MOL ON THE MOVE: HŰSÉGES ADATOK

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AGENDA

1. How future Mol looks in 2030?
2. Why loyalty programs are extremely important?
3. How we design data-driven loyalty program?
4. Where we are, what are the results?
5. What can we do above standard?
6. What is in our pipeline from data perspective?

HOW FUTURE MOL LOOKS IN 2030?

A LEADING INTEGRATED CEE OIL & GAS COMPANY

9
Countries

~2,000
Service Stations

1,000,000+
Daily retail transactions

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WHAT DOES THAT MEAN FOR CONSUMER SERVICES?

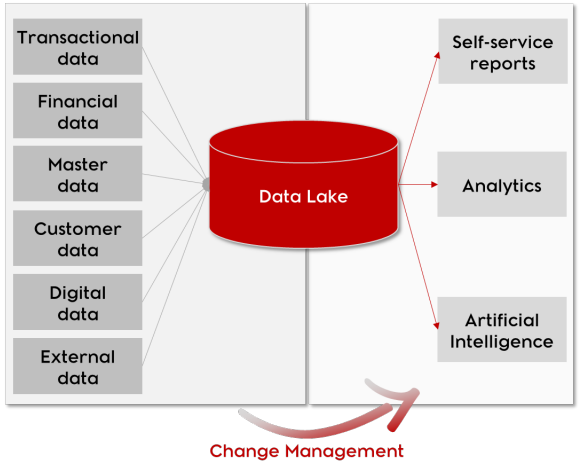
TRANSFORMING AN ANALOG FUEL RETAILER TO A DIGITALLY-DRIVEN CONSUMER GOODS RETAILER WITH INTEGRATED MOBILITY SERVICES

High-quality of core services

Widening the portfolio

Convenience & automation

Automatic data collection



New loyalty and offering

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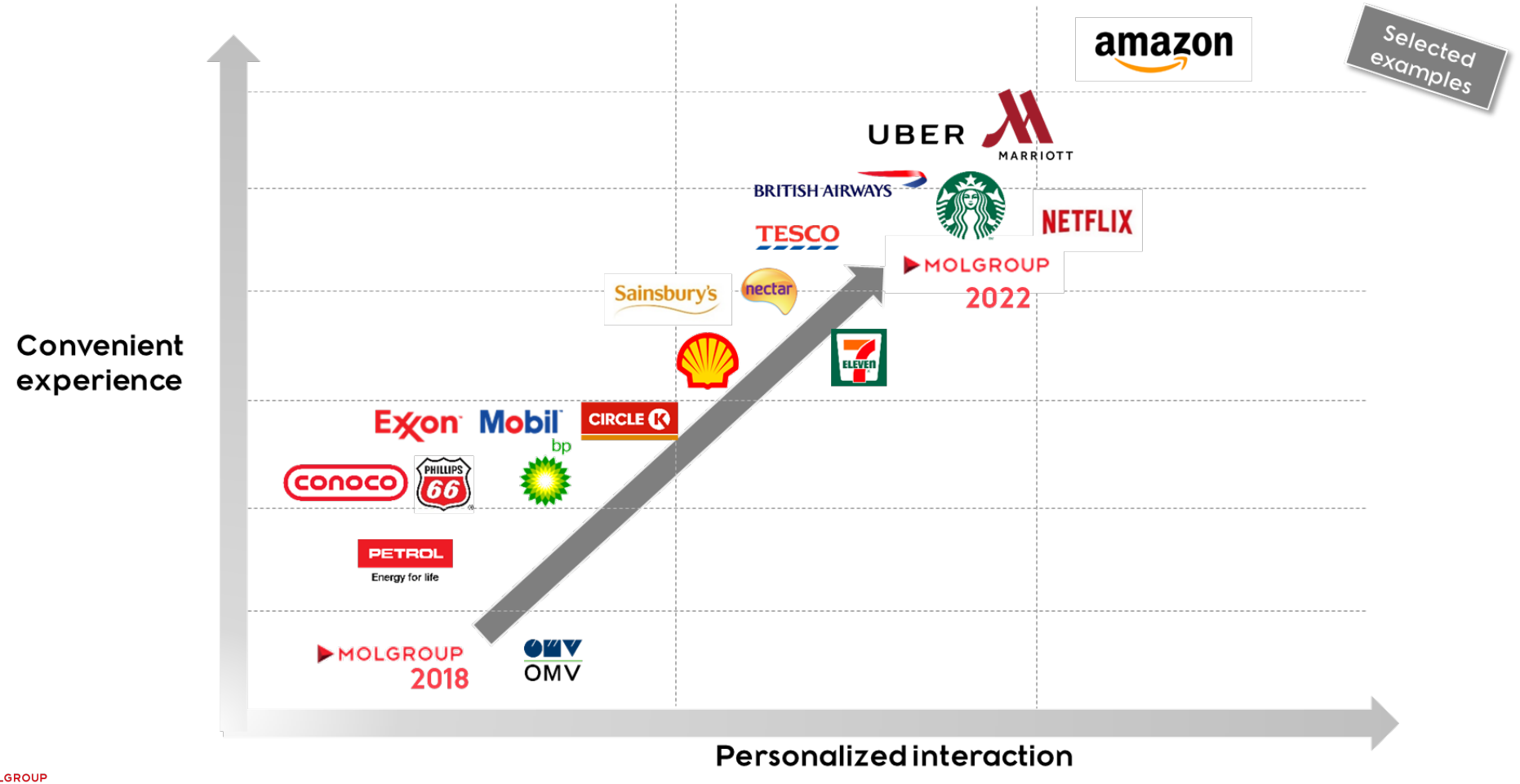
WHY LOYALTY PROGRAMS ARE EXTREMELY IMPORTANT?

