

Group strategic directions

To be a strong, integrated oil and gas company with a premium brand in the Asia-Pacific region.

Strategic directions	Objectives	Strategy in action
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To maintain its reputation as a reliable supplier of quality petroleum products by further strengthening its refining capability. →

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- To operate facilities reliably and professionally with an uncompromising safety standard.
 - To achieve an optimum level of refinery production.

- Achieved six million man-hours without any loss time injury for employees and contractors.
- Processed more than 51 million barrels of crudes and maintained utilisation above 96%.



To build brand image and equity for a sustainable long-term presence. →

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- To leverage its brand to increase market share and to be the brand of choice.
 - To gain entry into and capture niche markets.

- Received the API new 'SM' quality standards and obtained Original Equipment Manufacturer approvals.
- Established Singapore Petroleum (Guangdong) Private Limited in Guangzhou to expand SPC-branded lubricant products.



To further enhance shareholder value through participation in E&P activities. →

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- To increase its E&P portfolio through further acquisition of high potential assets.
 - To have an active and successful E&P programme.

- Acquired six exploration assets in the region since its first acquisition in 2000.
- Achieved a notable exploration success rate of 50%.

