

## **ABOUT JOSLOC**

▶ We are Aljomaih and Shell Lubricating Oil Company Limited (JOSLOC), a joint venture between Aljomaih Holding Company and Shell Overseas Investment B.V.

JOSLOC is responsible for blending, marketing, and distributing Shell lubricants throughout the Kingdom of Saudi Arabia. Our state-of-the-art Lube Oil Blending Plant, located in Riyadh, plays a key role in delivering world-class lubricants to the region.

- Aljomaih Holding's longstanding partnership with Shell, which began in **1956**, evolved into a joint venture with equal equity ownership in **1983**.
- ▶ JOSLOC's plant is equipped to produce world-class Shell lubricants. In addition to local blending, the company also imports specialty lubricants from Shell plants around the globe.









## **ABOUT SHELL**

Shell is a global group of energy and petrochemical companies, employing 103,000 people and operating in over 70 countries. Shell uses advanced technologies and takes an innovative approach to help the world build a sustainable energy future.

As a customer-focused organization, Shell serves over 1 million commercial and industrial customers and around 33 million daily customers through more than 47,000 Shell-branded retail service stations worldwide.

Powering Progress, guides us toward becoming a net-zero emissions energy business by 2050, creating value for our shareholders, customers, and society. As we move forward on this journey, we are committed to powering lives, respecting nature, and upholding honesty, integrity, and respect for people.







## SHELL IN THE KINGDOM OF SAUDI ARABIA

For over seven decades, Shell has made world-class investments in Saudi Arabia through its local partners, beginning with refueling the late King Abdulaziz's airplane.

Today, Shell is actively involved in the blending and marketing of lubricants through Aljomaih and Shell Lubricating Oil Company Limited (JOSLOC), which was established in 1983. JOSLOC manufactures and distributes Shell branded lubricants across Saudi Arabia

In the mobility sector, Shell signed an agreement in 2022 with Wafi Energy Company LLC to become the sole representative of the Shell brand for fuel stations in the Kingdom. Under this agreement, Wafi Energy, a licensee of the Shell brand, will offer Shell products and services at fuel stations throughout Saudi Arabia.

Shell remains committed to being a reliable partner in Saudi Arabia, continuously striving to grow and explore new opportunities while upholding our core values of honesty, integrity, and respect for people.







## ALJOMAIH HOLDING CO.

### A PROUD HERITAGE

For approximately 90 years, we have influenced the economic narrative within the Kingdom of Saudi Arabia.

Al Jomaih started in 1936 at the time, a small trading establishment in Shaqra, Saudi Arabia. Our founders' initial focus was ensuring a first-mover advantage. One of their strategic moves was to bring the first Ford franchise (later became General Motors) into the region.

### **SECTORS**

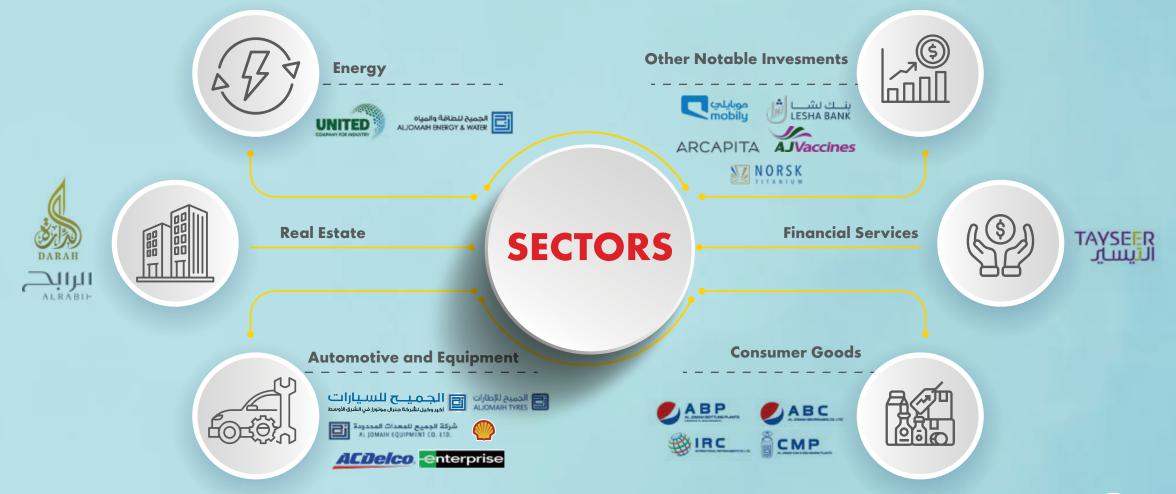








### **KEY PARTNERSHIPS AND HOLDINGS**









### **OUR PURPOSE**

Powering progress together through sustainable and innovative solutions while respecting nature and creating value for customers, shareholders and communities we serve.

