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安東油田服務集團 Anton Oilfield Services Group

(Incorporated in the Cayman Islands with limited liability) (Stock Code: 3337)

Voluntary Announcement Strategy Framework and 2014 Strategy Update

This announcement is made by the Company on a voluntary basis.

The Board is pleased to announce the Strategic Framework and 2014 Strategy Update of the Group.

This announcement is made by Anton Oilfield Services Group (the "**Company**", and together with its subsidiaries, the "**Group**") on a voluntary basis. The board of directors (the "**Board**") of the Company is pleased to announce the Strategy Framework and 2014 Strategy Update of the Group as follows:

Long-term Strategic Objective:

The Board set the Group's long-term strategic objective as to become a leading global oilfield services company with a strong foothold in China.

2014 Strategy Focus:

According to the 2014 strategy focus set by the Board, the Group will:

in market strategy, capture domestic natural gas market opportunities and continue to achieve customer diversification domestically; in the overseas market, strengthen the existing customer base of Chinese investors while expanding the customer base of international and national oil companies. **in product strategy**, further emphasize product line management, including the introduction of new product lines, while enriching the scope of existing product lines; continue to conduct appropriate investment in equipment, promote regionalized equipment services and forge long-term partnerships; actively develop reservoir production management service and integrated project management service.

in strategic resource alignment, in terms of branding, comprehensively improve the branding system, promote brand marketing, and make full use of branding in business development; whereas, in terms of talents, strengthen introduction of experienced talents, continue large-scale campus recruiting and strengthen talent training and development.

in financial strategy, maintain stable revenue growth and profitability.

The above statements are based on the current operations of the Group and the current market conditions. These statements do not serve as a guarantee of the Group's future performance which is mainly dependent on the market and financial environments.

The PowerPoint slides detailing the Group's Strategy Framework and 2014 Strategy Update of the Group are available at: <u>www.antonoil.com</u>.

By order of the Board Anton Oilfield Services Group LUO Lin Chairman

Hong Kong, 16 January 2014

As at the date of this announcement, the executive Directors of the Company are Mr. LUO Lin, Mr. WU Di and Mr. LIU Enlong, the non-executive Director of the Company is Mr. Jean Francois POUPEAU, and the independent non-executive Directors of the Company are Mr. ZHANG Yongyi, Mr. ZHU Xiaoping and Mr. WANG Mingcai.