



# CGS-CIMB 13th Annual Malaysia Virtual Corporate Day

6 January 2020



# Move Like Never Before



## PETRONAS DAGANGAN BERHAD



# Move Like Never Before



## About Us

### Business Highlights

- Retail
- Commercial
- LPG
- Lubricant

### Q3 FY2020 Financial Performance

### Sustainability Commitment

### 2021 Look Ahead

# **PDB is the marketing subsidiary of PETRONAS**

- **PETRONAS Dagangan Berhad ("PDB") is the marketing subsidiary of Petroliaam Nasional Berhad ("PETRONAS").**
- **Its principal activities are the marketing and distribution of petroleum products in the domestic and regional markets.**
- **PDB was incorporated on 5 August 1982 and was converted to a public company on 21 August 1993. PETRONAS owns 63.9% of PDB's shares.**
- **Shares of the Company were listed on the Main Board of the Bursa Malaysia Securities Berhad on 8 March 1994.**



# PDB has diversified portfolio and is the leading retailer and marketer of downstream petroleum products in Malaysia

## RETAIL

Offers Fuel and Non-Fuel Products and services at more than 1,000 stations and 700 *Kedai Mesra* nationwide



## COMMERCIAL

Sells and markets bulk petroleum products with market leadership in domestic commercial market



## LPG

Malaysia's No.1 Cooking Gas that sells and markets LPG to household, commercial and industrial customers

