

Shell and Patum Oil help make a big difference to Thailand's sustainable palm oil production

Sep 16, 2015

Shell and Patum Oil help make a big difference to Thailand's sustainable palm oil production

'By the year 2050, the World Health Organization estimates the planet's population will boom from 7 billion to 9 billion, placing increased pressure on global demand for energy as well as food and water supplies. Consequently, the need to develop and invest in more sustainable energy sources to meet the growing demand is mandatory.

For Shell, its sustainability commitments are focused on delivering more and cleaner energies in a responsible way to meet the world's growing needs. In Thailand, one of Shell's key aims is to help support the country's growing reliance on biofuels, as outlined in the Alternative Energy Development Plan, by improving domestic palm oil production throughout the full supply chain as well as promoting positive economic impacts to local communities and the environment.

Over the past three years, Shell Thailand Ltd. and Patum Vegetable Oil Co. Ltd. joined forces in a project to provide financial and operational support for preparing palm oil crushing mills and smallholder farmers in the south of Thailand for Roundtable on Sustainable Palm Oil (RSPO) certification. In August this year, 797 smallholder farmers and five palm oil mills from Krabi, Surat Thani, Trang and Nakorn Sithammarat provinces received certification from the Roundtable on Sustainable Palm Oil.

Speaking at the certificate ceremony, which took place recently in Krabi province, Mr. Asada Harinsut, Country Chairman of Shell Thailand, said, "Shell is the first major oil company to invest in developing sustainable palm oil production and help farmers and mills to achieve RSPO certification. Every year, 100% of the palm oil Shell blends is independently certified by globally recognized organizations like RSPO and in 2014, we blended around 9 billion liters of biofuels in our petrol and diesel worldwide, making us one of the largest blenders of biofuels globally."

"Shell is delighted for the farmers and mills for their dedication over the past three years to improve their processes and operations to receive RSPO certification. This also helps create confidence that throughout the supply chain, from planting, processing and refining palm oil to the finished product of retail biodiesel, there are sustainability and social and environmental responsibilities. This reflects Shell's commitment in making a difference in Thailand," he said.

Mr. Sanin Triyanond, Chairman of the Thai Biodiesel Producer Association and Director of Patum Oil, said, "We are one of the largest palm oil refineries, biodiesel producers and consumers of crude palm oil in the country. Globally we estimate that only 20 percent of palm oil is RSPO certified. In Indonesia palm oil RSPO certification is 18-19 percent, Malaysia is 25 percent and Thailand RSPO certification is 1 percent. As you can see, Thailand accounts for a very small portion compared to Indonesia and Malaysia in terms of palm oil production and achieving RSPO certification."

"Therefore, we would like to help our industry from its primary stage, which involves the farmers that need to comply with these global sustainability standards. There are eight principles for growers to be RSPO certified: number one is commitment to transparency; secondly, compliance with applicable laws and regulations; thirdly commitment to long-term economic and financial viability; fourth is the use of appropriate best practices by growers and millers; five is environment responsibility and conservation of natural resources and biodiversity; six is responsible consideration of employees and of individuals and communities affected by growers and mills; seven is

responsible development of new plantings; and last but not least a commitment to continuous improvement in key areas of activity.”

Mr. Salahuddin Yacob, Technical Advisor from RSPO, said, “In Thailand, there are over 4,200,000 palm oil farms owned and managed by smallholders who are responsible for producing approximately 70 percent of the total volume of Thailand’s palm oil production. The RSPO intends to have smallholders certified in order to assist them to improve yields and raise more income levels while reduce the risk of lands conversion and safeguarding forest and diversity,”

“In addition, a heightened awareness of sustainability and the rise of ethical consumerism possess a strong influence on market demands and purchasing patterns in today’s economy. Compliance with the global RSPO standard is necessary for Thai farmers because many Thai and foreign corporations would select partners that have been RSPO certified during the procurement process. It is envisaged that incorporating RSPO certification into practices will help Thai farmers to maintain and or maximize palm oil trade to other countries,” Mr. Yacob said.

