



BUSINESS NEWS OF THE ISSUER NIS A.D. NOVI SAD

NIS Reconstructs its Petrol Stations

As a part of the modernization project of its retail network NIS has finalized the preparation of a new concept of «NIS Petrol» petrol stations.

The aim of renewing of the traditional brand of petrol stations, based on the business strategy of the company, is to strengthen the position of the company at the retail market of motor fuels by development of own, widespread retail network, oriented towards middle class, with guaranteed quality of fuel and services.

New visual identity retains the properties of the old and recognizable brand «NIS Petrol», however at the same time it has been modernized and enriched by introduction of the blue color in the brand name inscription. This "three-color" commercial brand offers to the customer reliability, availability, modern standard of services and guaranteed quality of petroleum products.

In its operation NIS is oriented towards the interests of the majority of Serbian drivers, by providing high quality fuel at optimal market prices.

The company is oriented also to the drivers who are mostly driving around the city, as well as to the ones driving at inter-city destinations. «NIS Petrol» petrol stations are located at easily accessible locations, in the cities, as well as on highways.

Since 2010 NIS has been intensively implementing the modernization and automatization of retail facilities, and therefore three color petrol stations of «NIS Petrol» will function in a contemporary manner and will be in full compliance with all civil and environmental regulations.

As a part of the modernization program of PS retail network by 2014, majority of the retail network (around 250 stations) will be rebranded, reconstructed and built . The total volume of capital invested into the development of retail network of «NIS Petrol» will amount to more than 13 bln RSD.



The first reconstructed PSs of NIS Petrol will be opened at the beginning of 2012.

"Modernization of petrol stations and renewing of NIS Petrol brand are the results of our company's commitment to operate in compliance with European standards and to continuously work on the improvement of the quality of fuel and services. We want to offer to all of our customers an accessible and modern Serbian brand which shall be continuously improved. We would like the new identity of our retail network to follow the improvement of the quality of services and products as well " says Kirill Kravchenko, NIS CEO.

**Deputy CEO –
Director of Function for Legal and Corporate Affairs**

Sergey Fominykh
