MOLGROUP COMMUNICATIONS & LEADERSHIP.

How can comms help MOL Group be #1?

Communications on Top

Davos

10.03.2015





▶ WHO IS MOL GROUP

- ► An integrated international oil and gas company, working in the **UPSTREAM AND DOWNSTREAM** sectors
- ▶ With a track record of more than 100 YEARS IN THE INDUSTRY
- ▶ Having a robust financial performance and balance sheet
 - ► USD 2.2 BN EBITDA
 - ► Only 19.6% **GEARING**
 - **► USD 4.6. BN MARKET CAPITALIZATION**
- ▶ Is active in around 40 COUNTRIES across three continents,
- ▶ Is the 2ND LARGEST company in CEE
- ► Has a **DYNAMIC INTERNATIONAL WORKFORCE** of nearly 30,000 people





WHAT IS OUR CHALLENGE

Even Though MOL GROUP has **LEAD POSITIONS** within the **CEE REGION...**

The group is LITTLE KNOWN, even within its core region and especially within the international arena.







EVERYTHING STARTS WITH THE BRAND STORY

Based on the MOL GROUP
business strategy
an authentic BRAND STORY
has to be developed
as basis for all further
communications.





MOL GROUP THE CHALLENGER BRAND







MOLGROUP







ONLINE CHANNELS





SOCIAL MEDIA CHANNELS



FRESHHH facebook





▶ 360 HR PROGRAM COMMUNICATIONS

Almost 3000 registered students from 14 countries



UPPP facebook



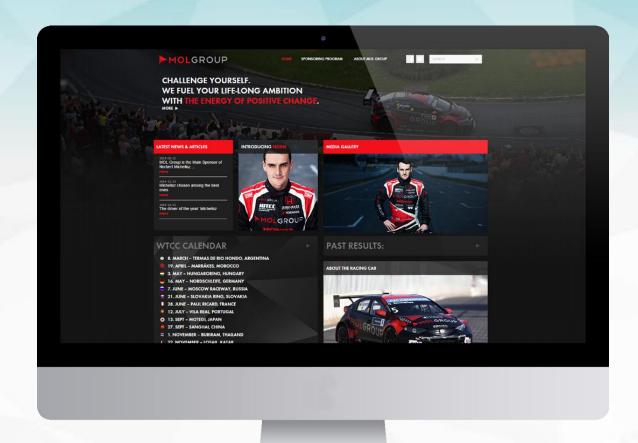




▶ 360 SPONSORSHIP COMMUNICATIONS

Internal & external comms and activities at race locations









360 SPONSORSHIP COMMUNICATIONS

► VIA CSR PROGRAMS

LOCAL PROGRAMS:

- ► Child healing Program
- ► Greenbelt Program
- ► Talent Support Program
- Corporate Volunteering Platform





THE FUTURE OF MOL GROUP COMMUNICATIONS



HOW COMMUNICATIONS CAN MAKE A DIFFERENCE

COMMUNICATIONS MAKES A DIFFERENCE BY BEING more AGILE, more FLEXIBLE and more CREATIVE than our competitors and even our own business units.



MOLGROUP

THE ENERGY OF POSITIVE CHANGE