### **OUR VISION**

To be the first choice for our customers, shareholders, people, and business partners.

### **OUR MISSION**

Offering top quality products served by world class local professionals living with our values.





### **OUR VALUES**

At JOSLOC, we share a set of core values - **Honesty, Integrity** and **Respect** for people - which underpin all the work we do. Our General Business Principles, Code of Conduct and Ethics and Compliance help everyone at Shell to act in line with these values and comply with relevant laws and regulations.

### **Honesty**

Staff and business partners are encouraged to speak up and celebrate those who do the right thing.

### Integrity

By committing to our policies and rules, we empower our staff and business partners to make the right decisions.

### Respect

Our people have the opportunity to progress irrespective of gender, ethnicity, or other differences.





## **CHAIRMAN MESSAGE**

I am honored to reflect on the enduring success of our joint venture with Shell, known as Aljomaih and Shell Lubricating Oil Company. This partnership, which seamlessly integrates the global expertise and technological leadership of Shell with the profound local knowledge and business acumen of Al Jomaih Holding Company, stands as a testament to our shared commitment to excellence, innovation, and sustainability.

Over the last 42 years, our strategic joint venture has not only solidified our position in the lubricants market but has also contributed to the growth and diversification of Saudi Arabia's economy.

Our collaboration continues to set new benchmarks in quality and performance, propelling our vision of delivering world-class lubricants and services to our customers across the Kingdom



**Sheikh Ibrahim Aljomaih** Chairman





## **CEO MESSAGE**

At Aljomaih and Shell Lubricating Oil Company (JOSLOC), we take pride in our heritage of quality and excellence.

Our joint venture with AlJomaih Holding and Shell Overseas Investment B.V. is a testament of longstanding partnership, trust and commitment to delivering high-performance products and industry-leading solutions to power the progress and meeting the needs of our customers across the Kingdom of Saudi Arabia. This relationship dates back to 1956, when Aljomaih was appointed as a Shell agent importing Shell products in Saudi Arabia.

In 1983, this relationship transformed into a joint venture, which has since seen generations of product and customer-centric innovations.

In Saudi Arabia, we are driven by deep understanding of the local market's needs and challenges.

Our dedicated team works tirelessly to ensure that our products and services meet the highest standards of reliability and efficiency, contributing to the success of our customers' operations.

Our advanced lubricants technology, backed by rigorous R&D utilizing Shell's R&D global centers, help to enhance the performance and longevity of the engines, ultimately reducing downtime and operational costs; bringing to the motorist and industrial customer and business partners the latest innovations for their everday application and use.

Sustainability is at the core of our business strategy. We are committed to reducing our environmental impact through innovative products that promote energy efficiency and help lower carbon emissions.

Our efforts align with the Vision 2030, aiming to create a more sustainable and diversified economy.



Saher Hashem
CEO, Aljomaih and Shell Lubricating Oil Company

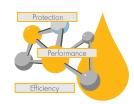






## Shell named #1 global lubricants supplier for the 18th year in a row<sup>1</sup>

Premium lubricants manufactured from natural gas in 175+ countries<sup>2</sup>



### World-class lubricants supply chain investing to meet market demand<sup>3</sup>



Base oil

Grease

Blending

GTL base oil storage hubs

Strong network of 1500 distributors and 85 macro-distributors

**Digital services** for B2B and B2C customers



**Remote Sense** 



Most preferred lubricant brands<sup>1</sup>



Consumer **Automotive** 



Shell Shell GADUS



**Commercial** Automotive



Omala



Shell ADVANCE Shell ROTELLA

Shell Tellus

300+ Lubricants scientists and technical experts globally, including at technology centres in USA, China, Germany, India and Japan







LubeAnalyst Shell Lube Expert

Shell Lube Advisor

Lube Optimiser

🔼 Allied

Making our operations and products more sustainable for the future











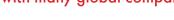
Biodegradable lubricants

### **Deliver cutting-edge products**

to a wide range of industrial sectors



### Successful commercial relationships with many global companies















RENAULT NISSAN MITSUBISHI







Pushing the boundaries of **lubricant technology** on race tracks around the world



















### State of the art production facility, strategically located in Riyadh having a robust supply network to supply across the Kingdom

More than 98% of the portfolio is produced locally.

