

“Customers are the lifeblood of our business. We constantly seek to strengthen existing customer relationships and develop new ones. We strive to meet and exceed customer expectations by designing and delivering highly attractive and innovative products and services.”

DELIVERING VALUE TO CUSTOMERS

SHELL RIMULA SUPER DIESEL ENGINE OIL LAUNCHED

Shell Malaysia introduced its new heavy-duty diesel engine oil Rimula Super in 2005.

At the launch, trade and industry guests – the company’s commercial fleet owners, truck manufacturers and workshop industry players – were given a technical presentation on how the Rimula Super formulation offers superior protection for diesel engines and how it ensures longer engine life.

The new Shell Rimula is ideal for the long-haul and mixed vehicle fleets operating in Sabah as the engine oil improves oil life and diesel engine life, as well as wear protection and soot-dispersancy.

The company had called upon Shell’s worldwide resources to develop and evaluate Rimula Super.

Under extreme test conditions and road trials, Rimula Super was found to be ideal for long-haul and mixed vehicle fleets as it improves the life of oil and diesel engine, as well as wear protection.



In addition, the new formulation exceeds the latest industry and original engine manufacturers (OEM) standards.

Shell is committed to ensuring that the Rimula range of top-tier diesel engine oils continue to deliver the premium protection that the company’s customers, and their increasingly superior engines, demand.

CASE STUDY

DELIVERING VALUE TO CUSTOMERS

SHELL WINS SUPERBRANDS PLATINUM AND GOLD AWARDS FOR RETAIL SUCCESS IN ASIA AND MALAYSIA

Shell once again achieved Platinum status among the SuperBrands in Asia in the Retail Station Category at the Readers' Digest SuperBrands 2005 Awards ceremony at a leading hotel in 2005.

It was the third consecutive year that Shell attained the Platinum status in that category.

The Readers' Digest SuperBrands annual awards honour the top brands in six markets – Singapore, Hong Kong, Taiwan, Thailand, the Philippines and Malaysia.

Respondents in these markets were asked to name their single preferred brand in 40 categories of products and services, ranging from luxury goods to everyday necessities.

The voted brands were rated quantitatively and qualitatively based on five determining factors: quality, value, trustworthiness, strong image and understanding of customer needs.

To achieve Platinum status, a brand must achieve a rating that is three times that of the nearest brand, making the Platinum award a true recognition of a top-notch brand that is the best of the best in its category.



In the oil and gas industry category in 2005, Shell once again won the Platinum award for its retail business success in the Asian markets surveyed; whilst Shell Malaysia won the Gold award for its retail business success in the country.

The Readers' Digest SuperBrands Survey and Awards are independently conducted and presented. They are critical and competitive market performance indicators which Shell takes seriously. The awards are public and customer recognition that testify to the strength of the Shell brand across Asia and to our reputation in Malaysia. Shell also won these awards in 2003 and 2004.

CASE STUDY

SHELL SUPPORTS BOSCH DIESEL DAY IN MALAYSIA

Shell Malaysia was the sole supplier of diesel for Bosch Diesel Day held for the first time in Malaysia in November 2005.

Bosch Diesel Day is dedicated to raise awareness of developments in modern diesel technology in passenger cars and to demonstrate that modern diesel fuel and diesel technology can help to improve air quality.

Shell Malaysia is a partner to Bosch, which is the world's number one producer of diesel fuel injection systems and the largest automotive supplier in terms of sales, and in promoting clean diesel fuel and technology in Malaysia.

Shell Malaysia plays a leading role in the overall development of innovative fuels and solutions to meet global energy demand and in the development of environmentally friendly fuels, which will help contribute to a cleaner global environment.

Shell's leadership in diesel fuel technology is evident from the innovations in many countries, including Malaysia.



A standout example is the development of Gas to Liquids (GTL) technology, which converts natural gas to ultra-clean liquid hydrocarbons in Shell's commercial GTL plant in Bintulu, Sarawak.

GTL Diesel is currently supplied to Thailand and Europe where it is used to produce clean, semi-synthetic diesel fuel.

CASE STUDY

FINANCIAL COMMUNITY, BUSINESS MEDIA RECOGNISE SRC FOR VALUE CREATION

Shell Refining Company (Federation of Malaya) Berhad (SRC) again emerged amongst the top companies in the KPMG annual survey of companies which most enhanced shareholder value in 2005.

The KPMG/The Edge Shareholder Value Awards recognise publicly listed companies in Malaysia that have generated exemplary value for their shareholders in the financial year in review. Shareholder value is expressed as the proportion of a company's economic profit over its invested capital.

SRC was judged Number 1 in the Energy and Natural Resources category of the KPMG/The Edge Shareholder Value Awards for its shareholder value return in 2004. SRC received this accolade for the second consecutive year, previously ranking Number 1 for the year 2003 and Number 2 for the year 2002 in the same Energy and Natural Resources category.

In addition, SRC was ranked fourth in the KPMG/The Edge Shareholder Value – The Top 100 overall category of listed companies on Bursa Malaysia's Main and Second Boards as well as those on the MESDAQ Market.

SRC posted a commendable financial performance in 2004, achieving a record net profit after tax of RM 670 million, a 268% increase from 2003. The outstanding earnings of 2004 were



mainly due to operational excellence, strong regional refining margins and, to a lesser extent, the increase in oil prices.

SRC is firmly committed to realising its "To be the Most Admired Refinery in Asia" vision.

The company's Board and Management are consistent in their commitment to exploring all avenues to enhance shareholder value. The focus is to ensure the company remains competitive and profitable, whatever the market conditions may be.

CASE STUDY