



## Company Profile



# Index

**At a glance**  
**Our Story**

**About Us**  
**Mission**  
**Vision**  
**Values**  
**Sustainability**  
**Responsibility**  
**Our activities**

**Trading Portfolio**  
**Gas Oil**  
**Gasoline & Gasoline Derivatives**  
**Fuel Oil**  
**Naphtha**  
**Jet A1**

**How we do it**  
**Business model**  
**Risk Management**  
**Promise**



## At a glance

MAXENERGY is a fast-growing energy-related company that operates successfully in the Gulf, East Africa, South East Asia, and China, providing logistic services from storing, blending and delivering oil and petroleum products.

## Our Story

MAXENERGY officially launched in 2016. Prior to entering the oil and gas trading market, the co-founders of the company were involved in worldwide shipping and logistics for more than a decade and have accumulated the required experience to run a successful business. This background enabled them to smoothly transit into the petroleum market, and adopting the same drive for success to expand the company significantly.

The key persons provided the key competency necessary to accurately recognize the markets, key players, and identify reliable suppliers by investing in a strong technological infrastructure required for this vigorous business activity.

Our teams in the supply, transportation, sales, market analysis and risk management departments who work under the supervision of management with more than two decades of experience work with dedication to contribute industry-leading, professional and competitive services for our clients.

We have taken grand steps in order to achieve our success. Yet, we still believe that there is always room for improvement and growth.



# About Us

Since the company's inception in mid 2010s, MAXENERGY has already become one of the major oil trading houses in the region. Much of MAXENERGY's success can be put down to our adherence to a powerful and effective work ethic. In such a fast paced and aggressive trading environment, we strive to operate in a diligent, calm and unflustered manner, such that all decisions made are carefully thought through and justified, as opposed to solely reactionary.

Within just four years of the company's trading activity, we currently operate successfully in the Gulf, East Africa, South East Asia, and China. With tried and tested operating models, our availability and a proven track record in the market, we now have a tremendous incentive to extend our reach across the globe.

In order to achieve MAXENERGY's mission, we constantly and consistently strive to deliver on our promises in a timely and "as promised" manner. We have already built a strong reputation for reliability through our drive to make a noticeable difference in the trading environment to meet the ever-changing market needs.

Storing, blending and delivering of oil are our core activities which support our long-term commitment to become a trustful party in the market. We already have an established reputation in the shipping market for chartering multiple vessel types and storing oil products in large size terminals to ensure the safe and on-time delivery of all our shipments. MAXENERGY understands the volatility of the oil market prices better than most, which is why we have an in-house Risk Management team dedicated to hedge against price fluctuations and mitigate risks of unexpected developments.

**We have achieved to the current success relying on core competencies which are:**

- Shipping fleets includes fifteen vessels
- 400,000 cubic meters' storage terminals
- Two decades of vast experiences in trading shipping, and risk management
- A long-term relationship and a reliable network in supply chain
- Presence in the international and regional markets such as the Gulf, East Africa, South East Asia, and China





# Vision

**MAXENERGY has set a number of challenging targets to be met by:**

- To become one of the biggest trading houses in the region.
- To strengthen relationships with existing suppliers and clients.
- To build the reputation as one of the most reliable and professional companies in the market.
- To expand portfolio of products and services beyond petroleum products, agricultural products, mining products and minerals.
- To substantially expand the number of employed assets.

# Mission

We are a young, dynamic and courageous company aiming to shake up the market.

Our intention is to turn our current trading value chain that we offer to our clients into a more mature and robust one by added integration of streamlined logistics and further mitigation of any risks. We also intend to provide total accessibility to a wide range of commodities at any time to any place.



# Values

Our competitive value is directly linked to our four key values which are creativity, company culture, commitment and our people.

These values reflect what we believe in and how we are inspired to achieve sustainable long-term success.

# Creativity

We permanently strive to find creative solutions for the challenges we face on a daily basis. We believe that creativity offers solutions and adds value to the services we deliver to our customers.

Creativity combined with innovation opens new horizons to existing solutions and invent new approaches that were not previously available.

# Commitment

We are highly dedicated to what we are committed to our customers and partners. We do our best practices for undertaken responsibility to deliver the excellent services and find the optimal solutions for our clients.

# Our culture

At the heart of our flourishing business we have created a culture of teamwork, mutual respect, innovative thinking, and integrity.

