

ПРИСТА

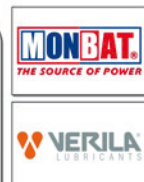
КОРПОРАТИВНО ИНФОРМАЦИОННО ИЗДАНИЕ

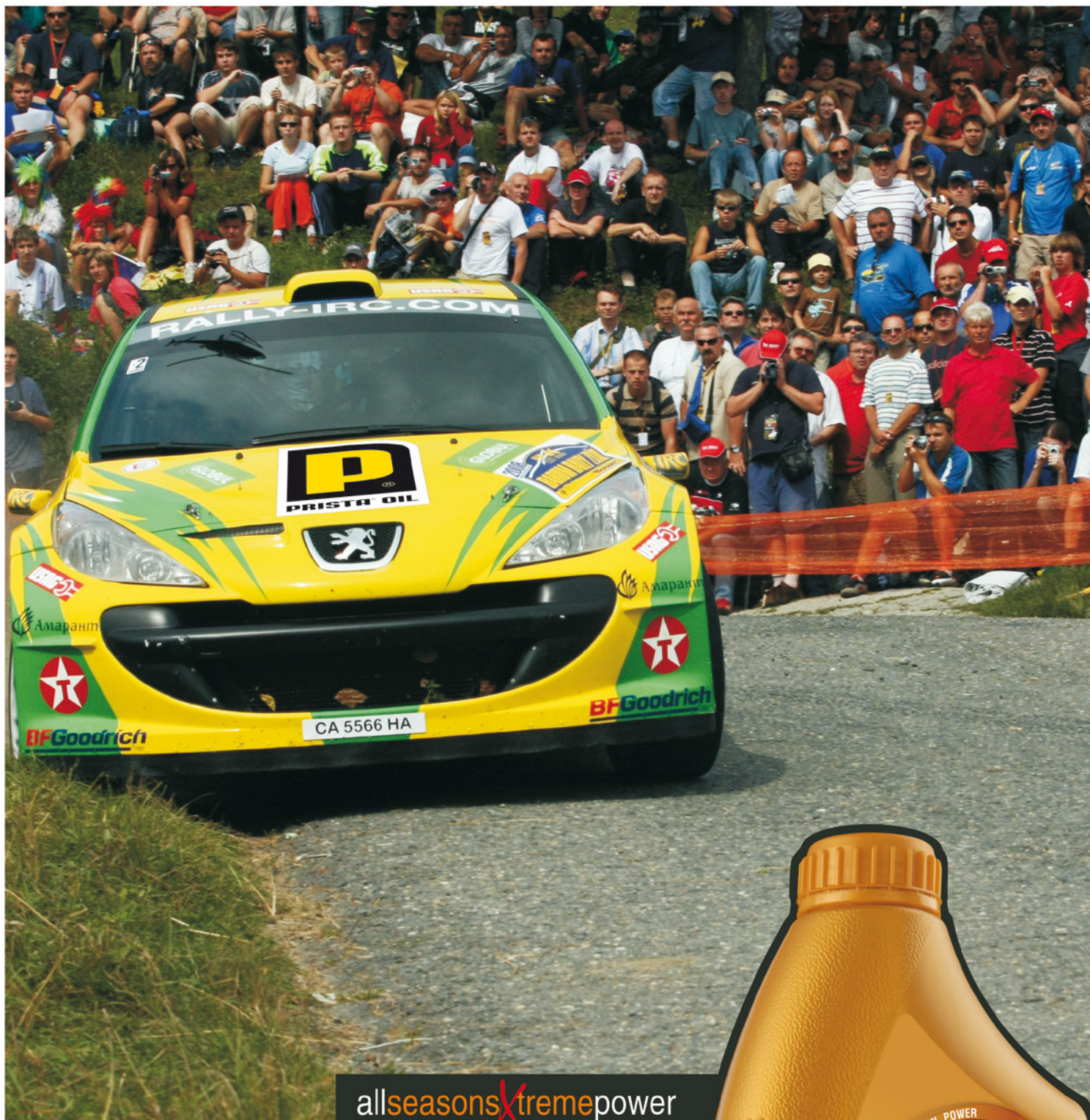
September 2014



**Prista Oil Holding EAD
with profit of
12 773 000 EUR**

**Sara Rash Trading - the official
distributor of PRISTA® for Iraq**





allseasonsxtremepower



www.prista-oil.com

Fully synthetic engine oil with low SAPS (Sulphated Ash, Phosphorus & Sulphur), especially designed for the latest generation of gasoline and diesel EURO-4 & EURO-5 engines. This oil ensures exceptionally high engine protection and cleanliness, extended oil drain intervals and fuel economy.



Did Prista Oil Holding overcome the economic crisis? Is the Company's restructuring finished? Did the upward development begin?

To a larger degree, the Company's business is increasingly developing into multinational, in different countries and fields. The financial result figures show, for the first half of the year, that the hard work of all structures and levels already yield positive results. Consequently, the management of specific industrial and commercial structures, as well as the overall decision-making process show a positive trend for the Company's development.

