boards of the key companies in those business segments
- Ultimately, UNIPETROL to be included in the segment management system of PKN ORLEN

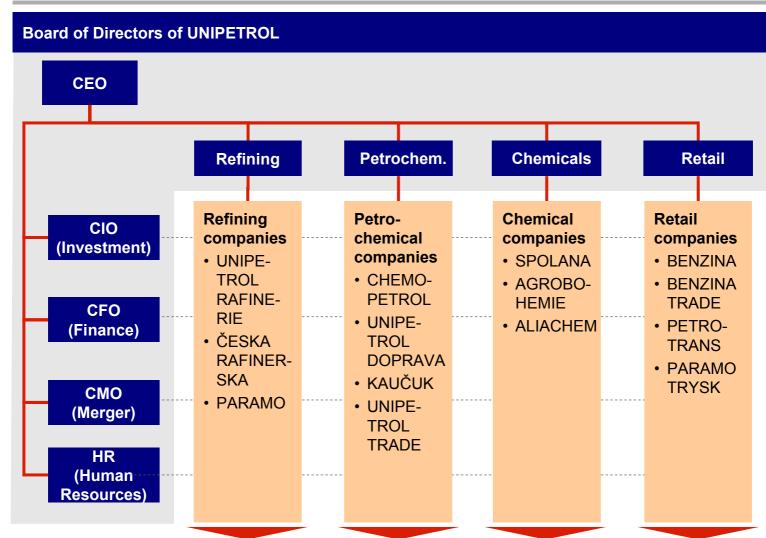
## Czech-Polish teams

- Dedicated teams comprising employees of UNIPETROL and PKN ORLEN, responsible for meeting the financial target of the integration
- Cooperation between PKN ORLEN and UNIPETROL
  - Exchange of information and best practices
  - > Access to best specialists irrespective of the location of employment



# SIMPLIFIED

### New governance model of UNIPETROL Group

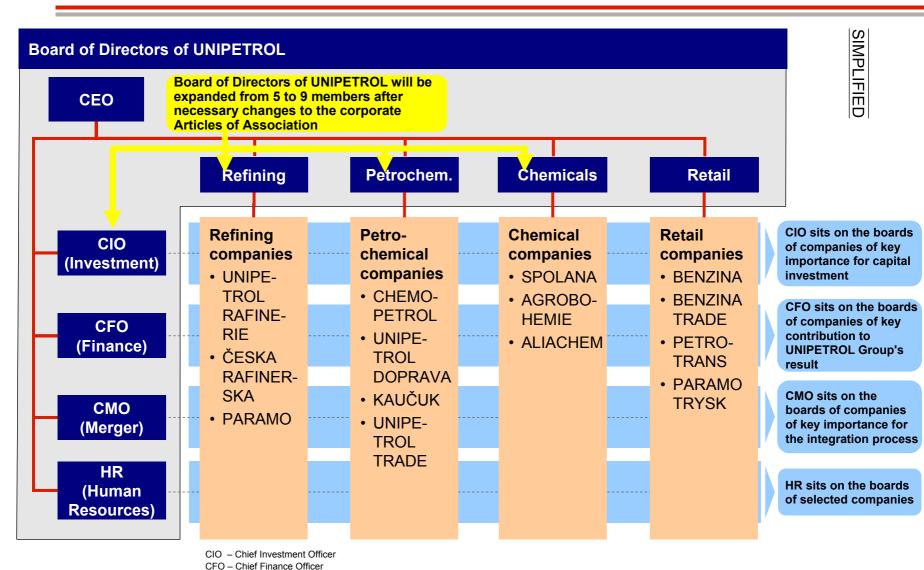


Board members of UNIPETROL responsible for the respective business segment sit on the boards of key companies of that segment



O – Chief Investment Officer
O – Chief Finance Officer
MO – Chief Merger Officer
A – Human Resources

### New governance model of UNIPETROL Group





ORLEN

CMO – Chief Merger Officer HR – Human Resources

## **Members of the Supervisory Board of UNIPETROL**



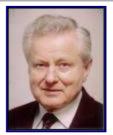
Chairman of SB: Igor Chalupec, CEO, PKN ORLEN



