

BP DOWNSTREAM INVESTOR DAY

# Fuels Marketing – material and growing

Andy Holmes – COO Fuels Asia-Pacific & Air BP

Guy Moeyens – COO Fuels Europe & Southern Africa



# Global and material Fuels Marketing business

Around  
**18,000**  
retail sites in **19**  
countries

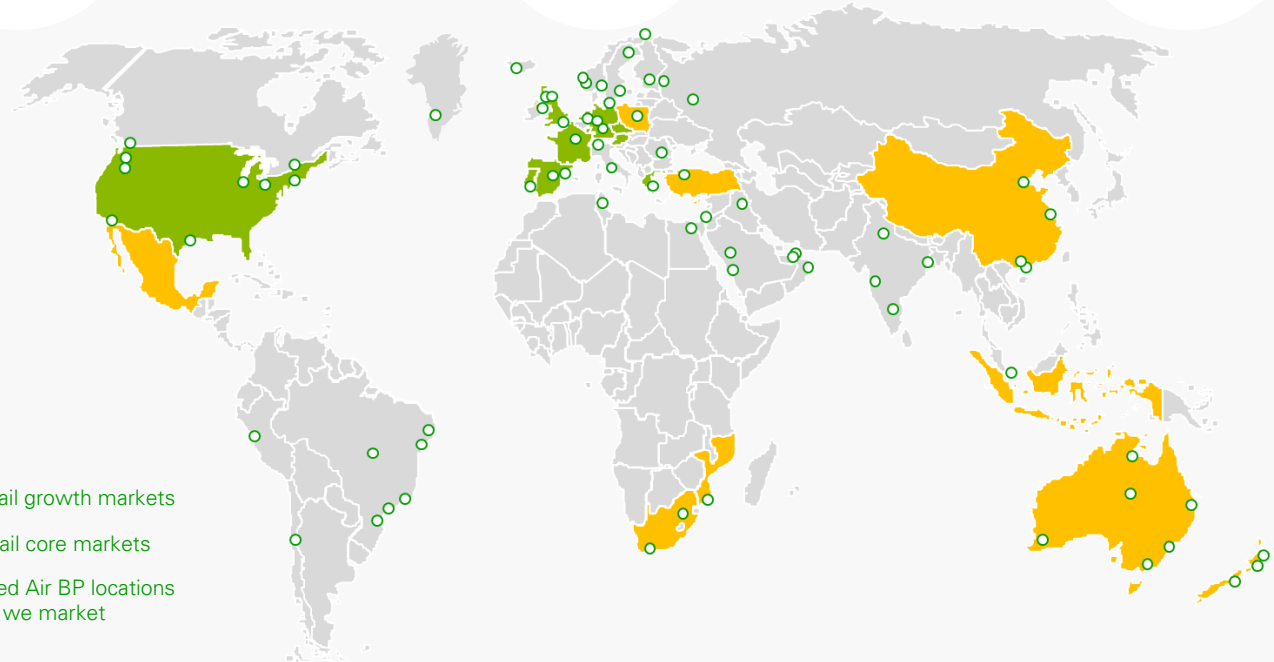
BP Ultimate fills  
**4.8**  
cars  
every second

Air BP markets in  
over  
**800**  
locations in > **50**  
countries

**\$2.1** bn

Fuels Marketing  
earnings in 2016

- BP retail growth markets
- BP retail core markets
- Selected Air BP locations where we market



