



Company profile

PARAMO

Since 1889

PARAMO

STRONG BRANDED COMPANIES ARE STRONG BECAUSE THEY ADAPT TO DEVELOPMENTS ON THE MARKET. THESE CHANGES BRING PROGRESS AND SUCCESS.

WHY WE CAN SAY SO WITH ASSURANCE?

- Paramo and its Mogul brand are the strongest Czech oil brands with more than 125 years of tradition.
- We are the biggest Czech producer of oils and greases.
- We possess the technologies for processing crude oil and stabilised hydrogenates, from which we produce a wide range of base oils.
- We own two plants that produce all our product range, including the MOGUL motor oils, under the ISO quality control system.

WE ARE MORE THAN JUST A PRODUCT RESELLER

- Our products are the results of in-house research employing the best laboratories and experts.
- We offer full-range support in the field of development and solutions for special applications.
- We possess all human and technological resources needed for analysis and quality control.
- Our sales and technology specialists can identify and successfully cater to your needs in our target area including identifying savings potential.
- Our strong sales and technical service experts can find alternative solutions to any complex problem thanks to their many years of market expertise.
- Having considered all options, we can professionally introduce and offer you our products that are suitable for your particular equipment and systems.
- Our production batches are subject to multiple checks during production and output.
- Thanks to a highly evolved distribution network, we can provide the logistics for any order quickly and seamlessly.
- We offer the optimum combination of price and quality.
- We serve many happy customers whose references we can present with pride.

Your Paramo Team

HISTORY – THE INCEPTION OF THE COMPANY

The history of the Pardubice refinery started in Vienna where David Fanto sold kerosene in his shop. He fared quite well so he decided to set up his own plant where he would distil and refine kerosene from crude oil. He found the perfect site for his plan in Pardubice, the town where electric bulbs had been in operation for a few years already and where Jan Kašpar was preparing for his famous flight to Prague. Situated on the railway and on the River Labe, the town has access to sufficient amounts of water as well as perfect logistic conditions. The first boilers and pipes were installed in the future Fanto Refinery in the spring of 1889 and the plant site was still busy as the 15th edition of the Velka Pardubicka Steeplechase rolled on. Fanto's oils of all types soon started to oust the generally recognised American products from the market not just in Austria-Hungary but abroad as well.

In 1907 the plant transformed into a public limited company with 12 million Czech crowns of capital and it owned plants in Hungary, offices in Paris, crude oil extraction sites in Boryslav in Galicia and an extensive fleet of tank cars, crude oil tankers and pump stations.

The history of the Kolín plant started in the autumn of 1900. As with the Pardubice refinery, the key reasons for the choice of the location were the sufficient water supply (River Labe) and the railway connection. Both plants collaborated closely. Some of the foremen from Fanto's refinery in nearby Pardubice were seconded to Kolín to help rev up the wheels of the new refinery. The Pardubice plant in turn processed some semi-finished products from the Kolín refinery.

The two refineries merged in the 1920s and the headquarters were set up in Prague's Smíchov. The firm started building a network of its own fuel filling stations and producing motor oils bottled under the Fantolin brand. The MOGUL motor oil production started in Kolín in 1927 and the main customer was the Brothers Zikmund network of fuel filling stations.

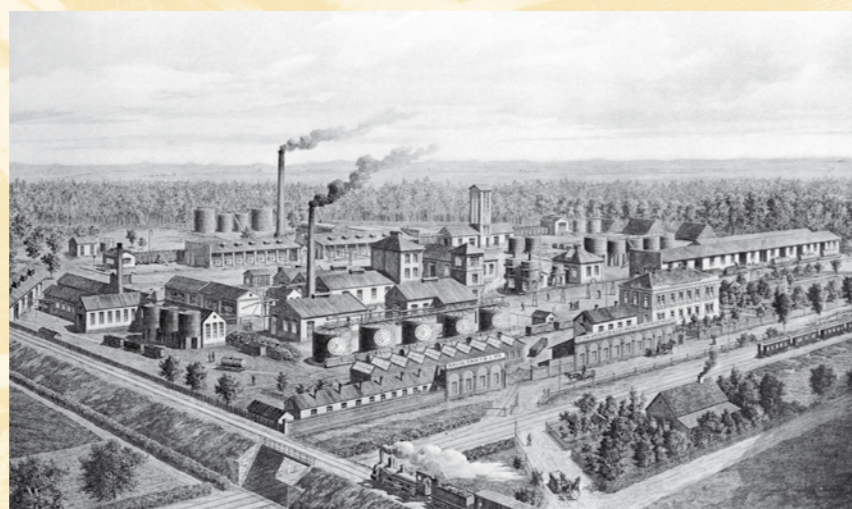
The air raids at the end of World War II seriously affected both refineries but production resumed after 1945. The production of both plants ramped up significantly in the 1960s and 1970s after the connection to the Družba pipeline and process equipment upgrades. The TRYSK motor oil was launched in 1960 and the legendary MOGUL SUPER, remembered by many for its typical golden bottle, in 1970.