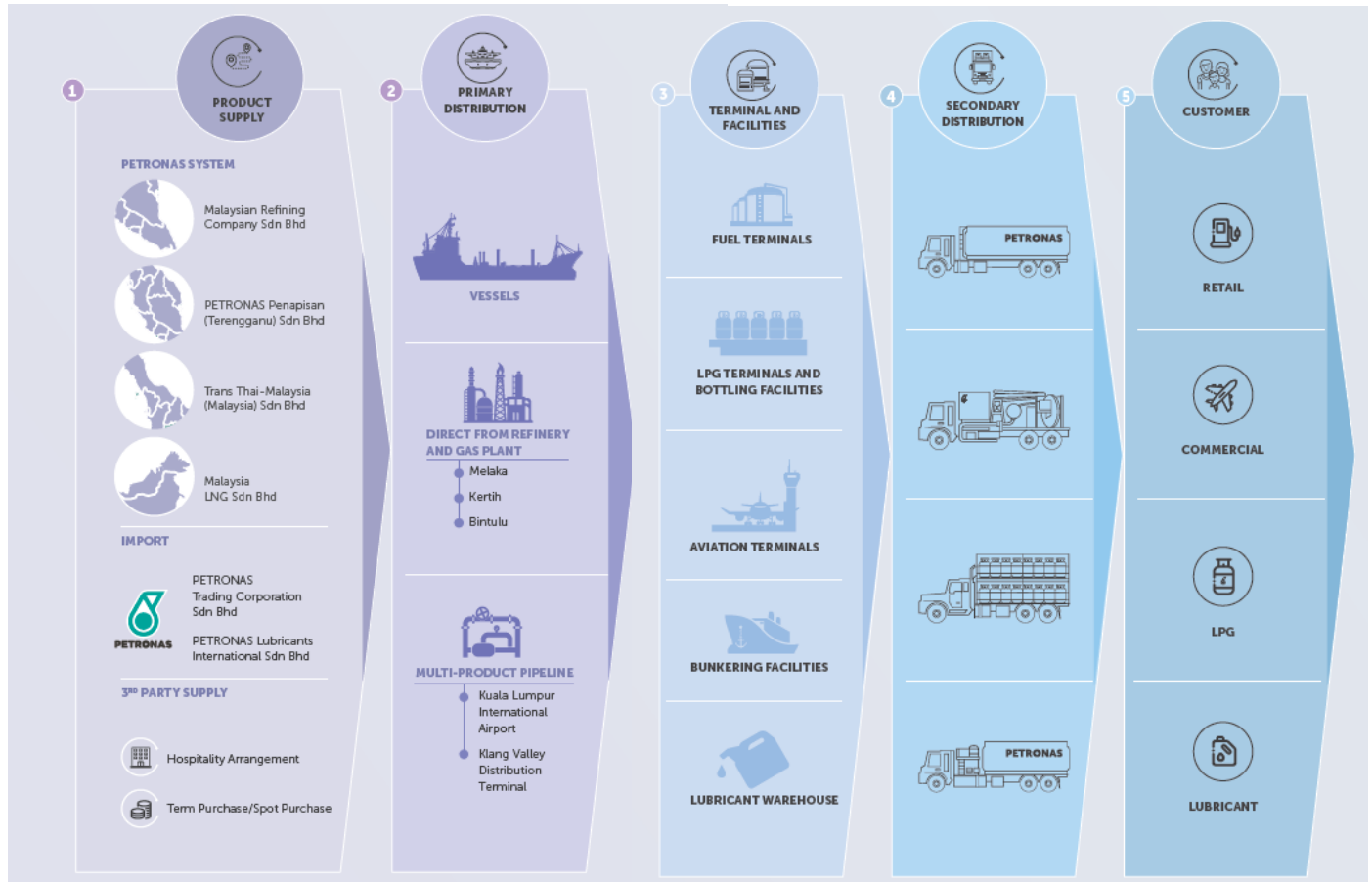


## LUBRICANT

Top tier lubricant player via extensive range of lubricant products

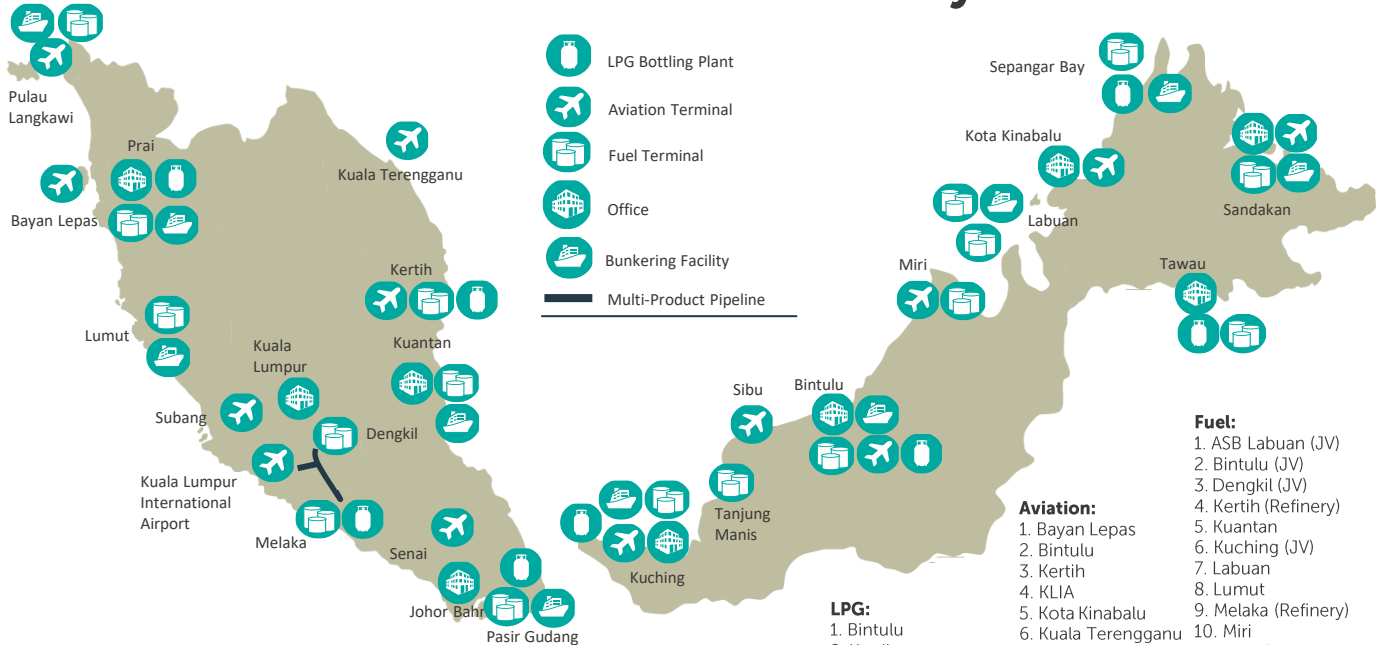


# PDB Integrated Value Chain



# Extensive supply and distribution infrastructure nationwide

## 44 facilities across Malaysia



### Fuel:

1. ASB Labuan (JV)
2. Bintulu (JV)
3. Dengkil (JV)
4. Kertih (Refinery)
5. Kuantan
6. Kuching (JV)
7. Labuan
8. Lumut
9. Melaka (Refinery)
10. Miri
11. Pasir Gudang
12. Prai
13. Pulau Langkawi
14. Sandakan
15. Sepang Bay
16. Tanjung Manis (JV)
17. Tawau (JV)

### Aviation:

1. Bayan Lepas
2. Bintulu
3. Kertih
4. KLIA
5. Kota Kinabalu
6. Kuala Terengganu
7. Kuching
8. Miri
9. Pulau Langkawi
10. Sandakan
11. Senai
12. Sibul
13. Subang

### LPG:

1. Bintulu
2. Kertih
3. Kuching (JV)
4. Melaka
5. Pasir Gudang
6. Prai
7. Sepang Bay
8. Tawau (JV)

### JV DEPOTS AND FACILITIES:

1. ASB (Wilayah Persekutuan Labuan)
2. IOT Management Sdn Bhd (Kuching)
3. Kuala Lumpur Aviation Fuelling System Sdn Bhd (Sepang)
4. PS Pipeline Sendirian Berhad/KVDT Fuel Terminal (Dengkil)
5. PS Terminal Sendirian Berhad (Tawau and Bintulu)
6. Tanjung Manis Oil Terminal Management Sdn Bhd (Tanjung Manis)



# Move Like Never Before



## About Us

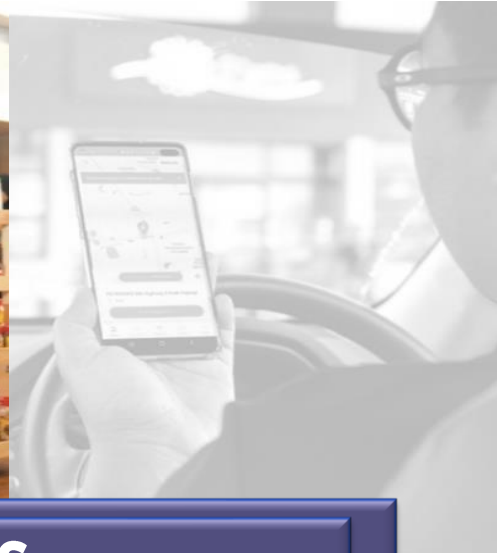
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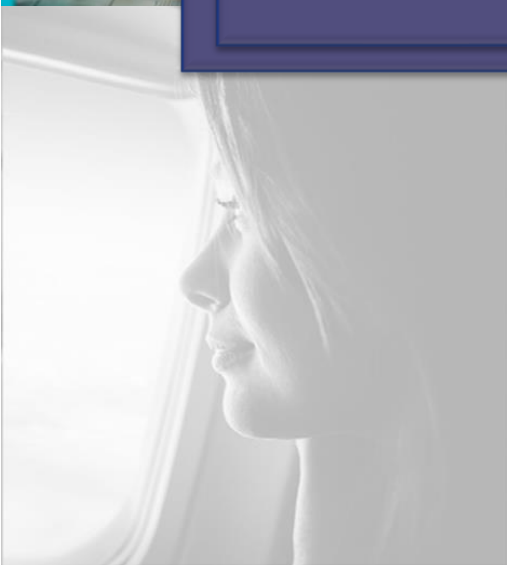
## Q3 FY2020 Financial Performance

