

Shell looks through future lens to understand the impact of rapid urbanization on Bangkok

Dec 15, 2014

Shell Thailand today hosted a series of industry events designed to bring together some of Thailand's leading businesses and industry experts, in which it shared details of its global report titled *New Lenses on Future Cities* which sheds light on how cities around the world have been using energy and helps understand the impact of urbanization growth on key global cities, including Bangkok.

New Lenses on Future Cities is the first of a series of supplements on the future of energy and provides a perspective for political and business leaders as they make decisions that affect city planning and development.

Speaking at the event, Shell International's Chief Political Analyst, Dr. Cho-Oon Khong, said, "According to UN Habitat, it is expected that two-thirds of the entire ASEAN urban population will live in only five Mega-Urban Regions (MURs) by 2020, which is only six years away: the Bangkok-centered MUR with 30 million people; the Kuala Lumpur-Klang MUR with 6 million; the Singapore Triangle with 10 million; the Java MUR with 100 million; and the Manila MUR with 30 million. Furthermore, according to the Department of Economic and Social Affairs of the United Nations, by 2050, approximately 70% of the world's population could be living in cities up from 54% in 2014, with 44% of them living in SE Asia."

"As cities grow, so does the demand on water, food and energy resources. Today, cities consume 66% of the world's total energy and this could increase by 80% over the next 30 years. Urbanisation will have a huge influence on energy demand, efficiency and sustainability, and will directly affect our quality of life.

"Urbanisation is affecting us in big ways and it's up to our businesses, governments and communities to work together to understand the benefits of a cleaner, more energy-efficient future. Planning for the future is critical, and it's also achievable," he said.

In reference to industry guest speakers from Thailand's Urban Design and Development Center (Uddc) and Bangkok-based global design and architecture firm Marques & Jordy, Dr. Khong pointed out there are already organisations in Bangkok who are focused on developing and implementing plans for higher quality of life for Thai people that bring together innovation, competitive economies and sustainable environments.

"It's inspiring to see there are organisations like UddC and Marques & Jordy who are passionate about sustainable design and environments that take into consideration the challenges Bangkok and Thailand has had in the past and applying these lessons for future, sustainable implementation, while also looking at the quality of life Thai people desire and the unique cultural aspects that make Thailand what it is."

Dr. Khong said the report highlights how today's choices and actions can lead to tomorrow's success and better management of urbanization challenges, particularly for burgeoning cities like Bangkok.

"Despite the many differences between cities around the world, best practice around urban development and how to manage it does exist. Compact, densely-populated, well-planned cities with

effective integrated infrastructure and services are more resource-efficient. With appropriate attention, they can also be attractive places to live. Careful planning would help achieve a more efficient, integrated use of resources that places urban design at the heart of efforts to encourage and engineer greater resilience in those systems and services that will be essential to our future wellbeing and prosperity,” he said.

After studying more than 500 urban centres, including megacities with over 10 million residents, the New Lenses on Future Cities report groups cities into six archetypes indicating where energy use is most concentrated and where future urbanisation is set to take place.

According to the New Lens report, energy use is currently concentrated in two of the six archetypes: Sprawling Metropolises like Tokyo; and Prosperous Communities such as Dubai. Urban Powerhouses, like Hong Kong, Singapore and New York, are characterized by high population densities and high individual incomes, meaning they are heavy energy users but their share of global consumption is modest by comparison.

Despite being the most common archetype representing more than half of the cities studied, Underdeveloped Urban Centres account for only 11% of the world’s total energy used; and Developing Mega-Hubs, like Hyderabad and Chongqing, are currently using the least amount of energy of all the archetypes each year. Underprivileged Crowded Cities such as Manila and Bangalore might be relatively light energy users today, but with low individual incomes and medium to high populations most of them will join the next wave of urbanisation as they become more prosperous. Their growing energy demand will shape global levels of energy use, making their development choices critical.

While Shell has been building and applying scenarios for more than 40 years, the New Lens Scenarios introduced a range of new analytical tools, called “lenses”, that help policy and other decision-makers recognise and interpret future energy issues. It also looked over a longer time frame than previous reports, through to 2060 and beyond, showing that rising energy intensity from a growing and more prosperous global population will have increasingly longer-term impact.

