

FORM

COMPANY NAME: **POLSKI KONCERN NAFTOWY ORLEN S.A.**

SME - NO. OF EMPLOYEES: **NO. OF EMPLOYEES AS AT END OF 2010 -
3,772.13**

ADDRESS: **UL. CHEMIKÓW 7, 09-400 PŁOCK, POLAND**

CONTACT PERSONS
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PROJECT TITLE: **"POCZUJ CHEMIĘ" (FEEL THE CHEMISTRY)
INTERACTIVE WEBSITE**

OVERVIEW OF THE COMPANY'S BUSINESS:

PKN ORLEN S.A. is one of the largest crude oil refiners in Central and Eastern Europe. The Company's business consists in the processing of crude oil into unleaded petrol, diesel oil, fuel oil and jet fuel, as well as plastics and other petrochemical products.

PKN ORLEN manages seven refineries in Poland, the Czech Republic and Lithuania. The integrated refining and petrochemical production complex in Płock is ranked among the most advanced and efficient facilities of this kind in Europe.

The Company operates Central Europe's largest network of service stations, comprising outlets located in Poland, Germany, the Czech Republic and Lithuania. The products and services offered by the Company's retail network are of the highest quality. PKN ORLEN's retail network is effectively supported by its logistic infrastructure, including surface and underground storage depots and a long-distance pipeline network.

For many years, environmental issues have been the focus of PKN ORLEN's special attention. The Company is aware of the impact of its operations on human health and the environment, which is why it strives to ensure that its production processes, as well as product storage and distribution, are as environmentally neutral as possible. The environmental responsibility is deeply rooted in the Company's set of values, while environmental aspects are an integral part of its business strategy.

PKN ORLEN gets involved in environmentally friendly projects and undertakes various pro-environmental initiatives, which are implicitly included in the Company's business profile, such as voluntary environmental programmes and cooperation with research institutions and NGOs.

One example is the Responsible Care Programme, in which PKN ORLEN S.A. has been involved since 1997. In 2010, the key task under the Programme was to complete the implementation of the Framework Responsible Care Management System and obtain a recommendation of the judges of the RC Programme regarding RCMS certification, to confirm that the RCMS implemented at the Company is compliant with the CEFIC guidelines.

OVERVIEW OF THE PROJECT

As part of the International Year of Chemistry 2011, announced by UNESCO and IUPAC (International Union of Pure and Applied Chemistry), the motto of which is "Chemistry – Our life, our future", PKN ORLEN is running an educational programme designed to increase the popularity of chemistry among young people through the Internet. Children have their first serious encounter with chemistry in junior high school, therefore students of such schools are the target group of PKN Orlen's project focused on arousing young people's interest in chemistry and presenting the subject in an innovative and interactive way. After the summer holidays (in September), "Poczuj chemię" – an interactive website dedicated to chemistry available at: www.poczujchemie.pl – will be introduced to Internet users aged from 13 to 15. Given that the basics of chemistry are taught in junior high school, the website is targeted at students of such schools. Having become "friends" with the subject, students may feel encouraged to study it further.

The website is built around two characters – scientists crazy about chemical and physical experiments. Internet users may follow their adventures in the world of chemistry and physics. Moreover, the website features:

- A virtual laboratory which allows users to mix chemical substances on their computer screens. The section also contains films showing some entertaining chemical experiments, as well as guidelines on how to experiment with chemistry using components available in every kitchen.
- An interactive periodic table, providing basic information on all chemical elements along with other interesting and useful details. In this section, users will be able to participate in a game designed to check their knowledge of the periodic table of elements.
- The "Wszystko o ropie" (Everything about oil) section schematically shows the process of crude oil processing, the products obtained at each stage, as well as their applications.

Registered users will have access to:

- A quiz, the goal of which is to answer 10 questions within the shortest time possible. Once a month, the best players will receive attractive prizes.
- A film competition for an interesting chemical experiment. An Internet user who would like to participate in the competition may shoot a film demonstrating a chemical experiment and post it on the website. The entries will be evaluated by other users

and the judging panel. Prizes will be granted once a month and the winners of each month will compete for the prize of the year.

The website will also include a blog written by a professional chemist, who will deal with various issues regarded as important and interesting by its young readers. The users will be able to post their comments.

The "Poczuj chemię" website will also have its Facebook profile. The website will also be available in Czech and Lithuanian, so as to reach young people in the countries where the ORLEN Group operates.

The interactive website dedicated to chemistry is an initiative implemented by PKN Orlen as part of the International Year of Chemistry. It reflects the Company's sense of responsibility for convincing young people of the vital role of chemistry in a country's socio-economic development. The objectives of the website are to:

- Raise young people's interest in chemistry by showing its practical rather than theoretical side.
- Teach chemistry in the form most suitable for the youth, i.e. through fun, competitions or activities on the networking sites.
- Encourage young people to expand their knowledge of chemistry and to study the subject further, following completion of junior high school.
- Promote understanding and appreciation of chemistry as a field of science among people at large.
- Highlight the contribution of chemistry to the country's social and economic development, and improvement of the quality of people's life.

"Poczuj chemię" is a fully interactive website, which will be regularly updated and extended to include additional functionalities, so as to meet the needs of its target group.

The screenshot displays the homepage of the "Poczuj chemię" website. At the top, there is a navigation menu with tabs for "LABORATORIUM", "NERDS TV", "TABLICA MENDELEJEW", "TESTY I QUIZY", "BLOG", "KONKURS", and "ROPA". The main content area is divided into several sections: a large "CHEMICAL NERDS TV" video player featuring a man in a lab coat and safety goggles; a "KONKURS" (Competition) section with a banner for "NAGRAJ WŁASNY EKSPERYMENT I ZGARNIAJ NAGRODY" (Record your own experiment and win prizes); a "LAB BLOG" section with a list of articles; and a "LABORATORIUM" section with various articles and videos. The footer includes social media icons for Facebook, Partnerzy, Reklam, and Kontakt, along with copyright information: "Copyright 2011 PoczujChemie.pl Created by GoldenSubmarine".



Information on the "Poczuj chemię" website was published in:

- a special supplement to the Dziennik Gazeta Prawna daily devoted to the chemical sector in Poland (April 12th 2011),
- the Dziennik Zachodni daily (June 2nd 2011),
- the Gazeta Krakowska daily (June 2nd 2011),
- a supplement to the July issue of the Press monthly, entitled "Press Conference".

Another educational project implemented as part of the International Year of Chemistry is the "Lekcja Chemii" (The Chemistry Lesson) initiative, introduced at several hundred junior high schools throughout Poland. During an unconventional chemistry lesson, second graders have an opportunity to learn about crude oil, its extraction, processing and products. The lesson is delivered as a lecture accompanied by a multimedia presentation and a number of chemical experiments carried out in a portable laboratory. The innovative and interactive lesson improves the students' ability to absorb and remember new information. The first part of the project was implemented in May and June, and the initiative is expected to be continued in September and October.

ADDITIONAL MATERIALS SUPPORTING THE PROJECT:

- The Internet website: www.poczujchemie.pl. As the website will only be launched after the summer holidays, please contact the persons indicated in this form to gain access to its contents.
- Announcement of the "Lekcja Chemii" programme and the "Poczuj chemię" website in the Province of Kraków (Gazeta Krakowska).
- Announcement of the "Lekcja Chemii" programme and the "Poczuj chemię" website in the Province of Wrocław (Dziennik Zachodni).
- Information in a supplement to the July issue of the Press monthly, entitled "Press Conference".