To a larger degree, Prista Oil enjoys good results as a reward of their foresight, and timely researches in implementing

their both high quality and competitive products to markets in third countries other than their recent traditional markets. Fortunately, in terms of volumes and partners, an interest is shown by companies having their reputation already established in their own country.

Broad coverage of business is largely conditioned by the wide range of products that are well received not only in automotive but also in marine engines. Trust granted to the PRISTA brand, and the more aggressive and quality offering of TEXACO, make PRISTA's merchants and distributors offers increasingly irresistible. Companies that offer more than 20 years only motor oil and batteries manufactured and distributed by Prista Oil Holding, and have a stable and successful business provide clear evidence of that.

Company's markets expand which is a sign of confidence and opportunities for the development of which there is a lot to talk and write about ...

Prista Oil Holding EAD - financial results for the first half of 2014

Consolidated Income Statement Prista Oil Holding EAD 2014

Sarah Rash Trading is the official distributor for the PRISTA® brand in Iraq

AMBITION 2017 Lubricants Strategy Workshop

Mate Motors will make PRISTA® branded products №1 on the Georgia market

What is the HAVOLINE® WORKSHOP Programme?

Prista oil holding - partner of gulf oil marine in supplying marine oils on the territories of Lithuania, Latvia, Estonia and Finland

Full gas ahead with oils Texaco HDAX

AUTOMECHANIKA – the world's leading trade fair for the automotive industry

Prista Oil received the award for "The Mass-Participation in Workers' Spartakiade Event" in the Town of Ruse



R. Nikolaev
Editor in Chief

Publisher: Prista Oil Holding EAD
Rumen Nikolaev - Editor in Chief
mobile: +359 88 874 82 18
tel: +359 82 810 123
e-mail: rumen.nikolaev@prista-oil.bg
www.prista-oil.com

Albena-Ivanova - Vasileva
Consultant

Design:



spisanie@prista-oil.bg

Prista Oil Holding EAD - financial results for the first half of 2014

The net profit of the group of companies for the period is increased by 14.7%



Nikolay Kostadinov - Group Chief accountant in Prista Oil Group BV

Consolidated financial statements for the first half of 2014 show that Prista Oil Holding EAD Group companies continue their steady growth after the initiated corporate restructuring and streamlining in 2012 and 2013.

Financial results for the first half of 2014 show an increase of 9.5% profit before depreciation, financial expenses and taxes, reaching 12,773ths. EUR compared to 11 564 ths. EUR for the same period in 2013. Operating profit of the holding increased by 5.6% reaching 8 589 th. EUR and net profit by 14.7%, i.e. 5 212 ths. EUR compared

to 4 444 ths. EUR in the first half of 2013.

The companies Monbat AD, Prista Oil Holding EAD, UZ Prista (Uzbekistan), acquired at the end of 2013, the Romanian company Premium Lubricants SA and Bogdani Petrol (Hungary), also acquired in 2013 as a result of the controlled intra-group transactions with the parent company Prista Oil Group BV (The Netherlands) have largely contributed to the positive aspects of the financial results of the holding.

The main Company's objectives by the end of 2014 and in 2015 are:

- * The development of commercial activities in Central Europe - Czech Republic, Hungary, Slovakia - by building a distribution network with a leading unit, also acquired in 2013, a subsidiary of Chevron in the Czech Republic, later renamed to PRISTA OIL CZECH S.R.O.,

- * The development of marine oils supplies in the Baltic Sea countries based on the distribution agreement signed with the Hong Kong company Gulf Oil Marine Ltd.

- * The development of new markets in the Middle East, North and Central Africa

- * Maintaining upward trend in the companies in Uzbekistan, Romania and Hungary

- * The reorganization and search for a strategic partner to optimize and improve the performance of Prista Oil Turkey

Consolidated Income Statement Prista Oil Holding EAD 2014

All amounts in Thousands of Euros

As at June 30, 2014

Total (MT)	
Lubricants (MT)	20 198
- Produced	16 273
- Commercial	3 925
Greases (MT)	912
- Produced	822
- Commercial	90
Base Oils (MT)	1 350
Lead (MT)	0
Petroleum Jelly (MT)	1 200
Batteries (pieces)	976 709
Other (MT)	19 238
Gross Sales	
Sales of Commercial Goods	10 613
Lubricants	8 128
Greases	311
Base Oils	1 318
Lead and others	856
Sales of Produced Goods	86 852
Lubricants	21 518
Greases	1 891
Petroleum Jelly	1 474
Batteries	50 440
Other	11 529
Sales of Services	1 617
Sales of Others	2 121
Total	101 203
Cost of Sales	
Cost of Commercial Goods Sold	8 603
Lubricants	6 417
Greases	243
Base Oils	1 242
Lead and others	701
Produced Goods Sold	65 511
Lubricants	15 460
Greases	1 174
Petroleum Jelly	1 255
Batteries	37 687
Other	9 935
Cost of Services Sold	1 088
Cost of Other sales	12
Total	75 214
Gross Sales Profit or Loss	25 989
Operating Expenses	
Marketing , Sales and Distribution Expenses	5 660
General and Administrative Expenses	7 540
Provision for bad and doubtful debts	16
Subtotal operating expenses	13 216
EBITDA	12 773
Depreciation	4 184
Total Expenses	17 400
Operating Profit or Loss	8 589
Financial income	
Interest Income	231
Foreign Exchange Gains	1 336
Total	1 567
Financial expense	
Bank Charges and Fees	838
Interest Expense	2 256
Foreign Exchange Losses	1 475
Total	4 569
Profit/Loss from Financial Activities	3 002
Current period profit or loss	5 587
Provision for income taxes	375
Net profit/loss for the period	5 212
Equity holders of the company	2 912
Third party equity holders	2 300
Net profit/loss for the period	5 212

