



**IPT**

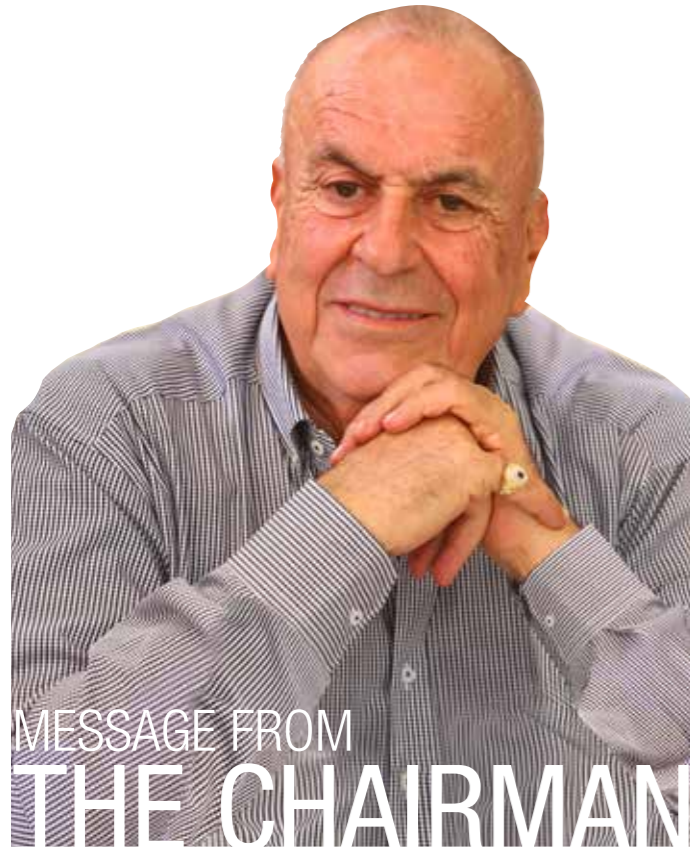
**EXPLORING  
ENERGY  
EVERYDAY**

**PROFILE**

2021

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## MESSAGE FROM THE CHAIRMAN

For the past 50 years, IPT has worked closely with community partners and industry leaders in Lebanon and abroad, gained a wealth of experience and became one of the leaders itself in the Lebanese market with a network of more than 200 service stations across the country.

Selected among the most inspiring business in Lebanon, IPT aspires to bring to fruition the quality of its products and accuracy of its services in a professional manner which requires timeliness, efficiency, efficacy, and good management. As we grow, we do not limit our activities to commercial activities only, but go further to incorporate sustainability in every aspect of our daily operations.

We encourage the efficient use of energy sources and support communities to grow and prosper in adequate environments. Our growth strategy that we have adopted since 2006 is based on meeting our business mission statements by leveraging our experience and offering the best local solutions in line with our vision of being top-of-mind in providing better and trusted fuel in Lebanon. At IPT, we are convinced that integrity and honesty really matter and are the keys to customer's satisfaction and loyalty.

**Michel Issa**  
Chairman

We are proud to say that we have earned our customers' trust and confidence and we have successfully built a loyal customers' database that became our corporate ambassadors in all Lebanon.

In the face of the exceptional times we are undergoing, we are working hard to ensure we can keep serving our stakeholders. To stay on top, we followed three main pillars: IPT's focus on the local community and ensuring our presence and growth across the country, our focus on health and safety challenges coming our way, as well as going even further and taking part in several social and environmental initiatives.

Our aim is to find ways to adapt to the situation against all odds. Through our resilience, we hope we all emerge towards a brighter future in our country.



## ABOUT IPT

IPT is a Lebanese Family Business established in the 70s specialized in the import, storage and distribution of petroleum products mainly gasoline, diesel oil, and LPG serving hundreds of gas stations, factories, and homes.

IPT boasts a network of 200 service stations, owned & managed by the company as well as franchised stations, spread across Lebanon. IPT holds 10% market share for Gasoline and Diesel Oil which are imported directly from Europe.

