

Anton Oilfield Services Group

Strategy Framework & 2014 Strategy Update

安东石油
Anton Oil
安东石油技术(集团)有限公司
Anton Oilfield Services(Group)Ltd

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Strategy Framework

2014 Strategy Update

Markets

Products

Branding

Talents

Finance



安東石油
Antonoil

Strategy Framework

To be a leading global oilfield services company with a solid foothold in China

**Strong
Foothold in
China**

To supply resources and operational support from China

**Market
Strategy**

To focus on the domestic market at present while continue to develop target markets overseas

**Product
Strategy**

To provide integrated products and services



2014 Strategy Update

2014 Strategic Focus

Markets

- **Domestic:** Capture domestic natural gas market opportunities; continue to achieve customer diversification
- **Overseas:** Strengthen existing customer base of Chinese investors while expand the customer base of international and national oil companies

Products

- Further emphasize product line management, including the introduction of new product lines, while enriching the scope of existing product lines
- Continue to conduct appropriate investment in equipment, promote regionalized equipment services and forge long-term partnerships
- Actively develop reservoir production management service and integrated project management service

Alignment of Strategic Resources

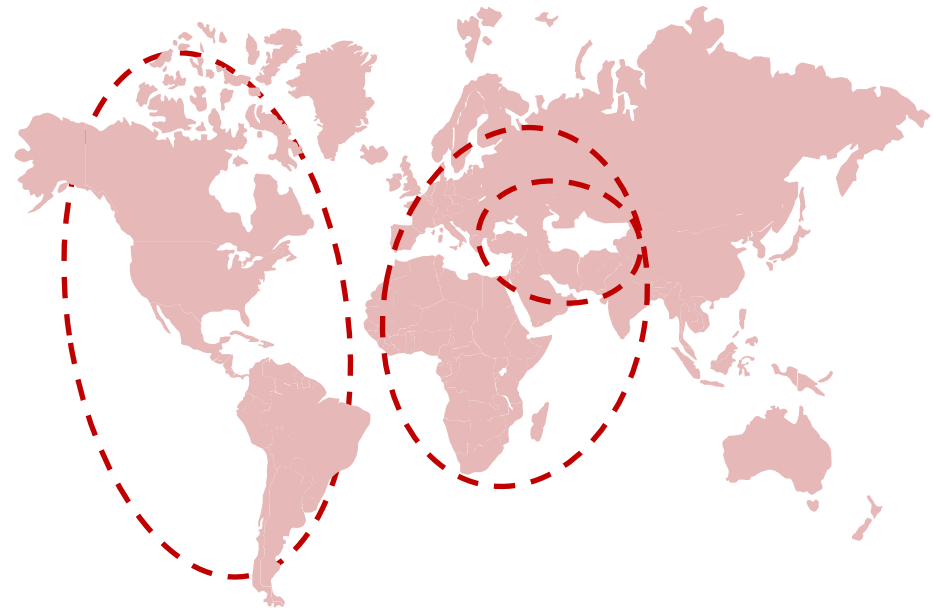
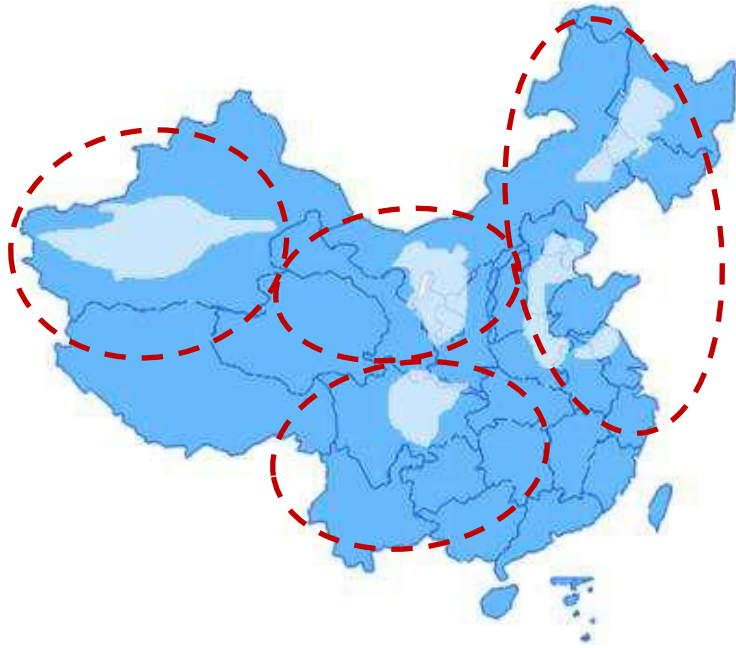
- **Branding:** Comprehensively improve the branding system, promote brand marketing, make full use of branding in business development
- **Talents:** Strengthen introduction of experienced talents, continue large-scale campus recruiting and strengthen talent training and development

Finance

- Maintain stable revenue growth and profitability

Penetrate into Key High-Growth Markets

Comprehensive Coverage of High-Growth Markets, Establishment of Long-term Services and Forge Partnerships with Customers



