

Move Like Never Before

✓ Smooth ✓ Responsive ✓ Efficient



NEW

PETRONAS
PRIMAX 95
with Pro-Drive

PETRONAS Dagangan Berhad

Corporate Briefing

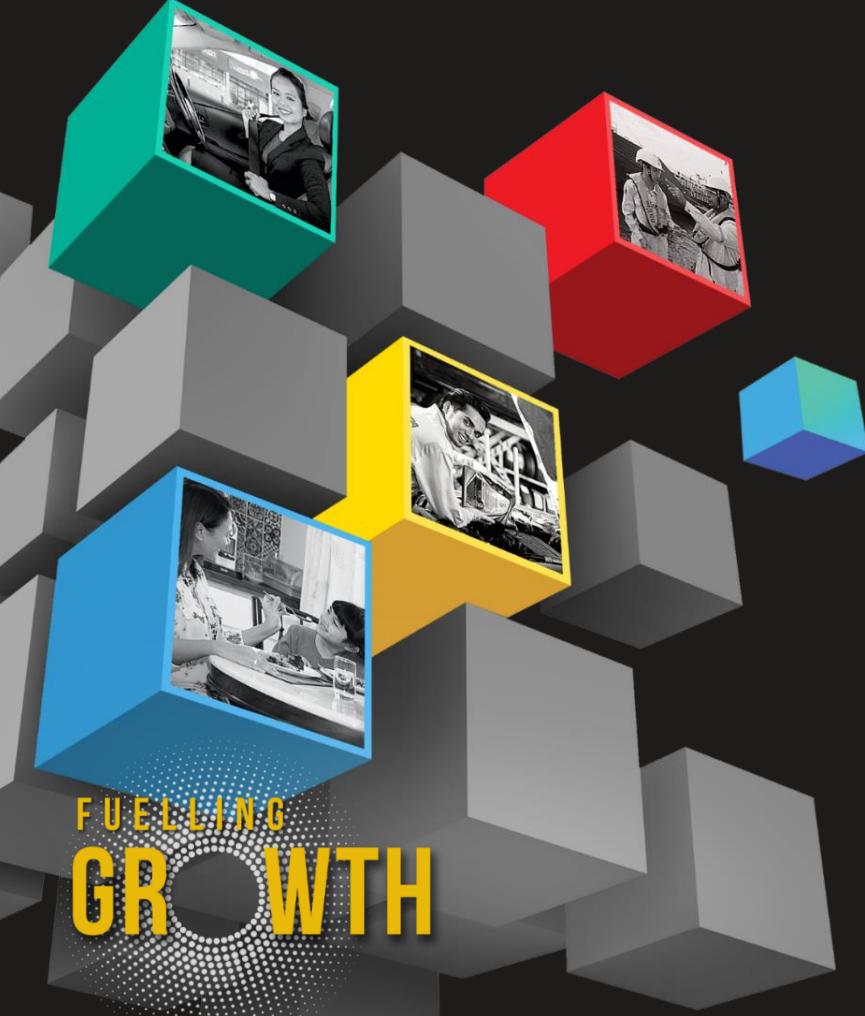
Non Deal Roadshow
Bangkok, Thailand
8 July 2019

FUELING
GROWTH

Open



FUELING
GROWTH



About Us

Business Highlights

- ❖ Retail
- ❖ Commercial
- ❖ LPG
- ❖ Lubricant

Operational Excellence

Performance Highlights

Future Aspirations



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Operational Excellence

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Future Aspirations

PetDag is the marketing subsidiary of PETRONAS

- PETRONAS Dagangan Berhad ("PetDag") is the marketing subsidiary of Petroliam Nasional Berhad ("PETRONAS").
- Its principal activities are the marketing and distribution of petroleum products in the domestic and regional markets.
- PetDag was incorporated on 5 August 1982 and was converted to a public company on 21 August 1993. PETRONAS owns 69.9% of PDB's shares.
- Shares of the Company were listed on the Main Board of the Bursa Malaysia Securities Berhad on 8 March 1994.

PetDag has diversified portfolio and is the leading marketer and retailer 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

