

# FUEL RETAIL BUSINESS PT. PERTAMINA RETAIL

**TOHARSO**

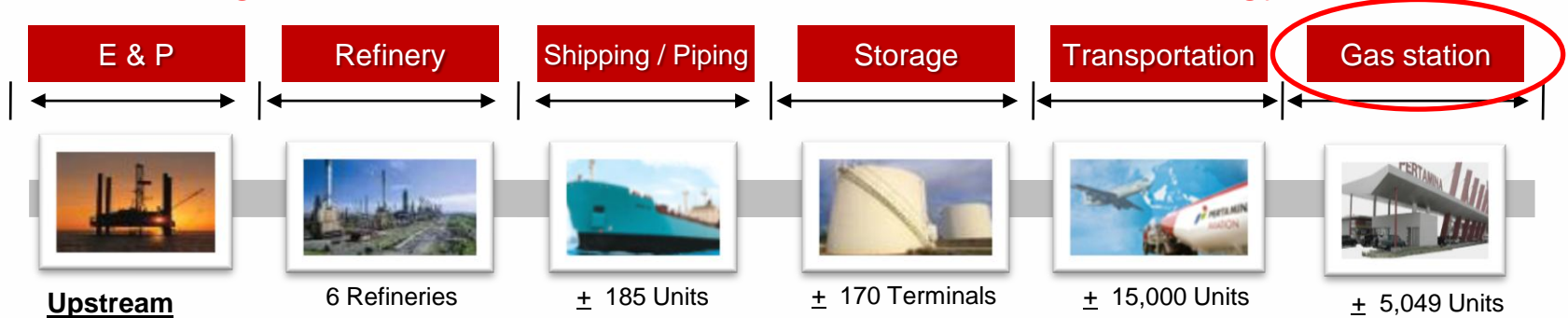
**President Director- PERTAMINA RETAIL**

Jakarta, 3<sup>rd</sup> March 2014



# Pertamina Business Overview

An integrated and the most complicated state-owned energy company



## Upstream

- Oil & Gas producer (Domestic & International)
  - Oil: 197 mbop/d
  - Gas: 1,539 mmscf/d
- Geothermal, New and Renewable Energy
  - Steam: 15,694 mt
  - Electricity: 2,217 GWh

## New & Renewable Energy

- Bio Solar
- Integrated Petrochemical
- CBM (Coal Bed Methane)
- Solar Cell

## Downstream

- Refinery
- Industrial Fuel Oil (Kerosene, High Speed Diesel/Diesel/Marine Fuel Oil)
- Non subsidized Fuel Retail (Pertamina Dex, Pertamina / Pertamina Plus)
- Aviation Business
- Lubricants
- LPG
- Petrochemical
- Subsidized Fuel Distributors (Kerosene, Premium, High Speed Diesel)
- Conversion Program, from Kerosene to LPG