Mr. Chaowalit Wutipong, Chairman of the Community Enterprise For The Production Of Sustainably Grown Palm Oil in Krabi province, said that the benefits of RSPO certification provides smallholders with extensive knowledge on best agricultural practices, technical knowhow and skills in plantation management. RSPO certified palm oil can sell at higher rates when compared to general production, while helping ensure environments and communities are sustained responsibly. It also ensures Thai palm oil industry is prepared to be ready for the upcoming AEC.

“RSPO audits ensure that our group is able to achieve a higher yield of approximately 4 metric tons per 1,600 Square meters as a result of better knowledge of more robust farm management practices, proper planning and correct usage of fertilizer. The importance of RSPO benefits is to help reduce costs and increase palm oil product to gain more income,” Mr. Chaowalit said.

As a not-for-profit association, the RSPO unites stakeholders from the seven sectors of the palm oil industry, namely oil palm producers, processors or traders, consumer goods manufacturers, retailers, banks/investors, environmental and social non-governmental organizations, to develop and implement global standards for sustainable palm oil. These standards are based on economic, social and environmental principles. For economic benefits at the national level, investments in renewable energy by the public sector are important in helping drive energy security. For environmental benefits, RSPO is a long-term development strategy which adapts sustainability principles and encourages proper land use, non-deforestation and reduction in CO2 emissions. For social benefits, RSPO provides new knowledge for farmers that can contribute towards business development and strengthening relations between palm growers and mills by sharing the same standard of management practices.

Mr. Sanin shared with the farmers during the certification ceremony, “We hope this project will set the standard for Thailand’s palm oil industry to coordinate and drive its growth in a sustainable industry way, especially to expand to more small holders to achieve RSPO certification which will help drive up the percentage of smallholders RSPO certification in Thailand. This ultimately will help palm oil products to compete in the global market and help smallholders increase their personal income and have a good quality of life through increased profits and better environmental practices.”

For media enquiries, please contact:

Bongkod Paebunyong

General Manager- Communications and Corporate Affairs

Shell Thailand Ltd.

Tel:+662 262 6389

E: bongkod.paebunyong@shell.com

Wasinee Ratanaprug

Associate Director

Hill+ Knowlton Strategies Thailand

Tel:+662 627 3501 ext. 133

E: WRatanaprug@hkstrategies.com

Shell Thailand's first Fuel the Happiness Day makes a 9 million THB difference to Mechai Pattana School

May 28, 2015

Shell Thailand's first Fuel the Happiness Day makes a 9 million THB difference to Mechai Pattana School.

Bangkok - Thailand, 28 May 2015: The Shell Company of Thailand Limited today announced it donated 9 million THB on its first "Fuel the Happiness Day", which took place across the country yesterday, 27 May, by encouraging drivers to fill up with any Shell fuel product, for which the company donated 1 baht per litre to the Mechai Pattana School. The significant donation will make a big difference to the lives of students in rural areas and help further eradicate the cycle of poverty.

According to Mr. Asada Harinsuit, Chairman of Shell Company of Thailand, and VP Retail, East, Royal Dutch Shell, the support of customers for the first Shell "Fuel the Happiness Day" was overwhelming and resulted in a total of 9 million THB

"On behalf of Shell Thailand, we want to thank our loyal customers and also new customers who, by filling up at Shell stations across Thailand yesterday, showed that they share our values of making a difference to society by helping to make small contributions that when joined together help make a real impact on our country's future," he said.

"Our inspiration for supporting Mechai Pattana School stems from our belief that people will power our future. Shell has been in Thailand for 123 years and we are committed to investing in helping people and our communities develop to their fullest potential through partnerships and programs that align with our brand's global direction as well as responds to local needs, which is exactly what Khun Mechai's unique school model does. Through the partnership with Mechai Pattana School, Shell hopes to help build the capacity of the schools to become self-sustaining lifelong learning centers and a hub for community development for its students and members of the surrounding communities."

