



## CORPORATE PROFILE

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## 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 46 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 Myanmar Group has 23 additional parcels 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 grow assets and increase productivity by leveraging on technology, creating a culture of continuous improvement.
- To be an environmentally responsible organization for future growth through good corporate governance and sustainable business practices.

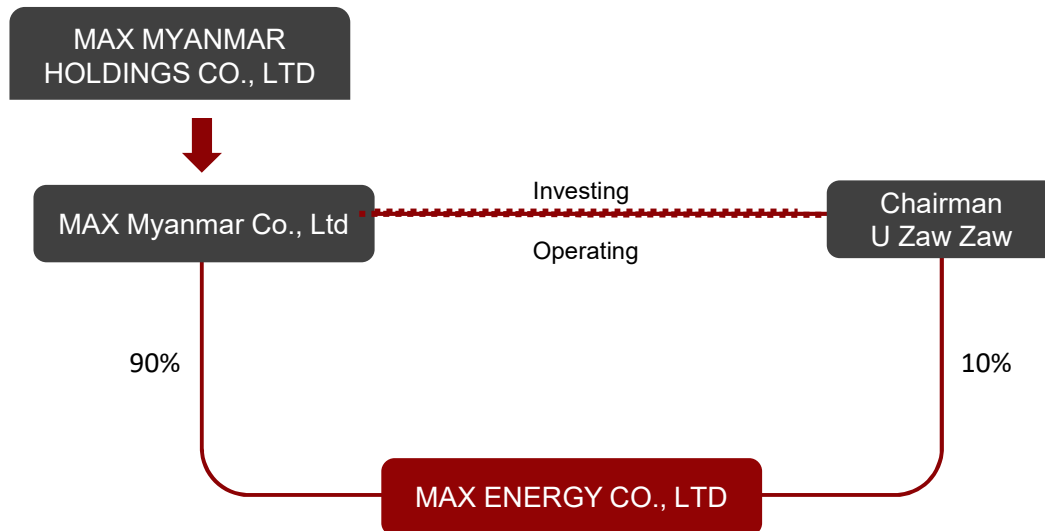


- Excellence – Do things best in every aspect
- Quality – Provide best quality products and service
- Trust – Be integrity in all what we do

## **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





## Profile of Shareholders



**U Zaw Zaw**  
**53, Myanmar**  
**Founder and Executive Chairman**

U Zaw Zaw is the founder and Executive Chairman of Max Myanmar Group and AYA Financial Group. He is an established and well-connected entrepreneur and business leader in Myanmar, with 27 years of management experience. He graduated from the University of Yangon with a major in Mathematics and had worked in Japan for several years. He returned to Myanmar in 1995 and managed Max Myanmar Company, which is now known as Max Myanmar Group of Companies, a major conglomerate in Myanmar.

U Zaw Zaw is also the Chairman of the Myanmar Football Federation (MFF), AYA Myanmar Insurance and AYA Bank since 2005 and 2010 respectively and is believer of contributing to the society and helping the needy. Through the Ayeyarwady Foundation, he has donated to various philanthropic causes and carried out numerous Corporate Social Responsibility activities. He has also donated generously for the development of football in Myanmar.



**Daw Htay Htay Khaing**  
**50, Myanmar**  
**Co-Founder and Vice-Chairman**

Daw Htay Htay Khine has been the Vice-Chairman of the Board of Directors since the AYA Bank's inception in 2010. Daw Htay Htay Khine, who holds the Bachelor of Science in Mathematics awarded by the University of Yangon, also plays an active role as a Vice-Chairperson with the Myanmar Women Football Association and as a Trustee with the Myanmar Women Sports Association.

## Profile of Shareholders



**U Soe Tint**  
**65, Myanmar**  
**Vice Chairman**

U Soe Tint is the Vice-chairman of the Board of Max Myanmar Group since its inception. He graduated with BA Law (LLB) and have experiences in machinery and vehicles operations over 30 years.