# Earnings growth and attractive returns

## Strong portfolio and material growth potential

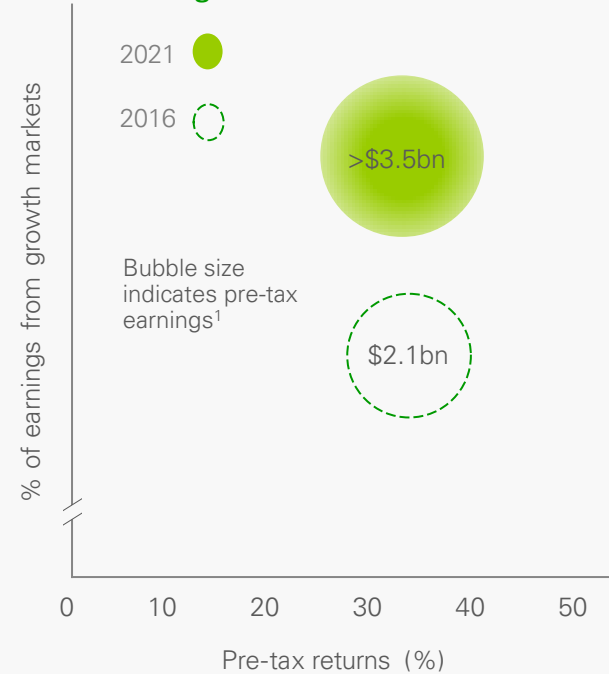
- Material earnings growth
- Good and increasing growth markets exposure
- Highly attractive returns