Dariusz Formela, Head of Organization and Development Office, PKN ORLEN



Vlastimil Růžička, Rector of Institute of Chemical Technology Prague



Vice-Chairman of SB: Miroslav Grégr



Piotr Kearney, Head of Strategy Office, PKN ORLEN



Cezary Smorszczewski, CIO, PKN ORLEN



Joanna Chmielewska, Head of Legal Office, PKN ORLEN



Milan Kuncíř, Technical Director Uniraf



Miloslav Suchánek Professor of Institute of Chemical Technology Prague



Zdeněk Černý. Chairman of ECHO Trade Union Czech Republic



Wojciech Lorenc, Head of Huma Resources Office, PKN ORLEN



Paweł Szymański, CFO, PKN ORLEN



# Management selection process in line with best practices

## Sources of candidates

#### **Recruitment and assessment process**

#### **UNIPETROL**

- Assessment of management competencies carried out by reputable human resources advisors
- Performance to-date and HR assessment results taken into account

#### **PKN ORLEN**

- Identification of PKN ORLEN candidates for selected business and functional areas
- Assessment of candidate competencies carried out by reputable human resources advisors

## External candidates

 Recruitment by professional human resources advisors in Czech Republic and Poland New management team of UNIPETROL has high qualifications and extensive professional experience

### Pavel Švarc – President and CEO



**Age:** 49

#### **Professional experience:**

- 1999 Present Unipetrol a.s.; CEO and Chairman
- 1997 1999 Lovochemie a.s.; Managing Director
- 1993 1997 Čížkovická cementárna a.s.; HR Director
- 1993 3CA s.r.o.; Managing Director
- 1985 1992 Pražská cukerní společnost a.s.; Managing Director and other management positions
- 1981-1985 Pražské cukrovary, s.p.; Sugar Plant Managing Director and Production Manager

#### **Education:**

- 1983-1988 Master of Science (CSc.)
- 1976-1981 Chemical Technology University Praha

- Manages UNIPETROL Group operations
- Co-responsible for UNIPETROL Group Strategy
- Represents UNIPETROL Group in relations with shareholders and government institutions
- Responsible for external communication in UNIPETROL Group



## Marek Mroczkowski – Vice Chairman, Chief Financial Officer



**Age:** 49

#### **Professional experience:**

- 2003 2004 ELANA S.A.; President, CEO
- 2001 2002 POLKOMTEL; President, CEO
- 1994 2001 PKN ORLEN; Vice President, CFO
- 1986 1994 EDA; Board Member, CFO
- 1981 1986 POLMO-ELMOT; Finance Manager

#### **Education:**

- 2002 INSEAD, Advanced management program
- 2000 2001 Warsaw School of Economics and University of Wroclaw; Postgraduate studies
- 1974 1979 Warsaw School of Economics, Master Degree in Economics

- Budgeting and controlling
- Financing and risk management
- Accounting and reporting



## Vít Šubert – Vice Chairman Responsible for HR



**Age:** 56

#### **Professional experience:**

- 1999-Present UNIPETROL, a.s., Vice-Chairman of the Board of Directors
- 1997-1999 Danone, a.s., HR Director
- 1995-1997 Čokoládovny, a.s. (joint venture of Danone and Nestlé), HR Director
- 1992-1994 Ministry of Labour and Social Affairs, Managing Director Czech Public Employment Service
- 1990-1992 Labour Office of Prague, Director
- 1987-1990 Škoda VE Praha, Head Engineer in computing centre
- 1981-1987 PU VHMP, Engineer in computing centre

#### **Education**

Technical University, Prague

- HR management
- Incentive system management
- Career path planning of key managers

## Frederik J. Emich – Board Member Responsible for Retail



**Age:** 45

#### **Professional experience:**

- 2004-2005 MOL; Advisor to the group CEO responsible for Retail
- 1996-2003 OMV Česka Republika; General Manager
- 1989-1996 OMV AG Vienna; Retail Sales Manager
- 1987-1989 MPSI Systems; responsible for sales and client relations in Germany, Austria, and Switzerland
- 1984-1987 Esso Benelux; Analyst

#### **Education:**

- 1984 Erasmus University Rotterdam; Doctorate in Business Administration (MBA equivalent)
- 1980 Erasmus University Rotterdam, Undergraduate Studies

