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ANTON 安東

安東油田服務集團
Anton Oilfield Services Group

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3337)

Voluntary Announcement

2015 Strategy Update

This announcement is made by the Company on a voluntary basis.

The Board is pleased to announce the 2015 strategy update of the Group.

This announcement is made by Anton Oilfield Services Group (the “**Company**”, together with its subsidiaries, collectively the “**Group**”) on a voluntary basis. The board of directors (the “**Board**”) of the Company is pleased to announce the 2015 strategy update of the Group as follows:

Long-term Strategic Objective:

The Board has set the Group’s long-term strategic objective to become a globally competitive end-to-end oilfield services provider.

2015 Strategy Focus:

According to the 2015 strategy focus set by the Board, the Group will:

In **market strategy**, domestically, maintain market shares in existing markets, seize opportunities of matured oilfields’ reform and opening-up, focus on market opportunities in the Erdos region as it recovers from low and embrace opportunities of shale gas development. Overseas, in Iraq, go beyond “follow-up” strategy and vigorously develop NOC and IOC customers; in the Americas, while securing business in existing markets, focus on Latin America with Mexico as a key market; continue preparation for penetrating new premium markets in the Middle East.

In **product strategy**, continue high-speed development of Production module, develop oilfield waste management business on a large scale, implement marketing strategy on a global scale having finished capacity building of completion tools and proppant, improve utilization rate of rigs, pressure pumping equipment and coiled tubing equipment and achieve smooth and efficient operations, and increase investment in asset-light product lines and prepare the Group for long-term strategic growth by honing the integrated service module.

In **strategic alignment**, on investment, focus on developing high-end rotary steerable drilling service capability and oilfield waste management technologies, investment will mainly be utilized to maintain existing service capacity level and develop asset-light product lines; on human resources, strengthen evaluation and disqualification mechanism; cut down underperforming and redundant staff after strict evaluation, and perform staff rightsizing and streamlining across the board.

In **finance strategy**, strengthen project management, strictly follow and implement budget plan, control both fixed and variable costs as well as optimize cost structure; increase project gross margin through new technology application.

The above statements are based on the current operations of the Group and the current market conditions. These statements do not serve as a guarantee of the Group's performance which is mainly dependent on the market and financial environments.

The PowerPoint slides detailing the 2015 strategy update of the Group are available at the Company's website at: www.antonoil.com.

By order of the Board
Anton Oilfield Services Group
LUO Lin
Chairman

Hong Kong, 18 January 2015

As at the date of this announcement, the executive directors of the Company are Mr. LUO Lin, Mr. WU Di and Mr. LIU Enlong; and the independent non-executive directors of the Company are Mr. ZHANG Yongyi, Mr. ZHU Xiaoping and Mr. WANG Mingcai.