CREATING CONTINUOUS VALUE FOR CUSTOMERS WHILE MONETIZING DATA



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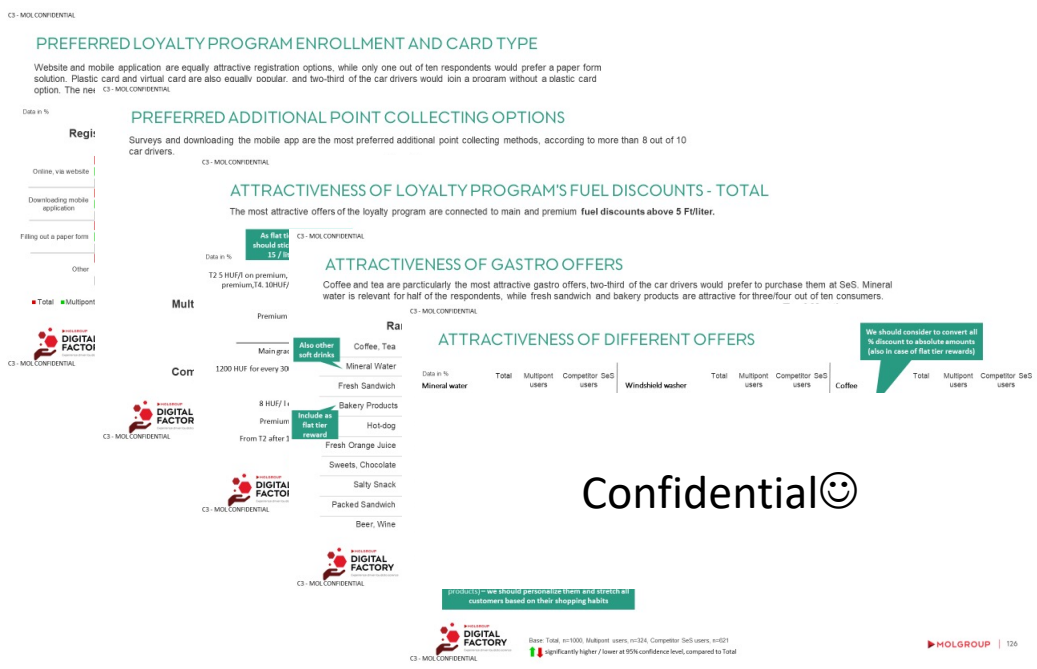
HOW WE DESIGN DATA-DRIVEN LOYALTY PROGRAM? I.

