

npucta

CORPORATIVE INFORMATIVE EDITION

January-March 2015

Products of PRISTA® brand
already reached 42 countries



**The Effective financial policy
of Prista Oil Holding
grew to 12 / 100
into consolidated net profit for 2014**



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ACCENTS

Prista Oil Holding successfully develops the strategy to conquer new markets. Kenya, Morocco and Equatorial Guinea are not only exotic tourist destinations but desirable sales destinations as well.

Expansion of commercial markets to which Prista Oil exports **PRISTA**® branded products is a sign that the company certainly will not have the problems of producers who rely on a limited number of customers and often fully dependent on them.

The fact that some of the best traders on Bulgarian lubricants and coolants market are the companies, who are long-time distributors of Prista Oil, is pretty impressive. Commercial relations developed over time

have turned into partnerships long ago, allowing wide variety of **PRISTA**® products to be offered through the channels of the reliable regional distributors.

The fact that Prista Oil moves forward stably and emerges from the economic crisis is confirmed by the financial results of the Group. Given the stagnation of the market and through optimization of the sales processes in the country and the region, Prista Oil Group marks a significant increase in revenue. „In other words, started in 2012 consolidation and restructure of the company's activities already brings results in terms of better management of working capital and improved profitability and efficiency.“

It seems that the thought shared more than 10 years ago by one of the company leaders that Prista Oil is „fated“ to success now sounds more clearly. Success of the company that leads good commercial, financial and socially responsible policy.



R. Nikolaev
Editor in Chief

4

The Effective financial policy of Prista Oil Holding grew to 12/100 into consolidated net profit for 2014

6

Multinational Company Prista Oil Holding EAD is already selling products under the brand name of **PRISTA**® in 42 countries in Eastern Europe, Central Asia, Africa and the Middle East

10

Checking out the Czech

12

Future Managers and E-commerce Merchants From Professional High School of Economics & Management Became Managers of Prista Oil For One Day

13

PRISTA® MHM (VG 32, 46,68) Hydraulic Oils Officially Approved by Denison

14

KIOG- Blagoevgrad loyalty and commitment towards the customers are the aspects that uplift the Company to become one of the best distributors of Prista Oil in Bulgaria

18

Prista Oil Presented a new **DURABILITY CONCEPT**

20

TRACTOR EXPORT AND PRISTA OIL join together the international agricultural exhibition BATA AGRO 2015

24

Ladies rally took place in Ruse on international Women's day

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The Effective financial policy of Prista Oil Holding grew to 12/100 into consolidated net profit for 2014

The optimization & reconstruction of company activities that started in 2012 already give positive results



Nikolay Kostadinov - Group chief accountant in Prista Oil Group

According to preliminary consolidated figures of Prista Oil Holding EAD in FY 2014 the development strategy of the Company and its affiliates proved to be the right one. In 2014, Prista demonstrated that, despite the lack of large export transactions and participation in international tenders to supply lubricant materials, the so-called organic business of the Company was recovered. In spite of the fact that the sales volume was around 20% less, almost the same gross profit from operations was reached, as in 2013. By adding the results of Bogdany Petrol (Hungary), the company which as a result of an intragroup transaction be-

came part of the Holding, then this indicator even marks a rise of about 11% over the previous year. In other words, the Company's restructuring and business optimization launched in 2012, already brings results in terms of more effective working capital management, increase in profitability and efficiency.

Typically, oil business companies with strong presence are daughter companies of Prista Oil Holding EAD, such as Prista Oil Romania, UZ Prista, Premium Lubricants, Bogdany Petrol and Verila Lubricants. Prista oil, Serbia noted a positive trend, as well as even, in spite of the heavy political and eco-

nomic situation, Prista Oil Kiev. One of the main priorities for the year 2015 keeps being worked out, namely the establishment of a Central European cluster consisting of Prista Oil Czech Republic, Prista Oil Hungary and Prista Oil Slovakia, aiming to increase in the region the market share in sales of lubricating oils under the Texaco brand, as well as to strengthen the **PRISTA** brand.

Undoubtedly, battery manufacturing companies, or the so-called companies in the economic group of Monbat have a significant share in the consolidated statements of Prista Oil

Consolidated Income Statement Prista Oil Holding EAD 2014

(unaudited)

All amounts in Thousands of Euros	YTD 2014
Volume Total (MT)	
Lubricants (MT)	39 356
- Produced	31 779
- Commercial	7 577
Greases (MT)	1 660
- Produced	1 488
- Commercial	172
Base Oils (MT)	2 444
Lead (MT)	0
Petroleum Jelly (MT)	2 454
Batteries(pieces)	2 294 552
Other (MT)	42 424
Gross Sales	
Sales of Commercial Goods	21 131
Lubricants	16 314
Greases	581
Base Oils	2 450
Lead and others	1 786
Sales of Produced Goods	185 979
Lubricants	41 758
Greases	3 297
Petroleum Jelly	3 013
Batteries	111 708
Other	26 203
Sales of Services	3 310
Sales of Others	4 592
Total	215 012
Cost of Sales	
Cost of Commercial Goods Sold	16 852
Lubricants	12 692
Greases	453
Base Oils	2 257
Lead and others	1 450
Cost of Produced Goods Sold	139 014
Lubricants	30 140
Greases	2 143
Petroleum Jelly	2 569
Batteries	81 337
Other	22 825
Cost of Services Sold	2 231
Cost of Other sales	68
Total	158 165
Gross Sales Profit or Loss	56 847
Operating Expenses	
Marketing , Sales and Distribution Expenses	11 589
General and Administrative Expenses	16 380
Subtotal operating expenses	27 969
EBITDA	28 878
Depreciation	8 212
Total Expenses	36 181
Operating Profit or Loss	20 666
Financial income	
Interest Income	433
Foreign Exchange Gains	3 538
Total	3 971
Financial expense	
Bank Charges and Fees	1 625
Interest Expense	4 140
Foreign Exchange Losses	3 785
Total	9 550
Profit/Loss from Financial Activities	-5 579
Current period profit or loss	15 087
Provision for income taxes	2 689
Net profit/loss for the period	12 398
Equity holders of the company	5 510
Third party equity holders	6 888
Net profit/loss for the period	12 398
	0

Holding EAD. According to preliminary data, over the last fiscal years, their financial indicators were stable and consistent. Unaudited consolidated figures of Monbat Group in FY 2014 showed operating profit in the amount of EUR 16 mln.

