



+92-42-35253501-05 | 042-111 387 645

info@euro.com.pk | www.euro.com.pk

2nd Floor, Fountain Avenue Building, 64-A Main Boulevard, Gulberg, Lahore



euro

Fuel for Life

corporate profile



Euro at a Glance	02
The Euro Vision	03
The Euro Mission	04
Euro Milestones	05
The Euro Essence & Edge	06
International Partners	07
Board of Directors	09
Management Team	10
Euro's Retail	11
Company Operated Network	12
Consumer Business	13
Transparency	15
Quality Control	16
Lubricants	17
Operations, Depots & Supply	19
Euro's Logistics	20
Finance	21
Banks & Financial Institutions	22
SAP	23
Human Resources	24
IT Development & Security	25
Health, Safety, Environment & Quality	26
Message from the Chief Operating Officer	27
Corporate Social Responsibility	29



euro at a glance

Euro is committed to providing products that deliver the best quality and performance while adhering to the highest safety and environmental standards. We provide you with Fuel for Life, to help you get where you want and become whoever you desire.

Euro aspires to be different than other Oil Marketing Companies working in Pakistan. Equipped with international experience, superior products and exceptional services, we intend to transform the industry landscape. Our world revolves around our customers and every service we offer is geared towards making their fueling experience memorable and enjoyable. To us, our customers are an integral part of our family.

Our environmentally compliant operations are a testament to our business philosophy. Euro Oil takes exceptional care throughout the complete process of storage, distribution and marketing of high quality petroleum products. We apply modern and innovative practices in our business operations to bring to our customers world-class products and unmatched services.

We are a socially responsible company committed to building a better world. Euro is involved in a number of social development projects that endeavor to produce a greener environment while also providing sponsorship to ideas solving environmental problems.

We are not mere providers of fuel for your vehicle; we offer a lifestyle choice, enabling and empowering people with Fuel for Life.



the euro vision

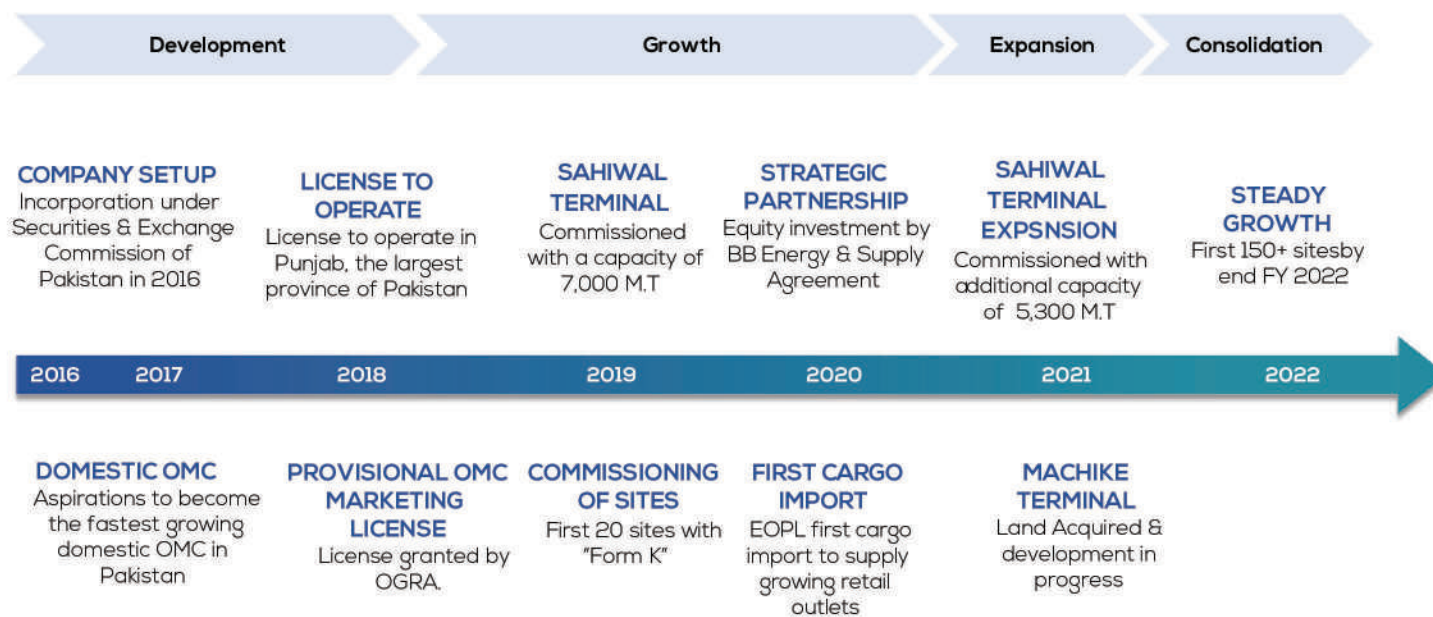
We envision Euro becoming the leading provider of high quality and cost effective oil products and services in Pakistan through the application of cutting-edge technology and by identifying and capitalizing on new opportunities while adhering to the highest ethical and safety standards.