The Pardubice and Kolín refineries operated as separate businesses after 1989. Koramo Kolín and Paramo Pardubice merged in 2000 after joining Unipetrol Group, and Paramo has been the successor organisation since 2003, strengthening its position on both the domestic and international markets.

As part of Unipetrol Group, Paramo will continue operating as the key producer and distributor of oils in the Czech Republic and Slovakia and promoting the Czech brand, MOGUL. Other strategic activities include the production of bitumen and insulating bitumen-based products and the provision of fuel terminal services.

MILESTONES IN THE COMPANY'S HISTORY

- 1889 David Fanto founds a plant for distilling and refining kerosene from crude oil in Pardubice.
- 1900 Česká akciová společnost pro rafinování petroleje v Kolíně is founded.
- 1925 The first Fanto fuel filling station opens in front of the Veselka pub in Pardubice.
- 1927 Launch of the production of the MOGUL brand oil.
- 1938 Fanto's company owns 857 fuel dispensers, often installed in front of shops, pubs and hotels.
- 1945 Two air raids destroy more than three-quarters of the plant. The construction of Pardubická rafinérie minerálních olejů national enterprise starts amidst the debris left by the bombs.
- 1960 Market launch of the TRYSK motor oil.
- 1960 Launch of a new corporate brand, Paramo; exclusive production of specialty bitumen.
- 1966 The Kolín plant is connected to the Družba pipeline.
- 1970 Market launch of the new MOGUL SUPER motor oil.
- 1971 The Pardubice plant is connected to the Družba pipeline.
- 1973 A new atmospheric crude oil distillation line starts operation; crude processing capacity increases to 1 million tonnes per year.
- 1991 Start of the strategic upgrade of the process equipment.
- 1994 Transformation from a state-owned enterprise to a public limited company.
- 1995 The company is certified to the ISO standards and opens its international subsidiaries.
- 2000 Paramo becomes a member of Unipetrol Group.
- 2003 Completion of the merger with Koramo Kolín; Paramo strengthens its position on both the domestic and international markets.
- 2008 Market launch of the new MOGUL EXTREME premium motor oil range.
- 2011 Market launch of the new MOGUL MOTO motorcycle oil range; winning the Product category of the PETROL awards.
- 2014 The MOGUL brand wins the Czech Superbrand award.



PRODUCT RANGE

Paramo's annual output exceeds 125,000 tonnes of products of various types and purposes and its revenue is CZK 3 billion. The biggest product groups are oils and bitumen products.

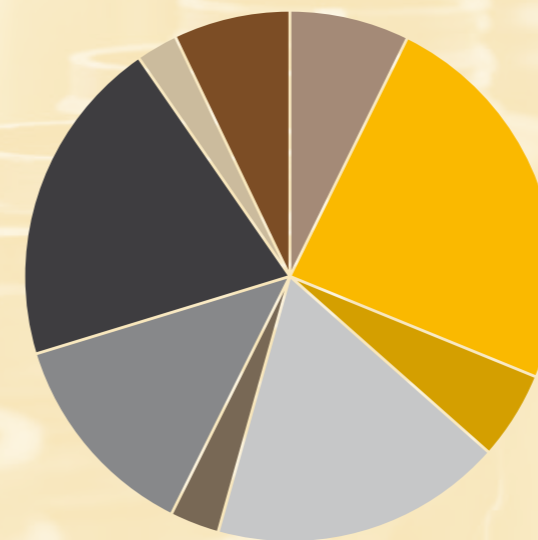
- Automotive motor oils (MOGUL, TRYSK, GYROL)
- Industrial oils (MOGUL, PARAMO)
- Metal-working fluids (PARAMO)
- Conservation oils (KONKOR)
- Greases (MOGUL)
- Base oils
- Process oils
- Paraffin
- Bituminous products (GUMOASFALT, PENETRAL, RENOLAK, LUTEX, REFLEXOL...)
- Road bitumen; fuels



