

SHELL EMPHASIZES ITS LEADERSHIP IN PREMIUM FUELS AND LUBRICANTS, WINNING TWO OUTSTANDING PRODUCTS RELATED TO VEHICLES CATEGORY FROM TAQA 2019

Dec 13, 2019

Bangkok – The Shell Company of Thailand Limited marked another milestone recently, taking home two awards 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. From more than 5,000 respondents of Thai motorists, the awards are a clear reflection of the confidence Thai consumers have in Shell. Both were in the **Outstanding Products Related to Vehicles category**, with the **Outstanding Satisfaction for Lubricants** going to Shell for the 6th consecutive year and the **Outstanding Satisfaction for Fuels** for the 2nd.



Ms. Ornuthai Na Chiangmai - Executive Director Retail Business (right) and Ms. Siriwipha Yuktadatta, Sales Director – Lubricants (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 – at the Thailand Automotive Quality Awards (TAQA) 2019 ceremony.

Ms. Ornuthai Na Chiangmai, Executive Director of Retail Business, The Shell Company of Thailand Limited, said “We would like to express our appreciation to consumers nationwide for their trust and votes for our quality products that have won us the Outstanding Satisfaction for Fuels award for the 2nd consecutive year. This award evidently enhances our position as the number 1 in premium fuels. The success comes from our efforts to develop various innovative products in response to consumers’ needs as well as the government’s policy. We remain committed to improving our service, which is at the heart of our company, to offer excellent experiences to our customers. We will also continue to introduce new technology to increase customers’ access to our products and services as well as continue to learn to understand consumers’ behavior to better respond to their needs.”

Ms. Siriwipha Yuktadatta, Sales Director – lubricants , The Shell Company of Thailand Limited added, “Winning the Outstanding Satisfaction for Lubricants for the 6th consecutive year reflects the continuous trust of consumers in the quality of our lubricants. We understand that consumers’ behavior and needs are rapidly changing and we are therefore continuously developing products that meet those needs. With more attention than ever being paid to environmental issues, we also ensure that our products are environmentally friendly and have low-carbon emissions. In addition, we are enhancing our sales channels by partnering with leading e-commerce companies to respond to consumers’ lifestyles in the digital world.”

The two awards in the Outstanding Products Related to Vehicles category demonstrate Shell’s commitment to continuing to innovate new products for consumers and in response to government policies, and to working with our partners to reinforce our strengths to offer better a driving experience to customers in line with our purpose to “Make Life’s Journeys Better”.

ENQUIRIES

Sudarat Peetakanont

External Relations Advisor

Thitipa Laxanaphisuth

Country External Relations Manager

The Shell Company of Thailand

T +66 (0) 2 262 7839

Paritt Kasayapanunth

H+K Strategies Thailand

M +66 (0) 2-627-3501 #129

E pkasayapanunth@hkstrategies.com



Ms. Ornuthai Na Chiangmai - Executive Director Retail Business (center), Mr. Kamon Kongsakulvatanasook, Vice Executive Director – Retail Business (right) Ms. Siriwipha Yuktadatta, Sales Director – lubricants (left) , of The Shell Company of Thailand Limited, pose with Shell team and the awards recognizing the company in the Outstanding Products Related to Vehicles category – the Outstanding Satisfaction for Fuels and the Outstanding Satisfaction for Lubricants – that have reflected consumers’ confidence for several consecutive years.



Ms. Ornuthai Na Chiangmai - Executive Director Retail Business (center), Mr. Kamon Kongsakulvatanasook, Vice Executive Director – Retail Business (right) Ms. Siriwipha Yuktadatta, Sales Director – lubricants (left) , of The Shell Company of Thailand Limited, pose with Shell team and the awards recognizing the company in the Outstanding Products Related to Vehicles category – the Outstanding Satisfaction for Fuels and the Outstanding Satisfaction for Lubricants – that have reflected consumers’ confidence for several consecutive years.

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SHELL THAILAND SHOWCASES “TRUSTED PARTNER” MODEL, SUPPORTS COMMUNITIES AND GROWS THE ECONOMY THROUGH SOCIAL INNOVATIONS

Dec 04, 2019

Bangkok, Thailand – The Shell company of Thailand Limited is underlining its sustainability mission by showcasing its “Trusted Partner” model, which focuses on a collaborative society, connects nature and emphasizes collective prosperity for the future of energy transition and national development under the Thailand 4.0 national agenda. The wealth of activities completed throughout the year is testament to Shell Thailand’s commitment to more and cleaner energy and the importance it gives to safety and collaboration with all stakeholders such as through “Fuel the Happiness”, a pilot project to support lifelong learning for everyone in the community, and “Shell Shuan Shim”, which opens business opportunities for small, independent restaurants that serve unique and authentic food. Shell’s service stations also serve as centers for skill development to reduce the social gap at the community level.

Mr. Asada Harinsuit, Chairman, The Shell Company of Thailand Limited, said, “As one of Thailand’s leaders in oil and energy, Shell has been a trusted part of Thai society for more than 128 years. Aside from providing more and cleaner energy, we are also committed to operating our business with safety and with sustainability in mind by developing and creating better lives for people, who are integral to ensuring society thrives as the 4th Industrial Revolution gets underway, We truly believe that by working with communities as a “Trusted Partner”, we will be able to provide better opportunities for people and improve the quality of life in the community through a cleaner environment. Above all, Shell will measure our success by the happiness of the communities we work in or connect with as a partner who can always be trusted.”

Shell Thailand grows its business hand in hand with social development under the “Trusted Partner” model, which is built on ‘3-Cs’:

1. **Collaborative Society** – True to its main business, Shell delivers efficient energy that serves the needs of businesses as well as consumers. At the same time, it also encourages better quality of life and safety both for people and the environment to ensure all development is sustainable. Shell works with communities to promote a safety culture at both the individual level and community level. Some of the most trusted and well-received programs include support to the community of Klong Toei Nai near Shell’s terminal at Chong Nonsi. Shell has installed a fire safety system and water pipes in the community and regularly conducts fire drills for its residents. The company also provides education in and promotes road safety, most recently introducing digital learning courses to children, youth, parents and teachers in the Bangkok area.
2. **Connecting Nature** – Shell operates its business with the environment in mind and places emphasis on the energy transition for today as well as tomorrow. As Shell delivers products from fuel to lubricants, bitumen and more, Shell also offers alternatives that provide efficiency while reducing CO₂ emissions and others greenhouse gases. To ensure that the connection with nature is successful at every stage, Shell partners with organizations across different sectors such as the Chaipattana Foundation, the Department of Forestry, Bangkok and the Thailand Greenhouse Gas Management Organization, to manage natural resources, reduce the use of single-use plastics and improve waste management. This is achieved through activities that range from resizing packaging to fit the product and thus reduce the

use of plastic, enabling service stations to serve as centers for hazardous waste collection and management, and planting trees in Bang Kachao community.

3. **Collective Prosperity** – Shell Thailand is willing to partner with the government to create an efficient roadmap and policy for energy transition to prepare for Thailand 4.0 across several dimensions. It actively promotes an economic mechanism to reduce CO₂ emissions and carbon pricing to encourage the industry, energy and consumer sectors to be more efficient with energy while also considering the impact on the economy and the well-being of the community. Other programs include the “Roundtable on Sustainable Palm Oil”, which supports sustainable biofuel and reduces the social gap by promoting people’s potential at an individual level, “Shell Shuan Shim,” a business opportunity for small, independent restaurants, and “Fuel the Happiness” a project which helps youth and the disabled or physically impaired develop the skills they need. Shell also hosts the “Shell Eco Marathon”, a contest to design prototype cars and “Imagine the Future,” a design contest where Thai youth compete to design a sustainable future, both of which educate young people on energy and benefits to economy.

“Shell Thailand’s vision for ‘More and Cleaner Energy’ is in line with the government policy for energy 4.0, which aims to drive the country to sustainable development. Energy serves as a golden thread that ties economic development and the progress of society to the abundance of nature. Shell Thailand understands the essential role of energy in creating a better quality of life. To achieve our vision for sustainable development, we will continue to be the Trusted Partner who is always committed to ‘Make Life’s Journeys Better’ for Thai society,” **Asada concluded.**

About Shell Fuel the Happiness

Shell Fuel the Happiness is a collaboration with the Mechai Viravaidya Foundation to empower schools for the disadvantaged and those who are disabled or physically impaired and help them become lifelong learning centers for students as well as the communities. During the early days of the initiative, Shell customers, partners and staff collaborated and raised funds to transform 12 schools into social enterprises. Students are helped to create their own small businesses from vegetable farming to handicrafts by using digital technology and through the provision of incomegeneration opportunities which allow them to become independently employed within 2-3 years.

Today, the initiative has expanded to 86 more schools which have been inspired by the pioneering facilities and successfully replicated the results. It has touched the lives of more than 32,000 elementary and primary school students. The project also promotes “Smart farming”, which enables students with physical disabilities to manage their cultivations. It is now evolving into a community project where the schools are funded to involve nearby communities so they come and learn from students. This will spread the impact as well as continue to empower students with disabilities to contribute to society.

Shell’s service stations also play an important role in people development. The stations serve as centers where students in the program can sell their produce or serve internships.

About Shell Shuan Shim

Shell Thailand is committed to promoting individual restaurant owners to grow stronger businesses. Building on the brand that guarantees great taste, Shell awards the “Shell Shuan Shim” certification to the best restaurants nationwide. Digital platforms are also used to promote the program through

its dedicated website www.shellshuanshim.com, official Facebook page ([@shellshuanshimofficial](https://www.facebook.com/shellshuanshimofficial)) and YouTube channel ([Shellshuanshim channel](https://www.youtube.com/channel/UCShellshuanshim)) to reach a new and larger group of consumers. Shell also has plans to bring Shell Shuan Shim restaurants to its service stations as well as sell products from the restaurants at Select and Deli Cafe. This will transform Shell's service stations into destinations of great taste that "happiness station" for consumers, fulfilling their journey.



Thitipa Laxanaphisuth, Country Manager – External Relations, The Shell Company of Thailand Limited, observes in a classroom at Sri Sangwan School in Chiang Mai, a school under Shell's Fuel the Happiness programme.



