

What on earth is going on?

David Bamford
Petromall Ltd

What is going on?

The future of “BIG OIL”?

“Big Oil’s Big Identity Crisis”
From
Sunday Telegraph
22/04/18

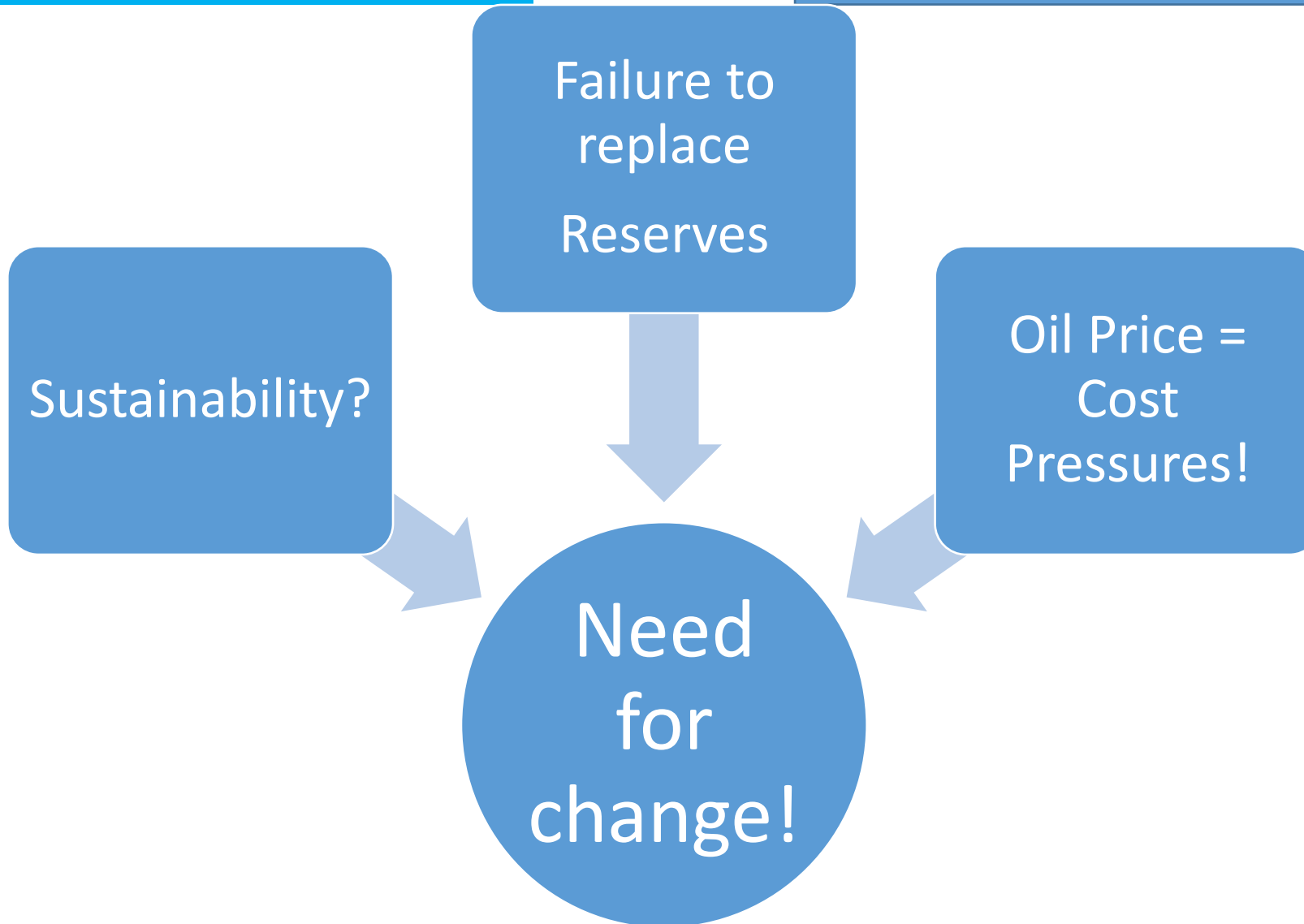
What is going on?

The future in one word!!

EQUINOR!!