The four schools that will benefit from Shell's 9 million THB donations are Ratprachanukroh number 51 School in Buriram; Ratprachanukroh number 27 School in Nong Khai; Srisangwan Khonkaen School in Khon Kaen; and Srisangwan Chiang Mai School in Chiang Mai.

On behalf of Mechai Pattana students, Mr. Mechai Viravaidya thanked Shell's customers for all their contributions that will make a difference to the future of innovative education in Thailand.

"Our School-Based Integrated Rural Development project is different from other schools that focus on poverty eradication by teaching students practical agriculture skills and basic business acumen through hands-on experience. We know that only 30% of Thai students will find employment, while the remaining 70% will become self-employed, so our aim is to equip deserving students in the community, such as those with physical disabilities, and social and economic disadvantages, with business and life skills to be successfully self-employed after they graduate," Mr. Viravaidya said.

Mechai Pattana School also includes a teacher training component to assist teachers to become multi-purpose and take a role in development and poverty alleviation activities with students and parents.

Enquiries:

- **Bongkod Paebunyong (Thai)**

General Manager – Communications & Corporate Affairs

The Shell Company of Thailand LTD

T: +66 (0) 2-262-6389

E: bongkod.paebunyong@shell.com

- **Wasinee Ratanaprug**

Associate Director

H+K Strategies Thailand

M: +66 (0) 2-627-3501 # 133

E: wratanaprug@hkstrategies.com

Shell Thailand looks to make a difference by helping to create hubs for life-long learning, social and economic advancement

May 21, 2015

Bangkok – Thailand: The Shell Company of Thailand Limited today launched a new partnership with Mechai Pattana School that will help make a difference to the future of innovative education programs and help foster hubs for life-long learning and social and economic advancement in four rural communities across Thailand.

Mr. Asada Harinsuit, Chairman of Shell Company of Thailand Limited and Vice President – Retail Business East, said, “Shell has been in Thailand for 123 years and is committed to investing in helping people develop to their fullest potential through partnerships and programs that align with our global direction as well as responds to local needs,” he said at the MOU signing with Mechai Pattana School, which was also presided over by Professor Thienchay Kiranandana, Chairman of the National Reform Council, and Dr. Kamol Rodklai, Secretary-General, Office of the Basic Education Commission of the Ministry of Education.

“Through the partnership with Mechai Pattana School, we aim to help build the capacity of these unique and wonderful schools to become self-sustaining Life Long Learning centers and a hub for community development for its students and members of the surrounding communities.”

Only 30% of Thai students will find employment, while the remaining 70% will become self-employed. The project co-created between Shell and Mechai Pattana School so called Improvement in the Quality of Life and Occupational Skills for Disadvantaged Students and Children with Disabilities is aimed to equip deserving students - such as those with physical disabilities, and social and economic disadvantages, with business and life skills to be successfully self-employed.

Mr. Mechai Viravaidya, Founder of Mechai Pattana School and Social Entrepreneur, said, “Our schools focus on poverty eradication by teaching students practical agriculture skills and basic business acumen through hands-on experience. This innovative concept was first introduced at Mechai Pattana School and has since been successfully introduced in rural government schools in different parts of Thailand.”

“Shell’s contribution will go a long way to helping four schools by helping to establish our programs that focus on poverty eradication by teaching students practical agriculture skills and basic business acumen through hands-on experience,” Mr. Mechai Viravaidya concluded.

The four schools that will benefit from Shell’s donation are Ratprachanukroh number 51 School in Buriram; Ratprachanukroh number 27 School in Nong Khai; Srisangwan Khonkaen School in Khon Kaen; and Srisangwan Chiang Mai School in Chiang Mai.