Sarah Rash Trading is the official distributor for the **PRISTA**® brand in Iraq

The company, part of the Car Zone Trading Agencies Co., will sell in the first year minimum quantities of 250,000 liters of oil of the internationally recognized Bulgarian manufacturer



At the end of June, Prista Oil Holding EAD and Sarah Rush Trading Company signed an agreement to distribute motor oils and greases in the territory of Iraq. At a meeting held in the Town of Ruse between the Executive Director of Prista Oil Holding EAD - Tsvetomir Atanasov, and the member of the Board of Directors of Sardar Group - Shamal Hassan, both parties signed an agreement whereby the Erbil company became the official

importer of **PRISTA**® branded products in Iraq and within the first year of the agreement the minimum amount of products sold is expected to be 250,000 liters.

Car Zone Nissan

Car Zone, previously a Division of the Sardar Group, has started doing business in Kurdistan and Iraq in 2009 as the preferred dealer for Nissan and Infinity vehicles, having formally grown into a fully-fledged independent company under the leadership of its Executive Director and CEO Mr Shamal Aziz. The company has invested heavily in its technical staff and management team and acquired vast experience from abroad with the intention to transfer skills and experience to the local market. With modern facilities

that include the Head office and state of the art showrooms and workshop in Erbil, it also has dealerships for the Nissan/Infinity brand in Duhok, Sulaymaniyah and Baghdad. All branches offer full sales, service and parts services to clients.



Car Zone Leasing

Car Zone also offers bigger companies the option of leasing their vehicles instead of having to lay out the



capital for a purchase upfront. Leases are available for 12 or 24 month terms. Most of the oil companies operating in Kurdistan are loyal clients of the Car Zone Leasing Division.



Market

Car Zone offers the full range of Nissan and Infinity sedans, pickups, SUV's and commercial vehicles in Iraq. We also provide Nissan Armoured vehicles on request for those clients who have a need for that. We participate in major central government tenders and KRG projects. For one of these projects we have supplied over 15 000 Nissan units to Taxi Kurdistan. Another 25 000 Pick Ups and Navaras have been supplied for the Farmers Union of Kurdistan, while 5 000 Navaras have also been delivered to the disabled community in Kurdistan. We are on a continuous basis involved in other similar projects as we strive to serve the community of Kurdistan and Iraq. Car Zone has a rolling stock of between 1 100 and 1 600 vehicles at any given time.

Truck Zone

Car Zone has in the recent past expanded into the trucking field. Truck Zone, a separate company under Car Zone, was established to house the trucking brands coming into the group. To this end Truck Zone has already acquired the sole distributorship for

Renault Trucks in Kurdistan, and is about to sign the same agreement for UD Trucks for the rest of Iraq.

Sara Rash

Another company in the Car Zone Group is SaraRash who is the marketing company for Prista Oil. Sara Rash has closed a sole distributorship agreement for the marketing and distribution of this Bulgarian company's high quality oil at extremely attractive prices. Companies doing service and maintenance on their vehicles are more and more finding Prista Oil as a quality and economical alternative to their regular lubricants.

Business relationship between both companies dates back to 2009 when one of the companies in the Car Zone Trading Agencies L.L.- (official importer of Nissan) sent its first contract to purchase oil in order to meet their own needs. Cooperation has deepened over the past three years as each year the amount of the ordered products was growing. This is an indicator of the quality of **PRISTA** branded products.

In the recent years, the development of Iraqi market has increased. More and more oils manufacturers seek local distributors aiming to gain a larger market share. World famous brands like Castrol, Total, Liqui Moly, BP are already present in the market. Over the years, Car Zone Trading also received proposals by such companies for distribution. However, its proposal for the signing of a distribution agreement is based

on the cooperation with Prista Oil and the main advantages of products used - high quality product and packaging at a reasonable price.

Sarah Rash Trading Company has all the necessary resources to market Prista branded products in Iraq - long-term presence, logistics solutions, and highly qualified staff of different nationalities. The Company has 6 branches - three of them in Northern Iraq and three in Southern Iraq, ensuring full coverage of the country. Sarah Rash is planning to implement more than 250,000 liters of finished products over the first year of the agreement and is mainly focused on synthetic, semi-synthetic oil and service fluids for vehicles manufactured after 2004.

