

SHELL GRATEFUL FOR THAI MOTORISTS' TRUST AS ITS PRODUCT QUALITY AND BRAND STRENGTH ARE RECOGNIZED WITH 2 PRESTIGIOUS AWARDS AT TAQA 2018

Dec 12, 2018

Bangkok, The Shell Company of Thailand Limited is grateful to Thai consumers for their longstanding confidence and trust in the company's lubricant and fuel products and the Shell brand.



Ms. Veethara Trakulboon, Executive Director – Lubricants Business (6th from left), and Mr. Kamon Kongsakulvatanasook, Vice Executive Director – Retail Business (7th from left), of The Shell Company of Thailand Limited, were presented with two awards in the Outstanding Products Related to Vehicles category – the Outstanding Satisfaction for Fuels and the Outstanding Satisfaction for Lubricants awards – by the Deputy Minister of Industry, Dr. Somchai Harnhiran, at the Thailand Automotive Quality Awards (TAQA) 2018 ceremony.

Their votes contributed to the company receiving two awards in the Outstanding Products Related to Vehicles category at the Thailand Automotive Quality Award (TAQA) 2018 ceremony, organized by the Thailand Automotive Institute, Inter Media Consultant Co., Ltd., Manager Newspaper, and Custom Asia Co., Ltd.

The awards ceremony was presided over by the Deputy Minister of Industry, Dr. Somchai Harnhiran. This is the first year in the TAQA ceremony that Shell has received the Outstanding Satisfaction for Fuels award, and the fifth consecutive year that the company has won the Outstanding Satisfaction for Lubricants award for the “Shell Helix” product line, reflecting the strong confidence of Thai motorists in Shell’s brand.

Ms. Veethara Trakulboon, Executive Director of Lubricants Business, The Shell Company of Thailand Limited, said, “We would like to thank all motorists who have placed their confidence in

our company's fuels and lubricants by voting for us to receive these two prestigious awards. Our high-quality 'Shell Helix' product line has won the Outstanding Satisfaction for Lubricants award for five consecutive years, earning us the 'Excellence Award' distinction. These achievements were made possible through several factors, including our deep understanding of motorists and the automotive industry, our world-class technical partnerships, and our continued investments in product research and development, all of which enable us to provide consumers with the best experience from our products, in line with Shell's purpose of **'Making Life's Journey Better'**."



Commenting on Shell's "Outstanding Satisfaction for Fuels" award, **Ms. Ornuthai Na Chiangmai, Executive Director of Retail Business, The Shell Company of Thailand Limited**, said, "We are delighted to receive this prestigious award as the votes come from actual surveys of motorists nationwide. The award reflects consumer confidence in our products, including Shell V-Power Gasohol 95 and Shell V-Power Diesel, both of which come with DYNAFLEX Technology that is designed to clean engines and provide greater engine power for maximum performance. These benefits reflect some of the advanced innovation and technology that Shell is offering to customers through our quality products."

The two awards in the Outstanding Products Related to Vehicles category demonstrate Shell's commitment to continue to innovate, work with our partners and develop people to deliver "More and Cleaner Energy" to Thai consumers and to sustainably drive Thailand energy's sector in the future.



About Shell's Retail and Lubricants Businesses in Thailand

Shell currently operates 520 retail stations in Thailand and plans to expand to have over 800 sites nationwide in the future. In addition to offering quality fuel products, Shell continues to develop its non-oil business at retail stations, with Shell SELECT, Deli Café, Shell Helix Oil Change +, and Shell Advance MotoCare Express. This year, Shell was also recognized with **“The Best Toilet of 2017” award** in the filling station category from the Department of Health, Ministry of Public Health.

Shell is Thailand's leader in premium fully synthetic lubricants technology and has been recognized as the global market leader in lubricants for 11 consecutive years. Shell recently introduced the **new Shell Helix Ultra SN 0W-20 for gasoline engines** in Thailand, with the product developed through Shell's patented PurePlus Technology and incorporating the company's innovative gas-to-liquids (GTL) technology, which converts clean natural gas into high-quality base oil. The new product provides improved engine performance, better engine protection even in Thailand's hot climate, and enhanced fuel economy with a corresponding reduction in emissions.

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SHELL LAUNCHES MAJOR NEW CAMPAIGN, “SHELL SUPER PRO – WIN A CAR OF YOUR CHOICE AND GOLD OF YOUR DREAM”

Nov 19, 2018

Bangkok, Thailand : Celebrating its success, enhancing its reliability and to reward consumers with gifts, **The Shell Company of Thailand Limited** is launching a major campaign to mark the end of the year. Titled “**Shell Super Pro – Win a Car of your Choice and Gold of your Dream**”, it is giving out cars and gold worth more than 10 Million baht. Consumers spending on any services at all Shell stations in Thailand and Shell ClubSmart members will have a chance to win these fabulous prizes **from 15th November 2018 to 15th February 2019**.



Ms. Ornuthai Na Chiangmai, Executive Director of Retail Business, The Shell Company of Thailand Ltd., said: “We understand that our customers have their own preferences, so our ‘**Shell Super Pro – Win a Car of your Choice and Gold of your Dream**’ campaign lets customers themselves choose the prize they really want. This is the 3rd time we have launched this kind of campaign and it follows on from the successes of its predecessors over the last 2 years. Customers can win 3 prizes in total easily, namely 6 cars, gold worth more than 1 Million baht, and a Toyota CH-R, which is exclusive for Shell ClubSmart members just by spending on any services provided in Shell stations such as filling up with fuel, engine oil changes, and shopping at SELECT and delicafé. This is a very special occasion to underline our wish to make them happy in line with Shell’s purpose of ‘**Making Life’s Journey Better.**’ “

Motorists across Thailand can join this campaign and have a chance to win one of 6 models – a Ford Ranger Double Cab 2.0 Bi-turbo Wildtrak 4x4 10AT, Toyota REVO D-CAB 2.8G 4WD AT ROCCO, Mitsubishi Pajero Sport GT 8AT 2WD, Mazda CX-5 2.0 S, Nissan Teana 2.0XL MR 20 DE, and Honda Accord 2.0 E. Entry to the draw is made as follows:

- ✦ With every 700 baht spent filling up with Shell V-Power, the highest quality fuel from Shell, receive 2 car drawing tickets

- ✦ For every 700 baht spent filling up with Shell FuelSave or Shell E20, receive 1 car drawing ticket
- ✦ For every 700 baht spent on Shell's lubricants for any type of car, receive 1 car drawing ticket

SELECT, delicafé customers and motocyclists have the chance to win 1 Million baht in gold.

- ✦ For motocyclists, every 70 baht spent on filling up with Shell V-Power, receive 1 gold drawing ticket
- ✦ For every 70 baht spent on any motorcycle lubricant, receive 1 gold drawing ticket
- ✦ For every 70 baht spent at SELECT or delicafé, receive 1 gold drawing ticket

And there are even more chances for

- ✦ Customers who spend with Citibank, KTC, and SCB credit cards receive double the tickets
- ✦ Exclusive! Shell ClubSmart members will automatically have a chance to win a Toyota CH-R 1.8 HV Hi when the total amount of money spent reaches 700 baht for the services at Shell station after registering at www.shellcampaigns.com/ShellSuperPromotion2018 once during the campaign

The "Shell Super Pro – Win a Car of your Choice and Gold of your Dream" runs from 15th November 2018 to 15th February 2019. The lucky draw will take place on 29th March 2019 and the winners will be announced on 5th April 2019 via www.shell.co.th, the Shell Line Official Account and the official notice board at The Shell Company of Thailand. For more information, please check all the promotional materials at Shell stations taking part in this campaign, and www.shell.co.th

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SHELL HOLDS THE “FUEL THE HAPPINESS, FUEL THE POWER WITH SHELL VPOWER DIESEL” ACTIVITY, INVITES SHELL CLUBSMART MEMBERS TO JOIN TRIP TO IMPROVE STUDENTS’ LIVES UNDER THE “FUEL THE HAPPINESS” PROGRAMME

Nov 12, 2018

The Shell Company of Thailand Limited recently organized the “Fuel the Happiness, Fuel the Power with Shell V-Power Diesel” activity, inviting Shell ClubSmart members to join a special visit to Rajaprajanugroh 45 School in Kanchanaburi Province to plant a vegetable garden, provide lunch for the students and present them with sports equipment.



