



## 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 real estate 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.

### International Refining and Marketing

ENOC's Refining and Marketing, which includes ENOC International Sales Limited (EISL), is a leader in the field of aviation fuel, lubricants and chemicals with international operations and offices as far afield as Singapore and London.

### Retail

This stream's primary activity is selling gasoline and other petroleum products through its network of 166 ENOC/EPPCO service stations in Dubai and the Northern Emirates.

### Dubai Natural Gas Company (DUGAS)

DUGAS's activities involve production and marketing of Methyl-Tertiary Butyl Ether (MTBE) and Liquefied Petroleum Gas (LPG).

### Exploration and Production

ENOC's main crude oil production comes from the Cheleken contract area in Turkmenistan.

### Shipping, Terminalling and LPG

The Shipping, Terminalling and LPG business stream consists of infrastructure and logistics investments through various wholly owned and joint venture companies.

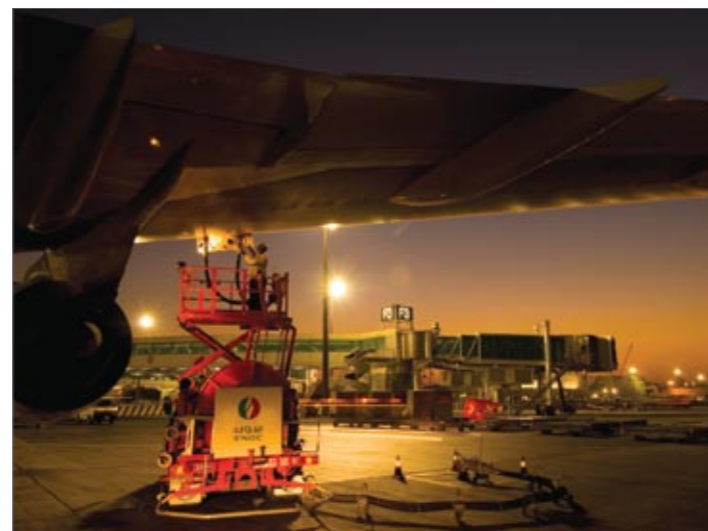
Other Group operations include car maintenance with "Fix Plus", repair, vehicles testing and registration in a joint venture with Road Transport Authority (RTA).

ENOC's vision of being a leading regional integrated oil and gas group, highly profitable and socially-responsible towards employees, community and the environment, makes it actively involved in sponsorships and in supporting the community it serves. ENOC is currently a leader in environmental protection, health and safety across all its operations.

## ACHIEVEMENTS

ENOC is a leader in its sector and continuously sets new milestones, as demonstrated by the string of awards and honours that have come its way since its inception.

In January 2009, ENOC won the prestigious Dubai Environment, Health and Safety Award for its efforts in implementing environmentally-safe practices across all operations, with ENOC Processing Company receiving the first place in the Fire Protection category. The award reinforces ENOC's dedication and commitment towards operational excellence and in adopting best safety practices. ENOC strongly believes that Environment, Health and Safety compliance is an inherent part of their business planning, strategic and operational objectives. In the same month, ENOC also won the Dubai Award for Sustainable Transport (DAST), launched by the Roads and Transport Authority for ENOC Retail's leadership in adopting the latest technologies across various operational areas,



with due consideration to their impact on the environment and society.

The Group also won the ITGAF 2008 Award from the IT Governance Assurance Forum of the Dubai Government for developing IT Governance practices in line with international frameworks. The 2008 Chevron President's Awards was won by EPPCO Aviation for providing the highest standards in airport refueling.

The past few years have also seen various innovative campaigns launched by the Group, in diverse segments and using different strategies, all contributing to the common goal of making the world a better place to live in.

ENOC constantly endeavours to give back to the community. Corporate social responsibility is at the heart of ENOC's decision making process and the company aims to be a model for businesses in impacting communities around them, including employees, associates, customers and the larger society.