made in **PARAMO**
MOGUL

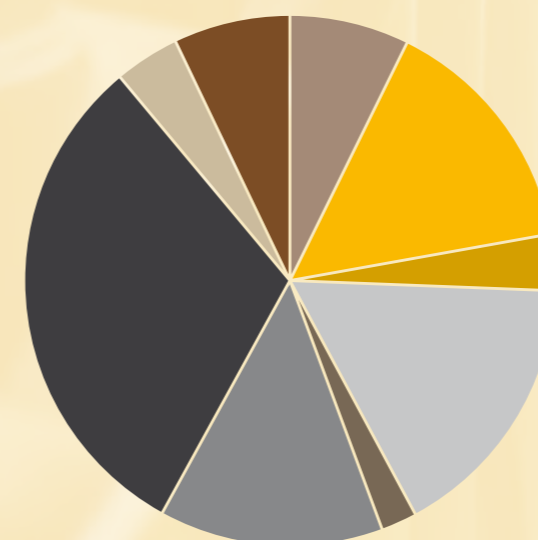
NAMAŽEME KAŽDÝ MOTOR

ANNUAL OUTPUT



- Bitumen
- Bituminous products for waterproofing
- Base oils
- Vacuum distillates
- Fuels
- Process oils
- Final oils
- Greases
- Other products

ANNUAL REVENUE



- Bitumen
- Bituminous products for waterproofing
- Base oils
- Vacuum distillates
- Fuels
- Process oils
- Final oils
- Greases
- Other products

BITUMINOUS PRODUCTS

- Primers
- Waterproofing paints
- Waterproofing binders
- Adhesives
- Reflexive paints
- Emulsions for waterproofing roofs
- Bituminous grouts and emulsions

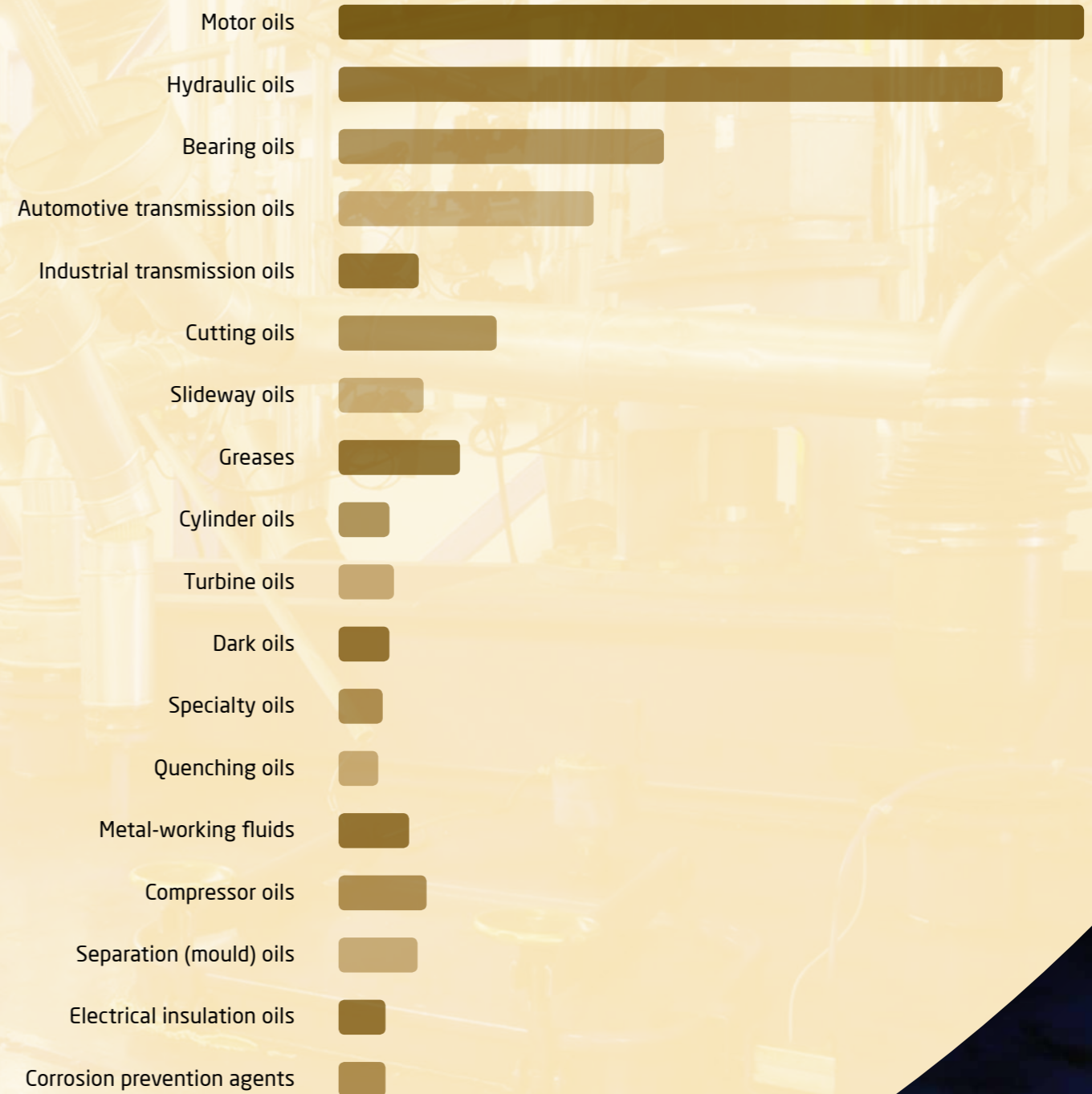
Bituminous products are among the most frequently used and tried-and-tested construction materials in the construction industry, employed in particular to protect structures from humidity.