Part of Shell’s mission of **“Making Life’s Journey Better”**, the objective of the activity was to encourage Shell ClubSmart members to help improve the lives of young people who deserved support, as well as to interact with each other and to experience the performance of Shell V-Power Diesel, the highest quality fuel from Shell.

Ms. Ornuthai Na Chiangmai, Executive Director of Retail Business, The Shell Company of Thailand Ltd., said: “The ‘Fuel the Happiness Day’ and ‘Fuel the Happiness Month’ programmes have been successful thanks to the support of our customers. We have therefore been able to donate 27 million baht to the Mechai Viravaidya Foundation, which Shell has collaborated with since 2015, towards the funding of our **‘Empowerment Programme to Improve the Quality of Life and Occupational Skills for Disadvantaged Students and Children with Disabilities’**, which supports

schools in rural areas. The programme started with 8,000 students from 12 schools and today that number has increased to 20,000 students from 44 schools. In the future, we are aiming to improve the lives of even more students. We will therefore organize more 'Fuel the Happiness, Fuel the Power with Shell V-Power Diesel' activities so that Shell ClubSmart members can enjoy this experience and help improve the lives of the students in our programme."

The destination for this activity was **Rajaprajanugroh 45 School in Kanchanaburi Province**, one of the schools being supported by Shell in partnership with the Mechai Viravaidya Foundation. The aim of the programme is to establish "**hubs for lifelong learning and social and economic advancement**". The hubs will serve to educate students, parents and schools, teaching them how to make a living and improve their occupational skills, and give them opportunities to generate more income.

Mr. Nantawat Kalachun, the Principal of Rajaprajanugroh 45 School, Kanchanaburi, said:

"Rajaprajanugroh 45 School is one of the schools under the Special Education Bureau. Thanks to the support from Shell and the Mechai Viravaidya Foundation, our students now have better occupational skills. We are grateful that Shell brought Shell ClubSmart members here today to join the activity and make our students happy."

The trip gave Shell ClubSmart members the opportunity to do good deeds and help improve students' lives by providing vegetable seeds and mushroom grow bags and planting them in the school's garden, as well as providing lunch and sports equipment for the students. Moreover, the students had a chance to enjoy a mini concert featuring celebrity **Mr. Anusorn Maneetes**, also known as **Yong Armchair**. During the trip, all the members had a special opportunity to test Shell VPower Diesel, the best Shell Fuel, with DYNAFLEX technology which helps clean fuel injection systems and restore diesel engine's power for maximum performance.

Mr. Yutthana Sittila or Boom, one of the Shell ClubSmart members who joined the "**Fuel the Happiness, Fuel the Power with Shell V-Power Diesel**" trip, said: "This activity is great. It offered us a chance to contribute to society, make the students happy and put smiles on their faces. I hope Shell will continue organizing this kind of activity because it's not just about doing a good deed, but it helps bring together and encourages members who share the same interest in helping society. This will help strengthen the connection between members."

"With the aim to **Make Life's Journey Better**, Shell is confident that the 'Fuel The Happiness, Fuel the Power with Shell V-Power Diesel' activity will bring happiness to our customers as well as young people. Shell will continue organizing activities that bring happiness to society and fuel engine power for motorists across the country," **Ornuthai** concluded.

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SHELL JOINS HANDS WITH KEY PARTNERS TO ORGANIZE "THE SCENIC DRIVING EXPERIENCE WITH CITI", TO DELIVER EXCLUSIVE EXPERIENCE TO SHELL CUSTOMERS

Nov 07, 2018



Bangkok, Thailand -The Shell Company of Thailand Limited, led by Mr. Kamon Kongsakulvatanasook (4th from right), Vice Executive Director – Retail Business, was joined by Mr. Sandeep Batra (4th from left), Head of Credit Cards and Loans, Citibank Thailand, and Mr. Lars Nielsen (3rd from left), Sales and Marketing Director, BMW Thailand, to organize “The Scenic Driving Experience with Citi” for an exclusive experience of the ultimate motoring lifestyle drive to Pattaya for Shell customers who use their Citibank credit card to fill up fuel. Shell, Citibank and BMW have been key business partners for more than 10 years on both national and international level.

Customers who joined this exclusive event had a special opportunity to experience a variety of activities, including driving the BMW X5 from Bangkok to Pattaya, fueled by Shell V-Power, our best performance fuel that helps restore up to 100% of engine performance and removes gunk from engines. The fuel also come with DYNAFLEX technology, which cleans and protects engines efficiently. In addition, customers attended a perfume workshop organized by HARNN and enjoyed a mini concert from the Jetset'er band. Shell, Citibank and BMW will continue to offer exclusive events for the fulfilment of Shell customers.

For more campaign information and other privileges, please visit www.shell.co.th

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SHELL REINFORCES ITS LEADERSHIP IN PREMIUM FULLY SYNTHETIC TECHNOLOGY WITH THE LAUNCH OF THE NEW FORMULA SHELL HELIX ULTRA SN 0W-20

Oct 17, 2018

Bangkok, Thailand – The Shell Company of Thailand Limited reinforces its position as a leader in premium fully synthetic motor oils technology with a deep understanding of the needs of motorists in each car range by launching **the new Shell Helix Ultra SN 0W-20 for gasoline engines developed with Shell's patented PurePlus Technology**. The new product **responds rapidly to engine acceleration and enhances fuel economy with a corresponding reduction in emissions** and is recommended for passenger sedans from all automakers. **Shell Helix Ultra SN 0W-20 comes in a new packaging that adds a premium look and feel thanks to its Rose Gold design**. Consumers can now experience the ultimate in engine performance across Thailand.



Ms. Veethara Trakulboon, Executive Director – Lubricants Business said: “Global warming is a serious situation that impacts everyone and the behavior and needs of consumers are changing in response. The trend of smaller engines that will help reduce polluting emissions is coming. With this in mind, Shell, as a leader in premium synthetic motor oil technology, has developed the innovative Shell Helix Ultra 0W range, which provides superior resistance to

oil degradation that is up to 32% better than the latest industry standard¹; reduces evaporation rates by up to 50%², meaning drivers don't need to top up oil as frequently between oil changes; lower viscosity that allows oil flow up to three times faster than required by the latest industry standard³;

and 65% superior piston deposit protection⁴. These product qualities respond to consumers' needs and market trends and are aligned with Shell's mission to **Make Life's Journey Better** and our ambition to provide **More and Cleaner Energy**."

"The newly launched **Shell Helix Ultra SN 0W-20 for gasoline engines with PurePlus Technology** is the first motor oil to feature the company's innovative **gas-to-liquids technology (GTL)** that converts natural gas into an ultra-clean and stable base oil. The product has low viscosity, helping lubricate and fully protect engines in both hot and cold conditions⁵. It also helps the engine to respond rapidly and fully protects it even in extreme conditions⁶, and is designed for easier starts, enhances fuel economy is environmentally friendly in line with ILSAC GF5 standards. Shell Helix Ultra SN 0W-20 is also tailored to vehicles that see heavy usage, by protecting the engine in such conditions as hot temperatures, traffic jams in the city, as well as driving on slopes and over long distances."

Adding a boost to the brand campaign '**Drive On**', which inspires and encourages passion in Shell's motorists by enabling them to go wherever they want, no matter the destinations or road conditions, Shell is heating up its marketing activities for **Shell Helix Ultra SN 0W-20**, starting with 2 digital films depicting the daily driving routines of regular motorists. Shell will also hold the Shell Helix Caravan with **Kwang – Sirisilp Chotvijit**, the vocalist of well-known rock band AB Normal and a committed racing driver, who always uses Shell Helix Ultra with his cars. Special promotions will be offered throughout the year to add excitement to the motor oils market and delight consumers.