Key Findings of Shell’s Scenarios Research on Cities

- Well-designed urbanisation can significantly improve both lives and livelihoods – typically facilitating innovation, collaboration and economic growth. But when managed poorly, urbanisation can lead to a lower quality of life, environmental degradation, increased greenhouse gas emissions, social stresses and political turbulence.
- Cities’ development is shaped by a number of different variables including: existing infrastructure, social and cultural factors, geography, financial resources, and political and institutional capacity to plan and manage growth. Inevitably, some cities will thrive, while others will decline and possibly fail.
- No single model of urbanisation will or should be followed everywhere; nor is there a single design ideal to which all cities will eventually conform.
- Examples of best practice for urban planning and management do exist – and there are important principles planners can apply. For example, compact, densely populated, cities with effectively integrated infrastructure, services and transport systems are more resourceefficient than lower density cities.
- As long as they are well-designed and managed more compact, densely-populated cities can also be attractive and liveable places for residents.

- The long life of urban infrastructure means that the decisions and investments cities make now will shape their resource efficiency and livability for decades to come.

New Lenses on Future Cities is available via www.shell.com/futurecities.

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SHELL HELIX HX8 DIESEL 5W-30 LAUNCHED

Sep 24, 2014

Shell Thailand launched 'Shell Helix HX8 Diesel 5W-30', the new fully-synthetic diesel motor oil in a bid to expand its fully-synthetic customer base.

Mr. Troy Chapman, Executive Director – Lubricants, The Shell Company of Thailand said:

"The market for diesel engine oils is on a rising trend, thanks to favourable domestic factors and the regional upward trend.

In the first half of 2014, Shell's diesel engine oils market grew 2% from the corresponding period last year. The growth factors include year-on-year increase of new car registration and continued launch of new & face-lifted diesel car models by carmakers. This is in addition to annual rise of 5% in cumulative figures of in-use vehicles according to the statistic report from the Department of Land Transportation. As of August this year, the cumulative number of diesel cars in Thailand stood at 6million units, which translated into a need for 80-million liters of diesel engine oils."

"We also spotted a growing trend of diesel car users shifting towards fully-synthetic motor oil. A market survey carried out by Shell in the second quarter of this year led to key findings that 40% of diesel car users had already adopted fully-synthetic motor oil and more than 30% of those using mineral motor oil would embrace or wished to try a fully-synthetic motor oil. We are therefore introducing '**Shell Helix HX8 Diesel 5W-30**', the 'entry to fully-synthetic' diesel engine oil to address the demand of these motorists," explained **Mr. Chapman**.

Shell Helix HX8 Diesel 5W-30 is the first 'entry to fully-synthetic' diesel engine oil. It offers worldclass quality and designed specifically to meet the demand of diesel vehicle users who wish to shift to a fully-synthetic motor oil. This new product is suitable for diesel-powered sedans, SUVs and common rail diesel pickup trucks. Active Cleansing Technology provides exceptional cleansing and prevention against sludge buildup that can lessen the performance of diesel engine. It helps reduce engine friction and improves fuel efficiency by 1%¹. **Shell Helix HX8 Diesel 5W-30** is retailed in two sizes, 6-liter gallon and 1-liter bottle, at introductory prices of 1,450 baht and 265 baht, respectively.

In addition to favourable domestic factors, the market for diesel engine oils is also buoyed by the region's robust activities ahead of AEC commencement, including business expansions especially in transportation and logistics, and opening of new highways such as the East-West Corridor. Furthermore, Asia is the world's top growth region for motor oils. Within Asia, Thailand is among the top-five markets in terms of motor oil demand, after only China, India and Japan. It is estimated that Thailand's demand for motor oils will outgrow those of India and Japan within the next ten years. "Our launch of 'Shell Helix HX8 5W-40' for benzene engine in the third quarter last year was a huge success with sales surging 50% above our target. With all the positive factors mentioned earlier, we are fully confident that the newly-launched **Shell Helix HX8 Diesel 5W-30** will make a comparable phenomenon among users of diesel-powered vehicles. Shell hopes to increase the share of fullysynthetic oils in diesel cars and expects our sales of fully-synthetic oils to grow by 100% this year," **Mr. Chapman** concluded.