### Past, Present and Future



# IPT STRATEGY OF GROWTH

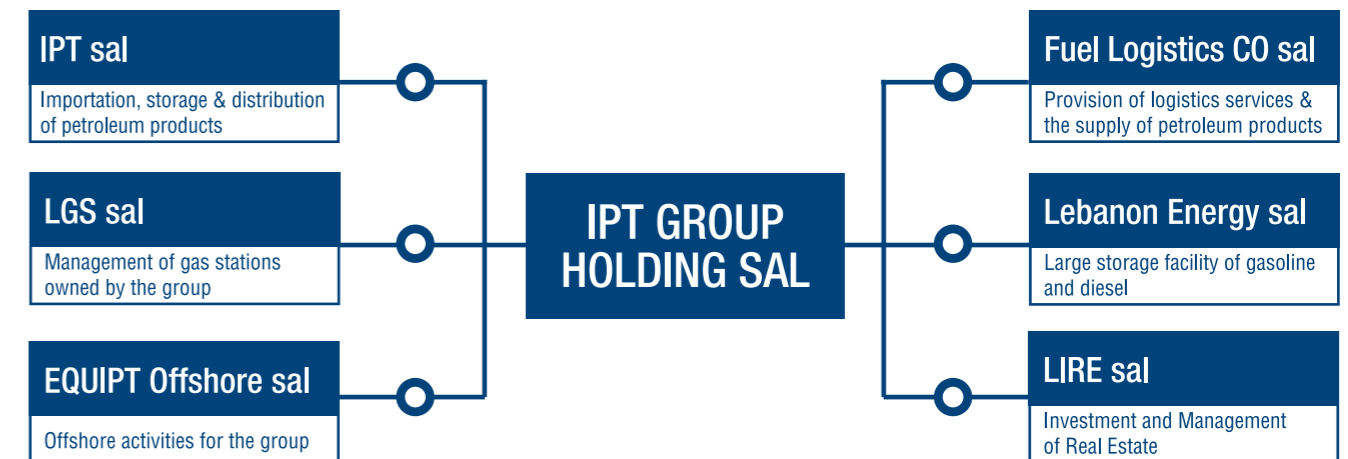
## 1 IPT Hierarchy of Strategy Statements

The new management formulated IPT strategy statements to support the expansion and growth strategy. Those statements were integrated in IPT daily operations and corporate culture.



## 2 IPT Restructuring

IPT underwent a restructuring within its departments, hired a competent workforce counting today more than 500 employees in the offices, on the road and in gas stations, and established IPT Group Holding to take over the management of 9 conglomerates.



## 3 IPT Stations 100% Lebanese

In 2019, IPT started, in an unprecedented and responsible initiative, to hire Lebanese workers at its service stations that are directly managed by the company. By creating job opportunities for Lebanese and through this step, IPT seeks to challenge the serious repercussions of the current social and economic situations and the significant increase in unemployment rates.



## 4 Diversification of Products & Services

### A- PRODUCTS

#### Quantum

IPT launched in 2017 a new advanced Gasoline product exclusive to IPT Stations at no extra cost: «Quantum».

This product transforms the regular gasoline into a superior fuel that meets the needs of the 21<sup>st</sup> century. The formula is a mix between a high-quality gasoline and a cutting-edge additive developed by Total and contributes to:

- Fuel economy
- Power & responsiveness
- Engine protection
- Less pollution

«Quantum» has the performance level of World Wide Fuel Charters (WWFC) highest categories and has undergone a series of tests conducted by specialized European laboratories on different car brands.



#### IPT DIESEL



IPT diesel is a concentrated fuel technology for saving consumption and protecting the environment. This ecofriendly European product conforming to the euro 4 and euro 5 standards constitutes the ideal fuel solution for industrial and domestic uses and as a fuel for engines and is directly delivered through IPT distribution tanks.



IPT is an official distributor of Elf lubricants in Lebanon since 2011, a brand of TOTAL that complies with the highest quality standards. Elf meets the latest ACEA and API specifications and stands for environmental challenges, which proves its high quality and reliability.

Its products are specialized for all driving conditions and car types (trucks, motorcycles, etc) including Glacelf: A trusted European “long-life” antifreeze with high level of effective and fast protection against damage caused by freezing, cavitations, corrosion and overheating.



