



MARKET

Emirates National Oil Company (ENOC) is a wholly-owned company of the government of Dubai which aims to promote the interests of its shareholders by developing further upstream and downstream activities in the oil and gas sector.

ENOC handles a diverse business portfolio spanning the development and production of oil and gas, gas gathering and processing, production and selling of petrochemicals, marketing and retailing of petroleum products at service stations, oil trading, terminalling and storage, refining, aviation fuel marketing, lubricants marketing, bunkering and various oil related shipping activities.

ENOC'S services range from trading to retail, wherein an extensive network of service stations supply motorists' fuel needs. This network also has convenience stores, car wash and quick oil change facilities.

Actively participating in an increasingly broad range of business ventures, ENOC is particularly focused on growing its upstream activities, currently based in the Caspian Sea. It is also a global energy group operating 30 active subsidiaries and joint ventures – many forged with key international blue chip organisations.

ENOC's growth and operational efficiencies resides in the professional management of the ENOC Marketing Business segment, spanning several subsidiaries and joint ventures. Responsible for the marketing of refined petroleum products to local and international markets, this core business stream primarily supplies ENOC Lubricants, ENOC Aviation fuel and liquefied petroleum gas to local and international markets.

ENOC Retail operates a network of 170 ENOC and EPPCO service stations in Dubai and the Northern Emirates. This core petroleum retail business is supplemented by 24-hour

convenience stores, car washes and oil change outlets. ENOC has also partnered with global brands to offer high quality, branded fast food in selected, high traffic service stations. ENOC Retail employs over 4,000 frontline staff and serves more than 60 million customers annually.

One of the most important functions of the Trading business stream is to meet systems supplies and lend support to its affiliate companies under the ENOC umbrella. Through its offices in London and Singapore the Supply, Trading, and Processing stream ensures active participation in proprietary trading activities for all petroleum products and crude oils in key international markets.

The Terminals business stream consists of infrastructure and logistics investments through various wholly owned and joint venture companies. Through its extensive network of Horizon Terminals located in the UAE, the Kingdom of Saudi Arabia, Singapore, Korea, Djibouti and Morocco ENOC aims to become one of the leading global terminal service providers in the oil, petrochemical and other bulk liquid sectors.

Other Group operations include car maintenance, repair with "Auto Pro". Vehicle testing and registration in a joint venture with Road Transport Authority (Tasjeel).

ACHIEVEMENTS

Best Jet Fuel Marketer in Middle East and Africa

For the third consecutive year, ENOC Aviation was voted as the Best Jet Fuel Marketer in Middle East and Africa at the annual Armbrust Aviation Group Awards Show.

EPC Award from Ministry of Environment and Water

This award was received by Emirates Gas, Vopak Horizon Fujairah and ELOMP and is a

clear indication of ENOC's commitment towards the community and environment.

Dubai Quality Appreciation Award 2010

Emirates Gas achieved this honour on its first attempt after hard work spanning two years.

Top 20 innovative users of IT for Business in the Middle East.

ENOC has been



named as one of the Top 20 innovative users of IT for Business in the Middle East.

First place in the Environmental Protection category of the Dubai Award for Sustainable Transport.

Horizon Jebel Ali Terminals Limited has won this award by establishing the organisation as a regulator, which has excelled in both protecting the employee and the environment through its integrated systems, procedures and practices which are environmentally friendly.

Superbrands

ENOC is the only national oil company to receive this honor for the sixth consecutive year, highlighting its standing as one of the most trusted brands in the UAE and its outstanding track record in delivering world-class products and the global standards in customer service.

Brand Super Achiever Award from CMO Asia

Building a successful brand takes many years, Khalid Hadi, ENOC Director of Brand & Corporate Communications, has adopted a multi-pronged approach to boost ENOC brand equity while upholding ENOC key values and its commitment to society.

ENOC and Corporate Social Responsibility

Corporate Social Responsibility (CSR) is a core purpose and value at ENOC. All companies are committed to upholding the highest CSR standards while conducting business and are encouraged to give back to the community. ENOC aims to inspire people to engage, develop and learn to build a healthy, educated and socially-responsible community.

Examples of this are:-

Environment - ENOC launched the first 'green service station' in the Middle East, underscoring the commitment of the company to the sustainable development initiatives of the UAE. The new eco-friendly service station has a range of unique features all aimed at reducing the ecological footprint of users, such as advanced technological devices to contain petrol fumes released at the pump and a variety of other state-of-the-art systems including solar-powered lighting, a 'waterless' car-washing system, new waste segregation systems and design upgrades to reduce noise pollution.

For the second consecutive year, ENOC was awarded the first prize in the Environmental Protection category of the Dubai Award for Sustainable Transport for introducing proactive programmes and services in line with environmental conservation and pollution prevention.

Community Development - Joining hands with the Ministry of Social Affairs to enhance the standard of living of UAE Nationals living on welfare, ENOC brought together UAE nationals back into the business workforce by providing them with a three-month training programme designed to build their skills, motivate them, enhance their work ethics and turn them into strong job candidates.