PRE-CONCEPT RESEARCHES ARE INEVITABLE

Qualitative researches on a base of 100

- Pros and Cons of loyalty programs in general
- Pros and Cons of competitors' programs
- Pros and Cons of current program
- Barriers vs joining new program
- Drivers for joining new program

Quantitative researches on a base of 1.000



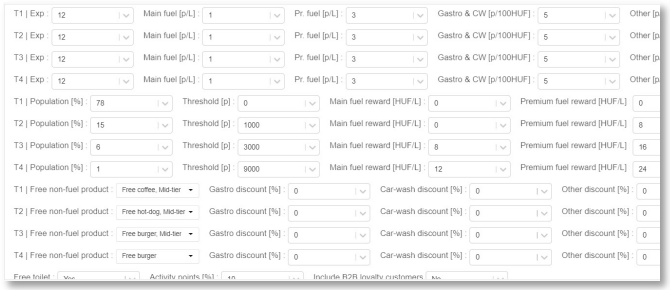
HOW WE DESIGN DATA-DRIVEN LOYALTY PROGRAM? II.

ANALYSIS OF INTERNAL DATA IN 3 STEPS

Parameter setting

Set parameters of Rewards program in custom deployed analytics tool:

- **Point** collection rules
- **Tier** thresholds
- Actual **rewards** per tier



Target KPI analysis

Run analytics based on existing population to understand

- **Share of customers** in each tier
- The estimated **cost** of the program
- Average **consumption** and **net margin** per customer per tier

COST & GROSS MARGIN PER TIER	1st	2nd	3rd	4th	Total / Avg.
Number of customers					
Avg. financial cost / customer [HUF]					
Avg. gross margin / customer [HUF]					
Avg. net contribution / customer [HUF]					
Tot. maingrade fuel financial cost [HUF]					
Tot. premium fuel financial cost [HUF]					
Tot. gastro financial cost [HUF]					
Tot. car-wash financial cost [HUF]					
Tot. other financial cost [HUF]					
Tot. financial cost [HUF]					
Tot. maingrade fuel gross margin [HUF]					
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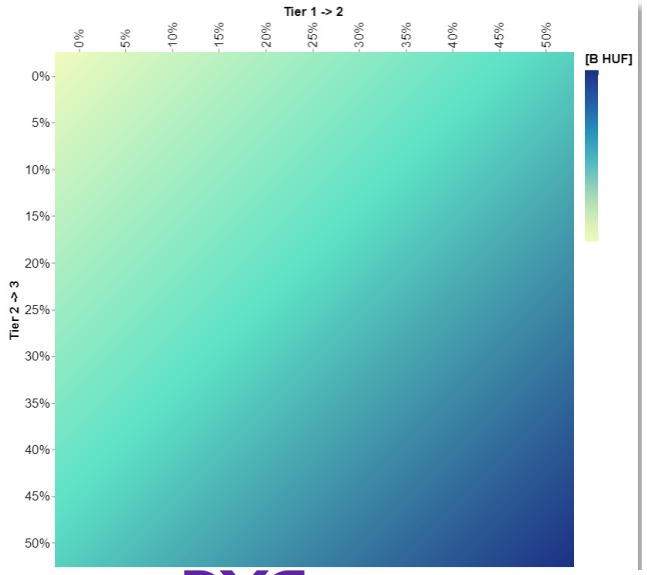
Tot. other net contribution [HUF]					
Tot. net contribution [HUF]					

Confidental ☺

Scenario modelling

Compare different **scenarios** to identify the preferred Rewards program setup based on

- **cost**
- and **realistic behavior change** (sensitivity analysis)