Main Competition

The main competition for Car Zone comes from brands like Toyota, Kia, Hyundai and Ford as far as passenger vehicles are concerned, and mainly Toyota when it comes to pick-ups. Truck wise the majority is made up of Mercedes Benz, followed by Scania and Volvo. As mentioned above, Truck Zone is now entering the fray in Kurdistan with Renault trucks and will soon bring in UD Trucks to be marketed in the rest of Iraq.



AMBITION 2017

Lubricants Strategy Workshop



Sales Managers from several Business Units met PRISTA OIL Management Team on the 25-26th September in a resort near Bucharest to discuss the company's Lubricants strategy.

Peter Bozadjiev, Group BV Chief Financial Officer (CFO), presented the financial performance of the company, from the shareholders' view. He invited the participants to speak about opportunities and collect ideas that can lead to growth. *"The Lubricants business is a red ocean, full of sharks. Still, there are opportunities - we just have to find them."* He inspired "out of the box" thinking: *"Strategies are dreams with deadlines"*.

The team had an open discussion about problems that

prevent us from growing faster today. *"We can cope with both external challenges and internal issues, if we face them in time and take them serious"*, said **Tivadar Runtag**, Group Sales and Marketing Manager. *"This event is an excellent opportunity for people to meet, share experience and ideas about improving sales. I also take away initiatives, like regional Key Account Management, centrally coordinated and optimized logistics, or a structured Distributor Development Program."*



Anastasios Topalis, Senior Project Manager International Operations, assured that no ideas would be lost. *"The results of the Workshop will be used as input for the development of the Sales and Marketing Strategies and for the 2015 Business Plan. We captured every idea and comment; these will be evaluated and implemented, if the feasibility is justified."*

Antoaneta Kabakova, HR Manager, Prista Oil Group, shares: *"Many thanks to Peter Bozadjiev and the team for putting-on this*



workshop and to Cristian Leon, General Manager of Prista Oil Romania, for well-organized event. In general: it seems that we have a "hungry" for results team, prepared for accomplishing goals and achieving results, that knows customers' expectations very well. Everyone participated in the serious part, as well as in the entertaining part of the workshop. Even the long boat trip was not a milestone for us: our bodies were frozen, but not our souls."

Tsvetomir Anastasov, Executive Director of Prista Oil Holding, sees great opportunities in further development of exporting Prista lubricants to new markets. He emphasized the importance to focus on daily activities. As he

said: *"less bla-bla and more sales"* are needed, to deliver on our promises to our customers and to our shareholders.

These views were supported by **Plamen Bobokov**, Chairman of the Board, who said at the opening speech: *"There are three things that we need today: **SALES, SALES, SALES!**"*



Mate Motors will make **PRISTA®** branded products №1 on the Georgia market

The company supplies in the country, the quality Bulgarian oil in branded cars



During long years, Mr. Gela Barkalaia was working day and night to create and develop the company. His all life is dedicated to automobiles business, which he started in the age of eighteen. The founder of company is a father of five children: four daughters and awaited son Mate. A name "Mate Motors" is a name of his youngest son Mate Barkalaia.

Mr. Gela Barkalaia is an honorary citizen of Senaki, the city where he was born and grown. Mr. Barkalaia is a founder and chairman of GABI "Georgian Association of Business and Investment". He is well known as a philanthropist and Maecenas in Georgia.

Established over 15 years ago Mate Motors has grown to be the largest and most successful independent company in Georgia. Mate Motors head office is based in Tbilisi, Georgia and supported by six new vehicles and spare parts showrooms throughout Georgia. We are dealers of Toyota, Nissan, Mitsubishi, Hyundai, Kia, Karsan and Jeep. MateMotors is a market leader in Georgia, setting highest standards of service and implementing new culture of auto service in the country.

Our business is based on long term cooperation with our partners.

MateMotors is one of the leading companies in Georgia offering various ranges of auto products and services; in addition to general public we serve more than three thousand vehicles of governmental agencies and private companies. The company has strategically placed service centers in key locations across Georgia. In order to ensure quality service, MateMotors routinely hosts company representatives from the

manufacturers only available to authorized service centers. All our facilities lie along primary roads and highways.

We have built auto showroom and service center, which is the largest not only in Georgia but in whole Caucasus area, situated in the capital of Georgia. It is stretched on 10 000 square meters land. Where, we can simultaneously serve more than sixty vehicles.

Mate Motors has no analogue in whole Caucasus, our company was



formed as the reward of a hard work of founder and 100% share owner Mr. Gela Barkalaia. Mate Motors started as a small company with only fifteen employees, and since then has expanded to multiple locations in Georgia. The companies support stuff of over 250 employees is sales, spare parts, service, finance and administration department our staff is fully trained to handle each of brand we support.

MateMotors collective in a head of Mr. Gela Barkalaia would like

to thank Prista's Executive Director Mr. Tsvetomir Anastassov and Export Manager Mr. Stefan Stefanov for cooperation and kind support. I would like to assure you that we will support Prista, with all we can.