We acknowledge integrity as a key to foster our long-term stability.

We constantly push ourselves beyond our boundaries through perpetual learning, challenging ourselves and finding innovative solutions by practicing teamwork with the highest ethical standard.

# People

As a growing company with offices around the world, our professional staff come from a diverse range of cultural backgrounds.

We recognize that our people are the most valuable asset.

These diversities have brought us creativity, innovation, strength and capability, reflected in our current success.



## Sustainability

Constructing a sustainable business is the integral part of our commitment and is a key to long-term success.

We are looking to find the best way to invest in the oil and petroleum products market to build a better future for all.

We use our expertise combined with strategic planning to connect producers and suppliers with the consumers and end-users to make steady and sustainable economic growth in our region.

Having responsible management that believes in consistency and integrity with inspired and

talented employees drive our ambitious company to explore better opportunities for sustainability.

We essentially have concentrated on supply chain improvement.

We believe that sustainable investment in supply chain guarantees to source, blend and deliver high-quality products tailored to specification required by our customers, which consequently leads to economic growth, develops better infrastructure, and impacts positively on social wellbeing and a cleaner environment.



## Responsibility

MAXENERGY operates under a dual responsibility policy. The commercial responsibility is to our clients ensuring that we deliver exactly what is required at the precise time it is needed.

This involves diligent management skills which cover price exposures, associated business risks, sourcing reliable resources, storage and handling of petroleum products, product blending and delivery.

The social responsibility relates to positive impact on the quality of the life in the regions such as improvement in financial conditions and removing barriers of access to facilities due to distance.

we are working with through primarily hiring expert people and collaborating mostly local suppliers, which significantly enhances the employment and strengthens the infrastructure and economy of the regions.



## Our activities

MAXENERGY is a rapidly-booming company in trading and delivering oil products and ready to play significant role in oil products trading market.

We deliver a wide range of products including Gasoil, Gasoline and its derivatives, Fuel Oil, LPG, Naphtha, and Jet A-1 as well as any blended specifications requested by our clients.

Our total sales have exceeded five million tons of petroleum products covering the markets in the Gulf, east Africa, South-east Asia, and China.

We control the entire chain of the trade from cargo sourcing, storing, blending, quality control, Risk Management, and delivery of petroleum products to our clients.

This integrated system promotes our trading flexibility and efficiency in dynamically changing the oil product trading market. Combined with our storage capacity of 400,000 cubic meters and fleet management, we are in a position to provide our clients from reliable supplies in a safe and timely manner.

Our activities are enhanced with the strategic planning and valuable insights that we obtain from our expert management team, which works as a back-bone for our trading plan.

Our fleet includes a minimum of fifteen ships that provide a service at any time to ensure we are able to meet the requirements of our clients.



## Trading Portfolio

We are energy-related company engaged in oil products trading and logistics services provision on a large scale in the Gulf region, East Africa, South East Asia, and China our portfolio consists of:

### Gas Oil

A middle distillate and form of heating oil used primarily in internal combustion engines such as vehicles and trucks. One of the most actively traded oil products, gasoil is the underlying in a key International Petroleum contracts.

In refining terms, gasoil comes between fuel oil and the lighter products such as naphtha and gasoline. In its broader definition, it covers the oil products used for diesel automotive fuel and jet fuel. The estimations show that the demand for gasoil will reach to 30 mb/d at the end of 2020.

### Gasoline & Gasoline Derivatives

Gasoline or petrol is a derivative product of crude oil/petroleum.

It is derived during fractional distillation process and has a translucent liquid form.

It's not used in its crude form different additives are added like ethanol to use it as fuel for passenger vehicles.

The demand for gasoline is expected to be 26.6 mb/d in 2020.



## Fuel Oil

Fuel oil, which is distilled from crude oil and often left as residue during the refining process, refers to a range of the least volatile and heaviest of the commercially used fuels i.e., heavier than gasoline and naphtha. It is also known as heavy oil, marine fuel or furnace oil.

In general terms, fuel oil is used to burn in a furnace or boiler for the generation of heat or used in an engine for the generation of power. The trend of consumption and environment related issues in the past years assume the demand of 6.7 mb/d for the fuel oil in 2020.



## Naphtha

Naphtha is any of various volatile, highly flammable liquid hydrocarbon mixtures, made from distilled petroleum.