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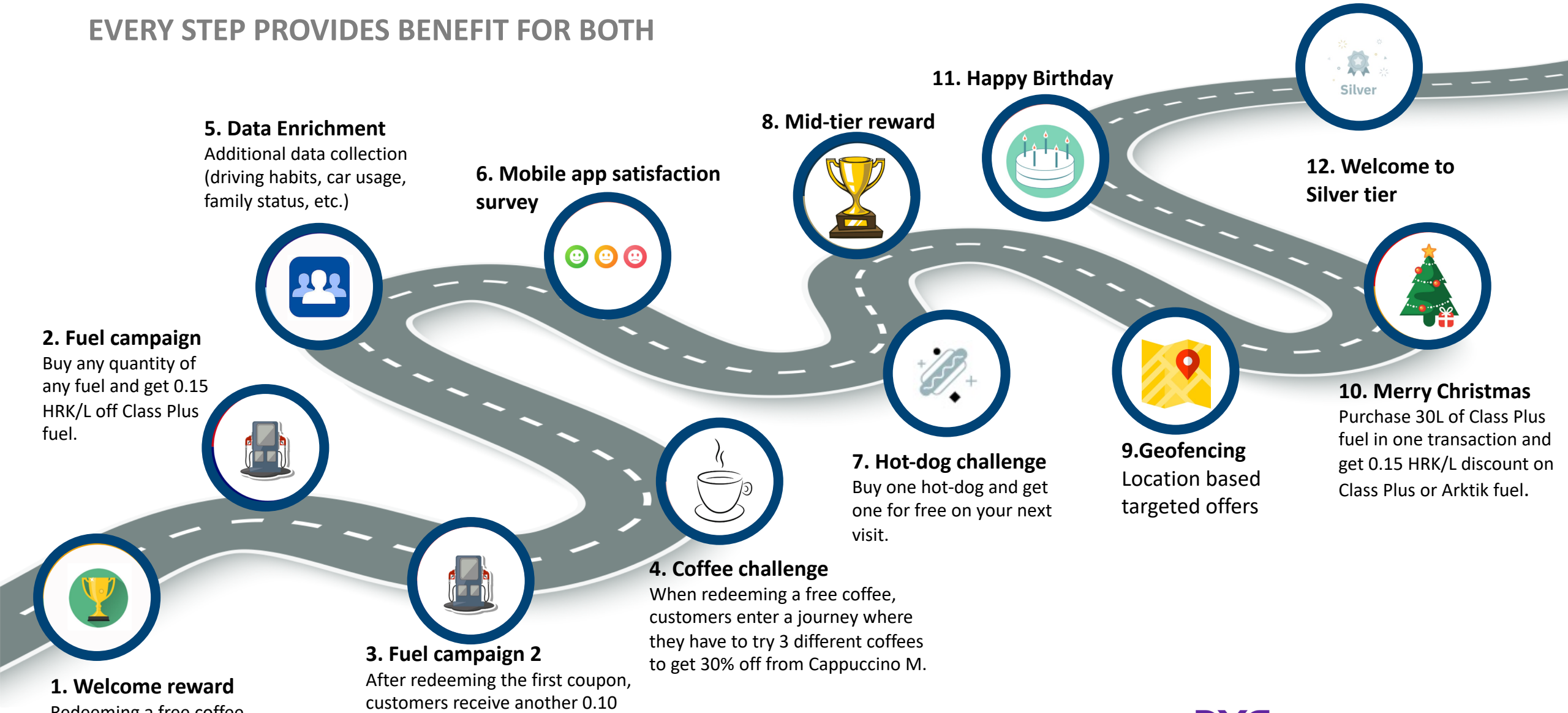
WHAT IS THE DATA-DRIVEN JOURNEY WE DESIGNED FOR INA?

EVERY STEP PROVIDES BENEFIT FOR BOTH



1. Welcome reward
Redeeming a free coffee

2. Fuel campaign
Buy any quantity of any fuel and get 0.15 HRK/L off Class Plus fuel.

3. Fuel campaign 2
After redeeming the first coupon, customers receive another 0.10 HRK/L off from Class Plus fuel.

4. Coffee challenge
When redeeming a free coffee, customers enter a journey where they have to try 3 different coffees to get 30% off from Cappuccino M.

5. Data Enrichment
Additional data collection (driving habits, car usage, family status, etc.)

6. Mobile app satisfaction survey

7. Hot-dog challenge
Buy one hot-dog and get one for free on your next visit.

8. Mid-tier reward

9.Geofencing
Location based targeted offers

10. Merry Christmas
Purchase 30L of Class Plus fuel in one transaction and get 0.15 HRK/L discount on Class Plus or Arktik fuel.

11. Happy Birthday

12. Welcome to Silver tier

WHERE WE ARE, WHAT ARE THE RESULTS?