the euro mission

We are determined to establish Euro as a supplier of superior quality oil products in Pakistan and to be ranked among the top five OMC's in the country within the next few years. In the next 3 years, we aim to establish **3 storage terminals** and **375 state-of-the-art retail sites** equipped with the latest technology while offering the highest quality petroleum products and services – fueled by our passion to provide the best customer service.

euro milestones



the euro edge

the euro essence

excellence
In everything we do for our retail customers and industrial community

excellence
Great isn't good enough. We believe in constantly evolving our practices to achieve excellence through superior services and strong relationships

diversity
Of challenges, solutions, people, thoughts, behaviors and experiences

Synergy
The pursuit of success through synergy with our partners across the value chain

Seriousness
In our leadership, culture, operations and overall communication

Safety
Implementing the highest safety standards, as well as educating the populous on oil safety

ethics
And high safety standards over profits and operational convenience

empowerment
Enabling people with emotional fuel to achieve their desirable goals in life

neoteric
Modern thinking as a foundation for everything we do and strive to achieve

Courage
The drive to do good for the society at large, things that others are afraid to venture into

ethics
Valuing communal safety & customer service and satisfaction over profits & self-convenience

International partners



BB Energy

BB Energy has invested in Euro Oil to provide growth capital to the company. With the investment and international experience offered by BB Energy, Euro Oil is set to deliver on its growth strategy of rolling out over 375 retail stations and building in excess of 50,000 tons of storage capacity throughout Pakistan, supplying quality petroleum products to the country's downstream oil market.

BB Energy is one of the world's leading independent energy trading companies with trading hubs in the UAE, the UK, the US, and Singapore. The company has around 5 decades of experience in energy trading, operations, chartering, logistics, storage, refining and financing, giving BB Energy an unrivalled depth of knowledge in the markets it operates in.



PETRONAS

Euro Oil and PETRONAS Lubricants International have forged a partnership to bring world-class lubricants to every engine in Pakistan. This partnership drives the Formula One winning lubricant company to the country with Euro Oil as its sole marketer. With a proven record of the highest quality and best performance, PETRONAS Lubricants International aims to be the lubricant of choice across the nation.

PETRONAS Lubricants International is at the forefront of the global lubricants industry with presence in over 90 countries and specialist R&T facilities across the world, utilizing plants that make use of the latest technology and methods to produce the finest products. PLI manages well over 30 different brands and is dedicated to providing its customers with a superior level of quality products on a global scale, without compromising on CO2 emissions and the environment. PETRONAS Lubricants International is also the sponsor of the Mercedes AMG Petronas F1 team, that has won seven straight championships from 2014 to 2020.

board of directors

Our Board of Directors consists of professionals with years of experience and expertise in the oil and gas industry who are committed to the growth of Euro.



Lt Gen (Retd) Aamer Riaz, HI (M)

Commissioned in Pakistan Army in 1984 and lead various higher staff assignments at eastern and western borders of Pakistan. He also participated in UN peace keeping operations in Africa. Currently serving as President of Euro Oil and navigating the company through his dynamic leadership capabilities and unique situation handling skills.



Mr. Adnan Nasir - Chairman

A graduate from the University of Engineering and Technology, Mr. Adnan has established a number of successful businesses across many industries and is a Managing Partner at Shanns Cosmetics and Chemicals, parent company of Golden Girl Beauty Showrooms, which supply premium quality furniture, equipment and cosmetic products to beauty salons. Mr. Adnan brings extensive experience from real estate and consumer sector in addition to liaisons with key financial institutions and regulatory authorities.



Mr. Umer Mujib Shami - CEO

A renowned businessman within the oil, real estate and media sectors, Mr. Umer holds an MBA from the Lahore University of Management Sciences. He is a Director at New Life Developers Pvt. Ltd, developing real estate across Lahore and Gawadar. Mr. Umer has successfully established Euro Oil as a new brand in the Pakistani Oil & Gas industry. Before joining Euro Oil, he was the Chief Executive of Fuel Tech Pvt. Ltd, a leading fuel distribution company catering to the energy needs of national and multinational companies.



