

Corporate **Profile**





Overview

- About Max Energy
- Vision, Mission, Core Values and Objectives
- Share Holding Structure



About Max Energy

- Established in 2010 with 12 filling stations purchased from the government during a mass-privatization, Max Energy is now a strategic business unit of the Max Myanmar Group; an integrated energy supplier dealing in the retail and wholesale of imported petroleum products.
- Max Energy's petroleum products are competitively priced, and quality is assured by reputable international surveyor organizations. Utilizing advanced dispenser machines, quantities are always precise. Customer service is deemed excellent, and customer satisfaction is consistently high; brand image is of paramount importance to Max Energy.
- Its 71 filling stations are conveniently located and strategically distributed across major cities and on major automobile routes throughout the country. Operations are 24-hours a day and staff are comparatively well trained. Max Energy has additional of land which would be suitable for filling stations and all are strategically located around Myanmar.

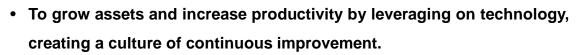






 To be a leading fuel service company and to be recognized as a reputable brand in Myanmar fuel industry for delivery on our commitments, embracing new opportunities and adding value to our customers, shareholders and community.

- To create a working environment where people are motivated to excel.
- To provide a service and product of excellence.
- To be reliable, professional, driven and highly competitive.



 To be an environmentally responsible organization for future growth through good corporate governance and sustainable business practices.



- Excellence Do things best in every aspect
- Quality Provide best quality products and service
- Trust Be integrity in all what we do

OBJECTIVE

- To build a strong brand name of Max Energy in Myanmar Fuel Energy Market.
- To effectively distribute high-quality fuel products imported from abroad to consumers and other users.
- To provide valued-added service to customers in order to achieve customers' satisfaction.
- To create better job opportunities for younger generation to enhance their personal lives and living standards.
- To contribute positively in social causes that would benefit company employees in particular and society in general.





Shareholding Structure







Business Outlook

- Our Products and Services
- Our Reach
- Affiliate Companies (Max Service and Max Logistics)
- Corporate Credit Sales Services
- Wholesales Services
- Value Added Services
- Our Assurance of Quality and Quantity of Our Products
- Non-Fuel Business (NFR)
- Partnership
- Our Human Resources
- Workforce Highlights



Products and Services

All of our products are imported directly from Singapore. Both Quality Test and Quantity Survey in-line with international standard in loading ports of oversea countries and discharging port in Myanmar. The Quality Test and Quantity Survey are carried out by reputable surveyor organization such as SGS Singapore/ Intertek Singapore and local government organization MPPE (Myanmar Petroleum Products Enterprise). Furthermore, Max Energy's internal Inspection Team performs regular spot checks on both the quality and the quantity of its products.

The superior quality of Max Energy filling stations is also a tangible consumer experience: kiosks are clean, built to a high standard, and there is a consistently high level of customer service.

Max Energy delivers the best service to value customers across Myanmar. Our filling stations operate 24/7 for the sake of customers' convenience. We always concern, respect and fulfill requirements as well as expectation of our customers.

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OUR FOCUS	OUR PRODUCTS	OUR SERVICES	
Premium Quality	Octane Rom 97	Strategic Locations	
Precise Quantity	Octane Rom 95	24/7 Operation	
Competitive Price	Octane Rom 92	Availability of product varieties	
Excellent Service	Premium Diesel	Value Added Service	
Customers' Satisfaction and Trust	High Speed Diesel	Corporate Credit Sales Service	

Wholesales and Door-to-Door Sales Service



Our Nationwide Footprint

Due to its geographical position bordering five populous and rapidly developing countries, Myanmar has every chance of becoming the future logistics hub of Southeast Asia. Max Energy's filling stations are spread across the country and located strategically in major cities and along main supply roads in order to allow for and to encourage a nationwide consumer brand loyalty and capture this future demand.