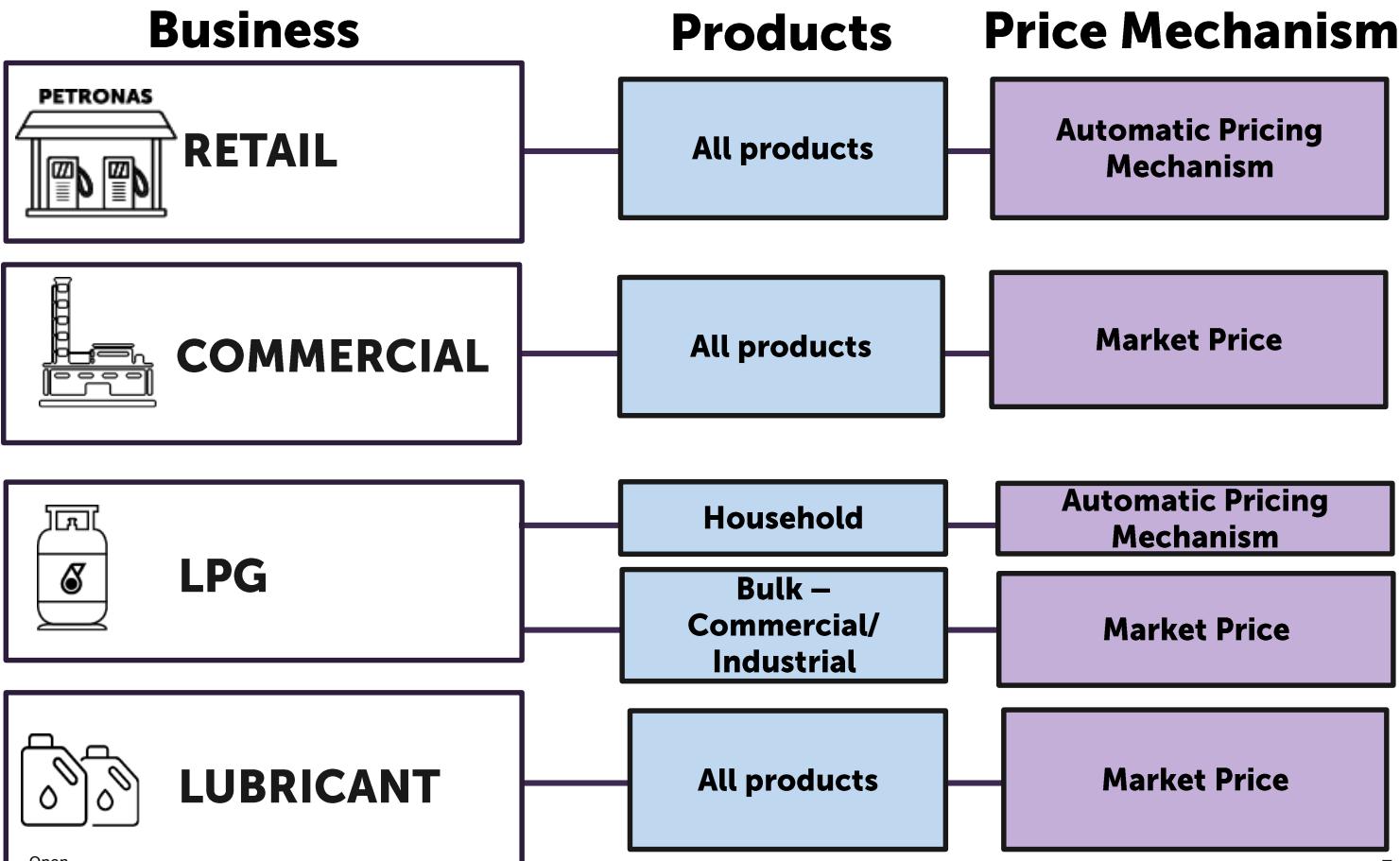
LPG

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

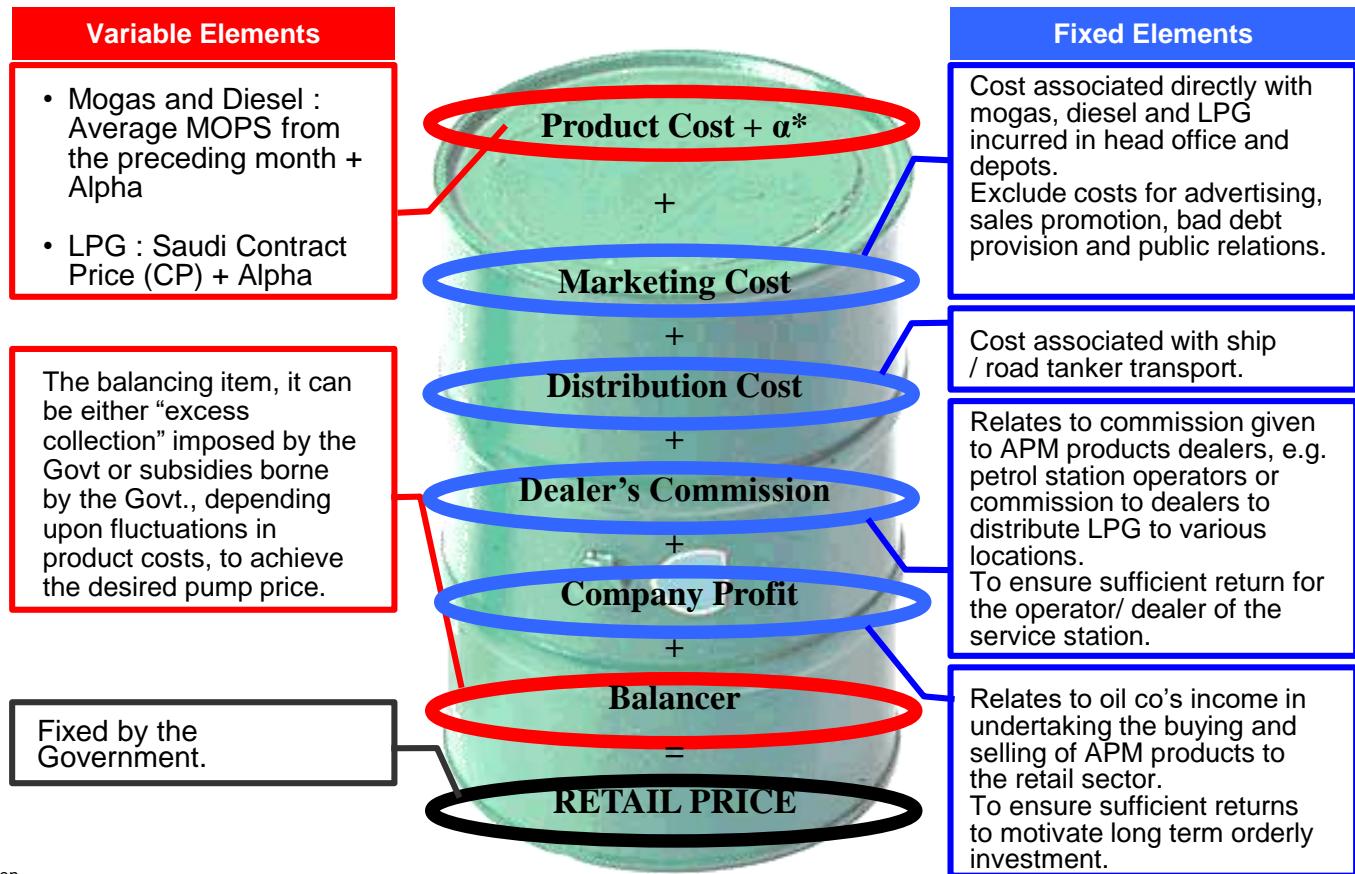
LUBRICANT

Top tier lubricant player via extensive range of lubricant products

Current product price mechanisms



Automatic Pricing Mechanism (APM)



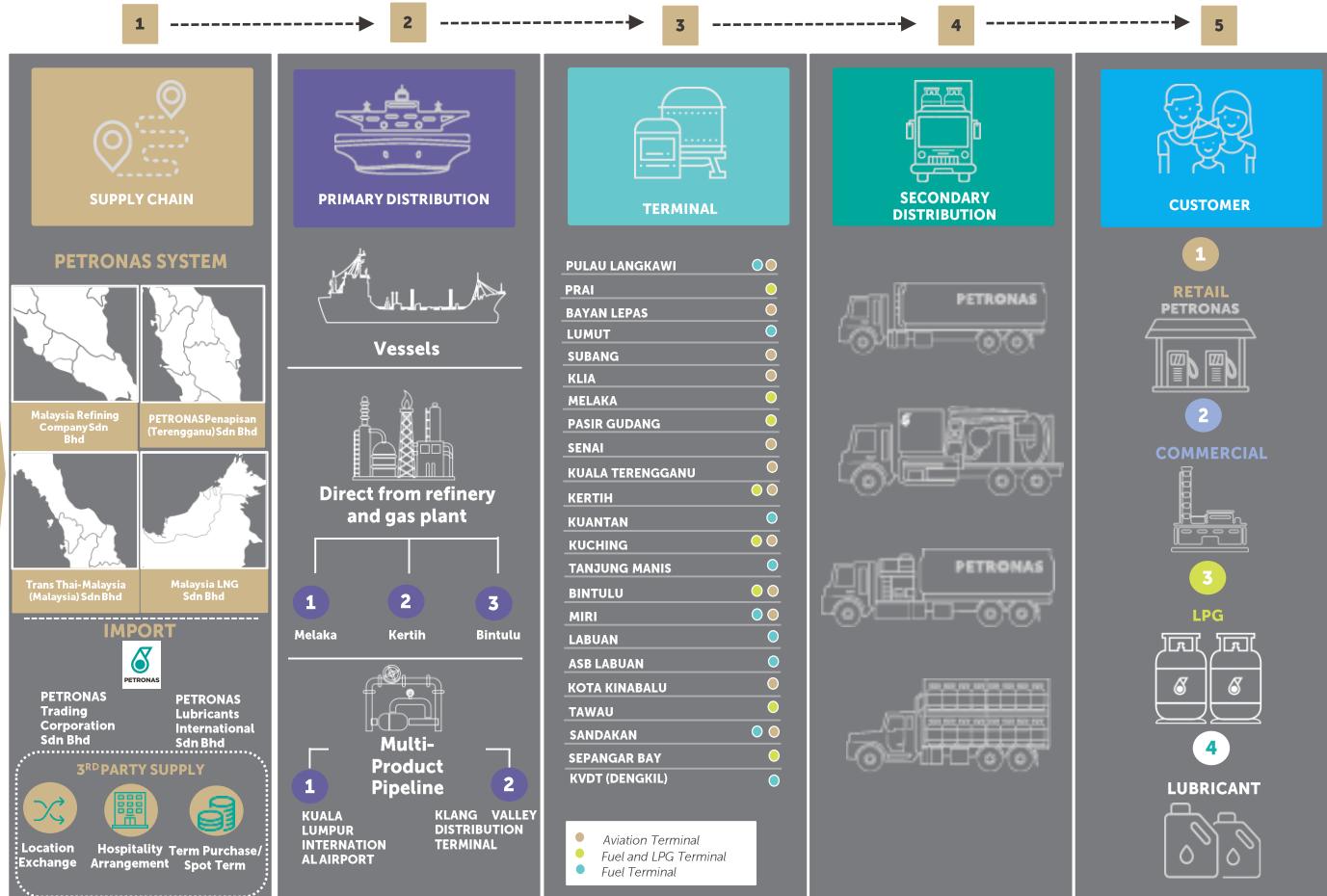
Extensive supply and distribution infrastructure nationwide

44 facilities across Malaysia



Integrated Value Chain

PDB'S
VALUE
CHAIN



FUELING
GROWTH



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- ❖ **Retail**
- ❖ **Commercial**
- ❖ **LPG**
- ❖ **Lubricant**

Operational Excellence

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The leading marketer and retailer in Malaysia