“On Wednesday 27 May You fill up on any Shell Fuel, We donate 1 Baht per 1 Litre. You can help “Fuel the Happiness” of the lives of others and help make an impact on a young person’s quality of life – every contribution makes a difference,” Mr Asada Harinsuit added.

ENQUIRIES

Bongkod Paebunyong (Thai)

General Manager – Communications & Corporate Affairs

The Shell Company of Thailand LTD

T +66 (0) 2-262-6389

E bongkod.paebunyong@shell.com

Wasinee Ratanaprug

Associate Director

H+K Strategies Thailand

M +66 (0) 2-627-3501 # 133

E watanaprug@hkstrategies.com

SHELL INTRODUCES SHELL ADVANCE ULTRA WITH PUREPLUS TECHNOLOGY FOR THE FIRST TIME IN THAILAND

May 20, 2015

Revolutionizing the premium motorcycle oil market with cutting-edge technology.

The Shell Company of Thailand Limited today revealed the latest premium motorcycle oil in Thailand - Shell Advance Ultra with PurePlus Technology, the first motorcycle oil to feature the cutting-edge GTL (Gas-to-Liquids) technology for motorcycles with a revolutionary process that converts natural gas into a crystal-clear base oil with virtually none of the impurities found in crude oil.

The latest Shell Advance Ultra with PurePlus Technology boasts three superior features: allowing your engine to stay powerful by keeping it lubricated with no power loss over time; increasing fuel economy by 5 kilometers per one litre of fuel; and higher durability, lasting twice as long as typical oil drain interval.

“Thailand is a significant market for motorcycle oils as people use motorcycles as their preferred mode of day-to-day transportation and the number of the premium motorcycles in the country is also growing. As a result, the Thai market is approaching its turning point as people are becoming more aware of the quality of the motorcycle oil they choose, and there are higher demands for ranges of fully synthetic motorcycle oils. These are the key reasons we choose Thailand to be among the first countries in South East Asia to launch this revolutionary product,” said Mr. Troy Chapman, Executive Director - Lubricants.

Shell continues to maintain its technology leadership position with an annual investment of THB30 billion in research and development, aiming to deliver the best quality motorcycle oils for the best riding experience.

“We are also delighted that Ducati, one of the world’s top motorcycles manufacturers, chooses Shell Advance Ultra as its recommended motorcycle oil product. This also proves Shell’s expertise in formulating motorcycle oils to deliver the ride experience from track to the road. We believe that with the powerful ride, fuel efficiency and the longer lasting lifecycle, we can deliver what Thai motorists expect from our world-class products, which we have already been delivering for over 40 years” Mr. Chapman concluded.

The new Shell Advance Ultra with PurePlus Technology is available in 1-litre packs for 360 Baht at more than 500 Shell retail stations nationwide and through partnership with DKSH (Thailand) Limited at more than 700 Shell Advance branded independent workshops and more than 16,000 auto-part retailers nationwide.

Enquiries:

Bongkod Paebunyong (Thai)

General Manager – Communications & Corporate Affairs

The Shell Company of Thailand LTD

T: +66 (0) 2-262-6389

E: bongkod.paebunyong@shell.com

Sarayut Intarakosit

H+K Strategies Thailand

T: +66 (0) 2-627-3501 # 107

E: Sintarakosit@hkstrategies.com

SHELL ANNOUNCES 7 LUCKY WINNERS OF SHELL V-POWER NITRO+ CAMPAIGN

Mar 25, 2015

Bangkok, Thailand - 18 March 2015: Mr. Grant McGregor (centre), Executive Director - Retail Business and Mr. Panot Triroj (fourth from left), Marketing Manager - Retail Business of Shell Company of Thailand Limited, today awarded 7 cars for 7 lucky winners of "Shell V-power Nitro+: All the Excitement" campaign at Shell House. The total prize pool valued more than 10 million THB.

