




## Company Profile



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## Iceland Oil Ltd. – Olís

Iceland Oil Ltd was founded on October 3rd 1927. The company has ever since been a part of the development of the Icelandic industries. Better known today as Olís, the company is now divided into three main operating divisions: Sales, Logistics and Finance, along with support divisions which are Human Resources and Marketing.

### The Mission of Olís

– to be a leading sales and service company in the organizational and consumer markets. The company's objective is to provide customers with quality merchandise at competitive prices and a flexible sales and service network nationwide.

Olís specializes in the sale and service of fuel as well as various commodities and take-away food, articles for recreational products and travel gear as well as diverse services for the fishery, contractor and transport sectors throughout the country. The company has outlets in more than 60 locations throughout the country, operating service stations under the brand names Olís and ÓB. The company's employees total 390.



### Environmental Policy

Olís has for many years contributed effectively to its community and since 1992 it has systematically taken part in environmental protection and soil conservation, through its policy to safeguard the nature of Iceland. That campaign has not only consisted of grants to various conservation causes but is also integrated in the company's daily activities and services. With this in mind the company issued its environmental policy on its 70th anniversary in 1997. In implementing its environmental policy, Olís aims at providing sufficient support for each generation to be able to leave their country and resources in a better state to those that follow. Olís always takes environmental protection into consideration in the handling of sales goods, disposal of waste materials, recycling of packaging, product development, building of installations and choice of supplies. The company has been awarded the Reykjavik Environmental Prize and received certificates of recognition for beautiful premises which are an excellent witness to the company's policy and objectives.

Olís has built new service stations designed according to the environmental standards of a new era. Among these features are the sale of washer and anti-freeze fluids and lubricants without packaging. Olís also strives to create good facilities and environment for its employees to ensure their safety, health and well-being.



## Vision

We provide our clients with high quality fuel and they can choose to be serviced or operate the fuel pumps themselves.

We also always want our customers to have access to certain necessities and consumer goods as well as a selected array of articles for the car – and always to be received by amiable, helpful and service-oriented staff.

## Olís Service Stations

The Olís Service Stations are located around the country and supply fuel, fast food and services to individuals and companies. The range of goods and services varies according to the size of the stations. Larger stations offer both self-service and full fuel service in addition to other car services. They also have commodity shops and restaurants where customers can rest and enjoy savoury foods such as Quiznos Subs, hamburgers, sandwiches, pizzas, hot dogs and pastries straight from the oven. In most larger stations there is also a car wash facility and air and water for the car. Olís assigns great importance to their customers' experience of a pleasant stop that fulfils their needs, whether in their daily routine or on vacation.

Olís places strong emphasis on good and flexible service in tidy service stations. In order to underline this objective, Olís has for many years conducted service surveys at its stations and rewarded employees for good service performance. This has also been useful in the continuing development of services to meet the customers' needs.



### Quiznos Subs

In 2007 Iceland Oil obtained a franchise agreement for the sale of the delicious Quiznos Subs in Iceland. Since then Quiznos sales points have been set up in selected Olís stations and presently there are ten Quiznos restaurants. Quiznos Subs are toasted and produced according to strict quality standards and are known for the freshness of their ingredients and quality. There are twelve different subs on the menu, with a choice of chicken, Icelandic lamb and beef as well as salads and various other delicatessen foods. Offering this well-known fast food at its stations is a great challenge for Olís. Quiznos Subs have become popular with Icelandic gourmets nationwide as they are available at several stations around Iceland.

Quiznos Subs was founded in 1981 in Denver, Colorado, and there are now over 4500 Quiznos restaurants worldwide.