Last but not least, we should also point out the Company's effective financial policy that, by reducing the financial costs of approx. EUR 2mln (in particular, by overcoming the exchange losses on foreign currency revaluations and by reducing the cost on interest rate) resulted in 12% growth in consolidated net profit of the Holding in comparison with that in 2013.

Multinational Company Prista Oil Holding EAD is already selling products under the brand name of **PRISTA®** in 42 countries in Eastern Europe, Central Asia, Africa and the Middle East



Mr. Tsvetomir Anastasov,
Executive Director of Prista Oil Holding EAD, directs the divisions of delivery of raw materials, production, marketing and sales.
Graduated from the University of Ruse "Angel Kanchev", he started working at Prista oil in 1997 and has held the following positions: Head of Sales Department, Commercial Director. A family man, father of 3 children /Pavel, Yoana, Toni/.
Being dependant on music that obviously seems to energize him also in his business commitments.

Mr. Anastasov, what are the main directions for Prista Oil Holding in 2015?

In terms of a strategy, we look towards Eastern Europe, Africa, Central Asia and the Middle East. At the moment, Western Europe, in terms of logistics is not within the scope of our priorities, as it is hard to face the competition of local manufacturers and also the market therein is largely bound with contractual obligations for launching and after-sales service that the major oil companies and automotive manufacturers have concluded.

In Central Europe, we have established a cluster, including the Czech Republic, Hungary and Slovakia. In these countries, we distribute Havoline®, Ursa® and Texaco®, as well as our own

Prista® branded products. We may encounter some difficulties, but we move strictly on our business plan for development in this region and our estimations are that within three years we will sell around 5,000 tons per year. Speaking of the rest of Europe, we also sell in Italy and Malta. Traditionally, we keep our business development in Greece, but we apply a highly effective and modified strategy.

So, currently, what does this mean?

This means, in comparison to the current ones, sales should increase several times.

While we are still on the subject of Europe, is the acquisition of Chevron Czech Republic and Chevron Romania

in 2013 already giving the expected results?

We can say that the investment in Chevron Romania is a good capital investment, while in regards of Chevron Czech Republic, even at the very beginning, we have never had any unrealistically high expectations. In fact, Chevron Czech Republic was part of the deal for Chevron Romania. In order to avoid any misunderstanding I would like to clarify that Chevron Czech Republic's foreseen business plan for sales was fulfilled over the last year 2014, and over the first quarter of this year. This is a proof of a significantly good management and a vision for the development of our brands.

Let us have a look at the Northern

European countries, where Prista oil is already selling marine oils.

Gulf Oil Marine granted the rights to our company to sale marine oils in the Baltic countries-Finland, Lithuania, Latvia and Estonia. In addition to the **GulfSea®** branded marine oils on these markets, we also offer **PRISTA®** branded oils. Our company has warehouses in Lithuania, Latvia, Estonia and Finland. Just within a few months from starting our activity in these markets, all costs are covered by sales revenue, as in this year the volume will increase to 1,000 tons of marine oils in this region.

What about the development of Prista oil's markets in the African countries?

Definitely, the markets in Africa are quite interesting due to the fact that these are emerging markets. Certain big oil companies have a strong influence in some countries, but in general, these markets are an „unploughed ground“. Between the manufacturers of lubricants and the local business no

lasting relationships are established. In fact, we sell in countries such as Algeria, Morocco, Libya, Equatorial Guinea, Kenya. Negotiations with our partners in Nigeria, Angola, Ghana, and Ethiopia are at a very advanced stage. We look for the large tender results in Libya. Also, currently, we undergo a prequalification for new major tenders in Algeria, where, so far, we are a traditional supplier. We have plans to build factories in Algeria and Angola.

All this gives us confidence and certainty that we can set foot extremely seriously on this continent.

What gives you the grounds for this optimism?

Our European origin products are accepted in Africa as a guaranteed quality. Besides that, Bulgaria has enjoyed a very good reputation in the countries of this continent from the years when our specialists have been working out there.

The constant high quality of our

products, the modern technology center, the continuous contact with our customers with regard to any technical issues, are at the core of their confidence to us and our long-term partnerships.

You use the slightly forgotten good image of Bulgaria in markets where our country was present with both manpower and products, is this correct?

This is correct, and last but not least, it is namely our approach to these markets, which is different from that of most other companies. We don't just offer a quality product at a competitive price, we offer a broader service. This includes more flexible sales and deliveries, tailor-made solutions, technical support. This is about markets, where there own qualified staff is not enough well prepared. Our engineers provide on-spot complete decisions on the processes of lubrication in different areas of the industry.





Which are the major achievements of Prista oil on the African market in 2014?

The Company set foot for the first time last year in Kenya, Morocco and Equatorial Guinea.

Let's move to another large continent – Asia. What are the challenges there?

Business in Asia is related with our joint venture in Uzbekistan, which became extremely prosperous within the past few years. The company there is also the most satisfactory investment of the Group, outside Bulgaria and successfully overcomes the difficulties of the market in this region.

At the same time, Asian markets have great potential opportunities for the development. Last year we launched a very successful distribution agreement with the largest importer and dealer of cars and trucks in Georgia. We are currently working on a very serious project in Kazakhstan, which will, most probably in 2016, turn into a hugely successful overseas operation.

