

Customer care

Nowadays, consumers select a supplier that not only satisfies a basic need for a product but that also makes the best value proposition. A good value proposition should combine data services and features that are relevant to consumers, clear product benefits, robust quality control, and care for the environment as well as consumer health and well-being. Guided by customer needs, Gazprom Neft is always willing to go the extra mile and take higher commitments in product quality and environmental safety as well as social responsibility across the entire value chain: from wellhead to forecourt.

KEY FOCUS AREAS IN OUR CUSTOMER CARE AGENDA:

- Product quality assurance
- Care about consumer health and safety
- Continuous customer engagement
- Retail network expansion
- Improvement of digital products and services
- Consumer personal data protection

Product quality assurance

A well-designed quality management system is a prerequisite for the successful operation of an oil company.

Gazprom Neft enterprises have adopted quality management policies to produce and sell competitive products that comply with Russian and international standards and regulations and meet consumer requirements.

These quality policies and commitments are enforced by

the CEOs and Deputy CEOs of the company's production and sales subsidiaries, as well as the respective heads of business units responsible for these areas.

All products sold strictly comply with all applicable Technical Regulations¹, such as the requirements for the protection of

consumer health, life and safety throughout the product life cycle. Gazprom Neft duly provides documents on the safe use, storage and transportation of its products – the details essential to our consumers.

¹ – The Technical Regulations are a type of document that sets out mandatory requirements for any items subject to technical regulation (both products and the processes across the design, production, construction, installation, adjustment, operation and maintenance, storage, transportation, sale and disposal stages).

Integrated quality management system

Gazprom Neft enterprises have in place an ISO 9001-compliant integrated quality management system (IQMS).

IQMS performance is analysed and evaluated annually by the heads of the company's production and sales subsidiaries. This involves regularly monitoring performance, making improvements to the IQMS, as well as internal and external audits, including some by an independent certification body. We continually seek out new approaches to quality management by applying best practice benchmarks from our Russian and foreign peers.

In 2020, the company's downstream subsidiaries and joint ventures, including Omsk Refinery, Moscow Refinery, NPP Neftekhimia, Poliom, Gazpromneft Marine Bunker, Gazpromneft-Lubricants and Ryazan Bitumen Binders Plant, confirmed that their IQMS complied with the strict requirements of ISO 9001:2015. The Omsk and Moscow Refineries passed an ISO 9001:2015 certification audit for a second time, while Poliom LLC (a 50/50 joint venture with SIBUR Holding) passed its first surveillance audit for IQMS compliance with ISO 9001:2015, ISO 45001:2018 and ISO 50001:2018.

The IQMS implemented by Gazprom Neft enterprises complies with ISO 9001, as verified by regular audits at subsidiaries toward the certification's strict requirements

Quality control of petroleum products

The quality of petroleum products is monitored by the company's research centres and testing laboratories throughout the entire production and sales cycle.

Product-quality compliance with relevant Russian and company-specific standards (GOST, STO or TU) is supported by relevant certificates.

KEY FOCUS AREAS IN QUALITY CONTROL OF PETROLEUM PRODUCTS:

- incoming control of raw materials, chemicals and auxiliary materials, catalysts, adsorbents and additives used in production at refineries;
- in-line sampling of component and semi-product streams at refinery process facilities;
- quality control of commercial products being shipped to consumers and prepared for transportation;
- quality control of petroleum products at oil depots, refuelling complexes and filling stations during acceptance, storage and sale to end consumers;
- spot checks to test the quality of petroleum products at Gazprom Neft filling stations.



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Share of environmentally friendly products in total sales between 2016 and 2020 (%)

Product	2016	2017	2018	2019	2020
Euro 5 motor fuels	100	100	100	100	100
Euro 4+ motor oils	25	26	27	32	32
Low-viscosity marine fuel, ultra-low sulphur fuel oil (ULSFO) 0.1, VLSFO 0.5	23	26	26	30	93

Digital solution - SMOTR

SMOTR performs online, automated recording of any process deviations from reference operating conditions, and offers an integrated, cross-functional data interface for a process operator and a Downstream corporate centre staff to team up in correcting deviations.