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## 2021 Look Ahead



## RETAIL BUSINESS





# The leading retailer and marketer of downstream petroleum products in Malaysia

**Retail Business comprise of 2 major components:**

## 1 Fuel



**PETRONAS PRIMAX 97 WITH  
PRO-RACE**

**PETRONAS PRIMAX 95 WITH  
PRO-DRIVE**

**PETRONAS DYNAMIC DIESEL**

**PETRONAS DYNAMIC DIESEL  
EURO 5 WITH PRO-DRIVE**

**>1,000**

**PETRONAS Stations**

## 2 Non Fuel: Kedai Mesra



**~800**

**Kedai Mesra**

# We expanded our network at strategic locations

Operationalised

**14**

new stations as at FY2020

**Largest  
network**





**1**

**Consistent delivery of superior customer experience**

**2**

**Expansion of non-fuel business**

# Transforming our stations to elevate customer experience

**UPGRADED**

**>170**

**MESRA NEW LOOK AND FEEL**

**Before**



**After**



**OPENED**

**>200**

**NEW Quick Service Restaurants**





# Quality products with smooth and fast fuelling experience

## Upgraded Outdoor Payment Terminal



Available at

**> 400**

**PETRONAS Station  
in FY2020**

Planned

**604**

**PETRONAS Station  
in FY2021**

The new PETRONAS Primax 97 with Pro-Race is designed to deliver unbeatable performance and satisfaction on the road, meeting your every driving need and that of your engine's



**NEW**  
**PETRONAS**  
**PRIMAX 97**  
*with Pro-Race*

TRY THE NEW FUEL TODAY!

AVAILABLE AT  
**>750**

The banner features a stylized, glowing blue and green car silhouette on a dark background. The PETRONAS logo is in the top right corner.



**POWER**

Removes **99.9%** of engine deposits for effortless power



**RESPONSIVE**

World's First Advanced Dual friction Modifier reduces friction by an additional **25%** for a more responsive drive



**EFFICIENT**

Unique formulation for better fuel and oil interaction to take you further, resulting in more **fuel efficiency** and lower carbon emissions

# ...and proven testimonials from our customers



Power



Responsive



Efficient

"There is really a **BIG DIFFERENCE** compared to the previous fuel. Overall, **PERFORMANCE IS WORLD CLASS** for a Malaysian fuel"

"My car feels **MORE RESPONSIVE**. With just a light tap on the pedal, I **CAN FEEL MY CAR TAKE OFF**"

"Each drive **FEELS BETTER, MORE POWERFUL**. It's a **GOOD CHOICE** for drivers who want **HIGH PERFORMANCE**"

"Kereta saya **LEBIH BERKUASA & RESPONSIF** .

"It gives more **POWER** to my car and better responsiveness. This is great!"

"Amazing **OVERALL** performance"

**NEW**

**PETRONAS**  
**PRIMAX 97**  
with **Pro-Race**

"Its **POWER** on **POWER** ! Like **DOUBLE BOOST**, like **VROOM!**"

"Can you believe it, I have **EXTRA MILEAGE** now! So worth it!"

# PETRONAS Primax95 with Pro-Drive

**NEW**

**PETRONAS**  
**PRIMAX 95**  
with **Pro-Drive**

**AVAILABLE  
NATIONWIDE**



**Smooth**

Most advanced friction reduction technology reduces friction by **20%\***



**Responsive**

Clean **99%\*** deposit in the engine for responsive drive



**Efficient**

**10X\*** less Sulphur and enhanced anti-corrosion for cleaner emissions and a continuous efficient drive

*\*Compared to standard fuel*



# ...and proven testimonials from our customers

**PETRONAS  
PRIMAX 95**  
with Pro-Drive

**Move like  
never before**



Hoven Wen CH i get more milieage for this pro drive petrol. extra 30 to 40 km per tank.

Like Reply Message 1d

“I get **more mileage** for this pro-drive petrol. **Extra 30 to 40km per tank**”

-HOVEN WEN CH



Aiman Ismail Been using Petronas RON95 for years. My car definitely feels different this week. Better pickup and more efficient. Congrats Petronas!