2014 Domestic Market Strategies

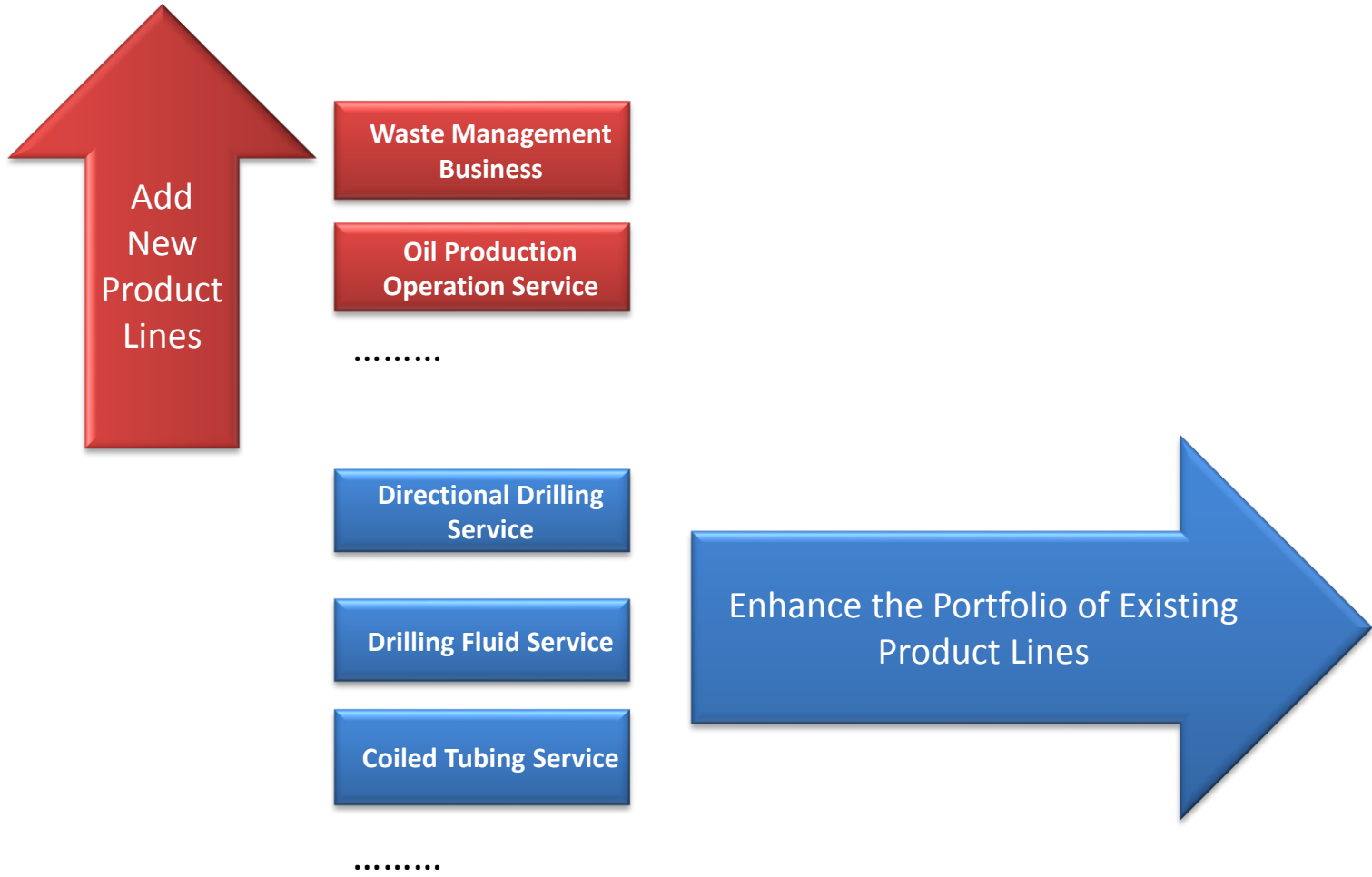
- Capture domestic natural gas market opportunities
- Achieve further customer diversification

2014 Overseas Market Strategies

- Fully embark on the regionalization strategy in local markets
- Strengthen existing customer base of Chinese investors while expand the customer base of international and national oil companies

Enhance and Expand the Product Lines

Enhance and Expand the Product Lines



Key Product Strategy by Cluster

Integrated Services

- Promote production management and integrated project management service models

Drilling Technology

- Emphasize performance drilling and drilling general contracting services, enabling fast and optimized drilling
- Establish product line of oilfield waste management

Well Completion

- Use Tianjin completion tools base to offer a full range of tools and achieve full market coverage

Downhole Operation

- Focus on stimulation, developing integrated down-hole operation service with chemicals; pushing ahead the market use of in-house chemical materials and proppants; adding product line of oil production operation service

Tubular Services

- Focus on inspection services

**To build the brand image of
“The Best Independent Chinese
Oilfield Services Company, the
Best Chinese Partner
Worldwide”**

Introduction of experienced talents

- Introduce experienced talents on key positions and middle-level management

Campus recruit

- Fresh graduates recruitment on a large scale

Talents training and development

- Strengthen the training and development of talents of all ranks and enrich talent reserve

Revenue Growth


- Continue to develop new products and services, expand into new markets and maintain strong revenue growth

Stable Profitability

- Continue to strengthen cost control, enhance efficiency and keep profitability stable

Increase capital management efficiency

- Strengthen internal control, manage raised capital efficiently, increase the effectiveness of capital utilization and gradually achieve de-leveraging

A large, modern industrial building with a dark grey, vertically-ribbed metal facade. The building features a long row of windows and a prominent entrance. On the upper right side of the building, the name 'Anton Oil' is displayed in large, stylized letters, with the Chinese characters '安東石油' above it. The sky is clear and blue. In the foreground, there is a paved area with some landscaping and a street lamp.

Establish full market coverage in domestic and overseas high-growth areas, achieve comprehensive product coverage across all phases in oil and gas production, to promote a high-speed growth.