**U Ohn Kyaw**  
**61, Myanmar**  
**Vice Chairman**

U Ohn Kyaw is the Vice-chairman of Max Myanmar Group and appointed as board member since its inception. His vast experiences in construction sector dedicate for delivering highest, quality of service and adhere to strongest standards.

## Profile of BODs



**U Ohn Kyaw**  
**Director (BOD)**  
**Myanmar**



**U Sun Lin Wynn**  
**Director (BOD)**  
**Myanmar**



**Daw San San**  
**Director (BOD)**  
**Myanmar**



**U Myo Min Soe**  
**Director (BOD)**  
**Myanmar**

## Product 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 overseas 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.

Max Energy is licensed an ISO 9001-2015 certificate for quality management. 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.

### OUR FOCUS

Premium Quality

Precise Quantity

Competitive Price

Excellent Service

Customers'  
Satisfaction and Trust

### OUR PRODUCTS

Octane Rom 97

Octane Rom 95

Octane Rom 92

Premium Diesel

High Speed Diesel

### OUR VALUE- ADDED SERVICES

Strategic Locations

24/7 Operation

Availability of product  
varieties

Excellent Customer Service

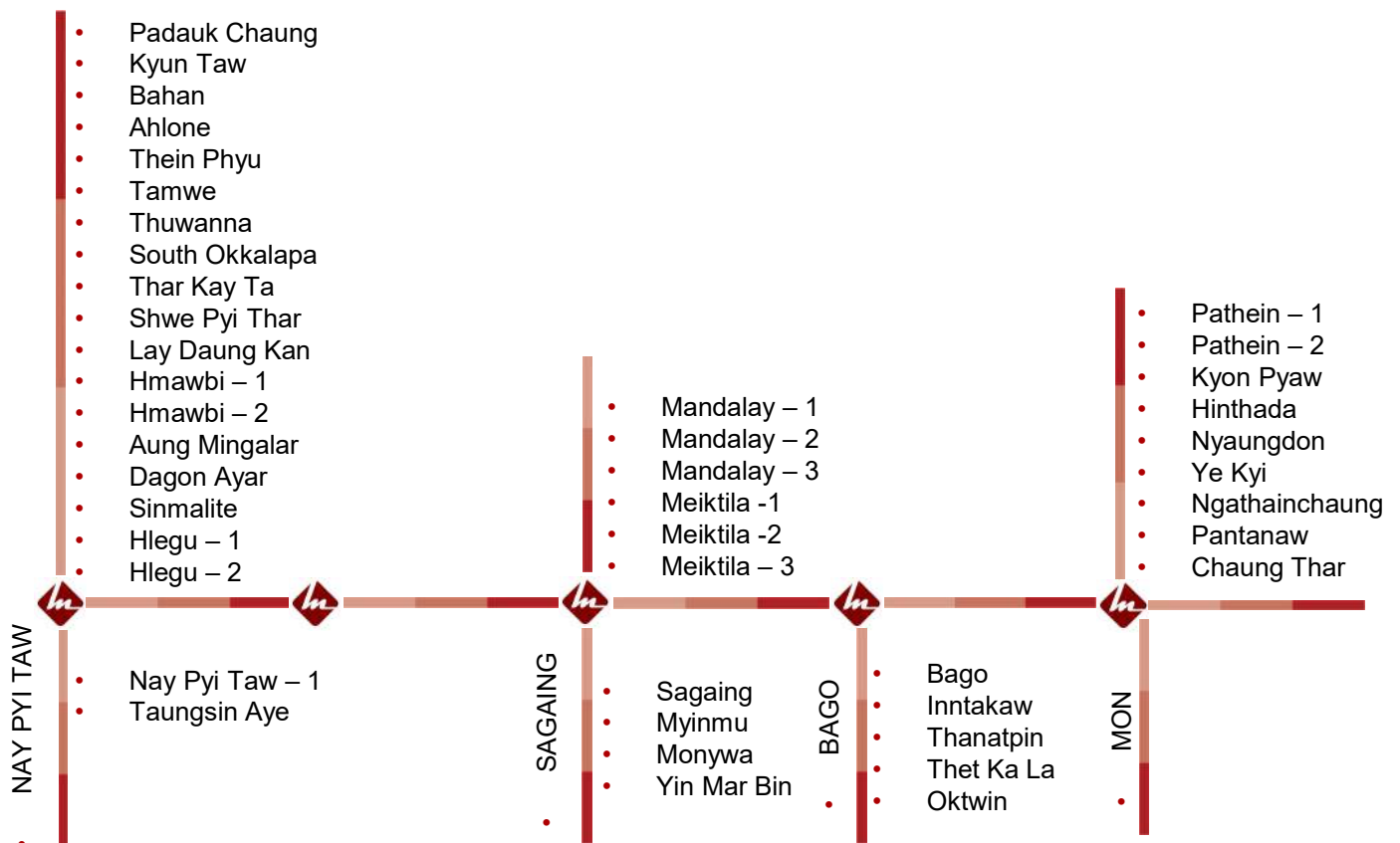
Corporate Credit Sales  
Service

Wholesales and Door-to-  
Door Sales Service



## Our Reach

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.



## Our Filling Stations

46

Filling Stations

24/7

Services

- **18** Yangon
- **2** Nay Pyi Taw
- **6** Mandalay
- **4** Sagaing
- **5** Bago
- **9** Ayawaddy
- **2** Mon



We are **available** at  
major cities across  
**Myanmar**

MAX ENERGY's plan is having

**100** filling stations by **2022**



## 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)

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

#### Phase 2: Storage Capacity (Currently in Operations)

TK-31	4 million gallons	13,345 MT
TK-32	4 million gallons	13,345 MT
TK-41	4 million gallons	13,345 MT