The “STEAM to Smart Farm” learning center at Sri Sangwan School in Chiang Mai, under Shell’s Fuel the Happiness programme



A student of Sri Sangwan School harvests produces from the school's vegetable farm



A student of Sri Sangwan School harvests produces from the school's vegetable farm



The “Vegetable Farm for the Future” at Shell service station – Thong Thanaphol 4 branch in Chaing Mai, is operated by the students from Sri Sangwan School. The produces are sold at Shell SELECT convenience store as profits go towards the school’s funding.

ENQUIRIES

Thitipa Laxanaphisuth
Country Manager - External Relations
The Shell Company of Thailand
T +66 (0) 2 262 7326

Yada Sintavarattana
H+K Strategies Thailand
M +66 (0) 2-627-3501 #213
E YSintavarattana@hkstrategies.com

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SHELL LAUNCHES BIGGEST YEAR-END CAMPAIGN “SHELL LUCKY PRO ALL AREAS” WIN PRIZES WORTH MORE THAN 10 MILLION BAHT

Dec 03, 2019

Bangkok, Thailand : Shell Thailand celebrates a successful 2019 with the launch of the “**Shell Lucky Pro All Areas**” campaign designed to reward and bring happiness to Shell customers in all 4 regions of Thailand. All customers, whether they drive a car or a motorcycle, can win prizes **worth more than 10 million baht**, ranging from **cars and gold to special points for Shell ClubSmart members and vouchers for oil change at Shell HELIX OILCHANGE+ or Shell ProServ Oil Change** when filling up with any fuel at every Shell station nationwide between **December 1, 2019 and January 31, 2020**



Shell launches biggest year-end campaign “Shell Lucky Pro All Areas” win prizes worth more than 10 million baht

Ms. Ornuthai Na Chiangmai, Executive Director of Retail Business, The Shell Company of Thailand Ltd., said: “Every year, we launch a special campaign as a New Year gift to reward our customers for their support throughout the year. The success of our recent campaigns has inspired us to organize the “**Shell Lucky Pro All Area**” which allows both car and motorcycle customers in all four regions of Thailand to have more chances to win prizes. This campaign underlines our purpose of **Making Life’s Journeys Better** with quality fuel from Shell as well as top services at all Shell stations.”

Car customers will have a chance to win prizes with every 700 baht per receipt spent filling up their vehicles. The biggest prize is the all-new Isuzu D-Max Hi-Lander compatible with B10 diesel and there is 1 prize per region, making a total of 4 prizes. Car customers have even more chances to win special prizes with double coupons by filling up with Shell V-Power Gasohol 95 or VPower Diesel. The 2nd prize is 500,000 Shell ClubSmart points worth 100,000 baht (5 prizes per region, total 20 prizes). The 3rd prize is 100,000 Shell ClubSmart points worth 20,000 baht (25 prizes per region, total 100 prizes), while the 4th prize is vouchers for oil change at Shell HELIX OILCHANGE+ or Shell ProServ Oil Change worth 3,000 baht (30 prizes per region, total 120 prizes).

Motorcycle customers spending 70 baht per receipt filling up will have a chance to win 1 baht weight of gold, 20 prizes per region, total 80 prizes. Those who fuel up with Shell V-Power Gasohol 95 receive double coupons for more chances to win the big prize.

The “**Shell Lucky Pro All Areas**” campaign offers great prizes to all customers nationwide. The lucky draw will take place on March, 3 2020 and the winners will be announced on March, 25 2020 via www.shell.co.th and the Shell Line Official Account.

For more information, please check at any participating Shell stations or visit www.shell.co.th

For Media Enquiries:

Sudarat Peetakanont

External Relations Adviser
The Shell Company of Thailand Ltd.
Tel: +662 – 262 7326

Sakaowan Supanpaesat

H+K Strategies Thailand
Tel: +662 627 3501 # 114
Email ssupanpaesat@hkstrategies.com

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SHELL THAILAND HIGHLIGHTS THE IMPORTANCE OF PEOPLE EMPOWERMENT FOR THE 4TH INDUSTRIAL REVOLUTION IN ASEAN BUSINESS AND INVESTMENT SUMMIT 2019

Nov 07, 2019

Bangkok, Thailand – Shell Thailand joined world and industry leaders at the ASEAN Business and Investment Summit 2019 (ABIS) and called for greater collaboration and people empowerment as keys to thrive in the 4th Industrial Revolution.



Mr. Asada Harinsuit, Chairman, The Shell Company of Thailand Ltd.

Mr. Asada Harinsuit, Chairman, The Shell Company of Thailand Ltd., said “The human dimension is as strong as the technical dimension. The future is influenced by how these fit together and enable and drive each other. Individuals, businesses and governments alongside social, market and legal drivers will all play important role. We believe that the collaboration in all sectors and technology adoption in the most effective way will shape the quality of all our lives and support humans to thrive in the disruptive 4th Industrial revolution world and beyond.”

ASEAN countries today face a wider income distribution compared to most of the countries. Poverty remains a complex issue to solve by any government. According to the Asian Development Bank¹, Thailand’s share of population below the National Poverty Line was as high as 7.9% in 2017. The underprivileged make up the largest portion of the population, lacking opportunities or access to tools that enable self-development or reskilling process for the digital transformation.

Given the challenges in today's world, Shell Thailand sees the immediate need to empower people in the following areas;

- ✦ **Income distribution** - Poverty remains a complex issue. The underprivileged make up the largest portion of the population to be taken advantage of or lacking in opportunities to reskill for the digital transformation
- ✦ **Technological change and impact on workforce** - Technological implementation will be driving changes in the industrial sector in the forms of automated systems and AI. Some 28 million workers in the ASEAN Community are expected to be affected by these changes over the next 10 years.²

To promote people empowerment, Shell Thailand has been working with Mechai Foundation to help schools for the disadvantaged and people with disabilities to become life-long learning centers for students as well as the communities. Under this initiative, Shell customers, partners and staff worked together to raise funds to transform 12 schools into social enterprises. Students are empowered to create their own small businesses from vegetable farms to handicrafts, which allow them to become self-employed and sustainable within 2-3 years.

To date, the program has grown to now include 74 schools which benefited from the pioneers and have replicated the results to almost 32,000 primary and secondary school students. Smart farming is enabling students with physical disabilities to manage these farms. It is evolving into a community project where the schools are funded to involve nearby communities to come and learn from students. This will further create the ripple of impact as well as empowering students with disabilities to contribute to society.

"The next phase of the project will begin next year with the aim to involve provision of funding for the school to manage giving loans to communities nearby where adults come and learn from students. Many of the students will be disabled children who will no longer feel that they only receive help but will now offer help to others. We hope to be a key driving force to instil a sense of pride and feeling of empowerment among those children." **Mr. Asada added**

¹ <https://www.adb.org/countries/thailand/poverty>

² http://thainews.prd.go.th/en/news/print_news/TCATG190622132103278

Enquiries

Thitipa Laxanaphisuth
Country Manager – External Relations The
Shell Company of Thailand Ltd.
T +66 (0) 2-262-7326
E t.Laxanaphisuth@shell.com

Yada Sintavarattana
H+K Strategies Thailand
M +66 (0) 2-627-3501 #213

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SHELL ORGANIZES “THAILAND TRANSPORT INDUSTRY GROWS TOGETHER WITH SHELL” SEMINAR AND INTRODUCES SHELL RIMULA CK-4 ENGINE OIL TO STRENGTHEN THAI TRANSPORT MANUFACTURERS

Oct 31, 2019

Bangkok, Thailand The Shell Company of Thailand Limited - Lubricants Business, the manufacturer and distributor of Shell Rimula lubricants, once again underlined its leadership in lubricant innovations for heavy-duty trucks by hosting the recent “**Thailand Transport Industry Grows Together with Shell**” seminar.

This was designed to support Thai transport manufacturers by sharing knowledge related to the transport industry and help expand business opportunities to all manufacturers nationwide. The opportunity was also taken to introduce **CK-4 heavy-duty diesel engine oil** that maximizes the efficiency and performance of heavy-duty trucks.

Ms. Veethara Trakulboon, Executive Director of Lubricants Business, The Shell Company of Thailand Limited, said: “Shell Rimula is a strong partner and works closely with customers in the transport industry, we have a good understanding of their needs, especially for new information and knowledge that can help them to adapt their businesses in this ever-changing industry. For this reason, we invited experts to share their knowledge of trends in the transport industry at this seminar. We also would like to thank all valued customers for joining the seminar and allow them to enhance their growth in Thailand’s transport industry and we hope this will be another way to **Make Life’s Journeys Better** for transport manufacturers.”

A number of Thailand’s leading customers in the transport industry and expert speakers participated in the seminar. Mr. Sunyawit Sethapokin, Chairman of the ASEAN Trucking Federation, spoke on the topic ‘Situation and trends in the Thai transport industry and sustainable development challenges’ while Ms. Pathamaporn Sawetjindakorn, Technical Director – Lubricants Thailand, addressed ‘Shell’s technological excellence in the development of lubricant oil for the transport industry’. She also introduced the CK-4 heavy duty diesel engine oils, which are one of Shell’s most popular products.

CK-4 heavy-duty engine oils, namely Shell Rimula R4 L, Shell Rimula R5 LE and Shell Rimula R6 LM, have received the highest level of certification from the American Petroleum Institute (API). **Shell Rimula R4 L** is suitable for heavy-duty diesel engines. It controls ash and dirt and protect engines against corrosion from acid and wear. **Shell Rimula R5 LE**, a synthetic technology engine oil for both modern and old engines as well as for transport in extreme temperatures, is designed to protect engines under all conditions and extend oil change interval and engine life. **Shell Rimula R6 LM**, a fully synthetic engine oil, is suitable for truck manufacturers and new-generation transport vehicles. It provides excellent engine protection, saves on maintenance, and allows long intervals between oil changes to keep the engine clean. Moreover, CK-4 products can support all kinds of use and needs in the transport industry.

“With our continuous development of lubricant oil innovations and by updating knowledge through this seminar, Shell helps drive business success and plays an important role in helping the transport industry to move forward with sustainability.” **Ms. Veethara** concluded.