SAGAING ———	1
	13
MANDALAY	
SHAN ———	
	2
MAGWAY	2
BAGO ———	8
YANGON	29
AYAWADDY	11
MON	3

71 Filling Stations

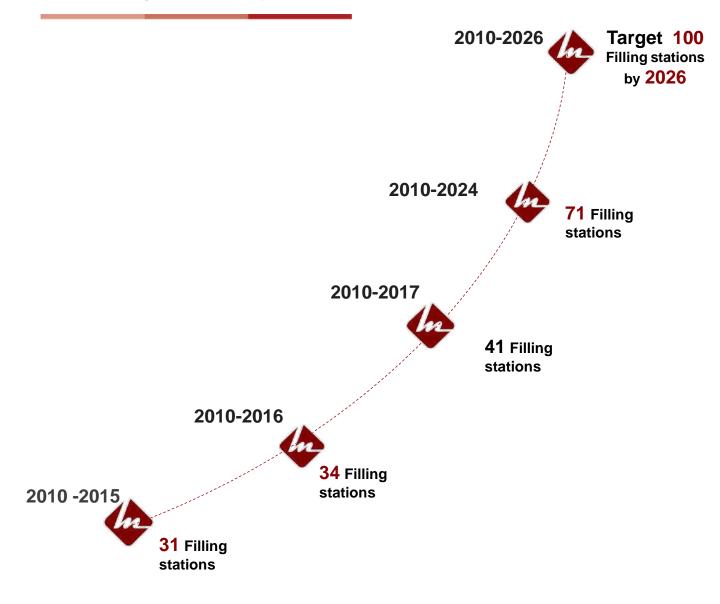
24/7 Services

We are available at major cities across Myanmar



MAX ENERGY's plan is having

100 filling stations by 2026







Max Services Co., Ltd. (Affiliate Company)

Thilawa Oil Depot Terminal

We have strategically invested for oil depot terminal in Thilawa, Thanlyin to meet with the highly competitive future market demand. This project initiated and received approval from MIC in FY 2012-2013. Total storage capacity of phase one and phase two is 96,410 MT for 10 tanks. After completion of phase one and phase two and according to the market demand, our future plan is to expand to 18 tanks with 113,600 MT capacity.

Phase 1: Storage Capacity (Currently in Operations)

Phase 2: Storage Capacity (Currently in Operations)

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TK-11	1.1 million gallons	3,652 MT		TK-31	4 million gallons	13,345 MT
TK-12	1.1 million gallons	3,652 MT				
TK-14	2.24 million gallons	7,451 MT	-	TK-32	4 million gallons	13,345 MT
TK-21	2.24 million gallons	7,464 MT		TK-41	4 million gallons	13,345 MT
TK-22	2.24 million gallons	7,467 MT				
TK-23	4 million gallons	13,345 MT	-07	TK-42	4 million gallons	13,345 MT

Total Storage Capacity

28.9 million Gallons/ 131 million Liters/ 96,410 MT





Our Logistics

Max Logistics Co., Ltd is one of the youngest subsidiaries of Max Myanmar Group and it started in 2017. Start from the beginning, Max Logistics put fullest effort on the delivery into all the business and operations with the strength of its own operation systems, it becomes one of the strongest wings of Max Energy. Max Logistics delivery the professional services to not only internal customers to but also external customers.

Max Energy run the businesses with the help of Logistics team, and we are delivering our excellent products into every locations of our business partners. And we always take responsibility together and we put our hearts to give the best service.

The Distribution and logistics department runs the operation with (103) bowser, (4) tug-boats and 5 barges to deliver the products to all the filling stations. and various customer orders to locations requested. This as department manages storage, distribution delivery, and processes to ensure an excellent fuel supply. We always listen to each other and we always count customer feedbacks on and suggestions.







Corporate Credit Sales Services

We provide corporate credit sales services to corporate and organizations for the convenience of their purchasing process. Providing corporate credit sales service also build good relationship between Max Energy and its corporate customers. All our staff always maintains and sustain corporate customers satisfaction and loyalty.