"Shell is confident that the launch of Shell Helix Ultra 0W-20 and our marketing activities for those who are passionate about driving will help reinforce the importance that Shell places on innovation, working with partners to grow together, and people development in our business. All of these elements will ultimately provide the best experience for our consumers, in line with Shell's mission of Making Life's Journey Better." **Ms. Veethara concluded.**

The 4-liter and 1-liter Shell Helix Ultra SN 0W-20 with new formula, and 4-liter and 1-liter Shell Helix Ultra SN 0W-40 with new packaging for gasoline engines and 6-liter and 1-liter versions for diesel engines are now available nationwide, including through leading online channels, such as Lazada, Shopee and JD Central. For more information, please visit www.shell.co.th

¹ Compared with API SN specification and based on ASTM D4684

² Compared with API SN specification

³ Compared with API SN specification and based on ASTM D4684

⁴ Average percentage achieved based on ILSAC GF-5

⁵ Compared with higher-viscosity oils

⁶ Based on Sequence IVA wear test **Enquiries**

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SHELL AFFIRMS COMMITMENT TO GOAL ZERO BY EARNING FIRST ISO 45001:2018 STANDARD IN THAILAND FROM MASCI

Oct 16, 2018

The Shell Company of Thailand Limited reaffirmed its commitment to Goal Zero at a ceremony to celebrate the recognition of the Chong Nonsi Terminal, Samut Songkhram Depot, Lampang Depot, and Khon Kaen Depot with **the new ISO 45001:2018** occupational health and safety management standard from the **Management System Certification Institute (MASCI)**, the first company in Thailand to receive this certification from MASCI.



Mr. Asada Harinsuit, Chairman, The Shell Company of Thailand Limited, said: “I would like to commend all the teams at Shell Thailand for their hard work in earning the new ISO 45001:2018 standard from MASCI. This is truly a great accomplishment because it directly contributes to the safety of our company, the environment and the local communities in which we operate. Shell is one of the first companies in Thailand to be officially certified with the new standard by MASCI, with the certification expected to support workplace risk reduction and safety conditions, both of which are important aspects of Shell’s Goal Zero ambition. A driving force behind this accomplishment is Shell’s intention to ‘Make Life’s Journey Better’ through our innovation, partnership, and people, with our sustainability approach being one of the many ways that we are working towards this goal.”



Mr. Lertsak Cholvibul, Country Health, Safety, Security, and Environment (HSSE) Manager, added that recognition with the new ISO 45001:2018 standard was a testament to the importance that Shell places on people and partnership. He said, “Shell Thailand’s continual improvement of core value safety standards is in line with our ambition to achieve no harm, no leaks, and no incidents. By following both the existing Shell Global HSSE Framework and the new ISO 45001:2018 standard, everyone at Shell will be able to work safely and return home safely to their

family and loved ones every day, and communities will also be protected. The new certification also reflects Shell's emphasis on safety in our business partnerships, so that our customers, partners, and suppliers can be assured of our company's world-class safety standards. At the same time, we have continually shared our company's safety management experience with everyone we work with so that they can develop their own safety mindsets and practices. In addition, Shell supports energy management, waste management, sustainable transformation, and nature offset, reflecting our focus on both safety and good environmental management."



Ms. Punnee Angsusingha, Director of MASCI, praised Shell Thailand for its achievement. "I would like to congratulate Shell for receiving the new ISO 45001:2018 certification, the first company in Thailand to do so. This strongly reflects Shell's commitment to continual investment and innovation, especially in the areas of safety, environment and social development. Keeping safety as a core business value, Shell has brought positive impacts, prosperity and clean energy to our country, which together will play a major role in the nation's growth. This certification will also set a new safety standard for Thailand, one that meets international standards and helps our country realize a better environmental system.

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SHELL ADVANCE CELEBRATES MOTOGP AND ENCOURAGES BIKERS TO “OUTRIDE ANYTHING” WITH HIGH-QUALITY MOTOR OILS AND TECHNICAL PARTNERSHIP WITH DUCATI

Oct 03, 2018

Bangkok, Thailand – The Shell Company of Thailand Limited affirms its high-quality Shell Advance Ultra product and technical partnership with Ducati, along with the aim to encourage bikers to “Outride Anything.” At the same time, the company is also celebrating that Thailand will host a race in the 2018 season of the MotoGP World Championship for the first time by organising “Shell Advance D-Day.”



The event featured a guest appearance by the well-known Ducati Corse team in the lead-up to their participation in the MotoGP 2018, with the bikers representing the latest generation of professional riders heralding the iconic and longstanding partnership between Shell and Ducati.

Ms. Veethara Trakulboon, Executive Director – Lubricants Business, The Shell Company of Thailand Limited, said, “Shell is a leading global lubricant supplier and the Shell Advance product line is the result of our commitment to provide riders with the very best products that incorporate our most advanced patented technologies, developed through our continual technical partnership with Ducati, to enable them to Outride Anything.”

“We understand that the road can be an unpredictable place and motorcyclists need to be protected against every challenge that comes their way. Shell Advance aims to inspire motorcyclists through

the sensational brand campaign 'Outride Anything,' by preparing them, and reinforcing their courage and persistence to overcome any challenges through Shell Advance Ultra with PurePlus Technology, which is designed to provide complete protection and zero power loss, keeping bikes running smoothly and responding perfectly. PurePlus technology in Shell Advance is developed by gas-to-liquids (GTL) technology, using natural gas rather than crude oil as the main component of motor oils. It provides a cleaner alternative that supports Shell's more and cleaner energy ambition in the long term."

"In addition to our quality products, we are thrilled to bring this world-class event for Thai bikers to experience with our Shell Advance D-Day," she added.

The highlight of "Shell Advance D-Day" was the appearance of the Ducati Corse team racer, Andrea Dovizioso and Ducati Corse Sporting Director, Paolo Ciabatti, which demonstrates Shell and Ducati's iconic partnership. The event also drew biker communities together to share their riding experiences and passion for the road, participate in motorsport-inspired activities, receive special promotion for Shell Advance products, and enjoy an exclusive mini concert by BNK48.

Since 1999, Shell has supported the Ducati Corse team to achieve more than 30 race victories at the MotoGP World Championship in other countries around the globe. This enduring technical partnership has enabled the continued development of Shell Advance motorcycle oil in the most demanding settings for the benefit of bikers around the world. In Thailand, customers can enjoy similar benefits provided to Ducati bikers with Shell Advance Ultra, which is available nationwide.

"From track to road, Shell Advance Ultra with PurePlus technology is now offering Thai customers one of the best lubricant products, which provide complete protection and zero power loss. By choosing Shell Advance high-quality products, Thai motorcyclists will also gain the courage to Outride Anything smoothly and safely, while also enjoying other benefits such as horsepower retention, enhanced fuel economy, superior wear protection, protection at high temperatures, and thorough cleaning of pistons – as proven by our world-class partnership with Ducati," said Ms. Veethara.

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SHELL AND FARMHOUSE BRING HAPPINESS TO ALL THE FAMILY WITH BAKERY PROMOTIONS THROUGHOUT OCTOBER

Oct 01, 2018

Bangkok, Thailand: The Shell Company of Thailand Limited and President Bakery Public Company Limited, the manufacturer and distributor of bakery products under the Farmhouse brand, join up in launching a tasty promotion for October. The promotion allows every family to enjoy delicious products from Farmhouse while traveling for the holidays simply by filling up with high-quality Shell V-Power Diesel or Shell V-Power Gasohol 95. Top up the tank for a minimum of 800 Baht and you'll get for free Farmhouse's 45 g. Mini Butter Toast, the latest flavor with 0% trans-fat. The promotion runs from 1-31 October or while stocks last.