#### **Key responsibilities:**

Management of retail network

## Adam Życzkowski – Board Member - Chief Merger Officer



Age: 45
Professional experience:

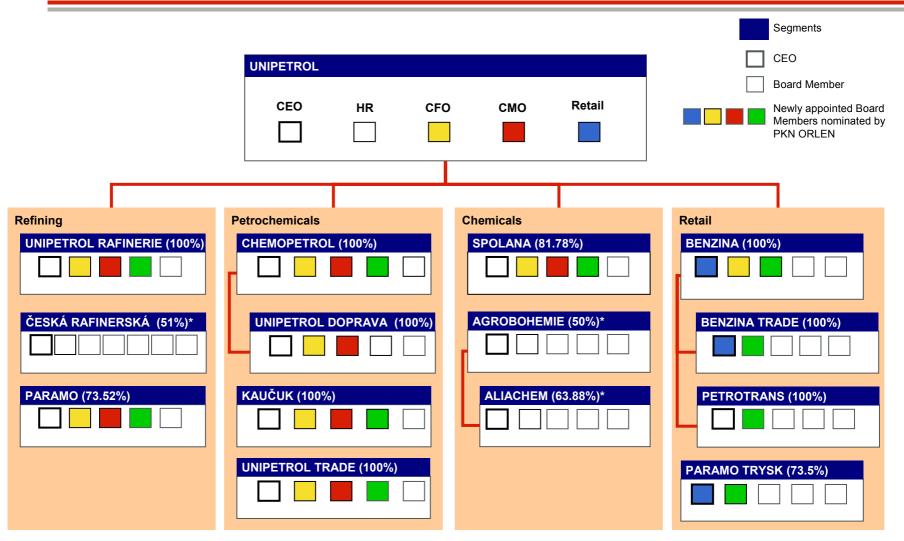
- 2005-Present PKN ORLEN; Director, UNIPETROL Integration Department,
- 2002-2005 Spectra sp. z o.o.; Director, Investment and Strategy Department
- 1999-2001 McKinsey & Company (Poland, USA); Engagement Manager
- 1990-1998 Procter and Gamble (USA, Czech Republic, Russia, Belgium, Poland); Finance Manager

#### **Education:**

- 1990 University of Notre Dame, IN, USA, MBA
- 1987 Rutgers University, New Brunswick, NJ, USA, Msc

- Management of UNIPETROL and PKN ORLEN integration process
- Management of effective communication between UNIPETROL and PKN ORLEN
- Partnership Program Management
- Coordination of integration process of all companies within UNIPETROL Group

# To reflect the new shareholder structure, changes also take place in the boards of subsidiaries





\* The changes in the statutory bodies require alignment with other shareholders

## Conference agenda

Governance model for UNIPETROL within PKN ORLEN Group

### **Aspirations and value creation plan**

"Partnership" Program as the value creation mechanism

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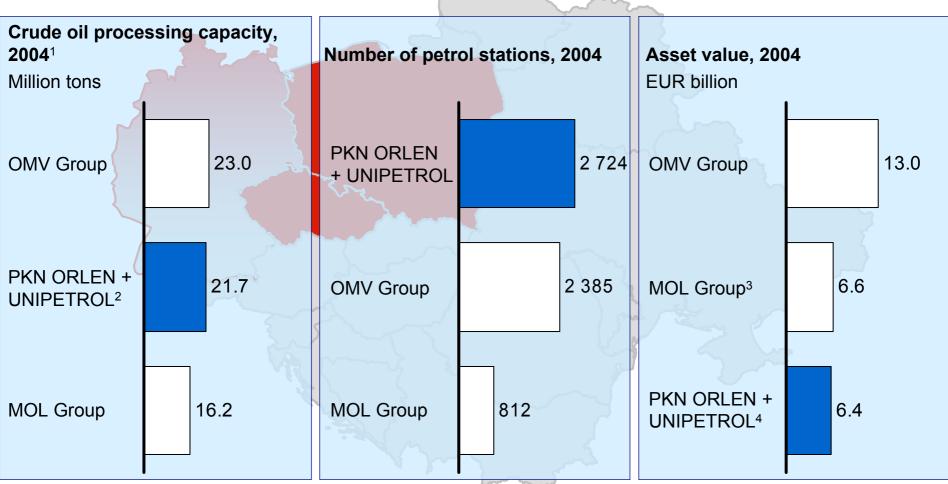
## Acquisition of UNIPETROL fits into strategy of PKN ORLEN

#### From the mission of PKN ORLEN:

"Aiming to become the regional leader we ensure long-term value creation for our shareholders by offering our customers products and services of the highest quality."