Mr. Sohail Ahmad - COO

Mr. Sohail has years of experience managing the downstream petroleum marketing industry at Shell Pakistan. This extensive experience has provided him with in-depth knowledge and insight into the Oil & Gas industry in Pakistan, enabling him to lead Euro Oil forward. He possesses experience and knowledge relating to both national and international oil markets, giving him a thorough understanding of the dynamics of oil marketing.



Mrs. Mehr Nasir - Board Member

Mehr Nasir is a graduate from Lahore School of Economics. She is the youngest female director, contributing to the growth of Euro Oil with her flair for innovation, creativity and modern thinking. She brings zeal, zest, energy and diversity to management sessions and is highly motivated to implement new ideas and technology - putting Euro Oil on the fast-track to immense growth and success.



Mr. Usman Shami - Board Member

Usman Shami is a graduate of Institute of Business Administration, Karachi, one of the most reputed business schools in the country. After his Bachelors, he completed Masters in International Business from Hult International Business School, Shanghai. Currently, along with being a board member of Euro Oil, he is also managing Pakistan's largest digital media house and is serving as marketing consultant for one of the most premium housing projects in the upcoming port city of Gwadar.

management team

Our management team brings together hardwork and cohesion to fulfil the commitment of serving out customers.



Sheikh Atta - SGM Retail Sales

Industry expert, with a diversified experience of more than 30 years in the petroleum industry of Pakistan. Handled responsibilities requiring superior leadership qualities in the areas of strategic planning, team building and management, developing brand equity, business development, commercial negotiations, project evaluations along with management of distribution channels of the entire business.



Muhammad Kamran - CFO

He is chartered accountant from PWC and have diversified career in consultancy, FMCG manufacturing and energy sectors, spanning over two decades with a focus on streamlining, upgrading, and developing businesses. Since last 5 years, he is associated with OMC sector and successfully navigated the Company in uncertain and challenging business environment.



Majid Maqbool- GM Lubricants

Leader and team builder, customer oriented with a focus on bottom line results. An impressive track record of more than 14 years hands-on experience in strategic planning, business management and organization development. Demonstrated success in driving growth in targeted markets and creating value for stakeholders. Solid leadership skills, able to build and guide top-performing team.



Arfan Mirza - Head of Operations

15+ years of experience in terminal operations, at Attock Petroleum, ZIC Lubricants and since 2020 associated with Euro Oil. A well known industry specialist for his unique skills to streamline operations and bring efficiency for business.



Farhan Ahmad - Head of Supply Chain

has been working in Oil Industry since 2010 and is the backbone of OMC product procurement. He has worked previously with Hascol and have improved logistic, IFEM and product availability.



company operated network (Lahore)

euro's retail

Euro aims to have an extensive network of more than 375 retail sites across the country within the next 3 years while focusing on offering the Euro Experience. Petroleum products available at our retail sites:



We are not limited to fuels. Each Euro retail site is a one-stop solution, offering a complete service experience that includes:

- Euro Express Shops and Euro Lounge
- Auto Expert (offering oil change and car wash facilities)
- Car Care Shop
- Tyre Care Shop
- Coffee Chains and Food Outlets

We cater to our customers' needs with premium services, providing them complete satisfaction with an attractive and modern retail outlet design. A visit to one of our retail sites is always a pleasant and fulfilling experience.



euro 5
MM Alam road, Lahore



power
Johar town, Lahore



euro 9
Lower mall road, Lahore



euro 8
Firdous market, Lahore



euro 10
Sundar Industrial Estate, Lahore



Our consumer business product portfolio comprises of:
High Speed Diesel (HSD) | Premier Motor Gasoline (PMG) | Furnace Fuel Oil (FFO)
| Lubricants (Automotive & Industrial) | Bitumen (Asphalt)
| Aviation Gasoline (AVGAS 100 LL)

Our clientele includes Nishat Power Limited, Tapal Energy Pvt. Ltd, D.G. Khan Cement Company, Shezan International Pvt. Ltd, the Pakistan Armed Forces and many more.

consumer business

Euro goes beyond simply providing fuel for your vehicle – we have the skills, presence and resources to fuel your business.

We are investing in infrastructure to build an exceptionally robust business to business fuel solution network for our valued customers. Our sourcing, storage, logistics and customer-focused approach make us the preferred choice of B2B customers. Euro Oil provides a wide range of products across various industries that include power, textile, cement, FMCG, bunkering and construction. We also supply Aviation Gasoline (AVGAS) 100 LL to the Pakistan Armed Forces and other flying schools. In addition to fuels, we also source and supply bitumen for road construction.



transparency

We take complete responsibility in providing efficient and effective services to our customers. We believe in developing long-term partnerships with every customer while ensuring complete transparency and accountability. Euro takes responsibility for health, safety and security of our customers, stakeholders, employees and the communities we operate in.