TK-42	4 million gallons	13,345 MT

#### Total Storage Capacity

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





## Max Logistic Co., Ltd. (Affiliate Company)

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.

We always listen to each other and we always count on customer feedbacks and suggestions.





## Non-Fuel Business – NFR

Myanmar C.P Livestock Co., Ltd



### Products

- Food and Drinks (STAR Coffee)

### For Business Partner

- To increase customer loyalty and satisfaction.

### For Customers

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

### Location

- Yangon-Pyay Road, Myoma Ward (1), Hmawbi Township  
(Hmawbi filling station.)



## Non-Fuel Business – NFR

### AYA SOMPO INSURANCE COMPANY LIMITED



#### Products

- Motor Insurance
- Travel Insurance (Both Parties to discuss and mutually agree date to launch travel insurance through Max Energy Stations)
- Both Parties to agree on distribution of other new products that AYA SOMPO manufacture in future.

#### For Business Partner

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

#### For Insurer

- Explain the customers about Motor insurance.
- Efficient Survey and Policy administration.
- Prompt Claim Service.
- Renewal Service.

#### Location

- South Kalapa filling station..
- Thuwanna filling station.



## Non-Fuel Business – NFR

### Myanmar Convenience Stores Co., Ltd



#### Products

- 24 hrs Mini Mart (Fast-food)

#### For Business Partner

- To increase customer loyalty and satisfaction.

#### For Customer

- To Fulfill the customers and patient needs of emergency use and snacks with quality products at reasonable price.
- To attract the traveler with good service and very premium look.
- Fast-food
- Quality experience.
- Other in-store services (Eg. Top up card)
- 24 hrs conveniences.

#### Location

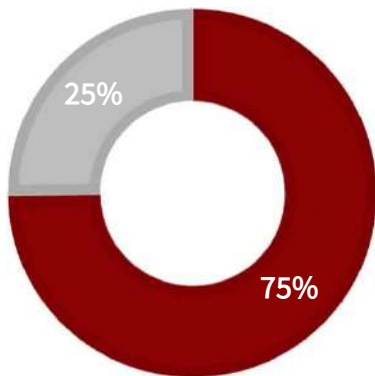
- No-7 Bayint Naung Road, Hlaing Township. (Padauk Chaung Filling Station)