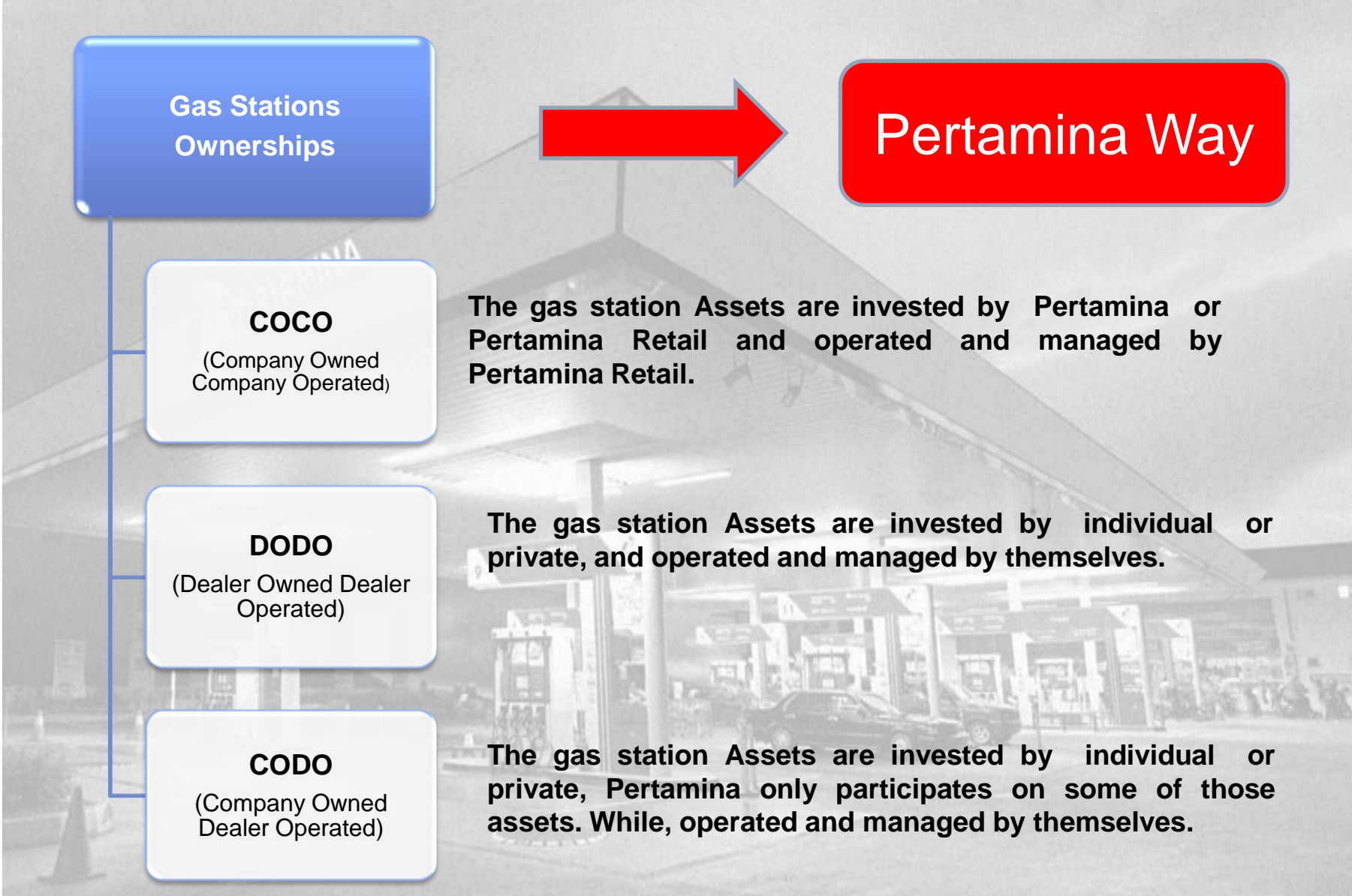
## Corporate Group

- 24.778 employees \*)
- 20 Subsidiaries
- 13 Affiliations

PT Pertamina Retail is one of the 20 Pertamina 's Subsidiaries Company

\*) Status : December 2013

# Gas Stations in Indonesia



## Pertamina Gas Stations Performs Qualities

**Pertamina Way** is a designated program by improving services, facilities for gas stations customers in order to achieve customer satisfaction through maximizing standard and procedure, developing employee behavior as an integrated services at Pertamina Gas Station.