We are committed to dealing with our stakeholders based on complete transparency and open communication. We take pride in educating them and building long-term relationships.



quality control

Euro has aimed to provide its customers with the highest quality petroleum products with high emphasis on their purity and state of the art infrastructure for the reliability of their integrity from refinery to consumers. To fulfil that promise Euro has established a Quality Assurance Department to ensure product quality throughout the supply chain against approved specifications provided by the concerned authorities and provides technical services for testing of all Euro products.

Lubricants

Euro Oil & PETRONAS Lubricants International Partnership

Euro Oil and PETRONAS Lubricants International have established a commercial partnership. Euro Oil is the only authorized marketer of PETRONAS Lubricants International in Pakistan, PLI strives to become one of the top 3 suppliers of lubricants in the country. PETRONAS Lubricants International invests in active development and promotion of products in various market segments to provide high quality lubricants to the Pakistani consumer base.

Our lubricants portfolio comprises of CVL (Commercial Vehicle Lubricants), PVL (Passenger Vehicle Lubricants), Industrial Lubricants & Specialty Products. Our experienced and dynamic lubricants team has been placing the products in every corner of the Pakistani market through retail and distribution channels.



Proton genuine oil

Euro Oil and Al-Haj Automotive signed 5 years lubricants supply agreement on 3rd November, 2021. According to this agreement, products of Petronas Lubricants will be supplied to Al-Haj for Proton cars being manufactured in Pakistan. This agreement will enable them to play their part in the progress of Pakistan's automotive industry. Also with this partnership, customers will now be able to get high-quality PETRONAS lubricants from Malaysia for their vehicles in Pakistan.



agreement with shahnawaz motors

Euro Oil and Shahnawaz agreed to collaborate for the supply of PETRONAS Lubricants to Mercedes Benz Service Centers across Pakistan on 3rd January, 2022. According to this agreement, Euro Oil will supply PETRONAS Syntium to Shahnawaz for Mercedes cars in Pakistan. PETRONAS Syntium is specially formulated with Cool Tech Technology that helps defend against excessive engine heat, keeping engines performing optimally for a trouble-free drive.



local blending agreement

Local Blending Agreement was signed between Euro Oil Pvt Ltd and Petronas Lubricants International on 5th January, 2022. As per the agreement signed Euro Oil will be manufacturing PETRONAS Lubricant products in Pakistan

euro's logistics

Euro believes in efficiency, momentum and growth and so does our award-winning logistics partner Shakoor & Company Limited, the most reliable logistics solution providers in Pakistan.

The supply chain ensures, via using a state of the art vehicle tracking system, that each product is delivered to our customers at the right time in the right quantity and quality. EOPL and our contractor is using SAP system to execute and monitor supply arrangements

our operations, depots & supply

Currently, EOPL has a storage capacity of 13,000 M.Ton and supply agreements with all 5 refineries in the country. In addition to that, we have hospitality arrangements with various fueling companies such as Al Rahim (Karachi), Hascol Terminal (Karachi), and BE Energy (Machike & Mehmood Kot). We also plan to establish three new oil storage terminals as we move ahead.

Euro carries out its terminal operations with complete efficiency to stabilize functional expenses while taking all stakeholders and environmental responsibility into consideration.

Terminals

	PUNJAB			SINDH	KPK
	Sahiwal	Sahiwal II	Machike	Daulatpur	Taru Jabba
	7,000 MT	5,800 MT	30,000 MT	1,500 MT	1,500 MT
	OPERATIONAL	OPERATIONAL			
Capacity	• 7,000 MT	• 5,800 MT	• 30,000 MT	• 1,500 MT	• 1,500 MT
Product Mix	• HSD: 5,000 MT • PMG: 2,000 MT	• PMG: 5,500 MT • KO: 300 MT	• HSD: 18,000 MT • PMG: 12,000 MT	• HSD: 500 MT • PMG: 1,000 MT	• HSD: 500 MT • PMG: 1,000 MT
Expected Completion	• Completed	• Completed	• Mar 2023	• Dec 2023	• Aug 2024
Retail sites covered	• First Terminal covering 56 sites	• Provides additional 140 sites • Cumulative of 196 sites	• Provides additional 336 sites • Cumulative of 532 Sites	• Provides additional 25 sites • Cumulative of 557 Sites	• Provides additional 112 sites • Cumulative of 644 Sites
Latest Update	• Storage finalised and operational since Nov-18	• Storage finalised and operational since May 2021	• Land fully procured • Land filling and boundary wall construction is in progress	• Land fully procured	• Land procurement in progress • Additional potential to capture hospitality opportunities



finance

Finance plays a key role in arranging, negotiating and managing cash flow needs. Euro strongly believes in developing a sound system of financial controls and stability within the organization. We have strengthened our relationship with banks and financial institutions by recruiting qualified professionals having rich experience of handling sophisticated financial operations.