SMOTR has delivered a number of benefits:

- a significantly higher level of compliance with process procedures;
- process variables stray outside the normal operating range for half as long;
- faster and more effective corrections of any system-detected deviations;
- fewer decision making levels (4 vs 14).

Production control centres at refineries

A production control centre (PCC), a new structural unit, was established at the Omsk and Moscow Refineries in 2019 and 2020, respectively. Each PCC promptly reviews asset-reliability status, environmental settings, industrial safety and market demand for the output product. The PCC uses cutting-edge solutions, such as daily

rolling planning, predictive quality control, digital twins of process units and many more. These enable the refineries to swiftly respond to out-of-range deviations, achieve production targets as accurately as possible and make the most efficient use of resources. One of the critical new features offered by the PCC is

its range of production-management tools, developed by the PCC project office and Avtomatika-Servis. These tools include a digital shift log as well as event-management, quality control, KPI monitoring, current accounting, and energy conservation systems.

Digital solution - Gazprom Neft Neftekontrol

The integrated digital system Gazprom Neft Neftekontrol gathers data about the quality and quantity of petroleum products throughout the process – from refineries to delivery to end consumers. In 2020, the company connected all its refineries, distribution depots and filling stations as well as airport refuelling complexes within its footprint to this system. Big-data predictive analytics enable the system to detect and manage process deviations – anytime, anywhere.

A more than a twofold decrease in the number of critical and systematic deviations over 2020 delivered through the Neftekontrol system has made product output and supplies more stable, ensuring product quality and quantity remain within specifications for end consumers.

Gazprom Neft Neftekontrol – ensures product quality and quantity at refineries, filling stations and airport refuelling complexes within the company's footprint



Gazprom Neft's Neftekontrol system connects the company's assets, creating an integrated and cohesive information network making it possible to obtain information on petroleum product quantities and quality at any point in the value chain, at any point in time. Complete transparency means we have been able to further improve reliability in production and delivery – the benefit of which is, already, being felt by clients and customers (particularly under the pandemic) who continue to receive our products in the right volumes and at the right time, to our guaranteed quality standards.

ANATOLY CHERNER
Deputy CEO for Logistics,
Refining and Sales,
Gazprom Neft

1,800+ downstream
assets equipped with special
measurement systems

15 million data points
are processed daily by the
Neftekontrol system

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Quality control in fixed and mobile laboratories

The company continuously monitors and maintains the quality of its petroleum products through a suite of tools for assessing and predicting quality metrics at various stages of the process, from production and shipment to transportation and sales.

All fuel supplied to distribution depots from refineries is tested and supported with certification from certified testing laboratories.

2020 saw the launch of a new stationary laboratory at an oil depot in the Krasnodar Krai operated by company partner S.A.S. This is the first time Gazprom Neft has successfully placed its laboratory at a partner's oil depot, so that fuel quality can be monitored at a third-party facility.

The company is using a two-faceted approach to petroleum product

monitoring: product quality and quantity. As an additional safeguard against technical failures at Gazprom Neft filling stations, the meters, including at fuel dispensers, are inspected by the Mobile Metrological Service. This Service is unique in Russia and acts as an internal auditor that takes stock of fuel levels, calibrates station meters and maintains the standard instruments used for calibration. Apart from inspections at filling stations, the Service checks the accuracy of fuel dispensing systems at oil depots to prevent short supplies to filling stations. This multi-level monitoring enables the company to swiftly detect deviations from normal performance, and to take follow-up actions to ensure accurate measurements, giving our customers an additional level of assurance that they are getting the amount of fuel they paid for.

The Gazprom Neft motor fuel quality control system comprises 24 fixed and 9 mobile testing laboratories

Product compliance with Russian and international quality¹ standards

All Gazprom Neft products comply with the requirements of the Technical Regulations CU TR 013/2011, CU TR 014/2011 and EAEU TR 036/2016.

Motor gasolines and diesel fuels comply with the requirements set out in European standards for Euro 5 fuel (EN 228 and EN 590, respectively).

All bunker fuels comply with ISO 8217:2017 and CU TR 013/2011.