**~30%**

Pre-tax returns

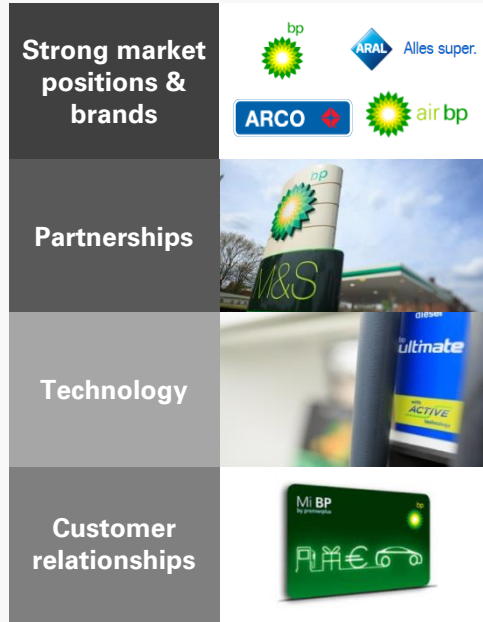
## Strong earnings potential

Increasing share of earnings from growth markets



# Fuels Marketing – material growth and attractive returns

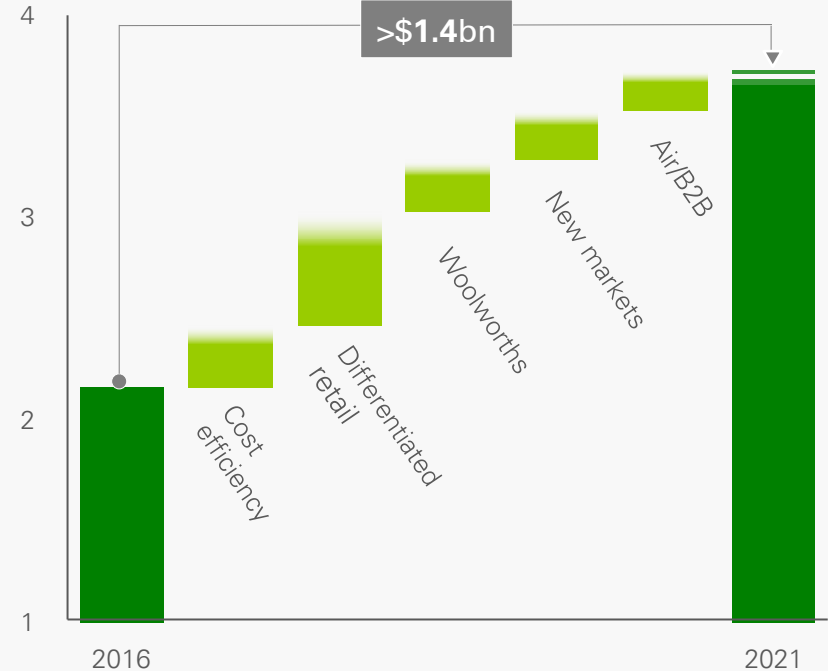
## Sources of differentiation



**>\$1.4bn**

Fuels Marketing growth<sup>1</sup> still to come

## Underlying earnings growth<sup>1</sup>



# Differentiated retail growth – convenience partnerships

## Partners

M&S  
SIMPLY FOOD

REWE  
TO GO

MERKUR  
>inside

Pick n Pay  
Inspired by you

to go  
Albert Heijn

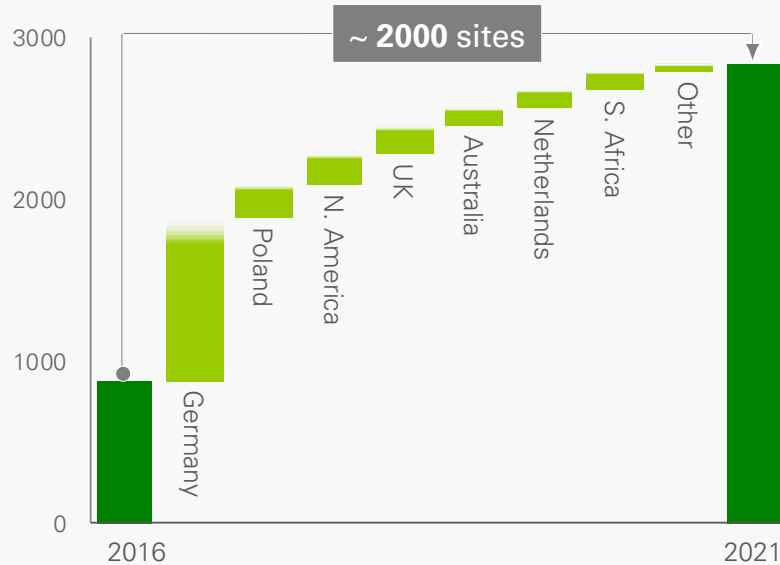
pingo doce

ampm

Metro

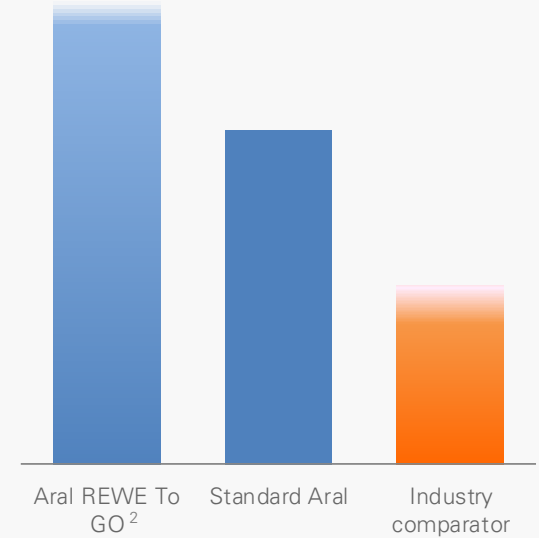
## Convenience partnership sites

Material growth



## Competitive site profitability

Germany REWE convenience<sup>1</sup>



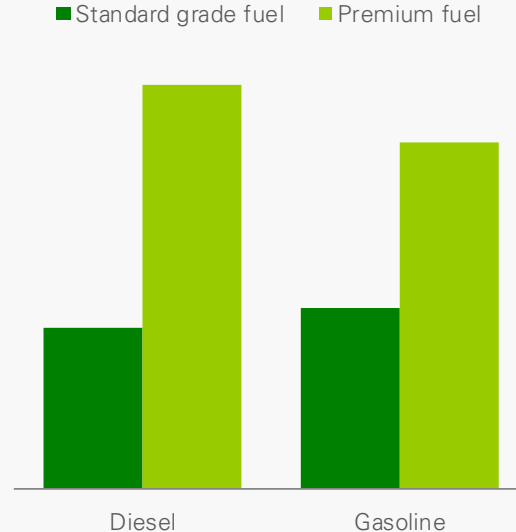
# Differentiated retail growth – technology and customer relationships



