

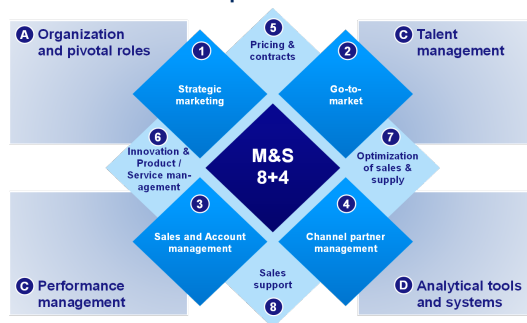
The first fully integrated petrochemical complex in Asia - we've been delivering steady impact for the past ~1.5 years, and exceeded 2017 target in Oct

Situation

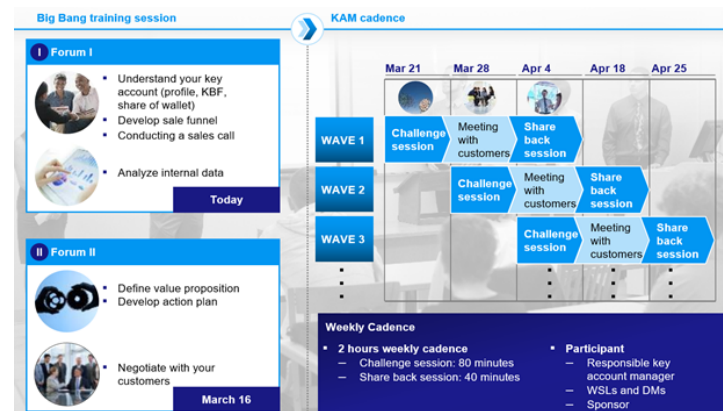
- The first fully integrated petrochemical complex in Asia with over **\$70 Billion in sales** across product lines
- Two main commercial workstreams – petrochemical, and petroleum
- In early 2017, petrochemical had a **518 mTHB gap** to its 850 mTHB target, while petroleum had a **163 mTHB gap** to its 700 mTHB target (bottom up targets)

What we did

- We structured our capability program using the levers of the CCAT framework for commercial transformations
 - 8+4 framework provided us the structure...

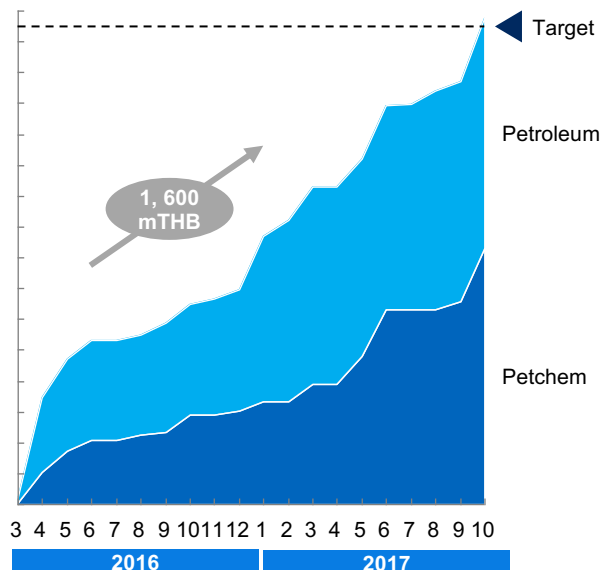


- ... to conduct deep capability building such as a Field & Forum exercise on KAM lasting for 16 weeks



Impact

- Commercial work streams **exceeded 2017 target in Oct**



- Expect both workstreams will **deliver significant benefit** to the program at the end of 2017
 - Total 1,718 mTHB**
 - > 10%** higher than bottom up target (gold target)