Retail Business comprise of 2 major components:

1 Fuel



**PETRONAS PRIMAX 97 WITH
ADVANCED ENERGY FORMULA**

**PETRONAS PRIMAX 95 WITH
PRO-DRIVE**

PETRONAS DYNAMIC DIESEL

**PETRONAS DYNAMIC DIESEL
EURO 5**

2 Non Fuel: Kedai Mesra



**>1,000
PETRONAS Stations**

**>700
Kedai Mesra**

Retail business models

COMPANY OWNED, DEALER OPERATED (CODO) STATIONS

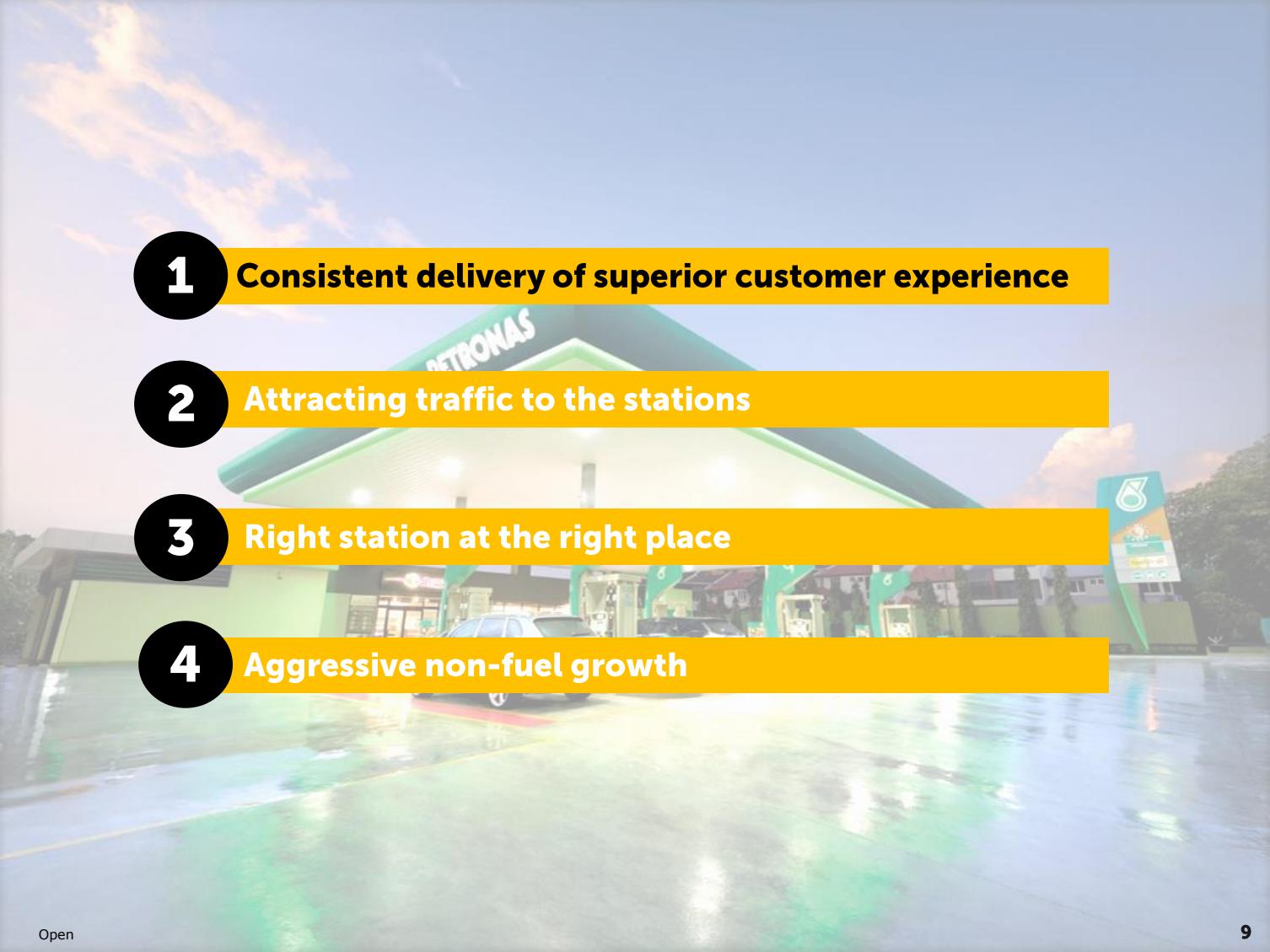
- Under the CODO model, the PETRONAS station is owned and managed by the Company but is operated by an appointed Dealer.
- The Dealer, also known as an Operator is appointed by PDB through a series of screening processes.



DEALER OWNED, DEALER OPERATED (DODO) STATIONS

- Under the DODO model, the PETRONAS station is owned, managed and operated by a Dealer.
- The Dealer is also appointed by PDB through a series of screening processes. The Dealer sources the fuel products from the Company.





- 1 Consistent delivery of superior customer experience**
- 2 Attracting traffic to the stations**
- 3 Right station at the right place**
- 4 Aggressive non-fuel growth**

Transforming our stations to elevate customer experience

REFURBISHED

≈300

PETRONAS STATIONS

UPGRADED

>100

**MESRA NEW
LOOK AND FEEL**

OPENED

>30

**NEW Quick Service
Restaurants**

Before

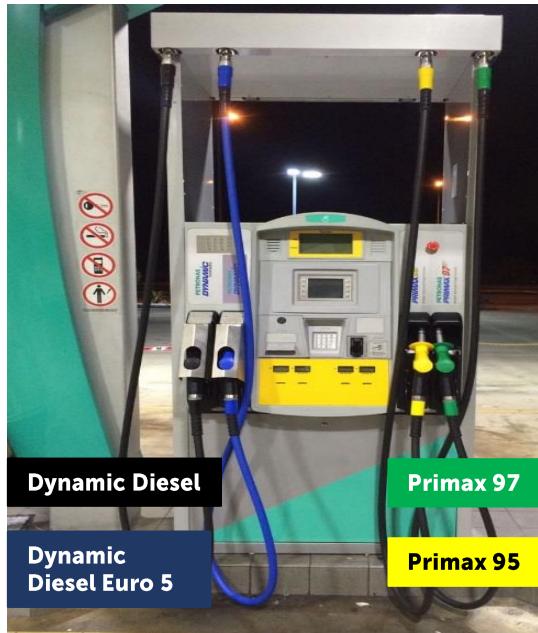


After



Quality products with smooth and fast fuelling experience

Multi Product Dispenser



Dynamic Diesel

Dynamic
Diesel Euro 5

Primax 97

Primax 95

EXPANDED
>160

Multi-Product Dispenser

PETRONAS
PRIMAX 97

with Advanced Energy Formula

EXPANDED
>700

PETRONAS
DYNAMIC
DIESEL EURO 5
with Pro-Drive

EXPANDED
>140

Surge ahead with our new fuel...

NEW

PETRONAS
PRIMAX 95
with *Pro-Drive*

- ✓ SMOOTH
- ✓ RESPONSIVE
- ✓ EFFICIENT

AVAILABLE
>1,000



...and proven testimonials from our customers

NEW

PETRONAS
PRIMAX95
with Pro-Drive

Move like
never before



Hoven Wen CH i get more milage 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 du. 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 saja aku isi. Aduh mmg jenis minyak dalam karing lengit minyak. Rasa minyak jeper. Rasa minyak jeper. Rasa minyak jeper kereta aku. Rasa lebih ringan, lebih power dan lebih jimat. Purenya la hairan sampai aku stalin page petronas kat fb, rupanya minyak baruuu Pro-Drive. Mmp isi petronas je lepas ni.

Wow · Reply · Message · 6d

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

-MOHAMAD AMIRUDIN



1 Consistent delivery of superior customer experience

2 Attracting traffic to the stations

3 Right station at the right place

4 Aggressive non-fuel growth

Successful year-round marketing campaigns



APRIL - DISEMBER 2018

MESRA BONANZA

HANYA LERETKAN KAD MESRA
UNTUK MEMENANGI HADIAH HEBAT SETIAP BULAN!

