

Oil Retail

Neste Oil's Oil Retail has a network of 1,027 stations around the Baltic region, and acts as a key marketing channel for Neste Oil's premium-quality, low-emission products. Oil Retail offers premium-quality products and high-performance solutions to consumers via the Neste Oil station network and directly to fleet users, industrial and agricultural customers, heating customers, and distributors.

Neste Oil is Finland's **most respected service station brand**



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1,027 stations



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The **world's best diesel fuel**



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Significant improvement in RONA

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Neste Oil's competitive advantages

- Premium-quality products
- Strong brand
- Extensive station network
- Competitive unit costs
- Value-added customer solutions

Key figures	2013	2012
Revenue, EUR million	4,528	4,895
Operating profit, EUR million	120	58
Comparable operating profit, EUR million	76	58
Net assets, EUR million	255	345
Comparable return on net assets ^{*)} (RONA), %	26.1	17.3
Capital expenditure, EUR million	31	36
Total sales**, 1,000 m ³	4,000	4,160

* rolling 12 months

** includes both station and terminal sales in Baltic counties

What were our targets?	Achievements in 2013	What next?
Improve comparable return on net assets	<ul style="list-style-type: none"> Comparable return on net assets increased to 26.1%. Unprofitable operations in Poland and Sweden were divested. 	<ul style="list-style-type: none"> Continue measures aimed at ensuring a good comparable return on net assets, e.g. by optimizing the station network and inventory levels.
Grow the business profitably	<ul style="list-style-type: none"> New stations were opened in Finland, the Baltic countries, and in St.Petersburg. New customer accounts were secured in Finland and internationally. Neste Pro Diesel became the first fuel to comply with the WWFC category 5 specification. 	<ul style="list-style-type: none"> Increase sales to current customers and identify new customer segments. Extend our understanding of customers and markets and continue developing products and services to provide an excellent customer experience for different customer segments. Develop pricing practices to optimize sales and profitability.
Improve operational efficiency	<ul style="list-style-type: none"> The rollout of revamped IT systems was delayed. The goal now is to commission them in spring 2014. 	<ul style="list-style-type: none"> Improve efficiency by measures such as further reducing unit costs and optimizing the station network.

Case: Neste Pro Diesel – the world's best diesel



Neste Pro Diesel – the world's best diesel



Neste Oil's premium-quality Neste Pro Diesel is the world's first fuel to comply with the WWFC category 5 specification drawn up as part of the Worldwide Fuel Charter by automotive manufacturers. Neste Pro Diesel contains a minimum of 15% NExBTL renewable diesel.

The WWFC specification system is drawn up by manufacturers in Europe, the US, and Asia; and WWFC category 5, announced in 2013, is the fifth edition of the specification to be announced to

date and has been produced to reflect the latest developments in vehicle and engine technology.

The WWFC category 5 specification places strict requirements on fuel quality and is intended to ensure the long-term, problem-free performance of engines, motor oil, and vehicle emission control systems. It excludes conventional FAME-type biodiesel completely and favors more advanced biofuels, such as hydrotreated vegetable oil (HVO) and Biomass to Liquid (BTL) biodiesel, for which no upper content limit is set and the use of these fuels is recommended.

Neste Oil's NExBTL renewable diesel, which is produced by hydrotreating vegetable oil and waste, is one of the biofuels recommended under the WWFC category specification.

WWFC category 5-compliant Neste Pro Diesel is available at all Neste Oil's service stations and unmanned stations granting loyalty points across Finland. Neste Pro Diesel is compatible with all diesel vehicles, and using it can reduce fuel consumption and emissions, as well as improve vehicles' overall performance. Neste Pro Diesel's excellent cold weather properties also help enhance vehicle performance during the winter.