Well trained and motivated Salesforce

Guaranteed Quality and Quantity products

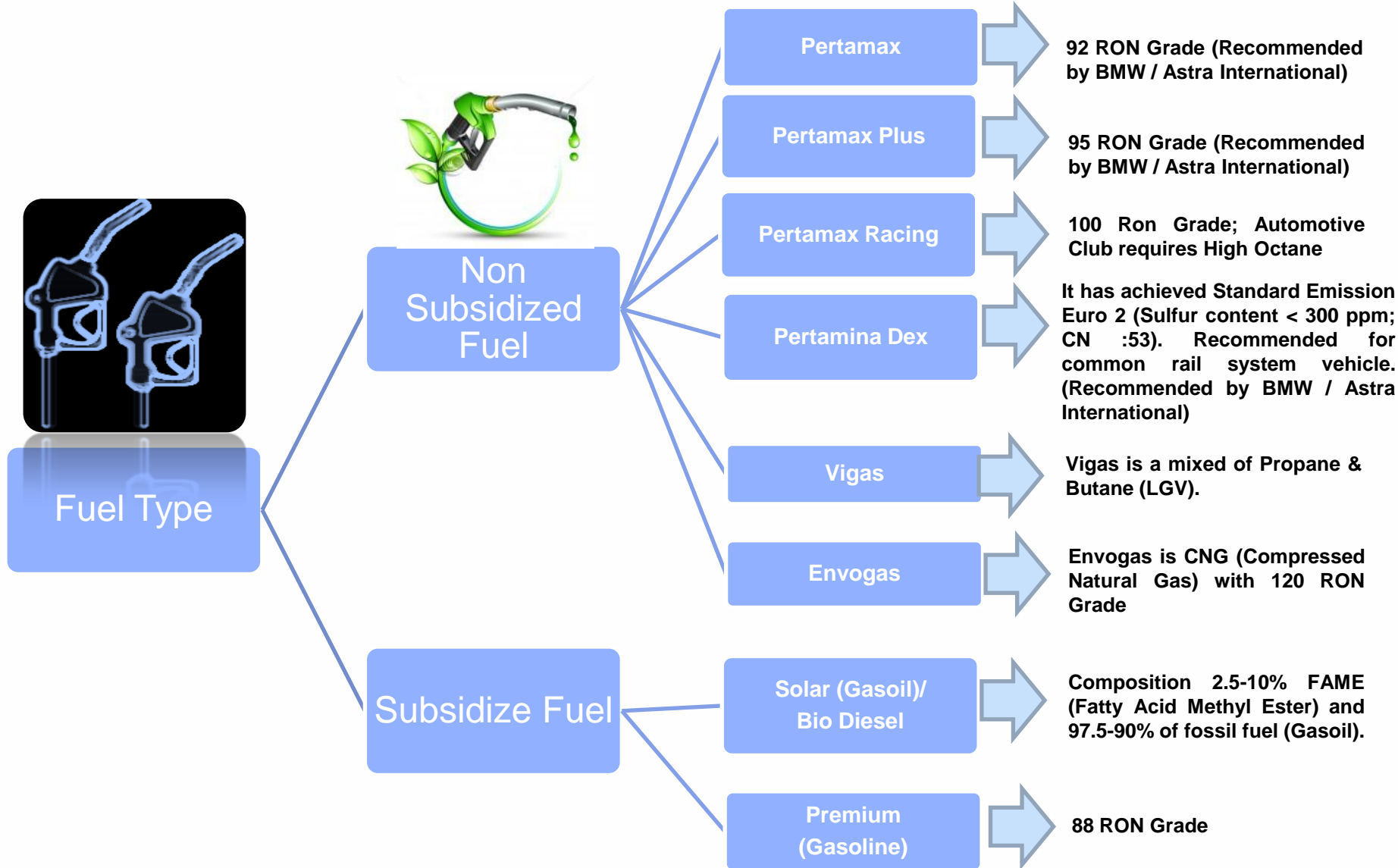
Well maintained equipment and facilities



Consistency in physical format required by Pertamina Strategy

More products /facilities offers and additional services to customers

# Fuel for Transportation has been distributed by Pertamina (Product Spec)



# Why Pertamax ?



**Pertamax** not only a high octane gasoline, but also contain **Ecosave Technology** formula, which is the latest generation of additive formula.

## The Benefits of Additive :

- **Demulsifier** : Maintain the purity of gasoline
- **Detergency** : Effectively cleaning the engine
- **Corrosion Inhibitor** : Preventive actions against corrosion



# Pertamina Retail as a Subsidiary of Pertamina

Pertamina Retails is one of Pertamina subsidiaries company that has operated and managed Pertamina COCO Gas Stations.

Other business of Pertamina Retail as an augmented businesses are Non Fuel Retail, for example; Convenient store, café, oil mart, car wash, etc. We use the umbrella band is BRIGHT.