- Hotels
- Constructions
- Embassies
- Telecom
- Express
- Travel & Tour Companies
- Government

Wholesales Services

We provide wholesales services for the customers who would like to consume bulk purchasing process. Moreover, we offer door to door sales service by delivering our products to customers desired locations in order to meet the needs of the customers.





Value Added Services



Loyalty Program

Offer many benefits from loyalty program through Galaxy Club.



Customer Services

Deliver excellent customer services 24/7.



Payment Option

Provide variety of payment option for customer convenience such as mobile and card payment



Update Price

Announce daily fuel price at Max Energy Filling Stations, Website and Telegram .



Extended Business

Provide EV charging service as an additional product



Non-fuel retail business

Fulfill the customers needs of emergency use, foods and drinks with reasonable price



Loyal Customers



Customers can collect the star points by using the Max Energy Galaxy Club and exchange the specified gifts. This redeem and reward program can be accessed easily at Max Energy filling stations all over the Myanmar.

Corporate Customers

Max Energy corporate customers for B2B card can be use easily on the max energy filling stations around Myanmar at anytime. To be able to deliver the superior services to Max Energy Corporate Customers. Corporate Customers can purchase the fuel at Max Energy filling station by using the B2B card.



Our Payments System







EV Stations at Max Energy

 To be an environmentally responsible organization for future growth through good corporate governance and sustainable business practices.





South Okkalapa

1433 (B), No.13, Than Thu Mar Road, South Oakkalarpa Township, Yangon.

Shwe Pyi Thar

No(1/B), (552/C) Quarter, Oakpho Village, No(4) Mail Road, Shwe Pyi Thar Township, Yangon.

Dagon Ayar

Dagon-Ayeyar High-Way Compound Nyaungdon Road, HlaingTharYar Township, Yangon.

<u>Dala</u>

Bo Min Yaung Corner Roard, Dala – Tontway Main Card Roard, Kamar Ka Sit, DalaTownship, Yangon.

Taung Sin Aye

Inn Pin Village, Inn Pin Group, Lae Way Township, Naypyitaw.



NON-FUEL RETAIL BUSINESS by Max Energy

• To provide a service and product of excellence by adding value for our customers and community



No.5, Meiktila & Taung Gyi Main Road, Near Heho Airport, Shan State, Myanmar, Compound of Max Energy Heho Filling Station



AYA Bank, No. 416, Mahabandoola Road, Kyauktada Township, Yangon, Myanmar.



PARTNERSHIP

MAX ENERGY x AYA PAY



Customers can be pay of AYA Pay wallet money with easily on the max energy filling stations around Myanmar at anytime

MAX ENERGY x AYA SOMPO INSURANCE

- To recommend Motor insurance to the customers while fueling.
- To build bridges between FA and Customers who are interested in Motor insurance.

MAX ENERGY x Myanmar CP



MAX ENERGY



- Consumer demand for Fresher and Healthier foods and soft drink.
- Takeaway Services.
- Best service to the Max Energy customers and travel parents while fueling.

MAX ENERGY x g&g Convenience Store

To Fulfill the customers and patient needs of emergency use and snacks with quality products at reasonable price.





PARTNERSHIP

MAX ENERGY x 1 Stop Convenience Store



 To Fulfill the customers and patient needs of emergency use and snacks with quality products at reasonable price.

MAX ENERGY x J' Donuts (Cake & Bakery)

 To attract the traveler with good service and very premium look.





MAX ENERGY x IT (Food Villa)



• To attract the traveler with good service





We focused on the highest standards of governance and ethics in all our business practices and dealings.

Max Energy and its employees have a clean record of paying tax to the Government. To date there has been no record of any breach in payment. In addition, **Max Energy was granted Best Performance Award by Ministry of Electricity and Energy on 13th December 2020.**

Our Human Resources

We have confidence to make our employee more productive and to maintain their excellent performance. Through the best human resources management to achieve our company vision, mission and objectives.