In 2014 we launched deliveries to the Middle East countries - Qatar and Iraq. In Iraq, we have signed a distribution agreement with one of their most powerful companies, a supplier of automobiles. In 2015 we expect a doubling, even tripling of our business

in Lebanon, among/ after the changes we introduced in our commercial structure.

Bulgarian market – until recently the hegemony of PRISTA® branded oils, along with the other brands distributed by the Company, had certainly contributed to the significant volume of total sales in the territory of the country. What is the situation now, after the crisis?

The economic crisis has negatively affected the entire Bulgarian business. As a consequence, the competing companies on this relatively small market have taken a more aggressive policy to make their presence dominant. As a result of the size of the emerged crisis situation, the volumes contracted and many companies bankrupted. But it looks like the most serious problem, that a wide range of companies encounter, is the payment of purchased lubricants. There are some situations in which Prista oil preferred to abandon a customer who was no longer to pay off its debts within a reasonable period of time. We prefer to avoid entering into risky transactions, under which the payment would take a doubtfully long time.

On the other hand, the economic crisis



has been a catalyst for the expansion of our foreign markets. The Bulgarian market is extremely important to us and we will continue to be the best partner for our current and future customers, but this is not enough. Our horizon extends much further.

Does the overcoming of the crisis for Prista oil mean a sales growth on the Bulgarian market?

The Company marks constant growth over the past 3 years. In fact, the results are good due to the purposeful methodical work of reconstruction and development of the distribution network and direct customers. We strive to be extremely accurate in terms of our contractual obligations, including the delivery terms, the quality of performance and the after-sales service. The most indicative for us, is the satisfaction of our customers. At the same time, we react adequately to any market changes. Fixing competitive prices is extremely important for the Company and for its dealers and distributors as we work in close cooperation, so that they can be able to realize sales and profits. Prista sees them as partners and therefore continuously strives to create the best possible conditions for a successful business.

Where is Prista oil stronger – on the market of automobile oils or of industrial products?

In general, in its more than 20-year history Prista oil's sales have always moved relatively evenly and smoothly in both directions. Our Company offers an affordable brand, and namely - quality products with a lot of formal approvals by various manufacturers of different types of engines, and also it offers an optimum competitive price, which in any case is not the lowest one, as we do not use cheap and poor quality raw materials. We sell at prices consistent with the capacities and characteristics of the relevant market.

Is it true that Prista oil has reduced its range of manufactured products in recent years, the number of which was exceeding 150?

In times of crisis, normally we should make a very careful analysis of the product list, of sales, of what each product brings to it. Normally, in such situation, those products which are not particularly profitable, should be taken off production, albeit temporarily.

Here, it is necessary to say a few words about the distributors that, for a relatively short time, managed to bring Prista oil a quick success both in sales, and in the recognisability of the brand. Is this estimation up to date?

The fact is that Prista oil has the most stable distribution network which is a national precedent not only for the sales of lubricating oils.

Prista's commercial network is unique, because the companies that started to work with our Company evolved in parallel with us. Distributors and Prista, we have a largely shared history, walking together in the same direction over the years. Their loyalty and respectability, their attitude towards

the regional markets and especially to their customers, turned them into a major factor in the field of lubrication and made them a preferred partner. When we work successfully together, we always have good results.

We aim at being flexible in terms of delivery times, packaging, and product type. Often, we offer a production of a specific product for a specific customer with specific qualities.

To summarize at the end of this conversation - in how many countries is Prista Oil Holding distributing its products: PRISTA®, Ursa®, Havolione®, Texaco®, GulfSea®, Egron®?

Now there are already 42 countries, but I would like to point out some exotic destinations such as Taiwan and New Zealand. They give us the confidence

and the strength that we can go beyond the scope of our strategic future partners in Central Asia, Africa, the Middle East and Eastern Europe and to sell even in highly competitive markets such as the Chinese, Indian etc. Listed markets offer mainly **PRISTA®** branded products, i.e. we sell mainly:

- motor oils - synthetics and semi-synthetics
- industrial oils – products for mining industry, energetics, machine building, chemical enterprises, etc.
- marine oils
- lithium, calcium and other greases
- special fluids, including longlife anti-freeze





CHECKING OUT THE CZECH

by Nicoleta Vinturis

(Technical Manager, Premium Lubricants, Romania)



*Nicoleta Vinturis
during a visit to a customer*

Prague, the city in the very heart of Europe, is not only a place of famed history, beautiful location, affluent culture and fascinating metropolis where past and present meet but so much more to me. A wonderful week I spent working side by side with the Prista & Chevron Lubricants Sales team!

When Tivadar offered me to go and share experience with the Czech colleagues, I was so excited. I thought it was a true challenge, a great responsibility but also a very nice opportunity.

The visit took place between 9th -13th of March and had to include both

training and customer visits. I spent two days in the office with Pavel, Jan and Tomas working on the following subjects:

- Combined benefits of Chevron products and our technical expertise with Jenbacher, Deutz, Waukesha gas engines and special gas compressors such as the US OEM Cameron and Ariel;
- Lubrication demand for Volvo construction equipment with focus on second hand and out of warranty equipment where we can supply Texaco products with very good results (Rando HD LVZ, greases and Ursa range)
- Products for solving technical problems: Texclad (for steel mills)

and Meropa BM (for cement plant applications)

- Texaco full product range benefits versus competitors' products
- Open discussion about how to identify best prospects, how to understand their problems and needs, and how to offer the best portfolio of products and services to provide solutions.

We had a very interesting discussion about technical consultative selling. Our customers are supported to reduce their total cost of ownership by presenting them the best technical solution.