## Fuel Retail

The main activities is to manage and operate COCO Gas Stations and some DODO Gas Stations, our operational area is nationwide and doing as a Role Model in Gas stations operations in Indonesia

## Non Fuel Retail

As an Integrated business to Gas station, Pertamina Retail has developing business by seizing the Gas stations facilities to improve services to customers with “One Stop Shopping concept”

### SPBU



- PREMIUM
- SOLAR / BIO SOLAR
- PERTAMAX
- PERTAMAX PLUS
- PERTAMAX RACING
- PERTAMINA DEX
- VGAS

### SPBU Transportable



#### SOLAR INDUSTRI

- CNG
- BBG ONLINE
- ENVOGAS

### SPBG



- CNG
- BBG ONLINE
- ENVOGAS

### BRIGHT



- BRIGHT STORE (REGULAR, BRANDING)
- BRIGHT CAFÉ
- BRIGHT OLIMART
- BRIGHT CAR WASH
- BRIGHT PAYMENT POINT

### Pertamina'S Product



- LPG (3 & 12 Kg)
- PELUMAS
- PERTAMINA DEX
- PERTAMAX RACING

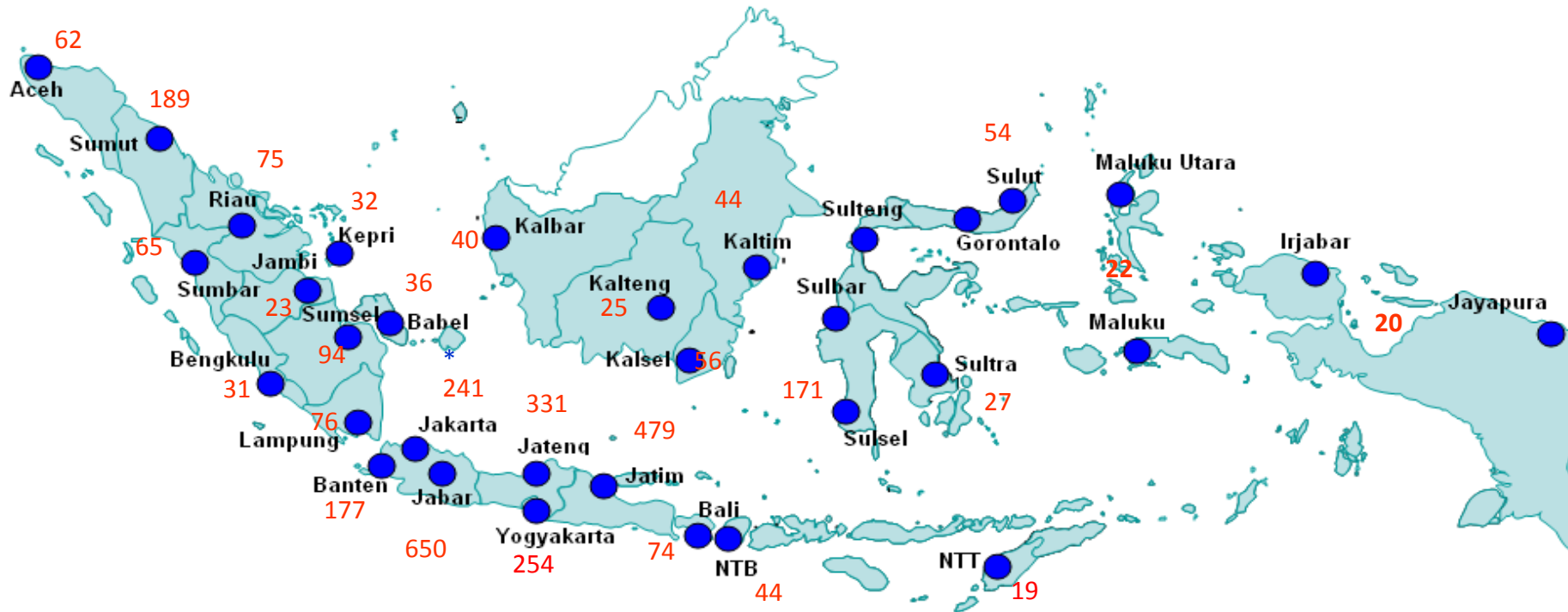
### Property & Promotion



- ATM CENTER (any Bank)
- SPACE RENTAL
- SPACE IKLAN (Billboard, LED)
- PROMOSI DAN KEMITRAAN

# Pertamina Pasti Pas Program

(Started in August 2006)