SIGNIFICANT INCREASE IN CROATIA AND SLOVENIA

INA LOYALTY

Introduced in Sept 2020

316.000 registrations

200.000+ app downloads

85% TOP2BOX likeability

MOL LOYALTY

Introduced in Jun 2021

54.000 registrations

54.000 app downloads

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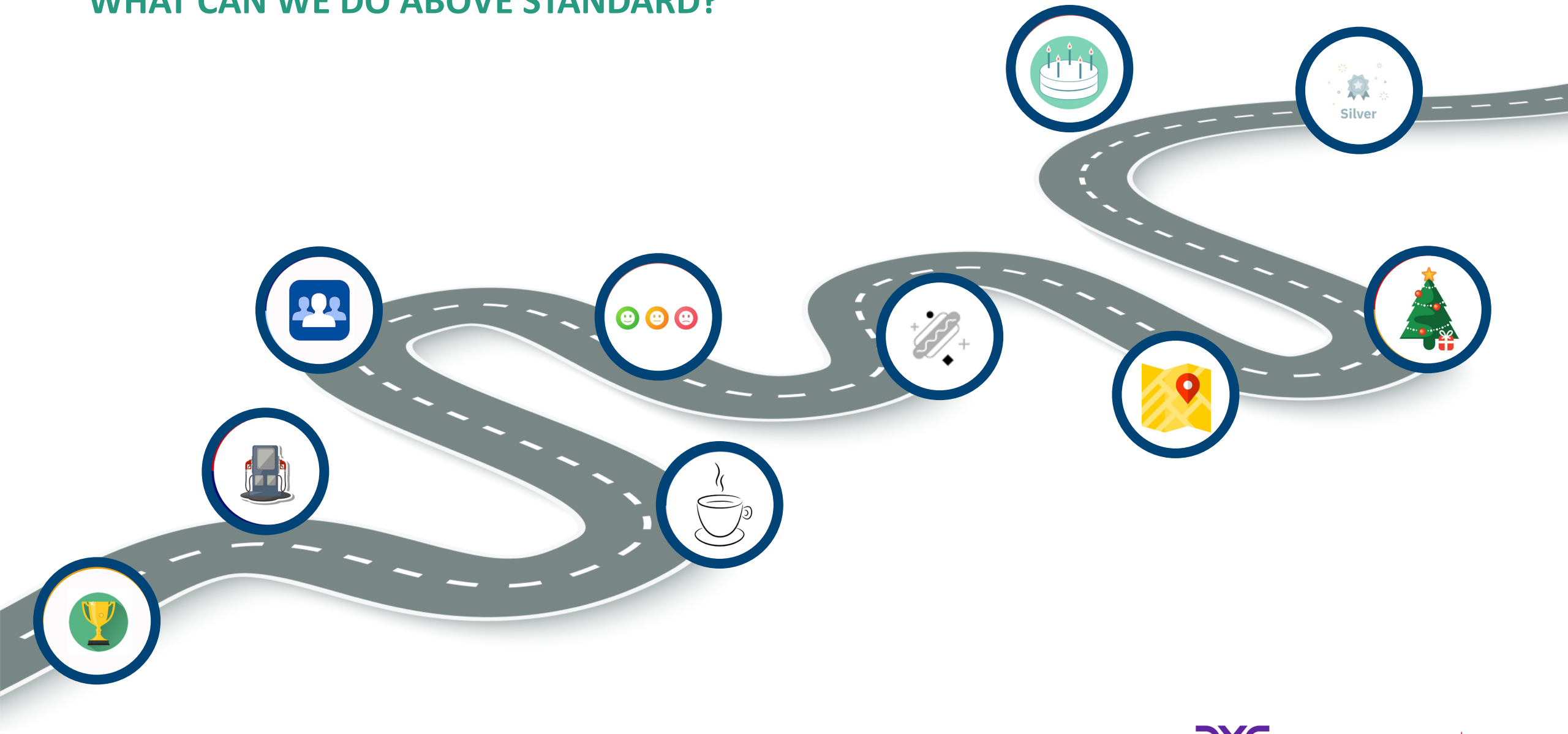
WHAT CAN WE DO ABOVE STANDARD?



WHAT CAN WE DO ABOVE STANDARD?

INTRODUCING PERSONALIZED NEXT-BEST OFFERING

HOW WE BUILT A FUTURE PROOF ARCHITECTURE FOR 1-2-1 MARKETING?