We believe, that Prista has a big potential in Georgian market. It was the respect of **PRISTA** products, that we would like to extend our interest and formed a partnership with your company.

We strongly, believe that our services can well compliment

PRISTA in further promotion and market penetration in our country.

MateMotors believes that we will obtain monopoly, with **PRISTA** product in Georgian market and promise to make **PRISTA** number one oil in Georgia!



What is the **HAVOLINE® WORKSHOP** Programme?



The Havoline® Workshop Program provides you with the opportunity to offer your customers an extensive range of products, supported by one of the world's strongest brands, Texaco®. Havoline® Workshop Programme offers everything you need to turn potential Havoline customers into real ones. The Programme includes Sales presentations to raise interest of the workshops, as well as branded POS materials and gifts to capture the attention of clients in the workshop. It also provides training materials to help the workshops understand Havoline products well and to perform perfect service.



Aleksandra Rikovski-Mihajlidi,
*Channel Programme
Specialist, Eurasia –
Marketing, Chevron*

Working very closely with Prista Oil Team, Chevron is rolling-out European Havoline Workshop Programme in markets of Central and

Eastern Europe and in Turkey, where Prista oil is acting as an authorized distributor of Texaco products and services. The Programme is specifically targeted to meet the requirements of workshop customers and will help planned growth in the DIFM segment by rewarding and incentivizing workshop owners and operators. The Programme will also bring our Havoline brand closer to the eyes and minds of drivers in local markets through POS branding material included into the start-up and service packs. First customers have already been signed up in Bulgaria and we congratulate local team and Stefan Georgiev for this initial success.

Irina Ropay, Group Marketing Coordinator, Prista Oil



Havoline Workshop Programme (HWP) helps building workshop's image, improving its recognition and gives it an advantage over the competition with the confidence of a strong brand. The Program is designed to ensure customers satisfaction and their long-term loyalty. This loyalty is enhanced by the wide range of branded materials, available for the workshop and for its customers. The main idea is our customers to associate Havoline brand with the best products and services.

Stefan Georgiev, Automotive Sales Manager, Prista Oil



HWP is designed for workshops that use Texaco Havoline products. It is important to emphasize that this initiative is designed to support workshops in their activities. The main objective is the enhancement of mutual trust between the partners involved in this program – a demonstration of long-term ambitions of Prista Oil Holding.

Vesselin Dinev, owner of Assist Service Ltd., Bulgaria



This Program will help to improve the communication process with our customers. It will show that products used in our workshops are the ones of a highest quality. For us it is very important meet the trust of our customers. Our partnership with Prista is a strong proof of that.



Prista oil holding - partner of gulf oil marine in supplying marine oils on the territories of Lithuania, Latvia, Estonia and Finland

Prista Oil Holding EAD has become an official supplier of GulfSea branded marine oils on the territory of Lithuania, Latvia, Estonia and Finland since the beginning of 2014. The company ensures prompt and reliable supply of high quality bulk and packaged products to the ports in the region.



Gulf Oil Marine Limited, a part of Gulf Oil Group International, is one of the worldwide leaders in the distribution of marine lubricants. This company provides marine industry with full product range of high quality lubricants. It also offers expert technical services to the marine transport in more than 900 ports and 75 countries in the world. The partnership between Prista Oil Holding EAD and Gulf Oil Marine Ltd started in the end of 2009, when Gulf Oil Marine established its own network for the supply of marine lubricants and granted to Prista Oil Holding EAD the rights to produce and distribute these lubricants on the territory of Bulgaria, Romania, Turkey and Georgia. Over the past 5 years Prista has proved as a reliable partner that faultlessly follows the stringent standards related to the quality of the manufactured products and the promptness of the deliveries in the Black Sea region and Turkey. In March 2014 Prista Oil Holding EAD was awarded the rights to produce and distribute GulfSea branded products

on the territory of Baltic countries and Finland. In order to provide the same high quality of marine lubricants to the marine industry as well as fast and reliable services, Prista Oil Holding EAD started to manufacture marine oils in the heart of the Baltic countries - Latvia. Bulk deliveries of main lubricants are ensured by dedicated fully equipped road tankers. To shorten delivery time the company created a network of warehouses for pre-packages at the main ports in the region - Riga, Helsinki, Tallinn, Klaipeda. The local teams are professionals in marine supplies and experts in local regulations. They have detailed knowledge of the specificity of different ports and are able to organize on-time supplies to the vessels.

Today, thanks to Prista Oil and Gulf Oil Marine partnership, the full range of GulfSea branded products are available at all ports of Lithuania, Latvia, Estonia and Finland. Lead-time is respectively: up to three working days for bulk products and up to two working days for packed lubricants.

For more information about products and services, please, contact Prista Oil Holding EAD - an official representative of Gulf Oil Marine for Bulgaria, Romania, Turkey, Georgia, Lithuania, Latvia, Estonia and Finland.