### Environment

ENOC introduced a waterless car wash initiative that allows car owners to have their cars cleaned and shined without using a single drop of water, thereby saving water and preventing detergents from polluting the environment.

### Health

ENOC sites and staff have been contributing substantially towards such initiatives. The Group has regularly organised blood donation campaigns in association with Al Wasl Hospital in Dubai to encourage voluntary blood donation.

### Safety

In the interest of public safety, Emirates Gas launched an extensive cylinder valve replacement project in conjunction with Dubai Civil Defence. The initiative was aimed at providing all domestic gas users with new cylinder valves with enhanced safety features.

### Humanitarian services

In association with the UAE Red Crescent Society, ENOC launched a 'Save Gaza' campaign

aimed at encouraging residents of Dubai to make generous contributions in response to the humanitarian crisis in war-torn Gaza.

### Education

Education and training are two key areas where ENOC continues to make substantial investments. The summer of 2008 saw a significant initiative of far-reaching impact launched by ENOC.

The ENOC Challenge II, a ten-week career development programme launched in association with the UAE Red Crescent Society, identified and refined the skills and attitudes of young UAE nationals from less privileged communities. These youngsters were provided with the opportunity to be part of the high quality work environment within ENOC and get hands on training and skill development lessons with proper mentoring and supervision during the programme.

## 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 handles a diverse business portfolio spanning 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 is well-known for its range of innovative products and services. In December 2008, ENOC introduced a new range of eco-friendly products and services at its service stations. The products include the engine oils PROTEC Green for gasoline engines and VULCAN Green for diesel engines. Both are designed to ensure better health for the vehicle and lower levels of greenhouse gases for the environment.

In August 2008, the Group launched the waterless car wash concept that allows customers to clean their cars without water. The concept saves water and prevents detergents from polluting the environment with the new No-Wet technique, an all-in-one eco-friendly car wash liquid.

Other key environmentally-friendly products include Hiclone fuel-saving devices. When installed on the vehicle, Hiclone improves fuel economy and engine efficiency while helping decrease air and noise pollution.

## RECENT DEVELOPMENTS

In February 2009, Horizon Singapore Terminals, a subsidiary of Horizon Terminals Limited, the leading terminal operator owned by Emirates National Oil Company (ENOC), completed the third and final expansion phase of its bulk liquid storage terminal on Singapore's Jurong Island.

Horizon Singapore Terminals currently has one of the largest independent bulk liquid storage terminal facilities in the Far East and is a key partner in the development of Singapore's oil logistics infrastructure. With the third expansion phase adding 270,000 cubic metres of clean petroleum products storage capacity, the total capacity at the storage terminal now stands at 1.24 million cubic metres.

## PROMOTION

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 Dubai, ENOC considers it a right as well as duty to be in the forefront of community initiatives and events in Dubai.

ENOC continues to lead the way when it comes to providing locals with many exciting promotions all year round. This year some of ENOC exciting promotions included:

### Dubai Shopping Festival

ENOC has been a partner of the Dubai Shopping Festival since its inception fourteen years ago by rolling out promotions for all sectors of society.

For Dubai Shopping Festival 2009, ENOC went bigger than ever, offering customers the grand prize of an AED 3 million fully furnished apartment in Jumeirah and AED 50,000 as living expenses.

### Stop, Shop and win campaign: In December 2008

In November 2008, ENOC launched Stop, Shop and Win, a six-week long promotion that ran across all ENOC/EPPCO service stations in Dubai and the Northern Emirates. On offer for customers included the opportunity to win instant prizes with every purchase of AED 25 worth of non-fuel products and as well as an entry for weekly draws for Cash Plus cards. The promotion also included a Grand Prize of AED 80,000 worth of diamond jewellery, offered to one winner.



Such promotions present effective platforms that enable ENOC to engage with its customers meaningfully. ENOC has been receiving overwhelming responses to these campaigns and they have helped the Group take the retail offering to more people in the UAE.

## 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 long-rooted partnership with the community.

[www.enoc.com](http://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 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