It is used chiefly as solvents and diluents to make high octane gas, as raw materials for conversion to gasoline, and cleaning metals.

The demand for Naphtha is expected to surpass 6.5 mb/d in 2020.

## Jet A1

Jet A1, a type of aviation fuel, is a mixture of a variety of hydrocarbons and often contains different additives to detract the risk of icing or explosion due to high temperature of engines.

The most commonly used Jet A and Jet A-1 are produced to a standardized international specification. It mainly used in aviation industry for aircrafts powered by gas-turbine engines.

The current estimations show that Jet A1 will be demanded about 7.5 mb/d at the end of 2020.





# How we do it

We provide our customers' needs from reliable suppliers with the highest possible quality in accordance to demanded specification, and consistently strive to deliver the cargo through our managed fleet at the promised place on-time.

## Business model

Our philosophy is the success of our company is determined by the employees who are motivated to strive unceasingly for the long-term success of the business, enhancing management quality, stability and sustainability of business through innovative ideas, and solid collaboration with our alliances and suppliers to satisfy the demands of our customers for every possible quantity with prudent risk management.

Our success is tied to expansion and improvement of our services. Therefore, we have allocated a major portion of our profits to extend our infrastructures including storage terminals and logistics to reach our 2022 vision, which is being one of the major players of the market.

We have designed our business model with considering long-term insight, thus; we are able to control in the proper manner, exposed risk to the business even in very volatile market conditions. Sourcing, storing, blending, and delivering are the four major services, considered in our business model.

### Sourcing

Our ultimate goal is to satisfy all customers. Therefore, we are committed to sourcing our customers' orders from the most reliable and sustainable resources.

### Storing

We store oil products in our tanks located in specified terminals in the closest proximity to our customers. Currently, our terminals have a capacity to store up to 400,000 cubic meters to ensure safe and timely delivery.

### Blending

We value our customers and their satisfaction. In order to meet targeted customer's specification, we blend different crude oil qualities to reach demanded viscosity and density in a cost-effective manner.

### Delivering

Shipping is well established in our business model. Our managed fleet mainly consists of Aframaxes, LR's and MR's to enable us to deliver oil and petroleum products continuously in a safe and timely manner.



# Risk Management

In global business early and immature action for the commitments may expose risks to the business.  
At MAXENERGY We have properly managed exposed risks and simplified risk mitigation process by identification possible risks and measurement of our risk appetite.

This approach has maintained noticeably valuable contribution for sustainable services to our customers and will have later on.

**The major risks we are considering include:**

## Market Risk

Market risk is the main risk that commodity trading companies have been challenged and results from commodities prices fluctuations. Our policy to mitigate the market risk is to hedge trading cargo. With large volume orders we address the risk by buying and selling cargo at the same price period due to reliable relationship between the company and the trading counterparties on the back to back basis. For Buying large volume and selling retail we mitigate the risk on the back to back basis as per retail plan with the suppliers.

In case of not back to back trades, the company hedges the market risk through future or swap contract. It is noteworthy that buying and selling large volume and buying large volume and selling retail cover 80% and 20% of total turnover of the company respectively.

## Credit Risk

Credit risk arises from the loss that may occur due to failure in payment of any financial contracts.  
In order to mitigate the credit risk, MAXENERGY has a screening process that is applicable for the potential customers of any size.

Our process mainly includes assessing the financial health of the customers through giving a score to the companies based on available historical financial information or qualitative considerations such as size of the company.  
If credit scoring is not applicable, we minimize exposed credit risk through diversification on the number of customers to reduce the size of overdue payments.

# Compliance & Reputational Risk

Reputational risk occurs when the brand loses its value and mindshare in the market due to bad performance, failure in commitment.

MAXENERGY is well aware about legal consequences and financial risk exposure due to failing to act in accordance with governments laws and regulations. To mitigate the risk, the company's agents and employees are well trained to undertake responsibilities to provide transparency and required screening on all trades.

In case of unwanted and unintentional incidents that may expose company to reputational risk, swift action to do compliance may prevent severe damage to brand's reputation.



# Promise

MAXENERGY is committed to its responsibility towards business performance.

We aim to build a strong infrastructure of long-term relationships with suppliers and customers.

MAXENERGY promises a bright future through recognition and by providing opportunities to all levels of staff.



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