



Press release

## **HELLENIC PETROLEUM Renames to HELLENiQ ENERGY**

### **The parent company of EKO Serbia rebrands committing to a sustainable future**

HELLENIC PETROLEUM, one of the largest energy companies in Southeast Europe, has proudly presented its new name HELLENiQ ENERGY as part of the company's, sustainability-focused business strategy. On the same night, its affiliate company, EKO Serbia celebrated 20 years of successful presence in the country.

The astonishing rebranding event was presented to the numerous representatives of Government of Serbia, diplomatic core, business partners, media and employees of EKO Serbia on November 16th. During the event strategical changes were introduced, aligned with the visual identity and the company name HELLENiQ ENERGY.

HELLENiQ ENERGY's corporate rebranding marks the completion of a comprehensive process of business transformation, which is the first phase of the group's ambitious 'Vision 2025' strategic plan. The company will be focusing on sustainable development, while investing significant resources in the use of the renewable energy, and the refinery digitalization and modernization. The goal of HELLENiQ ENERGY is to reduce its environmental footprint in a bid to tackle the challenges of climate change.

The new logo has carefully designed aspects which represent a part of HELLENiQ ENERGY's identity and illustrate company's main values: energy transition and progress. Keeping a strong bond to the company's history, the recognizable stripes have been set in motion and evolved into a wave of energy, while the guiding star represents a spark of intelligence and guiding element. The new brand appearance of HELLENiQ ENERGY is also characterized by a bright and strong colour code, a palette that is a tribute to the Group's deep roots in Greece, with the Ocean Blue as the main brand colour.

#### **CEO of HELLENiQ ENERGY, Mr. Andreas Shiamishis addressed to the public:**

*"Our company has always been striving for growth-driven innovative spirit that leads to global success. This evening, I had the privilege to present this milestone moment for Hellenic Petroleum - unveiling our new corporate identity and proudly presenting the business vision and corporate strategy, that will make a crucial business changes on a global and regional level.*

*That is why we are changing the basis of our Vision 2025. We will utilize all our resources with the vision of creating an improved environmental and social landscapes. HELLENiQ ENERGY will be reducing environmental footprint, while addressing the climate challenges.*

**EKO SERBIA A.D. BEOGRAD**

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*We reduce the carbon emissions by 50% until 2030. We incorporate innovation, leverage on new technologies and advanced know-how into this necessary energy transition. And we've just started."*

**CEO of EKO Serbia Mr. Aris Karousos welcomed guests:**

*"This is new era for HELLENIQ ENERGY, for our country, with green initiatives, modern energy solutions and reducing the environmental footprint. Our company's new business visions in cooperation with local institutions, will be the synonym of renewable energy sources and environmental protection in Serbia and the region.*

*Tonight, we also celebrate our 20-year anniversary of EKO Serbia. We are proud of a long journey that helped us build bonds of trust with consumers and customers, investing more than 100 million euros in the country. With more than 700 employees engaged with the company, and a network of 56 petrol stations offering great quality products and services, EKO Serbia will continue this journey putting our consumers, the society and the environment at the core of our operations to the next 20 years".*

About EKO Serbia

The company EKO Serbia a.d. is a member of the HELLENIQ ENERGY, an energy leader in Greece and the region of Southeast Europe, that invests not only in refineries but also in electricity, renewable energy sources, natural gas and oil, and gas exploration. Since its founding in 2002, the company has invested more than 100 million euros in Serbia, operating through a network of 56 petrol stations under the EKO brand, which is doubtless synonymous with reliability, quality, and superior service. The main goals of the group are to achieve the leading position of an innovative international leader in the field of energy business, to be the first choice of customers by offering top quality products and services, safe working conditions, to respect the environment and its customers, while giving social contribution to the community.

About HELLENIQ ENERGY

HELLENIQ ENERGY, formerly known as HELLENIC PETROLEUM, is a leading integrated energy Group in Southeast Europe, founded in 1998. Its portfolio spans across the energy value chain, with activities in 6 countries.

HELLENIQ ENERGY embraces innovation and is actively driving transformation across all markets. The company aims to become a vertical provider of low carbon energy solutions and to improve its processes to reduce its carbon footprint by 50% until 2030, with an objective for net-zero by 2050.

HELLENIQ ENERGY is active in the production, supply and trading of all types of energy, with an increasing focus in clean energy and renewables. The company's diversified portfolio in the oil and gas value chain, include refining, supply and trading of oil and petrochemical products, hydrocarbons exploration & production and fuels marketing, while rapidly growing in renewable energy. Through JVs and participations, HELLENIQ ENERGY has significant presence in the power generation, supply and trading of natural gas and electricity.

HELLENIQ ENERGY places people at the heart of the business and promotes long-term access to sustainable energy for all. As a major investor, employer and an active member of society, the company has a significant socioeconomic impact in the countries where it operates and aspires to be a corporate citizen of choice.

**For more information, please contact V+O Communication**

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