



BP Pledges Strategic 'Reset' As Profit Tumbles

Newstex Blogs

International Business Times Australia

February 11, 2025 Tuesday 1:30 PM EST

Delivered by Newstex LLC. All Rights Reserved.

Copyright 2025 International Business Times Australia

Length: 432 words

Byline: Alexandra BACON

Body

February 11th, 2025 ([International Business Times Australia](#) - Delivered by [Newstex](#))

Britain's BP on Tuesday said its annual net profit slumped 97 percent last year, as the struggling **oil** and **gas** giant pledged to "fundamentally reset" its strategy.

Profit after tax tumbled to \$381 million in 2024 from \$15.2 billion in 2023, owing to weaker refining margins, asset write-downs and unfavourable accounting effects linked to **gas** prices, BP said in a results statement.

Total revenues dropped nine percent to \$195 billion.

"We now plan to fundamentally reset our strategy and drive further improvements in performance," said chief executive Murray Auchincloss.

He said it would be a "new direction for BP", which is set to be revealed at an eagerly anticipated investor day on February 26.

Auchincloss has put the emphasis on **oil** and **gas** to boost profits, scaling back on the group's key climate targets since taking the helm just over a year ago.

Last year BP announced it would "significantly reduce" investment in renewable energy through the end of the decade.

This week it was widely reported that US activist investor Elliott Investment Management had built a significant stake in BP, sending its share price soaring on Monday.

The fund is known for forcing through corporate changes within groups it invests in, signalling further upheaval ahead for BP, analysts said.

"Expectations were low going into the final quarter and full-year numbers and, unfortunately, BP has duly delivered," said Richard Hunter, head of markets at investment platform Interactive Investor.

BP Pledges Strategic 'Reset' As Profit Tumbles

The company's share price dipped slightly on London's FTSE 100 index in reaction to the results.

The investor day is considered a crucial test for the future of the company that has lagged behind other oil majors including rivals Shell, ExxonMobil and Chevron.

BP has already embarked on a plan to find \$2 billion in cost savings and last month axed 4,700 staff jobs, or around five percent of its workforce.

BP has also scaled back its climate plans with a target of reducing carbon emissions by 20-30 percent by the end of this decade compared to 2019 levels.

This is down from a previous target of 35-40 percent.

British rival Shell and other oil majors, including France's TotalEnergies and Norwegian firm Equinor, have also cut back on clean energy objectives.

Investors have speculated that BP could abandon its pledge to reduce oil production by 25 percent by 2030 compared to its 2019 levels.

Faced with lower oil and gas prices, Shell also reported a drop to its annual net profits for 2024 last month.

[Link to the original story.](#)

Notes

The views expressed in any and all content distributed by Newstex and its re-distributors (collectively, the "Newstex Authoritative Content") are solely those of the respective author(s) and not necessarily the views of Newstex or its re-distributors. Stories from such authors are provided "AS IS," with no warranties, and confer no rights. The material and information provided in Newstex Authoritative Content are for general information only and should not, in any respect, be relied on as professional advice. Newstex Authoritative Content is not "read and approved" before it is posted. Accordingly, neither Newstex nor its re-distributors make any claims, promises or guarantees about the accuracy, completeness, or adequacy of the information contained therein or linked to from such content, nor do they take responsibility for any aspect of such content. The Newstex Authoritative Content shall be construed as author-based content and commentary. Accordingly, no warranties or other guarantees are offered as to the quality of the opinions, commentary or anything else appearing in such Newstex Authoritative Content. Newstex and its re-distributors expressly reserve the right to delete stories at its and their sole discretion.

Load-Date: February 11, 2025