



Petrom brand confirmed by young families in Romania most popular among filling stations networks

- ▶ **The lifestyle of modern urban families study was conducted by the market research company ISRA Center during March - April 2018.**
- ▶ **Petrom branded filling stations continue to be the most popular network Urban drivers say that the personal car has an important role in spending time with the family.**

The latest study on the lifestyle of young urban families in Romania shows that the Romanians are increasingly relying on personal cars for family activities.

The results of the ISRA Center study on the main family activities for young urban drivers:

- 70% of the families listen to music or make week-end plans, together, in their personal car, when dropping kids to school or kinder garden;
- 43% leave the town during the week-ends with the family car, at least once a month;
- 39% visit their relatives or friends, at least once a week;
- 77% use the car to go out shopping with their family at least once a week.
- 83% of respondents are familiar with the Petrom brand, with Petrom ranking number 1 in terms of public awareness

"The young families are exerting a new involved parenting model, which requires equal participation of both parents and which uses each moment spent with the children as an opportunity for emotional development of the young through communication, play and experiences. Thus, time spent together on the way to kinder garden or school becomes a precious moment for modern, busy families, where children and parents can enjoy this time by learning together.", said Ioana Bobe, ISRA Center sociologist.

"Both from the results of the study and from personal experience, we have got the reconfirmation that the personal car is a central point in the lifestyle of young families in Romania. The Petrom brand promise "Together, We get Romania in motion" marks the role and place of our brand in the life of Romanians. Emphasizing the emotional side of each trip, we launch the new Petrom fuels communication campaign, convinced that Romanians' day-to-day trips can become joyful moments with their loved ones," said Decebal Sorin Tudor, Retail Manager of OMV Petrom.

Now, customers can discover at the pump, in each Petrom branded filling station, a surprising destination filled with emotions. Thus, they will fill up with "Standard Diesel for end year school celebration" or closer to the Romanians' soul "Extra diesel for stealing the bride" or "Extra Gas for Grandma's feast".

More details and the TV spot of the communication campaign can be found on petrom.ro ([click here](#)).

About the study

The survey was conducted between March 23 and April 18, 2018 on a sample of 815 urban respondents, 400 of whom bought a car in the last 12 months and 415 that are intending to buy a car in the next 18 months, men, 86% women, 14%, aged 25-40, having children under 14 years of age. The study includes 550 drivers. Respondents were interviewed face to face, based on a standardized questionnaire. The maximum margin of error is $\pm 3.4\%$ with a probability level of 95%.

About OMV Petrom

OMV Petrom is the largest integrated oil group in South East Europe with an annual oil and gas production of about 61 million boe in 2017. The Group has a refining capacity of 4.5 million tons annually and operates a power plant with a



high efficiency of 860 MW. On the petroleum distribution market, OMV Petrom is present in Romania and the neighboring countries through 787 gas stations at the end of March 2018, under two brands, OMV and Petrom.

OMV, one of the largest listed industrial companies in Austria, holds 51.01% of OMV Petrom shares. The Romanian State, through the Ministry of Energy, holds 20.64% of the shares of OMV Petrom, Fondul Proprietatea holds 9.9985%, and 18.35% is freely traded on the Bucharest Stock Exchange and the London Stock Exchange.

OMV Petrom is the largest contributor to the state budget, with contributions of about € 25.5 billion in taxes and dividends paid between 2005 and 2017.

Since 2007, OMV Petrom has included corporate responsibility principles into its business strategy. During this period, the company has allocated approximately € 50 million to develop communities in Romania, focusing on environmental protection, education, health and local development.