## Vision

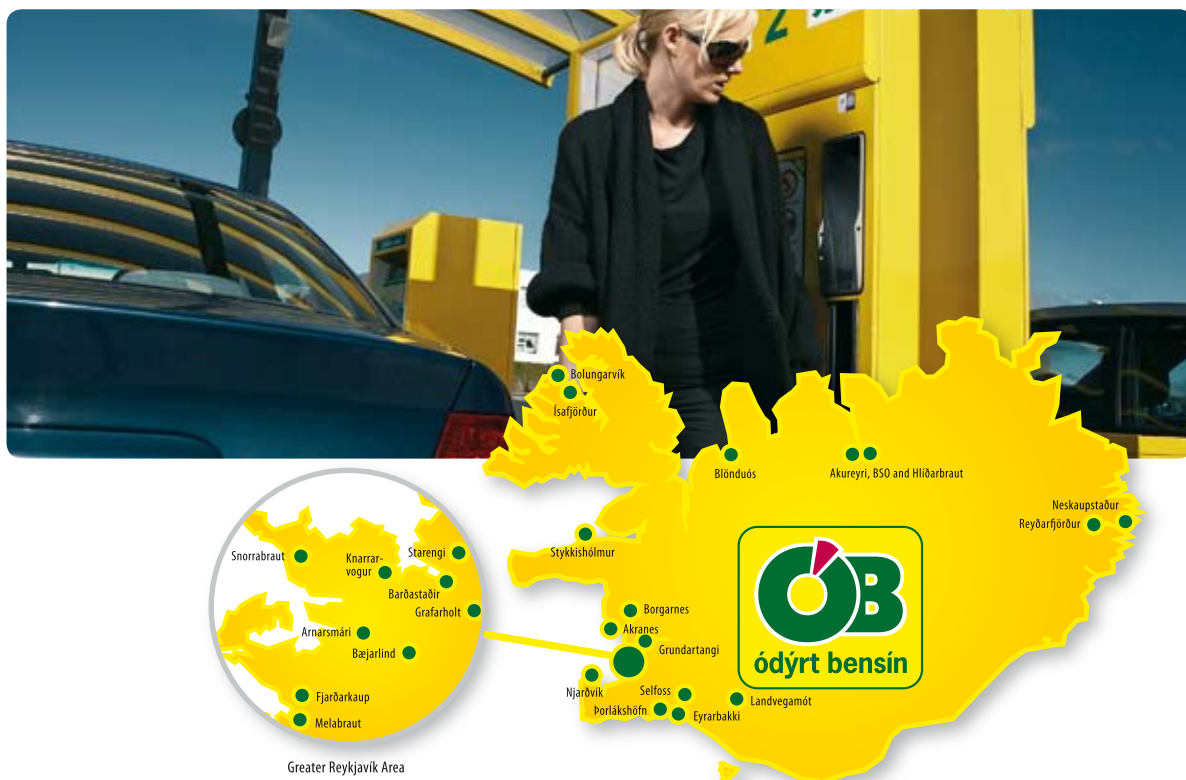
Customers can always rely on inexpensive fuel in accessible and tidy self-service stations.





## ÓB – Inexpensive Fuel

The first ÓB (Icelandic abbreviation for inexpensive fuel) self-service station was opened in 1996 at the Fjarðarkaup supermarket in Hafnarfjörður, and now Ólis operates over twenty ÓB stations in the capital area and in the countryside. The objective of the ÓB self-service stations is to meet the wishes of customers who want to buy inexpensive fuel in self-service stations and require less service. The fuel price at these stations is always competitive with the lowest price in the country. Emphasis is on brightly lit and tidy stations, good access and user friendly self-service pumps.



### Makes inexpensive still more inexpensive

As ÓB stations generally offer the lowest fuel price available, the ÓB Loyalty system is a welcome bonus for the general consumer.

The ÓB Freedom card, (a prepaid fuel card) and the ÓB Loyalty Key, can be applied for at [www.ob.is](http://www.ob.is). The ÓB Freedom card and the ÓB Loyalty Key give an additional discount on every litre of fuel bought at ÓB stations and customers have simple and easy access to inexpensive fuel around the clock.





## Customer Cards for Individuals and Companies

Olís provides customers with a payment card for individuals, companies, institutions and other businesses.