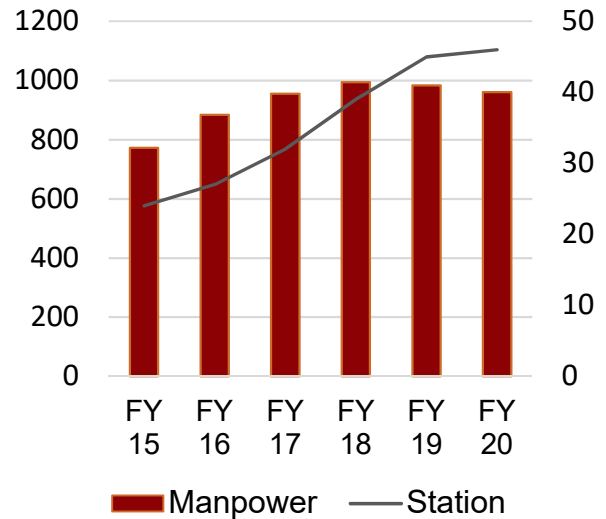
## Workforce Highlights

### TOTAL WORKFORCE

■ Permanent ■ Contract

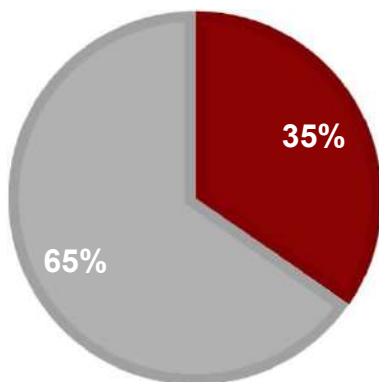


### Workforce



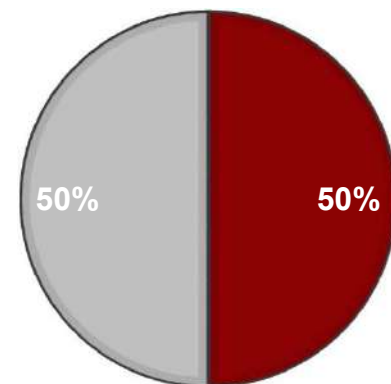
### TOTAL WORKFORCE BY GENDER

■ Female ■ Male



### MANAGEMENT BY GENDER

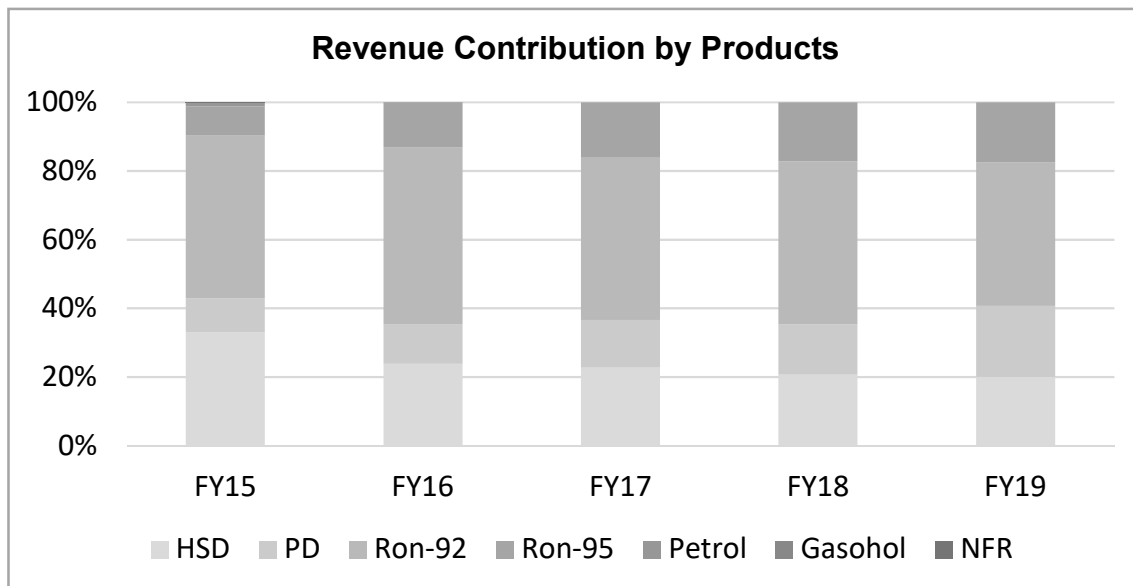
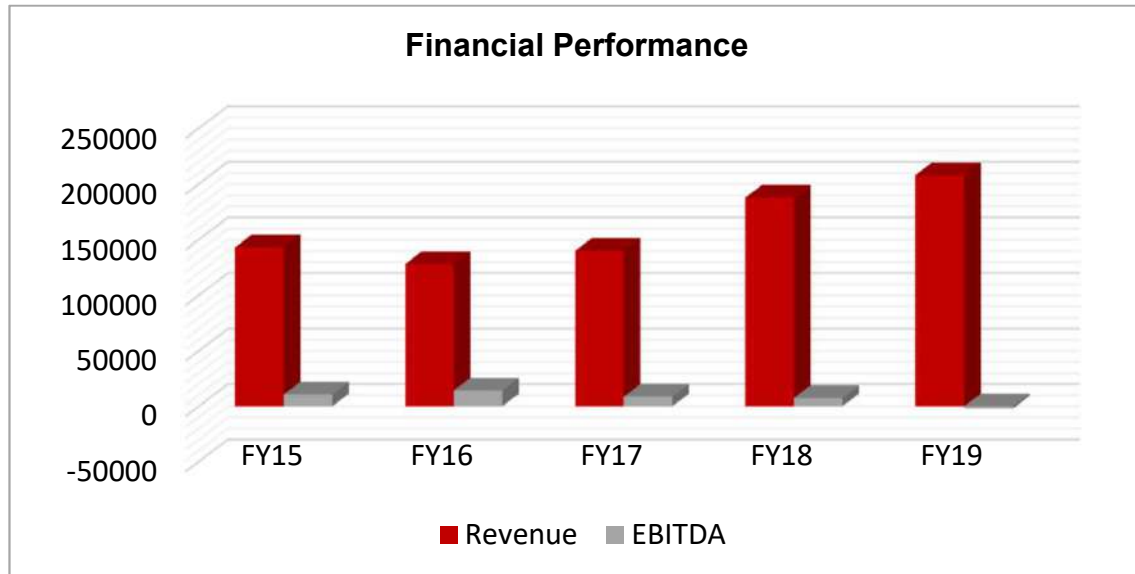
■ Female ■ Male



- 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.

## Financial Highlights

(Kyat Million)



Total Tax Paid by Year		
Budget Year	Assessment Year	Commercial Tax
FY 2014-2015	2015-2016	7,161,577,220
FY 2015-2016	2016-2017	6,404,685,575
FY 2016-2017	2017-2018	6,997,828,572
FY 2017-2018	2018-2019	9,392,313,700
FY 2018-2019	2019-2020	10,393,705,821



## Awards & Recognition



Max Energy was honored by president as one of Myanmar's “**biggest taxpayers**” for 2018-2019 tax year.

Max Energy was honored by president as one of Myanmar's “**biggest taxpayers**” for 2017-2018 tax year.