FINAL LUBRICANTS

- Hydraulic oils
- Bearing oils
- Motor oils
- Automotive transmission oils
- Low pour point oils
- Compressor oils
- Turbine oils
- Industrial transmission oils
- Slideway oils
- Transformer oils
- Oils for heat treatment and heat transferring media
- Separation agents
- Cylinder oils
- Dark oils
- Cutting oils
- Metal-working fluids
- Conservation agents
- Greases

FINAL LUBRICANT QUANTITIES



RESEARCH, PRODUCTION, SERVICES

INNOVATIONS

MOGUL branded oils use the latest synthetic base oil and additive technology while improving engine performance and being environmentally friendly. The product range is extensive – for example the MOGUL EXTREME synthetic and semi-synthetic motor oils guarantee excellent startability under severe frost conditions, reduce cold starts and greatly reduce engine wear. MOGUL EXTREME oils meet the requirements for reduced fuel consumption and the related environmental requirements. This range includes oils for extended service intervals as well as for PD designs. The MOGUL 5W-50 EXTREME SPORT oil is intended for race car engines; Roman Kresta, the multiple International Czech Republic Rally Champion uses it in his race cars and so do other racing teams. Paramo launched the new MOGUL Professional range of oils for professional use primarily in authorised service outlets in 2010 and in 2011 the company launched the MOGUL MOTO for the contemporary high power motorcycles of all makes.

Low SAPS oils with low ash content are intended for the latest particulate filter-equipped truck and bus engines used in extremely heavy service. The MOGUL DIESEL range motor oils meet the stringent EURO IV and V emission limits and guarantee very long service intervals.

Paramo has always focused on bitumen as well. Modified bitumen is used for heavy traffic surfaces such as urban crossings, climbing lanes, bridges and airport runways. Its Mofalt SMA 45 Extra was used in many major projects including the Prague Ring Road. The Mofalt SMA 45 Extra modified bitumen won the Czech Construction Academy Gold Award for the Construction Product/Technology of the Year 2010.

Paramo pays close attention to the trends in road construction. Its own formulations and bitumen production processes meet modern technology requirements. For example, the development of a binder modified by granulated used tire material has major environmental effects in terms of better utilisation of secondary resources and reduced traffic noise.



Paramo is also known for its bituminous products for waterproofing. Its brands such as Penetral and Gumoasfalt are popular among both professionals and do-it-yourselfers. A specialty product from the Pardubice refinery did a great job in the repair of sculptural decorations in Vienna's largest Baroque church. The conservators used a bituminous sealant from Pardubice.

SOCIALLY RESPONSIBLE BUSINESS

Paramo has traditionally specialised primarily in the production of lubrication and process oils, bitumen products for waterproofing and road construction, paraffin and petroleum jellies and other refining products. It uses intermediate products in the production of base and lubrication oils with very low sulphur content. Paramo also pays attention to the development and innovation of process oils. Tire manufacturers in Europe are interested in treated distillate aromatic extracts (TDAE) and softeners (MES). These are process oils without the undesirable polycyclic aromatic hydrocarbons. Used as softeners in tire production, the products from Pardubice eliminate undesired traffic emissions.

Paramo considers developing and manufacturing products that pose minimum environmental risks its priority. Since 1993 the company has expended more than CZK 60 million on the elimination of former environmental hazards caused by the bombing during World War II and by the environmentally careless approach of the state enterprise during the era prior to the privatisation.

Paramo subscribes to the Responsible Care programme. It was the fifth company in the Czech Republic to receive the Sustainable Development Award for observing the principles defined by the UN Summit in Rio de Janeiro. It also holds the ISO 9001/ISO14001/OHSAS 18001 certificates that confirm its proper application and use of quality, environmental, and occupational health and safety management systems.

SALES AND TECHNICAL SERVICE

Paramo constantly innovates its product range. Even though the commercial names of its products remain the same, most products are reformulated annually. Paramo sensitively responds to the needs of its customers, the law and the various markets.

A highly erudite research team works closely with the sales and technical service team, which provides both pre- and after-sale services to Paramo customers including in particular:

- Selection and recommendation of lubricants suitable for the customer's application;
- Optimisation of the lubricant range used by the customer;
- Tribotechnical diagnostics;
- Lubricant analysis and analytical services;
- Lubricant treatment (supplementary additives, maintenance...)
- Cooperation in filtering and new product launches;
- Technical training with variable depth of detail depending on the customer's needs, focusing on lubrication in general, technological aspects of the various products, lubricant production processes, classification, applications etc.