In addition to the introduction of lubricant oil products, Shell also presented the **Starship – hyperfuel efficient truck**. Built by Shell in collaboration with AirFlow Truck Company, Starship is a super truck

incorporating the latest technologies and capable of reducing energy consumption during transportation. The recent test run of more than 3,700 kilometres showed that with an equal amount of fuel, the Starship truck was able to run further at 3.8 kilometres per litre, compared to the average freight ton efficiency of U.S. transport trucks at 2.7 kilometres per litre. It was also estimated that if all two million trucks in the U.S. reached the overall fuel economy and freight-tonne efficiency performance of the Starship, annual CO₂ emissions would be reduced by 229 million tonnes.*

*News release for immediate use: 6 June, 2018 (Shell International Media Relations: International +44 207 934 5550)



Ms. Veethara Trakulboon, Executive Director of Lubricants Business, The Shell Company of Thailand Limited, while giving an opening speech at the seminar



Ms. Pathamaporn Sawetjindakorn, Technical Director – Lubricants Thailand, addressed 'Shell's technological excellence in the development of lubricant oil for the transport industry' and introduced the CK-4 heavy duty diesel engine oils, which are one of Shell's most popular products.



Mr. Sunyawit Sethapokin, Chairman of the ASEAN Trucking Federation, spoke on the topic 'Situation and trends in the Thai transport industry and sustainable development challenges'



Starship – hyper-fuel efficient truck

For Media Enquiries:

Thitipa Laxanaphisuth
Country Manager – External Relations The
Shell Company of Thailand Ltd.
T +66 (0) 2-262-7326
E t.Laxanaphisuth@shell.com

Paritt Kasayapanunth
H+K Strategies Thailand
Tel: +66 (0) 2-627-3501 # 129
Email: pkasayapanunth@hkstrategies.com

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SHELL MARKS 58TH ANNIVERSARY OF SHELL SHUAN SHIM CONTINUES ITS LEGACY OF GUARANTEED DELICIOUSNESS NATIONWIDE

Sep 16, 2019

Bangkok, Thailand – As the 58th anniversary of Shell Shuan Shim, the symbol of deliciousness that consumers trust, The Shell Company of Thailand Limited announces the pursuit of its legacy and underlining its support for restaurant operators to help them achieve sustainable growth in accordance with Shell's commitment to "Make Life's Journeys Better".



The Shell Company of Thailand Limited led by Mr. Asada Harinsuit,(far right) Chairman of the Shell of Thailand Company Limited and Ms. Ornuthai Na Chiangmai,(far left) Executive Director of Retail Business, The Shell Company of Thailand Limited announces the pursuit of its legacy, Shell Shuan Shim, the symbol of deliciousness that consumers trust, celebrating its 58th anniversary and underlining its support for restaurant operators to help them achieve sustainable growth in accordance with Shell's commitment to "Make Life's Journeys Better". On this occasion, Shell also unveiled M.L. Parson Svasti,(center) a leading Thai gastronome, as the new ambassador of Shell Shuan Shim.

On this occasion, Shell also unveiled M.L. Parson Svasti, a leading Thai gastronome, as the new ambassador of Shell Shuan Shim and introduced the Shell Shuan Shim digital platform that gathers all active Shell Shuan Shim certified restaurants and offers easy access to all consumers. The event also marks the awarding of Shell Shuan Shim certification to the first 10 newly qualified restaurants

across the country and affirmed Shell's commitment to turning Shell stations into destinations of deliciousness with Shell Shuan Shim.

Mr. Asada Harinsuit, Chairman of the Shell of Thailand Company Limited said: "Shell Shuan Shim has been revolutionizing Thailand's food industry since its introduction 1961 by M.C. Bhisadej Rajani who was the Manager of Marketing and Advertisement, The Shell Company of Thailand Limited at the time. He came up with idea of encouraging the use of cooking gas for restaurants and households and consulted with M.R. Thanadsri Svasti, who recommended that it should be about the delicious food. That led to the creation of "Shell Shuan Shim" with Shell as a sponsor and M.R. Thanadsri Svasti as a food critic and brand ambassador. **We are delighted to mark the 58th anniversary of "Shell Shuan Shim", which has been part of Thai society for a long time.** Apart from being a trusted symbol of deliciousness, Shell Shuan Shim is also supporting and strengthening local restaurant operators to become successful in business, gain more reputation and become recognized nationwide, which is in line with the company's mission to 'Make Life's Journeys Better'."

To mark the 58th anniversary, Shell has brought Shell Shuan Shim into the new era to connect with consumers' lifestyle of seeking for great food and following the trusted source of information to try new things by introducing the new Shell Shuan Shim websites (www.shellshuanshim.com), Facebook page ([@shellshuanshimofficial](https://www.facebook.com/shellshuanshimofficial)), and YouTube channel ([shellshuanshim channel](https://www.youtube.com/channel/shellshuanshimchannel)). The company will also bring in Shell Shuan Shim restaurants to get closer to Thai customers at Shell stations.

Ms. Ornuthai Na Chiangmai, Executive Director of Retail Business, The Shell Company of Thailand Limited said: "Shell truly understands that Thai consumers not only want high-quality fuels from our stations, but also expect a full range of services. Shell is therefore constantly moving forward, improving and expanding Shell stations nationwide to provide complete services, convenience and comfort through the coffee shop, convenience store, oil-change services for cars and motorcycles and clean washrooms. Shell Shuan Shim, a well-known symbol of deliciousness, will come to fulfil the needs of delicious food along their journeys and make Shell stations stand out. **Most importantly, Shell is planning to bring Shell Shuan Shim-certified restaurants to Shell stations and makes them become destinations of deliciousness in each area. With this initiative, customers will be sure of having a great food when they come to Shell and local restaurants will be benefited with this business expansion opportunity. If any Shell Shuan Shim restaurants would like to open their new branch in Shell stations, please contact at 02-657-9888.**"

Shell Shuan Shim is honored to have **M.L. Parson Svasti** as a new ambassador of Shell Shuan Shim. He will be joining other Thai gourmets who truly understand the Thai taste. M.L.Parson has experience in food tasting all over Thailand and is widely recognized in Thailand's gastronomic circle.

"M.L.Parson Svasti is a well-known and widely recognized food expert with years of experience and has a solid understanding of authenticity and tastes. He will continue the legacy of M.R. Thanadsri Svasti in leading the committees of food experts to give new Shell Shuan Shim certificates to new restaurants. He will also become the new brand ambassador in promoting the uniqueness of Shell Shuan Shim as the symbol of deliciousness of all generations. When consumers see the Shell Shuan Shim symbol, they can immediately be certain that those restaurants have been carefully selected. **Shell Shuan Shim is a symbol of deliciousness genuinely made by Thais for Thais. The deliciousness certificates that are being presented to 10 qualified restaurants today are a confirmation of Shell's commitment to delivering happiness and deliciousness to the Thai**

consumers.” Mr. Kamon Kongsakulvatanasook, Vice Executive Director of Retail Business, The Shell Company of Thailand Limited said.

Shell Shuan Shim has 3 selection criteria for certification, namely 1. delicious taste 2. uniqueness in crafting the recipe and 3. worthy to travel for. The 10 new restaurants which were presented with Shell Shuan Shim signage are:

1. **Loong Rieng Pa Malee** a hidden gem located in Takientia, Chonburi, serving various local dishes with vibrant flavors including stir-fried bird with basil, spicy wild boar and wintergreen salad, fried catfish with fish sauce, and chicken soup in coconut shell.
2. **Jae Oh** - this bustling boiled rice shop in the Ban Tad Thong area that has long been popular with Thai consumers offers a range of tasty options including spicy salmon salad - a favorite with teenagers; crispy pork – crisp skin with less fat; and jumbo instant noodle with crab, 4 eggs, and other assorted toppings.
3. **Baannual** in Samsen Soi 2 serves great Thai cuisine in a cozy ambience that’s like eating at a friend’s place and is so popular that reservations need to be made months in advance. Popular dishes are stir-fried shrimp with shrimp paste, pork belly fried with fish sauce, crab cake, garoupa fish soup, and crab roe chilli sauce.
4. **Ruan Thai Kung Pao.** a seafood restaurant in Bang Sai, Ayutthaya, is well known for its jumbo charbroiled prawn. At Ruan Thai Kung Pao, customers can savor sweet, fresh and perfectly cooked prawn in melted prawn fat while looking out over the Chao Phraya River.
5. **Pa Lek Pa Yhai**, a mango sticky rice shop that’s famous with both Thais and tourists, offers this much-loved dessert for 4 months every year. The sticky rice recipe has been passed down through 3 generations and is as unique as it is aromatic, with a sweet and nutty flavor that contains no flour. It pairs perfectly with barracuda mango. The shop is in Santiphap road next to Saha Yang Thong store.
6. **Daeng Namnuang** is a well-known Vietnamese restaurant that has been in operation for 50 years and is famous for its Namnuang, the treasure of Nong Khai. A local saying goes: “if you go to Nong Khai and don’t have Namnuang at Daeng Namnuang, you have not truly arrived in Nong Khai”.
7. **Honmono** is a high-quality Japanese restaurant with carefully sourced ingredients that gives off a sense of eating at a fish market. The recommended dishes are sushi and any dishes with “Honmono” in their name. The commute to the restaurant is convenient and easy as it now has 9 branches around Bangkok.
8. **Cocotte Farm Roast & Winery** is a steakhouse at 39 Boulevard in the heart of Bangkok. Boasting a rural French farm ambience, it serves an outstanding range of premium meats specially cooked over an open flame paired with quality ingredients sourced all around the world by highly experienced French chef.
9. **Toby's** is a friendly Aussie restaurant in Sukhumvit Soi 38 owned by group of young Thais who lived in Australia. They offer Australian breakfast and dinner favorites along with desserts and beverages in a friendly atmosphere.
10. **Pizzeria Limoncello** is a top-ranked Italian restaurant in the Sukhumvit area that has been serving authentic thin and crispy pizza Napoli and Capri for decades. The unmissable dishes are Limoncello pizza featuring fresh champignon from New Zealand and rich gorgonzola. Pizzeria Limoncello also offers a wide range of pasta and main dishes.

For more information and updates on Shell Shuan Shim, please visit: www.shellshuanshim.com, Facebook [@shellshuanshimofficial](https://www.facebook.com/shellshuanshimofficial), and Youtube [Shell Shuan Shim channel](https://www.youtube.com/channel/UC...).