Our Assurance of Quality and Quantity of Our Products

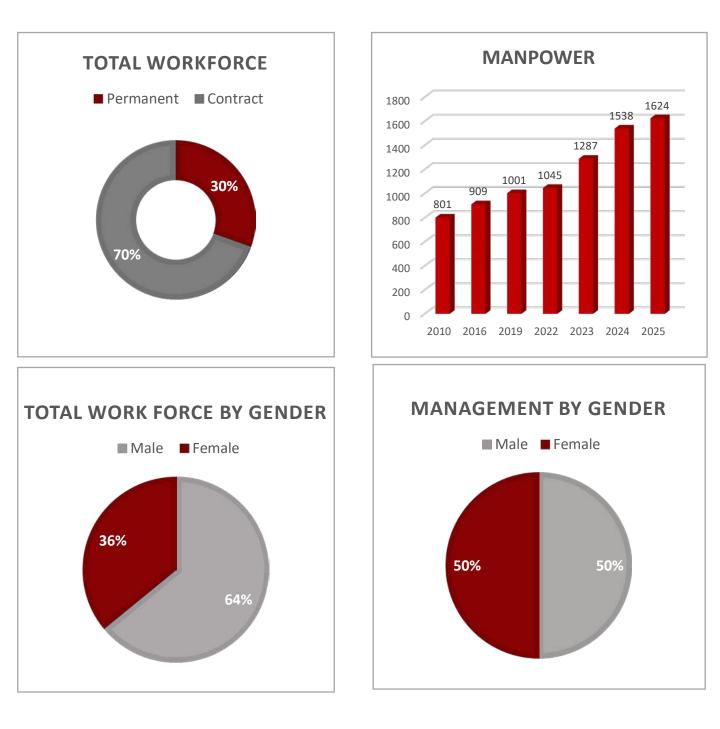
Our inspection and M&E Team makes us proud of ourselves for ensuring the quality and quantity of our products not only by scheduled inspection but also spot check throughout the years. We are pleased to announce that we always satisfied with the results of spot checked on our filling stations anytime anywhere.

Our Marketing

Our marketing team highlights the changing requirements and market demand, and make sure our business model to be customers focused and market oriented. We are always finding innovative ways and methods in developing and implementing marketing plans, successfully and resourcefully.



Workforce Highlights



- Currently human Resources at Max Energy is round about a thousand employee across Myanmar.
- According to our objectives, we are always seeking to create better job opportunities mainly for younger generation to enhance their personal lives and living standards to see best version of themselves. Our people are playing vital role to improve business performance in various ways.



Sustainable Development

- Sustainable Development Goals
- Corporate Social Responsibility
- Contact Us



WE SUPPORT

Sustainable Development Goals

As a UNGC member, Max Energy is always following the development guidelines which was stated at the United Nations Conference on Sustainable Development. Therefore, we are continuously focusing on three pillars: economy, society and the environment to create better future.



Initiative	SDG-Related Goals	KPI
Economic	No Poverty & No Hunger	To create more Job Opportunities
	Good Health & Well Being	 To create safe working zone To give more safety training and awareness
	Decent work & Economic Growth	To enhance productivity of staff
	Industry Innovation & Infrastructure	• To develop Digital Dashboard (Power BI)
Social	Gender Equality & Reduce inequalities	 To create more equal working environment
	Quality Education	To produce more well-trained staff
	Partnership for the Goals	 To collaborate with Max Myanmar Holding Co., Ltd. and Ayeyarwady Foundation
	Sustainable Communities	 To build proper Governance structure and reporting To engage more with UNGC, MPTA, SAM and other associations
Environment	Life on Land	To plant more trees.
	Affordable and Clean Energy	 To build more EV stations
	Climate Action	To use more solar energy
	Responsible consumption and production	To sell quality assurance products

Corporate Social Responsibility

As one of the Max Energy mission is to be a responsible organization for future growth through good corporate governance and sustainable business practices, we have been committed to Corporate Social Responsibility since the establishment of Max Energy by not only being a family member of Ayeyarwady Foundation but also following the guideline of United Nations Global Compact (UNGC).

