



**NOUS DONNONS DU SENS À VOTRE ROUTE.**

## **Libya Oil Tunisie: Ambitious strategy with major prospects**

After acquiring ExxonMobil Tunisie in May 2008, Libya Oil Holdings Ltd's ambitions were clear and Libya Oil Tunisie was created.

The brand's sign is now displayed above all the major ex-Exso/Mobil service stations in the capital and in some large Tunisian cities. In all, over 200 service stations throughout Tunisia are set to change name between now and April 2009.

On the strength of an ambition strategy based on service quality and proximity, the group intends to boost its market share in Tunisia, which is currently estimated at 25%.

Libya Oil Holdings Ltd is preparing its strategy in Tunisia. After acquiring ExxonMobil Tunisie, a subsidiary of Exxon Mobil Mediterranea, in May 2008 the Libyan group's ambitions in the Maghreb couldn't have been clearer, particularly in terms of Tunisia.

"The year 2007 was a turning point for us with the acquisition of ExxonMobil Tunisie and Mobil Oil Maroc in a joint operation. Libya Oil Tunisie officially came into being on 1<sup>st</sup> July 2008", explains Mr Ibrahim Ali El Sauol, Managing Director of Libya Oil Tunisie.

Investment in Tunisia can be explained by a combination of several factors, top of which are the historic friendly, fraternal relations between the two countries, along with the competitive environment, stability, membership of UMA... "With their various bilateral partnership agreements Libya and Tunisia already have joint projects in the field of exploration and gas. Sales were the only thing missing. And now this gap has been stopped with the birth of Libya Oil Tunisie", adds Mr Ibrahim Ali El Sauol.

### 200 service stations concerned by April 2009

Today Libya Oil Tunisie is moving up a gear. A massive advertising campaign has been launched with TV adverts, posters and a press campaign. The brand's chosen logo, a double crescent, now shines over the main service stations in the capital that were previously owned by Esso/Mobil, plus others in a few large Tunisian cities. "The change of visual identity in major service stations is part of a pre-established programme that will be completed by April 2009", says Mr Ibrahim Ali El Sauol. "By then over 200 service stations spread throughout Tunisia will have changed brand name".

Over and above the adoption of a new identity, lots of background work will be carried out. A policy of transformation and reorganisation of the service stations is gradually being set up. Service stations will be renovated and given rest areas, washing and oil-change zones and other services such as advice, maintenance, repairs...

Note that Libya Oil Tunisie will be distributing its oil products from the Radès depot (in the southern suburbs of the capital Tunis) and from depots in Skhira (near Sfax) and Zarzis (southern Tunisia). Alongside this Libya Oil Tunisie has its own lubricant plant in Radès. It also owns equal

shares with another oil company in a unit specialised in asphalt in Radès and wholly owns another plant in Sfax.

The group's ambition is to boost the oil retailing business. In its action plan for the next five years, Libya Oil Tunisie is focussing on the development and creation of new service stations as well as reorganisation of the Radès depot. Another focus, and not the least of which, is on the development of quality and product prices to improve market share which is currently estimated at 25% in Tunisia.

#### Human resources, the cornerstone of strategy

A strategic force in added value, human resources are at the heart of the priorities of top management at Libya Oil Tunisie. "Staff are an integral part of the company. It is our duty to develop their skills and encourage their development", says Mr Ibrahim Ali El Sauol.

This aspect will be addressed by the company newly created by the group, Africana Corporate Services, based in Casablanca. This company has the task of coordinating all subsidiary departments on behalf of Libya Oil Holdings Ltd: Marketing, Human Resources, Finance, Budget...

#### Who's who

Libya Oil Holdings Ltd is present in over 22 African countries, controlling a network of 1300 service stations. It is established in North Africa (Morocco, Tunisia, Egypt), in West Africa (Senegal, Niger, Mali, Chad, Burkina Faso,...), and in East Africa (Kenya, Uganda, Eritrea..). It has also entered other markets such as Sudan, Ethiopia and Djibouti.

As well as retailing and sales, the group is concentrating on the development of exploration, production, refining and distribution in the oil and gas industries.

Sustainable development: NPO is committed!

Aware of the fragility of natural spaces and the need to protect nature, NPO wishes to underline its environmental approach.

In addition to camp cleaning action with SERVAIR and the systematic installation of tanks to collect used oil, NPO is committed to act responsibly.

At all its rallies NPO will compensate for the polluting emissions from all means of transport used: cars, trucks, ULM, planes, helicopters, generators, etc.

A "Nature Approved" logo placed on all vehicles will be a sign of this commitment.

Compensation will be calculated on the basis of actual consumption of fuel and the impact of recycling of tyres and lubricants.

In 2009 NPO is committed to compensate 200% for all its emissions!

A voluntary programme will be offered to all competitors.

NPO wants all participants to be aware of these challenges and of the need to have an ecologically responsible attitude by becoming personally committed to the same compensation programme.

Competitors are invited to compensate for their polluting emissions, using the same calculations as those used for the organisers' vehicles. Vehicles will be identifiable by means of the "Nature Approved" logo.

A little commitment goes a long way!

In partnership with the MADDA association, NPO will finance a tree planting programme to combat erosion and desertification.

[www.asso-madda.org](http://www.asso-madda.org)

In all, for the Tunisia Rally, NPO will contribute to the planting of 5 000 trees!

What will you be doing?