



IPT

**COMMITTED
TO RESPONSIBLE
BUSINESS**

PROFILE

2019

TABLE OF CONTENTS

MESSAGE FROM THE CHAIRMAN	04
ABOUT IPT	05
1. First generation (1970-2006)	05
2. Second generation (2006-Present)	05
IPT STRATEGY OF GROWTH	06
1. IPT hierarchy of strategy statements	06
2. IPT restructuring	07
3. Gas stations rebranding and introduction of new products and services for the first time in Lebanon	07
4. Diversification of Products & Services	08
5. Expansion of IPT network of stations across Lebanon	12
6. Expansion of the transportation fleet	12
7. Upgrade of IPT terminal in Amchit and acquisition of Lebanon Energy	12
8. Reliance on automation, innovation and technology	13
9. Main focus on marketing and media campaigns	13
IPT BREAKTHROUGHS	14
1. Strategic partnership with Total Liban	14
2. Sustainability and CSR	15
AWARDS & CERTIFICATIONS	19



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 inadequate 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. 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.

Michel Issa
Chairman



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 30 owned gas stations managed by the

company and has a chain of more than 170 franchised gas stations spread across Lebanon. IPT holds 10% market share for Gasoline and Diesel Oil which are imported directly from Europe in partnership with Total Liban.



Ivo Petrol Trade s.a.l.



1 First Generation (1970-2006)

- In 1970, Michel Issa rented and operated a gas station in his hometown, Amchit (Jbeil - 40 km north of Beirut).
- In 1982, Michel Issa built his first gas station in Amchit, and gradually expanded his business by distributing gasoline and diesel to various gas stations in the region.
- In 1987, Michel Issa officially established IPT as a Petroleum company.
- In 1989, he purchased lands on the coastline in Amchit where he built a small storage warehouse to receive petroleum vessels.
- Since 1990 until 2006, IPT was able to expand its business activity in the region of Jbeil and the North, especially that many oil and gas companies were closed by the end of the Lebanese civil war.

2 Second Generation (2006-Present)

- In 2006, the family's second generation joined the management;
- Dr. Toni Issa, Vice Chairman and Board Member and Mr. Zakhia Issa Commercial Director and Board Member, and adopted a strategy of growth based on diversification and expansion to transform the local family business into a company present all over Lebanon with a remarkable market share and a large network of gas stations.
- Only few years later, IPT was able to become a main player in the Lebanese market and one of the few importing petroleum companies in the country.

IPT STRATEGY OF GROWTH

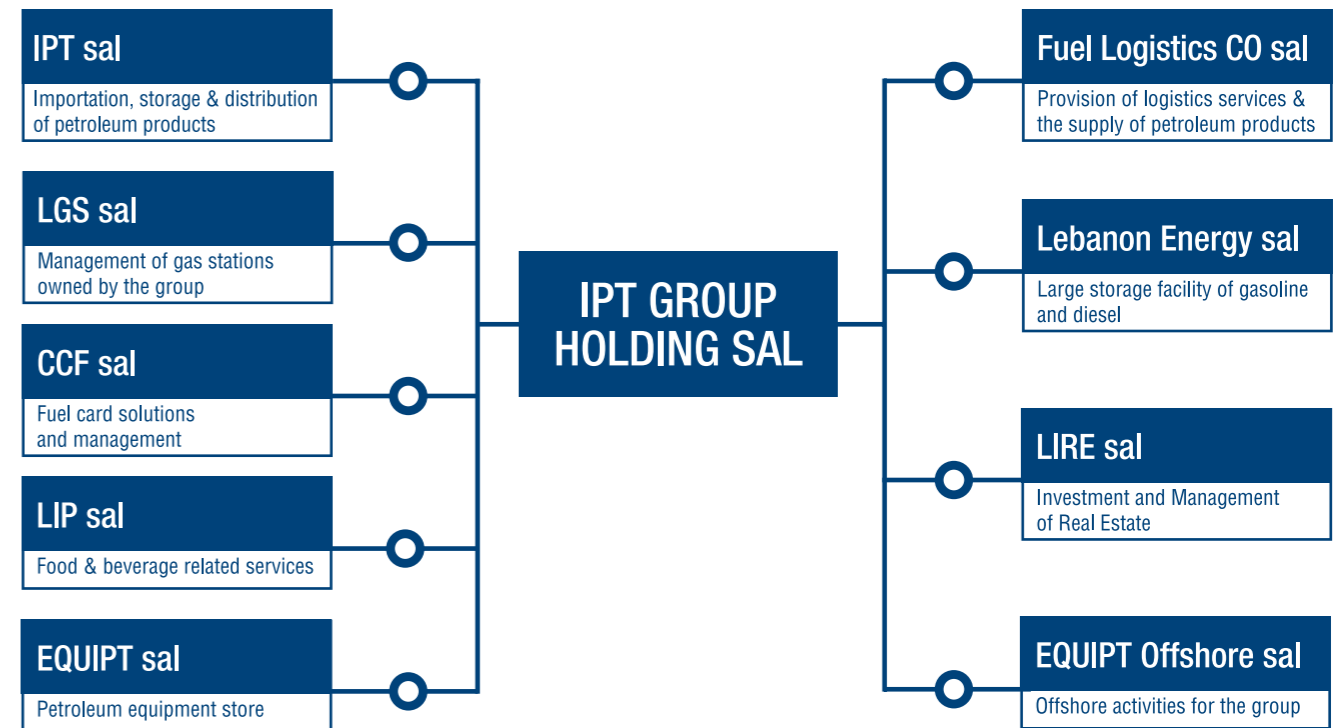
1 IPT Hierarchy of Strategy Statements

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 on gas stations, and established IPT Group Holding to take over the management of 8 conglomerates which are



3 Gas Stations Rebranding & Introduction of New Products & Services for The First Time In Lebanon

In 2007, IPT did a rebranding and implemented a modern architecture and a unified design on all its gas stations. It also introduced new products and services for the first time available on a gas station in Lebanon including self-service, McDonald's quick meals, Mountain Mudd Espresso drive-thru kiosks and coffee shops, ATMs, Auto Gadget car accessories, and Automatic Touch-Free Laserwash and Truckwash.