Education

Max Energy is committed to implement capacity development programs for our employees. Moreover, supporting we are the people who are employee's children, University distance education students and basic education students for their study.

Health

Max Energy is taking emphasis on health care activities so as to create safest and healthiest working zones. Also, we are always seeking the opportunities to embrace in health care matters as a helping hand in a given society.

Donation

As a responsible company, we are always ready to contribute to our society not as a charity group but as a socially responsible organization for better future together with Ayeyarwady Foundation.

Environment

One of the organization's aims has always been protecting the environment by providing lower Sulphur content products, encouraging recycle initiatives and inspiring to create green environment.



















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Max Energy support to the group's socio-civic work through its CSR arm of the AYA Foundation, a nonprofitable organization with the aim to help and support the people of Myanmar. As the COVID-19 outbreak becomes more widespread globally, AYA Foundation together with Max Myanmar Group and AFG Group contributed financial support for medical aids including medical supplies, hospital equipment and preventive materials at Waibargi Hospital, Yankin Children Hospital and the Thuwanna Quarantine Facility.

We, Max Energy assisted the AYA Foundation with volunteers, not only top management but also staff, from the company at the Ayeyarwady Center. Covid-19 Temporary Treatment Center at Thuwanna. Moreover, **Max Energy donated fuel contribution which is equivalent for 7.7 millions liters** for all Ambulances during the COVID-19 outbreak period and supported fuel discount to the **Health Care staffs, Taxies and other vehicles of philanthropy organizations**.

Myanmar's Ministry of Health and Sports have joined this privately enacted goodwill and supports the efforts of **Max Energy**, **Max Myanmar Group and AYA Financial Group**.





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Max Energy နှင့် Ayeyarwaddy Foundation ပူးပေါင်း၍ ရေဘေးသင့်ပြည်သူများအတွက် လှူဒါန်းဆောင်ရွက်ပေးခဲ့သည့်မှတ်တမ်း။

YANGON REGION

Padauk Chaung

New Thiri Mingalar Market Street, Bayintnaung Road, Hlaing Township, Yangon.

<u>Kyun Taw</u>

Between Hantharwadi and Kyun Ta Junction, Kamaryut Township, Yangon.

<u>Bahan</u>

No.(76), Sayarsan Road, North-West Sayarsan Quarter, Bahan Township, Yangon.

<u>Ahlone</u>

No(2-E/1), (23-G) Quarter, Between Kanar & Ahlone Junction, Ahlone Township, Yangon.

<u>Thein Phyu</u>

No.(122), Thein Phyu Road, Mingalar Taung Nyunt Township, Yangon.

<u>Tamwe</u>

No (518B), (34) Quarter, Kyiek Ka San Road, Tarmwe Township, Yangon.

<u>Thuwanna</u>

No.(2B-1), (24) Qt, Than Thu Mar Street, Thin Gan Kyun Township, Yangon.

South Okkalapa

1433 (B), No.13, Than Thu Mar Road, South Oakkalarpa Township, Yangon.

<u>Thar Kay Ta</u>

No.(1/19), (1) Quarter, Junction of Min Nandar and Ayeyarwaddy Street, Near Kyauk Taing, Tharkeyta Township, Yangon.

Shwe Pyi Thar

No(1/B), (552/C) Quarter, Oakpho Village, No(4) Mail Road, Shwe Pyi Thar Township, Yangon.

Lay Daung Kan

No.(2), Main Road, South Dagon Township, Yangon.

<u>Hmawbi - 1</u>

Yangon-Pyay Main Road, Hmaw Bi Township, Yangon.

Hmawbi - 2

No(4) Road, Myo Ma (4) Quarter, North Kyout Pon, Hmaw Bi Township, Yangon.

Aung Mingalar

No(I), (9) Quarter, Corner of Monywar and Sittway Street, Aungmingalar High-way Compound, Mingalardon Township, Yangon.