HADIAH UTAMA DENGAN PERBELANJAAN TERKUMPUL RM500 DALAM MASA 2 BULAN

3x WANG TUNAI BERNILAI RM50,000

* Eksklusif untuk pengguna PETRONAS Primax 77

3x PAKAI MENYAKSIKAN PERLAWANAN FORMULA 1 DI LUAR NEGERI
bermula sehingga RM40,000 setiap satu

10x PAKAI PERCUTIAN KE DESTINASI PILIHAN
bermula sehingga RM20,000 setiap satu

14x YAMAHA NVX 155cc
bermula lebih RM20,000 setiap satu

14x SAMSUNG 55" CURVED SMART TV
bermula sehingga RM3,700 setiap satu

HADIAH BULANAN DENGAN SETIAP PERBELANJAAN RM30 DALAM SATU RESIT

100,000 mata ganjaran Mesra bernilai RM1,000

watsons LAZADA SAMSUNG

Dengan tajaan bersama: CIMB BANK Maybank watsons LAZADA SAMSUNG

* Tertakluk terma dan syarat.

PETRONAS BRANDS

www.mymesra.com.my



ARENA BOLA PETRONAS

3 PETRONAS STAFF STAND A CHANCE TO WIN ADIDAS SHOPPING VOUCHERS WORTH RM3,000

SPEND RM40 ON PETRONAS PRIMAX
or
PURCHASE 2 KOMBO BOLA IN KEDAI MESRA
SWIPE MESRA CARD FOR AUTOMATIC ENTRY!

Log on to arenabola.petronas.mymesra.com.my to redeem daily prizes!



Key Initiatives

1

Focus on marketing efforts via Mesra Bonanza campaign

2

Provide attractive rewards to our customers

Increased customer loyalty through the BEST Loyalty Programme in industry



↑ 17%

NEW
KAD MESRA SIGN-UPS

↑ 15%

ACTIVE
KAD MESRA MEMBERS

Key Initiatives

1

Focus on targeted *Kad Mesra* promotions

2

Collaborate with strategic business partners

New payment solution for a seamless experience



**Introduced Setel,
1st integrated petrol e-payment
solution in Southeast Asia**



**Available at
>200
PETRONAS stations**

**Number of downloads
>100K**

Positive user feedback validating the convenient and smooth solution

Setel (Unreleased) has a new Google Play review

5 ★★★★★

I love this app. It is so convenient to fill up and to be able to track my monthly fuel usage as well as Mesra Points earned. Petronas, please increase your Setel stations. Tq

by FREDERICK FRANCIS GABRIEL — Share — Reply

April 10, 2019 | Locale: English

I lovethis app.

It is so **convenient** to fill up and to be **able to** track my **monthly fuel usage** as well as **Mesra Points earned**. PETRONAS, please increase your Setel stations.Tq.”

- FREDERICK FRANCIS GABRIEL

ReviewBot APP 12:34 PM

Setel (Unreleased) has a new Google Play review

5 ★★★★★

terbaik, senang dan cepat. reload senang dan sangat cepat connect dgn pump. sangat berpuas hati dan recommend untuk guna apps ini

by Mohd Ismail Ibrahim — Share — Reply

April 8, 2019 | Locale: English

“Terbaik, senang dan cepat. Reload senang dan sangat cepat connect dgn pump. Sangat berpuas hati dan recommend untuk guna apps ini”

- MOHD ISMAIL IBRAHIM

ReviewBot APP 11:33 PM

Setel (Unreleased) has a new Google Play review

5 ★★★★★

first time try this apps.. mudah pantas dan wow!!!..

by Ridh M — Share — Reply

“First time try this apps..

Mudah, pantas dan WOW”

- RIDH M



Setel

Introduced innovative mobile fuel delivery service





- 1 Consistent delivery of superior customer experience**
- 2 Attracting traffic to the stations**
- 3 Right station at the right place**
- 4 Aggressive non-fuel growth**

We continue to expand our network



>10

**NEW
PETRONAS STATIONS**

Key Initiatives

- 1 Right station at the right place
- 2 Expedite the roll-out of new stations and prioritising our land banks usage

PDB installed the 1st EV charging facility at petrol stations in Malaysia





1 Consistent delivery of superior customer experience

2 Attracting traffic to the stations

3 Right station at the right place

4 Aggressive non-fuel growth

Customised product offerings to meet customer's needs



Successful Mornings@Mesra breakfast campaign providing breakfast solutions on the go...

A photograph of a plate of Nasi Lemak (steamed rice with coconut milk, sambal, and anchovies) served on a banana leaf, accompanied by a can of Nescafe Original coffee. The Mesra logo is in the top left, and the Petronas logo is in the top right. The text 'A perfect day starts with a happy tummy.' is at the top, followed by 'Get BREAKFAST ON-THE-GO with MORNINGS@MESRA!' and 'Grab our Breakfast Combo* for only RM 5!' Below that is a yellow button with 'Click to know more >'. At the bottom, there is small text: 'Breakfast combo varies for each station' and 'www.mymesra.com.my'.

MORNINGS
@ Mesra

PETRONAS

MULAKAN
PAGI
DENGAN
CERIA!

NESCAFE

MILo

A perfect day starts with a happy tummy.

Get **BREAKFAST ON-THE-GO** with **MORNINGS@MESRA!**

Grab our Breakfast Combo* for only RM 5!

Click to know more >

*Breakfast combo varies for each station

www.mymesra.com.my

...and introduction of white label brands

Water Bottle



Mesra Bites



Mesra Wipes



Strategic partnerships to provide convenience

Co-Working Space



Banks and Others



Food Solutions



E-Commerce



Key Initiatives

1

Collaborate with strategic business partners to bring better value to our customers