Ms. Ornuthai Na Chiangmai (2nd from left), Executive Director of Retail Business, The Shell Company of Thailand Limited and Mr. Apisate Thammanomai (3rd from left), Vice Managing Director, President Bakery Public Company Limited, the manufacturer and distributor of bakery products under the Farmhouse brand bring happiness to the entire family with promotions on Farmhouse products all through October

Exclusive for Shell customers! With every 800 Baht purchase of Shell V-Power, you'll be given a promotional coupon, offering 2 deals that enable you to buy any Farmhouse Filled Bun usually priced at 10 Baht for only 1 Baht when purchasing any flavor of 22 oz. Selecté drink (29 Baht) from Shell SELECT, and a 10 Baht discount on bakery items or drinks over 50 Baht at delicafé.

The promotions will delight Shell customers with delicious products this October at Shell stations across Thailand. For more information, please visit www.shell.co.th

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HYUNDAI RECOMMENDS SHELL AS A SOLE AFTERMARKET OIL SUPPLIER IN THAILAND LAUNCH OF CO-BRAND A LEGACY OF THE HYUNDAI AND SHELL PARTNERSHIP

Sep 26, 2018

Bangkok, Thailand: Hyundai Thailand and Shell Lubricants Thailand announce the launch of Hyundai and Shell Co-Branded Passenger Car Motor Oils. These co-branded motor oils, which are designed to cover all engine types for Hyundai Thailand, are manufactured by Shell and will be exclusively recommended in more than 30 Hyundai workshops nationwide. A similar range of cobranded motor oils is being made available to the Hyundai aftermarket in more than 70 countries. Shell has been the exclusive recommended lubricants supplier to Hyundai Motor Company's aftermarket network globally since the collaboration began back in 2005.



(From left: Mr. Jorge Diaz Del Castillo Paredes, Executive Vice President of Hyundai Motor (Thailand) Co., Ltd., Mr. Toshihide Ano, President of Hyundai Motor (Thailand) Co., Ltd., Mr. Kritsada Subhap, Sales General Manager, Automotive OEMs Business, The Shell Company of Thailand Limited, and Mr. Hyunju Chang, Global Account Manager for Hyundai, Hankook Shell Oil Company Ltd.)

Ms. Veethara Trakulboon, Executive Director – Lubricants Business, The Shell Company of Thailand Limited, said, “Shell has been innovating for more than a century to produce energy products in more efficient, reliable and sustainable ways. As a result of our efforts, we are pleased to offer motorists worldwide a number of advanced technologies, including Shell’s gas-to-liquids (GTL)

technology that converts natural gas into the main component of motor oils. The GTL technology, available in Hyundai and Shell Co-Branded Passenger Car Motor Oils, will help enhance fuel economy, enable better engine cleanliness, and support Shell's more and cleaner energy ambition. These offerings from Shell to Hyundai customers will allow us to create value for both parties through deeper collaboration – whether in products and aftermarket support. By leveraging the strengths of our two global brands, we aspire to offer Hyundai customers the best aftermarket care and experience.”

The collaboration covers a full range of Hyundai-Shell Helix products including the latest Shell Helix Ultra with PurePlus Technology. The Hyundai Co-Branded motor oils are also available in key Asia-Pacific markets such as China, India, Indonesia and Malaysia. They will also be sold in most key European markets, as well as in Brazil. The launch of this co-branded range in Thailand marks another key milestone in the Hyundai and Shell global partnership.

Mr. Toshihide Ano, President of Hyundai Motor (Thailand) Co., Ltd., said, “This launch supports the needs of our aftermarket supply chain and also lays the groundwork for new technical collaborations and joint marketing initiatives. The common factor in all these activities is our desire to maximise customer satisfaction in the aftermarket experience. Shell will be a leading partner for us as we implement and enhance our aftermarket strategy over the coming years, helping to drive the qualitative growth of the Hyundai business.”

Moreover, Shell and Hyundai are also collaborating on the race track. Shell and Hyundai Motorsport have announced a three-year extension of their technical partnership in the FIA World Rally Championships (WRC) as the co-title sponsor. “WRC is one of the most challenging motorsport series in the world, with rallies taking place on gravel, asphalt, ice and snow. The cars have to perform at the limit, whether it's -30°C or 40°C outside, which is why we have worked with Hyundai Motorsport to develop Shell Helix Ultra race lubricants designed to improve performance by helping keep the engine clean and minimising friction and wear, even in the extremes of rally racing,” said **Jochen Lach, Shell Project Lead for WRC Engine Oil Development.**

“Shell Helix Ultra has already helped Hyundai Motorsport develop an extra 1.5 horsepower, representing an average advantage of six seconds at the end of each rally,” said **Michel Nandan, Team Principal of the Hyundai Shell Mobis World Rally Team.**

With their collaboration on technology and innovation, Shell and Hyundai are bringing out the best from track to road by developing new motor oil formulas to meet the needs of Hyundai's expanding range of vehicles. As confirmed to add advantage to Hyundai Motorsport team in the rally, Hyundai users in Thailand can now enjoy the benefits of Shell and Hyundai Co-Branded motor oils, which offer maximum protection for everyday cars in every driving conditions.

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About Shell Lubricants

The term “Shell Lubricants” collectively refers to Shell Group companies engaged in the lubricants business. Shell sells a wide variety of lubricants to meet customer needs across a range of applications. These include consumer motoring, heavy-duty transport, mining, power generation and general engineering. Shell’s portfolio of lubricants includes Pennzoil, Quaker State, Shell Helix, Shell Rotella, Shell Tellus and Shell Rimula. We are active across the full lubricant supply chain. We manufacture base oils in seven plants, blend them with additives to make lubricants in over 40 plants, and distribute, market and sell lubricants in over 100 countries.

We also provide technical and business support to customers. We offer lubricant-related supports in addition to our product range. These include: Shell LubeMatch – the market leading product on-line recommendation tool, Shell LubeAdvisor - helps customers to select the right lubricant through highly trained Shell technical staff as well as online tools, and Shell LubeAnalyst - an early warning system that enables customers to monitor the condition of their equipment and lubricant, helping to save money on maintenance and avoid potential lost business through equipment failure.

Shell’s world-class technology works to deliver value to our customers. Innovation, product application and technical collaboration are at the heart of Shell lubricants. We have lubricants research centres in China, Germany, Japan (in a joint venture with Showa Shell), and the USA. We invest significantly in technology and work closely with our customers to develop innovative lubricants. We have a patent portfolio with 150+ patent series for lubricants, base oils and greases; more than 200 scientists and lubricants engineers dedicated to lubricants research and development.

Customer benefits include lower maintenance costs, longer equipment life and reduced energy consumption. One of the ways we push the boundaries of lubricant technology is by working closely with top motor racing teams such as Scuderia Ferrari and BMW Motorsport. These technical partnerships enable us to expand our knowledge of lubrication science and transfer cutting-edge technology from the racetrack to our commercial products.

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SHELL THAILAND CELEBRATES ITS 126TH ANNIVERSARY BY EMPHASIZING SUSTAINABILITY AND SOCIAL CONTRIBUTION TO CREATE BETTER LIVES

Sep 24, 2018

Bangkok, Thailand – The Shell Company of Thailand Limited is celebrating its 126th anniversary by emphasizing its sustainability and social contribution through the 'More & Cleaner Energy' strategy. This is designed to achieve sustainable energy in an era of national energy transition while also focusing on local people development by the "Believe-Become-Belong" approach. The aim is to support Thailand's future energy needs and meet the increasing consumer's demand for a better life while reducing greenhouse gas emissions through innovation, partnership and people development.



Mr. Asada Harinsuit, Chairman of the Shell Company of Thailand Limited, said: “Throughout our 126 years in Thailand and as the longest-established energy company here, we are proud to have helped develop the country and society. Shell, as an oil and energy leader, aims to drive business growth by placing greater emphasis on sustainable energy as Thailand continues its transition towards cleaner energy sources. This is aligned with our global mission to reduce the

carbon footprint by 20% by 2035^[1]. We believe that our resilient portfolio development is in line with our purpose of providing more and cleaner energy to society and continuously supporting the Thai Government's goals of security, prosperity and sustainability under its Thailand 4.0 policy."