Shell Helix HX8 Diesel 5W-30 is now available with oil change service at Proserv in 380 Shell stations nationwide, A.C.T. service centers and more than 16,000 motor oil retailers nationwide.

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SHELL THAILAND PREPARES FOR NEW ERA OF RETAIL GROWTH

Sep 10, 2014

Bangkok, Thailand – 5 September 2014: Shell Thailand announced today it is ready for a new era of growth as it looks to advance its position in the market by upgrading 25% of its current site network, growing the number of current sites by 15%, and revamping its oil change service center within 2017.

- ✦ Shell looks to strengthen its market position in Thailand by opening new sites and upgrading existing locations, marking a new retail era for the brand.
- ✦ Shell Retail's business strategy in Thailand focuses on three key areas: fuel innovation and technology; providing customers with a world-class retail experience; and supporting the growth of its people and partners.
- ✦ As Thailand is positioned in Shell Retail's top 10 markets worldwide, Shell has identified strong opportunity for growth and potential to position Thailand as its regional hub of retail.

According to Department of Energy Business, Shell Thailand holds a 12.5% market share in the country's fuel retail sector, with 500 retail sites and more than 10,000 staff conducting over 2 million transactions per week.

International executives of Royal Dutch Shell Plc the world's largest branded fuel retailer and global No. 1 preferred brand, Mr. István Kapitány, Executive Vice President - Retail, and Mr. Asada Harinsuit, Vice President – Retail, East and Country Chairman of Shell Companies in Thailand jointly shared details of the brand's successful global retail strategy and the elements that have ensured it has maintained its competitive edge in a highly competitive fuel retail market such as Thailand.

Shell Retail's global strategy is focused on continuing to deliver in its three key areas of success: innovative, technology-driven fuel products; world-class retail facilities with an emphasis on personalised customer service; and supporting the growth of its people and partners who will continue to drive its business forward.

"We believe Shell is good for Thailand and Thailand is good for Shell. The global and regional demand for premium quality fuel products is set to remain high and we expect this will grow exponentially in the coming years. This is set to position Thailand as a critical development hub of the ASEAN Economic Community," said Mr. István Kapitány, Executive Vice President – Retail, Royal Dutch Shell plc.

"Based on the successful application of our global retail model in Thailand, we are in a strong position to continue to drive the growth of our retail business in Thailand to make sure that we reach more customers and continue to deliver the highest quality products and services to meet their everyday motoring needs."

Mr. Asada Harinsuit, VP Retail East, Royal Dutch Shell and Country Chairman of the Shell Companies in Thailand reinforced the uniqueness of Shell Retail's business in Thailand, which has celebrated 123 years of success and boasts Shell's Global Retailer of the Year 2012, Global Best Practice Sharing 2014 and Global Territory Manger of the Year 2013.

"To date, our team in Thailand has dedicated its efforts on expanding and upgrading the existing 500 Shell service stations and their facilities to further improve our retail offering and maintain our

competitive edge. The growth of our retail network is a testament to the success of the application of our global retail strategy in Thailand,” he said.

“The Shell brand is synonymous around the world with passion and expertise in developing high quality and technologically advanced fuels for the benefit of our consumers and their vehicles, while providing unparalleled customer service. In Thailand, we are a trusted international brand with a long heritage.”

According to Mr. Kapitány, Shell invests more than any other international oil and gas company to research and develop innovative technology – more than \$1 billion annually since 2007.

“For over a century, Shell scientists have worked relentlessly to create technologically advanced fuels for our customers, with the flagship of Shell’s fuels offering, Shell V-Power, being the result of our constant innovation and passion for both our customers and for driving. Our most advanced generation of premium performance fuels, Shell V Power Nitro+, was launched in April 2012 and is now available in 14 countries, including Thailand which launched in July 2012,” Asada said.

Shell believes the key to its retail success is rooted in collaboration with its staff and business partners to consistently deliver customer service excellent and world-class retail experiences. Customer service and improving drivers’ experience is Shell’s number one priority and is intrinsically linked with supporting employees’ growth and development.

“Our site people are the face of Shell, and they remain committed to delivering first class customer service. We invest in all levels of our workforce to help us deliver an even better on-site experience for drivers. Every member of our leadership team has had experience of working on our forecourts, which helps them understand our retail operations and how they work to understand our customers’ needs,” said Mr. Kapitány.