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 21st 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 Charter's (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 vehicles industrial and domestic use.

IPT Diesel is directly delivered for free through IPT distribution tanks to almost all locations and areas.



DOMESTIC



INDUSTRIAL



VEHICLE



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).



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 showrooms 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. IPT provides underground and above ground gas tanks installation.

Business
Home



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 24/7. 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 and sandwiches, 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 car 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 stores, kiosks, and stands at IPT stations, Bon Appétit convenience stores and many superstores all over Lebanon.



MOUNTAIN MUDD ESPRESSO

IPT has introduced for the first time in the Middle East the concept of drive-thru coffee to gas stations through Mountain Mudd Espresso which offers premium coffee on the go.

Known as the «Taste of America», Mountain Mudd is not an ordinary coffee. It's a secret blend of nine beans individually roasted over an exclusive oak fire. Along with 20 different products, Mountain Mudd offers a variety of hot and frozen drinks, coffee and cream base to suit all tastes.



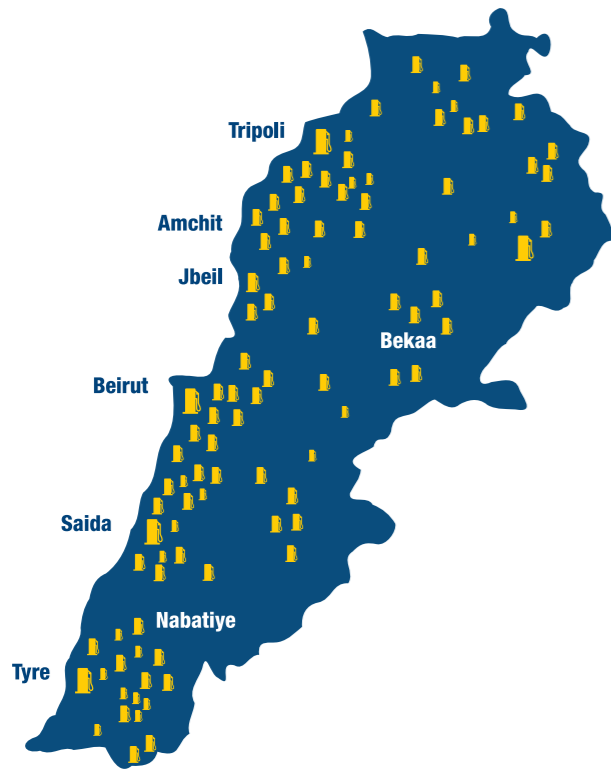
24/7 ATM SERVICES

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

Enjoy secure cash withdrawal 24/7 when you're on the go.

5 Expansion of IPT Network of Stations Across Lebanon

IPT expanded its network of stations, and has now more than 30 fully owned gas stations and over 170 franchised gas stations across Lebanon.



6 Expansion of the Transportation Fleet

IPT currently owns more than 50 trucks ranking 3rd 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 m³ of Gasoline and Diesel Oil. In 2017, IPT acquired 60% of Lebanon Energy Terminal in Amchit equivalent to a storage capacity of 12,000 m³ 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 m³ for gasoline and diesel. The total storage capacity of IPT in its terminal and in Lebanon Energy's terminal is 42,000 m³.



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 its loyalty program and fuel cards (prepaid and postpaid), and is in process of adopting enabling

technologies for easier, faster and more secure payments such as pay-at-the pump technology (automated fueling and payment system), mobile payments through mobile apps, and others.



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 FIRST SUSTAINABLE STATION IN LEBANON



Quantum

MOUNTAIN
ADD.
ESPRESSO



IPT
MANAGED BY IPT
إدارة الشركة



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 a 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, drive the sector forward and contribute 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

In 2011



In 2017



In 2019



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

RESPONSIBLE BUSINESS PRACTICES

From top management to all employees, social responsibility is engrained in our daily operations reflecting positively on our:

1. Corporate culture and governance
2. Daily operations
3. Products and services
4. Relationship with our stakeholders (customers, suppliers, authorities, partners & NGOs)

We have achieved a lot on this level and gained the reputation of a petroleum company that cares for the environment. This is in itself a great achievement for IPT whose products by nature are a polluting source.



IPT BREAKTHROUGHS

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, 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, and securing more convenient payment solutions that enable instant authorization of payments based on vehicle identification for IPT corporate cardholders.
- Green roof to reduce the heat in the indoor and lower energy consumption which translates into fewer greenhouse gas emissions.



 **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.



**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
ISO 9001:2015 CERTIFICATION**

Since 2013, IPT Quality Management System has been certified to ISO 9001:2008. In 2018, the company successfully completed the ISO 9001:2015 re-certification covering the: Import, Export, and Storage & Distribution of Petroleum Products and Installation & Maintenance of Petroleum Equipment.

**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.

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