#### EQUIPT

PETROLEUM EQUIPMENT STORE

EQUIPT Petroleum Equipment Store was established in response to a direct demand of the Lebanese market for petroleum equipment and it is dedicated to the import, export, distribution and sales of all petroleum equipment.

The large showroom in Amchit offers a variety of international brands machinery, accessories and equipment used for terminals, oil storage tanks and reservoirs, LPG filling stations, petrol stations, petrol trucks, factories, hotels, restaurants, hospitals, schools, malls, cinemas, universities, buildings and homes.



#### IPT GAS

LPG solutions encompass door-to-door distribution and delivery of LPG cylinders to stores, gas stations and factories. Cylinders are also available at different retail shops and gas stations all over Lebanon.

IPT Gas solutions also include tank filling services, and the design and installation of central gas systems underground and above ground for businesses and homes.



## 4 Diversification of Products & Services

### B- SERVICES

#### LASERWASH

Laserwash is an in-bay touch-free vehicle cleaning system from Vehicle Wash Systems PDQ.

Introduced by IPT for the first time in Lebanon, the Automatic Touch-Free Laserwash available at selected IPT stations 24/7, provides a fast, safe and affordable car wash.

The products and techniques used during the cleaning do not harm vehicles in any way.



#### AUTOMATIC TRUCKWASH

IPT has introduced the First Automatic Truck Wash Center in the Middle East, a revolutionary system, on Amchit highway station. This «one-of-a-kind» technique helps save money, time and efforts. It gives the flexibility to choose between brush, high pressure touch-free wash and steam cleaning for any vehicle of up to 4.2 meters in less than 20 minutes. IPT's Truck Wash Center features an effective water recycling system that saves up to 85% of used water.



#### CAR WASH

IPT provides the traditional washing service for your vehicle, using all needed supplies for a shiny and clean car.

Following all needed steps from, spraying all parts of the car, to cleaning the wheel wells and tires using a wheel brush and soapy water to scrub, we take care of the smallest sections while continually rinsing preventing soap from drying on the car.



#### BON APPÉTIT

As part of its innovative concept, IPT introduced Bon Appétit convenience stores at its key stations to meet customer's needs. By bringing everything faster and closer to you, Bon Appétit convenience stores make your IPT experience a distinguished one. Enjoy a wide selection of food & beverages, fresh salads, sandwiches and groceries, in addition to lottery and cell phone recharge all in a neat and modern look.



#### McDonald's RESTAURANTS

For the first time in Lebanon, IPT is engaged in a well-founded partnership with McDonald's, creating a breakthrough for the concept of gas stations in Lebanon.

Located at selected IPT gas stations, McDonald's provides IPT clients with a wide range of offers and services such as dine-in, drive-thru, happy hour, kids area, open-door program as well as birthday celebrations.



#### AUTO GADGET

Auto Gadget is an exclusive concept with a wonderful range of innovative gadgets and accessories for cars, bikes and motorsports, car tuning, spare parts, and fittings for trucks.

You can find our wide range of gadgets at IPT stations, Bon Appétit convenience stores and many superstores all over Lebanon.



#### LATTE ART

IPT partners with Latte Art to re-open the doors of drive-thru coffee kiosks at its stations as well as the coffee shop in Amchit and is proud to continue serving its customers and all coffee lovers with a brand dedicated to this business for years.