### Strategic goals until 2009 **Key benefits from integration with UNIPETROL** Strengthen position of PKN ORLEN as a leading Organic Implement efficiency improvement and crude refiner in Central and Eastern Europe investments Leverage achievements, competencies and 2 experience of both entities to improve operating and capital efficiency Strengthening existing core business in Non-organic home markets 3 Expanding markets for key products Develop management team through best practice Monitor expansion opportunities and knowledge transfer in new areas and markets

# Integration of UNIPETROL and PKN ORLEN will strengthen the Group's competitive position in the region



<sup>1</sup> Atmospheric distillation; processing capacity weighted by subsidiary shares

Source: Annual reports; Petrofinance; OANDA; web sites

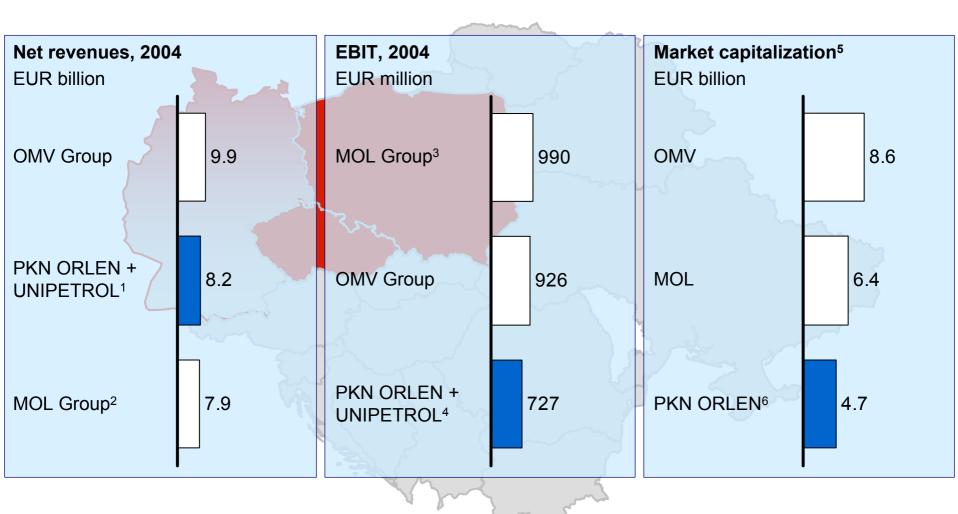


<sup>2</sup> Sum of ~63% UNIPETROL (51% ČESKA RAFINERSKA; 73,5% PARAMO) and 100% PKN ORLEN capacity

<sup>3 1</sup> EUR = 246,19 HUF (year end)

<sup>4</sup> Sum of assets (~63% UNIPETROL + 100% PKN ORLEN); 1 EUR = 4,09 PLN; 1 EUR = 31,51 CZK (year end)

# Integrated UNIPETROL and PKN ORLEN Group aspires to match the valuation of its competitors in the region



<sup>1</sup> Sum of revenues (~63% UNIPETROL + 100% PKN ORLEN); for UNIPETROL excludes CZK 10,3 million of excise; 1 EUR = 31,95 CZK; 1 EUR = 4,53 PLN (annual average exchange rate)



<sup>2 1</sup> EUR = 252,08 HUF (annual average exchange rate) Source: Annual reports; BOSSA.PL; OANDA; web sites

<sup>3 1</sup> EUR = 252,08 HUF (annual average exchange rate)

<sup>4 1</sup> EUR = 4,53 PLN; 1 EUR = 31,95 CZK (annual average exchange rate); not consolidated, includes ~63% PKN ORLEN share in UNIPETROL

<sup>5</sup> Based on exchange rates as of 01.06.2005

<sup>6</sup> PKN ORLEN valuation includes UNIPETROL value

## Approach to value creation is based on three foundations

for current business

**Ensuring continuation** 

- Continuation of ongoing business operations of UNIPETROL Group
- Control over key business elements