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THAILAND SWEEPS AWARDS AT SHELL ECO-MARATHON ASIA

Feb 25, 2014

Student vehicles improve mileage performance despite a more challenging street circuit.

Thailand has emerged major victors at Shell Eco-marathon (SEM) Asia 2014 with three champion titles. Team How Much Ethanol from Panjavidhya Technological College Thailand drove 2,730km on a litre of ethanol – the highest mileage recorded at this year's competition and the equivalent distance from Manila to Jakarta. The team is joined by fellow Thai winners SakonNakhonTechnicalCollege in the Prototype Gasoline category and RattanakosinTechnologicalCollege in the Prototype Battery Electric category. Since Shell Ecomarathon Asia started in 2010, Thai teams have been dominating the leader-boards with their winning ultra-efficient vehicles.

“Our winning formula was to focus 97% of our efforts on designing the car and 3% on the engine. Our car was custom-designed around our designated driver for optimal performance and we built the engine to maximise the capacity of our car,” said ChumpholSitthios, team manager for PanjavidhyaTechnologicalCollege. “We also practiced on a Thailand circuit which has a similar layout to LunetaPark.”

Mr. Asada Harinsuit, Country Chairman, The Shell Company of Thailand Limited, added: “We are really very happy and proud that once again a Thai team has won here at the Shell Eco-marathon Asia. Their innovations and skills have made them #1 for the fourth year in a row, and their extraordinary abilities will certainly continue to inspire the next generation of engineers to meet our future energy needs”.

Improved Mileage Performance in Five Categories

Student participants of the Shell Eco-marathon Asia 2014 overcame the challenges of a new urban circuit to clock improved mileage results in five out of 12 categories, compared to the previous edition. New best scores were recorded for Prototype Diesel by China's Tongji University at 616.2km/l, Prototype Gasoline by SakonNakhon Technical College at 1,796.0km/l, Urban Concept Gasoline by Universitas Indonesia at 301.7km/l, Urban Concept Battery Electric by Institute of Technical Education Singapore at 126.3km/l and Urban Concept Diesel by Indonesia's PoliteknikNegeri Pontianak at 70.3km/l.

This is the first year Shell Eco-marathon Asia takes place on the streets of LunetaPark in Manila, having previously been held at the Sepang International Circuit in Kuala Lumpur. The new urban setting is designed to test the boundaries of fuel efficiency in a real world environment.

“A street circuit certainly presents more difficulty as vehicles tend to consume more energy while navigating urban roads. The fact that teams are still making marked improvements on their scores and clocking new personal bests is extremely impressive,” said Norman Koch, Shell Eco-marathon Technical Director. This year's winners bested 105 student teams from 15 countries across Asia and the Middle East. Teams submitted vehicle entries in either the Urban Concept or Prototype category in any of the seven different energy types. Results are measured on who can drive the furthest on the equivalent of 1 kWh or 1 litre of fuel.

Closing the event, Edgar Chua, Shell companies in the Philippines Country Chairman said: “In the Philippines we have a saying ‘the youth are our hope for the future.’ When I look at all the young, budding students and what they have achieved at Shell Eco-marathon Asia, I too am inspired myself. I hope they have had a great experience – in learning new skills, absorbing new cultures and making new friends.”

Six Off-Track Awards Presented to Outstanding Student Teams

In addition to the 12 On-Track awards, teams also competed for six Off-Track Awards that tested the team’s various technical and creative skills, as well as their approach to safety and sustainability. A panel of experts from various fields judged the students on a variety of categories that covered Safety, Communications, Technical Innovation, Vehicle Design, Perseverance and Spirit of the Event and the Shell Helix Tribology Award. The Shell Helix Tribology Award is an off-track award that recognises student teams that demonstrate the use of lubrication engineering principles to improve the fuel efficiency result of their vehicles.

Shell Eco-marathon Asia also welcomed thousands of visitors to Asia’s first ever Shell Energy Lab – a spectacular experience for people of all ages showcasing the future of energy, technology and mobility.