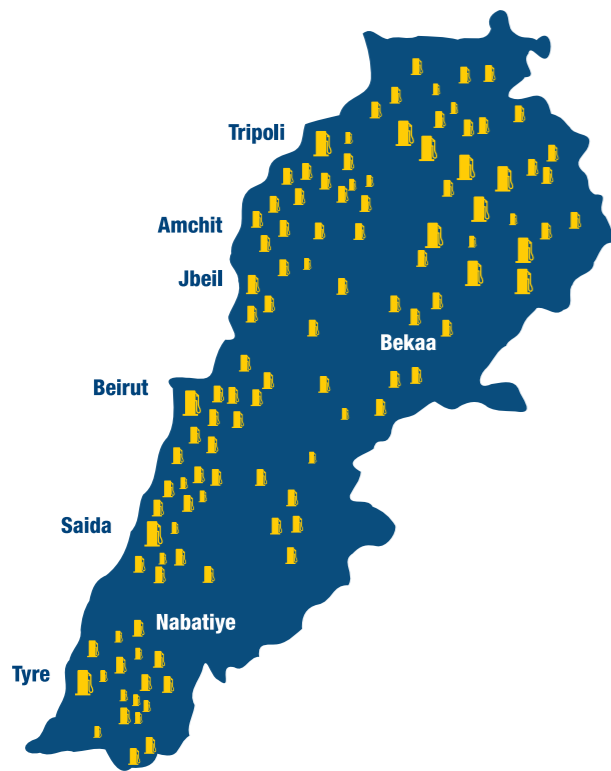
#### 24/7 ATM SERVICES

ATM machines are available at key IPT stations and IPT headquarters, providing a secure easy going cash withdrawal experience, making IPT clients life easier.



## 5 Expansion of IPT Network of Stations Across Lebanon

IPT expanded its network of stations, and has now a network of 200 service stations, owned & managed by the company as well as franchised stations, spread across Lebanon.



## 6 Expansion of the Transportation Fleet

IPT currently owns more than 50 trucks ranking 3<sup>rd</sup> in the Lebanese market. IPT trucks are of various sizes to conveniently deliver all types of products (gasoline, diesel and LPG) to end-users across Lebanon (gas stations, factories or homes).



## 7 Upgrade of IPT Terminal in Amchit & Acquisition of Lebanon Energy

In 2011, IPT upgraded its terminal in Amchit covering all operational services and safety aspects to become compliant with international standards. Storage capacity is now around 30,000 m<sup>3</sup> of Gasoline and Diesel Oil. In 2017, IPT acquired 60% of Lebanon Energy Terminal in Amchit equivalent to a storage capacity of 12,000 m<sup>3</sup> of petroleum products. LE is a fuel storage company that comprises 11 fuel storage tanks compliant with international standards, with a full storage capacity of 20,000 m<sup>3</sup> for gasoline and diesel. The total storage capacity of IPT in its terminal and in Lebanon Energy's terminal is 42,000 m<sup>3</sup>.



# 8 Reliance on Automation, Innovation & Technology

## A- CENTRAL MONITORING & CONTROL SYSTEM

In 2016, IPT installed a Central Monitoring and Control System provided by AutomatiX in partnership with SIEMENS. This system offers a complete remote and accurate management of our entire supply chain, monitored from a

central control room located at IPT Headquarters in Amchit. This ensures successful and effective inventory control and management of operations at the terminal, on the road and on gas stations.



## B- IPT FUEL CARDS & LOYALTY PROGRAMS

IPT relies on innovative solutions to make the buying process faster and create a compelling customer experience. For this reason IPT has developed prepaid fuel cards and was the

first to introduce the E-voucher IPT electronic vouchers in Lebanon as a contactless, easier, high-tech and more secure payment solution.



# 9 Main Focus on Marketing & Media Campaigns

IPT supported its growth strategy with marketing campaigns. We believe that the success of our business highly relies on building a good reputation effectively communicated to our customers and stakeholders. Marketing not only helped us

reach more customers and boosted our sales, but it also helped us enter the marketplace and build our brand name confronting our competitors.



# IPT 1<sup>ST</sup> SUSTAINABLE STATION IN LEBANON



quantum

خدمتنا  
لبنانية  
100%

MANAGED BY IPT  
مستشارية الشركة  
IPT





# IPT BREAKTHROUGHS

## 1 Strategic Partnership With Total Liban



Historically, there have been many collaborations between the two companies IPT and Total. It started in 2011, when Total Liban became IPT's exclusive supplier of Gasoline and Diesel Oil. By virtue of the same supply agreement, IPT became a distributor of Elf Lubricants in Lebanon encompassing a wide range of high-quality oils and greases developed by Total.

More recently in 2017, Total Liban supplied IPT with a cutting-edge additive to launch "Quantum", the new and advanced 98 & 95 gasoline exclusively available at IPT service stations.