Enquiries:

Sudarat Peetakanont

External Relations Advisor,

Thitipa Laxanaphisuth

Country Manager

The Shell Company of Thailand T

+66 (0) 2 262 7839

Sakaowan Supanpaesat

H+K Strategies Thailand

M+66(0) 2-627-3501 #114

E ssupanpaesat@hkstrategies.com

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SHELL THAILAND CALLS FOR COLLECTIVE ACTION TOWARDS A MORE SUSTAINABLE ENERGY SYSTEM AT 2019 SHELL FORUM

Aug 21, 2019

Bangkok, Thailand – The Shell Company of Thailand Limited today gathered leaders from government, business and academe at the 2019 Shell Forum in a dialogue to discuss how Thailand can transition towards cleaner energy and sustainability in the future. The 2019 Shell Forum is aimed at promoting greater collaboration across sectors to map out strategies to achieve a lower carbon energy system for the country.



Lead by (left) Mr. Asada Harinsuit, Chairman, The Shell Company of Thailand and (2nd right) H.E. Mr. Kees Pieter Rade, Ambassador of the Kingdom of the Netherlands to Thailand shared perspective of energy transition together with (right) Dr. Mallika Ishwaran, Senior Economist and Policy Adviser, Shell Group Strategy and (2nd left) Ms. Liu Xiaowei, Vice President for External Relations, Shell Asia Pacific.

Mr. Asada Harinsuit, Chairman, The Shell Company of Thailand Limited, said: “Shell has long recognized the role of energy in enabling a decent quality of life. We believe that everyone has a role to play in influencing the shifting energy landscape. The transition requires collective action across the energy system – from consumer choices to technology and government policies to decarbonize the economy. The 2019 Shell Forum demonstrates our determination to play our part in a more sustainable energy future, in line with Shell Thailand’s purpose to “Make Life’s Journeys Better”.

In the forum, Mr. Asada introduced Shell Thailand's proposed pathways to more and cleaner energy solutions that respond to the Thai government's Energy 4.0 policy to drive the country toward its sustainable development goals, as follows:

Energy-Efficient Solutions: Shell provides customers with more choice at the forecourt with innovative products that help improve engine efficiency like Shell V-Power fuels and Gas-to-Liquids lubricant products, and biofuels that help support local farmers. Small actions matter too. We are helping motorists drive more efficiently by suggesting small changes to their driving styles and reminding them when their cars need servicing.

Shell Bitumen is developing new technologies that create more durable, sustainable and energy-efficient roads, and its products help connect communities in Thailand and neighboring countries.

Climate Action: Shell Thailand is in the initial stages of reforestation activities to help reduce the overall concentration of greenhouse gas in the atmosphere. To help reduce carbon emissions from our operations, Shell Thailand uses solar panels in pilot service stations and in the Shell campus, and soon, in the terminals. Shell Thailand's various initiatives support the government's target to reduce carbon emissions in the country by 2025.

Shell Thailand also encourages government-led carbon pricing mechanisms to incentivize industry, the power sector and the consumer to improve energy efficiency, reduce carbon emissions and help encourage projects such as carbon capture and storage facilities and nature-based solutions such as the planting of forests. To this end, Shell Thailand is willing to work with the government to produce effective energy transition plans and policies.

Empower the People: Shell aims to empower the next generation through various STEM (Science, Technology, Engineering, Mathematics) programs and activities that explore the world's changing energy system, so that more and cleaner energy can help fuel human progress. These include Shell Eco-marathon, where students build and test cars that can run the farthest on the least amount of energy and the Imagine the Future Scenarios competition, where university students are invited to imagine the future of more and cleaner energy in Asian and Middle Eastern cities and how it will change the way we live, work and play. In both competitions, Thai students have been consistent winners.

"We aim to provide reliable, affordable and cleaner energy choices for our customers in a sustainable way, and our business will evolve as the needs of our customers evolve. We recognise the significance of climate change, along with the role energy plays in helping people achieve and maintain a good quality of life. A key role for society – and for Shell – is to find ways to provide much more energy with less carbon dioxide," Mr. Asada added.

Another highlight of the forum is the presentation on Sky Scenarios. Dr. Mallika Ishwaran, Senior Economist and Policy Advisor, Shell Group Strategy, presented the Sky Scenarios which illustrate a technically possible, but challenging pathway for society to achieve the goals of the Paris Agreement.

"Our lives depend on energy wherever we live. But in order to prosper while tackling climate change, society needs to provide much more energy for a growing global population while finding ways to emit much less CO₂. Shell scenarios envisage a future where renewable energies could eventually become the largest component of the global energy system. Scenarios are neither predictions nor Shell's business plan. They are not policy proposals, but we hope the perspective

from our scenarios will continue to inspire many successful partnerships and initiatives around the world and on individual country levels including Thailand,” Dr. Ishwaran said.

Enquiries

Thitipa Laxanaphisuth

Country Manager - External Relations
The Shell Company of Thailand
T +66 (0) 2 262 7326

Yada Sintavarattana

H+K Strategies Thailand
M +66 (0) 2-627-3501 #213
E YSintavarattana@hkstrategies.com

Notes to Editors:

For more information on Shell Scenarios, please visit: <https://www.shell.com/energy-and-innovation/the-energy-future/scenarios.html>

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IMAGINE THE FUTURE THAILAND 2050: WHAT KIND OF FUTURE DO YOU WANT TO SEE?

Jul 22, 2019

“We share the present with the younger generations, but the future belongs to them. So, we need to provide them with opportunity to design it.”



Have you ever wondered why there has been so much talk about the future, disruptive technology and concerns about the world that lies ahead? There has, in fact, been more talk about these issues in recent years than there ever was before.

The collapse of mainstream media and the rise of digital media in their place. The demise of retail giants from online competition. These are clear examples of the disruptive impact of technology, and they are taking place as things that once existed only in science fiction are becoming reality.

Today in the United States, driverless cars make up 10 percent of road traffic, while in Hong Kong artificial intelligence has joined companies' boards of directors.

We are entering a new era of global change from which there is no return. All over the world, the nature of every job is changing and many jobs are disappearing, to be replaced by new ones. The ways that people live, think, work and manage in today's world are at a crucial turning point.

We are living in a most exciting time, an era of grassroots technological changes, of speed and new frontiers in scientific and technological advances.

Looking into a Future Driven by the Technology Revolution and Global Warming

The question before us is this: How do we ensure that these shifts benefit humans, and how do we prepare ourselves for change? Understanding the coming technology revolution is particularly important--the most vital step in preparing for change, in fact—and so is understanding how disruptive technology will impact the way we live in the future, and transform cities we once knew.

“The world 30 years from now isn’t at all faraway. When I was your age 30 years ago, a lot of change took place in a short span of time. It was back then that we had personal computers for the first time, whereas laptop computers came into a few years after and smartphones became a common tool like all these years. All this prompts us to look back at how these things have changed our lives,” Asada Harinsuit, Chairman of The Shell Company of Thailand Limited, told the student finalists at the “Shell Imagine the Future Thailand 2019” national competition, which was held recently at Shell House Bangkok

Shell Imagine the Future is a global scenario project organised by the Shell Company to encourage youth to look ahead and participate in designing the future, including the growth of cities and energy transformation. Shell believes that like humans, cities need food, water and energy in order to grow, but the amounts needed vary not only with the size of the city but also with technology, population size and urban management. The more accurately and thoroughly we can foresee the cities of the future, the better positioned we will be to deal with energy transformation and other changes.



Shell Scenarios: Looking at the Future World Through a Different Lens

Since the early 1970s, Shell has pioneered the use of Shell Scenarios in vision forecasting and possibility prediction in order to prepare for future change. **By asking: “What if...?” Shell Scenarios enable us to look far ahead and understand the opportunities and uncertainties of the future.**

In essence, the Imagine the Future competition aims to provide youth with the tools to see the full landscape of the future and to use Shell Scenarios to look at future possibilities--of the economic, environmental, legal, political and social kinds as well as those driven by technology.

In imagining how the future will unfold based upon all possible scenarios, we learn how to proceed in order to achieve the future we want to see, and how to prepare for the many factors lying ahead.

A member of the finalist team Time Imachine, Phailin “Jane” Santichaivekin of the Faculty of Commerce and Accountancy (International Program), Thammasat University said: “Learning the Shell Scenarios gave us a different perspective. Normally, we’d choose between the best-case and worst-case scenarios, but in [Shell] Scenarios, we give equal attention to the best-case and the worst-case that could potentially happen. It taught us a new way of thinking that goes against normal logic and against what humans are accustomed to. This has opened up new perspectives and taught us to look at all possibilities in other aspects of our lives as well.”

Cities and Energy Use 30 Years from Now

Imagine the Future Thailand 2019 challenged students to create scenarios for urban development in Asia-Pacific and the Middle East in 2050, where clean energy will become more prevalent. Students were asked to harness their powers of imagination, research and thinking in order to envision the full picture of how people of the future will live, work and relax.

A team member of the national winner BBA21, who will represent Thailand at the Shell Imagine the Future Asia 2019 regional competition, Carunpol “Fluke” Songkiatsri of the Faculty of Commerce and Accountancy, Chulalongkorn University said: “In tackling the contest problem, we looked at the future in a different way than other teams. When talking about the future, most people tend to think that technology will make further gains. Our team also has that idea, but we take a different perspective. We think that technology will definitely advance, but the more important point is how it will be used. The future direction of global change will be controlled by humans.”

In creating 2050 scenarios for cities in Asia-Pacific and the Middle East, BBA21 made people the center of development and modelled scenarios along two axes: Centralisation of Knowledge and Decentralization of Knowledge. Predicated upon the belief that knowledge will enable people of the future to develop their potential, find employment and secure a good income, these scenarios show that the more knowledge someone has, the better chance they have for improving their quality of life, while those without access to knowledge will be deprived of opportunities

In the first scenario, called Homo Deus (‘human god’), a limited number of people have access to education, cities are in the hands of only a few groups of people, artificial intelligence (AI) increasingly replaces human labour, and as a result, humans face the threat of unemployment. To solve problems of inequality, governments turn to tax measures, imposing taxes on machines and using the collected funds to subsidise the unemployed. In the second scenario, called Homo Sapien, everyone has equal access to education thanks to online sources while schools change their role to

that of accreditors, bringing down the cost of education and increasing access to knowledge for all. The team believes that in both of these scenarios, clean energy production will increase and be widely distributed, with more and more households becoming clean energy producers. The difference between the two scenarios lies in the role of governments; in Homo Deux scenario, governments will continue to centralise power as they do today.