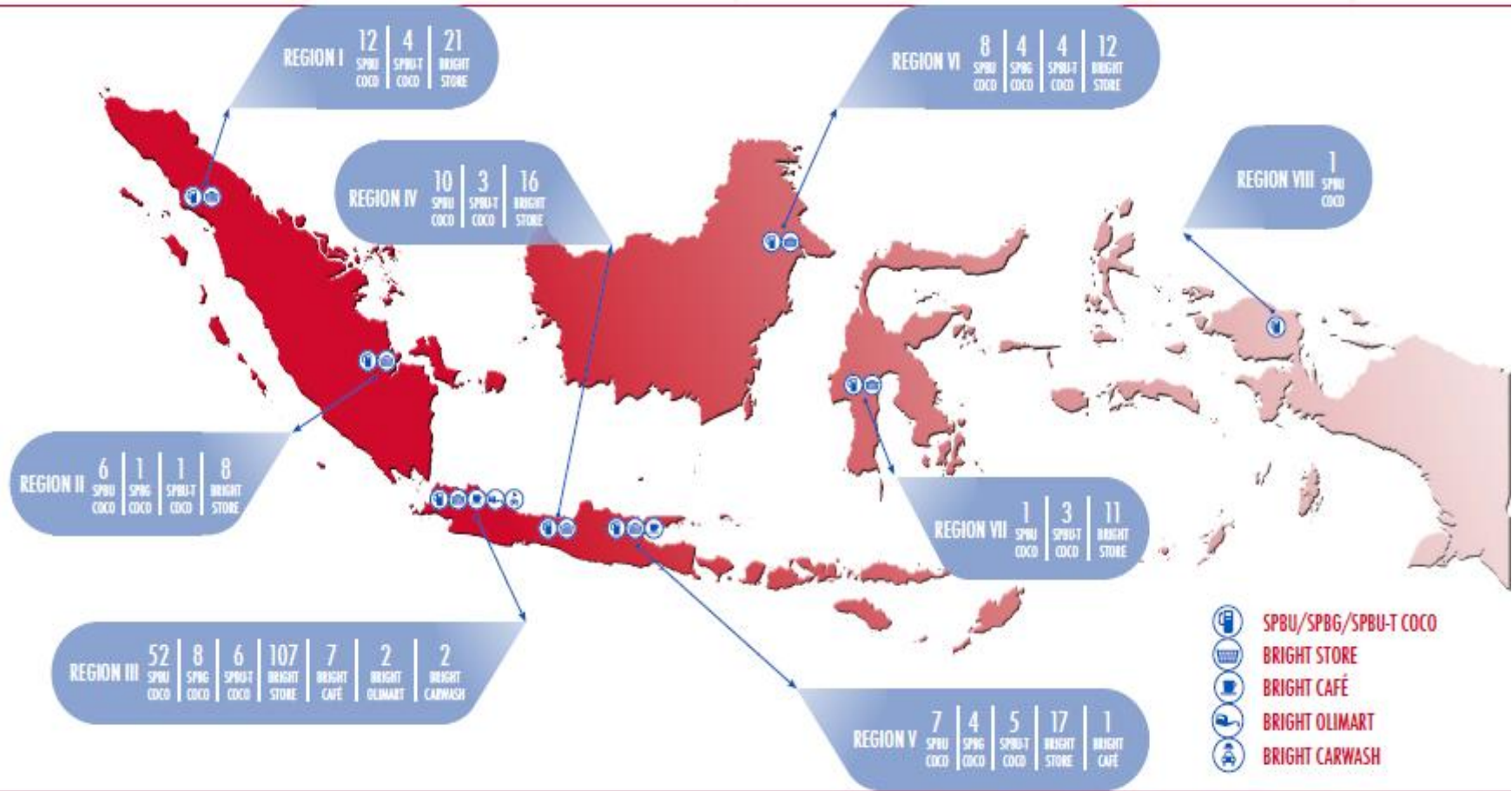


Dec 2013

3,428 Total Certified Gas Stations Of  
Total 5,049



# Operational Area PT Pertamina Retail



# CNG / Envogas and LGV/Vigas area in Indonesia

## CNG / ENVOGAS SPBG

- R. Sukanto, Palembang
- Kertapati, Palembang \*
- Burlian, Bukit Sang, Palembang \*
- Subekti, Palembang \*