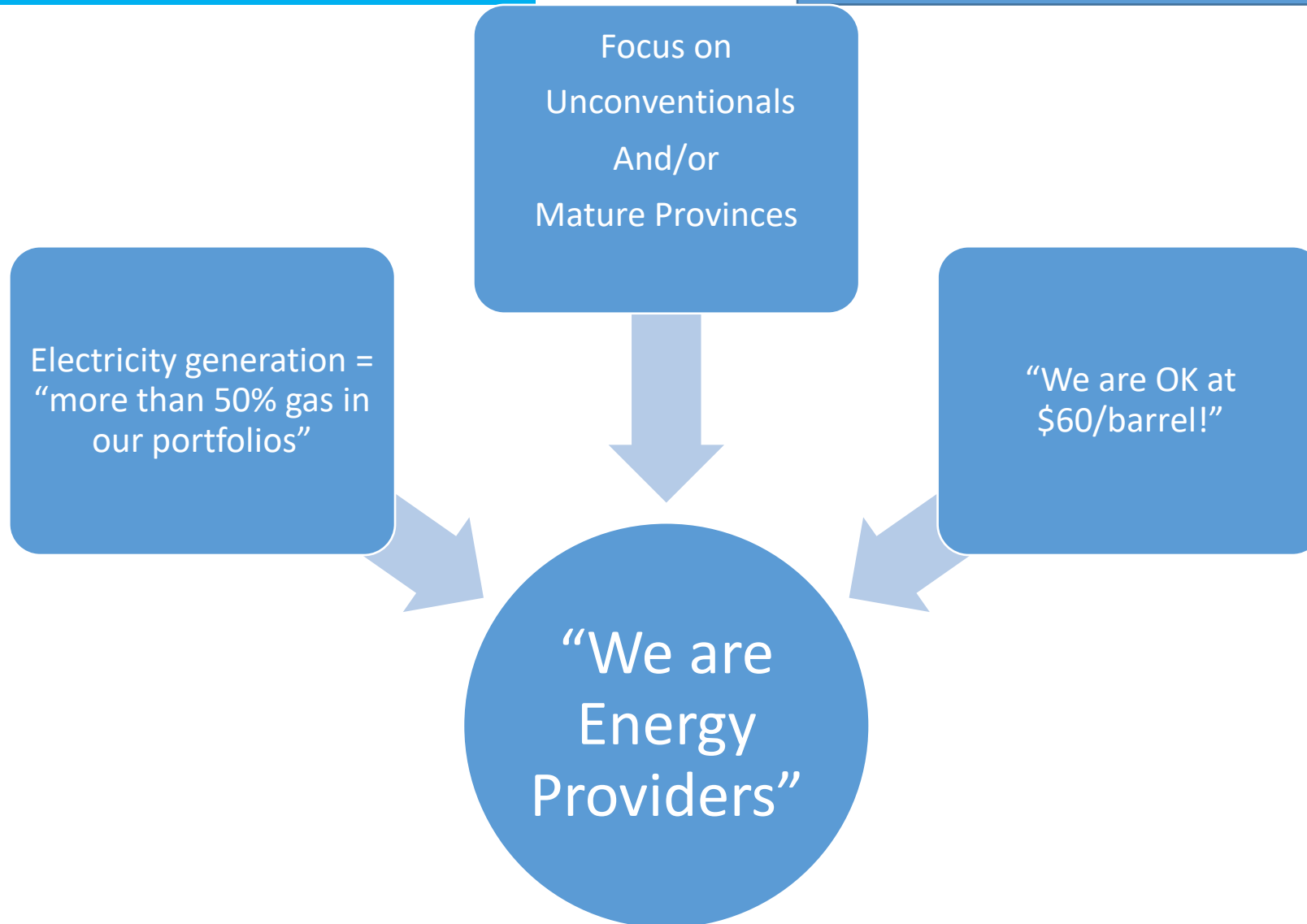
What is going on?

Some of the Key issues.....