The company is ISO certified and holds the following certifications







ISO 9001-2015

Our robust global and local value chain has enabled us to produce world-leading lubricants to command **No.1** international Lubricants player in Saudi Arabia











# OUR COMMITMENT TO SAFETY, HEALTH AND ENVIRONMENT

### **Goal Zero**

▶ Powering Progress is underpinned by our core values of honesty, integrity, and respect for people, and our focus on safety. Safety is central to our Powering Progress strategy. We aim to ensure no harm to people and achieve zero leaks across our operations. We call this our **Goal Zero** objective.

► Everyone working for Shell strives to achieve **Goal Zero** each day. We seek to improve safety by focusing on the three areas where the safety risks associated with our activities are at their highest personal, process and transport.







## **LIFE-SAVING RULES**

At JOSLOC, we care about the health and safety of all our employees and contractors. The Life-Saving Rules exist to do exactly what they say: save lives!



Bypassing Safety Controls



Working At Height



Work Authorization



Safe Mechanical Lifting



Line of Fire



Hot Work



Energy Isolation



Driving



Confined Space







- Our purpose is to power progress together through sustainable and innovative solutions while respecting nature and creating value for customers, shareholders, and communities we serve.
- Our firm commitment to environmental conservation and sustainability is manifested through our processes in the value chain and the initiatives we take with our industrial customers.





More than 50% of the energy requirements for our plant are met through state-of-the-art solar panels.



Through our cutting-edge technology, products and services we have helped our industrial customers in mining, construction, and fleets to reduce the total cost of operations, drive efficiency, extend the life of lubricants eventually helping customers reduce CO2 footprint in our operations.



We are electrifying our fleet in our production facility, starting with fully electric forklift trucks to reduce carbon emissions from our operations.



We pledge to work with industrial partners, government, and local bodies to collaborate on initiatives that contribute to the circular carbon economy and reduce waste in line with Vision 2030 and the Saudi

Green Initiative.



We have implemented zero waste policy across our production processes and aiming to convert steam boilers to hybrid combustion focusing on increased gas usage to reduce carbon footprint from operations.



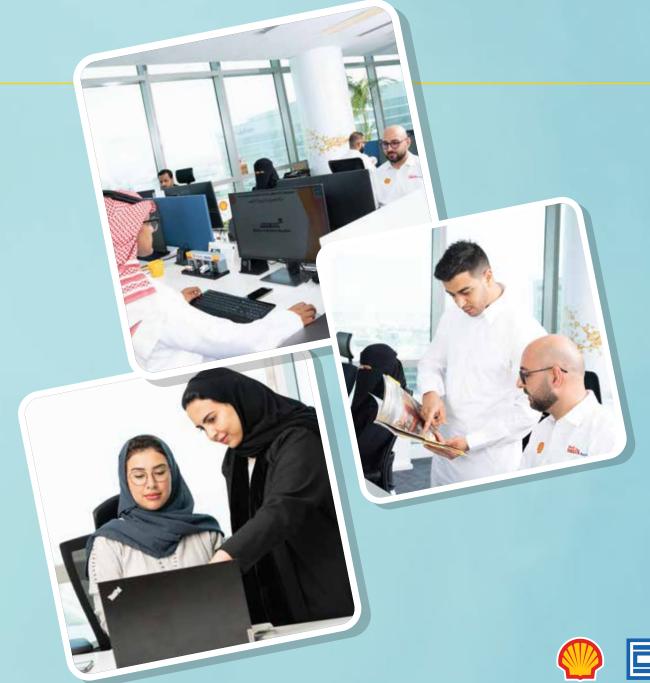


## JOSLOC'S **VIBRANT TEAM**

At JOSLOC, we pride ourselves on a vibrant, inclusive team that highlights Saudi talent and promotes gender diversity.

Our dynamic workforce, comprising various nationalities, fosters collaboration and innovation.

This supportive environment ensures that all employees feel valued, aligning with Shell's global commitment to diversity and excellence.







## **INDUSTRIAL SECTORS WE SERVE**

#### **CONSTRUCTION**

Shell Lubricants supports the construction industry by providing expert advice on oils and lubrication strategies, helping to lower maintenance costs, reduce downtime, and increase productivity.



