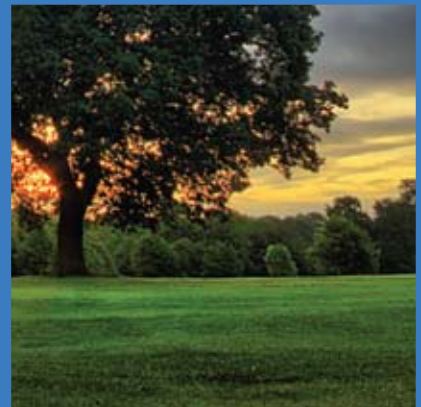
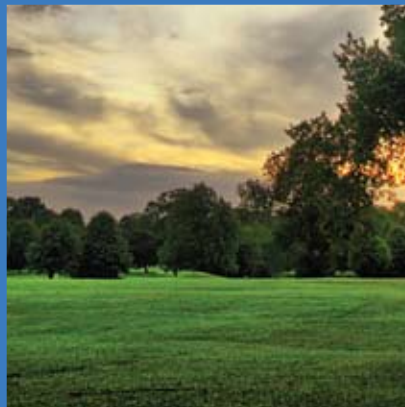


RPS

Downstream Consultancy



What we offer

The RPS downstream consulting business covers all stages in the value chain from Trading and Refining through to Wholesale and Lubricants Marketing into Retail.

RPS Energy – a global energy consultancy

- RPS Energy is part of the RPS Group, a FTSE 250 company with over 5000 employees
- With main offices in London, Houston, Calgary, Moscow, Singapore and Perth, our clients range from Governments and NOCs to integrated Majors, Independents and Financial Institutions



Deep sector knowledge and project delivery

- The focus of our support is on optimising business performance
- We achieve this by helping clients to move successfully into new sectors, countries or regions and by helping them to improve performance
- Our teams are made up of highly experienced, industry professionals with a strong track record of delivering incremental value and process improvement
- We have experience of operating in the downstream industry across major markets around the world
- We work closely with our clients to find effective ways of improving their business. We then craft solutions that ensure we also build enhanced, long-term capability

	<i>Trading</i>	<i>Refining & Petrochemicals</i>	<i>Supply & Logistics</i>	<i>Wholesale</i>	<i>Lubricants</i>	<i>Retail</i>
Strategic Positioning						
New Market Entry						
Process Improvement						
Route to Market Choice						
Marketing & Price Optimisation						

What makes us distinctive

A real understanding of your issues - as seasoned industry professionals, with a depth of knowledge unparalleled in the downstream market, we have ourselves led value delivery and change implementation from the inside of similar businesses.

Our People

Industry experts:

- Our practice is staffed only by business professionals who have typically had 15-20 years experience within major downstream oil companies

Wide-ranging disciplines:

- They range from General Management business leaders to functional specialists in Project Management, Production and Operations, Change Management, Finance, Performance Management, HR, Procurement and External Affairs

Breadth of experience:

- Their deep sector experience covers Trading, Manufacturing (Oil Refining and Petrochemicals), Supply and Logistics, Wholesale, Lubricants and Retail
- They have worked across the major markets around the world

Our Knowledge

Detailed technical & operational knowledge:

- Our team includes people with more than just management knowledge. They also have the technical and operational expertise to ensure we find the optimum solution for your particular business situation

Environmental impact expertise:

- RPS includes an emissions and environmental consulting arm, adding another unique dimension to our capabilities

Global leaders in upstream support:

- RPS is recognised as the leading technical and advisory upstream consulting business. We have over 20 years experience in evaluating and accessing upstream opportunities

RPS can uniquely integrate these differing areas of expertise in support of our clients' business

Our Approach

Flexible delivery designed for your unique situation:

- We offer a flexible solution which can involve one or a mix of the following:
 - multi-disciplinary project teams
 - highly qualified individuals for interim management roles
 - coaching, mentoring and training to enable rapid knowledge transfer
 - post project follow-up to ensure value delivery

Building capabilities:

- Our aim is to leave behind enhanced capability for the longer term



Our expertise

Our teams have the experience and expertise to assist with improving and optimising the commercial performance of our clients' downstream business. This is backed by the broader RPS Energy business which undertakes more than 500 projects, in 100 countries, each year.

Just some of the areas we specialise in are:



New Market Entry

- proven frameworks coupled with deep insight to support the assessment and implementation of step-out opportunities

Business Performance Transformation

- approaches, processes and systems to maximise returns from existing assets and businesses, whether national or cross-border

Strategy Planning, Development and Implementation

Competitor Analysis and Evaluation

Pricing Strategy and Tactical Pricing Development

Project Management and Risk Management

Performance Management, Control and Compliance



Making a difference

The following highlight a few of the cases where we believe we have really made a difference:

Strategic Marketing Planning

The Challenge

- To develop, shape and support the implementation of winning marketing strategies for a major global business

The Solution

- Included market segmentation analysis, best channels to market, pricing and communications strategies, organisational re-structuring

The Outcome

- Over 10% profit increase and over 5% volume growth was delivered over the plan period (versus market growth of 2-3%)

Transforming Business Performance

The Challenge

- To transform the business performance of a fuels portfolio for a major IOC

The Solution

- Included restructuring the strategies for customer segmentation and channels to market and re-engineering the basic business processes to ensure future excellence

The Outcome

- A 30% increase in operating profit and return on capital, with a simplified and sustainable business model

Pricing Optimisation

The Challenge

- To develop and deploy leading edge pricing strategies across a regional marketing and sales function with a major IOC

The Solution

- Included integrating business strategy into pricing strategy and tactics for all fuel sales. Developing appropriate policies, procedures and supportive tools

The Outcome

- A step change in market competitiveness and a significant margin uplift across all fuel sales channels, leaving behind integrated strategy and tactics for all businesses

Rebasing costs

The Challenge

- To rebase the costs of a rapidly growing, brand-driven, global business due to compressed industry margins

The Solution

- Included breaking down the problem into functional areas of the business (Marketing, Sales, Supply Chain, IT, Finance, Technology, HR) and enabling savings, without harming growth prospects

The Outcome

- Cost savings of 20% were achieved over a 24 month period

Manufacturing efficiency

The Challenge

- To improve manufacturing efficiency in a leading petrochemicals manufacturer, driving incremental value from manufacturing assets without increasing capital expenditure

The Solution

- Included gap analysis, benchmarking, tailored processes and software solutions then enhancing and embedding manufacturing processes to ensure future benefits

The Outcome

- A greater than 5% improvement in utilisation was achieved, on average, across all existing plant



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