Visiting Shape Corporation

plant, Jan and I had to offer a solution to a problem in the cold roll forming process: overheating and wear increase in the roller bearings. We recommended to test High performance lithium complex grease Hytex EP 2 LF.

On the same day, we had two more interesting meetings with DBO and Legato distributors. We presented the gas engine products and discussed lubricants designated for mould injection machines with focus on our hydraulic ashless range of products.

Tomas and I visited the Tedom gas engine plant, the Siemens turbine plant near Brno and Ceskomoravsky Cement-Heidelberg. We discussed and promoted our services and products and got information about future projects in the region. In Ceskomoravsky Cement we recommended the use of Texaco Meropa BM 680 for cement furnace bearing lubrication – a major critical point for the plant. In Siemens we will be invited to tender for two new projects - one in the Czech Republic and another one in Hungary. These are only examples of new opportunities for business development.

At the end of a busy working week we took pictures with smiling faces saying more than words about how we feel about our customers and the faith we have in the reputation of lubricants' expert team.

Tomas was photographed with one of his best customers near a Jenbacher engine as well as Nicoleta.

After a day full of talks about lubricants, it was a great pleasure to take a relaxing walk in the old town square near the famous Town Hall Horologe, on Charles Bridge, an open-air art gallery, where people can enjoy a glass or two of the famous Czech beer.

At the end of the visit a detailed action plan was agreed with steps and follow-up actions to growth sales in the Industry segment.

This week was my first experience in sharing knowledge and information with colleagues in Prista. I am glad that I could contribute to the business development of Prista Czech – and I could also learn from their experience. We could identify new prospects, cross-selling opportunities and raise interest in potential buyers.

I consider it a good start for a new way of working together in the Prista Team.

Ahoj!
Nicoleta



Thomas and his customer



Future Managers and E-commerce Merchants From Professional High School of Economics & Management Became Managers of Prista Oil For One Day

Students were impressed with the scale of business activity in the company and the synchronized team work of professionals



Again this year the Lubricant blending plant in Ruse - Prista Oil Holding EAD welcomed the initiative "Manager for a day". Students from 10th and 11th grade of Professional High School of Economics & Management had the chance to see in real environment how production and quality control on final products is made, and took a first-hand look at the activities and functioning of different departments in the company.

Future managers and e-commerce merchants, Preslava Tsekova, Cvetalina Ivanova, Velislava Kazakova, Ivona Drumeva, Elitsa Blagoeva and Ivelin Gavrilov, were strongly impressed with the nature and scope of activities in the company as they were first introduced to company's business with a presentation delivered by Irina Ropay, Group Marketing Coordinator. The organized tour around compa-

ny's production facilities accompanied with presentations on behalf of dipl.eng. Borislav Miladinov – head of Production department and dipl. eng. Albena Ivanova – head of R&D department, gave students the opportunity to witness the making of motor and industrial oils, as well as **PRISTA** metalworking fluids in real environment. The future specialists also familiarized themselves with the system for quality control on final products and follow-up checks presented by dipl. eng. Pavlinka Dimova, who is in charge of the modern testing laboratory.

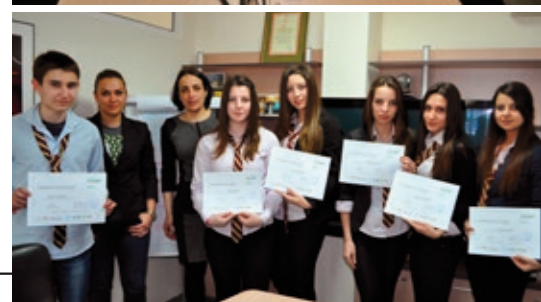
The experts from Export markets department Mr. Stefan Stefanov and Mr. Ivan Getov "initiated" the students into the market presence of the company in Europe and countries from Asia and Africa.

The HR Manager, Mrs. Antoan-

eta Kabakova made communication even more interactive by bringing in the Stockholm management game. A business simulation focused on interrelations between customers, suppliers and merchants was run at the end of the visit.

The experience was truly beneficial and inspirational for the future specialists. It turned out that Velislava was the only one who had visited a production plant. All students felt that Prista Oil was not simply a production plant but a perfectly functioning team carrying into effect the entire process from production to final distribution in the channels of its ever-growing and expanding network of markets.

On behalf of company's management, Mrs. Antoaneta Kabakova expressed the appreciation of the interest shown and the satisfaction with the fact that the students had demonstrated rare knowledge and skills and that their presence had a very positive impact on the team of experts who saw in their face a group of talented and promising followers.



PRISTA[®] MHM (VG 32, 46,68) Hydraulic Oils Officially Approved by Denison

Denison is one of the leading companies that manufactures hydraulic vane and piston pumps. This is one of the first companies to introduce specific requirements for the quality of the oils by testing of Denison P-46 piston pump type and Denison T6C platelet pump.

Successful test results and received approval is just another quality proof of Prista Oil's industrial products portfolio.



Subject : Fluid **Prista MH-M** approval expended.

With reference to the documents submitted, the subject fluid is approved for being included on our list DENISON approved fluids for :

HF0, HF1, HF2

Approval number : 190(17)

Technology tested LZ 5703 @ 10.85%wt in ExxonMobil group 1 base stock.

This fluid will be listed under the brand name...	Prista MH-M
The manufacturer to be listed as.....	Prista Oil Holding EAD
The ISO classification as.....	HM
The approved grade as.....	ISO VG 32, 46 & 68
The listing date will expire.....	December 2017
Test passed.....	T6H20C Tests dry & wet phases



Denison Vane Technology

KIOG- Blagoevgrad

loyalty and commitment towards the customers are the aspects that uplift the Company to become one of the best distributors of Prista Oil in Bulgaria



Mr. Kiril Zlatkov



Mrs. Gergana Stamboliyska

Every customer who has had the opportunity or just had the chance to work with KIOG - Blagoevgrad was rewarded with the satisfaction to receive a high quality and timely service. This is the positive result from the effective teamwork and excellent synchronicity in the management of Mr. Kiril Zlatkov and Mrs. Gergana Stamboliyska who represent the Company and complement each other in the implementation of the administrative functions.