<u>Dagon Seikkan</u>

No. (61) Wards, Yadanar Road, Dagon Myothit(Seikkan)Township, Yangon. (over Yadanar Hninsi Housing, near the junction of Yadanar Road and ShweLi Road)

<u> Hlegu - 1</u>

Yangon-Bago Highway Road, PyiTawThar Quarter, Hlegu Township, Yangon.

<u> Hlegu - 2</u>

Yangon-Bago Highway Road, PyiTawThar Quarter, Hlegu Township, Yangon.

<u>Dala</u>

Bo Min Yaung Corner Roard, Dala – Tontway Main Card Roard, Kamar Ka Sit, DalaTownship, Yangon.

Mingaladon (PMP)

529 A Yangon – Pyay Main Road, Pyin Ma Pin, Mingaladon Township, Yangon

North- Dagon

No 1237/1238, 45 Block, Bo Mhuu Ba Htoo Road, North-Dagon Township, Yangon

Dagon Ayar

Dagon-Ayeyar High-Way Compound Nyaungdon Road, HlaingTharYar Township, Yangon.

Sinmalite

Bayint Naung Road, No (4) Quarter, Kamaryut Township, Yangon.

<u>Kamarkyi</u>

10/ South Quarter, Kamarkyi Road, Tharkayta Township, Yangon

<u>Kawhmu</u>

U Paing (49/1) No 303- Tawya Kyaung Kwin, Dala-Kawhmu Road, Makyikan Village, Kawhmu

<u>NwekHway</u>

U Paing No:4/45/1Ka/46/1Ka, Kwin No:530 A, 530B, Nwekhway Village, Mingalardon Township.

<u>Twantay</u>

Dala – Twantay Main Road, Hlaing Tharyar, Yangon.

North Dagon-2

No (958,959,960) NgarManAung Pagoda Road, No- 33, North Dagon Town Ship, Yangon.

<u> Thilawa (SEZ)</u>

Plot No(15), Thilawa Special Economic Zone "A", Near Gate (2), Residential & Commercial Area, Thilawa, Phwint Phyo Yae Road, Yangon.

Hmawbi-3

U Paing (66/3), Kywae Kya Kwin, Mrauk Chaw Kone Village (compound-664), Nyaung Kone Village Tract, Hmawbi Dristrict, Hmawbi Township, Yangon.

MANDALAY REGION

<u> Mandalay - 1</u>

Corner of 84 x 32Street, Chan Aye TharZan Township, Mandalay.

<u> Mandalay - 2</u>

Nat Yay Kan Quarter, 68 Street, Amarapura Township, Mandalay

<u> Mandalay – 4</u>

No(H), U Paing No (254), Pyi Kyi Takon Block, Yangon-Mandalay High Way Road,

Meiktila-1

TheeKone Bus station, Nay Pyi Taw- Mandalay Highway Road, Meiktila, Mandalay

<u>Meiktila - 2</u>

Extension Quarter of Pyi Taung Su, Meikhtila - Myin Chan Way Road, Mandalay.

<u>Meiktila - 3</u>

Plot No (225), Nyaung Tone Village, Yangon - Meikhtila Old Highway Road, Meikhtila Township, Mandalay.

<u>Sintgaing</u>

No(185/1) Yangon-Mandalay Old Road, Kayukse, Mandalay.

Mandalay-5

U Paing No-4, 35 Street & 56 Corner, Yemontaung Quarter, Mahar Aung Myay, Mandalay.

Mandalay-6

No. (4) Wards, Manaw Hari Road(110 street), Btw 59th st x 60th st, Chan Mya Tha Zi Township, Mandalay.

Kyaukse

Yangon-Mandalay Old Road, Paukkone (Tartine Village) Kyaukse Township, Mandalay.

Kyaukpadaung No 2076 Kyaukpadaung – Meiktila Road, Near MyoeOoAung Pagoda, Mandalay

Mahlaing

No (251, HtanTaw-W), HtanTaw Village, Mahlaing Township, Mandalay.

Nyaung-U

In front of Nyaung-U Bus Terminal, Kyauk Pa Daung Road, Nyaung-U Township, Mandalay.