Like Reply Message 1w

“My car definitely feels different. **Better pickup more efficient**”

-AIMAN ISMAIL



Lutfi Ashraf Terbaik petronas primax 95 with Pro Drive yg terbaru ni! Kereta rasa ringan. Dan minyak jimat. Enjin kereta senyap je. Memang berbeza dari primax 95 dlu. Mcm ni la minyak kebanggaan NEGARA KITA! 🇲🇾

Like Reply Message 4d

“**Terbaik mileage** PETRONAS Primax 95 with Pro-Drive! Memang **berbeza** dari Primax 95 dulu”

-LUTFI ASHRAF



Mohamad Amirudin Dah lama gila tak isi minyak petronas. 3 hari lepas saje aku isi. Aku mmg jenis minyak dan rik karing lentok merah baru nak isi. lepas tu o kan mileage. Tetiba rasa lain kat kereta aku. Rasa lebih ringan, lebih power dan lebih jimat. Punya la hairan sampai aku stail page petronas kat fb. rupanya minyak baruuu pro-drive. Mmg isi petronas je lepas ni. Tahniah Petronas

Wow Reply Message 5d

“Tetibe rasa lain kat kereta aku. **Rasa lebih ringan, lebih power & lebih jimat.** Rupanya minyak baruuu Pro-Drive!”

-MOHAMAD AMIRUDIN

# Setel, creates seamless on-the-go refuel and retail experience for PETRONAS customers



Available at

**1,061**

FY2019: 285

**PETRONAS Stations Nationwide**

**~2.0 Mil**

FY2019: 0.52M

**Setel Users**

**86**

FY2019: 71

**Net Promoter Score**

# Contactless fuel and shop in car, pickup and go via Setel app

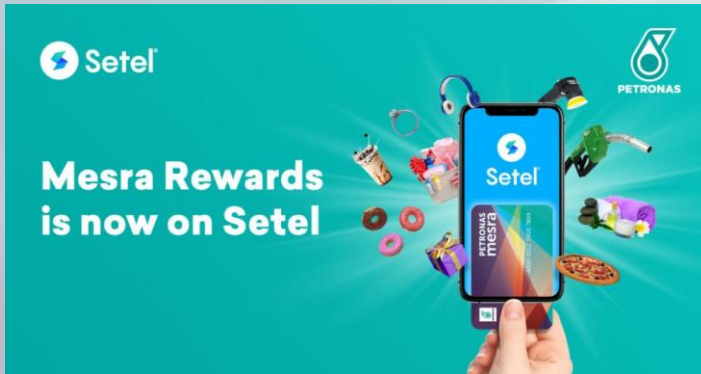


**Minimise Contact, Maximise Safety**

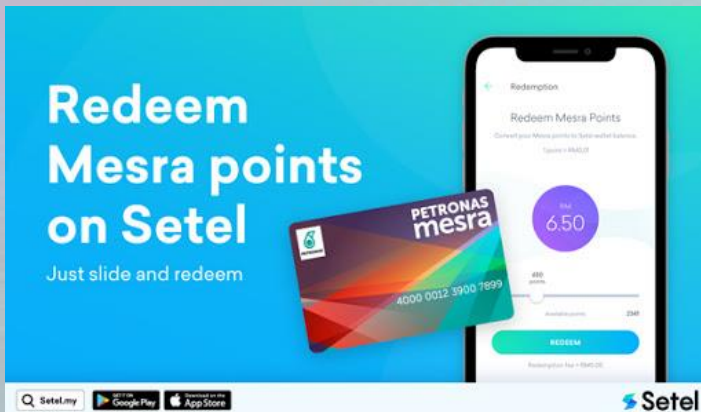


# Mesra Rewards and Mesra Redemption via Setel

[www.mymesra.com.my](http://www.mymesra.com.my)



 **6.0%**  
**NEW Kad Mesra Sign-Ups**



**> 80**  
**Mesra Redemption Partners**



# Innovative ROVR fuel delivery solutions



9

- **Serving B2B Market**
- **CAPEX Efficient**





**1**

**Consistent delivery of superior customer experience**

**2**

**Expansion of non-fuel business**

# Kedai Mesra established new strategic partnerships





# Successful launch of Makan@Mesra



**FY2020**

**9**

**Makan@Mesra**



**Planned FY2021**

**75**

**Makan@Mesra**



# Customised product offerings to meet customer's needs



Introduced  
**>300 SKUs**  
in FY2020

# Successful Mornings@Mesra breakfast campaign



**MORNINGS @mesra** 

DAPATKAN  
**KOMBO\***  
SARAPAN  
DENGAN  
HANYA  
**RM5!**

\* Kombo sarapan berbeza-bagi setiap stesen.  
Gemas sahaja sahaja.

[www.mymesra.com.my](http://www.mymesra.com.my)



**MORNINGS @mesra** 

**Jangan lupa  
singgah  
Kedai Mesra  
dahulu!**



# ...and introduction of white label brands

**Stay fresh,  
stay hydrated.**

Visit your nearest  
PETRONAS Mesra store today!



**New flavours are now  
available at Kedai Mesra!**



- 1 Water Bottle
- 2 Mesra Bites
- 3 Mesra Wipes

# Supporting local businesses from our new campaign Love Local

**TRAVEL AND BUY LOCAL THIS SEASON!**

Enjoy exciting hotel deals and gift offers while supporting local businesses when you spend a minimum of RM30\* at any PETRONAS station today!