Products of Gazpromneft-Lubricants meet the requirements of CU TR 030/2012 and CU TR 009/2011. Motor oils produced by Gazpromneft-Lubricants are included in the annual international quality monitoring programme for the products available

for consumers in the market. This programme is run by two industry organisations: the American Petroleum Institute (API) and the Technical Association of the European Lubricants Industry (ATIEL).

Bitumen products comply with Russian and international standards, such as: GOST 33133, GOST 22245, GOST 9548, GOST R 58400.1, GOST R 52128, GOST R 52056, GOST 6617-76, GOST 2889-80, GOST 30693-2000, GOST 15836-79, EN 12591 and EN 14023. Bitumen products produced by Gazpromneft BM are tested in the laboratories of production assets for quality. On passing the tests, binder batches receive product quality certificates. Additional quality control

is provided by the research and development centre (R&D Centre) in asphalt-concrete and bitumen laboratories. The R&D Centre also monitors the quality of products produced by processing facilities.

NPP Neftekhimia products meet the requirements of Russian and international quality standards under ASTM and ISO. The polypropylene produced by Poliom meets the Uniform Sanitary Epidemiological and Hygienic Requirements for the Goods Subject to Sanitary and Epidemiological Supervision (Control). Poliom polypropylene brands also comply with European regulations (EC) No 1935/2004 and (EU) No 10/2011.

¹ – For full names of standards, please see the Glossary.

Gazprom Neft products make it into Russia's 100 Best Products

EVERY YEAR, GAZPROM NEFT REFINERY'S PRODUCTS ARE SHORTLISTED FOR RUSSIA'S 100 BEST PRODUCTS.



Russia's 100 Best
Products competition

The following products made the cut in 2020:

- Moscow Refinery's motor gasolines, environmental class K5 (Euro 5 equivalent), grades AI-92-K5 and AI-95-K5;
- Omsk Refinery's G-Drive 100 motor gasoline;
- Gazprom Neft - Ryazan Bitumen Binders Plant's innovative polymer-bitumen binders;
- Gazpromneft-Lubricants' range of lubricants.

The following products received honourable mentions:

- Moscow Refinery's jet fuel, liquefied petroleum gases and five of their grades of paving bitumen;
- Six types of products by the Omsk Refinery, including Euro 5 diesel fuel, M-grade microspheric zeolite-containing bio-zeolite catalyst, and oils produced by the Omsk Lubricants Plant.



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Entering the retail market with bitumen products

In 2020, Gazprom Neft bitumen-derivative products entered the retail building materials market. The company's waterproofing materials were made available for retail sale at LEROY MERLIN construction hypermarket stores in Moscow, Moscow Oblast and other regions of Russia, with the main products being mastics and primers – typically used in low-rise houses outside the city – from the company's brand Brit. Autumn 2020 saw the first batches of Brit products hit the shelves of LEROY MERLIN's MaxiPRO professional construction outlets.

Key focus areas for product quality improvement

Focus areas for product quality improvement	Progress in 2020	Goals for 2021
OIL REFINING		
<ul style="list-style-type: none"> • Construct and revamp process facilities to improve production processes • Develop systems to automate quality control of process streams • Develop the system that monitors deviations from designed operating conditions 	<p>The Moscow Refinery commissioned a Euro+ combined refining unit to increase the yield of high-octane gasolines and high-performance winter diesel. Unit's launch will guarantee 15% increase in motor gasolines production, 40% increase in motor diesels production and doubling the amount of produced jet fuel</p>	<ul style="list-style-type: none"> • Introduce in-line quality analysers (IQA) to automate quality control at the Omsk Refinery • Complete the installation of a diesel fuel hydrotreating/dewaxing unit at the Omsk Refinery • Complete the installation of a deep processing unit at the Omsk Refinery • Upgrade the catalytic reformer at the Omsk Refinery • Complete retrofitting a visbreaker at the Moscow Refinery • Implement the Digital Production at Refineries and Product Business Units programme
AERO		
<p>Develop automated systems for product quality control and timely equipment maintenance</p>	<ul style="list-style-type: none"> • The company commissioned an automated laboratory information system (LIS). If any abnormal deviations are detected, the system will not allow a quality certificate to be generated for the product and aircraft refuelled • The company implemented the 1C:Maintenance & Repair system. The system ensures high operational availability of refuelling equipment and timely aircraft refuelling 	<ul style="list-style-type: none"> • Develop a prototype in-line analyser for quality control of jet fuel. Conduct R&D and certify the prototype to the requirements of the Technical Regulations of the Customs Union
BUNKERING		
<p>Produce new types of environmentally friendly 0.5% sulphur marine fuels</p>	<p>The company launched its first customised LNG bunker barge for operations at Baltic Sea ports. Sea trials are underway</p>	<p>Expand the product mix of marine fuels</p>