Texaco became a part of the nightlife of the Bulgarian Danube capital - Town of Ruse



TEXACO brand was chosen to be part of the interior of the newest nightclub in the Bulgarian Danube capital - Ruse.

Club owners decided to follow the latest trends in interior furnishing of similar establishments.

Although there are still places where an effect is sought by costly artificial plastic materials or other imitations of natural materials, here, the furniture and the interior design is entirely made of wood, plaster and natural accessories that evoke the spirit of the industrial city.

The idea to use TEXACO-branded oil barrels is not new. In the centre of Ruse, young people and tourists have already approved their positive presence in another club who's holder is one of the STATION HALL owners.

Club location is close to the railway serving the Danube town industrial area and the Danube river, also fuelling the idea of the industrial look.

About the TEXACO brand - it comes naturally as a world leading motor oil brand, and the fact that their distributor company, Prista Oil, is based in Ruse.



Full gas ahead with oils TEXACO HDAX

The team works like “Center of Excellence” for sharing of information, perspectives and results



„Tomas Krenzelok consulting the results of a performed boroscopic inspection at a site of the biggest regional gas engine manufacturer“

Gas Engine Oils are often mentioned during regular Sales Calls in **PRISTA** Oil Sales & Marketing team. Prista Magazine dives into the significance of this term in an interview with Nicoleta Vinturis (Technical Manager, Premium Lubricants Romania), Bela Toth (Indirect Sales Manager, CEE Cluster) and Tomas Krenzelok (Industry Sales Manager, Prista Czech Republic).

Prista Magazine: What do we talk so much about gas engines?

Nicoleta: Saving energy and keeping the environment clean

are two major challenges facing the World today. As a combination of these factors and current legislation, the use of internal combustion engines running on gas, for generating power and heat has increased during the last years.

Prista Magazine: Are there any specific requirements for a gas engine lubricant?

Tomas: This type of operation demands a high degree of reliability and quality of performance also for the lubricants used. Traditionally such engines were fuelled by natural gas or coal mining gases. The trend

is increasing use of alternative fuels as digester gas (biogas), landfill and sewage gases, that often include aggressive components. It requires a specialized range of Gas Engine Oils (GEO) and coolants to provide satisfactory lubrication and protection.

Prista Magazine: Do we have a product portfolio that meets such requirements?

Nicoleta: Chevron as one of the World-wide leaders in this segment has a strong tradition; developed and produced GEOs for 40 years. They worked together with Original Equipment Manufacturers to develop products perfectly adapted and fit for the requirements of different gas engines. The original (mineral oil based) Texaco Geotex product line has been replaced with a Group II based new premium product range; Texaco HDAX - that covers all types of gas fuels. HDAX and Geotex portfolios have the most important OEM approvals.

Prista Magazine: It seems that Chevron pays a special attention to GEOs.

Nicoleta: Yes, it is a strategic sector for Chevron, with a high growth potential.

Bela: Aligned with Chevron's energy sector focus, Prista Oil

Group also set a high priority on GEOs.

Prista Magazine: What is our current position on the market?

Nicoleta: In Romania we have experience to supply lubricants and coolants for more than 7 years to gas engine applications to different type of major OEM's. Recently we started to supply the first fill oils and coolants to a very important certified packager of natural gas compressors. We are delighted to have been selected as supplier to this significant new plant. Further five Romanian companies are currently considering Texaco HDAX.

Bela: In Hungary we decided to use the indirect sales channel instead of going on the market with direct sales. Our distributor agreement is based on open information sharing about potential customers and their volumes. The selected partner has the proper market knowledge and the set of sales and marketing resources to penetrate the sector at a good pace. Our agreed target is to reach 30% sector market share by the end of 2017.

Tomas: We have started several field trial tests with a major Czech gas engine producer, who sold more than 1,500 units working all over the region. This is a major success, but only the start of a

lengthy process. Such tests usually take 4-6 months, the commercial negotiations will start only after the technical compliance is confirmed.

Prista Magazine: How can you convince customers to buy Texaco HDAX from Prista?

Tomas: HWe face a tough competition on the market. Perfect knowledge of both Texaco products is the basis, but not enough. What makes the difference is our technical experience working in the field of gas engines and the range and level of services offered. In the authorized laboratory we offer regular monitoring through specially fit oil analysis programs, based on OEM requirement for each type of engine. We own a boroscope device to run regular inspection of the engine. Furthermore, we calculate in Chevron's RBL program the savings that a customer can achieve by using Texaco HDAX, including operating and maintenance costs during the transition.

Nicoleta: We provide consultancy to our customers for optimal operation conditions of the engine and for maintenance to reduce the unplanned shut downs. Some of the last projects are in biogas engine, where we achieve very competitive drain intervals using HDAX 6500 LFG. All this in the end

means a real saving and increased profitability for our customers.

Bela: Prista Group possesses great level of expertise both at personal and technical fields. New members joined the team, bringing experience about the energy sector and about competitors. To fully exploit our potential, we work as a regional „Center of Excellence”, sharing information, prospects and results. A good example is Nicoleta's initiative to collect „Proof of Performance” letters from existing Texaco HDAX customers. She shares these PoP letters with sales teams in other countries. Such customer testimonials help us to convince gas engine operators to trust in our products and services.