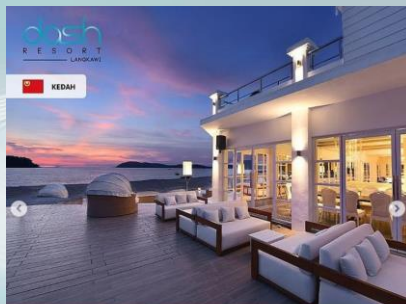
**Love LOCAL**

\*Terms and conditions apply

Swipe left

**dash RESORT**  
LANGKAT

**KEDAH**



**Love LOCAL**

**FABULOUS 3 DAYS 2 NIGHTS STAY AT DASH PREMIUM JACUZZI SEA VIEW ROOM FOR ONLY RM2499 (NP: RM3300 - RM6000)**

\*Terms and conditions apply

**GAMBANG**  
*Leisure at its best!*

**PAHANG**



**Love LOCAL**

**2DAYS 1NIGHT BUKIT GAMBANG RESORT CITY AT ONLY RM160**

\*Terms and conditions apply

**MUTIARA JOHOR BAHRU**

**JOHOR**



**Love LOCAL**

**2DAYS 1NIGHT MUTIARA HOTEL JOHOR BAHRU + LEGOLAND THEME PARK ONLY FOR RM217.40 PER PAX (NP: RM257)**

\*Terms and conditions apply

**dash HOTEL**  
SUNSHINE RESORTS

**SELANGOR**

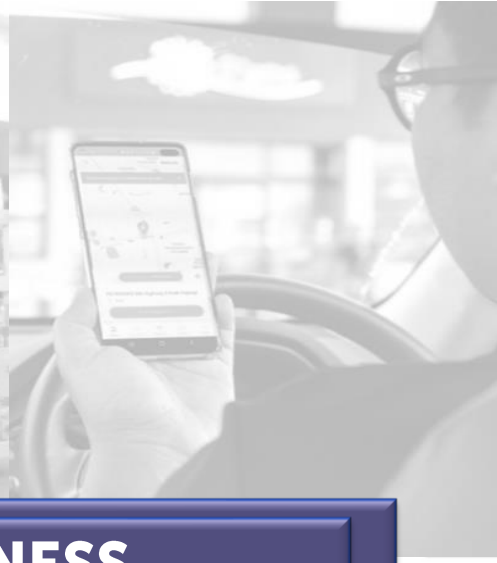
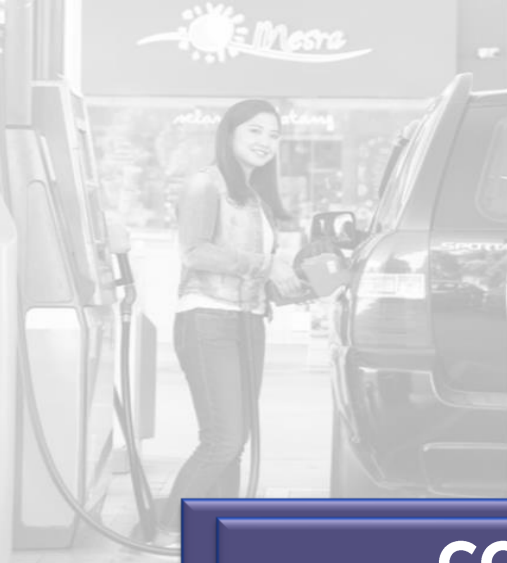


**Love LOCAL**

**STAY & DINE PACKAGE – STUDIO ROOM FOR ONLY RM399 (NP: RM690)**

\*Terms and conditions apply

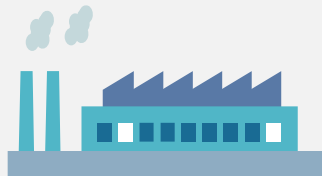




# COMMERCIAL BUSINESS



# Commercial Business Model, Product Mix & Market Segments



**Fully integrated business focusing on sales and marketing of bulk petroleum products and no. 1 leader in domestic commercial market**

## Product Offerings



Jet A-1



Diesel



Bitumen



Petroleum  
Coke



Fuel Oil



Sulphur



Gasoline



Kerosene



SmartPay



Methanol



LNG

## INDUSTRY COVERAGE



Agriculture



Services



Mining & Quarrying



Construction



Manufacturing



Aviation



Bunker



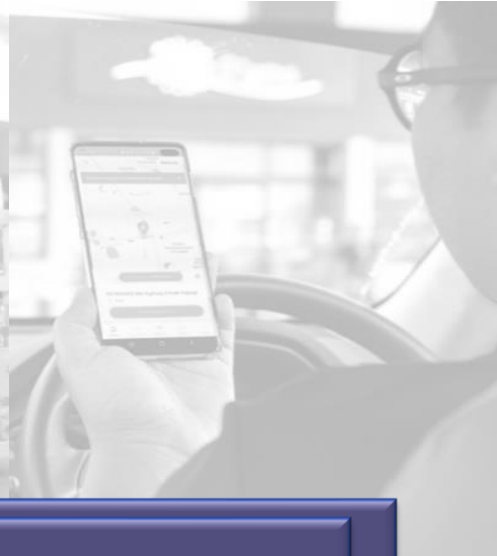
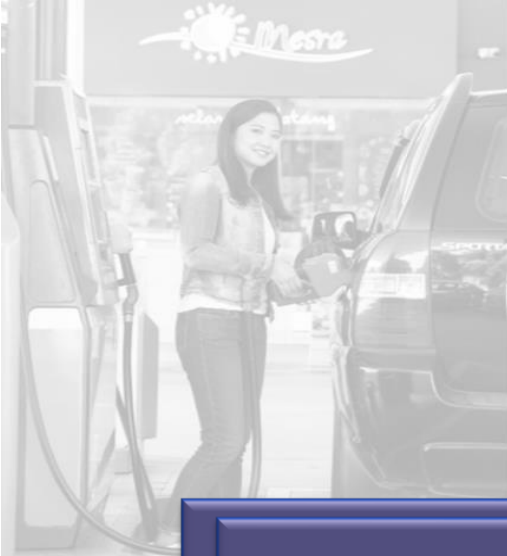
Dealer

# Effective execution of recovery strategies to capture growth

## Key Initiatives

- Drive sales to capture the recovery wave post-MCO
- Provide comprehensive offerings to improve value proposition for customers
- Focus on effective risk management & cost efficiency whilst maintaining high standards of customer service