Energy As an Important Change Agent

The energy issue featured in how several other finalist teams tackled the problem. “Dream” team member Thanakorn “Phee” Prayoonkittikul of the Information and Communication Engineering Program, International School of Engineering, Chulalongkorn University said that research and scenario modelling on the future of energy in Thailand pointed to the rise of the “prosumer” and “alternative energy,” with “smart grid” systems being the solution. Energy consumers will also become energy producers, and there is equal chance that governments will centralize energy management or decentralize it using technologies such as blockchain in power production, etc.

The issue of clean energy’s growth in 2050, which was one of the key questions that contestants had to address, is also one of the issues prioritised by Shell, said Asada. Clean energy is vital, as it releases lower amounts of greenhouse gases, a major cause of global warming. However, comprehensive assessment is needed in order to decide which type of alternative energy is best for a city.

To illustrate the point of “The Future of Energy,” Asada gave the example of battery-powered electric train. Will it be a good transportation choice for Thailand in the future? The answer is, it could be, but if battery-powered train relies on power from fossil-fueled or coal-fired power plants, it will still indirectly cause pollutions.

In the future, electric train could run on pure ethanol. Currently, Shell is working with automakers to develop technology that will help create new sources of alternative energy. The goal is to find a solution for future energy security and greenhouse-gas reductions. With the future of humanity at stake, it is crucial that we look at the net carbon footprint of each alternative.

In Designing the Future, There Are Always More Than One Option

In the final round of judging, which took place on 15th March 2019 at Shell House Bangkok, BBA21 was named the winner, while the second place went to the New Era team. In July 2019, BBA21 will represent Thailand at the Asia-Pacific regional competition in Singapore.

Commenting on the competition, New Era team member Sasina “Fah” Tangphitthayawet of the Faculty of Arts, Chulalongkorn University said: “Growing up in our generation, we never felt like there was any sort of change. This is the kind of change that we want to see, and we all can be part of it.”

Looking ahead into the future, three important factors stand out as key to successfully accommodating the growth of cities and clean energy: 1. Energy – The challenge lies in the transformation to hydrocarbon and low-carbon energy; 2. Digital – The connection and disruption of digital technology; 3. Society – Pressures among ideological groups in societies with large equality gaps.

Commenting on Shell Thailand’s intentions, Asada said: “Today, we are sharing the present with the younger generations, but the future belong to them. So we need to provide them with opportunity to

design it. The knowledge and abilities that youth have in terms of social media and digital platforms and the fact that they have their own perspectives on issues will equip them to take part in building the future. Their ideas will be made public not only at the national level, but at the global level as well.”

SHELL ORGANIZES “JOURNEY TO SUCCESS AND SUSTAINABLE BUSINESS FOR SUGAR INDUSTRY” SEMINAR TO ENHANCE PRODUCTIVITY OF THAI SUGAR INDUSTRY

Jul 17, 2019

Chonburi, Thailand : The Shell Company of Thailand Limited continues to strengthen its partnerships, recently organizing the “**Journey to Success and Sustainable Business for Sugar Industry**” seminar for the 9th consecutive year to support its partners in the sugar industry by sharing knowledge and experience on the application of innovations in their sugar production process, including appropriate machine maintenance to yield maximum efficiency.



The Shell Company of Thailand Limited led by Ms. Natchaya Chanphatthana, Country Marketing Manager - Lubricants (center), Mr. Ruangsit Tawanwiwattanakul, Sales Director, Industrial Business, Lubricants Thailand (3rd from left) and Ms. Pathamaporn Sawetjindakorn, Technical Director – Lubricants Thailand (3rd from right), organized the “Journey to Success and Sustainable Business for Sugar Industry” seminar for partners nationwide.

The “Journey to Success and Sustainable Business for Sugar Industry” seminar is a platform for experts and stakeholders to exchange knowledge and experiences on interesting topics covering everything from the situation and trends in the cane and sugar industry, sugar industry planning and development, heavy equipment and cane harvester capacity improvement, maintenance and efficiency enhancement of automatic lubrication systems with new technology, and turbine oil monitoring using field inspection kits. The seminar was joined by several expert speakers from leading organizations, including industrial lubricant and innovation specialists from Shell Thailand, Australia, India and the Philippines; executives from the Office of the Cane and Sugar Board,

Ministry of Industry; and cane and sugar industry representatives. The event attracted over 150 participants, among them engineers, factory managers, and leading sugar company executives.

Ms. Veethara Trakulboon, Executive Director of Lubricants Business, The Shell Company of Thailand Limited, said: "Shell, as one of the world's leading energy and oil companies, recognizes the importance of lubricants in achieving business success and is well aware that a single stoppage in the production process can lead to an entire factory grinding to a halt. Shell is therefore continually developing lubricant products with new technologies and innovations by working closely with equipment manufacturers, customers, and the industry to meet customers' needs. This includes increasing operational efficiency, as well as properly maintaining machines so that they can achieve maximum efficiency, have a longer operating lifespan, contribute to reductions in total costs of ownership and are environmentally friendly."

Shell has developed lubricant products and innovations to cover multiple usages and industries, including the sugar industry. These include hydraulic oil for cane factories and harvesters, industrial transmission oil, grease, turbine oil, and engine oil for cane harvesters. Moreover, Shell also values the environment and is aware of the impacts lubricant production and its supply chain can have on the environment. For that reason, Shell implements various measures to minimize environmental impacts, such as using PurePlus Technology to develop lubricant products and reduce pollution emissions, thereby reiterating the company's position as the global market leader for lubricants for 12 consecutive years, as ranked by Kline and Company, the world's leading market research company.

"Shell continually strengthens partners in various ways by providing technical advice and hosting seminars, where knowledge can be exchanged among experts and partners. This seminar, "**Journey to Success and Sustainable Business for Sugar Industry**", is an example of how we are working to help enhance the efficiency of sugar businesses, contribute to sustainable economic growth and improve the life quality of stakeholders, in line with Shell Thailand's purpose to '**Make Life's Journeys Better**'," **Ms. Veethara** concluded.



Representatives from Shell Thailand, Australia, India and Philippines, and 150 attendees – engineers, factory managers and leading sugar company executives – joined the “Journey to Success and Sustainable Business for Sugar Industry” seminar.



Mr. Boonthin Kotsiri, Director of the Office of the Cane and Sugar Board, Ministry of Industry, talks about the situation and trends in the cane and sugar industry, and sugar industry planning and development.



Ms. Pathamaporn Sawetjindakorn, Technical Director – Lubricants Thailand, from The Shell Company of Thailand Limited shares and exchanges her knowledge and experience with participants.

FOR MEDIA ENQUIRIES:
Alan Laichareonsup

External Relations Advisor

Thitipa Laxanaphisuth
Country Manager – External Relations The
Shell Company of Thailand Ltd.
T +66 (0) 2-262-7839

Paritt Kasayapanunth
H+K Strategies Thailand
Tel: +66 (0) 2-627-3501 # 129
Email: pkasayapanunth@hkstrategies.com

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SEEING THROUGH ASIA'S AIR POLLUTION PROBLEM

Jun 12, 2019

Seeing through Asia's air pollution problem, Maarten Wetselaar, Integrated Gas & New Energies Director, Member of the Executive Committee, Royal Dutch Shell plc



Of the seven million people around the world who die prematurely from air pollution every year, four million are in Asia. That is a sobering statistic.

Air pollution is also the main environmental cause of disease. Given the scale of its impact, it is a fitting and timely theme of the United Nations' World Environment Day this year.

Governments in Asia have been trying to address this devastating challenge as their economies have grown exponentially over the last few decades, leading to increased urbanisation and rising energy demand.

China's Air Pollution Action Plan, for example, set air quality targets for key cities over the last five years, and this has led to a reduction in harmful pollutants in three of its main industrial areas - the Beijing-Tianjin-Hebei region, and the Pearl River and Yangtze deltas.

But overall, Asia's air pollution has not improved. Next year, it could even get worse because the region's economies are projected to be larger than the rest of the world combined.

Asia can mitigate this by speeding up its transition to renewables, complemented with natural gas, and curbing its reliance on coal, which emits harmful air pollutants like sulphur dioxide, particulate matter and nitrogen oxides.

It will be a massive task that will depend not only on policy-makers but also on businesses, environmental and city experts, as well as many individuals on the ground, working together.

Different solutions

One example of this is the Smart Cities Network.

Set up last year by the Association of Southeast Asian Nations (ASEAN), it will help 26 pilot cities address the societal and environmental challenges faced by rapid urbanisation.

As part of this plan, for example, a 42km industrial estate in Chonburi, a tourism and business hub southeast of Bangkok, will be working with the Japanese city of Yokohama to develop a sustainable urban grid using renewables for electricity.

ASEAN will need to move quickly. Some 90 million people are expected to move into its cities by 2030 and it has set a target of 23 percent renewables in its primary energy mix by 2025, a hefty 250% increase from 2014.



The case for gas

Renewables, however, only solve part of the problem because they chiefly produce electricity, which makes up about 20% of the world's final energy use.

Industries like cement, steel, plastics, trucking, shipping and aviation, which cannot be easily electrified yet, still require hydrocarbons.

This is where natural gas, which produces less than one-tenth the air pollutants than coal when burnt for electricity, can play a part.

The good news is many countries in Asia are recognising this.

While China still consumes half the world's coal, Beijing has experienced the benefits of switching to gas for heating, with its winter air quality improving by over 70% in the last three years.

There are also encouraging signs in India, where there are plans to phase out older coal-based power plants and convert others to run on natural gas by 2024.

Last year, for the first time, the share of LNG in the country's gas supply mix hit 50%. This year, its demand for LNG is expected to grow by 9 to 11%, driven by demand from the industrial sector.

The country currently has four LNG terminals and plans to build 11 more in the next seven years. Of these, two are expected to be operational this year.

Thailand is also moving to retain the share of natural gas in its energy mix at around 50%, by investing in new pipelines and LNG terminals as part of its energy plan for the next five years.



More work to be done

Gas comprises about half of Shell's total production and is core to our strategy to provide more and cleaner energy to the world. We believe in its benefits. But we also know we need to work harder to make it attractive for all countries.

This includes managing our environmental footprint, including emissions of methane – a potent greenhouse gas. Last year, we announced a target to keep Shell's methane emissions intensity, for both oil and gas, below 0.2 % by 2025.

We also need to make gas more affordable, by cutting costs across the supply chain - from our products, drilling contractors, equipment suppliers and distribution chains. It is important that we do this as more of the world recognises its benefits.

