



Press Release

Geneva, 1.07.2020

ORYX ENERGIES SERVICE STATIONS ARE CHANGING AND THAT LAUNCHES THE NEW DYNAMIC OF THE GROUP: MODERNITY, INNOVATIONS, HIGH QUALITY PRODUCTS AND SERVICES WITH INCREASINGLY COMMITTED TEAMS.

Moussa Diao, CEO of Oryx Energies SA: "We have thought long and hard about this change and today we are all convinced that it will make the difference and anchor our new ambitions. More visibility, a better experience for our customers, an offer even better adapted to the new needs of consumers, more trained agents in the stations, more modern premises and a new logo that brings us together. »

As we announced at the beginning of 2020, our ambitious and unprecedented plan for the group is being launched for the next 3 years, at the initiative of the management of Oryx Energies and all employees.

And it's with the new Oryx Energies stations that it all starts:



Since April 2020, in Africa, Oryx Energies stations have started to change their logo, colors and service offerings, asserting what has made the reputation of our African brand with high quality standards.



This new, simpler logo represents an Oryx, our emblem, originating from Africa, where the Oryx Energies group has been operating for more than 30 years, an Oryx in motion, dynamic, forward-looking. Its colours, white and red-orange, give vigour and energy to it while the black background offers a sign of great and unique qualities. And that's not all, this flamboyant red is reinforced with clean lines reminiscent of African wax patterns. This new image for our service station network further highlights our origins.

This new palette of colours and symbols fits in perfectly with the visual codes of our group's graphic charter, alongside our other historical brand: Oryx Energies, present on the other product lines.



We have therefore already started to implement this new visual identity and the changes in all the service stations will happen gradually until end 2022.

Sophonie Babo, B2C Business Line Manager, « This is a real positive change that we will make over the next 3 years. We needed to make our network more attractive and accessible to guarantee again the best experience for our consumers. Therefore, we will also innovate with complementary offers in terms of loyalty, services and products, and with our new shops with the evocative name: OASIS. We are going to regain a position as a successful challenger in this competitive market. »

Staffing and major investments are also planned to expand and assert our presence in the countries where we are present. Local events will highlight this new offer and confirm our commitments. These will be communicated locally by our expert teams dedicated to our network development.

And more news will follow, stay tuned: <https://www.linkedin.com/company/oryx-energies/> or our website <https://www.oryxenergies.com/>.

Oryx Energies, with you every day.

Oryx Energies is one of Africa's largest and longest-established independent providers of oil and gas products and services. An energy division of private investment group AOG, it supplies, stores and distributes the oil and gas products needed by consumers, industry and maritime operations across sub-Saharan Africa, including fuels, Liquefied Petroleum Gas (LPG), lubricants and a specialised bunkering service.

Responding to the evolving energy needs of the African sub-continent for over 30 years, Oryx Energies is proud of its unparalleled depth of experience, knowledge and expertise, accumulated serving the energy needs of over twenty sub-Saharan countries.

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