BAGO REGION

<u>Bago</u>

No.(645/A),Kyauk Twin Kone Quarter, Corner of Han Thar Wadi and Taunggu Road, Bago Township. Bago.

<u>Oktwin</u>

No 302, Bant away Kon Village, Yangon-Mandalay Old Highway Road, Bago.

<u>Inntakaw</u>

No(1167), Inntakaw Village, Yangon-Mandalay Highway Road, Bago.

<u>Thanatpin</u> AungSuPaing Road, No.(I) Quarter, Thatnatpin Township, Bago

Tharyawaddy

No 1252, Thin Taw Yoe, Yangon - Pyay Main Road, Tharyawady Township, Bago

Thet Ka La

-Than Hiyin High-Way Road, Thatkala Village, KaWa Township, Bago.

<u>Pyuntaza</u>

U Paing No:5, Zay Paing Kwin, Kwin No:8, Myoma -2, Pyuntaza, Nyaung Lay Pin, Bago

Phayarkalay

Phayarkyi Village, Yangon-Mandalay old high way road, Mile 46/5, Bago Township

NAYPYIDAW UNION TERRITORY

<u>Nay Pyi Taw - 1</u>

In front of Bawga Thiri Highway Station, Bawga Thiri, Naypyitaw.

Taung Sin Aye Inn Pin Village, Inn Pin Group, Lae Way Township, Naypyitaw.

AYAWADDY REGION

Pathein - 1

Myint Zuu St; In front of Highway Car Compound , Pathein, Ayeyarwady.

Pathein - 2

Plot No (164/A), 00 Paing No (76), Yangon - Pathein Highway Road, Near Pathein Toll Gate, Pathein Township, Ayeyarwady.

<u>Hinthada</u>

Bo Myat Htun Street, in front of Hinthada Highway Station, Hinthada, Ayeyarwady.

Ngataingchaung

Myoma Quarter, Nga Thaing Chaung ,Ye kyi Township, Ayeyarwady.

<u>Yay Kyi</u>

Aungsan Road, Yay Kyi Township, Ayeyarwady.

Kyon Pyaw

Myawadi Road, Kyone Pyaw Township, Ayeyarwady.

Pantanaw 1997

Yangon — Pathaine Highway Road , Pantanaw, Ayeyarwady.

<u>Chaung Thar</u> (A-11/ A-12), Pathein - Chaung Thar Road, Shwe Thaung Yan Township, Ayeyarwady.

Nyaungdon

No. (379), Nyaung Wine Chaung, Zee Phyu Kyun Village, Nyaungdon, Ayeyarwady.

Pathein-3

U Paing No:9/1, Watsu Kwin, Kwin No:-2, Pathein-Chaung Thar Road, Kanne, Pathein.

<u>Ingapu</u>

U Paing 1Ga/1, Payar Kwin, Kwin No:645, Hinthada-Myanaung Road, Ingapu

SAGAING REGION

<u>Myinmu</u>

Beside the Sagain - Shwe-Bo road, outskirt of Myinmu Township, Myinmu Township, Sagaing.

MON STATE

<u>Thaton</u> Yangon — Mawlamyaing Highway Road ,Myaenigone Village, Thahton.

Moke Ta Ma Sisone Kwin, Kot Sai Yat, Mottama, Paung.

<u>Mawlamyine</u> No(804) Kyarln East kwin, Kyarln Village, Mawlamyine

SHAN STATE

<u>TaungGyi</u>

No-131, Carkyi Kwin, beside of TaungGyi – HoPone Road, Thittaw ward, TaungGyi Township

<u>Heho</u>

No-5, Meiktila-TaungGyi Road, Heho Township, Southern Shan State

MAGWAY REGION

Magway

No.1611/C, Magway Yaynanchaung Main Road, Kanpyar Village, Magway division.

<u>Magway-2</u>

No160/1, Magway-TaungTwinKyi Main Road, Max Highway (Magway Toll Gate), Ma Kyi Kan Village



MAX ENERGY CO., LTD

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