~ **4x**

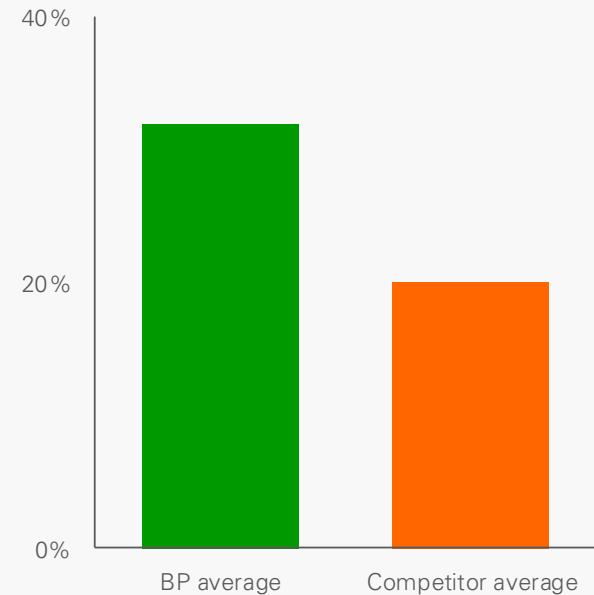
More fuel purchased  
by a loyalty customer  
in Europe

**Differentiated fuels**  
Premium fuels margin<sup>1</sup> \$/bbl



**Leading loyalty programmes**

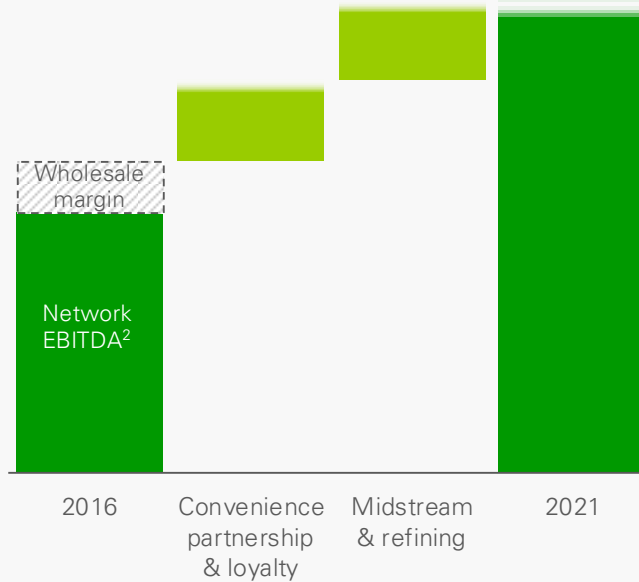
BP rewards programme more attractive  
vs. other oil majors<sup>2</sup>