### **FLEET**

Shell Lubricants helps fleet businesses by reducing maintenance, extending engine life, and increasing vehicle availability to lower the total cost of ownership.



### **MINING**

Shell Lubricants enhances mining productivity by providing world-class oils and greases that extend equipment life, minimize downtime, improve reliability, and increase efficiency.



#### **PETROCHEMICALS**

Shell Lubricants supports the petrochemical industry by providing world-class oils and greases that extend equipment life, improve reliability, and increase efficiency, ensuring peak performance to meet rising global demand.



Shell Lubricants enhances agricultural productivity by improving equipment reliability and availability through smarter lubrication solutions, extended oil drain intervals, and lowered total cost of ownership.



### **STEEL**

Shell Lubricants supports the steel industry by enhancing equipment protection, improving energy efficiency, and reducing maintenance costs, helping businesses operate under high-temperature, high-load, and wet conditions.



# INDUSTRIAL SECTORS

**WE SERVE** 

### **POWER**

Shell Lubricants supports the power sector by enhancing lubricant management, selecting the right products, and providing expert guidance to improve productivity, reliability, and adherence to environmental targets.



#### **CEMENT**

Shell Lubricants supports the cement industry by providing integrated lubricant solutions and customized services to ensure efficient, uninterrupted production and competitive advantage.



### OIL & GAS

Shell Lubricants enhances oil and gas operations by improving energy efficiency, cutting maintenance costs, and protecting equipment to minimize downtime and extend operational life.



#### **MARINE**

Shell Lubricants supports the marine industry with innovative products and over 100 years of expertise, ensuring high standards to meet OEM requirements and maintain asset integrity.



#### **AUTOMOTIVE**

We take pride in our partnerships and through technology leadership we develop products and services that meet the evolving technology requirements and specification of leading automotive players and original equipment manufacturers globally, regionally, and locally.

## **CUSTOMERS WE SERVE**











































































# **B2B INDUSTRIAL**TECHNICAL SERVICES

Our Services are designed to suit your diverse needs and lower your **"Total Cost of Lubrication"**. We are also pleased to offer you the following services as part of our value proposition:

### Shell

LubeAdvisor

### Shell LubeCoach

## Shell lube Analyst

### Shell lube video check

## Shell lube Expert

Services included advance with respect to product recommendations, lubricants storage and handling advice, troubleshooting, technical advice, best practice sharing. The LubeAdvisor will be available to you, where and whenever required.

Provides technical, product and application related training delivered through our lubricants technical advisor (LTA) or global product application specialists (PAS). we conduct lube coach sessions especially for machinery lubrication with on ground staff, when needed.

Is our global oil and equipment condition monitoring service which includes a comprehensive range of tests. It is an online lube oil testing and reporting service where oil analysis reports and past trends are readily available for your view and examination.

Our equipment condition monitoring service includes video inspection of the internal parts of equipment in areas that are inaccessible by other means. This service helps recognize defects and imperfections, supporting you in troubleshooting without the need to dismantle the equipment.

Designed to help mining customers reduce costs and improve productivity through better lubrication management.





## SHELL TECHNICAL SERVICES – GEARED TOWARDS RELIABILITY CENTERED MAINTENANCE







# OUR CUSTOMER CENTRIC APPROACH

- For one of the major construction companies managed to achieve savings of \$50K+ by reducing lubricant consumption by more than 20,000 liters, resulting in an annual reduction of 50+ tons (T) of CO2 emissions.
- Shell Value Improvement Projects & LubeExpert services delivered US\$ 1.7 million+ with 30+ tons (T) of avoided CO2 emissions for one of the largest companies in the mining sector.
- One of our key customers in the transport sector, we saved close to \$100K+ annually while avoiding 600 tons (T) of CO2 emissions" after switching to the carbon compensation product Shell Rimula R6 M 10W 40.
- One of the major agriculture companies managed to achieve savings of \$55K+ by reducing lubricant consumption by 20,000 liters, resulting in an annual reduction of 57 tons (T) of CO2 emissions.







# JOSLOC's Strong Focus on Original Equipment Manufacturers (OEMs) Growth

Year-on-year, Shell KSA has shown resilience in growing its OEM business exponentially.

Leveraging both global agreements and local relationships, JOSLOC has been able to secure partnerships with multitude of global OEMs.