The seven winners were (L-R):

- Noppadon Pinyawai from Bangkok
- Bottharangsi Thaturak from Lampang
- Ronnachai Thongtae from Chonburi
- Montharat Morya from Chonburi
- Thannasak Pongchinnasi from Nakhonratchasima
- Suradech Lornak from Lopburi and
- Chetsada Patrak from Nakhonsawan

"Shell V-power Nitro+: All the Excitement" campaign was held during November 2014 to January 2015 and received more than 5 million entries, making it Shell's biggest and most successful marketing campaign to date.

ENQUIRIES:

Bongkod Paebunyong (Thai)

General Manager – Communications & Corporate Affairs

The Shell Company of Thailand LTD

M +66 (0) 2-262-6389

E bongkod.paebunyong@shell.com

Sarayut Intarakosit

H+K Strategies Thailand

M +66 (0) 2-627-3501 # 107

E Sintarakosit@hkstrategies.com

SHELL LAUNCHES NEW PROMOTION TO GIVEAWAY 300 IPHONE6

Mar 25, 2015

Bangkok – Thailand, 23 March 2015: Shell Company of Thailand Limited recently launched a new promotion to giveaway 300 iPhone6, worth 9 million baht, at a consumer event at Central World to celebrate the success of Shell V-Power Nitro+.

According to Mr. Panot Triroj, Marketing Manager - Retail Business, Shell V-Power Nitro+ was first launched to the premium fuel market in Thailand in 2012 and has since grown increasingly popular with Thai motorists who are passionate about performance, quality and innovation.

“It has been pleasing to see there is a growing demand for premium fuels from Thai motorists, particularly in Shell V-Power Nitro+ which is available in both diesel and gasohol 95, and has contributed to Shell’s growth of 5 percent in its market share of fuels. This signals that there are strong, growing demands in the premium fuel market and correlates with the growth of the premium car market, and shows positive signs of the recent economic trends in this sector,” he said.

Shell also attributes the success of its premium products and market growth to continuing to invest in popular marketing campaigns and exciting promotions that encourage new customers to experience Shell’s products and promotes brand loyalty to existing customers.

“We are confident that our new iPhone 6 promotion will be as successful and exciting as our recent Get a Chance to Win the Excitement with Shell V-Power Nitro+ campaign, which received the highest number of consumer responses we have had since the launch of our premium product range in Thailand. We received more than five million entries into the promotion, in which we gave away seven cars chosen by our customers to seven lucky winners, with a total prize pool valued more than 10 million baht,” Mr. Panot said.

“We believe what makes our marketing campaigns so successful isn’t just our exciting giveaways, but that customers believe in and are loyal to our products which live up to their expectations of a premium fuel in regards to performance, innovation and quality, which has resulted in significant increase of brand preference of Shell fuels amongst Thai consumers.”

Shell is the first and only brand in Thailand to offer a premium gasohol product, which has been developed by its global team of world class scientists, along with Ferrari as a technical partner, to protect and improve engine performance. Shell V-Power Nitro+ Diesel is also the first premium diesel to be launched in Thailand.

To enter Shell’s major iPhone6 promotion, any customers filling up with any Shell fuel will receive one coupon per 700 baht spend; while Shell V-Power Nitro+ users will receive two coupons. The campaign starts from March until May, 2015. The lucky iPhone6 winners will be chosen by lucky draw for 100 prizes per month, starting from April to June, 2015.

For further information on Shell’s premium fuel products, please visit <https://www.shell.co.th/en/products-services/on-the-road/fuels.html>

To find out more about the promotion, visit <http://www.shell.co.th> or any participating Shell stations in Thailand.

ENQUIRIES:

Bongkod Paebunyong (Thai)

General Manager – Communications & Corporate Affairs

The Shell Company of Thailand LTD

T +66 (0) 2-262-6389

E bongkod.paebunyong@shell.com

Sarayut Intarakosit

H+K Strategies Thailand

T +66 (0) 2-627-3501 # 107

E Sintarakosit@hkstrategies.com