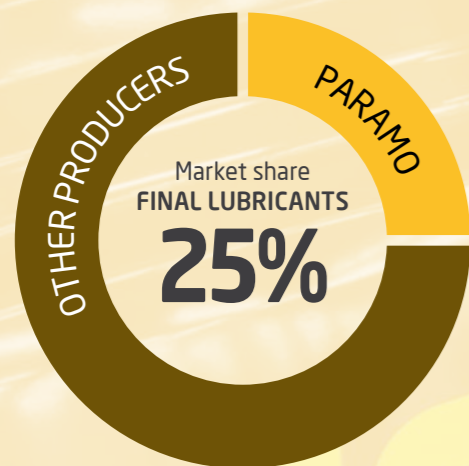
The above activities provide major cost savings for our customers.

CUSTOM-TAILORED FLUIDS

Paramo's highly professional research team is prepared to modify the existing formulations of Paramo products based on the customer's requirements and formulate special "tailor-made" fluids for customers to a feasible extent..

BRAND VALUE, MARKET SHARE, BRAND AWARENESS

Tradition, quality, favourable price and availability are the key factors behind the success of the products from Pardubice's Paramo refinery and the MOGUL brand. According to an independent research by Factum Invenio, MOGUL is the best-known and most used lubricant brand on the Czech market. Paramo and its premier retail brand, MOGUL, hold final lubricant market shares of 25% in the Czech Republic and 15% in Slovakia.



Paramo relies on working with successful motorsport teams. The quality of MOGUL oils has been confirmed e.g. by the Czech national team at the 2012 International Six Days Enduro in Germany.

Paramo won the prestigious PETROL awards in the Product category for its MOGUL MOTO range.

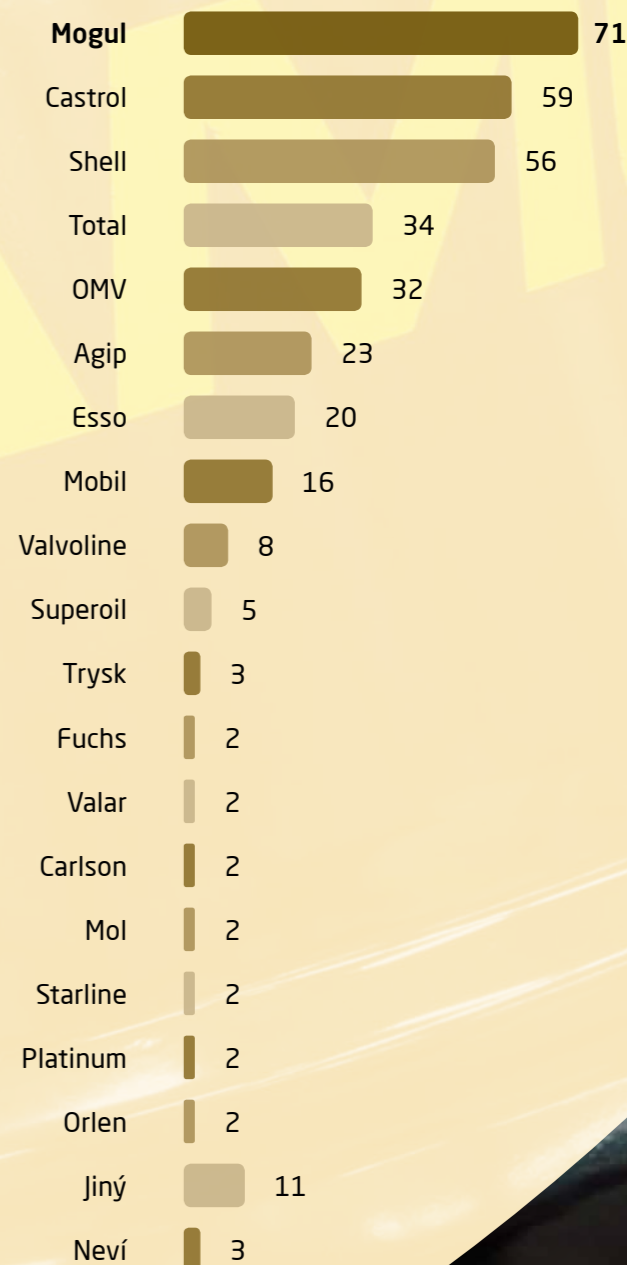
In 2014 Paramo won the Czech Superbrand award bestowed on the basis of GfK consumer surveys and a subsequent poll among a jury of experts for the MOGUL brand. It won the award again in 2015.