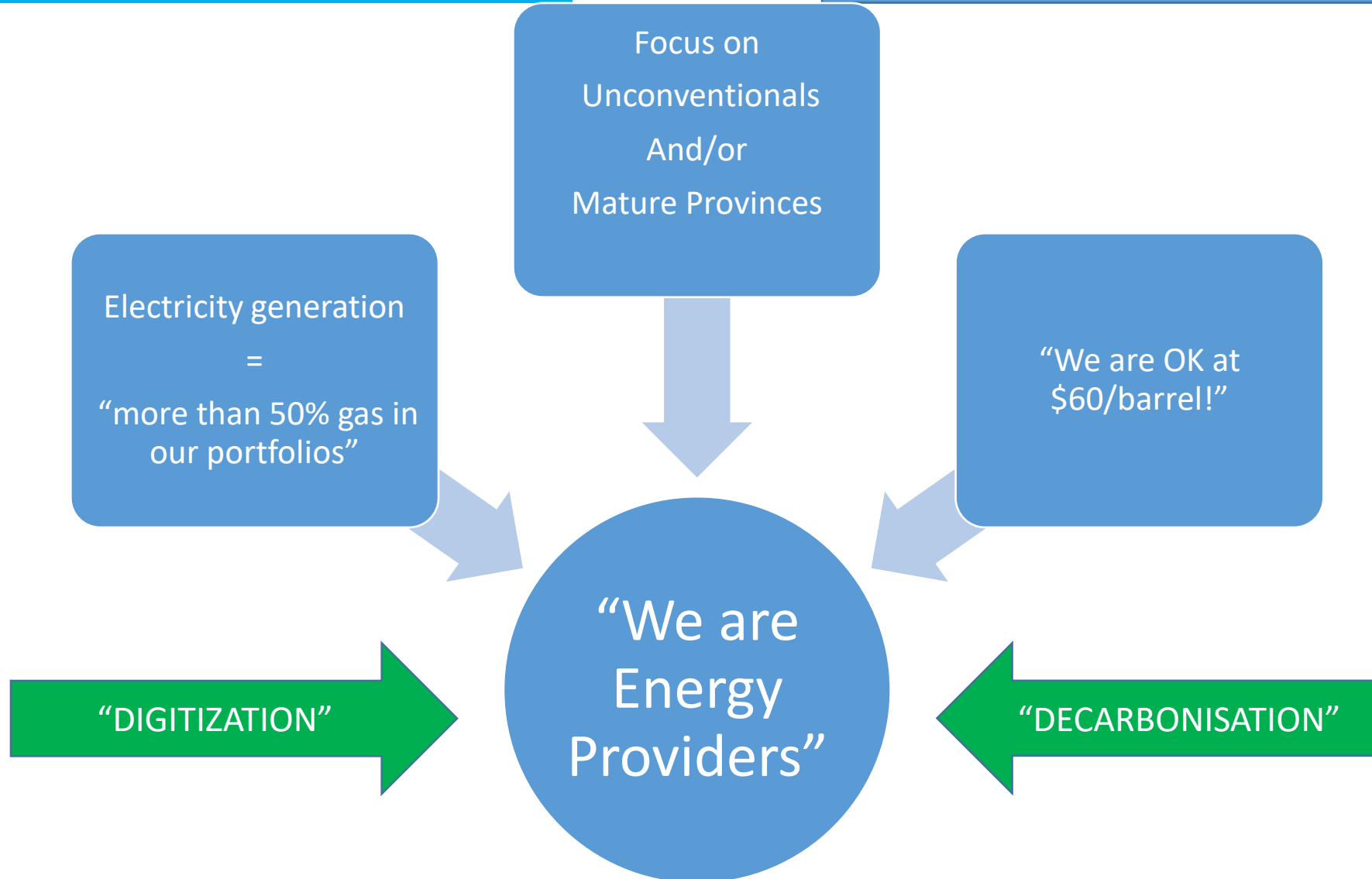
What is going on?

Re-branding!!!!



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Re-branding!!!!



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To summarise:

In response to:

- *Questions on “Sustainability” => let’s not be in a ‘fossil industry’*
- *Growth in electric vehicles => increased electricity demand*

Majors and mini-Majors are rebranding:

- *As Energy Providers, especially of electricity*
- *With > 50% Gas in Portfolios and*
- *Returning to ‘Mature Provinces’; pursuing Unconventionals.*