

Patra Niaga Company Profile

“Customer satisfaction is not enough. What we aim for is customer intimacy” - Message from the President Director”

Patra Niaga is continuing on to a new chapter in its quest to become the leading player in Indonesia's downstream oil & gas industry. Following a period of continuing internal improvement, we have established our competitive position through strategic-realignment and corporate-restructuring measures. From year to year, we have consistently increased our earnings.

During the past several years, Patra Niaga had implemented key actions for strengthening the future growth of the Company. Merging overlapping subsidiaries, refocusing business direction, and closing down unprofitable businesses are some of the tough decisions we are implementing.

Today, we are advancing ahead with sharpened business focus as the leading arm of Pertamina (Indonesia's National Oil & Gas Company) in the downstream oil & gas sector. More importantly, by leveraging customer intimacy and operational efficiency, we are on track to turn our Vision into Realization, which is:

Why We are Here - Our Vision, Mission, and Values

Our Vision

To be Indonesia's forefront Downstream Oil & Gas Company based on Customer Intimacy.

Our Mission

- To be a dynamic, highly competitive, professionally-run Downstream Oil & Gas Company
- Providing Integrated Fuel & Lubricant (Hydrocarbon) Management solutions to customers
- Value Creation for the Company's Shareholders and Stakeholders
- Increasing Employee competence and welfare.

Our Businesses

As an integrated downstream oil & gas player, Patra Niaga is supported by a group of divisions through which our services are delivered. Following recent corporate restructuring, we have narrowed down our main focus to oil and gas trading for the industrial sector. Today, Patra Niaga comprises of the following divisions:

- Fuel Sales & Distribution: One of our major legs in oil trading, this division concentrates on fuel sales and distribution to industrial and marine vessels across Indonesia.

- Integrated Fuel Management Service: Providing complete fuel management services to industrial clients. Patra Niaga dispatches personnel to where value-added fuel distribution is required by our clients. We conduct refueling services right at clients' sites as well as offer direct fuel delivery. For these purposes, Patra Niaga is equipped with an array of special-purpose mobile gas stations.
- Industrial Lubricant Distributor: We also offer lubricants in bulk form to industrial consumers, specializing on all types of Pertamina brands for use in motor vehicles, diesel engines, heavy equipment, transmissions, and marine engines. These are the same exact lubricants with the same quality as those sold in retail outlets, but at more competitive prices.

Our Goals

In recent years, we have implemented a number of strategic moves - most notably merging overlapping businesses. In order to support our activities in oil trading, we have also set up the new Marketing Directorate consisting of trade, transportation, and import divisions.

For 2008 and the medium term, our corporate goals are defined based on internal and external considerations:

Internal Goals

- To be the leading arm of Pertamina in the downstream oil trading for industrial customers.
- To reach 2008 target revenue of 1.9 trillion rupiahs or an increase of 46% from 2007 revenue of 1.3 trillion rupiahs, and to multiple it to 5 trillion rupiahs by 2012 - an increase by more than 263 percent.

External Goals

- To focus on industrial clients: By concentrating on industrial clients (ships, manufacturing plant, processing plant, etc.), we will be able to achieve large volumes with less effort, therefore maximizing operation efficiency.

In order to turn our goals into realization, Patra Niaga is set firm on our competitive advantages, leveraging:

- Quality, competitive product: The octane rating and purity of our fuel – both of Pertamina and import - have been tested and verified by independent assessor. Patra Niaga also warrants that our price is the most competitive for a product of its quality, or even better than competing offerings with lower price.
- Customer trust: Our customers have developed faith in Patra Niaga, thanks to our efforts in fulfilling our promise: Quality product with timely delivery.
- Operation efficiency: Low overhead cost enables us to maintain profitable margin levels, even with competitive prices.