Even though Mr. Zlatkov has never expressed it verbally, for KIOG the relationship with Prista Oil has long spread beyond the borders of 'just a business' and it has turned into an emotion over the time. These are the years, especially in the beginning,

when most companies that have been loyal to the young producer of oils and lubricants establishing its position on the Bulgarian market, have acquired a good market share, supported with even better financial results.

KIOG is a Company that manages to respond adequately to the economic situation in the country and to follow the market policies, directly depending on its contact with customers. The relationship with them is one of the advantages that offer both a preference and an opportunity for a feedback on the terms of deliveries and deadlines. So far no one would speak openly about that but each customer likes to feel special, cared for, to receive the timely requested lubricants as well as a little attention.

It is a matter of relationships between people who, for one reason or another, meet regularly in their everyday life, and thus any contacts go beyond the purely professional relationship.

To obtain this synchronicity, considerable resources were devoted in order to create and maintain a highly trained and qualified staff.

The region, in which KIOG develops its commercial activity with the products manufactured and distributed by Prista Oil, is quite specific. There is no well-developed agriculture in this area and therefore, the transport and construction sectors are the main consumers of oils and lubricants.

A change in the market structure in this region has been reported since 2009. Sales are strongly influenced by the construction of new dwellings and hotels, as well as the overall structure of the Town of Bansko. Over the years 2010- 2011 there was an upsurge in newly created building companies, most of which were customers of KIOG.

The crisis in the country and the structural changes in Prista did not defeat the KIOG's managers. During this time the Company began renovating its fleet.

Initially, the transport services were carried out by using two trucks, compared to nowadays where their number has reached 21 units. "We intend to buy another 5 trucks", says Mr. Zlatkov.

Main transport activity is oriented to Europe and within the territory of Europe, relying on their own shipping department.

All cargo vehicles - DAF, MAN and Renault, use only **PRISTA** oils and Texaco oils.

The year 2013 was the time during which KIOG marked its exit from the economic crisis. Annual results have shown an increase of over 10% in the sale of oils. In sales of batteries, manufactured by Monbat, over the period from January 2014 to 2015, the growth rate was doubled.



The motor oils market follows the development of internal combustion engines construction; although in our country the fleet of both cars and trucks is not entirely upgraded. However, an increased demand of semi-synthetic is perceived.

For KIOG the partnership with Prista Oil is an ongoing process, which, in time, has established a loyalty and honest relationships.

“Despite the difficulties that have occurred in certain moments, any understanding shown was rewarded”, says Mrs. Gergana Stamboliyska, holding the position of „Sales Manager“ in the Company of Blagoevgrad.

For the owner and manager of KIOG, Mr. Kiril Zlatkov “Our relationships are perfect, preserved and developing over time”.

In terms of expectations for the year 2015, both of them refrain from forecasts and do believe that the results will actually reaffirm the economic development in the region. However, most likely, growth achieved by 2014 shall be preserved.

Sole-Owner Limited Liability Company “KioG” EOOD **Important years in its history**

1993 – The Company was established in the Town of Blagoevgrad, with main business activity - trade with motor and industrial oils.

1995 – The Company rented its own site in the area of the State Auto Vehicles Co. – Town of Blagoevgrad for the sale of oil.

1997 – The Company became the official representative of „Prista Oil“ AD for the region.

1999 – The Company became the official representative of “Monbat” AD for the region.

1999 – The Company purchased its own warehouse in the Town of Blagoevgrad, and later built a site for replacing oil and tires, primarily for trucks. The old site is still operated.

2000 – Prista Oil became the official importer for Bulgaria of TEXACO oils and KIOG EOOD their Distributor for Southwest Bulgaria, respectively.

2004 – The Company opened an Automotive center with a shop and store for the sale and assembly-disassembly of the light and heavy tyres in the Town of Gotse Delchev.

2005 – The Company started direct imports of tires from the Good year Group -Debica, Sava, Fulda, Dunlop and Good year.

2008 - A “Masterwerk Specialized automotive service and repairs” was established, which in 2010 became the official representative of the Ford brand cars for Southwest Bulgaria.

Company’s activity region

Southwest Bulgarian – Blagoevgrad, Dupnitsa, Kyustendil, Samokov, Sandanski, Petrich, Razlog, Bansko, Yakoruda, Gotse Delchev and adjacent regions.

Company’s sites

Warehouse for oils, batteries and tyres, with a site for replacing oil in the Town of Blagoevgrad; Shop and site for replacing oil in the Town of Blagoevgrad; Shop for oils, batteries etc. in the Town of Blagoevgrad; Automotive center with a shop and warehouse for oils, batteries and tyres in the Town of Gotse Delchev; Shop for oils and batteries in Town of Yakoruda.



CAUSES OF LOW OIL PRESSURE

One of the most frequently asked questions in automobile repair shop is:

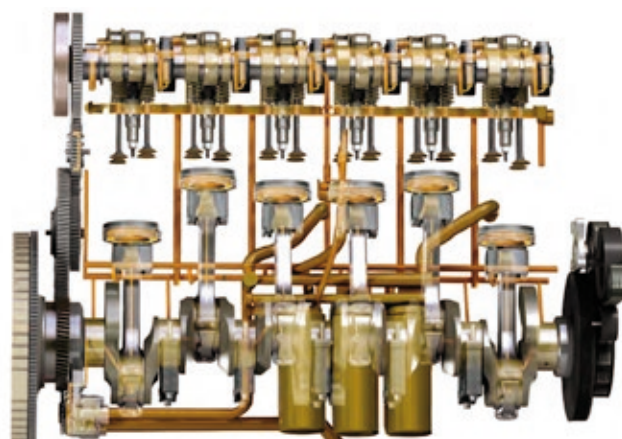
Why is the engine's oil pressure low?