These wins have ranged from standard lubricants supply partnerships to blending and production of Co-branded lubricants and genuine oils







## TECHNOLOGY LEADERSHIP

Innovation in motorsport

Shell is proud to partner with some of the top motorsport teams in the world's most competitive championship series. From Innovation Partner to Scuderia Ferrari, Technical Partner to Ducati Corse in MotoGP and BMW in Motorsport, and Co-Title Sponsor for the Hyundai Shell Mobis World Rally Team, our access to racing is second to none. This portfolio was further enhanced in 2019, with Shell partnering with Nissan in the world's fastest developing motorsport, Formula E.

Our partnerships are the ultimate test bed for our products, challenging them to perform some of the most extreme conditions and ensuring that our customers receive the very best.



## **FERRARI**

Shell's Innovation Partnership with Scuderia Ferrari is one of motorsport's longest and most successful collaborations.

This partnership has a rich history, providing insights into the pit lane and demonstrating how the extreme conditions of Formula 1<sup>TM</sup> contribute to the development of products for consumer cars.

Additionally, Shell is actively contributing to the decarbonization of the motorsport's, both on and off the track.



## **BMW**

With BMW Motorsport racing in DTM, Shell's products and technologies are rigorously tested in one of the most challenging race disciplines.

Shell's scientists focus on delivering enduring engine performance, as it is crucial in a sport where seconds matter.

BMW Motorsport engineers collaborate with Shell's scientists to develop high-performance oils for their race cars.

Shell's premium lubricants are designed to enhance performance, with Shell Helix Ultra race lubricant reflecting Shell or BMW dedication to minimizing friction and wear for elite performance.



## **HYUNDAI**

Shell continues its successful partnership with Hyundai Motorsport in the FIA World Rally Championship (WRC) as the defending Manufacturers' Champion.

This technical partnership reached new heights with Shell and Hyundai Motorsport working together to co-engineer and secure the Manufacturers' Championship in 2019.

The WRC demands top lubricant performance in all conditions, a challenge Shell's engineers meet consistently.

Thanks to Shell Helix Ultra, Hyundai Motorsport enjoys total engine reliability without experiencing wear issues.



# SHELL SERVICE CENTER

Through Shell Service Center,
JOSLOC aims to be the leading
platform to offer flagship sites in
the Kingdom and will serve as
an industry benchmark in terms of
brand visibility, customer experience,
quality and integrated vehicle quick
service concepts.



## **OUR PARTNERS**

In addition to having our own operated sites, we are partnering with leading industry players to grow our market footprint to provide exceptional services to our customers across the Kingdom.

### **Al Jomaih Automotive**

Is leading the mobility sector, providing service quality through its multiple achievements and strategic initiatives, AlJomaih Automotive has established itself as a leading partner in the regional automotive sector.





### **Quick Lead**

▶ Is a premier quick service network delivering comprehensive automotive care specializing in multi-care solutions for cars, Quick Lead ensures unparalleled service quality, keeping vehicles in top condition across the Kingdom.



### **Wallan Trading Company**

Is an authorized distributor of various Original Equipment Manufacturers (OEMs) in the Kingdom, with an extensive sales & support network for their customers, pioneering a new concept in car maintenance in the local market through quick service centers.







## E-commerce

Aljomaih and Shell Lubricating Oil company limited (JOSLOC) has transformed its business by embracing E-commerce, offering genuine parts and premium E-commerce online through platforms like Noon, Amazon, and Atlobha products.

This digital shift aligns with Vision 2030 by enhancing accessibility, supporting local production, and promoting sustainability. Shell's online presence ensures that top-tier solutions are just a click away, driving growth and innovation in Saudi Arabia's automotive care industry.





- Shell understands the passion for driving, whether it's for the sound, night driving performance, or companionship.
- Recognizing the diverse reasons people drive, Shell Engine Oils are crafted for ultimate engine performance, ensuring drivers maintain their enthusiasm and continue to Drive On.

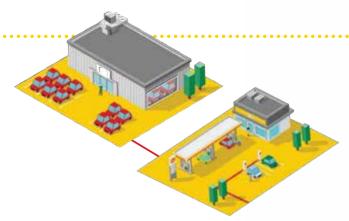




## **B2C**ROUTE TO MARKET

The B2C sales channel for JOSLOC is focused on delivering high-quality, premium lubricants directly to consumers.





Through our direct sales teams enabled by oil change shops, spare part shops, resellers, and wholesalers, we reach a wide range of consumers.

