

OUR VISION IS TO BE AFRICA'S LEADING AND MOST RESPECTED ENERGY BUSINESS



WHO WE ARE

Market leading, pan-African retailer of high-quality Shell and Engen-branded fuels and lubricants.



We source, distribute, supply and market these products to retail and commercial customers across Africa – keeping the continent on the move.

WE ARE PRESENT IN 28 AFRICAN MARKETS

WE EXPORT LUBRICANTS TO AN ADDITIONAL 10+ MARKETS

~6,000
EMPLOYEES

~100,000
INDIRECT
AFRICAN JOBS

~4,000
SERVICE
STATIONS

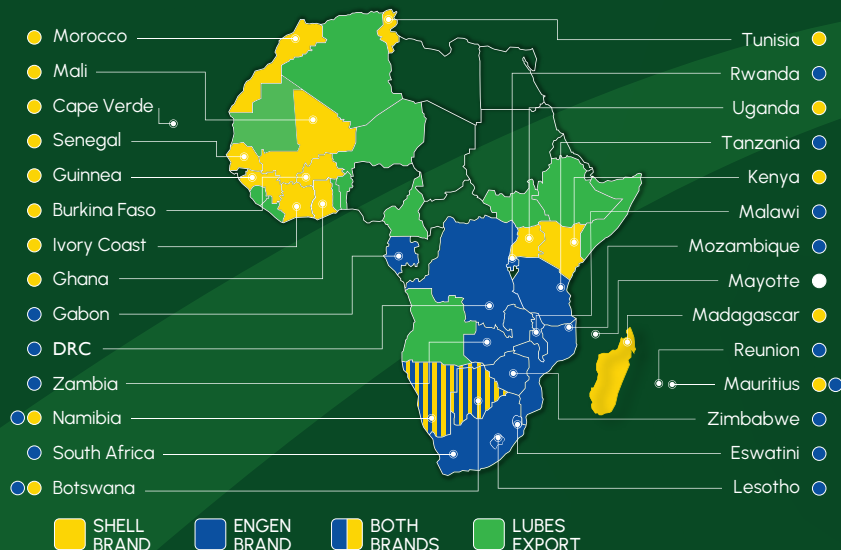
~20 BN
LITRES OF
FUEL
VOLUMES

~2 BN
LITRES OF
PRODUCT
STORAGE

~2 MIL
CUSTOMERS
PER DAY VISIT
OUR SITES

~\$20 BN
REVENUE

CORE
VALUES
Safety, Excellence, Caring, Respect,
Integrity



OUR STRATEGY

1. Maximising value

- Retail fuel

2. Accelerating growth

- Non-fuel Retail
- Commercial fuels and lubricants
- LPG

3. Evolving our business model

- Solar
- New mobility

BUSINESS SECTORS

RETAIL



- Retail is at the heart of our business - one of Africa's largest retailers
- Around 4,000 Shell and Engen branded service stations across 28 markets
- Growth of multi-branded Convenience Retail and Quick Service Restaurant offerings

LUBRICANTS



- Leading global brand delivering great value to our customers
- Integrated blending and marketing operations
- Multi-channel distribution
- Lubricants exports to more than 10 other African countries

COMMERCIAL



- Integrated customer offer – fuels, lubricants and services
- Thousands of customers across Mining, Construction, Power, Transport, Aviation, Marine and LPG
- Mix of long-term contracts, tender business and spot sales

SUSTAINABILITY

Our sustainability approach ensures that we focus on the areas that matter to our stakeholders: **People, Planet, and Partnerships.**

We want to make a real and lasting difference to our communities. Our community investment programme is primarily focused on **Education, Health and Renewable Energy.**

OUR SHAREHOLDER

We are supported by our shareholder, Vitol, a world-leader in energy.



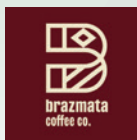
FUEL BRANDS



LUBRICANT BRANDS



OWNED COFFEE / CR BRANDS

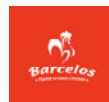
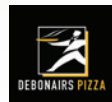


La Palisse
SAVOUREZ L'INSTANT

PARTNER CONVENIENCE RETAIL BRANDS



PARTNER COFFEE / FOOD BRANDS



LPG BRANDS