As it marks 126 years in Thailand, the company is enhancing the innovation and quality of its operation in the Kingdom. This year, along with the 'More & Cleaner Energy' strategy, achieving a sustainable future focuses on the integration of three core components: innovation, partnership and people development. Shell Thailand is well-placed in the social contribution journeys where CarbonNeutral Climate Action, Digitized Road Safety as well as People Development for Self Sufficiency are among its focused areas.

Innovation: Carbon-Neutral Climate Action, a sustainable energy transition with net-zero carbon emission efforts, has started from within the corporation. To indicate responsible consumption and production goals, the company provides quality products and waste management while enhancing the new energy, both internally and externally, for example, the adoption of solar panels at Shell Thailand and the introduction of biofuels as an alternative energy source to support prosperity and build on Thailand's competitive advantage.

Partnership: All these innovations and technologies would not have taken place without collaboration between the public, private and other key social sectors. The transition to cleaner energy would not be possible without backing from government policy, stronger biofuel support from automakers, and smarter technology adoption by biofuel producers. In parallel to the economic and environmental development, from the social aspect, Shell ensures that Safety is among the top priority to make life's journey better. One of the key social partnership projects includes Digitized Road Safety which engages with Thai children and youth to be aware while playing key roles in their community's safety and life skills development.

People: Investment in people is key to a better life and a better world. People Development for Self Sufficiency is a concept in which Shell gives precedence to agricultural communities and the young generation to move Thailand forward. Investments in skills and education are elements inherent to cleaner energy and greater life opportunities, and through the project Fuel the Happiness, Shell allows communities to grow vegetables in Shell stations and sell those goods to Shell customers. Shell training and part-time sessions are also available for students during school holidays. In addition, talent development for children is integrated in efforts to move Thailand forward, for example the Shell Eco Marathon.

Moving forward with its sustainable development goal and social contribution, Shell Thailand has worked towards the "Believe-Become-Belong" concept. "**Believe**" is to build trust and understanding among stakeholders in dealing with energy challenges, and to promote awareness of cleaner energy while responding to the needs of all related parties. "**Become**" focuses on 6 goals of the UNSDGs throughout the business chain, especially in collaboration with the government, the private sector and Thai civil society, to shape Thailand's energy direction. And "**Belong**" represents business cooperation to build Shell employees to help drive the country's success and bring sustainable happiness to all customers and its stakeholders.

[1] [Shell Investor Handbook](#)

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SHELL ORGANIZES “JOURNEY TO SUCCESS WITH WORLD-CLASS SHELL STATION” SEMINAR FOR POTENTIAL PARTNERS

Sep 12, 2018

Bangkok, Thailand – The Shell Company of Thailand Limited continues to grow its fuel retail business and is inviting potential partners to join this journey and be part of Shell’s “Making Life’s Journey Better” platform. To this end, Shell is holding the “**Journey to Success with WorldClassShell Station**” seminar on the 19th of September, 12.30 – 5.00 pm at **Grand Ballroom, Radisson Blu Plaza Bangkok**. Here, 100 potential partners will meet the experienced Shell team and experts to discuss new opportunities in fuels retailing.

Shell is now looking for retailers of the future who are business-driven, motivated leaders as well as purpose-led operators who believe in the consumer-centric approach and embrace the company’s core values. In addition to discussing new opportunities with the Shell team and learning about the Fuels and Non-Fuels Retail Business, the selected potential partners will also have an exclusive session with **Boy-Wisoot Sangarunlert**, a well-known speaker and the founder of Boy’s Thought Facebook Fanpage, which has more than 300,000 followers. He will share his advice on several topics including how to invest successfully, opening the mind to new opportunities, the best ways to study and invest in a solid business and also how to make money from several sources effectively.

Ms. Ornuthai Na Chiangmai, Executive Director of Retail Business, The Shell Company of Thailand Limited, says: “As a leader in the oil and energy industry with 126 years’ experience in Thailand, we are centered on an agenda of Innovation, Partnership and People. To fulfill customers’ needs and enrich their experience, we don’t just offer fuel but also a wide range of non-fuel offerings such as delicafe coffee shop, Shell SELECT convenient store, Shell Helix Oilchange+ centre, Shell Advance MotoCare Express for motorcycle oil changing, and more to come. We believe that the improvements in our stations, combined with our global know-how and experienced team will encourage potential retailers to become successful partners. Shell would like to invite all potential partners to join the seminar to learn about the business opportunities and become a part of “Making Life’s Journey Better” platform together.”

Interested partners who want to join “Journey to Success with World-Class Shell Station” seminar on 19th of September at Radisson Blu Plaza Bangkok can indicate their interest by emailing generalpublicenquiries-th@shell.com or call 082-535 94 41 and 083-459 59 46. Information about Shell’s retail business can be obtained at website www.shell.co.th

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SHELL SHARES ‘SKY SCENARIO’ IN THAILAND, ILLUSTRATES A TECHNICALLY POSSIBLE, BUT CHALLENGING PATHWAY FOR SOCIETY TO ACHIEVE THE GOALS OF THE PARIS AGREEMENT

Aug 10, 2018

Bangkok, Thailand - The Shell Company of Thailand Limited today introduced “Sky”, Shell’s latest scenario in Thailand at a Shell forum themed “Energy Transition for Thailand’s Future”. The forum is one of the key efforts by the Shell Company of Thailand to drive sustainable energy initiatives under its new mission “More and Cleaner Energy.”

The Sky Scenario presents a technologically, industrially and economically possible route to achieve the goals of the Paris Agreement, which aims to limit the rise in temperatures to well below two degrees Celsius (2°C) from pre-industrial levels. Sky reveals the potential for an energy system to emerge that brings modern energy to all in the world, without delivering a climate legacy that society cannot readily adapt to. Consumers, companies and governments will face tough choices and the paths towards lower-carbon energy will vary by country and sector. Over the course of 50 years, it transforms the way society uses and produces energy. For example, there could be a change in consumer mindset to choose low-carbon, high-efficiency options, and the growth of new energy sources such as renewables.

Asada Harinsuit, Chairman, The Shell Company of Thailand Limited, said: “Shell Thailand is committed to supporting the Government of Thailand’s aspirations for a lower carbon energy system. Through events like this forum, we hope to encourage dialogue and collaboration between the public and private sectors and civil society as our country starts to adapt and prepare for the energy transition. We need support in terms of policy from the government sector, the encouragement of innovation and new technologies, for example, biofuel engines by car manufacturers; the use of more advanced technologies by bioenergy manufacturers to improve production. The combined effort is needed to meet the increasing demand for more and cleaner energy.”

During the forum, speakers introduced new perspectives on the energy transition with the aim of supporting Thailand’s Energy 4.0 policy, which focuses on a successful transition to clean energy in the future. Speakers also spoke on the national policy, the possibilities for new types of energy, how society uses and produces energy and sharing Shell’s expertise and knowledge with Thailand. This is the first time the Sky publication is being officially shared in Thailand since the scenario was released by Shell in March 2018,” **Asada added.**

Dr. Siri Jirapongphan, Minister of Energy, commented on Thailand’s energy development directions stating: “With solid planning from the government, strong collaboration with the private sector and the development of price mechanisms, Thailand is able to move forward with renewable energy and become one of the leading countries in this sector in South East Asia. This is part of the national policy known as Energy 4.0, in which the government focuses on achieving a sustainable future in energy and gaining access to energy at reasonable cost, which is key to a sustainable and fair society. The effort to increase the ratio of renewable energy has been constant and the aim is to achieve a ratio of 30% by the year 2036¹.”

Speaking at the forum, **Dr. Cho Khong, Shell’s Chief Political Analyst and part of the Shell Scenarios team**, said: “Shell has been developing energy-focused scenarios for almost 50 years. Our latest Sky Scenario presents a possible pathway for decarbonising the global economy and

achieving net-zero emissions from energy use by 2070. The Scenarios are neither predictions nor Shell's business plan. They are not policy proposals, but we hope this contribution is helpful to finding solutions. The Paris Agreement has sent a signal around the world; If government, industry and society work together, there is the potential for a very different energy system to emerge."