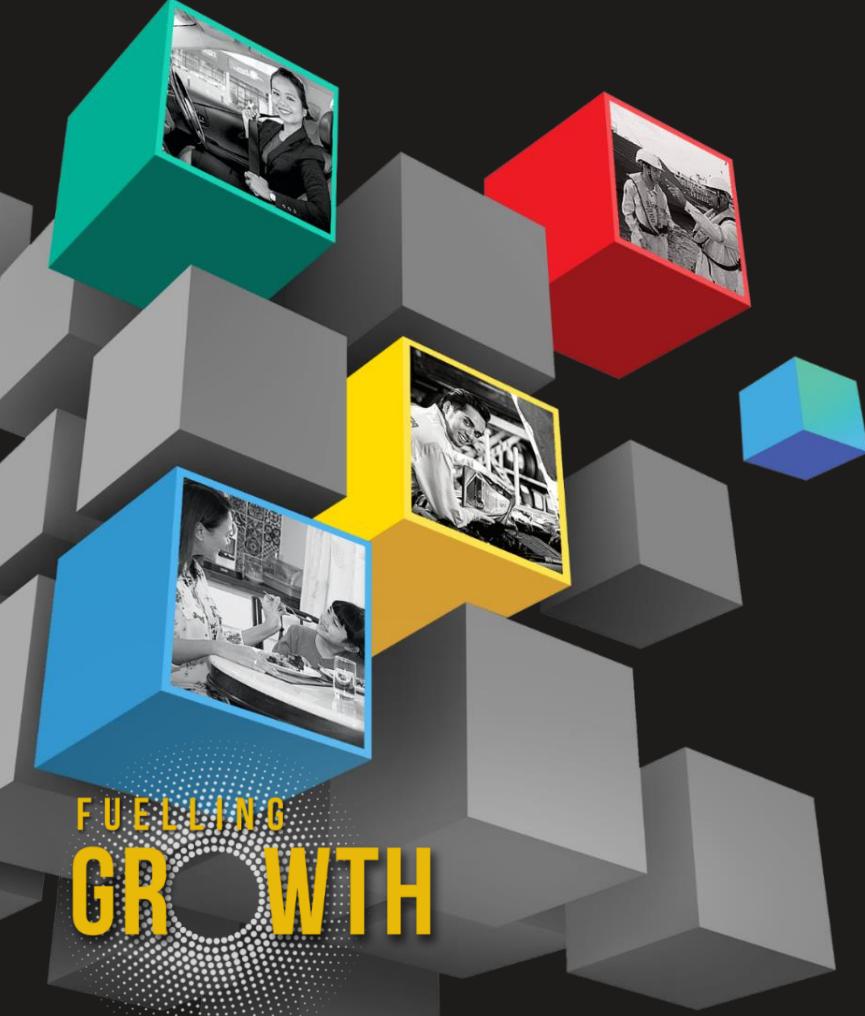
2

Enhance cross merchant relationships

Exclusive PETRONAS merchandise to expand our portfolio



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About Us

Business Highlights

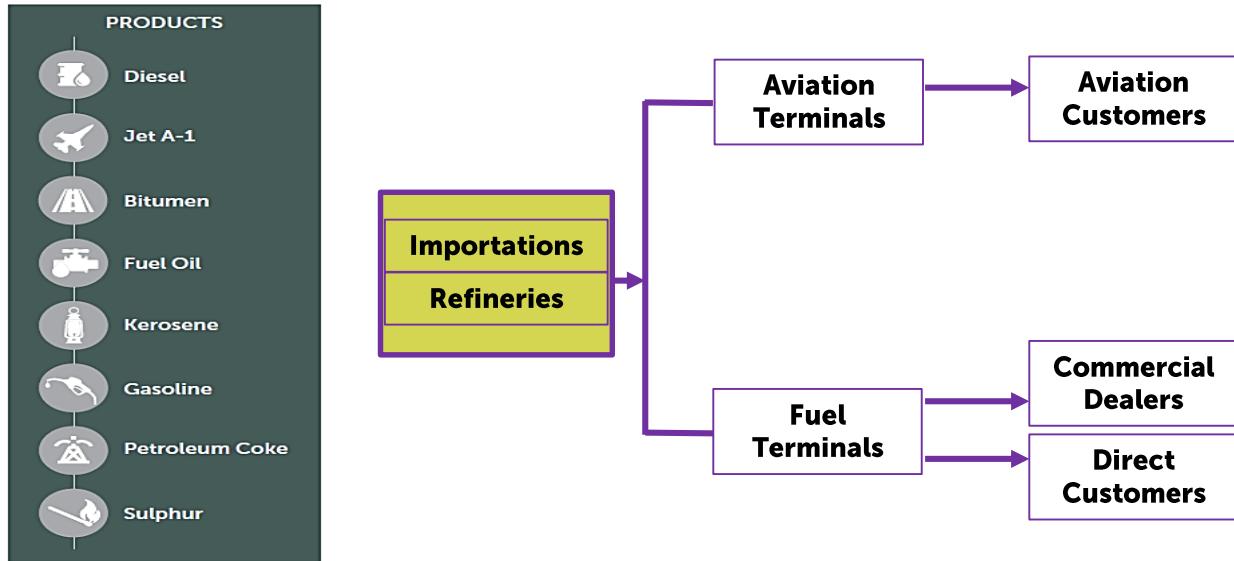
- ❖ Retail
- ❖ **Commercial**
- ❖ LPG
- ❖ Lubricant

Operational Excellence

Performance Highlights

Future Aspirations

Commercial Business Model, Product Mix & Market Segments



Industries Coverage

Agriculture	Services	Government
Construction	Aviation	Power & Utilities
Transportation	Bunker	Fishery
Manufacturing	Upstream	Timber