The main advantages of the Olís card are the following:

- Detailed overview of the operating cost for each vehicle
- Details of value added tax
- Annual statement showing all charges
- No initial cost – no annual fee
- Payment is due in 30 – 60 days
- Discount agreements

### Olís and ÓB Premium Card

All customers of Olís and ÓB stations can earn premium points with the Icelandair Frequent Flyer Club regardless of their payment method. Those who wish to pay in another way than with the Olís card must present their VISA Icelandair or SAGA card. The premium points thus represent in fact a discount and up to 1.5% of the customer's transactions are deposited in their premium account at the Icelandair Frequent Flyer Club.

### ÓB Freedom

ÓB Freedom is a prepaid fuel card that gives its holder an additional discount on every litre of fuel in self-service. The discount is deducted from the low fuel price that is generally available at ÓB stations. Deposits can be made to the card account in any bank or through home banking.

### ÓB Loyalty Key

The ÓB Loyalty Key is small and handy and can easily be added to a key chain. The customer receives a discount and can buy fuel without fuss or delays. By simply holding the key up to the automatic fuel dispenser, the tank can be filled and the amount is automatically charged to the customer's payment card.



## **Vision**

Always to provide reliable and professional services to major customers and to fulfil their diverse needs in a flexible and secure manner.



# Olís Services to Companies

Fuel, lubricants, articles for the fisheries industry and business supplies.

## Fuel and Lubricant Section

The Fuel and Lubricant Section specializes in the sale of fuel and lubricants. These articles meet all the strictest international requirements and standards. The Section's employees are specialized engineers, providing customers with personalized specialist advice on the use, handling and research on the goods for sale in the division. Lubrication cards are made for engines, plants, ships and vehicles, detailing what lubricant should be used.



Olís provides its customers with testing of lubricants through the international service networks of Chevron and BP. Samples are sent to research laboratories to be examined by specialists and the results are reported to the user. Fjölver ehf. is in charge of lubricant research for Olís in Iceland.

Sale of aircraft fuel to air carriers abroad is in cooperation with Chevron Global Aviation. Many vehicle service companies also work for Olís, providing lubrication, tyre and polishing services.

## Major Brands:



## Fisheries Industry Division

The Fisheries Industry Division provides global solutions in fishing gear from recognised producers at competitive prices, as well as personalized services and expert counselling. Great emphasis is placed on having a stock of the major articles at all times and assistance by the Division employees to customers with special orders.

The range of articles covers most necessary articles of fishing gear and operational supplies, whether it be for trawlers, line or net fishing. Services to ports, municipalities, contractors and individuals are main features in this Division. The major product categories are chains, trawler and purse lines, wires for cranes and pulleys, trawl boards, various nets and lines, tackle, knives, a wide range of seamen's and work clothing as well as safety and rescue gear; also fenders, hoses, chains and locks for harbour facilities.

The employees of the Fisheries Industry Division help designing and making any kind of lifting devices and the wire shop provides a complete service in wires, chains and stamping of slings.

These employees also provide inspection and consultation with regard to the status of wires and gear, for example on cranes and winches and in factories.

## Major Brands:





# Supplies

The Supplies Division specializes in the sale of various cleaning, antiseptic and maintenance products as well as other supplies such as hygienic paper, hygienic gear, disposable products etc. Also sale of chemicals, construction supplies, tools, welding equipment, batteries and a wide range of gas products and products for vehicles.

Olís has long served the fish and meat processing industry, as well as other food producers, with cleaning agents and antiseptics, and this has gradually evolved into a wide range of hygienic products and maintenance supplies for most uses. Olís's Supplies Division provides global solutions and general counselling on hygiene in the food processing industry, organization of cleaning schedules, choice of equipment, quality control etc. The products for the food processing industry are approved by the Environment Agency of Iceland.

Olís also offers a wide range of products for construction. Among these are tools, all kinds of equipment, sealing strips, personal protective clothing and safety gear as well as roof waterproofing membranes and related products from the Italian producer Index.

For many years Olís has offered an excellent range of car care products such as tools, torches and batteries as well as various service products. The summer line of products includes brands that are known worldwide, such as for gas barbecues and related products, gas products, outdoor equipment and more.

As can be seen, the wide range of products listed above covers various uses and services, often providing a global solution for the company's customers. Therefore many choose Olís as their primary supplier.