ENOC has been conducting the 'ENOC Challenge' for the past several years, training less privileged youth, including youth with special needs. The comprehensive eight-week training programme provides participants with critical professional skills to embark on new careers outside and within ENOC.

Initiatives during Ramadan - In partnership with the UAE Red Crescent Society and Fujairah Welfare Association, ENOC launched a charity collection drive. Donation boxes were placed in various service stations in Dubai, Ras Al Khaimah, and Fujairah for customers to make generous contributions.

ENOC and Tasjeel introduced the "Dirham wa'Bas" campaign, which donates AED 1 to the Bait Al Khair Society, a charity organisation, for every car registered.

Furthermore, in association with the Dubai Electricity and Water Authority, ENOC launched a consumer awareness campaign on reducing water consumption levels. ENOC also teamed up with Dubai Cares for the 'Thirst for Education' campaign by placing donation boxes across



service stations in Dubai and the Northern Emirates.

ENOC Wellness and Social Programme

ENOC set up a dedicated committee to help establish the ENOC Wellness and Social Programme. Comprising a host of wellness and social initiatives, this initiative is aimed at developing a sense of belonging within the ENOC family and promoting social interaction outside the office. The activities include regular sports and yoga classes, an ENOC Olympics, family-day events, a Chess Club, Book and Film Club – all aimed at the overall social and personal development of ENOC staff.

HISTORY

Established in 1993, ENOC is an active participant in the economic diversification initiatives of Dubai and the rest of the UAE. Over the years ENOC has greatly expanded through the inception of additional subsidiaries active in all areas of the petroleum industry and beyond.

With over 6,000 employees across 30 subsidiaries, ENOC handles a diverse business portfolio spanning refining, storage, shipping, terminalling, LPG, IT, real estate, travel, aviation, lubricants and chemicals.

PRODUCT

ENOC's activities span the development and production of oil and gas. Other services include aircraft refueling operations, petroleum products and chemicals trading, sales support and independent storage and handling of petroleum products, ship management and chartering services, leasing product storage tanks to customers, technical assistance in planning of LPG storage facilities, high and low flash tankage, nitrogen facilities, broad base blending, drumming, decanting, container stuffing/destuffing, molecular filtration, manufacture of LPG cylinders, tanks and pressure vessels, structural fabrication and in-plant pipe laying, shells for dissolved acetylene gas and refrigerant gas cylinders, steel fabrication, chlorine tonners, bulk ISO containers and IT hardware, software, service and support.

ENOC has become renowned for its range of innovative products and services in its lubricants division. The company has developed its own quality range of ENOC Lubricants for a wide array of applications covering automotive, industrial, marine and other specialised applications. Adding to the range of eco friendly products, PROTEC XTREME ENERGY was introduced in 2010 to ensure health for the vehicle's engine and lower Sulfated Ash Phosphorus Sulfur to enjoy a fresher environment.

In addition Emirates Gas, a subsidiary of ENOC, introduced Cutting Edge Gas, an environmentally-friendly and cost-effective solution to metal cutting. Cutting Edge Gas, which is used for cutting, heating, brazing and gouging applications is about 30% cheaper, lasts longer, reduces handling costs and is environmentally-friendly and safer than Acetylene.

PROMOTION

Sponsorships and Promotions

ENOC owes much of its success to being a brand owned by the Government of Dubai. At the same time ENOC has also contributed substantially to the success, leadership, innovation



and excellence that Dubai enjoys today. With such a strong link to the Government of Dubai, ENOC considers it a privilege as well as duty to be at the forefront of community initiatives and events in Dubai. Some key events are:-

Dubai Shopping Festival

ENOC has been a key partner of the Dubai Shopping Festival since its inception by rolling out exciting promotions for all sectors of society. Through its vast network of service stations, ENOC enables the largest possible cross-section of the public to take part in the festival by simply spending a minimal amount on non-fuel products.

Dubai Tennis Championship

ENOC has been a key supporter of the Dubai Duty Free Tennis Championship, a premier event in the global sporting calendar, for the past four years. It reflects the company's commitment to support events that bring the community together.

BRAND VALUES

ENOC is focused on meeting and exceeding customer expectations in terms of quality and service and in maintaining high industry standards with respect to the environment, health and safety.

Since its inception ENOC has been guided by its philosophy of professional management based on modern business concepts for commercial success and sustainable growth. Today it is poised to engineer a new and challenging period of growth and diversity.

ENOC also strives to attract, develop and retain top talent to become the employer of choice while adopting the latest technologies and implementing best practices to achieve world-class performance.

Today the ENOC brand name is associated with quality, efficiency of service and a deep-rooted partnership with the community.

www.enoc.com

Things you didn't know about ENOC

There are 30 companies operating under the ENOC umbrella.

EPPCO, formed in 1988, is a part of ENOC.

ENOC currently has over 6,000 employees.

ENOC has opened the first 'Green Service Station' in the Middle East, with unique features all aimed at reducing the ecological footprint of the users.

ENOC operates in many different business sectors such as IT, Retail, Aviation, Chemicals, etc., with international operations and offices as far as afield as Singapore and London.

Superbrands