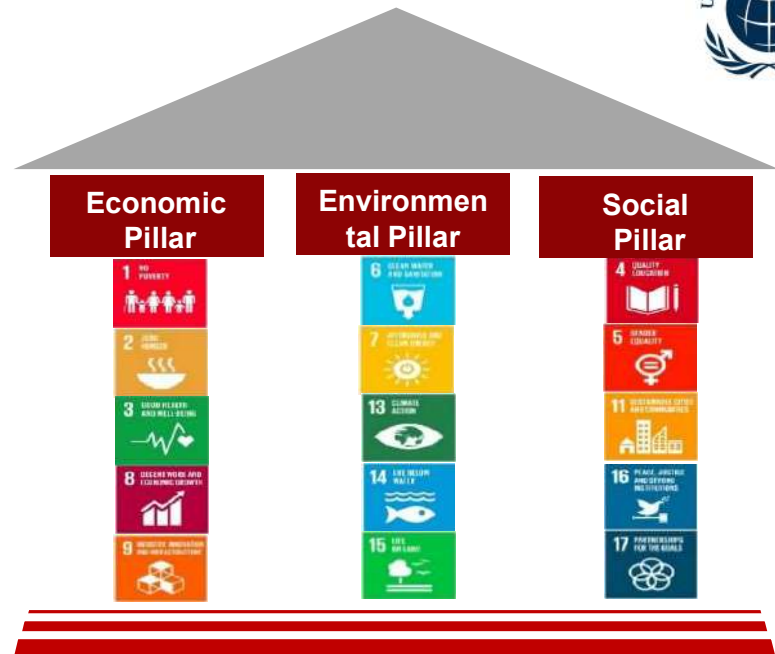


Max Energy was awarded “**Myanmar Employer Award**” by Job Net Myanmar.

## 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) • To launch New Max Energy Website
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, BCC and other associations
Environment	Life on Land	• To plant more trees.
	Affordable and Clean Energy	• To sell more less Sulphur products
	Climate Action	• To reduce usage of plastic bottle
	Responsible consumption and production	• To use less impact product on environment





## Our Filling Stations

**Padauk Chaung**

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

**Kyun Taw**

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

**Bahan**

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

**Ahlone**

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

**Thein Phyu**

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

**Tamwe**

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

**Thuwanna**

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.

**Thar Kay Ta**

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.

**Hmawbi - 1**

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 Monywa and Sittway Street,  
Aungmingalar High-way Compound, Mingalardon Township, Yangon.

**Dagon Ayar**

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

**Sinmalite**

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

## Our Filling Stations

### **Hlegu - 1**

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

### **Hlegu - 2**

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

### **Nay Pyi Taw - 1**

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

### **Taung Sin Aye**

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

### **Mandalay - 1**

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

### **Mandalay - 2**

Corner of Yanagon-Mandalay Main Road and Sathmu Street, Pyi Kyi Tan Kun Township, Mandalay.

### **Mandalay - 3**

Between 36 x 37, Mandalay - Pyin 00 Lwin Road, Ye Mon Taung Quarter, Mahar Aung Myay Township, Yangon.

### **Meiktila - 2**

Extension Quarter of Pyi Taung Su, Meiktila - Myin Chan Highway Road, Mandalay.

### **Meiktila - 3**

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

### **Sagaing**

Sagaing-Shwe Bo Road, Aung Thit Group, Ywa Thit Village, Sagaing

### **Monywa**

Plot No (323, 324, 325, 329, 330), Monywa - Mandalay Highway Road, Aung Thar Village, Monywa Township, Sagaing.

### **Yin Mar Bin**

Plot No (F-260), Monywa - Yar Gyi - Kalay Wa Highway Road, Kan Chaung Village, Yin Mar Pin Township, Sagaing.

### **Myinmu**

Yangon-Monywa Highway Road, Saging.

### **Thahton**

Yangon — Mawlamyaing Highway Road ,Myaenigone Village, Thahton.

### **Moke Ta Ma**

Sisone Kwin, Kot Sai Yat, Mottama, Paung.

### **Bago**

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



## Our Filling Stations

### **Oktwin**

Plot No 00 Dain Kwin, Bant away Kon Village, Yangon-Mandalay Old Highway Road, Bago.

### **Inntakaw**

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

### **Thanatpin**

AungSuPaing Road, No.(I) Quarter,, Thatnatpin Township, Bago

### **Thet Ka La**

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

### **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.

### **Hinthada**

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

### **Ngataingchaung**

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

### **Ye Kyi**

Aungsan Road, Yay Kyi Township, Ayeyarwady.

### **Kyon Pyaw**

Myawadi Road, Kyone Pyaw Township, Ayeyarwady.

### **Pantanaw**

Yangon — Pathaine Highway Road , Pantanaw, Ayeyarwady.

### **Chaung Thar**

(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.



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**MaxEnergy**



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WE SUPPORT



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