

# Anton Oilfield Services Group

## Future 3 years Strategy Plan and 2017 Strategy Update

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**Future 3 years Strategy Plan**

**2017 Strategy Update**

**Markets**

**Services**

**Products**

**Alignment of Strategic Resources**

**Finance**

## Long-term Strategy Objective

Become a leading global oilfield services provider with a solid foothold in China

## Future 3 Years Strategy Objective

Become the most competitive cost-reducing and production-increasing integrated technology service company in the global emerging markets of oil and gas development industry

### Market

Global Emerging Markets Strategy

### Services

Customer- Oriented Integrated Services Strategy

### Products & Technologies

International Technology Cooperation Strategy

### Management Support

International talents、Quality management、  
Capital market synergy

### Financial Targets

Back to Growth Track



**Aim at emerging market opportunities,  
Strengthen the integrated service capabilities,  
Strengthen international technology cooperation  
Back to the growth track**

# Market Strategy: Global Emerging Market Layout **ANTON 安東**

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**1 ,** Global Emerging Markets of Oil and Gas Development Field refers to the developing countries and areas with rich oil and gas resources, their oil and gas development market is still in an early stage with growing market capacity and improving market mechanism

**2 ,** We will establish a presence in the global emerging markets for development, especially focus on those markets that private oil companies have the highest quality investment projects in the global emerging countries and areas

**3 ,** We should focus our resources on the target markets and emphasis on the construction of the local implementation institutions and strengthen the support for the international presence of talents from Chinese headquarters, while strengthening the training and reserves of local talents

## Customer- Oriented Integrated Services

- 1 ,** Build service ability based on customer-oriented, and fully promote various integrated services
- 2 ,** Diversify product portfolio and achieve synergies between the product lines and economies-of-scale of services to improve efficiency and save costs
- 3 ,** Realize stimulation, closely combine the reservoir geology and engineering methods, effectively improve the efficiency of well selection, drilling rate and measures
- 4 ,** Realize cost-reducing, the overall size expanded and the costs of individual products reduced, the integrated organization model improve the coordination among product lines, enhance synergies and improve overall operational efficiency. Meanwhile, reduced the customer' s difficulty of management and saving management costs and efforts

## International Technology Cooperation

**1** , Stick to “asset-light” strategy, cooperate with the domestic and foreign technology companies, especially with the most competitive technology companies of the industry, to enhance the technology service capability through external cooperation.

**2** , Choose to cooperate with companies that their products and technology are complementary to Anton’ s. Core integrated program designs and traditional individual product with competitiveness will be carried out by Anton, and other business ( such as : EPC business, assets equipment business , new CAPEX allowed business and ancillary business ) will be made primarily through cooperation

**3** , For the cooperation model, the cooperation should focus on wellbore technology and adopt external cooperation in terms of EPC ground engineering construction; and should be based on human resource and soft science and emphasis on external cooperation in assets equipment service



## INTERNATIONAL OIL AND GAS DEVELOPMENT TEAM BUILDING

- Strengthen the construction of the local actuators
- Strengthen the establishment of an expert team of the reservoir geology and development engineering, international talent team and localized talent

## STRENGTHEN QUALITY MANAGEMENT

- Establish and upgrade a unified quality control process
- Strengthen the design control and onsite control, improve project evaluation and assessment, identify reward and punishments standards

## CAPITAL MARKET SYNERGY STRATEGY

- Appropriate industrial acquisition, deepen strategic cooperation and improve the product lines
- Establish an Oil and Gas Cooperation Development Investment fund
- Introduce strategic partner, enlarge the markets.

## Return Growth

- Promote overseas business, optimize the income structure
- Enhance project execution level, increase the order conversion rate and drive the income growth

## Promotion Profitability

- Reduce costs and improve efficiency, improve profitability

## Upgrade cash flow management

- Enhance account receivables collection ability, strictly control the capital expenditure level

A large oil drilling rig is the central focus, standing tall against a blue sky with scattered white clouds. The rig's derrick is supported by several cables. In the foreground, a blue truck is parked on a dirt road. To the left, there are several small, colorful storage containers (blue, red, and white). The background shows a dry, hilly landscape with sparse vegetation.

# **GLOBAL EMERGING MARKET LAYOUT, CUSTOMER-ORIENTED INTEGRATED SERVICE MODEL, INTERNATIONAL TECHNOLOGY COOPERATION**