Generally received answer is that it is caused by the oil. But is this really true?

This article will give you a detailed answer to this question.

The first indication of trouble can be the flickering of oil pressure warning light or a reading message of low oil pressure on the dashboard mounted gauge. Failure to notice or ignoring this warning will be followed by the next clue that something is getting wrong, i.e. clattering of the valve elements, due to the fact that the hydraulic lifters are starved for oil and ingest air. Should the driver keep driving, in spite of these obvious warnings and audible alerts from under the hood, the next sound that may be heard is the rapping or knocking noises from rod bearings which will eventually be followed by dead silence as the engine seizes and the vehicle stops.

All engines will lose a certain amount of oil pressure over time, as normal wear increases engine bearing clearances. But unusually low oil pressure in the engine, regardless of its odometer value is often an indication that something is seriously wrong and should be given a proper attention. So, whenever the vehicle is in a low pressure condition or you notice any symptoms that may be due to a low pressure (warning light flickering, gauge reading, valve noise or bearing noise) don't delay and start investigating the cause.



Causes of low oil pressure

In a high mileage engines, low oil pressure is most often due to a combination of worn main and rod bearings, and crankshaft journals. The oil pump itself does not create pressure. It creates a flow, and the resistance to this flow creates pressure. The resistance is created by the orifices in the engine block, through which the oil flows and the amount of clearance between the bearings and crankshaft journals. As the bearings wear, clearances increase, which allows an increased oil flow, which reduces pressure.

Well, probably you already know that. But what you might not realize is that you don't need to have any large clearances in order to get a noticeable drop in oil pressure, as well as noise. This applies both to brand new engines, and those with high mileage. Excessive bearings clearance (over 0.001 inch (1 inch = 2.54 cm) per inch of diameter of the crankshaft journals) can cause up to a 20 percent or greater drop in oil pressure, which in turn can have an adverse effect on lubrication in other parts of the engine (e.g. camshaft and upper valve

train, particularly in the overhead cam engines). Whether the excessive clearances are due to normal wear or loose assembly tolerances makes no difference because the end result is exactly the same. Excessive bearing clearances will also increase engine noise and pounding, which over time can lead to bearing fatigue and failure. The recommended bearing clearances vary largely depending on the application of the engine, but many engine rebuilders today aim to 0.001 to 0.002 inch clearance in the main and rod bearings. In some new engines from the factory there might be clearances to as much as 0.004 inches. Excessive clearances everywhere in the engine can also reduce the oil pressure. This includes wear in the lifter bores, excessive wear and tear between the camshaft journals and cam bearings or excessive end play in the cam. Of course all cracks in the oil galleys, leaking galley plugs or leakage between the oil pump and block will also reduce pressure.

/to be continued/



Prista Oil Presented a new DURABILITY CONCEPT



Durability that goes the distance, and beyond

What is durability?

Durability is the ability to withstand wear, pressure or damage. **PRISTA** lubricants are built stronger with robust formulations that protect and prevent breakdowns, keep parts running together smoothly and extend the life of your engine.

This durability and protection is what keeps your fleet on the road longer. Better protection means fewer repairs and staying on schedule, which is crucial for your profitability.

That's why **PRISTA** oils are formulated to protect more than engines. They protect your reputation as they deliver added peace of mind and significant cost savings over the long haul. It's the durability that drives value.

Formulated to give you more
More durability. More protection. More value.

New PDS's for 6 products:

Durability, performance and overall value come together with PRISTA's unmatched range of heavy-duty engine oils.