[Overview of Shell Eco-marathon Asia 2014 winners.](#)

Off-Track Awards Winners:

Communications

PNEC NUST-PROTOTYPE

National University of Sciences and Technology (NUST), Karachi

Pakistan

PNEC NUST-PROTOTYPE was selected because of their innovative approach to creating awareness and support for their team for Shell Eco-marathon Asia. Besides important traditional media partnerships, they went to various public forums targeting college and school students, families and the community at large. They secured interest from local celebrities who helped attract a much wider audience through their own social media presence. Their communications mix and use of multiple channels and platforms were both effective and innovative in meeting their objectives.

Vehicle Design

NTU DIESEL CAR RACING TEAM

Nanyang Technological University

Singapore

The team’s technical paper presented a complete and comprehensible account of their different research undertakings which should be the mark of a true engineering researcher. During their interviews with the jury, they readily answered all queries and even provided updates on their

progress. Lastly, their actual performance on the track was in sync with their desired design – proving that their design worked.

Technical Innovation

NANYANG E DRIVE

Nanyang Technological University

Singapore

Nanyang E Drive won this award because of their use and placement of an electromagnetic clutch to eliminate most drive-train losses when coasting, and for incorporating a splitter to separate turbulent and laminar flows to reduce drag. Vehicle Design

Perseverance and Spirit of the Event

MIT ECO-WARRIORS

Madras Institute of Technology

India

DLSU ECO CAR TEAM - ELECTRIC De La Salle University

Philippines

All teams displayed perseverance and spirit of the event in different ways. These teams stood out because of their persistence and generosity while maintaining a positive attitude. From having no car to passing technical inspection and obtaining a valid track run, Team MIT Eco-Warriors is exemplary of perseverance. DLSU Eco Car Team - Electric demonstrated great team spirit as they came forward to help.

Safety

NTU DIESEL CAR RACING TEAM

Nanyang Technological University

Singapore

Safety was effectively employed into the core of their design with impressive risk assessment studies and clever use of materials. Special attention was placed on computer design and laser cut strips of wood that were made to absorb energy in case of impact, yet break up into small parts and not large dangerous shards. It was also noted that the team displayed exceptional safety practices in their garage by maintaining a very orderly work environment free from avoidable hazards. Shell Helix Tribology

TEAM MONASH 2

Monash University, Malaysia

Malaysia

Team Monash 2 recognised the importance of keeping their vehicle components clean and lubricated. They conducted a simple experiment to arrive at the conclusion. They also demonstrated an understanding of the impact of their fuel of choice, GTL Diesel, on lubrication in the vehicle engine. This team recognised the importance of choosing the right viscosity, minimising friction and maximising fuel economy.

Shell Eco-marathon Asia 2014 is held in partnership with the Philippine Government, especially the Department of Tourism, Department of Energy and the City of Manila. Its global Partners include HP (Official Global Information Technology (IT) Partner), Michelin (Official Global Paddock Partner and Tyre Supplier), The Linde Group (Official Global Paddock Partner) and Southwest Research Institute (Official Global Paddock Partner). Local private sector partners are Unilever Philippines, Solane, Coca-Cola, Globe, Lego and Hyundai.

For more information on all Shell Eco-marathon events across the globe, including official rules, instructions for registration and details on prizes, please visit the [Shell Eco-marathon website](#).

[For more pictures of the event.](#)

About Shell Eco-marathon

Shell Eco-marathon began in 1939 at a Shell research laboratory in the United States as a friendly wager between scientists to see who could get the most miles per gallon from their vehicle. The winner of that contest barely achieved 50 mpg (21 km/l), and from these humble origins, a more organized competition evolved. In 1985 in France, Shell Eco-marathon as we know it today was born. In April 2007, Shell Eco-marathon Americas event was launched in the United States, and in 2010, the inaugural Shell Eco-marathon Asia was held in Malaysia. Malaysia hosted Shell EcoMarathon Asia until 2013. In 2014, the event is being held in Manila, Philippines, which will continue to host the event until 2016.

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SHELL SURVEYS SHOW ASIA CONCERNED ABOUT FUTURE ENERGY NEEDS

Feb 03, 2014

Shell surveys show Asia concerned about future energy needs amid constraints; gas among most preferred source. Addressing energy-water-food challenges, Shell gathers Asia's leading minds in a Powering Progress Together dialogue.