This historical relationship went one step further in 2019 with the formation of the "Fuel Logistics Company SAL" based on a 50/50 ownership.

This strategic partnership came to answer the challenges faced by the Oil & Gas sector, driving it forward and contributing to the local economy. It is specialized in the provision of logistics services and the supply of petroleum products and aims at upgrading the local fuel supply market by improving further the quality of imported petroleum products and the reactivity to the market needs.



### YEARS OF IPT-TOTAL PARTNERSHIP



## 2 Sustainability and CSR

IPT fully understands the energy and environmental challenges of today's rapidly changing world.

We see ourselves as a corporate citizen that has to play a central role in leaving a positive impact on Lebanon, its people, and the environment. Given the nature of our business, we want our work to be meaningful long into the future.

Therefore, we formulated our CSR strategy and released for the first time in May 2019 our CSR 2018 Report under the title "Committed to Responsible Business" in the presence of the Minister of Environment and 30 key figures and IPT Partners.



Our CSR Strategy is formulated around three main pillars:

- RESPONSIBLE BUSINESS PRACTICES
- ENERGY SUSTAINABILITY & ENVIRONMENTAL PROTECTION
- COMMUNITY ENRICHMENT

## 3 100% Lebanese Service

With growing social and economic unrest, we focused on how we can play an active role in our society and launched the Hiring Lebanese campaign as a responsible initiative aiming to provide new job opportunities amidst difficult and exceptional circumstances. The initiative proved successful with over 30% of staff at our stations which have become Lebanese in a few months, setting the trend for future hiring.



## 4 Energy Sustainability & Environmental Protection



In 2012, we established IPT Energy Center (IPTEC), the first of its kind in the petroleum sector in Lebanon. IPTEC's role is to carry out studies, projects, activities and awareness campaigns in the fields of energy and oil and gas, falling within IPT business scope and CSR objectives.

IPTEC is currently behind several projects and programs organized with the support of NGOs, ministries and international organizations to raise awareness on sustainable solutions that can reduce energy consumption and fight the effects of air pollution on our health and environment.



The most important projects are:

- “The National Campaign for Air Pollution Reduction in Lebanon through Efficient Energy Use in Land Transportation” supported by the MoE, ESCWA, and UNDP.
- “Be an Eco Driver” Campaign to reduce fuel consumption and the level of pollutants emitted while driving.
- The organization of the “Energy Awareness Awards (EAA)”

in collaboration with the UNDP to recognize efforts put forth by institutions to reduce their energy footprint and integrate sustainable practices in their fields.

- The installation of a pilot plant for the production of Biodiesel from Waste Cooking Oil (WCO) in collaboration with the Holy Spirit University of Kaslik (USEK) and the support of the UNDP.



### IPT SUSTAINABLE STATION

As part of our continuous efforts to protect the environment and save energy, we developed an “Energy & Environmental Management Strategy (EEMS)” with the assistance of the International Finance Corporation (IFC) to gradually turn all our gas stations into sustainable and eco-friendly and reduce their environmental impact.

The EEMS comprises advanced solutions and innovations in the field of energy conservation, water conservation and pollution reduction. The start was from Amchit where IPT built its first Sustainable Station and first of its kind in Lebanon which features the following:

- Energy efficiency & renewable energy solutions to reduce our energy footprint consisting of a solar power system, which has generated over 40,000 kwh of electricity, (equivalent to the amount of electricity four Lebanese households consume per year), vapor recovery system, led lighting, Eco-friendly air conditioning system, and energy efficient automatic carwash.
- Wastewater treatment solutions to achieve ZERO toxic discharge in sewer network through using a hydrocarbon and oil separator system.
- Water conservation solutions to reduce water consumption comprising rainwater collection and reuse, and the implementation of a water reclaim system in carwash.
- Cleaner and environmentally friendly products and services including:
  - **Solar powered electric charging points** to encourage the use of electric cars.
  - **Nitrogen tires inflator** for a better stability in tires.
  - **Emissions analyzer** to measure emissions from fuel combustion.
  - **Waste disposal unit area** for waste collection and treatment.
- Soil & ground water protection thanks to the installation of double wall tanks, leak detectors, fiberglass sumps, Polyethylene Pipes and remote filling sump which all achieve ZERO hydrocarbon leakage into the ground.
- Commitment to Health, Safety and Quality standards, the station is equipped with a portable Automated External Defibrillator (AED) device that automatically diagnoses the life-threatening cardiac arrhythmias that can lead to a sudden cardiac arrest.
- Green roof to reduce the heat in the indoor and lower energy consumption which translates into fewer greenhouse gas emissions.