Focus areas for product quality improvement	Progress in 2020	Goals for 2021
LUBRICANTS		
<p>Develop the product range of high-performance lubricants and engage consumers on new product adoption</p>	<ul style="list-style-type: none"> In 2020, 34 Gazpromneft-Lubricants products were officially licenced by the American Petroleum Institute (API), and 32 products were approved by Mercedes-Benz. The company obtained about 500 approvals for its product portfolio from Russian and foreign equipment manufacturers The company successfully passed an audit confirming compliance with industry specifications for a number of its products 	<ul style="list-style-type: none"> Conduct original R&D in the motor oil segment using the company's own Group II and III (API) base oils and develop new platforms (formulations) of premium motor oils for commercial and passenger road transport Develop motor oil additive packages using the company's own additives
PETROCHEMICALS		
<ul style="list-style-type: none"> Improve product appearance (polypropylene pellets) through equipment upgrades Use statistical analysis to improve the quality of finished products 	<ul style="list-style-type: none"> The company piloted the polypropylene grades PP H085 CF, PP H031 BF, PP H033 FF with customised blends as a substitute for individual stabilisers and additives currently in use. The pilot products received positive feedback from consumers 	<ul style="list-style-type: none"> Streamline feedstock processing at NPP Neftekhimia by switching to general and specialty customised blends/additives Increase consumer satisfaction with the quality of Poliom products.
BITUMEN MATERIALS		
<p>Expand the premium range of products and improve consumer engagement</p>	<ul style="list-style-type: none"> Gazpromneft Bitumen Materials updated its internal Technical Regulations at production assets in Ryazan and Vyazma The company signed an interlaboratory programme involving oil refining companies, the Federal Road Agency, the Russian Highways State Company, Rosasfalt Association and the National Association of Oil Product Carriers. The programme will explore and evaluate the stability of bitumen during transportation at elevated temperatures 	<ul style="list-style-type: none"> Implement the new GOST R 58952.1-2020 standards Conduct cross-industry conferences and trainings, including the Tenth Cross-Industry Conference "PRO Bitumen and PBB. Agenda for 2021", with the participation of government regulators and the leading players in the Russian bitumen market



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Caring about consumer health and safety

Gazprom Neft cares about the health and well-being of our retail and corporate customers.


Safety of retail consumers during the COVID-19 pandemic


A | N | T | I
V | I | R | U | S

GAZPROM NEFT
vs. COVID-19


Minimising contact

 SOCIAL DISTANCING MARKERS

 FILLING STATION CAFES OFFERING TAKE-AWAY ONLY

 "SNEEZE-GUARD" SCREENS INSTALLED AT CHECKOUTS ACROSS 620 FILLING STATIONS

Mobile apps

 CONTACTLESS PAYMENT – WITHOUT HAVING TO LEAVE YOUR CAR

1.6 million users per month¹

+100% increase in online payments during the pandemic²

In 2020, Gazprom Neft launched its Antivirus initiative to curb the spread of the novel coronavirus infection

Under the initiative, Gazprom Neft filling stations:

- installed anti-bacterial at more than 500 Gazprom Neft filling stations in Moscow, St Petersburg, Yekaterinburg, Omsk and other regions of operation, not only to prevent COVID-19 outbreaks at company facilities, but also to reduce the risk of other common seasonal respiratory infections;
- supplied more than 510,000 litres of free gasoline and diesel fuel to ambulances in Omsk as well as in Noyabrsk and Muravlenko in the Yamalo-Nenets Autonomous Okrug;
- provided oil changes free of charge to almost 1,000 ambulances (G-Energy Service stations);
- served about 370,000 free coffees to ambulance workers and other first responders;
- extended elite statuses for "On Our Way!" loyalty members regardless of fill-up volumes amid reduced road traffic in Russia in spring 2020;
- granted a 45-day grace period to corporate customers (OPTI 24 service card holders);
- offered an interest-free grace period to small wholesale customers, saving them about ₺300 million over six months;

1 – Number of Gazprom Neft retail network and AZS.GO mobile app users

2 – Since 1 April 2020

- supported the regional HQs of the Russia-wide #WeTogether initiative as well as other civil society groups, including by

issuing more than 1,600 free fill-up cards worth more than 200,000 litres of fuel from Gazprom Neft filling stations to

volunteers giving lifts to doctors amid soaring demand for health services and delivering essential goods to those in need.



Health, safety and environmental standards

Products subject to Technical Regulations (motor gasolines, jet, diesel and bunker fuel, fuel oil, paving bitumen, liquefied petroleum gases) have EAC Declarations confirming compliance with CU and EAEU Technical Regulations. Every batch of products has its compliance with environmental standards verified.

In addition to this, the company developed and revised four Safety Data Sheets (SDS) for bitumen materials and 221 SDSs for lubricants in 2020, in accordance with the Regulation (EC) No. 1907/2006 of the European Parliament and of the Council of 18 December 2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH). This Regulation was adopted to ensure a high level of protection for human health and the environment. The SDS for residual (TSU) and distillate marine fuels (CMT), diesel fuel, and jet fuel were also revised.

Benzene, sulphur and lead levels in Gazprom Neft motor gasolines and diesel fuels conform to the limits set by the European standards EN 228 and EN 590.

Environmental safety is monitored in accordance with product standards, regulations and specifications (Russian national standards, or GOSTs), technical specifications (TUs) and internal standards (STOs). As part of certification, each batch of commercial products from company refineries is tested for quality in refinery quality control laboratories, with the actual quality profile detailed on a product certificate for each batch



Product labelling

Most of Gazprom Neft commercial products are not labelled. Labelling is restricted to accompanying documents (the product certificate and safety data sheet), and the vehicles transporting these products. Shipping labels comply with GOST 31340, GOST 1510 and GOST 14192, which set the requirements for the labelling of chemicals.

To make product information more transparent for consumers, Gazprom Neft products are labelled in accordance with national and international standards.

Every batch is supported with a set of documents, including a quality certificate, a safety data sheet, and a legally and/or contractually required document that certifies compliance with standardisation requirements or EAEU Technical Regulations. Before introducing new or revised standardisation documents, the company always provides the consumer with a draft copy for review and approval



Continuous consumer engagement

Gazprom Neft is committed to building direct, long-term relations with consumers, driven by transparency and mutual respect. As a responsible supplier, Gazprom Neft keeps consumers up-to-date on its available products and services, and is continuously improving its customer query and complaint management process.

Gazprom Neft conducts regular customer satisfaction surveys and continuously makes use of feedback from counterparties, including complaint handling.

Relations with corporate and wholesale customers

The company uses the following channels to reach its corporate and wholesale customers:

- information and technical support for our products;
- direct dialogue between management and customers during training and workshops for partners and consumers, meetings and support sessions with authorities, and within industry working groups on the development and implementation of standards;
- customer-facing activities of account managers at Gazprom Neft offices;
- published information on corporate websites, customers' personal accounts, mobile apps and publicly-available online resources;
- marketing and advertising campaigns;
- loyalty programmes;
- Gazprom Neft hotline;
- direct communication (emails, text messages and push notifications);
- Gazprom Neft partner network: the OPTI 24 service card processing network, dealers, agents;
- feedback through social media.

Bitumen distribution network development

Gazprom Neft is building and expanding its distribution network to sell premium bitumen derivatives across Russia. This network includes 27 partner companies with a proven track record in the regional bitumen markets.