Sky is one of the scenarios in Shell's New Lens Scenarios (NLS), which explore possible ways the future of energy system could unfold. The Sky scenario is published five years after Mountains and Oceans, the scenarios that presented pathways to developing energy systems for the 21st century. The three main scenarios describe a wide range of possible outcomes for the energy system and show we expect demand for oil and gas to be higher in 2030 than today. Sky shows the most rapid transition to lower-carbon energy. In Sky, the world will still need 85% of today's oil and gas production at mid-century, dropping to 30-40% by the end of the century.

In all three scenarios, investment in new oil and gas production will remain essential to meet society's ongoing demand for oil and gas for decades to come. For more information, visit www.shell.com/skyscenario.

1 Department of Alternative Energy Development and Efficiency, 2015

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SHELL THAILAND MARCHES TOWARDS SUSTAINABILITY WITH THE ANNOUNCEMENT OF A 'MORE & CLEANER ENERGY' STRATEGY

Jul 13, 2018

Bangkok, Thailand – 11 July 2018: The Shell Company of Thailand Limited is setting its sights on sustainability with the announcement of the 'More & Cleaner Energy' strategy – a strategic move to pursue sustainable energy amidst a global energy transition and the battle against CO2. The 'More & Cleaner Energy' strategy supports Thailand's future energy needs and fulfills the increasing needs of motorists while reducing greenhouse gas emissions through innovation, partnership and people development.

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Mr. Asada Harinsuit, Chairman of The Shell Company of Thailand Limited, said: "The corporate mission of 'Making Life's Journey Better' lies at the heart of our company, and it is reflected in every step we take. Shell, as an oil and energy leader, aims to drive business growth by putting a greater emphasis on sustainable energy as Thailand continues its transition towards cleaner energy sources. We believe that the "More and Cleaner Energy" strategy will enable Shell Thailand to lend full support for the Thai Government's goals of security, prosperity and sustainability under its Thailand 4.0 policy. Shell believes that this transition toward a sustainable future requires the integration of three core components: innovation, partnership and people development."

Thailand is stepping up its efforts to become a regional energy hub. With the government's Energy 4.0 policy, Thailand is promoting households and industry to reduce greenhouse gas emissions

through various efforts – from encouraging energy people to save energy to promoting the production of alternative energy. However, local fuel consumption is still on the rise. Thailand's increasing energy consumption is reflected in the 11.87%¹ increase in automobile manufacturing last year – this figure is one proof point among energy industries' consumption that underlines Thailand's need for sufficient energy supplies that, at the same time, reduce environmental impact.

Innovation: Smarter product innovations have a key role to play as Thailand transitions to lower-carbon energy. Smart fuel and lubricant products that keep engines cleaner than ever can make significant contributions to fuel economy and reduce CO₂ emission. Meanwhile, new advances will allow biofuels to be introduced as an alternative energy source that supports the prosperity of people and builds on Thailand's competitive advantage by avoiding competition with the food value chain, reducing cost and providing higher energy recovery. Moreover, innovative electric vehicles (EVs) that run on 100% ethanol instead of batteries also provides end-to-end lower CO₂ emission and supports agricultural communities by ensuring better security of supply from locally produced crops in place of energy or crude oil imports.

Partnership: To make use of these advanced innovations, collaboration between government, private companies and society is an essential factor. The transition to cleaner energy would not happen without backing from government policy, stronger biofuel support from automakers, and smarter technology adoption by biofuel producers. Achieving genuinely efficient energy usage among consumers will require support for local research and development of bio-ethanol fuel cells that allow the use of 100% ethanol as fuel, or the licensing of smarter technology to convert waste into biofuels.

People: People represent a core element for the success of cleaner energy solutions in Thailand. To drive the transition further, the prosperity of agricultural communities should be taken into account. In addition, talent development for children must be integrated as a piece of the puzzle in moving Thailand forward. Furthermore, any framework or action plan for the transition should be founded upon the principle of providing better life opportunities for all.

To support Thailand's future energy needs and fulfill the increasing needs of more and cleaner energy while also reducing carbon emissions, Shell is providing access to cutting-edge fuel, lubricant and bitumen technologies after having already introduced Shell V-Power in Thailand and Gas-to-Liquid fuel on top of supporting alternative energy development with biofuel. Shell was one of the first energy companies to invest in advanced biofuels from alternative feedstocks. As an evidence, Shell has completed the construction of demonstration plant at Shell Technology Centre in Bangalore, India in 2017, which demonstrates IH² technology that convert waste into fuel.²

In regard to quality of life, Shell is continuing its support for schools and communities in areas where we operate, promoting road safety from within our own operations to society as a whole, and educating the general public through our network of retail locations and quality customer care. Shell is also continuously developing Thai talent for the future within Shell and beyond by inspiring Thai students through Shell Eco Marathon events, which help increase awareness and support research and development of lower-emission vehicles.

"A new energy system is emerging in a journey that will unfold over the coming decades at different paces in different places. This energy transition presents challenges, opportunities and tough choices for governments, businesses and customers. For 126 years, Shell Thailand has been making Thais' life's journey better. We are actively adapting to these forthcoming changes in the energy landscape. We believe Shell's 'More and Cleaner Energy' strategy will allow us to fine-tune

our business operations to optimally move in step with Thailand through this energy transition period,” **Mr. Asada concludes.**

¹The Federation of Thai Industries, 2017

² [Biofuel Info from Shell.com](#)

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SHELL COMPLETES SALE OF STAKE IN THAILAND'S BONGKOT FIELD TO PTTEP

Jun 21, 2018

Shell announced today that its affiliates, Shell Integrated Gas Thailand Pte Ltd and Thai Energy Company Ltd, have completed the sale of their 22.2222% interest in the Bongkot field and adjoining acreage offshore Thailand to PTT Exploration & Production Public Company Limited (PTTEP) and PTTEP International Limited, a wholly-owned subsidiary of PTTEP, for a transaction value of \$750 million.

This sale, which consists of Shell's stake in Blocks 15, 16 and 17 and Block G12/48, was announced on 31 January 2018 and completion follows receipt of the necessary regulatory approvals. PTTEP is the operator of Bongkot and with completion of this transaction, increased its stake in Bongkot to 66.6667%. The remaining 33.3333% belongs to Total.

Completion of this deal shows the clear momentum behind Shell's value-driven \$30bn divestment programme and is in line with Shell's drive to simplify and refocus its portfolio, reshaping the company into a world class investment.

This announcement has no impact on Shell's other business interests in Thailand.

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This release contains forward-looking statements (within the meaning of the U.S. Private Securities Litigation Reform Act of 1995) 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 "aim", "ambition", "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 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. No assurance is provided that future dividend payments will match or exceed previous dividend payments. All forward-looking statements contained in this 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, 2017 (available at www.shell.com/investor and www.sec.gov). These risk factors also expressly qualify all forward looking statements contained in this release and should be considered by the reader. Each forward-looking statement speaks only as of the date of this release, 21-06-2018. 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 release.

We may have used certain terms, such as resources, in this 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.

SHELL SHARES ITS VISION TO CREATE A SUSTAINABLE FUTURE THROUGH THE “BELIEVE-BECOME-BELONG” CONCEPT

Jun 15, 2018

Bangkok, Thailand – The Shell Company of Thailand Limited recently participated in the Thailand SDGs Forum 2018: Localizing the SDGs (Thailand’s Sustainable Business Guide) seminar organized by online news agency Thaipublica and the Thailand Sustainable Development Foundation.

In the seminar, the company shared its vision, exchanged 2018’s sustainable trends as well as illustrated concrete examples of how headquarter policies are being implemented in Thai society in accordance with the United Nations’ Sustainable Development Goals (SDGs). Shell also emphasized the importance of Energy Transition that would support the increasing needs of motorists while reducing greenhouse gas emissions through its innovations, partnership and people development following the **“Believe-Become-Belong” concept**

During the seminar, the set of 17 goals from the UN’s **Sustainable Development Goals or SDGs** were raised in a discussion on laying out a 15-year vision for sustainable development. To succeed in these goals, all related parties need to create a balance in all three dimensions of sustainable development: the economic, the social and the environmental.