Thailand, the Philippines and India top a list of nine Asian countries that say they are very concerned about future energy needs, amid increasing pressure for more energy, water and food to keep up with increased population growth. The results emerged from a series of Shell-commissioned Future Energy surveys in which 80 percent of the respondents ranked longer-term future energy needs alongside everyday concerns like public education and cost of living as important. The surveys covered 8,446 people in 31 cities and 9 regional areas.

These concerns have arisen amid growing energy pressures globally. By 2030, the world will need 40% to 50% more energy, water and food in tandem with rising demand and increased populations. Tremendous stress will be placed on these vital resources as energy is used to move and treat water; water is required to produce energy and both energy and water are required in the production of food.

"It is encouraging to know that Asians view future energy needs as high priority, as this region will see one of the fastest growths in population and energy demand," said Jeremy Bentham, Shell's Vice President for Global Business Environment. "More than ever before, the industry, government and public all have a joint responsibility to create a better energy future, and must come together to collaborate and coordinate our efforts to meet these challenges for generations to come."

Most survey respondents expect energy shortages and higher energy prices to have a significant impact on their countries. Issues seen as most pertinent are energy shortages in Thailand (91%) and South Korea (70%), higher energy prices in India (91%) and Singapore (79%), water shortages in Vietnam (89%) and food shortages in Indonesia (86%).

The surveys indicate that Asia is in favour of a mix of future energy sources, with solar energy and natural gas leading the way in many countries. Solar energy is the most desired future energy source across most countries, which include Singapore (86%), Thailand (83%) and India (77%). Natural gas is cited as the most preferred future energy source in Brunei (87%) and is second most preferred in Singapore (52%), Indonesia (43%) and India (43%).

Survey respondents agree that collaboration between industry, government, and the public, as well as innovation and incentives for cleaner energy, are the most important factors in shaping future energy needs. The role of government is considered particularly important in most countries while the public is cited as most important for Thailand.

Asia's future energy challenges and the survey findings will be discussed in depth on Thursday, 6 February 2014 at the Shell Powering Progress Together forum, a gathering of thought leaders from business, government, academia and civil society. Some 300 participants will join the event to address the world's growing water, food and energy challenges. It is held in conjunction with Shell Eco-marathon Asia 2014 in Manila, Philippines.

Key panelists include Hon. Carlos Jericho Petilla, Secretary, Philippine Department of Energy,

Manila, Vinod Thomas, Director General of Independent Evaluation from the Asian Development Bank, Jose Ma. Lorenzo Tan, President and Chief Executive Officer of World Wildlife Fund Philippines and Brahma Chellaney, Professor of Strategic Studies, India Centre for Policy Research.

NOTES TO EDITORS

About the Survey

Shell commissioned Ipsos to produce the “Future Energy Survey” in nine Asian countries – Brunei, Korea, India, Indonesia, Pakistan, Philippines, Singapore, Thailand and Vietnam – to assess Asian respondents’ views on the future of energy. 8,446 participants took part in the survey from January to December 2013.

About Powering Progress Together

The POWERING PROGRESS TOGETHER conference will explore the nexus, the forces behind it and the inspiring collaborations that are making a difference. It will unite international speakers on interactive panel discussions with representatives from business, NGOs, local governments and tomorrow’s leaders.

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Note

The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate entities. In this press release “Shell”, “Shell group” and “Royal Dutch Shell” are sometimes used for convenience where references are made to Royal Dutch Shell plc and its subsidiaries in general. Likewise, the words “we”, “us” and “our” are also used to refer to subsidiaries in general or to those who work for them. These expressions are also used where no useful purpose is served by identifying the particular company or companies. “Subsidiaries”, “Shell subsidiaries” and “Shell companies” as used in this press release refer to companies over which Royal Dutch Shell plc either directly or indirectly has control. Companies over which Shell has joint control are generally referred

to “joint ventures” and companies over which Shell has significant influence but neither control nor joint control are referred to as “associates”. In this release, joint ventures and associates may also be referred to as “equity-accounted investments”. The term “Shell interest” is used for convenience to indicate the direct and/or indirect (for example, through our 23% shareholding in Woodside Petroleum Ltd.) ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

This press release contains forward-looking statements concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management’s current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management’s expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “goals”, “intend”, “may”, “objectives”, “outlook”, “plan”, “probably”, “project”, “risks”, “schedule”, “seek”, “should”, “target”, “will” and similar terms and phrases. There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this press release, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell’s products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions. All forward-looking statements contained in this press release are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements. Additional risk factors that may affect future results are contained in Royal Dutch Shell’s 20-F for the year ended December 31, 2012 (available

at www.shell.com/investor and www.sec.gov). These risk factors also expressly qualify all forward looking statements contained in this press release and should be considered by the reader. Each forward-looking statement speaks only as of the date of this press release, 3 February 2014, Neither Royal Dutch Shell plc nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this press release.