Tivadar Runtág (Group Sales & Marketing Manager):

The Group II based Gas Engine Oil business is an important pillar of Prista Oil's growth strategy. Beyond Romania,

Czech Republic and Hungary we work on promising new projects in Bulgaria and Turkey. Our dedicated team in co-operation with Chevron's experts ensures that no business opportunity will miss out.



AUTOMECHANIKA – the world's leading trade fair for the automotive industry

Prista participated for the fourth time in the biggest specialized trade fair



Meeting place for the automotive industry

The Automechanika offers a unique spectrum of products from the fields of automotive parts, car washing, workshop and filling-station equipment, IT products and services, accessories and tuning.

The Automechanika is one of the most successful trade fair brands of Messe Frankfurt. It is the meeting place for the sector and renowned for third-country business.

The Automechanika presents the entire process chain in the automotive aftermarket, from point-of-sale, via services, to recycling and waste disposal.

As the world's biggest trade fair for the automotive aftermarket, the Automechanika spotlights innovations and solutions in the fields of parts, systems, tuning, workshop equipment, bodywork & paintwork, car wash, IT & Management and the latest automobile services.

PRISTA OIL is participating in Automechanika Frankfurt for the 4th time

For us as a company coming to Frankfurt means "to make a trip around the

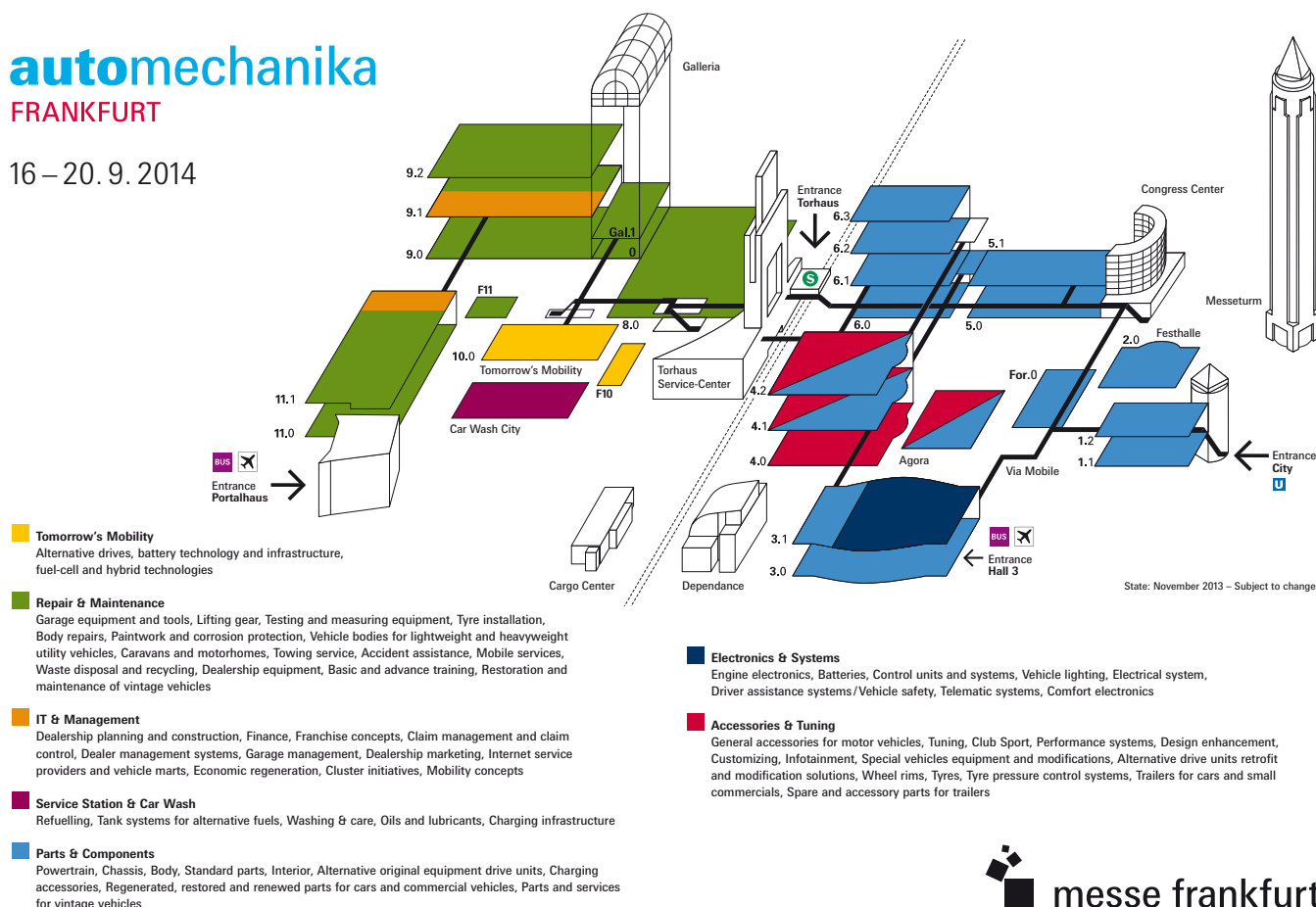
world” and meet hundreds of customers and partners from all continents. It’s a good opportunity to talk face-to-face to our existing customers and to present our company and high quality product portfolio to the new ones. Another expectation of ours is the presence of large number of visitors with decision-making authority within their companies, so we hope not only to have lots of contact but also the right ones with a high level of quality.