Last year, worldwide demand for gas grew at its fastest rate since 2010, and natural gas made up nearly 45% of the increase in total energy demand, the highest rise among all fuel types.

But this increase was still not enough to offset demand for coal, especially in Asia, home to half the world's population and growing.

Every year, Asian cities attract 44 million new inhabitants, all searching for a better way of life.

With this prosperity come new luxuries – new homes, new cars, and new appliances. These are the products of the good life which Asia deserves.

But this prosperity will be short-lived if its people do not enjoy good health.

Clean air, after all, is not a luxury. It is a necessity.

SHELL THAILAND APPOINTS NEW EXECUTIVE DIRECTOR OF COMMERCIAL FUELS BUSINESS

Jun 05, 2019

Bangkok, Thailand – The Shell Company of Thailand Limited is pleased to announce the appointment of **Chuchart Sriwanwit** as **Executive Director of its Commercial Fuels Business**. In assuming this position, Chuchart's aim is to drive the growth of the Commercial Fuels business of Shell in Thailand.



Chuchart said: "I am honored to have the opportunity to manage and continue the success of Shell's Commercial Fuels business. As Executive Director, my aim is to strengthen the business and respond to the needs of a wide range of industrial customers. My focus will be on creating partnerships and delivering world-class products and services to customers in line with the belief that **'Together Anything is Possible'**, which is at the heart of Shell Commercial Fuels' business operations. By doing this, we will help create success for customers' businesses across the industrial sector".

Chuchart recently shared his business vision with experts from the Thailand Greenhouse Gas Management Organization and the Federation of Thai Industries, industry representatives and Shell's regional and global experts at the **"Shell FuelOil Extra: Your Partner for Energy Solutions Today and Tomorrow"** event.

"In today's world, industrial customers face challenges in increasing efficiency, reducing operating costs and reducing environmental impacts. To help customers conduct business efficiently and ensure competitiveness, the Shell Commercial Fuels business has continually developed more innovative and cleaner fuel technologies, such as different grades of fuel oils like Shell FuelOil A Extra and Shell FuelOil C Extra. Shell is also ready to provide integrated energy solutions, supported by technical teams and management experts to help meet the needs of customers and grow alongside them", **Chuchart** concluded.

With more than 26 years of experience at Shell, Chuchart is ready to drive the industry forward. He held a number of important positions in the region, including CF Regional International Key Account Manager, covering operations in Thailand, Malaysia, the Philippines, Hong Kong and Singapore. He also managed strategic commercial accounts throughout East Asia and has in-depth knowledge of the commercial transport sector, mobility innovations, fuels and lubricants.

For Media Enquiries:

Alan Laichareonsup

External Relations Advisor

Thitipa Laxanaphisuth

Country Manager – External Relations The

Shell Company of Thailand Ltd.

T +66 (0) 2-262-7839

Paritt Kasayapanunth

H+K Strategies Thailand

Tel: +66 (0) 2-627-3501 # 129

Email: pkasayapanunth@hkstrategies.com

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SHELL HOSTS SEMINAR ON “FROM INCREASING CEMENT PLANT RELIABILITY TO SUSTAINABLE VALUE CREATION”, TO STRENGTHEN THE BUSINESSES OF ITS PARTNERS

May 24, 2019

Bangkok, Thailand – The Shell Company of Thailand Limited continues its strategy of strengthening the businesses of partners by organizing a seminar on the topic of “**From Increasing Cement Plant Reliability to Sustainable Value Creation**”, to share experience and knowledge to benefit the production process of clients in the cement industry and to confirm the readiness of Shell’s lubricant innovations to respond to the needs of modern industries.



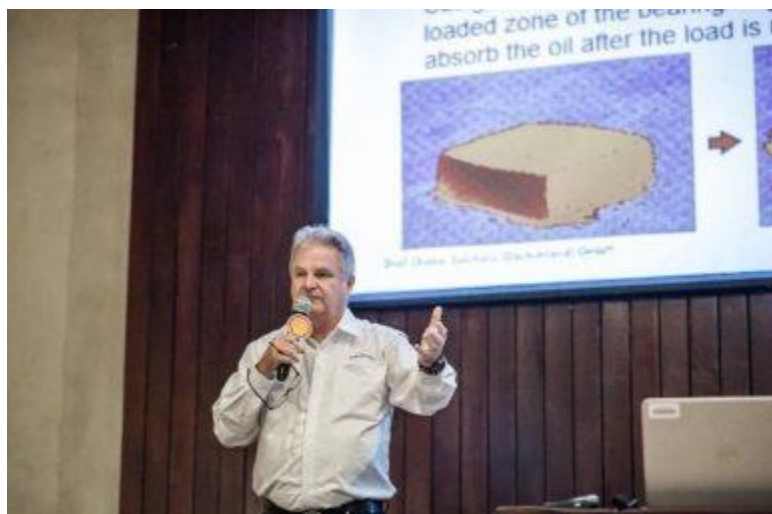
Representative from The Shell Company of Thailand Limited, Shell Australia Pty Ltd., and partners from leading cement manufacturers attend a seminar on, “From Increasing Cement Plant Reliability to Sustainable Value Creation”.



Rajiv Gupta, an expert in industrial lubricant products from Shell Australia Pty Ltd., shares and exchanges his knowledge and experience.

At the seminar, experts in industrial lubricant products from Shell Thailand and Shell Australia provided information to partners on lubricant technology and presented Shell's wide range of lubricant products, which play important roles in the development of the cement industry. Providing lubricant products that match the specifications of clients' machinery improves efficiency and extends working life, leading to a reduction in the total cost of ownership. This help drives the production process of the cement industry to the next level.

Veethara Trakulboon, Executive Director, Lubricants Business, The Shell Company of Thailand Limited, said: "As a leading company in energy and fuel innovation, Shell understands that the cement industry is one of the main drivers of Thailand's infrastructure, including rail lines, roads, expressways, and residential and commercial buildings. This infrastructure plays an important role in driving the country's economy and improving the quality of life for all Thais. For this reason, Shell is committed to pursuing innovation and technology and places emphasis on working closely with original equipment manufacturers and conducting product testing in real-world conditions with clients across industries. We also provide comprehensive consultations on lubricant products. This includes hosting the seminar on the topic of, **'From Increasing Cement Plant Reliability to Sustainable Value Creation'**, to strengthen our partners' businesses by sharing our knowledge and expertise, which partners can then use to enhance their business further. Our success is recognized by Kline & Company, a global leading market research company, which has listed Shell as the number one global lubricants manufacturer for 12 consecutive years".



Brett Hearn, an expert in industrial lubricant products from Shell Australia Pty Ltd., shares his knowledge and expertise.

The Shell Company of Thailand Limited is also focused on reducing CO2 emissions throughout its lubricant supply chain. Shell lubricant products are developed using the company's patented PurePlus Technology, which helps reduce emissions and is more environmentally friendly. The company is also piloting the use of lubricant drums at Shell Helix Oil Change Plus sites in place of product cans, in order to reduce waste from individual containers.

"We hope that the seminar confirms Shell's commitment to developing innovation, working with our partners, and taking care of society and the environment. These efforts will help power success for the industrial sector and serve as a driving force for the country's sustainable economic growth, which is in line with Shell's mission to 'Make Life's Journeys Better'", **Veethara** concluded.



Representative from The Shell Company of Thailand Limited, Shell Australia Pty Ltd., and partners from leading cement manufacturers attend a seminar on, “From Increasing Cement Plant Reliability to Sustainable Value Creation”.

For Media Enquiries

Alan Laichareonsup
External Relations Advisor

Thitipa Laxanaphisuth
Country Manager – External Relations The
Shell Company of Thailand Ltd.
T +66 (0) 2-262-7839

Paritt Kasayapanunth
H+K Strategies Thailand
Tel: +66 (0) 2-627-3501 # 129
Email: pkasayapanunth@hkstrategies.com

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SHELL RIMULA CONTINUES TO SUPPORT TRUCKERS WITH THE "YOU ARE THE REAL HERO" – YEAR 2 CAMPAIGN, "CLEAN ENERGY THAT PROTECTS FROM WITHIN"

May 24, 2019

Bangkok, Thailand - The Shell Company of Thailand Limited, one of the world's leading energy and lubricant companies, has launched the "You are the Real HERO" campaign, with the slogan, "Clean Energy That Protects from Within", as the company continues to show its support for truckers.



A Thai trucker uses Shell Rimula

The campaign presents a different but very true depiction of the lives of truckers who have obligations and need to work hard. Apart from staying physically and mentally prepared, they must also make sure that the trucks that they rely on to make a living are always ready for their heavy duties. Shell Rimula lubricants are here to care for engines, to enable truckers to complete their duties safely along every route.

Now in its second year, the **"You are the Real HERO" campaign** aims to create awareness and better understanding of the country's truckers. A survey on public perception of truckers conducted by Shell saw more than 1,000 Thais sharing their opinions, with many people still having a negative view of truckers. This includes associating truckers with unsafe driving, due to most truckers having to face dangers on the road, fatigue and stress as they work to complete their jobs. Based on these results, Shell Rimula is determined to build better understanding of the trucker profession.

Veethara Trakulboon, Executive Director of Lubricants Business, The Shell Company of Thailand Limited, said: "As the manufacturer of Shell Rimula lubricants for heavy duty trucks, Shell is well-aware of the contribution that truckers make to society. We would therefore like to represent

truckers and their important roles in driving society forward. This is achieved by portraying the real lives and stories of truckers through the campaign, 'You are the Real HERO'. Each hero has an important mission to complete and a family waiting for them back home. Safe driving is therefore crucial to their jobs. For truckers to drive safely, staying healthy and making sure that they are wellrested is key. Taking care of their truck is also important, as it is their means of completing their mission. Shell Rimula provides a driving force for truckers along every route by protecting their engines and enabling peak performance so that they are always ready for any tasks.

Shell Rimula's "3 protections from within" help protect engines against wear and corrosion and keep engines clean, with **Triple Protection** technology protecting engines under every driving condition. The product line also includes lower soot-induced thickening, ensuring better fuel efficiency. Shell Rimula is a lubricant that is ready to tackle any difficult task by providing clean energy from within.

"Shell truly believes that by showing our continued support through the 'You are the Real HERO' campaign, we will help build awareness and encourage every trucker to work hard for their families and fulfil their duties. This will also help create better understanding among motorists who share the roads with truckers and is in line with Shell Thailand's purpose to **Make Life's Journeys Better**", **Veethara** concluded.