Organic

Generating value – "Partnership" Program

- Taking maximum advantage of unique opportunities resulting from the merger of two capital groups operating in different national markets in fuel, petrochemical and chemical industries
  - Efficiency improvement
  - > Revenue and cost synergies
  - Knowledge and experience transfer

Sapita

Developing and restructuring UNIPETROL Group

- Potential further acquisitions of assets in strategic areas
- Simplification and improved transparency of UNIPETROL Group structure
- Disinvestment of non-strategic assets all transactions supported with fairness opinion by renowned independent advisors



# Integration of UNIPETROL and PKN ORLEN will yield measurable financial synergies

**EXAMPLES** 

measures

Ensuring continuation for current business

Generating value – "Partnership" Program

Capital

Developing and restructuring UNIPETROL Group

## Production optimization

- Optimized production allocation among production plants
- Using excess production as feedstock within the new Group

### **Crude purchasing**

 Stronger negotiating positions due to consolidation of crude purchasing volume

Purchase of materials, services and equipment

- Volume aggregation and joint tenders
- Centralized purchasing and cost management

#### **Material investment**

 Elimination of investments in infrastructure elements existing both in UNIPETROL and PKN ORLEN

**Finance** 

Improved financial stability of UNIPETROL reduced financing costs



### Possible disinvestment in UNIPETROL Group

Ensuring continuation for current business

Organic

Generating value – "Partnership" Program"

Capital

Developing and restructuring UNIPETROL Group

**Fuel stations** 

- Contemplated sale of 1/3 fuel stations to Conoco Philips
- Expected selection mechanism PKN
   ORLEN and ConocoPhilips choose
   stations one after the other: 2 stations for
   PKN ORLEN, 1 for ConocoPhilips
- PKN ORLEN will put best efforts leading to the optimal asset split

Non-strategic assets

 Contemplated sale of UNIPETROL assets that are not key for PKN ORLEN Group's operations to AGROFERT HOLDING, i.e., related to pesticides, agricultural commodities and chemicals production

- All transactions will be valuated based on expert analyses supported with fairness opinion by renowned independent advisors
- Contemplated sale of selected assets will reduce debt burden of UNIPETROL



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## "Partnership" Program as a mechanism of value creation



Value Creation **Teams** 

- Dedicated to specific business, functional or support areas
- Composed of experts from UNIPETROL Group and PKN ORLEN Group
- Managed jointly by representatives of UNIPETROL and PKN ORLEN

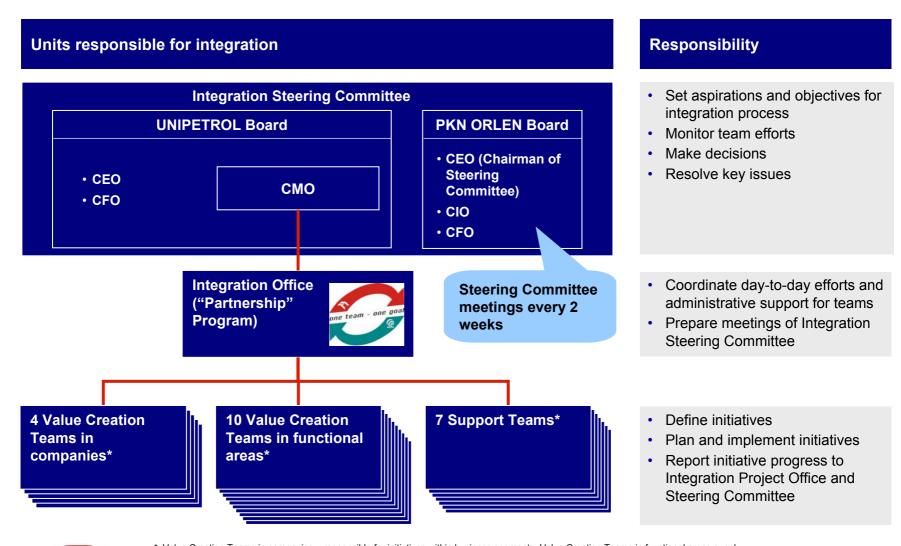
based on integration of UNIPETROL and **PKN ORLEN** 

Team tasks

- Identification and valuation of detailed value creation levers
- Detailed description of individual initiatives and preparing their implementation plans
- Achievement of financial targets including short-term initiatives as soon as in 2005