All Paramo products meet stringent requirements of international standards including carmakers' standards (applied by groups such as VW, Ford, MB etc.).

CURRENTLY USED MOTOR OIL BRANDS IN THE CZECH REPUBLIC (Source: Factum Invenio survey - market in the Czech Republic)



SPONTANEOUSLY MENTIONED MOTOR OIL BRANDS IN THE CZECH REPUBLIC (Source: Factum Invenio survey - market in the Czech Republic)



POINTS OF SALE IN THE CZECH REPUBLIC – PRODUCT RANGE AVAILABILITY

Our product range includes quality lubrication products and adequate economic terms of cooperation as well as a comprehensive portfolio of additional services. These activities afford the users of Paramo branded products constantly reliable, consistent and lasting support in their business.







Paramo has its own storage facilities in six distribution stores in the Czech Republic – in Pardubice, Kolín, Pracejovice near Strakonice, Most, Lípa near Zlín, and Hlučín in the north of Moravia. Almost all products listed we offer are available on a standard and constant basis with transport logistics provided on the highest level possible. We strive to ensure that the ordered goods reach our customers within 3 to 5 business days from order placement. As a result, there is no need to keep large quantities in stock and the amount of goods in the customer's storage can be optimised based on oil consumption.

CUSTOMER SERVICE

Our customer service team is prepared to process your orders every day and happy to provide any additional information regarding the timing of supplies, place of delivery and any other questions.

Orders of goods are accepted:

-  In writing at:
Paramo, a.s., Přerovská 560, 530 06 Pardubice
-  By facsimile at:
+420 466 810 328
-  By e-mail at:
objednavky.centrum@paramo.cz
-  By telephone at:
+420 466 810 383, 392

Based on agreement, orders can be directed to our other distribution stores as well.

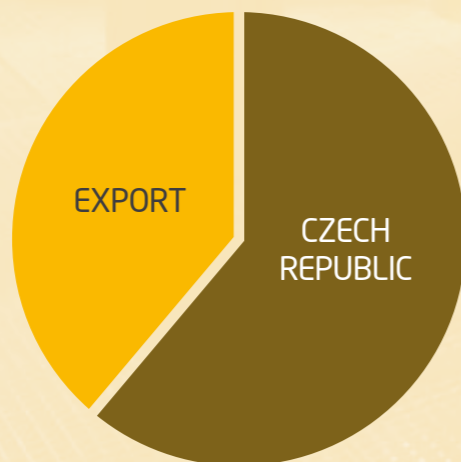
You can obtain the full range of our oils, lubricants, bituminous products and additional products not just from our distribution stores but also from our authorised dealers (the current list is available at www.mogul.cz). Selected products are available from fuel filling station chains (Benzina, EuroOil...), retail chains (Baumax, Tesco, Baumarkt, Interspar, OBI, UNIHobby, Hornbach...) and specialised outlets (AutoKelly, Mountfield...).

EXPORT TERRITORIES

Paramo is a major exporter primarily to Germany and Slovakia. Paramo is a 100% owner of Mogul Slovakia, a company that purchases and resells oils and lubricants. It has two distribution stores, in Hradište pod Vrátnom and in Lučenec..