To raise the level of professional, industry and business expertise of distributors and key consumers, the company implemented the Brit Academy training programme. Training takes place in an interactive environment via a mobile app. Training courses are supported with educational materials, video lessons, technical guides and brochures, and audio recordings. Training can be taken in modules from basic to advanced levels, with certificates issued upon their successful completion.

Gazpromneft Bitumen Materials is a major producer of bitumen derivatives. The company's portfolio now includes more than 200 products: from innovative road, bridge and airfield mastics, sealants and emulsions to bitumen joint sealing tapes.

Engagement with retail customers

Gazprom Neft uses a multichannel approach to reach out to retail consumers of its petroleum products, comprising communications at filling stations or in the mobile app, media placement, our official social media accounts (managed by PR), feedback through social media and via the Gazprom Neft retail network's Integrated Customer Support Centre (ICSC), and face-to-face communication with customers as part of below-the-line, conventional and digital advertising campaigns.

In 2020 fuel quality campaigns initiated by the company's motor fuel sales segment had a total reach of over 118 million across a mix of traditional media and social media platforms. The ICSC is a 24/7 multi-channel service that leverages various conventional and digital communication tools to enable prompt responses to retail customer queries.

All queries are recorded by type and subject in an integrated query management system. The quality of customer interactions is monitored regularly across all communication channels, and any reported issues are followed up. The company conducts regular satisfaction

surveys among end consumers, covering the entire service delivery journey.

In 2019, Gazprom Neft launched the integrated Quality 360° programme in its motor fuel sales segment to drive retail customer perceptions of our fuel quality by coordinating the efforts of PR, Marketing, in-house and external experts, and filling station staff.

Quality 360° divides the audience into segments by how receptive they are to quality-related information, and tailors content and promotion channel mix accordingly.

Gazprom Neft's efforts to raise awareness among retail consumers are focused on:

- raising consumer awareness by explaining the advantages of Gazprom Neft products, dispelling myths and biases, and integrating quality-related messages into sport projects and federal promotional campaigns;
- engaging the expert community on fuel quality by running educational and expert projects.

"On Our Way!" is one of the largest loyalty programmes in Russia.

In 2020, Gazprom Neft built a fully-digitised customer activation journey to enhance its loyalty programme, eliminating the need for a plastic loyalty card to be purchased at a filling station. Our digital approach has paid off: mobile customers with a virtual card in Gazprom Neft retail network mobile app accounted for 42% of new loyalty programme members in 2020. Customers can now tap an "Invite Friends" option in the mobile app to send an invite link via any messenger app.

By enhancing optionality around point earning and redemption, we increased the share of loyal customers in 2020 to 59% (+2 percentage points vs 2019). Q1 2020 saw improvements to the basic terms of the loyalty programme, and the introduction of reward points as a way of saying thank you to the customer for choosing Gazprom Neft. Customers can now also share their points with friends who are also signed up to the programme, or, as part of our new optionality to drive emotional connections, they can donate them to charity, for example the search-and-rescue volunteer team Liza Alert. In just one month of being available on the app, customers donated more than three million points to Liza Alert.

IMPROVEMENTS TO THE PROGRAMME FOCUSED ON THREE KEY AREAS IN 2020:

1. digitising the customer acquisition and activation process;
2. stabilising the customer base by enhancing optionality around point earning and redemption;
3. boosting emotional connection for higher customer loyalty.

НАМ ПО ПУТИ
ПРОГРАММА ЛОЯЛЬНОСТИ



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Engagement with fuel market regulators

In 2020, Gazprom Neft continued to build its relations with the state fuel market regulators, including the Federal Agency for Technical Regulating and Metrology, and the Ministry of Industry and Trade of the Russian Federation. Gazprom Neft specialists actively participate in the interdepartmental working group for combating the illicit trade of petroleum

products, and contribute annually to Direct Line, a federal live-broadcast programme focused on the quality of motor fuels in Russia. During this programme, experts from the Federal Agency for Technical Regulating and Metrology and Gazprom Neft, as well as public and research officials, field questions from motorists about the quality of motor fuels, the servicing of

engines and fuel supply systems, and other aspects of maintenance.

The topics and format of Direct Line were well received by both motorists and the professional media community: the programme won the MediaTEK-2020 award, Russia's top award for public-awareness efforts in the fuel and energy sector.