banks & financial institutions

Strong relationships with banks and financial institutions are vital for any organization to grow. Euro has established a state-of-the-art storage depot at Sahiwal by obtaining funded facilities from major banks and financial institutions working in Pakistan to meet the upcoming capital expenditure and working capital requirements.

human resources

The Human Resources department at Euro functions on the basis of management accountability and mutual respect for all. We aim to maintain an environment that inspires creativity and innovation.

Our employees are highly motivated and ambitious individuals who believe in teamwork and share a passion for commitment, responsibility and discipline to achieve goals.

Euro places immense importance on its human capital and invests continuously on professional and emotional development of employees while providing them with opportunities for growth. Euro is a competitive organization where performance is immensely rewarded. We are an equal opportunity employer and all our employees are valued and respected equally irrespective of gender, caste or religion.



SAP

In order to integrate and manage information, Euro has implemented a company-wide renowned ERP software that fulfills the management's objective of accurate and timely reporting of financial information and provides enhanced control over operations.



IT development & security

CCTV security has been established at Euro specifically to overlook the security matters at Euro offices and storage terminals while ensuring implementation of safety policies and standard operating procedures.



health, safety, environment & quality

At Euro, we are committed to:

- Ensuring maximum efficiency and productivity of operations along with protection of the environment
- Safeguarding employee and customer well-being
- Efficient use of product and energy
- Ensuring highest standards of customer services at all retail outlets
- Setting an example by leading with the best practices in the oil industry

We aim to set exemplary HSSE standards, earning the confidence of customers, shareholders and the society at large, while contributing to sustainable development.

message from the chief operating officer

Euro is committed to enhancing customer satisfaction through continual improvement, operational excellence and in-time delivery of quality products while remaining watchful over the safety, health and environmental concerns of employees, contractors and the general public associated with it.

In support of this policy, Euro will ensure that:

1. Health, safety and environment are considered on par with productivity, quality and profitability when arriving at business plans and decisions
2. All activities are adequately resourced and carried out by trained and competent personnel who will exercise personal responsibility in preventing harm to themselves, others, assets and the environment
3. All employees are consulted on health, safety, environment and quality matters, made aware of their personal responsibilities to deliver quality products and services fit for internal and external customers and are trained accordingly
4. Adverse impact of operations on the environment is prevented through implementation of advanced technologies, monitoring and continuous improvement of HSEQ systems
5. Customer satisfaction is improved at every step with quality assurance being exercised as a personal responsibility, leading to sustainable quality and in-time delivery of products and services
6. Contractors and service providers adhere to relevant health, safety, environment and quality standards at our facilities
7. All identified significant hazards are assessed and appropriate steps are taken to nullify/minimize their impact to ensure safe and healthy working conditions for the prevention of work-related injuries and ill health to workers
8. Our policy is compliant with applicable national and international standards, legal (statutory & regulatory) and other compliance obligations relevant to quality of product, health, safety and environment
9. Changes are controlled, assessed and monitored to ensure that the desired effect is achieved in all aspects of organizational performance in the areas of quality, health and safety of employees as well as the operating environment
10. Continual process and procedural improvements are carried out to enhance performance, products and services
11. HSEQ policy shall be communicated to all employees, visitors, contractors, service providers and be available to other interested parties



corporate social responsibility

Euro is a socially responsible company and we are committed to building a better world. We are involved in a number of social development projects to achieve sustainable development by initiating activities that not only give back to the society but focus on economic responsibility as well.

Our CSR focal areas:

1. Environmental Sustainability
2. Philanthropic Giving
3. Ethical Business Practices
4. Economic Responsibility

Our recent initiative includes the Euro Plantation Campaign. In line with one of Euro's core values of environmental sustainability, Euro launched a tree plantation campaign, planting up to 50,000 saplings in Sahiwal and surrounding areas. The management at Euro affirms that it is the responsibility of every individual to contribute to the National Plantation Drive.





*We are here to set a new precedent - to raise
the bar by providing more than just fuel.*

Euro Oil - Fuel for Life