

Anton Oilfield Services Group

Future 3 years Strategy Plan and 2017 Strategy Update

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Future 3 years Strategy Plan

2017 Strategy Update

Markets

Services

Products

Alignment of Strategic Resources

Finance

Long-term Strategy Objective

Become a leading global oilfield services provider with a solid foothold in China

Future 3 Years Strategy Objective

Become the most competitive cost-reducing and production-increasing integrated technology service company in the global emerging markets of oil and gas development industry

Market

Global Emerging Markets Strategy

Services

Customer- Oriented Integrated Services Strategy

**Products &
Technologies**

International Technology Cooperation Strategy

**Management
Support**

International talents、Quality management、
Capital market synergy

Financial Targets

Back to Growth Track



**Aim at emerging market opportunities,
Strengthen the integrated service capabilities,
Strengthen international technology cooperation
Back to the growth track**

Market Strategy: Global Emerging Market Layout **ANTON 安東**

1 , Global Emerging Markets of Oil and Gas Development Field refers to the developing countries and areas with rich oil and gas resources, their oil and gas development market is still in an early stage with growing market capacity and improving market mechanism

2 , We will establish a presence in the global emerging markets for development, especially focus on those markets that private oil companies have the highest quality investment projects in the global emerging countries and areas

3 , We should focus our resources on the target markets and emphasis on the construction of the local implementation institutions and strengthen the support for the international presence of talents from Chinese headquarters, while strengthening the training and reserves of local talents

Customer- Oriented Integrated Services

1 , Build service ability based on customer-oriented, and fully promote various integrated services

2 , Diversify product portfolio and achieve synergies between the product lines and economies-of-scale of services to improve efficiency and save costs

3 , Realize stimulation, closely combine the reservoir geology and engineering methods, effectively improve the efficiency of well selection, drilling rate and measures

4 , Realize cost-reducing, the overall size expanded and the costs of individual products reduced, the integrated organization model improve the coordination among product lines, enhance synergies and improve overall operational efficiency. Meanwhile, reduced the customer' s difficulty of management and saving management costs and efforts

International Technology Cooperation

1 , Stick to “asset-light” strategy, cooperate with the domestic and foreign technology companies, especially with the most competitive technology companies of the industry, to enhance the technology service capability through external cooperation.

2 , Choose to cooperate with companies that their products and technology are complementary to Anton’ s. Core integrated program designs and traditional individual product with competitiveness will be carried out by Anton, and other business (such as : EPC business, assets equipment business , new CAPEX allowed business and ancillary business) will be made primarily through cooperation

3 , For the cooperation model, the cooperation should focus on wellbore technology and adopt external cooperation in terms of EPC ground engineering construction; and should be based on human resource and soft science and emphasis on external cooperation in assets equipment service

INTERNATIONAL OIL AND GAS DEVELOPMENT TEAM BUILDING

- Strengthen the construction of the local actuators
- Strengthen the establishment of an expert team of the reservoir geology and development engineering, international talent team and localized talent

STRENGTHEN QUALITY MANAGEMENT

- Establish and upgrade a unified quality control process
- Strengthen the design control and onsite control, improve project evaluation and assessment, identify reward and punishments standards

CAPITAL MARKET SYNERGY STRATEGY

- Appropriate industrial acquisition, deepen strategic cooperation and improve the product lines
- Establish an Oil and Gas Cooperation Development Investment fund
- Introduce strategic partner, enlarge the markets.

Return Growth

- Promote overseas business, optimize the income structure
- Enhance project execution level, increase the order conversion rate and drive the income growth

Promotion Profitability

- Reduce costs and improve efficiency, improve profitability

Upgrade cash flow management

- Enhance account receivables collection ability, strictly control the capital expenditure level

A large industrial drilling rig is the central focus, standing tall against a blue sky with scattered white clouds. The rig is a complex of metal structures, including a derrick and various support beams, with several cables extending from the top. In the foreground, a blue semi-truck is parked on a dirt road. To the left, there are several small, colorful containers (blue, red, and white). The background shows a dry, hilly landscape with sparse vegetation. The overall scene is an active industrial site in a desert environment.

GLOBAL EMERGING MARKET LAYOUT, CUSTOMER-ORIENTED INTEGRATED SERVICE MODEL, INTERNATIONAL TECHNOLOGY COOPERATION