"You are the Real HERO" campaign can be viewed at www.youtube.com/watch?v=sZlthAOltPA. Learn more about Shell Rimula lubricant products at www.shell.co.th.



A trucker inspects his vehicle before driving



Shell Rimula R4X



Truckers give back to society

For Media Enquiries:
Alan Laichareonsup

External Relations Advisor

Thitipa Laxanaphisuth

Country Manager – External Relations The
Shell Company of Thailand Ltd.
T +66 (0) 2-262-7839

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SHELL'S SAFETY CULTURE AND BIG CHALLENGES ON THE ROAD DURING SONGKRAN

May 23, 2019



We regularly observe campaigns to help minimize road accidents during Songkran or long holidays launched by the public and private sectors and civil society organizations. However, road traffic fatality rates rarely fall. Statistically, Thailand is one of the most dangerous countries in the world when it comes to road safety.

The latest report released by the World Health Organization in December 2018 indicates that Thailand now tops the rankings as the country with the highest death rate for road accidents in Asia. Every year, road accidents claims 20,000 lives, or an average of 60 deaths every day, putting the road traffic fatality rate at 36.2 per 100,000 population, causing estimated economic loss of THB 200 billion per annum. Road safety data show that almost 90% of the causes of accidents are related to risky driving behaviours. Studies reveal that the three primary causes of road traffic accidents in Thailand are: drivers' behaviours; the interaction between people, vehicles, roadways, and the environment; and beliefs, norms, and law enforcement.*

"Shell continues to promote road safety awareness, especially ahead of long holidays like Songkran or New Year, when millions of people travel home. More people mean more chance of accidents. Having worked for a period of time on this issue, and combined with our programmes and studies on safety, we have been able to review new solutions for enhancing road safety that could be more sustainable than existing ones. We have also identified measures that can help us achieve our goal to minimize road accidents as well as loss of lives and property. This is because Shell wants everybody to return home safely every day," said Asada Harinsuit, Chairman of The Shell Company of Thailand Limited, as he spoke about Shell Thailand's aim to raise road safety standards and the company's participation in solving road accidents in a more sustainable way.

Shell modified its "Road Safety" operational guidelines in 2018, and this is the second year in which the company has supported the "You are Safe, All Safe" project, which is being conducted in cooperation with relevant parties over a three-year period, from 2018 to 2020.

The project, which aims to promote road safety systematically, covers five areas, including building awareness, cultivating safety culture, developing defensive driving skills for employees in Shell's supply chain, promoting law enforcement, and enhancing roadway environments. The project involves a trilateral working group, comprised of public, private, and civil society organizations, and is driven on a continual basis through collaboration with national and global alliances, including the Department of Land Transport, the Road Safety Research Center, and the Global Road Safety Partnership.

Safety starts from ourselves every day we do business

Last year, programs were initiated and sustained in several areas to build safety awareness and encourage collaboration, especially in the area of road safety. At Shell, employees' driving skills have been improved through a combination of driving simulation tools used for drivers throughout Shell's supply chain. This helped drivers to better deal with unexpected situations or immediate events on the road, as well as develop products and services that encourage safety cultures.

Shell's efficient road safety management system and contractor safety management is higher than the standards set by law and are measured with clear targets (e.g., holding preventive training and practicing safe driving skills for 5,000 drivers in Shell's supply chain within three years).

In product development, Shell's products, such as bitumen incorporate the company's safety focus by providing functionalities such as better drainage and adhesion qualities to ensure safe road infrastructure. Shell also promotes its service stations as rest areas after a long drive for the safety of drivers and motorcyclists. Other efforts include reductions in the usage of transport vehicles by identifying new modes of product transportation and expanding fuel pipelines.



During long holidays, Shell is always promoting safe driving to help motorists be well-prepared before and during their trips. Drivers can obtain tire pressure checks and receive vehicle inspections support from Shell service station staff. Additionally, 24-hour road assistance is available for Shell Club Smart members, with other promotions also available at Shell's Deli Café and SELECT stores.

Build Hearts & Minds about safety, which starts from caring, not ignoring risks, and reducing risks, starting with children

In Thailand, data shows that teenagers and young adults aged between 15-29 are a group with the highest road accident death rate, with motorcycle-related injuries as the first leading cause of death in Thailand. According to death certificate information, 2,510 children and young adults die from road accidents each year and 80% of the deaths are caused by motorcycle accidents, which is comparable to the disappearance of one big school each year.

With children and young people at the center of Shell Thailand's focus, the company executed several projects to study road safety behaviours and problems, including the "Childvoice to Safety" programme, which currently provides education on road safety, and safe travelling and driving. The program is aimed at reducing accidents in schools.

"Based on our safety campaigns among children, we realized that even primary school students can participate in safety culture as they can notice what adults cannot see. My daughter told me how to handle risk incurred from accidents, which can be prevented easily by always holding stairway railings whenever going up or down stairs. She also asked her grandparents to fasten seat belts before travelling."



In February 2019, Shell announced the launch of a digital media competition on road safety, titled "We Power Road Safety Digital Creator," which encourages students, software developers, startups, game producers and the general public to create projects that build awareness and provide education about road safety via a digital platform. The initiative aims at advancing road safety learning among children and young adults now and in the future.

“It is always difficult for us to inform an employee’s wife and children that their husband and father passed away in an accident. This is the reason why Shell has set our Goal Zero ambition. This ambition is not merely an end goal or aim for no more accidents, but it is about building and sustaining a safety culture to ensure that everyone stays alert and remain aware that accidents can happen anytime when someone is careless. It is about how we can avoid accidents, especially fatal ones that can change someone’s life and the lives of those around them. We need to train children to be able to identify risk and realize the seriousness of accidents. When they can determine risk, they will be able to practice safe behaviours for themselves and people around them. We call this a change of mindset, which is the most difficult but most effective approach,” said Asada.

Shell hopes that safety awareness programme will be among the learnings that help cultivate a “safety culture” in Thai society.



*Source: Road Safety Research Center

For Media Enquiries:

Thitipa Laxanaphisuth

Country External Relations Manager

The Shell Company of Thailand Limited

Tel: +662 262 7839

SHELL MAKES BIODIESEL B20 AVAILABLE AT SHELL SERVICE STATION TO SUPPORT SUSTAINABLE ENERGY POLICY

Mar 22, 2019

Bangkok, Thailand: The Shell Company of Thailand Limited reinforced its “More & Cleaner Energy” strategy through its support of the government’s policy to introduce B20. The company’s Diesel B20 will be available at the service station Poomrapee Amphoe Wang Noi, Ayutthaya Province. This is in line with the company’s move to support the Thai Government’s sustainable energy policy.



Caption: Dr. Siri Jirapongphan, Minister of Energy (5th from left), Miss Chutima Bunyapraphasara, Deputy Minister of Commerce (6th from left), Mr. Panun Prachuabmoh, Deputy Country Chairman and Chief Financial Officer, The Shell Company of Thailand Limited (3rd from left) and Miss. Ornuthai Na Chiangmai, Executive Director for Retail business, The Shell Company of Thailand (3rd from right) Limited at the opening of the sale of Shell Diesel B 20 at the service station Poomrapee Amphoe Wang Noi, Ayutthaya Province



Dr. Siri Jirapongphan, Minister of Energy, said “In the light of recent situations with high level of PM 2.5 affecting many areas in Bangkok and vicinity, it has raised concerns especially on its impact on people’s health. The Ministry of Energy takes this matter seriously and carries out a specific measure to cope with the situation. This includes joining hands with oil company to make biodiesel B20 available at service stations to increase the crude palm oil consumption. The Ministry of Energy would like to thank The Shell Company of Thailand for their continued support.”

Panun Prachuabmoh, Deputy Country Chairman and Chief Financial Officer, The Shell Company of Thailand Limited, said “Shell drives sustainable energy policy by putting our priority on building a strong foundation for energy while also caring for the environment. We are very pleased to start the sale of the Shell Diesel B20 at the service station Poomrapee Amphoe Wang Noi. Shell together with our business & technical partners Pongrawe haulier, Scania OEM and Tri Petch Isuzu Sales, have introduced Shell Diesel B20 in our road transport fleet. The B20 fuel supplied to Shell Poomrapee, Wang Noi station, along with 100% of the palm biodiesel component oil we purchase and blend already, is certified to standards set by the RSPO or covered by offsets from the RSPO certificate trading system. The RSPO is a non-governmental organization which has developed environmental and social standards that when properly applied, can help to minimize the negative impact of palm oil cultivation on the environment and communities in palm oil-producing regions. Requirements of RSPO certification include elements such as no deforestation, no planting on peat, consultation of local communities, worker’s rights, fair payment and safe working conditions

Chutima Bunyapraphasara, Deputy Minister of Commerce, said that “The Ministry of Commerce has worked closely with the Ministry of Energy to come up with measures to solve the issue with palm oil price across the board. This includes promoting the production of biodiesel B20 as well as its usage through the following: the sale price of the biodiesel B20 will remain 5 baht per litre cheaper than other available diesels until the end of May; crude palm oil will be used in combination with natural gas to generate electricity at Bang Pakong power plant in Chachoengsao Province; the

increase of service stations with biodiesel B20 gasoline pumps to store crude oil stock. The sale of Shell Diesel B20 will create pricing balance for farmers in the future.”



Ornuthai Na Chiangmai, Executive Director for Retail business, The Shell Company of Thailand Limited, added that “By making Shell Diesel B20 available at Shell service stations, we will provide consumers with the convenient access to cleaner energy. This is in line with our strategy to support sustainable energy and local Thai farmers. It is another example of Shell innovating our offerings at our service stations and demonstrating an emphasis on its design with innovation, resulting in water usage reduction, an increase of green area and improved hazardous waste management.”

Shell Thailand is advancing towards sustainable energy with the strategy “More & Cleaner Energy,” which aims to support the increasing needs for energy consumption. The goal is also to reduce greenhouse gas emission as much as possible through its 3 main approaches:

- ✦ **Bringing in energy innovations of the future to Thailand** - Shell has introduced technologies and cutting-edge products which are environmental-friendly, including Shell V Power, the premium grade fuel designed to clean your engine with more efficient combustion and less carbon deposit.
- ✦ **Collaboration from all sectors involved** - The move towards energy transition requires collaboration from all sectors involved including the government, car manufacturers, oil companies, as well as other stakeholders. Shell has always provided the government sector with its support, and Shell’s partners have also shown solid collaboration.
- ✦ **Development of human capacity and living condition for better lives** - Human resource is another key factor to the success of sustainable energy transition. For this reason, we fully support the efforts to build a better foundation and living condition for Thai farmers. This

includes educating and developing young adults and engaging them in Thailand's efforts in energy.