Consumer satisfaction surveys

To assess retail consumer satisfaction with the quality of motor fuel and services, the company conducts regular surveys, studies feedback given via CRM system touch screens at the checkout areas of filling stations, and analyses comments and queries received through its hotline and on social media.

Net Promoter Score (NPS) is the key metric to measure consumer loyalty to the Gazprom Neft retail network.

According to an Ipsos Comcon survey, the NPS of the company's filling station network and the whole motor fuel retail market returned to pre-COVID levels seen in the first half of 2018. Our NPS score stands at 58 points (+5 percentage points vs 2019), which is higher than the market average of 49. In 2020, the NPS of the company's retail network was surpassed by only two international brands, Shell and BP.

The Customer Satisfaction Index (CSI) has also increased and sits at 86 (+2 percentage points vs 2019), which, again, is surpassed only by Shell and BP's networks in Russia.

In 2020, the total number of contacts with retail consumers increased 2.5-fold to 358 million contacts. The number of complaints remained low at

0.03% of the total number of queries. Queries include those received by the ICSC through voice and other channels, including the mobile app's chat, emails and messages sent via the feedback form at gpnbonus.ru, as well as all user activities in the Gazprom Neft retail network mobile app, and feedback from customers through CRMSensor devices at filling stations.

The most frequent queries made by Gazprom Neft retail network customers in 2020 included:

- the terms and conditions of the loyalty programme, including virtual loyalty cards and virtual co-branded cards;
- whether contactless payment is possible for fuel, including directly from the Gazprom Neft retail network mobile app;
- the measures in place to curb the spread of COVID-19 at Gazprom Neft filling stations.

All queries are recorded by subject, type and topic in an integrated Open-Source Ticket Request System (OTRS). Unusual queries and complaints that require additional information for handling are passed to the relevant company service to prepare a response, which is then returned to the ICSC operator and provided to the customer.

The share of positive mentions of the Gazprom Neft retail network online increased from 28.99% to 37.2% (+8.2 percentage points) in 2020. The potential reach of positive coverage was up 15.1 percentage points, with the total audience running into 537 million people. This growth was the result of a surge in online consumer interactions during the COVID-19 pandemic, and extension of "On Our Way!" member statuses. The Gazprom Neft retail network generated a significant amount of

According to an Ipsos Comcon survey, the Net Promoter Score and Customer Satisfaction Index for the Gazprom Neft retail network are higher than the market average



Loyalty programme and other information for Gazprom Neft retail network customers (Russian)



Support for Gazprom Neft retail network customers

user engagement through awareness campaigns across its official social media channels, coupled with its social and charitable projects, such as free fuel for volunteers and free coffee for medical and emergency services personnel. Online educational programmes were another strong driver behind this growth, for example Fuel Class and Direct Line, a federal programme on the quality of motor fuels in Russia.

Corporate customer satisfaction is assessed through a questionnaire. Feedback for aviation and bunker fuel, bitumen materials, lubricants and petrochemicals shows an increased level of consumer satisfaction with product quality, the reliability of supplies, and the quality of our customer service and value-added services.

Improvement of digital products and services

Gazprom Neft is improving its digital products and services for all consumer segments of the motor fuel market, including individual motorists, owners of heavy and light commercial vehicles, taxi fleets, and OPTI 24 service card distributors. While developing these solutions, the company tries to target users as accurately as possible and tailor the experience to them to save time and money for our customers and partners.

2020 saw about 27% of small wholesale transactions made through users' personal accounts, and 1.8 million tonnes of gasoline and diesel fuel sold through digital channels. The Gazprom Neft retail network mobile app reached 2 million average monthly active users.

2 million average monthly active users of the Gazprom Neft retail network mobile app



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Digital services for bitumen sales

In 2020, Gazpromneft Bitumen Materials sold more than one million tonnes of base and premium bitumen through its digital service, which is twice as much as in 2019. Through this digital service, customers can buy bitumen from 14 company facilities, including the Moscow and Omsk Refineries. The customer's personal account, one of the key modules of this service, was introduced in 2020 and is constantly updated with new features. In 2021, it will enable customers to choose delivery of packaged products not only within Russia but also abroad, and in the longer term, by rail as well.