Palembang

SUMATRA

Surabaya

## CNG / ENVOGAS SPBG

- Kriyan, Sidoarjo \*
- Wiyung, Surabaya \*
- Rungkut, Surabaya \*
- Ambengan, Gresik \*

## LGV / Vigas

- Pramuka, Jak-Pus
- Abd. Muis, Jak -Pus
- Kuningan, Jak-Sel
- Cikini, Jak-Pus
- Permata Hijau, Jak-Sel
- Sutopo, BSD
- A. Yani, Bekasi Barat
- MT. Haryono, Jak-Sel
- Daan Mogot, Jak-Bar
- A.Yani, Bekasi

Jabodetabek

JAVA

## CNG / ENVOGAS SPBG

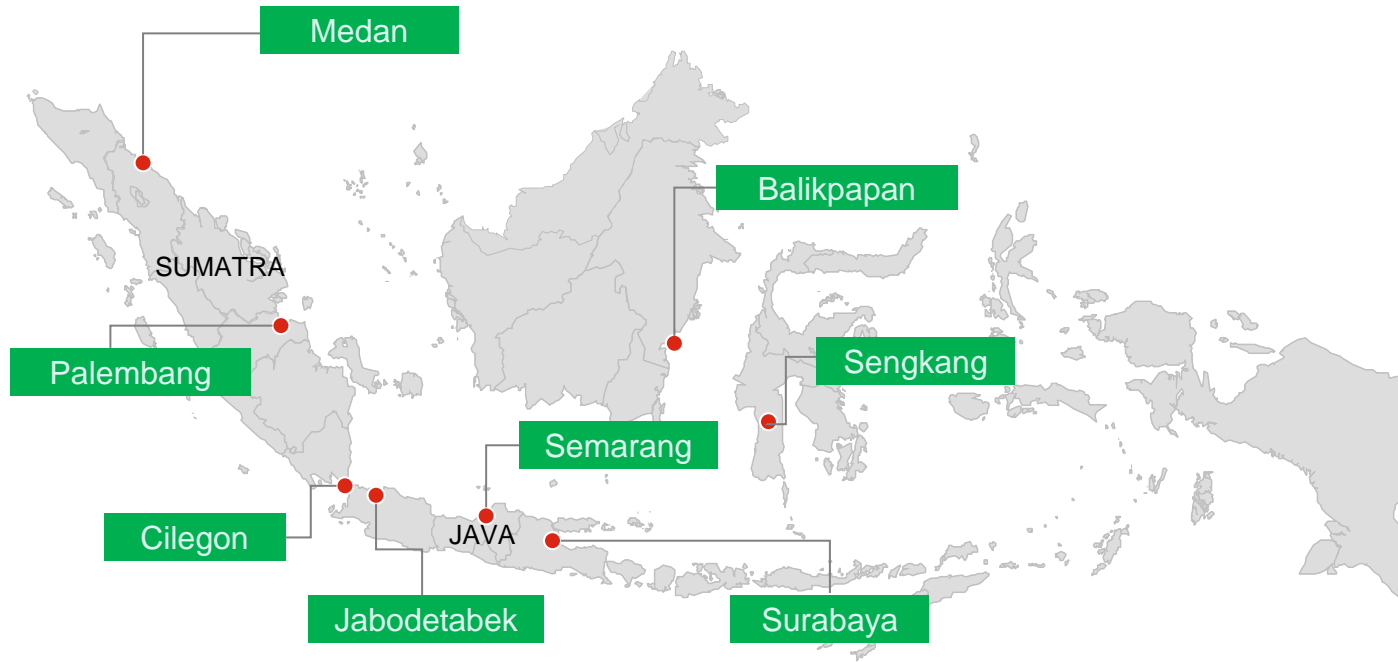
- Gandaria, Jakarta Timur
- Daan Mogot, Jakarta Barat
- Pemuda, Jakarta Timur
- Kapt. Tendean, Jakarta Selatan
- Daan Mogot (Pool PPD), Jakarta Barat

Denpasar

## LGV / Vigas

- Hayam Wuruk, Renon

# CNG roll out in targeted cities in Indonesia 2012 - 2015





# Thank You

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