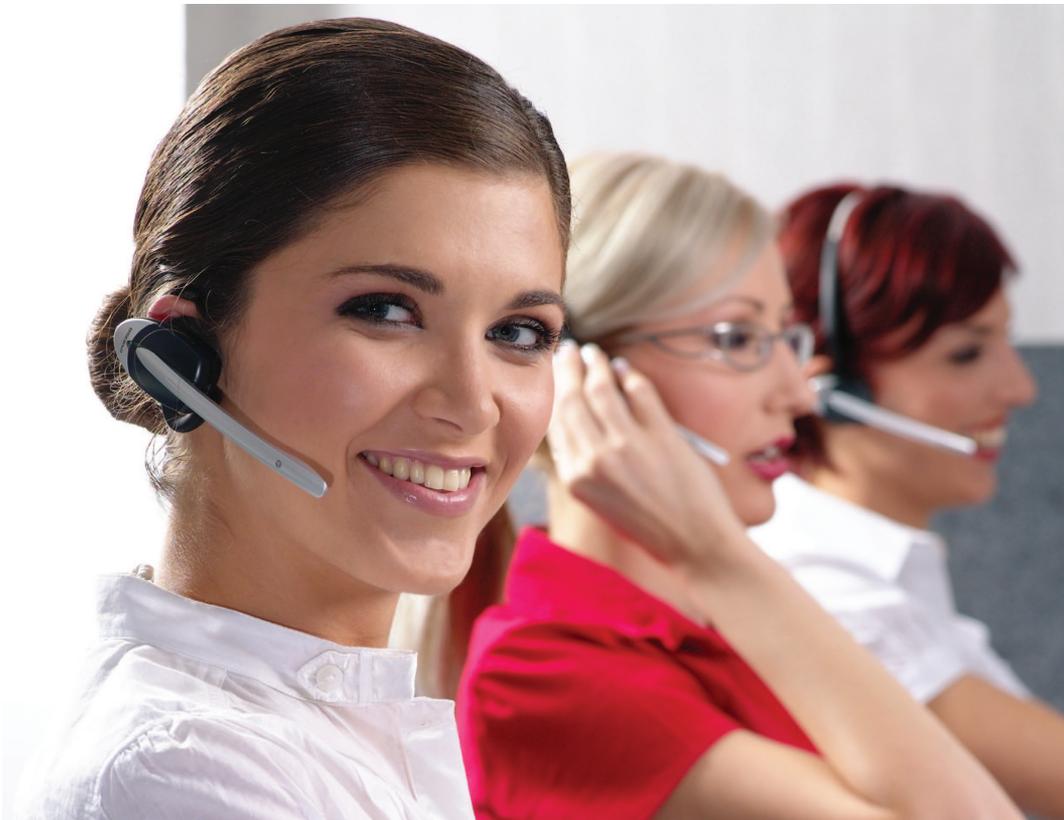


EVN

macedonia



Market

"EVN Macedonia" is a company with a main activity for distribution and providing electricity in Macedonia. The company entered the market of Macedonia in 2006 as a part of the EVN group, from an anonymous Austrian investor and in a short period of time grew into a local and highly renowned brand. Observing the international standards in working, the company focuses on fulfilling the needs of its consumers.

The precise investment policy which "EVN Macedonia" implements by coming on the market has led to upgrading of the electrical power distribution capacities. This made "EVN Macedonia" an important comprising part of the social and economic development of the Republic of Macedonia.

In the future, the company along with its employees will continue to undertake this responsible role.

Achievements

Since the EVN Group entered Macedonia in April 2006, until December 31, 2011, more than 150 million Euros have been invested.

The company offers safe supply of electricity to more than 800.000 users from across Macedonia through the great number of investments in the technical plants and the education of the employees.

As a company which has been on the Macedonian market for a short period of time, the brand awareness is with a degree of popularity of 100% in Macedonia. It has built an image of a company which supports modernization, quality, the satisfied consumers and the energetic sustainability. This perception indicates that the company is on the right path.

The constant raising of the standards in its

operation, and orientation towards the users as a philosophy of the company, are a strategy for a success and for the future.

History

More than 100 years ago, in December 1909 the first bulb lit-up in Macedonia. At that time, when the Turkish Empire ruled the region, the first Power plant was built. Since then, many changes have occurred.