Mr. Ath Hemvijitphan, Deputy Country Chairman, The Shell Company of Thailand

Limited, said: “In its business operations, Shell believes that partnering with related parties to form a strong, creative and reasonable collaboration is vital. In addition to the Sustainable Development Goals, Shell also pledged during the 21st Session of the Conference of the Parties to the United Nations (UN) Framework Convention on Climate Change (COP21) its commitment to reduce its environmental impacts on climate change by at least 50% in 2050.

Currently, Shell is continuously inventing and designing energy innovations that are more and cleaner for future needs and which will help maximize the economic volume of the country. In parallel, Shell must demonstrate social responsibility and create operational processes starting from production to product and service offerings that do not affect the environment.”

To accomplish these goals, in 2018 Shell Thailand will work towards the “Believe-Become-Belong” concept. **“Believe”** is about creating trust and understanding among all stakeholders on dealing with challenges and promoting consideration of cleaner energy that still meets the needs of all related parties and is also sustainable. **“Become”** represents coordination focusing on 6 sustainable goals following the framework of the UN Sustainable Development Goals (UNSDGs) throughout the business chain, especially in government, the private sector and Thai civil society, to shape the energy direction in Thailand. Lastly, **“Belong”** signifies engagement of business cooperation with the aim of building Shell employees into key players to help drive the country’s success, bringing sustainable happiness for all motorists and suppliers.

Shell invests in research and development of renewable energy, biomass energy and natural gas to help find sufficient energy supplies and reduce environmental impacts. In addition, Shell has also launched the **Make the Future** initiative that encourages related parties to plan for future energy through a variety of activities which include Shell Eco-Marathon, a competition for students to invent the most energy-efficient and eco-friendly cars.

“Following the **“Grow in Thailand for Thailand”** vision, Shell Thailand believes that if the community can survive, the company will survive. Firstly, Shell needs to create success internally. We must be aware of the finest details, be reasonable and help the company’s mission advance successfully. Our success needs to encompass all parties in our value chain. Finally, we are confident that this endeavor will expand widely, creating a sharing community that will help shape sustainable energy in the future, not only for the benefits of the company but for Thailand where we base and operate,” **Mr. Ath Hemvijitphan** concluded.



Mr. Ath Hemvijitphan, Deputy Country Chairman, The Shell Company of Thailand Limited shared his vision in the Thailand SDGs Forum 2018: Localizing the SDGs (Thailand’s Sustainable Business Guide) seminar organized by ThaiPublica and the Thailand Sustainable Development Foundation



Mr. Ath Hemvijitphan, Deputy Country Chairman, The Shell Company of Thailand Limited



Mr. Ath Hemvijitphan, Deputy Country Chairman, The Shell Company of Thailand Limited and executives from leading companies during the Thailand SDGs Forum 2018: Localizing the SDGs (Thailand's Sustainable Business Guide)

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SHELL LAUNCHES SHELL OMALA S2 GX FOR IMPROVED PERFORMANCE

Apr 27, 2018

Bangkok, Thailand, 27 April 2018: The Shell Company of Thailand Limited underlines its leadership in lubricant innovations with the launch of Shell Omala S2GX, a premium lubricant for gearbox systems. The new and improved formula helps prolong oil life and increases machine efficiency, leading to lower overall maintenance costs for the vehicle owner.



The Shell Company of Thailand, led by Veethara Trakulboon (2nd from right), Executive Director Lubricants Business, was joined by its business partners at the launch of new-generation Shell Omala S2GX for gearbox systems.

Shell Omala S2GX is designed to decrease thermal and chemical breakdown during usage. It offers high resistance to micro-pitting, which causes deterioration of the surface, as well as a higher foaming resistance to chemical build-up than the industry standard and can also withstand contaminants such as sand, dust and cement. More importantly, switching to the new formula doesn't require an oil drain, as Shell Omala S2GX can be used together with the original Shell Omala S2.

Veethara Trakulboon, Executive Director Lubricants Business, The Shell Company of Thailand said: "As a leader in lubricant innovations worldwide, Shell is moving forward to develop a new and improved lubricating oil with higher efficiency. We invest more than 30 billion Baht every year in research and development to develop high-quality lubricating oils and other top-of-the-range products to respond to consumers' needs. Shell hopes that our new premium gear oil Shell Omala S2GX will help drive our consumer business to success in a sustainable way."

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SHELL LAUNCHES “YOU’RE SAFE, ALL SAFE: ROAD SAFETY IS EVERYBODY’S RESPONSIBILITY” CAMPAIGN, TO DRIVE SUSTAINABLE SAFETY ON THAI ROADS

Apr 03, 2018

Bangkok, Thailand: The Shell Company of Thailand Limited is today emphasizing its commitment to increasing awareness and promoting road safety by launching the **“You’re Safe, All Safe: Road Safety is Everybody’s Responsibility”** campaign. The 3-year road safety campaign in collaboration with government, the private sector, Thai civil society and independent organizations runs from 2018 to 2020 and helps support road safety in Thailand sustainably and effectively.

Mr. Ath Hemvijitphan, Deputy Country Chairman, The Shell Company of Thailand

Limited, said: “Getting road safety right is one of our priorities as the leading energy provider. Shell is committed to making a positive contribution to the market in which we operate, and this is in addition to our day-to-day operations and expertise in products and services in line with our purpose of **‘Making Life’s Journeys Better’**. To achieve this priority, we believe that collaboration between government, the private sector, Thai civil society, and other stakeholders in building knowledge, creating awareness, strengthening the country’s infrastructures and bringing together the regulations of all related parties is needed. Together these will help drive safety on Thai roads sustainably. Moreover, apart from supporting safety for drivers, we also have our internal Goal Zero program, which focuses on ensuring no harm and no leaks across all our operations. We also place priority on road safety to reduce accidents to zero.

Shell prioritizes safety by actively upholding road-safety standards through its business operations along with building awareness and providing knowledge to the public. According to the World Health Organization (WHO), Thailand has the second highest number of road traffic fatality rate in the world at 36.2 per 100,000 with an annual estimate of over 24,000 deaths or 66 deaths every day. The operations on which we work with associates are performed both internally and externally and include the enforcement of rules and regulations to help reduce deaths from road accidents in the markets in which Shell operates. In Thailand, Shell is conducting several pilot road safety projects including providing safety equipment and conducting defensive training through an innovative technological simulator to 5,000 drivers and sub-contractors in its value chain to ensure a no-roadaccident record for the three years to come. Shell has also initiated the “Childvoice to Safety” program to instil greater awareness and knowledge of road safety among students, parents and teachers from selected schools in Bangkok.

Moreover, Shell is looking towards contributing to Thailand’s sustainable road safety infrastructure in the near future through its innovative Shell Bitumen including a technical innovation that changes the visual appearance of road surfaces to provide ambient lighting to alert traffic of changes in driving conditions and absorb rainfall to prevent skids in the wet. Furthermore, Shell is continuously communicating with motorists through several channels to raise their awareness about road safety. Shell also aims to make Shell retail stations become safety stations, especially during high-traffic periods.

Ms. Ornuthai Na Chiangmai, Executive Director of Retail Business, The Shell Company of

Thailand Limited, said: “Our initiative to transform Shell stations into safety stations and raise awareness to increase driver safety last year was successful. During the New Year’s “7 Dangerous Days” this year, we welcomed more than 1 million customers to 55 special Shell service point stations along key highways. To sustainably continue our success, Shell is also offering special services during Songkran this year for both motorists and their vehicles to make sure that Shell

customers drive safely from the beginning of the trip until they reach their destination. We are expecting an increase of 50% in customers to our safety stations this year.”