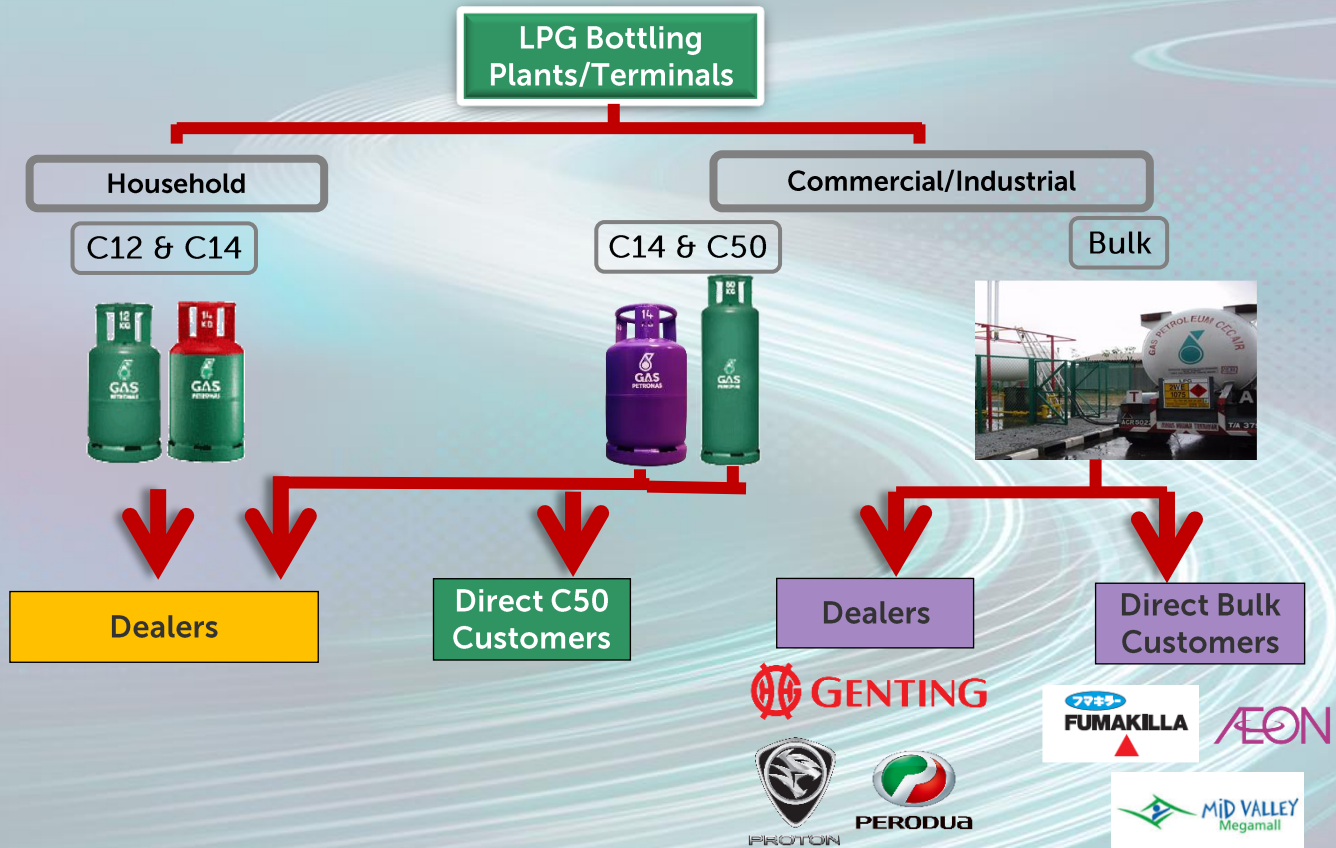


# LPG BUSINESS





# We are Malaysia's No.1 Cooking Gas and industrial LPG marketer



# Widen the availability of LPG cylinders at selected location



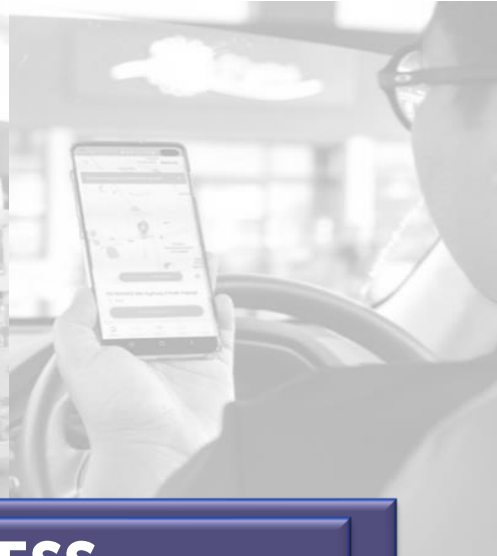
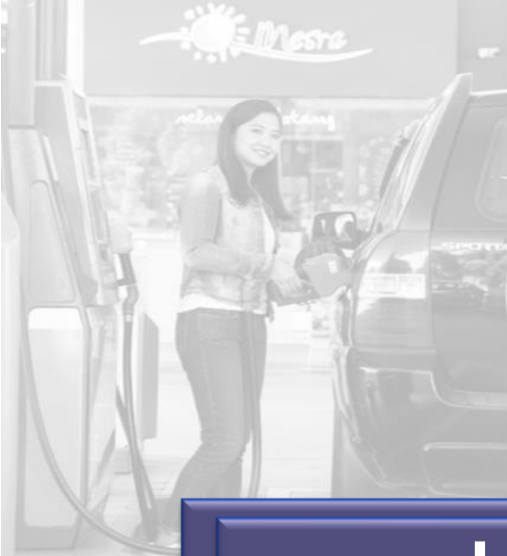
## LPG cylinders