We may have used certain terms, such as resources, in this press release that United States Securities and Exchange Commission (SEC) strictly prohibits us from including in our filings with the SEC. U.S. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website www.sec.gov. You can also obtain these forms from the SEC by calling 1-800-SEC-0330.

THAILAND'S BRIGHTEST YOUNG ENGINEERS COACH ALEX RENDELL TO BE A SMARTER DRIVER

Jan 22, 2014

Bangkok, 21 January 2014: Teams of engineering students competing in Shell Eco-marathon Asia will share their fuel efficiency skills with well-known actor, Alex Rendell on 21-22 January 2014 as he embarks on a challenge to drive the furthest using as little Shell FuelSave Gasohol 95 as possible.

Shell Eco-marathon is an annual competition challenging student teams from around the world to compete in ultra energy efficient vehicles they have themselves designed and built. From 6-9 February 2014, more than 100 student teams from 16 countries, including 11 teams from Thailand, will participate in the Asian leg, which is set to take place for the first time on the streets of Manila, the Philippines. Driving their futuristic vehicles, teams will be competing to travel the furthest using the least amount of energy. In his driving challenge, Alex Rendell will demonstrate how using the right fuel and driving more efficiently can help to manage motoring costs and improve the fuel economy of road cars today.

Mr. Grant McGregor, Executive Director-Retail Business of the Shell Companies of Thailand says: "We're delighted to have Alex Rendell representing Thailand. Shell is committed to finding innovative solutions to meet the energy challenge and to supporting the next generation of car designers and engineers through initiatives such as Shell Eco-marathon. We're also providing products such as Shell FuelSave Regular priced fuels as well as advice to help people use less energy today."

Speaking before the challenge Alex Rendell said: "I'm really excited to be taking on this challenge and looking forward to being coached and inspired by our country's brightest engineering talent. I hope I can show Thai drivers it's easy to become more fuel efficient by choosing the right fuel and making a few small changes to the way they drive."

Alex Rendell will join three other famous faces from Malaysia, the Philippines, and Singapore on 7 February 2014 at Shell Eco-marathon Asia. The celebrities will compete in a challenge that will see them put Shell FuelSave fuels and their new-found fuel efficiency skills to the test to see which celebrity can go the furthest in an ultra energy efficient vehicle designed by the students.

To find out more about Shell Eco-marathon and discover simple tips to help manage motoring costs, please visit www.shell.com/ecomarathon.

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About Shell FuelSave fuels

Shell FuelSave Gasohol 95/91 and Shell FuelSave Diesel are our Regular priced fuels designed to last longer. Currently available in 20 countries, they contain active efficiency ingredients and are designed to improve engine efficiency from the very first tank.

Shell has more than 100 years' experience in creating some of the world's most advanced fuels. We are also committed to equipping motorists with the skills needed to be more fuel efficient. In 2012, we launched the Target One Million campaign to help one million drivers around the world learn how to make their fuel last longer and have now helped more than 400,000 motorists worldwide to become more fuel efficient. Visit www.shell.co.th to find out more.

About Shell Eco-marathon

Shell Eco-marathon began in 1939 at a Shell research laboratory in the United States as a friendly wager between scientists to see who could get the most miles per gallon from their vehicle. The winner of that contest barely achieved 50 mpg (21 km/l) and from these humble origins a more organised competition evolved. In 1985 in France, Shell Eco-marathon as we know it today was born.

In 2007, the Shell Eco-marathon Americas event was launched in the United States. In 2010, the inaugural Shell Eco-marathon Asia was held in Malaysia, where the event was hosted until 2013. In 2014, Shell Eco-marathon Asia will be held in Manila, the Philippines, where the event will be hosted until 2016.