



MARKET

Shell Markets' customer profile includes individual consumers, transportation fleets and large industrial concerns as well as airlines and marine shipping, covering the entire spectrum. Shell products marketed in the UAE include fuels, engine oils, gear oils, axle oils and greases for passenger cars and commercial road vehicles. Products also include fuels, engine oils and speciality oils for marine and aviation applications and chemical products used as raw material by industries.

Today, Shell is one of the most recognised brands in the UAE. Its Rotella Diesel Engine Oil and the Helix range of car engine oils are two of the most popular brands in the local lubricants market and the company remains a key supplier of fuels and lubricants to some of the largest industries in the country.

In the aviation industry Shell has been operating in Dubai, Sharjah and Ras Al Khaimah for over 30 years, supplying top-quality products and services to major airlines and defence services. The company's operations in the marine industry are just as widespread. Shell supplies fuels and lubricants to over 500 ships calling at the UAE's seven ports and has been the exclusive supplier of these products and services to Port Rashid since its inception.

ACHIEVEMENTS

In April 2002, Armbrust Associates – a leading industry consultant, voted Shell Aviation 'Best International Jet Fuel Marketer'. The company recently began an initiative that will groom young Emirati staff for future roles in the organisation, an endeavour in line with group policy of localisation in all operating countries.

An important aspect of Shell's presence in the UAE is the operations in the marine industry. Every year the company supplies fuels and lubricants to over 500 ships calling into the seven ports of the country.

Responding to the growing needs of its customer base Shell introduced the supply of bulk lubricants through a 750-tonne barge called "Shell Star" – the first company in the UAE to do so. After ten years of operation this barge is still supplying lubricants to many customers annually.



Another prime business in the UAE is the marketing of industrial chemicals. Through dedicated installation and warehousing in Jebel Ali, Shell not only provides products to the Middle East but is the only company in the industry to provide a 24-hour emergency response system to its customers.



HISTORY

Shell's origins can be traced to 1833 when Marcus Samuel opened a small shop in London's East End dealing in antiques, curios and oriental seashells. His trade in shells, a fashionable item in Victorian households, became so profitable that he set up regular shipments from the Far East becoming a general import-export business.

In early 1890 his son, Marcus Samuel Jr, started exporting kerosene to the Far East, sending the world's first oil tanker through the Suez Canal. Samuel Jr named the kerosene Shell in recognition of his father's original business. In 1897 he renamed his entire enterprise the Shell Transport and Trading Company and chose a pecten seashell emblem to give the name visual emphasis.

In 1907 Shell Transport merged with Dutch rival, Royal Dutch Petroleum, forming the group of companies still known as Shell today. Gradually an international network of oil exploration and production facilities was established and, as with many other petroleum companies, the advent of the motorcar literally fuelled Shell's growth for decades to come.

By the late 1950s oil had become the world's major energy resource and during this period Shell supplied almost one seventh of the world's oil products. As Shell continued to meet the booming demand it developed into one of the world's largest energy companies.

Shell's first agent in Dubai was appointed in 1957 and the Deira Creek Depot was commissioned within three years. By 1967 a presence in aviation fuels and lubricant's services at Dubai airport had been established. Shell relocated its regional office from Doha to Dubai in 1971, coinciding with the formation of the UAE. In the 1980s it established joint ventures with local partners for the effective marketing of



products in Abu Dhabi, Dubai, Sharjah and Ras Al Khaimah. A purpose-built chemical terminal and depot was opened at Jebel Ali in 1994. This facility supplies a wide range of petrochemical products to customers and is an example of the company's continuing commitment to the economy and future prosperity of the UAE.

The relationship between Shell and the United Arab Emirates goes back a long way. Shell's involvement in the Emirate of Abu Dhabi began in 1939 as a shareholder of Petroleum Development (Trucial Coast) Ltd. Today Shell Abu Dhabi B.V. has a 9.5% shareholding in the Abu Dhabi Company for Onshore Oil Operations (ADCO), and a 15% shareholding in Abu Dhabi Gas Industries Limited (GASCO).

The company was one of the first oil firms to set up base in the Middle East and the UAE. The significance of Shell's presence in the UAE extends much beyond its long history of operations in the country. Besides being a key regional market for Shell, the UAE constitutes the nerve centre of the company's Middle East operations with the city of Dubai being the regional headquarters for four of its core businesses - Shell Markets, Shell Exploration and Production, Shell Gas & Power, and Shell Global Solutions.



PRODUCT

Shell is a major supplier of bulk fuels and lubricants to industrial customers all over the Emirates. The company continues to serve the needs of thousands of individual consumers wanting premium engine oils for superior car safety in the extreme conditions of the Middle East. The Helix range of engine oils for passenger cars has a three-tier offering that provides a fit-for-purpose product for all types of vehicle.

In the area of commercial transport the Rotella TX brand of engine oils is the most popular brand of heavy-duty diesel engine oils. Rimula Engine Oils provide unparalleled protection against engine wear and breakdown – so crucial in any fleet's operating efficiency.

Shell Aviation operates in the UAE from Dubai, Sharjah and Ras Al Khaimah airports. Shell was the pioneer in bunkering operations in the Middle East, particularly in Port Rashid Dubai, where the company continues to supply marine fuels and lubricants.

Shell Gas & Power is one core business of Shell that is poised to be in sharp focus in the near future. Experts' reports suggest that by the year 2025, gas will surpass oil. This fact essentially makes the gas-rich UAE and the larger Middle East a region critical to the global energy sector. Shell Gas & Power is best positioned to exploit this situation, having been a pioneer in the gas industry for three decades. In addition to those in the UAE, Gas & Power Shell has existing and planned projects in a host of regional countries including Oman, Iran, Egypt, Qatar and Iraq most of which are conducted in partnership with governments, national oil companies and local international private companies.