**Now available at selected PETRONAS stations to provide greater convenience for our customers**

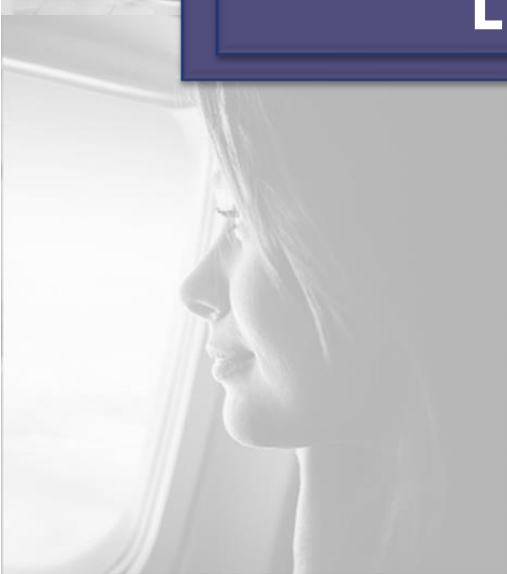
# Fortify market leadership



**LPG 14kg cylinder**  
for commercial customers



# LUBRICANT BUSINESS





# Continued to be the top tier lubricant player via extensive range of lubricant products



## Passenger Vehicle Lubricants & Motorcycle Oil



## Commercial Lubricants



## Marine Lubricants



# PETRONAS Syntium with °CoolTech™ cools better than any Lubricants in the market

## PETRONAS Syntium with °CoolTech™



# Launched of AutoExpert and expanded customer base across all channels



**9**

**PETRONAS AutoExpert  
in FY2020**

**25**

**PETRONAS AutoExpert  
Planned FY2021**



**PROTON**



**PERODUA**



**MUBADALA**

**Continued long-term strategic  
partnerships with**

**PROTON, PERODUA and  
IOI GROUP**



**INSPIRED BY  
#6GREATNESS**

**6 TIMES WORLD CHAMPION  
PREMIUM LITEMOVE JERSEY**

In 2020, black is not a color. It's a statement.  
It is not a number. It's a statement.

**OTHER BUSINESS**



## Expanded our business portfolio



A promotional banner for BungkustIT. It features a green vertical bar on the left with a white left-pointing chevron. The BungkustIT logo, consisting of a cartoon character on a motorcycle and the text 'BUNGKUSTIT', is at the top center. Below the logo, the text 'WE DELIVER TO YOUR HOUSE!' is written in large, bold, blue capital letters. Underneath this, a smaller line of text states: 'Selected Kedai Mesra PETRONAS is now on BungkustIT. Use code PETRONAS10 to get introductory discount for new users!'. At the bottom, there are two app store download buttons for Google Play and the App Store, and a series of five dots with the fourth dot highlighted in red.



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## Q3 FY2020 Financial Performance

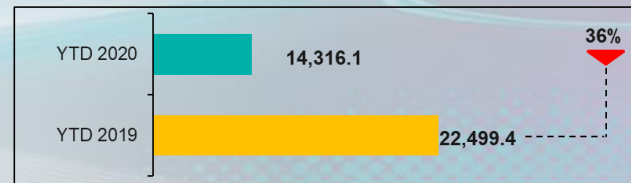
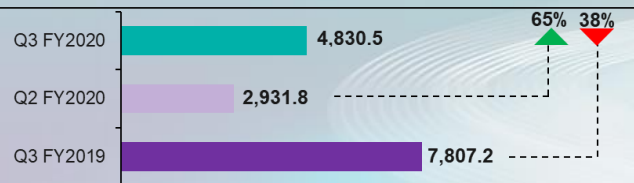
## Sustainability Commitment

## 2021 Look Ahead

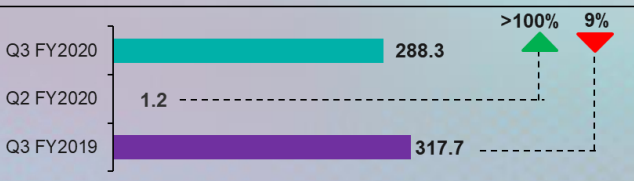
# Group Financial Performance

The Group posted higher Q3 FY2020 PBT as compared to PQ due to higher gross profit offset by higher OPEX

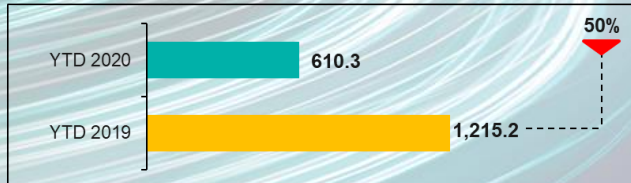
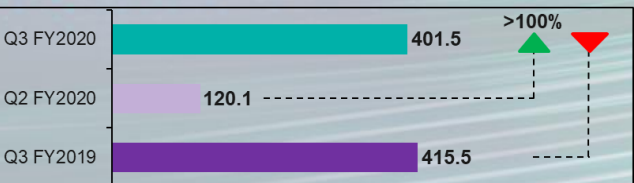
**Revenue**  
(RM mil)