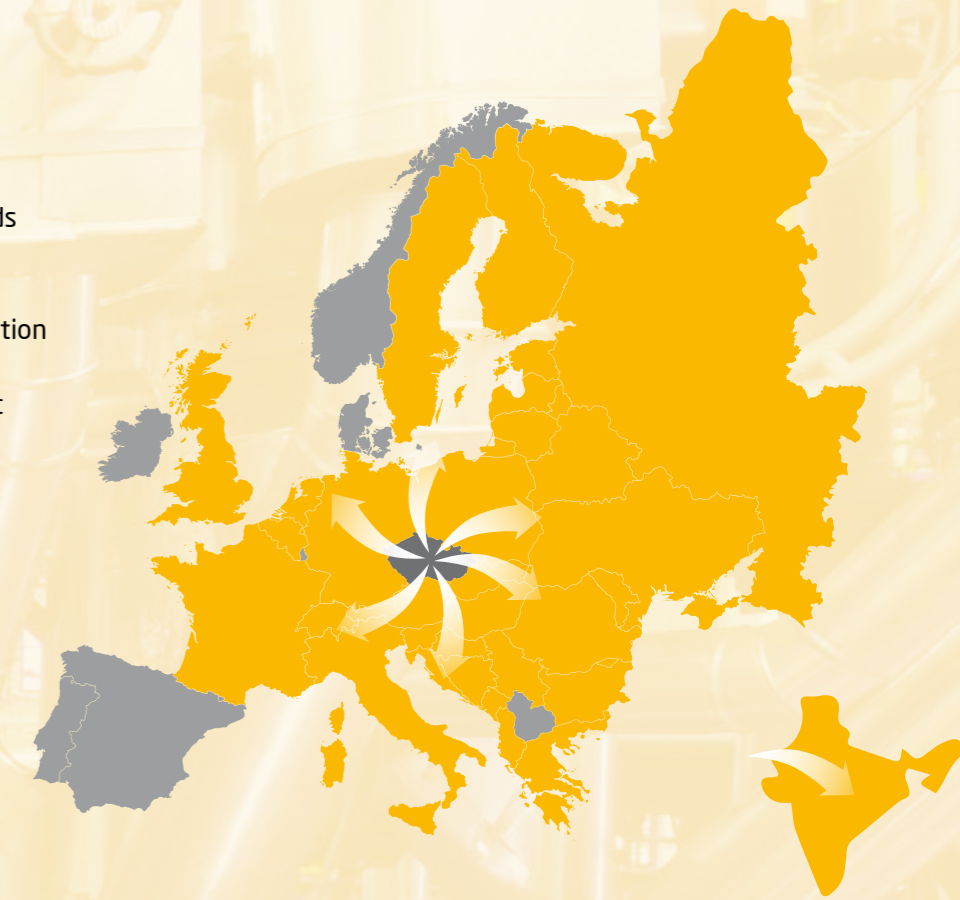


ANNUAL PRODUCTION



EXPORT AREAS:

- Albania
- Austria
- Belarus
- Belgium
- Bosnia-Herzeg.
- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- India
- Italy
- Kosovo
- Latvia
- Lithuania
- Moldova
- Montenegro
- The Netherlands
- Poland
- Romania
- Russian Federation
- Serbia
- Slovak Republic
- Slovenia
- Sweden
- Switzerland
- UK
- Ukraine



ANNUAL PRODUCTION EXPORTED



TRADE PARTNERS – CUSTOMERS

Paramo products are intended for the customers who take care of their cars and machines themselves as well as for large transport companies, car service outlets, industry, agriculture, construction etc.

WE ARE A PROUD PARTNER AND LUBRICANT SUPPLIER TO, AMONG OTHERS:

• HEAVY INDUSTRIES

Arcelor Mittal
Třinecké železárny
Vítkovice

• MECHANICAL ENGINEERING INDUSTRY

ZKL Brno, Klášterec
Šroubárna Turnov
Šroubárny Hvězdonic
Česká zbrojovka Uherský Brod
ČZ Strakonice
BRISK Tábor
DOOSAN – ŠKODA POWER

• MINING AND EXTRACTION INDUSTRY

OKD
Mostecká uhelná společnost
Severočeské doly
Sokolovská uhelná

• RUBBER INDUSTRY

MITAS, Praha
RUBENA
BARUM CONTINENTAL
Synthos Kralupy
Vegum

• ENERGY INDUSTRY

ČEZ
Slovenské elektrárny

• AUTOMOTIVE INDUSTRY

Škoda Auto
TATRA Kopřivnice
Brano
Hella Autotechnik Nova
Zetor Traktors

• TRANSPORT SECTOR

ČESKÉ DRÁHY
DP Pardubice
DP Hradec Králové
DP Olomouc
Autodoprava Hanzalík
Autorizované autoservisy
Olfin Car Palace (VW, Opel, Peugeot)
AUTO IN (Ford, Nisan)

• FILLING STATIONS

• HEAT AND POWER COMPANIES

OUR BRAND IN FIGURES

- We currently produce more than 150 types of oils.
- In 1931 MOGUL appeared in the legendary film Powder and Petrol by Voskovec and Werich. Singer songwriters Jarek Nohavica and Ivan Mládek have both mentioned MOGUL in their songs.
- The annual output of one-litre bottles lined in a row could span the road from Pardubice to Prague.
- Paramo puts out approximately 80 million litres of oils per year.
- According to independent surveys, spontaneous MOGUL brand awareness exceeds 70% (prompted brand awareness is 95%).
- According to independent surveys, 1/3 of Czech drivers admit to using the MOGUL brand.



TESTIMONIES

"Our supplier/customer cooperation has been flawless on the supplier's part."

František Penc, Product Management Director
AUTO KELLY, a. s.
Václav Ježek, Chairman of the Board of Directors
OMA CZ a. s.

"We are happy with the quality of the products supplied and the sales and technical service provided."

Aleš Vychron, MBA, Sales Director
ČZ, a. s., Automotive Division, Sales Department - Sourcing
Petr Sychra, Senior Sourcing Specialist

"The products meet all declared parameters."

Ing. Petr Veselý, Sourcing Director
ZKL KLÁŠTEREC NAD OHŘÍ, a. s.
Libor Jindra
ZANINI CZ, s. r. o.