To find more about Automechanika , please visit:
<https://automechanika.messefrankfurt.com>



automechanika FRANKFURT

16 – 20. 9. 2014



MERCEDES-BENZ

in automatic truck drive



HNew Mercedes commercial transmission offers application-oriented drive modes

Versions of the new Mercedes-Benz Atego delivery truck sold in Germany will all be fitted with automated manual transmissions. In what Mercedes describes as a pioneering move, the short-radius distribution truck will feature new six- or eight-speed PowerShift 3 automatics in all engine output and weight categories, resulting in a whole series of benefits that include not only fuel savings and reduced wear and tear on the clutch and driveline, but also reduced stress on the driver in busy urban conditions.

The new transmissions will equip a wide range of models, and include versions with power take-offs and permanent or selectable all-wheel drive via a new transfer case. Also launched on the Atego is the option of a new nine-speed manual transmission,

supplied by ZF, with a novel pneumatic power-assisted cable shift to reduce the shifting effort for the driver and to improve noise and vibration levels in the cab. "Pneumatic shift force assistance on the transmission ensures that, even in demanding short-radius distribution operations involving frequent changes of gear, the operating effort required from the driver remains low and ergonomically acceptable, while gear changes are both smooth and precise," says the company.

An extra-low crawler ratio is specifically designed for use in municipal applications, such as road sweepers. A six-speed manual option is also available where the customer specifically requires a non-automatic transmission.

The PowerShift 3 automated manual incorporates numerous innovative features, including an EcoRoll coasting mode which is automatically activated during deceleration and disconnects the drive to allow the vehicle to exploit its momentum and thus save fuel. Novel, too, is the provision of multiple driving modes, some of them tailor-made for particular applications. Both the six- and eight-speed transmissions

have four different programs, each with three driving modes; for instance, "Economy" keeps engine rpm low, for minimum fuel consumption. Operators can also specify a "Power" driving mode to allow higher engine speed ranges for delivering maximum performance.

The special "Fire Service" program delivers even faster gear changes for emergency services and for other applications where every second counts, and outright performance is a top priority. Another program, "Offroad," is aimed at off-highway applications and holds onto gears longer on an incline so as to avoid interruptions in tractive force. Firefighting applications can also benefit from the new power take-off, mounted on the flywheel side of the engine, to mount special attachments such as a tandem pump at the front.

There is also a choice between permanent and selectable all-wheel drive. The latter is the most effective solution for municipal services and agricultural operators, suggests Mercedes, while permanent AWD is designed for use in more challenging situations away from paved roads.

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Prista Oil received the award for “The Mass-Participation in Workers’ Spartakiade Event” in the Town of Ruse



In the most attractive discipline, Tug of War, the rope could not endure at the mighty men’ hands and torn.

Workers’ Spartakiade Event, held at the end of July at mass participation of 11 teams from 10 companies took a sacrifice. Almost all day long, serious fights in different disciplines took place on the playground of „Yalta“ Sport Complex. The significant number of audience, consisting of players’ kinship and friendship members, has welcomed and supported the good play on the field.

Morning rain fallen could not stop the enthusiasm of Spartacists.

The last and most attractive discipline was „Tug of War“. The mighty representatives of both sexes from each company were split into teams of three men and one woman.

The teams of Prista Oil II and BTB were pitted against one another following a draw. In the first few seconds already it became clear that although being a clothing company, men were well cared for therein. And ... suddenly, without having

any superiority over each other, competitors found themselves on the ground...

It turns out that the rope, which the organizers had given has torn in the first tugging. “This is yet the second team of Prista Oil, I can’t imagine what will be the first one” said a young athlete who participated in another discipline. Rosen Daskalov, the organizer, had to twist and to halve the rope, thus somehow changing the competition idea, as the length remained quite short.

Prista Oil I and Water Supply & Sewerage have reached the final. In the fierce combat Municipal company’s athletes did not confounded their Manager and justified their good wages. Medica expert took the third place, although before their fight for the bronze medal the audience clearly underestimated them.

Guided by the notion of mass sport and health Prista Oil had most participants in the various disciplines and therefore, deservedly received the award for “The Mass-Participation in Workers’ Spartakiade Event”.

Here are some of the results:

Beach Tennis:

Men: 1. Orbitel, 2. Allianz Bulgaria, 3. Prista Oil II,

Women: 1. Water Supply & Sewerage, 2. BTB; 3. Prista Oil