In 2020, the Gazprom Neft retail network mobile app was updated with many new features, such as online fuel payment and a range of virtual cards, including the Autodrive Start co-branded bank card, and the "On Our Way!" loyalty card. Since launch, customers have set up about 1.9 million virtual cards on the app. It is constantly updated with new services, such as the ability to call a tow truck, pay for a car wash, buy insurance policies, check vehicle history, schedule maintenance appointments and much more. The company enhances its mobile apps through partnerships with young start-ups focused on the development of mobile apps and services for Android and iOS.

The company's mobile apps, the Gazprom Neft retail network mobile app and AZS.GO app, offer users new payment options to complete fuel purchases – a bank card, "On Our Way!" points, Apple Pay and Google Pay, while the AZS.GO app also offers a group account payment option. The

company has added new features to the AZS.GO, and launched a unique service for professional drivers – online fuel payment for OPTI 24 service card holders. This service is offered automatically, with ID verified by the user's phone number. Mobile fuel payment is available at 95% of Gazprom Neft filling stations in Russia.

Corporate customers of the Gazprom Neft retail network holding OPTI 24 service cards have all the tools they need to manage fuel costs directly in their personal account and on the OPTI 24 mobile app: from quickly topping-up their fuel account and issuing virtual cards to drivers, to electronic document management and the ability to plan out cost-efficient routes. It takes only a few seconds to transfer funds by a number of options, including conventional payment orders, bank card payments, or payments through the corporate customer's linked bank account. The OPTI 24 personal account has everything a corporate

customer could need: data analytics, a balance checker, limit setting, bulk driver provisioning, role and electronic document management. About 90% of all corporate customers use the OPTI 24 personal account, reflecting a high demand for this service.

In 2020, Gazprom Neft continued to actively collaborate with startups as part of the StartupDrive accelerator. StartupDrive tenants are companies focused on the development and promotion of high-tech products and solutions for haulage, fraud-prevention, ride-hailing, car-sharing, fintech and retail services. An accelerator is a business development tool that allows startups to promote and refine their ideas for a specific customer or customer segment, and expand their sales channels going forward. Accelerator customers, including our motor fuel sales teams, get the opportunity to offer their customers a greater number of user-friendly services comprising a product ecosystem.

Customer personal data¹ protection

As Gazprom Neft is increasingly focused on digitising customer journeys, it pays great attention to the protection of its customers' personal data.

The company's personal data processing² practices comply with the requirements of Federal Law No. 152-FZ of 27 July 2006 On Personal Data, and also take into account the provisions of the General Data Protection Regulation (Regulation (EU) 2016/679) of 27 April 2016.

Personal data protection policies:

- Personal data are processed in a lawful, fair and transparent manner
- Access to personal data is only possible on legal grounds, such as personal consent or consent of a legal representative for persons under 14 years of age (for foreign nationals, this age is subject to

their local law), the requirements of Russian laws, a contract or other legal documents

- Personal data are processed only for specific and legitimate purposes stated in advance, and are not used for any other purposes
- Personal data are gathered in the minimum amount necessary to accomplish the stated objectives
- Personal data must be accurate, adequate and up-to-date
- Incomplete or inaccurate personal data are deleted or corrected
- Personal data are retained only as long as required for processing purposes: they are erased or destroyed either when the

processing objectives have been achieved, or become no longer relevant

- The confidentiality of personal data is ensured by restricting access to authorised employees only, and by other safeguards
- The company takes necessary, adequate measures to prevent misuse of personal data

Gazprom Neft does not collect information relating to race, national origin, political views, religious or philosophical beliefs, private life or health status.



Gazprom Neft
at a glance



Sustainable
development
management



Customer
care



Health
and safety



Environmental
safety



Employee
development



Social
policy



Appendices

1 – Personal data: any information relating directly or indirectly to an identified or identifiable individual (data subject). For example, personal data include surnames, given names, passport data, email addresses and telephone numbers.

2 – Personal data processing: any action performed on personal data, such as collection, storage, adaptation or alteration, use, transmission, and erasure or destruction.