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PRISTA® SUPER SHPD 15W-40

PRISTA® SHPD VDS-3 15W-40

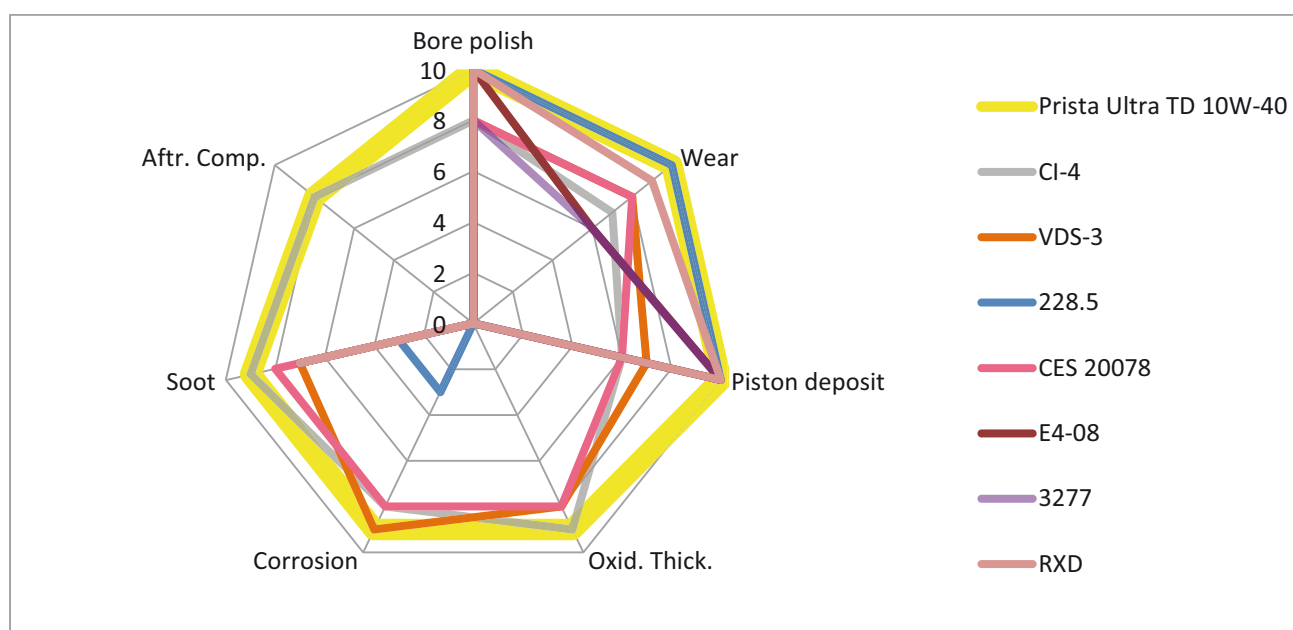
PRISTA® ULTRA TD 10W-40

PRISTA® SHPD VDS-3 10W-40

PRISTA® LEADER TD 15W-40

In order to prove lubricants quality the following 7 parameters are used:

1. Bore polish
2. Wear



3. Piston deposit
4. Oxidative thickening
5. Corrosion
6. Soot thickening
7. Aftertreatment compatibility

Durability at every detail

With their supreme detergency, **PRISTA** lubricants prevent deposits formation to allow pistons to run stronger and longer. They help you maximize engine-and fleet-performance.

The value of the oil you choose is more than its price.

It's the cost of avoided downtime from repairs. It's the cost of staying on schedule. It's the cost of peace of mind and reliability. It's the cost of your reputation.

Prista Oil's unique formulations deliver increased performance and help your profitability by providing:

Savings due to:

- Better fuel economy because of the engine running cooler
- Saving downtime by keeping more trucks on the road
- Reducing the cost of repairs

Business growth due to:

- Increasing your reputation and reliability by keeping you on schedule

Durability that Drives Value

Prista Oil protects your engine, enhances your reputation and gives you value that far exceeds your expectations.

For more information about how Prista's unique formulations keep your fleet running at its maximum potential, visit www.prista-oil.com.

For information on specific Prista products, contact your local sales partner.



TRACTOR EXPORT AND PRISTA OIL join together the international agricultural exhibition BATA AGRO 2015



For the first time in 2015 the emblematic for our country specialized agricultural exhibition BATA AGRO will take place twice. Businessmen from agricultural sector were attracted to indoor and outdoor exhibition areas during the spring exhibition held from 4th to 7th March. An area of more than 20,000 square meters was reserved for the event. Latest innovations such as leading brands of agricultural equipment shown on international exhibitions last year, were presented for the first time in Bulgaria.

Tractor Export, as a partner of

Prista Oil Holding, actively presented and promoted **PRISTA** Agro series, as the ambitions are for further expansion of sales by offering the full range of Prista Oil products and the range of Texaco® and Chevron® products on the market. It is planned to offer maintenance not only for equipment purchased from Tractor Export but for each and every equipment unit that the clients of the company might have.

„Tractor Export are currently working on building a system for meeting customers' needs related not only to agricultural equipment

and services but to all necessary supplies as well - oils, greases, tires, spare parts etc. The emphasis is on implementing the AdBlue mobile stations on the Bulgarian market. They are being produced by SWIMER – a polish company whose exclusive representative for Bulgaria, Romania and Moldova is Tractor Export. The main goal of Tractor Export Ltd is to expand their commercial network in the country and offer the best solutions to their customers”, says Lilia Mejri, Import Manager of Tractor Export Ltd. „The joint presentation of Tractor Export Ltd and Prista Oil



Holding EAD was seen by customers as a great common project. The fair generated interest in the offered products and we received our first inquiries from potential customers“, she said.

Exhibitors covered the full range of agricultural products and services. There was an increase in interest from foreign companies – both exhibitors and visiting farmers from neighboring countries. This initiative brought together leading companies in the industry and their partners who discussed upcoming investments that

are vital for the agro sector in spring.

„We believe that our joint participation in BATA AGRO is essential for a better cooperation between both companies. We support the development of farming through production of lubricants for agricultural machines and equipment that play a major role in building a profitable business“, says Anatoli Atanasov, Sales Manager of Prista Oil Holding.



The 10 Biggest Mistakes in Sales

By Grant Cardone, International Sales Expert
FEBRUARY 16, 2015

Sales people, sales organizations and sales teams have to change the way they are handling customers today in this very competitive world. The old ways of selling are changing and require all sales people, sales managers and sales organizations to think differently.

Here are 10 essential selling principles that most sales people and sales organization either get wrong or don't implement:

1. Not selling the solution

People and companies buy things only in an attempt to solve a problem. Sales people spend too much time on the offer rather than assuring the buyer that the product, company and individual will solve the problem. This typically results in presentations that are too long and prices that are too low. Focus on how your product and the company can solve the three most critical problems your client is trying to solve.

Related: Solve Your Buyers' Problems by Changing Their Perspective

2. Too dependent on the "sales presentation"

I have seen sales people spend hours creating presentations and then become so dependent upon the slide-show and every detail that they are no longer aware of vital buying signals. You being present is more important than the presentation. Of course, you want a great presentation, but never become so dependent that you are unable to know what is important, who the influencers are and when you are getting the buy in and when you are not.

3. Not asking the hard questions

It is my experience that sales people miss opportunities to build trust by not asking the hard questions. This either

comes from naivety or a lack of proper training to truly get in communication with the client. I was on a sales call with one of my top people and while he was presenting to the group I sensed that the decision-maker wasn't buying what he was saying.

I interrupted, "you don't believe a word of what he is saying, do you?" The client started laughing and said that was exactly what he was thinking. Ask these questions: "How do you feel about our price?" "How do you feel about our term?" "Why would you do business with me when you have done it with our competitor for so long?"

If you don't get the answers to the hard questions you will find yourself not closing deals and not learning why.