"We have been working with Paramo without any problems for many years."

Ing. Radka Hajná, Head of Sourcing
GUMÁRNY ZUBŘÍ, a. s.

"We rate our cooperation with Paramo, a. s. very positively in terms of both the product range supplied and the flexibility of the sales representatives. The quality of oils meets all manufacturer requirements for the vehicles serviced. We appreciate delivery schedules and pricing of the products and welcome any promotions. We will be happy to continue working with Paramo in long into the future."

Miluše Frölichová, Quality Manager
AUTOSERVIS KADAŇ spol. s r. o.

"Paramo, a. s. has been a strong and stable partner of ours since 2011. It offers excellent products that fully cover our customers' needs and cooperation with its excellent sales representatives make it quick and seamless."

Petr Limberský, Managing Director
MOTOTRADE VM s. r. o., a FORD authorised dealer and service, Vysoké Mýto

"Supporting companies in the region, maintaining the capital and boosting the purchasing power for our products are among the key points of our company's business philosophy. Hence, given approximately the same business conditions (price and quality), we prefer working with a partner in our vicinity (in the Czech Republic) – and Paramo is an obvious choice."

Ing. Marek Šimík, Managing Director
AUTO IN. s. r. o., a FORD, NISSAN and ŠKODA authorised dealer and service, Pardubice, Hradec Králové, Liberec, Ostrava, Chrudim

"Working with Paramo is of an excellent standard. We have not encountered any delayed deliveries or any other problems during our collaboration."

Ing. Lubomír Kuhn, Managing Director
OLFIN CAR PALACE s. r. o., a ŠKODA, Opel and Peugeot authorised dealer and service

"We started working with Paramo, a.s. in 2010. We are very happy with the Mogul Professional oils and so are our customers. We know from experience that our clients appreciate using the Czech-made Mogul Professional motor oil, approved and endorsed by the leading global carmakers. There has not been a single complication in the entire period of our cooperation. Last but not least, I would like to commend the work of Paramo's sales team which is truly exceptional thanks to its professional and helpful approach and demeanour. We are proud to be a trade partner to Paramo, a. s."

Josef Mňuk, Managing Director
AUTOSERVIS spol. s r. o., a ŠKODA and FIAT authorised dealer and service, Vysoké Mýto, Hradec Králové, Trutnov

"We have been using oils by Paramo for 10 years. The quality of their oils has always been Paramount and fully competitive with other brands on the market. This is confirmed by our customers' satisfaction with Paramo products."

Ing. Jiří Janák, Managing Director
AUTO JANÁK, a ŠKODA authorised dealer and service, Ústí nad Orlicí

"Our cooperation to date has been great (timely oil deliveries, keeping promises etc.). We are satisfied."

Petr Šourek, Service Manager
AUTOGALERIE V. I. T. V. A. R., s. r. o., a KIA and Peugeot authorised dealer and service, Nová Paka

ADVERTISING, SPONSORING

Paramo is a partner to many motoring events and supports both car and motorcycle race drivers. Of course, all sponsored drivers use standard issue MOGUL oils produced by the Pardubice refinery in their vehicles – the same oils that everyday customers can buy in our distribution network.



MOGUL IN RALLY SPORT

Mogul has made an indelible mark in the history of Czech rally sport as the partner to Ladislav Křeček and Roman Kresta. Rally fans will certainly remember Ladislav Křeček and Jan Krečman's white Ford Escort RS Cosworth in the Benzina Mogul Team colours that ruled supreme in Czech rally events in the latter half of the 1990s. Ladislav Křeček won three champion titles between 1995 and 2000.

Just one driver – Roman Kresta – surpassed Křeček in 2000. Nicknamed "Malina" (Raspberry), he went on to prove the combination of high quality products. Roman and Petr Gross jumped at their chance and won three Czech champion titles in the Mogul Racing Team colours in 2008, 2009 and 2011.



SPONSORED TEAMS AND EVENTS

- Roman Kresta – multiple national rally championship winner
- Roman Častoral rallycross – European Champion
- Mňuk Motokros Team
- Otto Knebl
- Czech National Enduro Team
- Olli Roučková – quad
- Šumava Rally Klatovy
- Rally Český Krumlov
- Bohemia Rally
- Rally Železné hory
- Autodrom Sosnová
- Supermoto World Championship
- Golden Helmet of Pardubice
- HC Pardubice (ice hockey)
- Hipodrom Most, Dostihový spolek Pardubice (horseracing)
- BC Kolín (basketball)
- FC Slovácko, Dynamo České Budějovice (football)
- Floorball Pardubice
- Barth Racing – O. Klymčiv (Dakar Rally)
- KM Racing – M. Macík (Dakar Rally) ... *and more*





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