"As one of the leaders in energy, Shell will continue to provide its support in Thailand's energy transition to cleaner energy," **Panun** concluded.

Enquiries:

Thitipa Laxanaphisuth
Country Manager - External Relations
The Shell Company of Thailand Limited
T +66 (0) 2 262 7326

Paritt Kasayapanunth
H+K Strategies Thailand
M +66 (0) 2-627-3501 #129
E-mail: pkasayapanunth@hkstrategies.com

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SHELL HOSTS INTENSIVE BOOTCAMP FOR TEAMS JOINING SEMI-FINAL ROUND OF WE POWER ROAD SAFETY DIGITAL CREATOR COMPETITION

Mar 16, 2019

An initiative launched to build awareness of Road Safety among the general public by using the form of content most relevant and impactful to the new generations which is E-learning, Gamification, and Animation. Also, the program is getting supported by the Digital Economy Promotion Agency - a government agency that promotes and support Digital Communities in Thailand. The winner will receive cash award 50,000 Baht and the material is aimed to be used as a testing material in targeted schools.



We Power Road Safety Digital Creator Bootcamp day



Opening session from Miss Thitipa Laxanaphisuth, Country External Relations Manager

Following the announcement and press conference, the program has received a large number of applicants who submitted their ideas and references in various forms - Prototype/Ideas of ELearning, Animation, and Gamification. The 8 finalists have been selected to join the Bootcamp and workshop session which is held on March 16, 2019.

Bootcamp day starting with welcoming 8 finalists to our Road Safety Bootcamp, highly energetic teams with an aim to create a winning Road Safety Digital Content.

Following by an intensive knowledge sharing sessions from experts in various fields with a full-day well spent with useful information from Road Safety Guide and Learning Practice, Learning materials that will attract children's attention, Tips for developing digital content.



Mentoring session on Bootcamp day

End with the most participative session between participants and our key note speakers, following this bootcamp activity, this will allow all finalists to be very well-equipped with Road Safety content to further develop their project and complete the final work for the digital content submission.

The key dates for this competition will be April 30 of which all finished materials to be submitted for the Judges panel to review and final decision to be made on May 6, 2019.

Stay tune to the final Digital Content Submission!“



Mr. Monchai Sricharoensakdi, Senior Expert of Digital Startup Promotion Institute is discussing 'Tips for developing Digital Content' topic



Miss Kronwika Buntanon, Child Safety Promotion and Injury Prevention Research (CSIP) Ramathibodi Hospital is discussing 'Road Safety Guide Important and Key Content' topic



Dr. Chatchai Im-arom, Child Safety Promotion and Injury Prevention Research (CSIP) Ramathibodi Hospital is discussing 'Road Safety Guide Important and Key Content' topic



Mr. Wansit Chatikavanij, CEO LoxSim Simulation Center is discussing 'Road Safety & Learning Practice with LoxSim Simulation Center' topic



Bootcamp day



Mr. Sorawit Paiboonrattanakorn, Founder of Saturday School is discussing 'The learning materials that will attract children's attention' topic



SHELL THAILAND DRIVES 'MORE AND CLEANER ENERGY' THROUGH PARTNERSHIPS WITH ALL SECTORS, WELCOMES VISIT BY DEPARTMENT OF ENERGY BUSINESS

Feb 07, 2019

Bangkok - The Shell Company of Thailand Limited affirmed its commitment to drive “More and Cleaner Energy” through partnerships with all sectors. On January 25, Mr. Asada Harinsuit (sixth from left), Chairman of the Shell Company of Thailand Limited, and the company’s management welcomed Ms. Nantika Thangsuphanich (sixth from right), Director General of the Department of Energy Business, and delegates to observe operations at Shell’s Chong Nonsri Terminal.



Mr. Asada Harinsuit (sixth from left), Chairman of the Shell Company of Thailand Limited, and the company’s management welcomed Ms. Nantika Thangsuphanich (sixth from right), Director General of the Department of Energy Business



Mr. Asada Harinsuit, Chairman of the Shell Company of Thailand Limited, said: “Shell is committed to providing energy to support Thailand’s economic growth and social development and protect the country’s environment through cooperation with all sectors. In the 90 years since Shell’s Chong Nonsri Terminal was established to ensure adequate storage of energy in line with the country’s situation and natural resources, we have always focused on conducting our business with the purpose to ‘Make Life’s Journeys Better’ by developing innovations, partnerships, and people.”



Officials from the Department of Energy Business also visited the nearby Wat Klong Toey Nai community to learn about Shell’s operational excellence and world-class health, safety, security and environment systems from the community’s residents. Shell is the first company in Thailand to earn the ISO 45001:2018 certification from the Management System Certification Institute (MASCI). Moreover, the Chong Nonsri Terminal is an important part of Thailand’s energy system, distributing fuels to support both the household and business sectors. The terminal is also a main production hub of lubricants and bitumen in Thailand and Asia-Pacific and has the capability to support oil shipments both by sea and through pipelines.



For Media Enquiries:

Alan Laichareonsup

External Relations Advisor

Thitipa Laxanaphisuth

Country Manager – External Relations

The Shell Company of Thailand Ltd. T

+66 (0) 2-262-7839

Phanphatchara Charoensawas

H+K Strategies Thailand

Tel: +66 (0) 2-627-3501 # 161

Email: pcharoensawas@hkstrategies.com

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This press 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 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. No assurance is provided that future dividend payments will match or exceed previous dividend payments. 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, 2017 (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, August 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 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.

SHELL LAUNCHES 'WE POWER ROAD SAFETY DIGITAL CREATOR' CAMPAIGN PROMOTES ROAD SAFETY THROUGH DIGITAL INNOVATIONS IN SUPPORT OF THE YOUNG GENERATION

Jan 18, 2019

Bangkok, Thailand - The Shell Company of Thailand Limited has reinforced its commitment to road safety with the launch of the "WE Power Road Safety Digital Creator" campaign, a competition that aims to raise awareness of road safety through the digital platform.



The campaign offers an opportunity for the young generation to use their technological expertise to develop digital learning materials for schoolchildren that will lead to a decrease in road accidents in Thailand. The competition emphasizes Shell's "Sustainable Road Safety" campaign, which runs for three years from 2018 to 2020, to drive Thailand towards sustainable safety on roads and increase the efficiency of road safety measures.

Mr. Asada Harinsuit, Chairman of The Shell Company of Thailand Limited, said: "Safety is a top priority of Shell, and improving road safety has always been one of our important commitments. As the world's leader in the oil and energy industry, we are committed to providing energy responsibly and safely, as well as reinforcing a safety mindset among citizens and especially in young people, who are the driving force of our country. It is necessary to employ technologies to create a safety mindset among them. We expect the campaign to lead to behavioural changes and drive Thai society towards sustainable safety, in line with the government's road accident prevention policy and Shell's purpose to Make Life's Journeys Better."

According to data dated December 2018 from the World Health Organization, the fatality rate on Thailand's roads is estimated at 22,491 deaths per year, or 60 deaths per day. The figures indicate that Thailand has the highest traffic deaths in Asia, with 74 percent the result of motorcycle accidents. The majority of these deaths are young people from 15 to 29 years of age, which represent a long-term loss to the economy because the young generation is the main force in setting the direction of Thailand's future.

Shell has therefore launched the "WE Power Road Safety Digital Creator" campaign. This follows on from its earlier "School Road Safety" project, which was conducted at the Sacred Heart Convent School from 2016 to 2018 to promote and encourage road safety awareness. The campaign was a collaboration with such experts as **Dr. Adisak Palitpolkarnpim, Head of the Child Safety Promotion and Injury Prevention Research Centre, Ramathibodi Hospital**, who judged the project to be a success after observing more than 2,000 teachers, parents and students receiving the training. The results were effective in leading to behavioral changes in safety.

The launch event also featured a panel discussion on the potential impact of the "WE Power Road Safety Digital Creator" campaign, which several sectors are cooperating on. **Mr. Prommin Kantiya, Director of the Accident Prevention Network, supported by the Thai Health Promotion Foundation**, provided his insight on the road accident situation and statistics, and the situation concerning children and road accidents in Thailand. **Mr. Kirati Thanakitchaloenpat, Founder of Runster**, an exercise game, shared his experience as a game developer, while **Mr. Monchai Sricharoensak, Vice President of Digital Trade and Industry Development, Digital Economy Promotion Agency**, offered his thoughts on the challenges in people development in the age of digital transformation and how the digital community could help promote road safety awareness among the younger generation.

The "WE Power Road Safety Digital Creator" aims to provide road safety education and encourage safety mindsets through the young generation's creations on digital platforms, including games, animations and e-learning materials. The campaign opens opportunities for young people, university students, start-up software and game developers, as well as the general public to use their digital skills to creatively develop road safety applications. These new innovations are intended for future use in schools and nearby communities to help encourage road safety among young people.

The campaign is open for registration from 8 January to 6 March 2019. All entries *submitted must be contestants' own work* and not violate the copyright of another party. The entries must have clear and concise objectives and concept, with a designated team of developers. The eight teams who pass through to the final round will receive 5,000 baht and attend a two-day Road Safety Bootcamp to receive more information on content development. They can then fully develop games, animations, and e-learning materials on the digital platform. The winners will be announced in April 2019. The winning team will receive 50,000 baht and the runner-up will take home 30,000 baht.

"Finally, Shell hopes that the 'WE Power Road Safety Digital Creator' will play a part in improving the potential of young people in creating innovations, while also driving Thai motorists towards a sustainable road safety culture. The initiative is in line with the government's Thailand 4.0 agenda, which aims to develop and equip people with digital skills and prepare Thailand for the expanding digital economy," **Mr. Asada concluded.**

For further information please contact

Sudarat Peetakanont

External Relations/SI/SP Advisor

Yada Sintavarattana

Hill+Knowlton Strategies Thailand

Tel: +662 627 3501

E-mail: ysintavarattana@hkstrategies.com

Thitipa Laxanaphisuth

Country External Relations Manager

The Shell Company of Thailand Limited

Tel: +662 262 7839

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