In April 2006 by purchasing AD ESM, the Group EVNAG entered Macedonia as the leading Austrian enterprise for power supply and infrastructural services. Its ownership over the company "EVN Macedonia" is dominant, with even 90%, and 10% of its value is in the property of the Government of the Republic of Macedonia.



The entire reorganization in the company began immediately after the privatization of "EVN Macedonia" by EVNAG from Austria.

With the great investments, the modern organizational and management approach and using the latest technological achievements in the electro-energetic activity completely changed the image and results of the company.

"EVN Macedonia" became a famous brand in Macedonia in a short period of time and an exemplary modern company in the Republic of Macedonia, which during its entire operation received many acknowledgements and awards.

With the successfully conducted reorganization and transformation, "EVN Macedonia" created a firm basis for realization of the set goals and handling all the challenges in the future.

Product

"EVN Macedonia" distributes electrical power; and through the newly formed companies supplies and produces electrical power for the needs of the users in Macedonia, as well as other services connected to this activity.

The total length of its power grid is 25.000 km, and 11 small hydroelectric power plants are in the ownership of "EVN Macedonia", which have been revitalized and are now completely automated. Their total installed power is 47 MW, and in 2010 there was a record production of 218 GWh.

In the center of the company strategy are the satisfied customers. For that purpose, the most important obligation of "EVN Macedonia" is the providing of impeccable and safe provision of electricity, by using competitive prices.

The company does not restrain from any effort to guarantee these obligations, and this is why the emergency services for removal of defects, which act quickly and effectively, have been outspread across Macedonia. In addition to this, the opening of the Customer Relations Center, the renovation of the Customer Energy Centers, the modernization of the pay centers, as well as the improvement of the existing and the development of new services for the users, provided for "EVN Macedonia" to be able to come closer to the needs of its customers.



Recent Developments

“EVN Macedonia” has mainly been directed towards the education of the population for the needs of the sensible use of the electricity. With this action, its purpose is to assist the creation of a safer future for us and the generations to come.

An example of these efforts of the company is the School project for education of the youngest for sensible use of electricity which has been conducted for 5 years now. The success of the project can be measured in numbers – over

35.000 children in about 300 schools in all municipalities on the territory of the Republic of Macedonia had the opportunity to be present in workshops for saving electricity. Children are the ones who have the power to influence the change of the habits of adults, and the project creates a new generation of conscientious customers with a high ecological awareness.

In parallel to all the investment projects in the regions where the socially disadvantaged population lives, “EVN Macedonia” organizes



trainings for sensible use of the power in these local communities.

The vision of “EVN Macedonia” for the future is to raise the awareness of the population for the needs of the sensible use of the electricity, because in the long-term positive implications will affect not only them, but also society and the environment as a whole.

Promotion

“Always There for You” is a well established slogan which is a key idea for the operation of “EVN Macedonia”, and is the leading motto in the promotional campaigns of the company.

Almost six years after the privatization and four years after the completion of the rebranding in the brand “EVN Macedonia”, the population of the Republic of Macedonia created its own image for the company. The studies on the market prove a high awareness for the brand by the customers, and a dominant part of them have a positive or at least a neutral attitude for the company.

This clearly shows the fact that “EVN Macedonia” is a trustworthy company for supplying electricity in Macedonia and is a synonym for professional action and for technical progress.

Brand Values

The quality of the services, and with this the satisfaction of the customers, are the driving force of the company. This is why “EVN Macedonia” constantly invests in the needs of the consumers, gradually building the trust.

In order to satisfy their needs, more than 2.000 km of grid have been built and updated, 1.000 transformer stations, and a total of 570.000 new digital electricity meters have been installed. Investment activities have been made in 11 hydroelectric power plants. This increased the capacity for production of electrical power, the safety of power supply in the country, and the dependency from importing electricity from abroad was decreased.

All these measures contributed to the reducing of the losses of electricity, for safer power supply, as well as more satisfied customers.

www.evn.mk

THINGS YOU DIDN'T KNOW ABOUT...

EVN Macedonia

- Since the entry of the Group EVNAG in April 2006 in Macedonia, more than 150 million Euros have been invested.
- Since the privatization, “EVN Macedonia” has built or updated more than 2.000 km of electrical grid, 1.000 transformer stations, as well as a total of 570.000 new digital electricity meters.
- Investments activities have been made in renewable power sources with complete revitalization of 11 small hydroelectric power plants.