Our route-to-market strategy provides us with a strategic advantage, allowing us to cover all regions in Saudi Arabia through our direct sales network.



Sales team of **85**Direct sales representatives and drivers.



We directly operate a fleet of

36 Delivery Vehicles

27 Distribution Centers





We ensure that we deliver a high-quality, top-of-the-line product range to all consumers across Saudi Arabia.





## **CUSTOMER FOUCS**

JOSLOC exists to serve customers by providing high-quality products and services. It is crucial to understand customer needs and honor commitments.

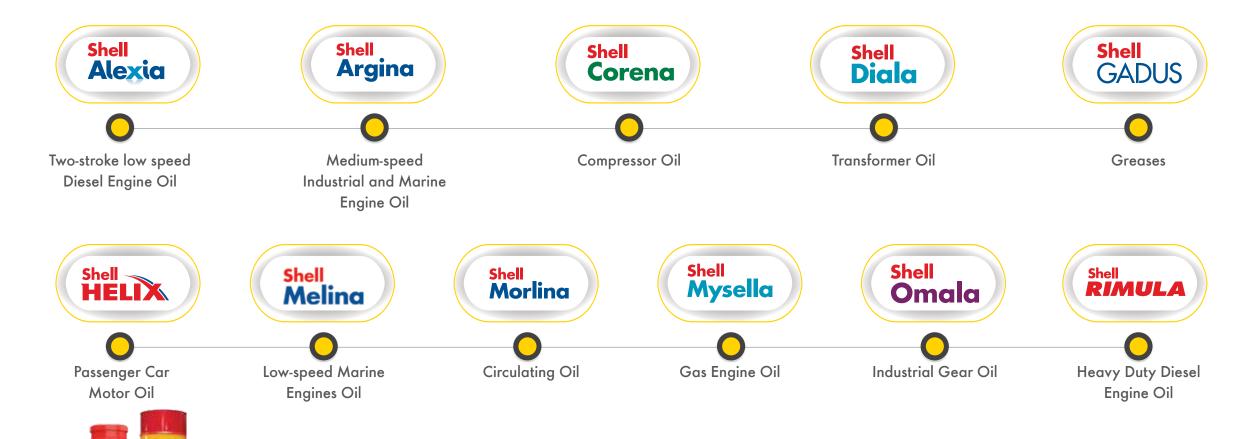
Customers are at the heart of every action, reflecting a Customer-First mindset as ONE JOSLOC, whether interactions are direct or indirect.

JOSLOC aims to be the brand of choice by creating exceptional customer experiences and continuously improving customer care every day.





# **B2B PRODUCT FAMILY**FOR INDUSTRIAL APPLICATIONS







## **B2B PRODUCT FAMILY**FOR INDUSTRIAL APPLICATIONS















Heavy Duty Diesel Engine Oil



Gear and Transmission Oil



Hydraulic Oil



Machine tool slideway



Turbine Oil



Cooling system compmponents







# Our Premium Products for Everyday Drivers

▶ **Shell Helix motor oils** are crafted to meet the needs of everyday drivers, offering a comprehensive range for all engine types. fully synthetic, semi-synthetic, or mineral, Shell Helix ensures vehicles run smoothly and efficiently. Shell Helix is trusted for its reliability, superior protection, and enhanced engine performance.



**Shell Helix Fully Synthetic Motor Oils** 



Shell Helix Semi Synthetic and Motor Oils



Shell Helix Mineral Motor Oils





# DIESEL ENGINE OILS



### **Shell Rimula Engine Oils**

Shell Rimula's adaptive technology gives outstanding wear protection with reduced viscosity for improved fuel economy.



### **Shell Rotella Engine Oils**

Shell Rotella oils are created for use in high-speed, naturally aspirated and moderately rated turbocharged units.





# **OFFICES LOCATIONS**

Al Jomaih and Shell Lubricating Oil Company Limited (JOSLOC)

### Riyadh (Headquarters)

Granada Oasis Park 13th Floor, Building A4 Exit 9, East Ring Road P.O. Box 41467, Riyadh 11521

Tel: 011265 0888 Fax: 011 2650 949

### Dammam

First Cross
King Khalid Street
Al Jomiah Building

## Jeddah

King Abdulaziz Road Kings Tower Office #2705, 27th Floor

## Plant Riyadh

New Industrial City 236 Tel: 011 2650 888

### Website

https://www.shell.sa/

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