## 5 Community Enrichment



Our interest in local development was the basis for establishing “Michel Issa Foundation for Local Development” (MIF) in 2012.

MIF aims to achieve sustainability programs in the field of local development as a key factor in promoting the well-being of individuals and local communities through building capacities for employment and fostering entrepreneurship initiatives among the youth.

Grants and *Micro-loans* with 0% interests are distributed to support hundreds of small businesses yearly in various districts outside the capital and large cities in the fields of industry, agriculture, commerce, services, and handicrafts.

MIF offered 5,000 cubic meters area to host “*Berytech Amchit*”, the first innovation park outside Greater Beirut, aiming to foster innovation and entrepreneurship among the youth in the fields of Information and Communication Technology (ICT), smart agri-food, renewable energy, eco-tourism and social entrepreneurship .

MIF has developed *StayingInLeb.com*, a joint initiative with Youth Energy for Development (YED) that offers a complete and free of charge solution for employers and jobseekers alike. StayingInLeb.com connects employers to relevant profiles and helps them recruit the best talents, and provides jobseekers with relevant job vacancies of different experience levels and industry types across Lebanon.

In addition, MIF is working on a series of tourist guides by district to highlight the touristic, cultural, historical, environmental and religious characteristics of various Lebanese districts. The first edition will be released soon about Byblos region.



# IPT AWARDS & CERTIFICATIONS



### 2010 FIRST FUEL CREDIT CARD AWARD

In 2010, IPT received the First Fuel Credit Card Award from MasterCard for issuing the First Fuel Credit Card with Byblos Bank “IPT-Byblos Bank MasterCard”.

### 2011 REBRAND 100 GLOBAL AWARD

IPT ranked as one of the top 100 companies worldwide at Rebrand Global Awards 2011.

### 2012 SEA AWARD

IPTEC received the Social Economical Award (SEA) for the “Public Awareness” category, following the launching of the unprecedented “National Campaign for Air Pollution Reduction in Lebanon”.

### 2013 NATIONAL GREEN CERTIFICATE

IPTEC received the National Green Certificate from the Ministry of Environment for the launching of the “National Campaign for Air Pollution Reduction in Lebanon”.

### 2013 GOLDEN AWARD

IPT website won the Golden Award at Lebanon Web Awards in the Oil & Gas category for the second time after 2010.

### 2014 BEST SELLING MERCHANT AWARD

In 2014, IPT has won the 2013 award for the “Best Selling Merchant” among the top 3 merchants in Byblos Bank “Double Your Points” loyalty program.

### 2018 FORBES- LEBANON 100 AWARD

IPT Success story in the oil and gas industry was recognized by Forbes Middle East Magazine which selected IPT among the top 35 most successful businesses in Lebanon that have shaped the country’s business landscape and received in this occasion “Forbes Lebanon 100 Award”.

### 2019 ENERGY AMBASSADOR OF THE YEAR 2019 AWARD - LEBANESE INDIVIDUAL

The “International Beirut Energy Forum - IBEF 2019 selection committee” selected the President of IPT Energy Center (IPTEC) and IPT Vice Chairman Dr. Toni Issa as the “Energy Ambassador of the Year 2019” in the category of the Lebanese Individual. This award is a victory for sustainability and corporate social responsibility that have been applied at IPT Group.

### 2020 ISO 9001:2015 CERTIFICATION

Since 2013, IPT Quality Management System has been certified to ISO 9001:2008. In 2018, IPT successfully upgraded its ISO 9001 version from 2008 to 2015 continuously till now, covering the: Import, Export, and Storage & Distribution of Petroleum Products and Installation & Maintenance of Petroleum Equipment.

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