**Kimberly Clark**  
personal care products



**Arrow**  
cleaning products



**Exide**  
batteries

## Major Brands:





www.olis.is

Olis  
Hver okkur veitir og þú með aðra hönd á spjóli

# Warehouse and Distribution

The Logistics Division manages all purchases, inventory and distribution as well as risk management and pricing of the company's products. Reception of goods is in the intermediary inventory and products are distributed from there to dealers and branches.

The company has two main warehouses in Reykjavík and smaller warehouses in the countryside. Product orders within the capital area received before noon are dispatched in the afternoon of the same day. Orders received after twelve o'clock are dispatched the following morning. Orders received from rural areas are handled and picked up by cargo trucks the following day. If products are needed outside the normal hours, an express delivery can be ordered for a so-called express charge. A call fee is charged for emergency requests that are served outside normal service hours.

The Division's employees are also in charge of providing various cleaning chemicals to carwash stations, garages and swimming pools.



## The Olís Sales System provides:

- Efficient global solutions
- A simple ordering system
- A short delivery time
- Fair prices
- Branches and salesmen or service throughout the country
- Practical consultation and training

The Olís Service Desk receives orders from customers from all over the country between 8 am and 5 pm weekdays.

Orders can be placed by telephone, fax and e-mail. The company's list of products is also available on [www.olis.is](http://www.olis.is) where orders can also be placed. Orders are transferred to the warehouses or the next branch or dealer in charge of distributing products to customers.

Delivery is guaranteed within 36 hours from the time of order. The Service Desk provides information on products and accepts comments.

## Service Information:

- Tel.: 00354-515 1100
- Sundagardar 2, 104 Reykjavík, Iceland
- Fax: 00354-515 1110
- E-mail: [pontun@olis.is](mailto:pontun@olis.is)
- Website: [www.olis.is](http://www.olis.is)

## Fuel Orders

Oliudreifing ehf., a subsidiary of Olís, distributes fuels for Olís throughout the country. To order please call 00354-515 1000.



## Vision

The employees of Olis branches or agents provide Olis customers with a thorough and professional service throughout the country.



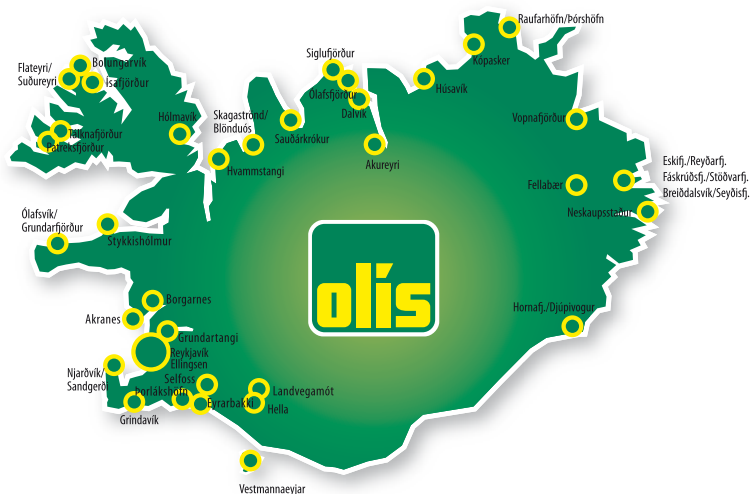
## Branches

Olis branches and agents are located in all major urban areas, providing customers with various supplies as well as advice and diverse services. Orders for oil are delivered by the Olis subsidiary Oliudreifing ehf. Olis strives to provide its customers with good, competitive products, whether it be fuels, supplies or articles for outdoor activities and travel. The Olis service stations are located in all the major urban areas and the number of ÓB stations is increasing. Iceland is a large country and it is therefore not easy to provide service stations with full service in every location.

The strong transport and distribution system of Olis is based on Storage Depots and Service Stations throughout the country. The Olis Service Network takes care of transferring customer orders to warehouses or the next branch or agent, where delivery is secured within 36 hours from the time of order.



## Olis Branches Throughout Iceland



## Vision

The Ellingsen store provides personal service based on specialized knowledge that exceeds customer expectation. Ellingsen sells quality products for leisure and outdoor activities, as well as splendid motor homes and trailers.