Among the things that have defined Shell as an organisation is its commitment to its customers' success. And it was precisely to realise this overriding objective that Shell Global Solutions was set up. The company's remarkable team of experts provide innovative, practical solutions designed to enable clients to achieve their full potential.

Program which encompasses several grass root environmental education and awareness programs in the Emirate of Abu Dhabi. Shell Abu Dhabi continues to support the Petroleum Institute, established by Abu Dhabi National Oil Company (ADNOC) to provide training for young UAE nationals wishing to enter the oil and gas sector. Shell Abu Dhabi also supports the Higher Colleges of Technology (HCT) and was one of the sponsors of Zayed University's 'Women as Global Leaders' conference.

RECENT DEVELOPMENTS

Shell's "Better Environmental Awards" (BEA) scheme, in partnership with the Federal Environmental Agency, UAE Ministry of Education and Dubai Municipality, has significantly contributed towards greater environmental awareness among young people.



Other partners such as Sharjah Fuelling Services Company in Sharjah, Ras Al Khaimah Fuelling Services Company (RASCO) in Ras Al Khaimah and Dubai Bitumen Company (DBC) in Dubai have all been major contributing factors in the pre-eminent position Shell now has in the local and regional energy and petrochemicals industry. Shell is steadily building on these alliances to further consolidate that position.

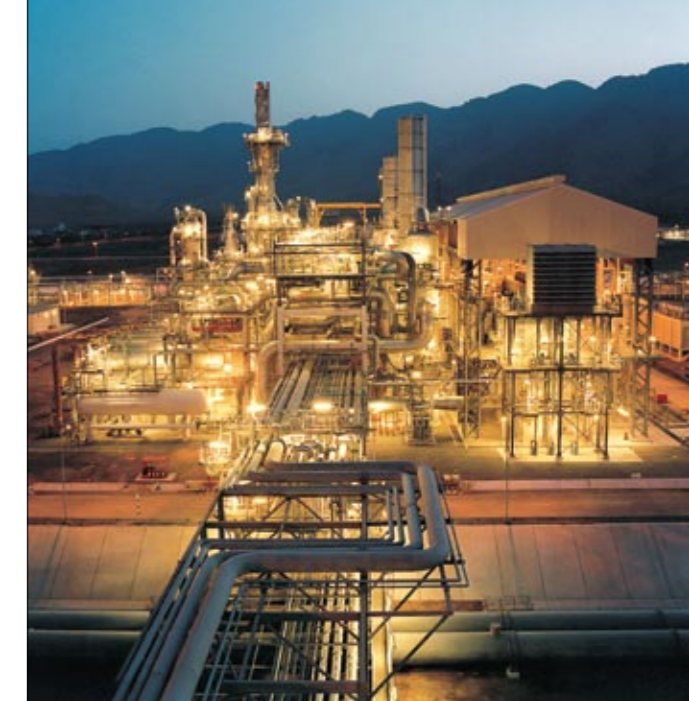
PROMOTION

Shell's endeavours in the UAE, however, are not limited to business. As a responsible corporate citizen, the organisation has embarked on many initiatives that contribute to environment and sustainable development in the UAE. Shell sees itself as an active contributor in the society of Abu Dhabi, where the company has promoted capability development through the Intilaaqah program (based on Shell's LiveWire) in partnership with the Higher Colleges of Technology, Abu Dhabi Chamber of Commerce & Industry, National Bank of Abu Dhabi and Ernst & Young. The programme, which is in its fourth

year, has trained and graduated over 180 UAE nationals. Intilaaqah Abu Dhabi achieved great success at the recent Regional Intilaaqah Awards held in Muscat at the end of 2005, taking two out of the four top prizes competing against candidates from the programme in Egypt and Oman. Shell Abu Dhabi also signed a three-year Memorandum of Understanding to support the Environment Agency Comprehensive Environmental Education

Program which encompasses several grass root environmental education and awareness programs in the Emirate of Abu Dhabi. Shell Abu Dhabi continues to support the Petroleum Institute, established by Abu Dhabi National Oil Company (ADNOC) to provide training for young UAE nationals wishing to enter the oil and gas sector. Shell Abu Dhabi also supports the Higher Colleges of Technology (HCT) and was one of the sponsors of Zayed University's 'Women as Global Leaders' conference.

Shell's "Better Environmental Awards" (BEA) scheme, in partnership with the Federal Environmental Agency, UAE Ministry of Education and Dubai Municipality, has significantly contributed towards greater environmental awareness among young people.



BRAND VALUES

Shell uses the same logo, colours and brand specifications worldwide and research shows that the pecten sign is one of the most identifiable in the world. The company's consistently high standards in research, products and services, coupled with the emphasis on being a responsible corporate citizen, reinforce Shell's core values.

The company recently launched its 'one brand' project to ensure that brand values are consistently communicated worldwide. The initiative is based on a philosophy and vision that reflect the brand's new positioning – as an energy company committed to sustainable development.

Recent communications reflect a company that cares about its customers, and the world and seeks innovations to help build a better future.

www.shell.com



Things you didn't know about Shell

Shell is the world's first fuel and lubricant supplier to record 100 wins with the same Formula One racing team.

Shell provides Ferrari with 220,000 litres of fuel and 40,000 kg of blended oil every year for its Formula One activities.

The business of Shell's earliest founder, Marcus Samuel, had nothing to do with oil. Samuel's London shop traded in oriental seashells, until his son expanded into oil trading in the 1890s.

Shell's distinctive red and yellow colours are thought to derive from the first service stations Shell built in California. These were painted red and yellow to appeal to the state's strong Spanish connections.

Superbrands