Command market leadership in Malaysia

Jet-A1

Airlines



Upstream



Diesel

Industrial



Power Generation & Agriculture



Fuel Oil

Bunker



Inland



Pet coke

Manufacturing



Sulphur

Manufacturing



Bitumen

Industrial

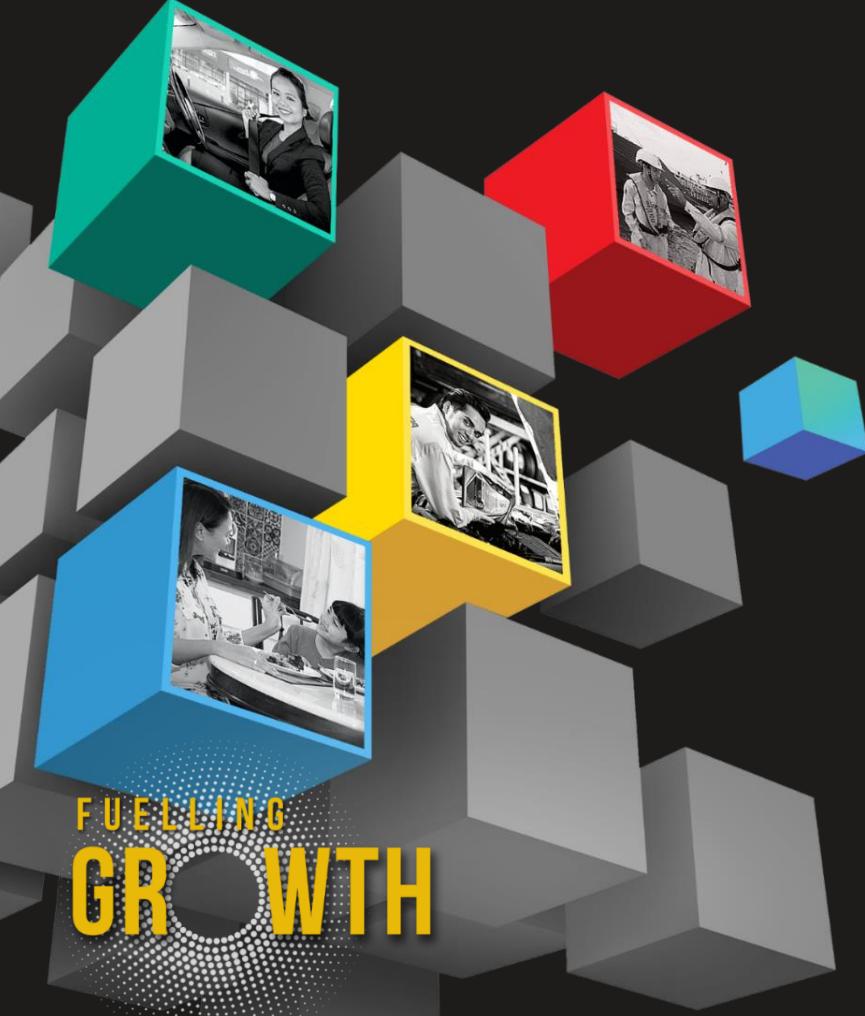


Project RAPID will provide more growth for Commercial Business in the future



**RAPID's production capacity will be at 300,000
barrel per day with 3.5 million metric tons per annum**

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About Us

Business Highlights

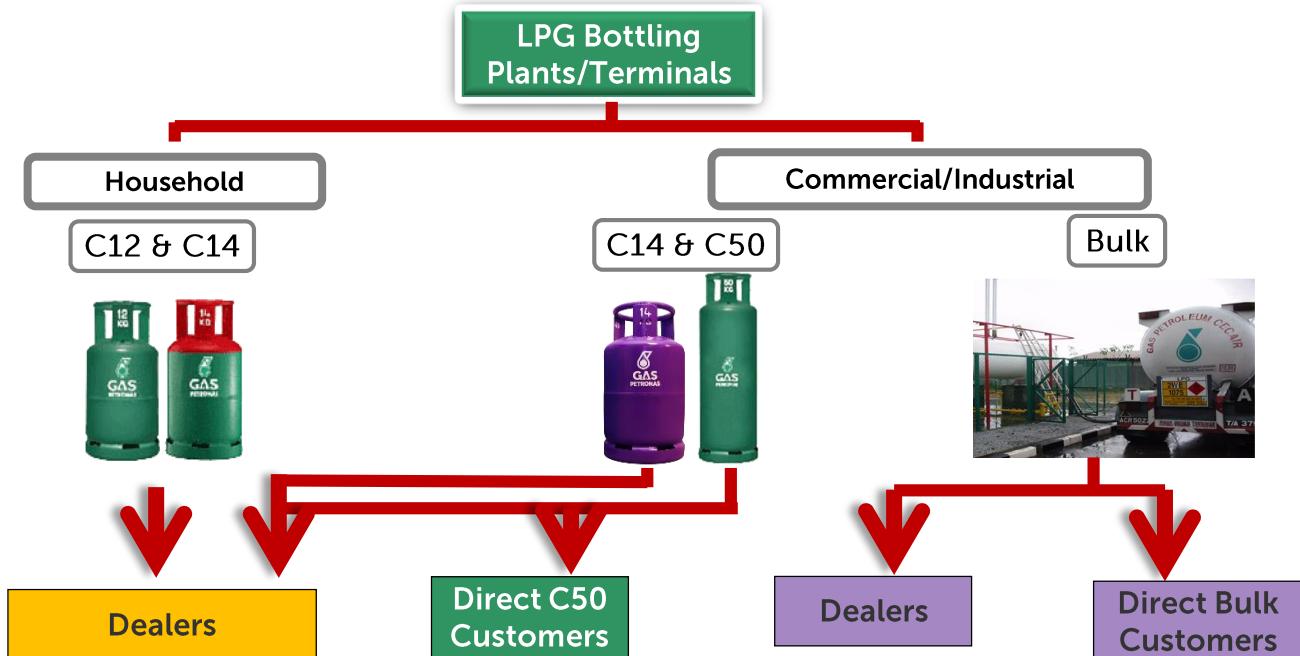
- ❖ Retail
- ❖ Commercial
- ❖ **LPG**
- ❖ Lubricant

Operational Excellence

Performance Highlights

Future Aspirations

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



 **GENTING**

 **FUMAKILLA**

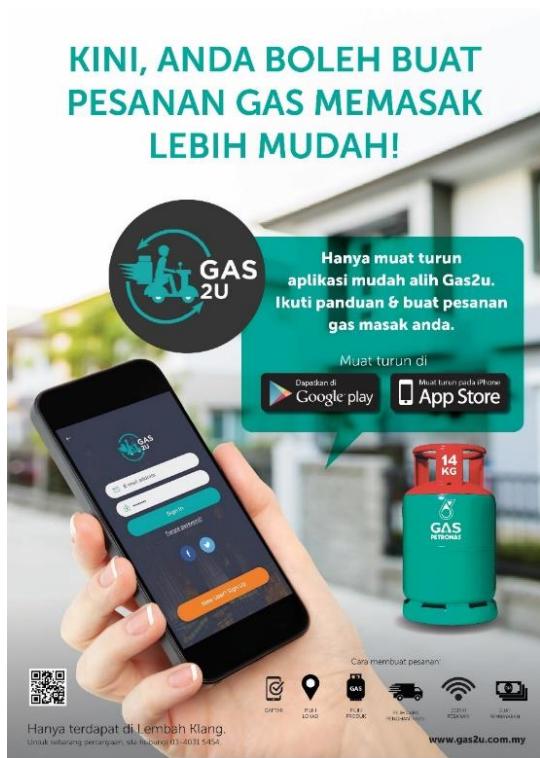
 **AEON**



 **PERODUA**
Building Cars People First

 **Mid Valley**
Megamall

Gas2U application has changed the traditional way of ordering cylinders



Gas2u

The first cooking ordering application in Malaysia

Widen the availability of LPG cylinders at selected location



LPG cylinders

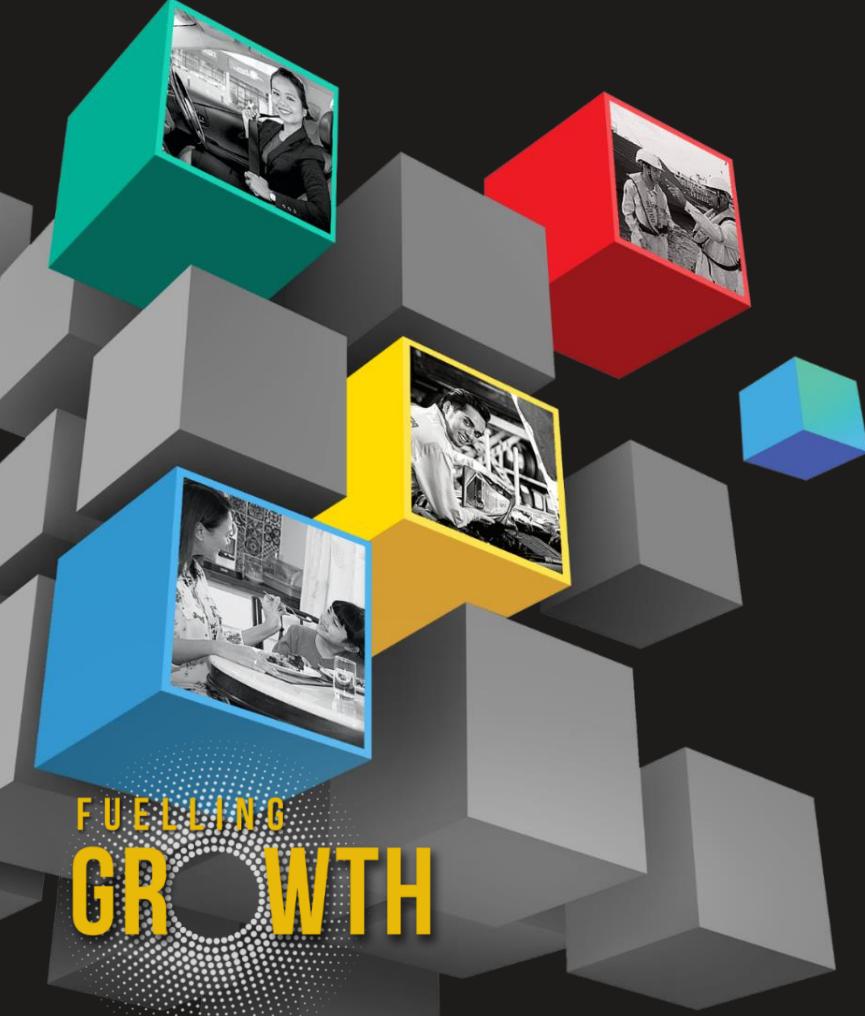
Now available at selected PETRONAS stations to provide greater convenience for our customers

Fortify market leadership



**Launched LPG 14kg
cylinder for
commercial customers**

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About Us

Business Highlights

- ❖ Retail
- ❖ Commercial
- ❖ LPG
- ❖ **Lubricant**

Operational Excellence

Performance Highlights

Future Aspirations

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™



World-class products with customised solutions

**Continue to serve major
Original Equipment
Manufacturers**

**Secured a new long-term
contract with the
main rail operator**

Key Initiatives

- 1 Appointment of new and capable Market Execution Partners and Premium Dealers
- 2 Continuous improvements in supply chain and end-to-end solutions to our customers



PROTON



PERODUA

HONDA





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- ❖ Commercial
- ❖ LPG
- ❖ Lubricant

Operational Excellence

Performance Highlights

Future Aspirations

Continue to optimise distribution costs

Integrated Inventory Management Strategy

from **9** to **4** days



Supply and distribution efficiency



Continuous cost reduction efforts



- **Higher frequency of inventory replenishment**
- **Close monitoring of inventory days**
- **Optimum vessel scheduling**
- **Optimum road tanker scheduling**
- **Prudent spending**
- **Review and consolidation of contracts**
- **Utilisation of in house experts**

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Operational Excellence

Performance Highlights

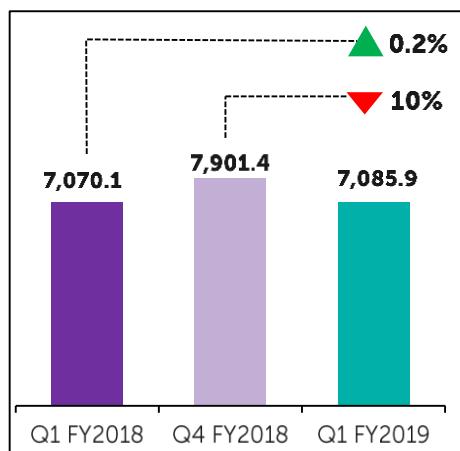
Future Aspirations

Group Financial Performance

The Group recorded strong financial performance with an increase in PBT by 33% against Q1 FY2018