# Ellingsen

The store was founded in 1916 by Othar Ellingsen with the aim of specializing in the sale of fishing gear and fisheries related products. More recently however, or since 1990, the emphasis was shifted towards products for outdoor activities.

A major change took place when the Ellingsen family sold the store to Olís. At the end of 2001 it was decided to merge Ellingsen with the mother company, Iceland Oil. At the same time the fishing industry services were undergoing restructuring and it was decided to move the Ellingsen fisheries services over to the Iceland Oil Sales Division.



## The Store

Iceland Oil had operated the Olís store for a number of years, but with the purchase of the Ellingsen store it was decided to merge them under the name of Ellingsen. The Olís store had specialized in selling products for outdoor activities and gas, which fitted well into the Ellingsen range of products. In 2005 Iceland Oil hf. bought Evró, a leading seller of motor homes, trailers and related equipment in Iceland. In order to strengthen operations even further the company bought a few small companies selling fly fishing and hunting products, and by merging these companies Ellingsen has become the largest retailer for recreational activities in Iceland.

## Products

The product mix in the Ellingsen store is unique and no other has such a wide selection of products for fishing, hunting, travelling and the outdoors.

## Major Brands:



## Vision

The Olis subsidiaries Hátækni and Ísmar specialize in selling and servicing various hi-tech products, making life easier, safer and simpler for customers.





In 2006 Iceland Oil hf. bought Eyki hf. which operated the companies Hátækni and Ísmar. The companies are run as independent units, the purchase being regarded as a suitable addition to the products already offered by the Iceland Oil Group.

Hátækni was founded in 1985 and has 50 employees. The company is mostly engaged in delivery of products to retailers throughout Iceland. The company has an extensive product division with specialized employees who offer services and consultation to customers. Hátækni has been an agent for Nokia from the beginning and is the largest distributor of mobile telephones and accessories in Iceland. Hátækni also sells radios from Motorola and other distinguished producers as well as Tetra telecommunications systems.

Hátækni sells numerous recognized brands for sound and image, such as flat screens and home cinema from Hitachi, Yamaha and KEF. It has also specialized in peripherals from Creative along with other known brands. Furthermore Hátækni distributes Microsoft business solutions and sells mp3 and m4 players from Archos and Creative.

The Building Control Division of Hátækni is home to more than fifty years of experience in consultation and sale of building ventilation and control systems. The ventilation equipment is mostly from Honeywell and Fläktwoods.

**Major Brands:**



Ísmar was founded in 1982. The company specializes in equipment for all kinds of land surveying, machine control and laser technology and is a leader in this field in Iceland. It has laser technology and machine control systems that are both two- and three-dimensional, with GPS devices and total stations. The company has also become active in equipment for traffic safety and law enforcement, providing solutions in these fields from recognised producers. FLIR is one of the best known and most dependable producers of thermal imaging cameras, for example for inspecting buildings and for control systems in vehicles and aircraft.

**Major Brands:**



# The Vision of Olís

## Energy

The company has taken part in the development of Icelandic industries ever since it was founded and has earned a strong position within the energy sector in serving the fisheries industry and the commodity market.

## Flexibility

Olís operates a flexible sales and service system throughout the country, emphasizing excellence in service to all its customers. The company strives to provide its customers with quality products at a competitive price. The company has twice in recent years topped the list of grocery stores on the Icelandic Satisfaction Index.

## Image

It is the company's policy to safeguard the nature of Iceland. This is implemented by supporting various nature conservation efforts and in daily operation and services of the company. In recent years increased emphasis has been placed on fostering a healthy youth by supporting various sports and charitable associations throughout Iceland.

## Solidarity

Olís also strives to create good facilities and environment for its employees to ensure their safety, health and well-being.

# Olís Service Stations and ÓB Stations



# Iceland Oil Ltd. – Organization Chart

## BOARD OF DIRECTORS

Gísli B. Garðarsson  
Karsten M. Olesen  
Einar Benediktsson

## MANAGING DIRECTOR

Einar Benediktsson