# Woolworths – accretive to earnings and operating cash



## Significant sources of value



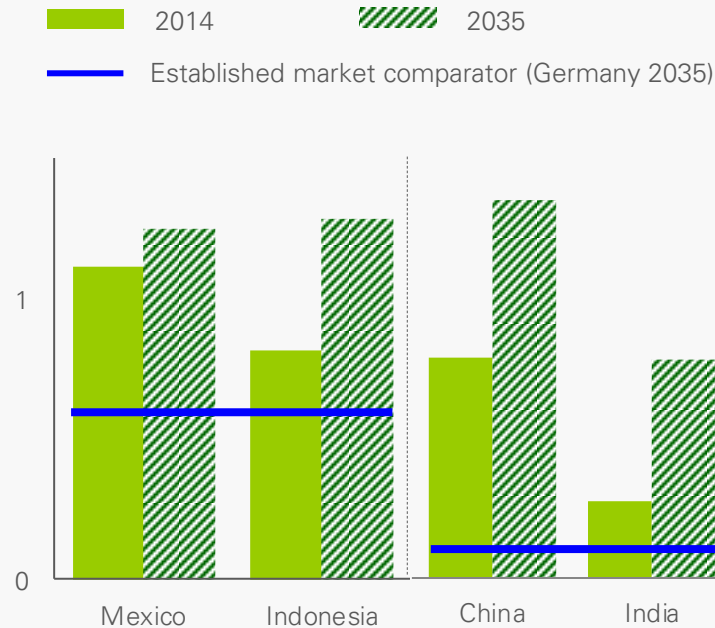
## Strategic convenience partnership

Will establish BP as a market leading downstream business in Australia<sup>1</sup>

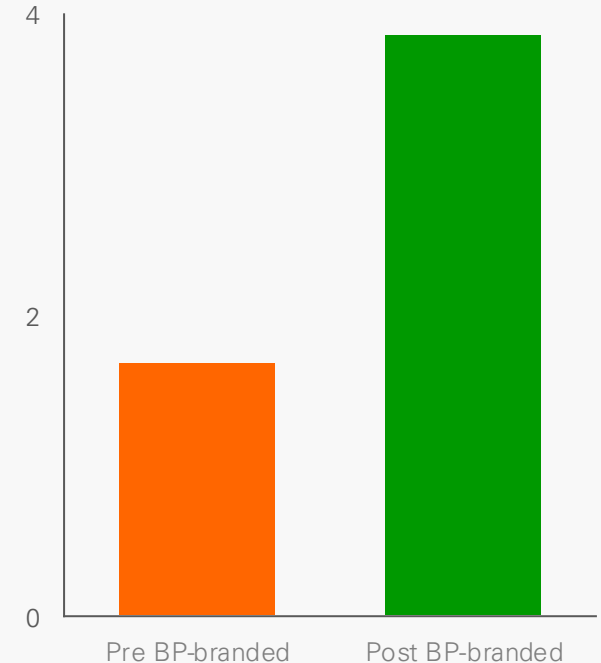


# New markets – material growth plans

## Increasing ground fuels demand in material growth markets<sup>1</sup> mbpd



## Mexico retail site volumes Fuel sales more than double<sup>2</sup> m litres / month



>3000

Retail sites by 2021  
in new growth  
markets



# Air BP and B2B – strong and differentiated businesses

## Air BP – 90 years heritage as global expert and local partner

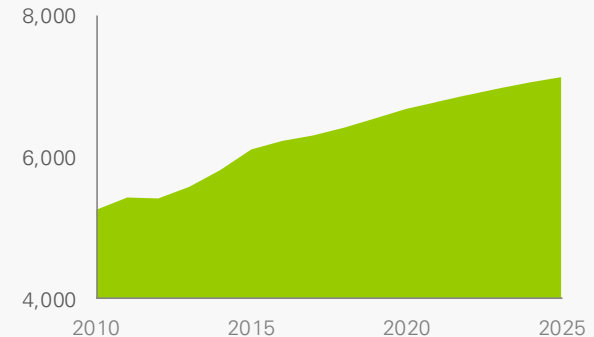
- A leading global market position
- Access to growing market
- Technology leadership in aviation fuel management, digital innovation and environmental solutions
- Strong customer relationships, jointly creating value from refinery to wingtip

~ **2x**

Air passenger traffic growth over next 20 years<sup>1</sup>

## Aviation fuel demand

Market growth at ~1.5%p.a.<sup>2</sup>  
kbd



# Fuels Marketing key messages

## STRONG MARKET POSITIONS AND BRANDS



## PARTNERSHIPS



## TECHNOLOGY



>\$1.4bn

Fuels Marketing  
earnings growth<sup>1</sup>  
still to come

## CUSTOMER RELATIONSHIPS