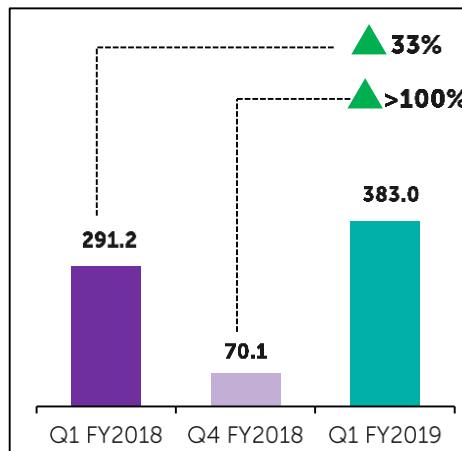
Revenue

(RM mil)



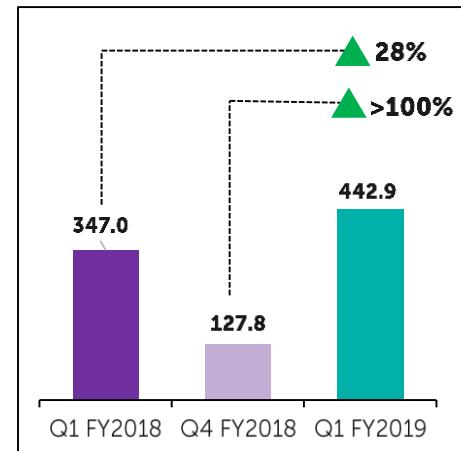
Profit Before Tax

(RM mil)



EBITDA

(RM mil)

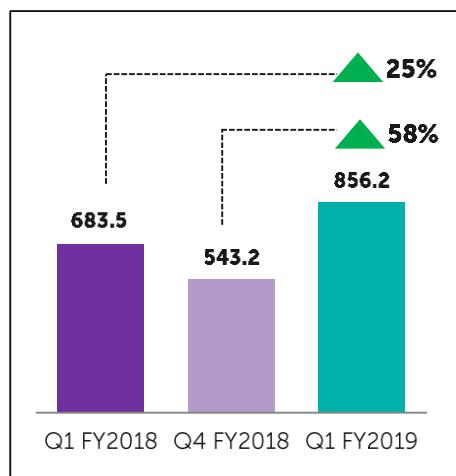


Item	Q1 FY2019	Q1 FY2018	Q4 FY2018
Average Selling Price (RM)	1.88	1.94	2.06
EPS (sen)	29.3	22.0	4.7

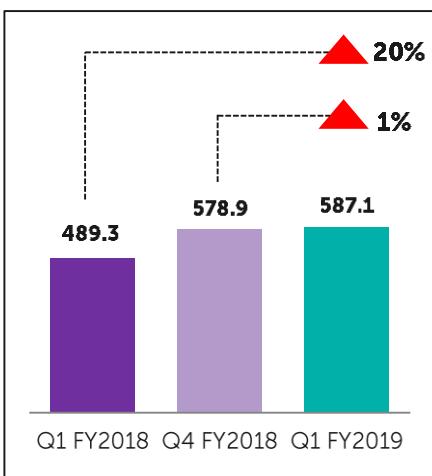
Gross Profit was higher by 25% against Q1 FY2018

Due to higher margins whilst Other Income was higher by 17% offset by higher OPEX by 20%

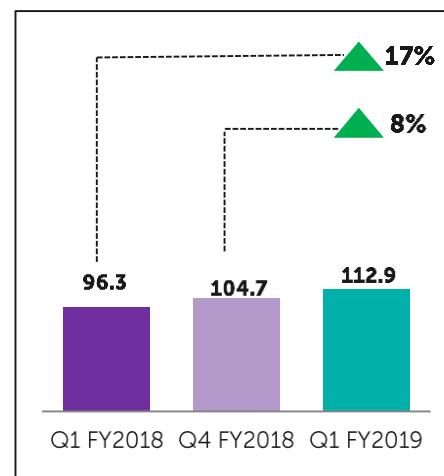
Gross Profit
(RM mil)



OPEX
(RM mil)



Other Income
(RM mil)



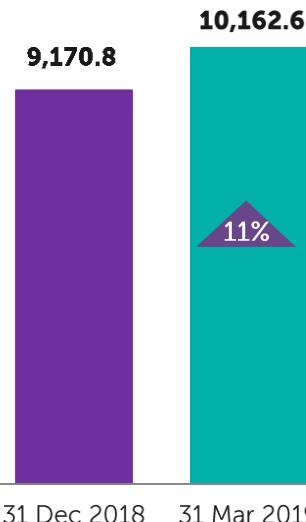
Impact of Dealer's Commission

Item	Q1 FY2019 vs Q1 FY2018	Q1 FY2019 vs Q4 FY2018
Higher Gross Profit	RM 58 million	RM 52 million
Higher OPEX	RM 58 million	RM 52 million

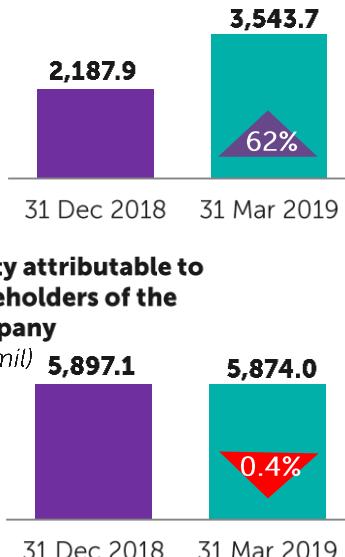
Consolidated Statement of Financial Position

Improved Return on Equity and strengthen cash position.

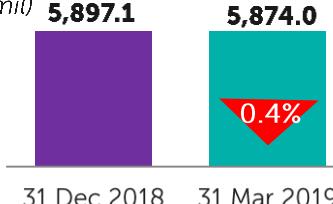
Total Assets (RM mil)



Cash and Cash Equivalents (RM mil)



Equity attributable to shareholders of the Company (RM mil)