To help find and build sustainable solutions on the theme “You’re Safe, All Safe: Road Safety is Everybody’s Responsibility”, the partners came together for a panel discussion to talk about their own solutions.

Representatives from 3 organizations joined with Shell and brought their expertise to the table to help bring about sustainable road safety in Thailand. **Dr.Prommin Kantiya**, Director of the Accident Prevention Network who has worked with Shell on earlier campaigns, shared an overview of the current situation of road accidents and provided an update on the government’s policy and the Network’s activities to promote safety during the Songkran festival. **Pol Maj-General Ekkarak Limsangkas**, Commander of Special Branch Police Division 3, shared his opinions as a police officer of the police’s role in strictly enforcing the law and regulations. He also recommended all Thai motorists to respect the law and regulations to help reduce accidents. **Mr. Wallop Ngamson, Director of Land Transport Safety Bureau, Department of Land Transport** presented the role and responsibilities of the Department in conducting monitoring and inspection to ensure smooth running and conformity with relevant land transport rules and regulations especially during the Songkran period. **Ms. Kornvika Boontanon, researcher with the Child Safety Promotion and Injury Prevention Research Centre**, offered guidelines for parents, schools and public sector drivers alike when it comes to preventing road incidents. Lastly, **Mr. Pornpot Suriyont, Deputy Director of the 13th Highway Office (Bangkok), The Highways Department** shared highway laws and other relevant law enforcement information and also research and development in the renovation and maintenance of the motorways, national highways and concession highways to help all motorists on the road.

Customers can enjoy the following offers at Shell stations during the Songkran festival:

- ✦ Before the trip
- ✦ 10-day personal accident insurance by Shell Helix for customers who purchase eligible Shell Helix products.
- ✦ 10-point car check-ups at Shell Helix Oil Change+.
- ✦ Free Roadside Assistance for Shell ClubSmart members
- ✦ On the road
- ✦ Glass Coat Windshield to help optimize driver’s vision
- ✦ Safety Fortune Note by Nong Thang character
- ✦ Beverage giveaways at participating Shell stations

“We hope that the “**You’re Safe, All Safe: Road Safety is Everybody’s Responsibility**” campaign will be an essential element in encouraging all parties to build road safety and will inspire motorists to be aware of the effects and change their perceptions about the causes of accidents, remembering especially the fact that road crashes are avoidable. If everyone uses the road with responsibility and pays attention to road safety, Shell believes that we will be successful in achieving better safety and also imbue a safer driving culture among all Thai motorists sustainably,” **Mr. Ath Hemvijitphan** concluded.

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SHELL PRESENTS “MAKE THE FUTURE THAILAND” PUBLIC FESTIVAL FEATURING BRIGHT ENERGY IDEAS AND SOLUTIONS

Jan 29, 2018

In a world of increasing energy demand, Shell believes the answers to tomorrow's energy and mobility challenges lie in the power of people's ingenuity, and that together we can #makethefuture.

Bangkok – January 19 – 21, 2018 – Following its 125th anniversary celebrations in 2017, Shell Thailand is presenting a three-day public festival in Bangkok entitled “Make the Future Thailand” (MtF) to showcase the latest energy innovations and retail solutions. Visitors can experience bright ideas that address global energy challenges and enjoy many exciting and fun-filled activities.

Mr. Asada Harinsuit, Country Chairman and Vice President of Retail Business-East, Shell Company of Thailand Limited said, “Energy is a vital element to drive the future. As a leading energy provider, Shell believes that only through innovation and collaboration by the public and private sectors, academic institutions, and consumers, can we help to build a sustainable future together.”

“By hosting the ‘Make the Future Thailand’ festival, we hope to encourage more dialogue and raise awareness around important energy issues. We want to inspire Thais and help them appreciate how we all have a part to play in putting bright ideas and solutions into action today for a cleaner energy future,” said Mr. Asada.

Key highlights of the “Make the Future” Thailand festival include:

1. Powering Progress Together Seminar

This half day seminar will see Thailand's experts and opinion leaders come together to discuss future smart cities, covering areas such as energy, urban planning, transportation, and modern technology. The seminar will cover the following three topics:

- ✦ **Innovation and Disruptions in Our Daily Lives** led by Mr. Michael Jittiwanch, Head of Marketing, Google (Thailand) Company Limited and Mr. Ruangroj Poonpol, Asia 21 Young Leaders 2017 and Managing Partner of 500 TukTuks;
- ✦ **Innovation and Disruptions on Homes and Cities** led by Mr. Chatchart Sitthipan, CEO of Q-House Plc., and Dr. Niramorn Kulsrisombat, Director of the Urban Design and Development Center (UddC); and
- ✦ **Innovation and Disruptions on Mobility and Energy** led by Mr. Ninnart Chaithirapinyo, Chairman of the Board of Toyota Motor Thailand, Dr. Twarath Sutabutr, Director-General of the Energy Planning and Policy Office (EPPO), Ministry of Energy, and Mr. Asada Harinsuit, Country Chairman and VP of Retail Business - East of the Shell Company of Thailand.

2. Make the Future Thailand Festival:

The Make the Future Thailand festival is divided into five major sections:

1. Thailand's Energy Challenges and Bangkok's future city planning.
2. Innovative energy solutions and the future of Fuel & Retail stations

3. Container of Possibilities showcasing future technology and innovations for the home
4. Shell Eco-marathon vehicles
5. Thailand 2050 – future scenarios developed by university teams

- ✦ **Container of Possibilities:** Visitors to the MtF festival will get to experience what our future homes can look like. This exhibit features a model concept home of the future and is filled with innovative ideas and gadgets. It demonstrates how an urban Asian home in 2050 could run on energy-efficient connected technology, such as windows that automatically adjust throughout the day. This eliminates the need for blinds or curtains and significantly reduces energy consumption by air-conditioners. All devices and appliances communicate with one another and can be controlled by a smartphone, so residents can monitor and operate their appliances remotely.
- ✦ **Shell Eco-marathon vehicles:** Futuristic and fuel-efficient vehicles designed and built by Thai university students will be showcased at the festival. A total of 14 such vehicles will compete at the Shell Eco-marathon Asia competition in Singapore from 8-11 March 2018, in a challenge involving 151 student teams from 19 countries around the Asia-Pacific and the Middle East.
- ✦ **Imagine the Future Competition:** Three teams - KMITL (King Mongkut's Institute of Technology Ladkrabang), Chiang Mai University, and Assumption University - are participating in this scenarios competition. They will share how they see Thailand in the year 2050. The winning team will be announced at the festival and be invited to take part in the regional competition to be held in Singapore in March.

The exhibition will feature virtual reality technology and interactive displays for visitors of all ages to experience and explore current energy trends and how they shape the future. Visitors will also be entertained with mini-concerts performed by Mario Maurer on 19 January, Gunttee (CD) Pitithan from The Star, Tim & Kim from The Voice Kids on 20 January, and BNK48 on 21 January.

Don't miss this fun-filled event for everyone. Come and find out how you can help build a sustainable energy future for Thailand at the Make the Future Thailand festival. The three-day event is free and open to public from **19 to 21 January 2018, at the Quartier Gallery at EmQuartier.**

Program Schedule

Date	Time	Activity
Friday 19 January 2018	14:00	Make the Future Thailand Festival Opening ceremony led by Dr. Twarath Sutabutr, Director-General of Energy Planning and Policy Office (EPPO) Ministry of Energy
	17:00	Mini-concert by Mario Maurer
Saturday 20 January 2018	14:00	Presentations from the Imagine the Future competition by teams from King Mongkut's Institute of Technology Ladkrabang, Chiang Mai University and Assumption University
	17:00	Mini-concert by Gunttee (CD) Pitithan from The Star and Tim & Kim from The Voice Kids
Sunday 21 January 2018	14:00	Introduction of the 14 teams from Thailand that will join the Shell Eco-Marathon 2018 event in Singapore led by Dr. Siri Jirapongphan, Energy Minister
	17.00	Mini-concert by BNK48

For more information, please visit: www.shell.co.th and www.facebook.com/shell

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