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OMV

Two retail stations opened in Yugoslavia

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- First Western European company to enter the retail station business in Yugoslavia
- Two state-of-the-art service stations opened
- New headquarters built in Bucharest, Romania

OMV, the Central European oil and gas group, today announces that its wholly owned subsidiary OMV YUGOSLAVIJA d.o.o. intends to establish a modern and extensive network of service stations featuring VIVA convenience shops, Vienna Cafés/Restaurants and automated carwash systems. Two highway service stations are now open in Lapovo. Three more retail stations are under construction. OMV offers the most advanced environmental standards, in line with Austrian regulations, which are amongst the best in Europe.

Gerhard Roiss, OMV Deputy Chairman and responsible for Refining and Marketing, commented: "The Yugoslavian market has a large growth potential. By the end of 2002 we envisage having opened a total of 14 highly modern OMV service stations. By 2007 OMV plans to be operating about 100 service stations with a market share of 10%." OMV is the first major Western European corporation to enter the service station business in Yugoslavia.

Since entering the Hungarian market in 1991, OMV has been successfully pursuing an early-entry strategy. The process of establishing our initial presence into Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Germany, Italy, Romania, Slovakia and Slovenia was completed during 2001. According to Roiss, "We are now looking for further penetration and we will be expanding our position in these markets." The expansion will be concentrated around the Danube corridor – from the Black Forest to the Black Sea – a region with approximately 100 million inhabitants. The OMV Group intends to achieve a doubling of its sales volumes and to increase its market share in Central and Eastern Europe from 10% to 20% by tapping this growing and dynamic market with a expansive, quality-based strategy. "We are a top player in the region with a successful marketing strategy and supply infrastructure" Roiss added. OMV's core markets lies along the Danube corridor, which is about 2,800 km long and extends 500 to 700 km either side of the river.

In accordance with OMV's growth strategy, OMV Romania Mineraloel s.r.l., a wholly owned subsidiary of OMV Aktiengesellschaft, opened its new headquarters near Bucharest Airport on June 13, 2002.

OMV currently operates a total of 1,180 stations in Central and Eastern Europe – 534 in Austria, 165 in Bavaria and Northern Italy and 481 in the reform countries. Roiss added that OMV's successful marketing strategy will be augmented by a matching supply system, and infrastructure will include elements such as tank farms, and the necessary supply agreements. OMV will only seek stakes in refining operations, if they will help to expand the Company's commercial business and optimize its retail station business.

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