Return on Equity

14.6%

31 Dec 2018 31 Mar 2019

20.0%

37%

Return on Total Assets

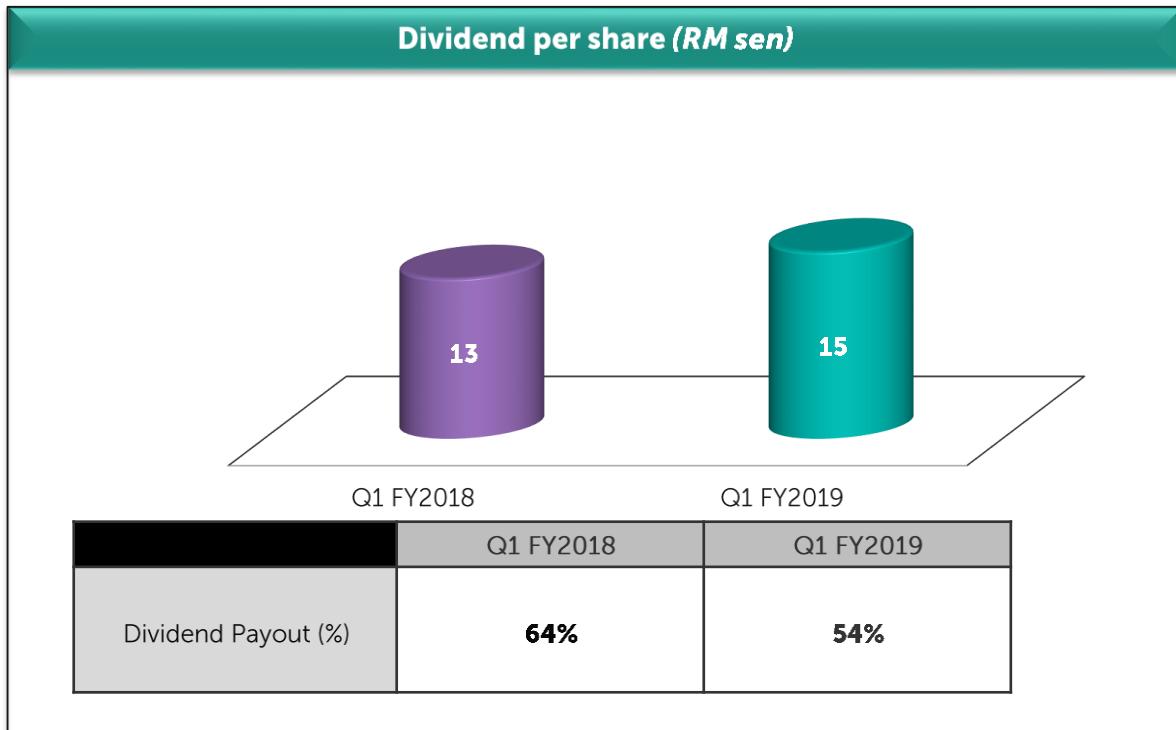
9.4%

31 Dec 2018 31 Mar 2019

11.6%

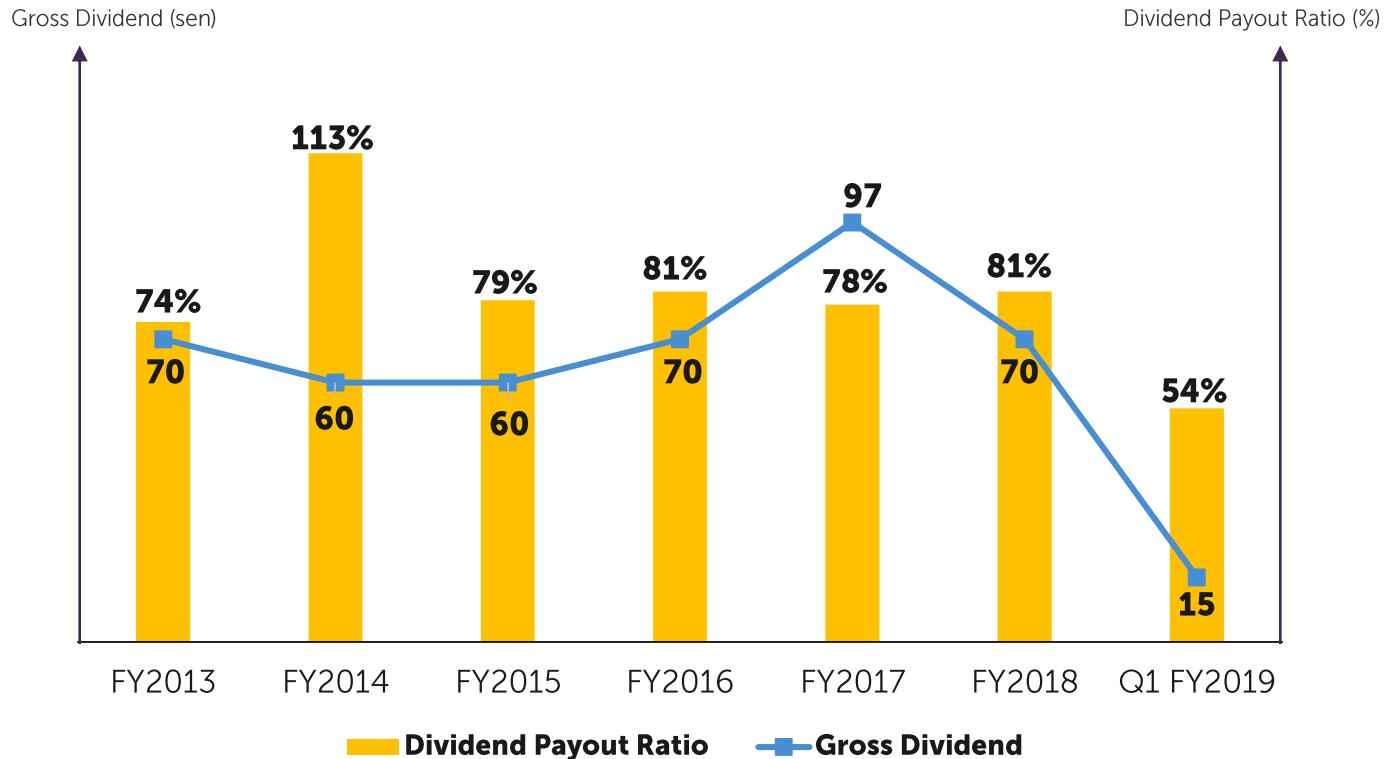
23%

For Q1 FY2019, PetDag has declared dividend amounting to 15 sen/share

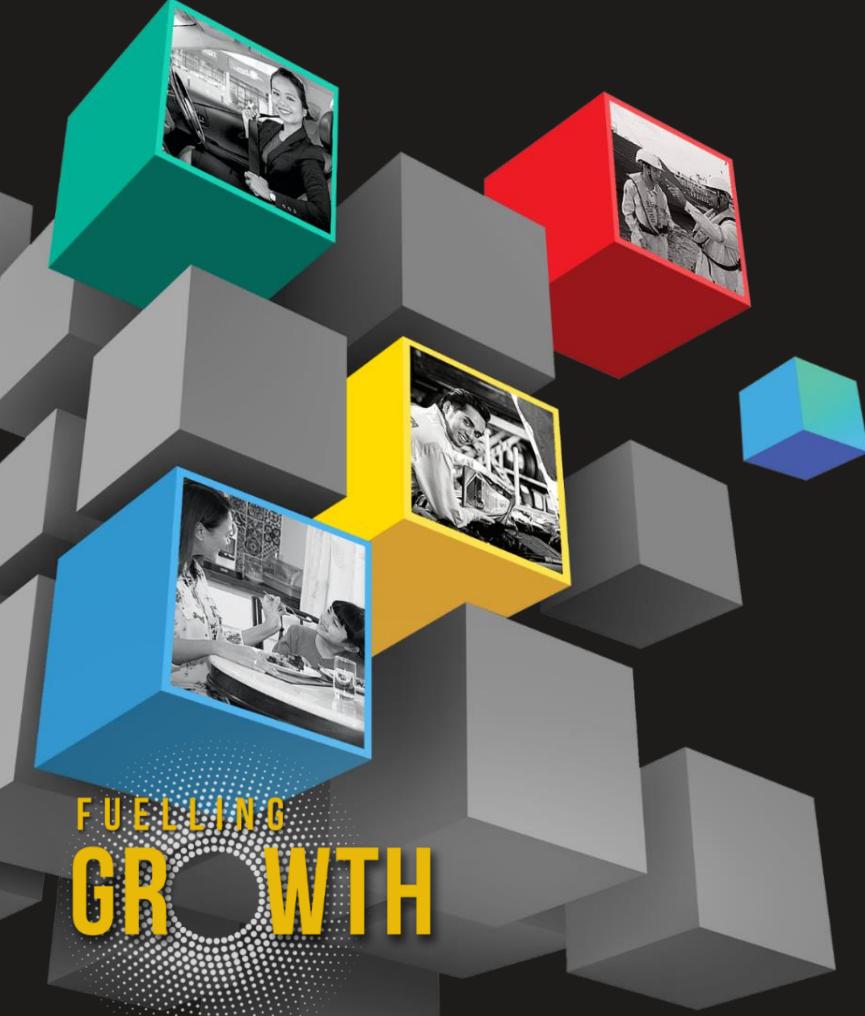


For Q1 FY2019, PetDag has declared dividend of 15.0 sen, with lower dividend payout as compared to Q1 FY2018

Consistent delivery of shareholders' value



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Future Aspirations

Growing for the future, we will anchor on three strategic focus areas



Transforming Customers Experience



Market leadership



Leveraging Digital Innovation



THANK YOU
www.mymesra.com.my
Move Like Never Before