OFFER CALCULATION FROM DATA LAKE: FLEXIBLE JOURNEY EXECUTION BY SALESFORCE

Data lake

OFFER LOGIC

- Calculating personalized Next Best Offer(s) per business scenarios
- Calculating analytics driven trigger scores
- Flexibility to evaluate algorithms complexity aligned with data history volume and pace of the Data Team

Salesforce

TARGETED EXECUTION

- Special generic journeys are managing 1-2-1 customer interactions
- Ability to manage:
  - Control group handling
  - A/B testing
  - Analytics driven triggering
  - ML driven scheduling
  - ML driven channel preference
  - etc.

- ✓ MEASURABLE
- ✓ FLEXIBLE
- ✓ SCALABLE
- ✓ CONTROLLABLE
- ✓ ACTIONABLE

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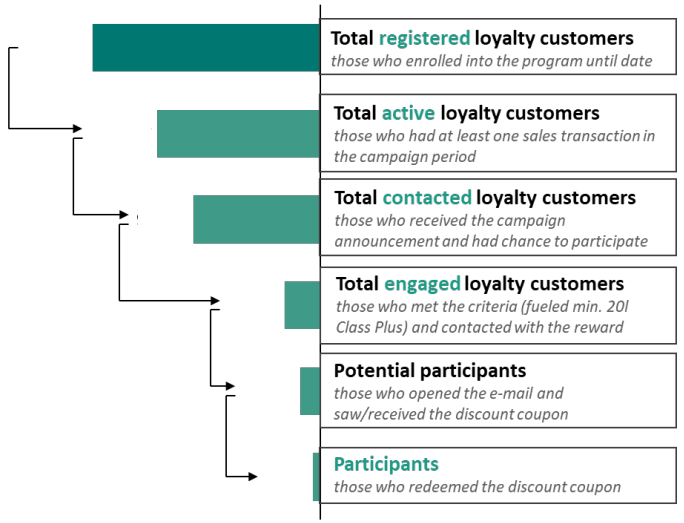
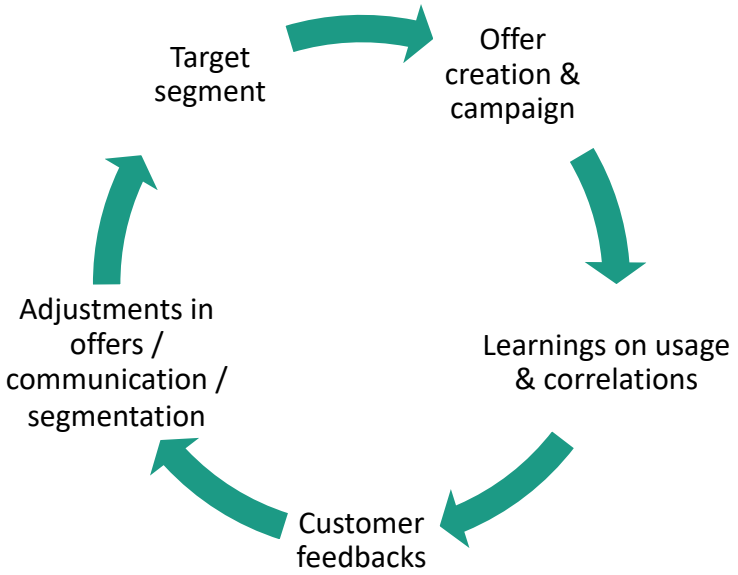
WHAT WE ARE WORKING ON NOW?

INCREASE PROGRAM USAGE, MONETIZE DATA AND SPREAD TO OTHER COUNTRIES

Customers' activity level



Data monetization



Geo-coverage

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WHAT IS IN OUR PIPELINE FROM DATA PERSPECTIVE?

INTEGRATE A WIDE RANGE OF DATA-DRIVEN SERVICES

2016-2020

Digital and data-driven operation

- **Supporting** traditional loyalty programs **with data analytics**, improved campaign management and new digital channels (e.g. MOL Go app)
- Establishment of a **new digital loyalty rewards program** (INA, Slovenia) with gamification

2021-2025

Synergies & platform building

- Start **personalizing** retail customers' **journeys** through the new Digital Loyalty program
- **New digital payment** solutions to improve on-site customer experience

Beyond 2025

Step change

- Integrate **retail and mobility** to sell km instead of liters
- **E-Commerce**: new, convenient online sales channel & marketplace

THANK YOU!