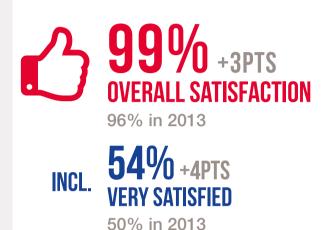
A STRONG CUSTOMER RELATIONSHIP.

Total Lubmarine is committed to delivering maximum customer value by constantly improving our product offer and service. Here are the results of our customer survey conducted every 3 years.

Total Lubmarine customers are operating in a very complex and uncertain environment -77% consider current shipping conditions as very challenging.

AN IMPROVED LEVEL OF TRUST



98% in 2013

INCL. 61% DEFINITELY vs 38% for competitors

BRAND IMAGE

TOTAL LUBMARI

STRONG REPUTATION

98%

They are one of the leading brands in the world. **CUSTOMER ORIENTATED**

96%

They are always there when we need them. INNOVATIVE

We need a universal cylinder oil for all fuel types.

MEET GLOBAL NEEDS

Uture

ninkina

96%

They respond quickly from many ports with great service.

99 Vessel operator: Large Asian container company 99 Operations manager: mid-sized US tanker owner 99 Fleet manager: Niche 3rd party ship management firm

Technical superintendent: Small bulk ship operator, Asia

99

CUSTOMERS EXPECT CONSTANT IMPROVEMENTS



We are of course delighted with the results of this survey, but cannot afford to be complacent. Shipping environment is very challenging for the industry and we shall continue on the development of innovative products and global services for our customers. We will continue to strive to go the extra mile for all our customers.

NORBERT SCHIEREN, TOTAL LUBMARINE MANAGING DIRECTOR 99

$\mathbf{88}$ of customers interested in a new generation of single oil.

INVEST IN GLOBAL SERVICE

- A unique worldwide network with 1,000 ports and 19 local offices.
- New blending facility in Singapore, close to growing markets.

CONTINUE TO INNOVATE

- Develop onboard testing solutions like theTech'Care/TCC iron measurement kit.
- Invest in R&D: New ANM chemistry to power the best performing marine cylinder oil to operate in&out ECA zones, TALUSIA OPTIMA.

FACILITATE DIGITAL ORDERING

- Promote the online ordering tool ISA+.
- Improve service with a new Customer Relationship Management system in 2016.

COMMUNICATE ON NEW SERVICES

- New online **Port Directory**.
- New blog to inform customers of our latest solutions.

Methodology

A panel of 189 customers representative of Total Lubmarine's clients interviewed by telephone in March/April 2016 by an independent research institute Future Thinking, www.futurethinking.com © Total Lubmarine 2016.

We make it possible



www.totallubmarine.com