### Organization of "Partnership" Program



<sup>\*</sup> Value Creation Teams in companies – responsible for initiatives within business segments; Value Creation Teams in functional areas supply expertise and share best practices between business segments; Support Teams coordinate the integration process



## Integration - a strategic priority with significant dedicated resources

## Resources of PKN ORLEN

- Members of PKN ORLEN board in the Supervisory Board of UNIPETROL and the Integration Steering Committee
- Approx. 150 PKN ORLEN employees involved in the integration process, including approx. 50 delegated to Value Creation Teams for a limited time period

## External resources

- Assistance of experienced and reputable companies (over 100 people):
  - Integration process management: McKinsey & Company
  - HR advisors and personnel selection : Kienbaum and Russell Reynolds
  - Financial audit: KPMG
  - Asset valuation: PricewaterhouseCoopers
  - Legal advisors: Dewey Ballantine
  - Preparation of Tender Offer: Patria
  - Public relations: EMC
  - Tax advice: Deloitte



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## Closing UNIPETROL share purchase transaction

## Price adjustment

- Final transaction value will be defined based on the adjusted net asset value of UNIPETROL determined by an independent auditor (maximum price increase from the purchase price allowed is 15%; maximum price reduction is 25%)\*
- In line with the privatization agreement, the price adjustment will be defined the latest by the second half of October 2005
- PKN ORLEN is prepared to pay a price that reflects the real value of UNIPETROL

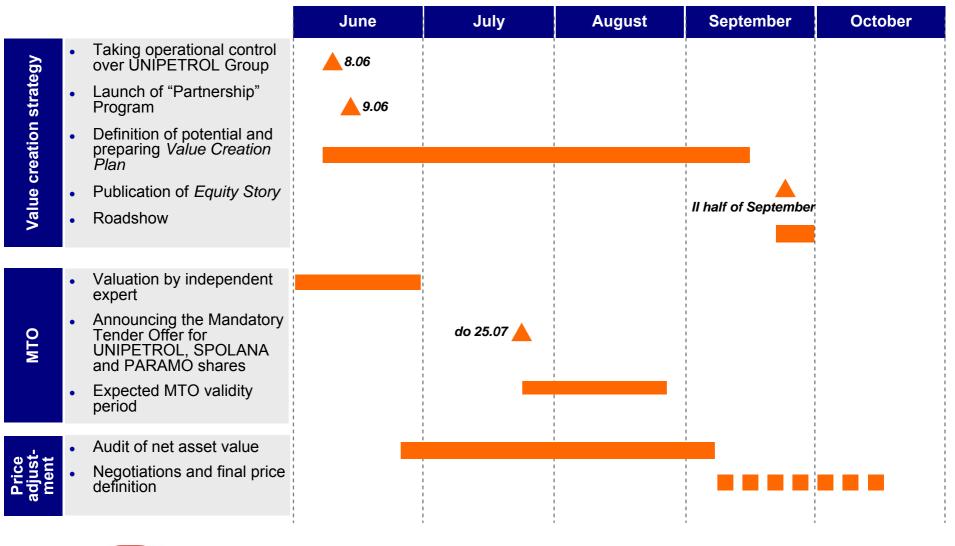
### Mandatory Tender Offer (MTO)

- Within 60 days of the transaction closing a Mandatory Tender Offer for minority shareholders for purchase of the remaining UNIPETROL, PARAMO and SPOLANA shares will be announced
  - Price in the tender offer will be defined based on the valuation of an independent expert and the average UNIPETROL share price\*\* for the period of 6 moths before the transaction closure (purchase of UNIPETROL shares by PKN ORLEN)
  - PKN ORLEN will try to take into account the potential effect of the price adjustment mechanism in the price of MTO buyout
  - PKN ORLEN will make a motion to the SEC for a four weeks duration of MTO
- At the moment PKN ORLEN is not planning to withdraw UNIPETROL shares from public trading



<sup>\*</sup> The price adjustment will take place only when the difference between Net Asset Value at the end of 2003 and 2end of May 2005 is bigger than 5% \*\*Average weighted by turnover; includes price to be paid by PKN ORLEN

### **Key milestones – the first 100 days of integration**





## Contact



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