**Profit Before Tax**  
(RM mil)

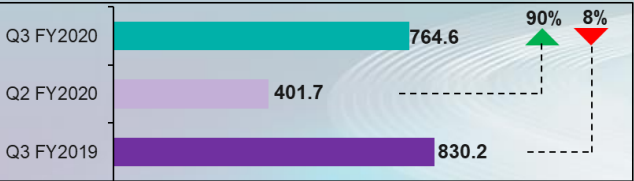


**EBITDA**  
(RM mil)

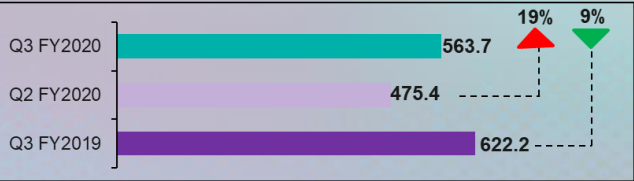
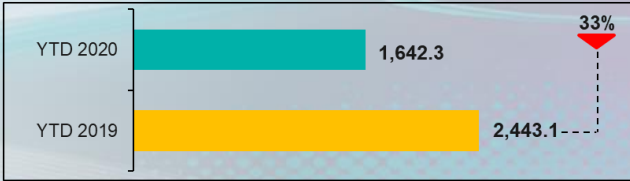


# Group Operating Profit

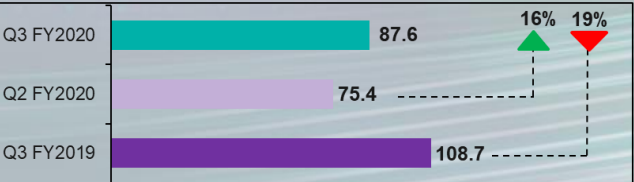
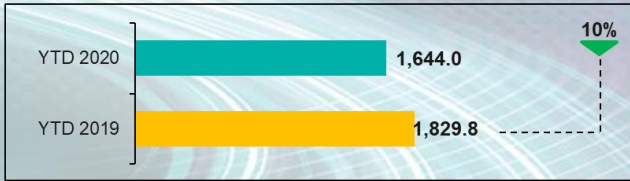
Higher operating profit recorded against PQ mainly due to higher gross profit and other income, offset by higher OPEX



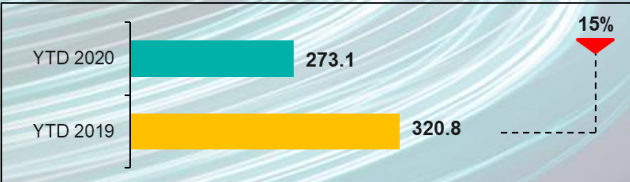
Gross Profit  
(RM mil)



OPEX  
(RM mil)



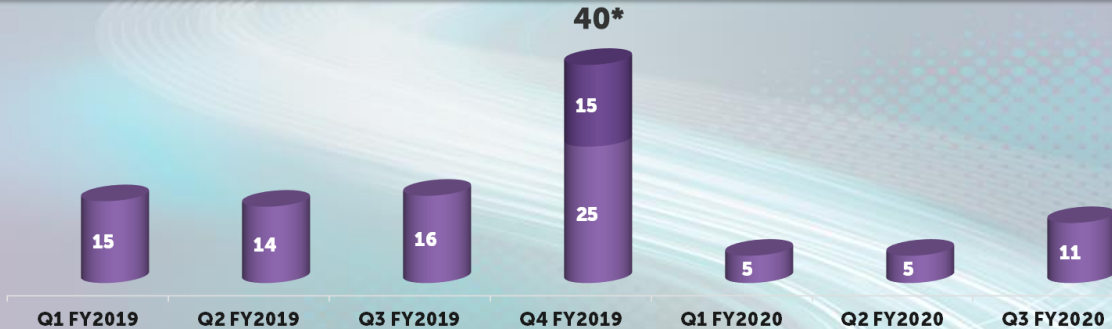
Other Income  
(RM mil)





# For Q3 FY2020, PetDag has declared dividend amounting to 11 sen/share

Dividend per share (RM sen)



	Q1 FY2019	Q2 FY2019	Q3 FY2019	Q4 FY2019	Q1 FY2020	Q2 FY2020	Q3 FY 2020
Dividend Payout (%)	54	80	67	311	61	482	52

For Q3 FY2020, PetDag has declared dividend of 11 sen, with higher dividend per share as compared to Q2 FY2020

\*For Q4 FY2019, dividends of 40 sen was declared by which 15 sen was special dividend and 25 sen was interim dividend



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# At PDB, we fully embrace sustainability



**Solar panels:**  
**7 new stations**



**Available at**  
**60 stations**



**77,000KL Litres**  
**rainwater harvested**  
**and reused**



**Essential in reducing**  
**CO2 emissions in the**  
**transport fuels sector**



# Enriching lives of communities

## PETRONAS Coffee Break

More than **13 Mil** cups of coffee served since 1998



## PETRONAS StreetSmart Reached more than

**5000** students since 2013



## Water for Life

Benefitted **8650** residents since 2013





# PetDog provided assistance to the medical staff and front-liners during the pandemic



Distributed complementary coffee, snacks and shopping vouchers to PDRM, **15** hospitals, MOH and National Disaster Management Agency

Contributed Gas PETRONAS cooking cylinders, food supplies and essential items to **10** charitable homes



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# Strategy execution remains on track whilst keeping vigilant of the market

1

**Protecting the safety of our employees, customers and business partners**



2

**Ensuring our eco-system remain robust**



3

**Cash preservation effective risk management**





THANK YOU  
[www.mymesra.com.my](http://www.mymesra.com.my)  
**Move Like Never Before**