4. Believing price will solve your clients' problem

No one buys a price, ever! I have been in sales my entire adult life and have been tricked by thousands of buyers who said "price is the only issue." Your buyer may seem obsessed with price, demands your lowest price and claims the budget cannot be violated. Despite all this, every one of them will pay a higher price.

5. Presenting without the intention to close

When I start a presentation I make it clear to the prospect that my intention is to have the product or service being used by the client this week. "Thanks for your time today, my goal is to have my product to your company by the end of this week."

The customer usually then tells me they have no intention of doing anything that quickly, at which point I simply say, "I understand. I just wanted you to know my intention."

You have to present with confidence,

not arrogance, and set the stage early that you know your product can solve their problems.

Related: How to Tell the Difference Between a Hot Lead and a Dud

6. Not asking for the close early enough

I noticed my sales team was presenting long after the buyer had seen enough. So I took all of our presentations apart and broke them into five stages. At the end of each stage I require them to ask, "have you seen enough information to make a decision?" This worked like a miracle with customers saying, "no I haven't," allowing the sales person to continue with the presentation. In other cases the buyer closed 80 percent faster than previously or we found out we didn't even have the right decision-makers in the room.

7. Waiting until the end of the presentation to share the price

Most sales people make this mistake because most of us were taught to build value, then show the price. This results in a buyer that, no matter how intrigued they might be by your presentation, is wondering the entire presentation what the cost is. This results in your presentation being interrupted over price rather than the customer being able to evaluate what your product or service will do and how that relates to the price.

After letting the buyer know my intention is to get the product to their company this week, I then share the price. "Before I demonstrate how my product will solve your problems, I want to share with you our pricing so that you have it while I present the product." Initiate price - don't wait to answer "how much?"

They may tell you before the presenta-

Audi has invented an eco-friendly diesel made from carbon dioxide and water

tion, "that is too high," at which point you can simply agree with the customer. "Of course it's too much, you haven't even seen what it will do. Allow me to show you why it's this price and what it will do for you and why it is the best value in the marketplace."

Bringing price up early makes you look confident, shows you have nothing to hide and takes out the mystery. Bring price up early then use the rest of the time building value.

8. Ignoring influencers

I have made the mistake many times where I put too much attention on the decision-maker and missed the influencers. Ask, "Who else other than yourself will influence your decision or that you would like involved?" Find out why they are important to the decision and what is most important to them.

9. Using a free trial to close a deal

Free trials without some timeline and commitment to invest money and energy almost never work and become cash flow problems for the company that offers them. Grow up and close the deal or go get another customer, because free will break your company.

10. Not practicing urgency

Too many sales organizations never insist on closing a deal for fear of appearing to be a nuisance. If you truly believe in your company, product and service, you must learn how to insist on closing the transaction now. I have made the mistake too many times of not practicing enough urgency and then having time and events beyond my control steal my deal. Your sales team should train and drill on how to press without being unprofessional or appearing to pressure.

Source: <http://www.entrepreneur.com/>



The German automaker Audi announced it has created a free from carbon diesel fuel, solely from water, carbon dioxide and renewable energy sources. The 'E-diesel' is already being used to power the new Audi A8, owned by the Germany's Federal Minister of Education and Research, Johanna Wanka, according to the ScienceAlert.

The creation of a fuel is a huge step towards the creation of sustainable transport, but the fact that it's being backed by the automobile giant, is even more exciting. Audi has already set up a pilot manufacturing plant in Dresden, which should be operated by the clean tech company Sunfire, which is expected to produce approx. 160 litres of synthetic diesel per day.

Their base product, called by the Company „blue crude“, is created using a three-step process. The first step involves harvesting renewable energy from sources such as wind, solar and hydropower. Then, the energy is used to split oxygen and pure hydrogen using a process called a 'reversible electrolysis'.

The resulting hydrogen is mixed with carbon monoxide (CO), which is created by carbon dioxide (CO₂) that has been harvested from the atmosphere. The two react at high temperatures and increased pressure, resulting in the production of long chain of hydrocarbon compounds that make the 'blue crude'.

Once refined, the 'e-diesel' can be mixed with standard diesel fuel, or used on its own in a more sustainable way to power vehicles.

LADIES RALLY TOOK PLACE IN RUSE ON INTERNATIONAL WOMEN'S DAY



All 21 participants in March 8 Rally received many gifts on behalf of the organizers and sponsors, among whom was Prista Oil Holding who made this event possible.

Ladies of any age, on all sorts of vehicles, enjoyed a nontraditional entertainment on International Women's Day. "Race against time" competition was divided in 3 race classes: up to 1 400 cu. cm, 1 600 cu cm and over 1 600 cu. cm. All participants also competed for the Mayor's Cup in „Italian Chase" style parallel driving. Results for all three classes are listed below:

1400 cu cm class

1st place - Constanta Tomova with Fiat Seicento
2nd place - Maria Radionova with Ford Fiesta
3rd place - Victoria Stoyanova with Opel Corsa

1600 cu cm class

1st place - Nora Noykova with Great Wall Voleex
2nd place - Petya Tsankova with Lancia Dedra

1600 cu cm class

1st place - Svetlana Rashkova –

Stoyanova with Mitsubishi Carisma
2nd place - Plamenka Ivanova with VW Golf
3rd place - Daniela Hristova with Opel Vectra

Overall Race Results:

1st place - Constanta Tomova
2nd place - Svetlana Rashkova - Stoyanova
3rd place - Maria Radionova

Mayor's Cup Award:

1st place - Constanta Tomova

2nd place - Rositsa Ilieva
3rd place - Maria Radionova

Victoria Stoyanova, who was awarded 3rd place in 1400 cu cm class, also received the prize "Youngest Participant".

All winners in all three classes received gifts from Prista Oil Holding: PRISTA® and HAVOLINE® oils and antifreezes.



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