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**MISSION ACCOMPLISHED: CONSUMERS TO BENEFIT FROM COMPLETION OF  
PETRON'S REBRANDING PROGRAM**

**KUALA LUMPUR** – Petron Malaysia announced the successful completion of its rebranding and upgrading program for its extensive retail network. Over 550 service stations, formerly Esso and Mobil, now carry Petron's distinct red and blue colors, have upgraded facilities, and more importantly offer the company's premium fuels and innovative services.

“Barely three years since we entered the highly-competitive Malaysian market, we mark a significant milestone with the completion of our reimagining program ahead of schedule. This lays the foundation for our further expansion in the Malaysian market, Petron Malaysia Refining and Marketing Berhad (PMRMB) Chairman Ramon S. Ang said.

“We are entering an exciting phase since our rebranded stations serve as a venue to infuse the Petron experience which ensures customer delight and convenience. Our stations embody what the brand stands for - innovative products, excellent service, strong partnerships, and caring for customers,” Mr. Ang added.

The program started on April 2, 2012 upon the acquisition of ExxonMobil's downstream business. Petron invested over US\$600 million – the largest investment by a Philippine company - to acquire a majority stake in PMRMB, and ownership of Petron Fuel International Sdn Bhd, and Petron Oil (M) Sdn Bhd. These three companies comprise Petron Malaysia, a subsidiary of Petron Corporation – the largest oil refining and marketing company in the Philippines for more than 80 years. Petron Malaysia's investments in the country is expected to reach over US\$1 billion in the next few years with the continuous network expansion programs and upgrades to its 88,000 barrel-per-day Port Dickson Refinery.

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Petron service stations feature clean restrooms, convenience stores, food and service locators, and air-conditioned *suraus*. Petron station personnel also go the extra mile to ensure safe and convenient journeys. For instance, Petron personnel offer to clean your windshield, take out your trash, free tire shine, and even coffee at Treats.

There are now over 250 Treats convenience stores which offer local delights and popular brands, a full range of products including snacks and beverages, toiletries, and other needs to make journeys more pleasant.

Taking off from its rebranding program, Petron has opened 11 new stations including the first station built from the ground up in MRR2 Selayang. It has over 20 service stations in various stages of construction as part of its retail network expansion program. The Company now has over 560 stations nationwide.

To reward its loyal customers, the Company launched its Petron Miles Card in April 2014 which now has nearly 2 million registered members and growing. It also introduced the microchip-powered Petron Fleet Card to enable better fleet management and security while offering the privileges and discounts of the P-Miles Card. It is now serving over 4,000 accounts and is receiving encouraging response from corporate customers.

At the end of 2014, Petron Malaysia successfully completed turning all of its service stations into “Go-To-Safety-Points” (GTSP), or safety hubs, which motorists can go to during emergencies. GTSP is part of the Malaysian government’s fight against crime initiative led by the Royal Malaysian Police (RMP). Petron Malaysia was the first oil company to join this pioneering government program in September 2013 with the initial launch of 100 service stations as GTSPs.

“We are gaining the trust and confidence of more and more Malaysian customers,” Mr. Ang added. “Petron is a company that fulfills its promises and commitments. A Company you can trust.”

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**PETRON COMPLETES REBRANDING OF MALAYSIA SERVICE STATIONS** – Less than three years since it acquired ExxonMobil’s downstream business, Petron has completed the rebranding and upgrading of 550 Esso and Mobil stations. These include better facilities, more Treats convenience stores, and value-added services offered by friendly Petron personnel. Photo shows rebranded Esso Bukit Tinggi station which is located in Klang, Selangor.

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Media contact: Petron Malaysia Corporate Affairs, Suraya Haris Ong at 6012-368 0346 /  
[Suraya.haris@petron.com.my](mailto:Suraya.haris@petron.com.my)

**Petron Malaysia Refining and Marketing Berhad** (Company No:3927-V)  
(Formerly known as Esso Malaysia Berhad)

Correspondence Address:

Level 12A, Menara I&P Tower 1, Jalan Dungun, Bukit Damansara. 50490 Kuala Lumpur. Malaysia.  
Tel. No: 03-2082 8400. Fax No: 03-2082 8582

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