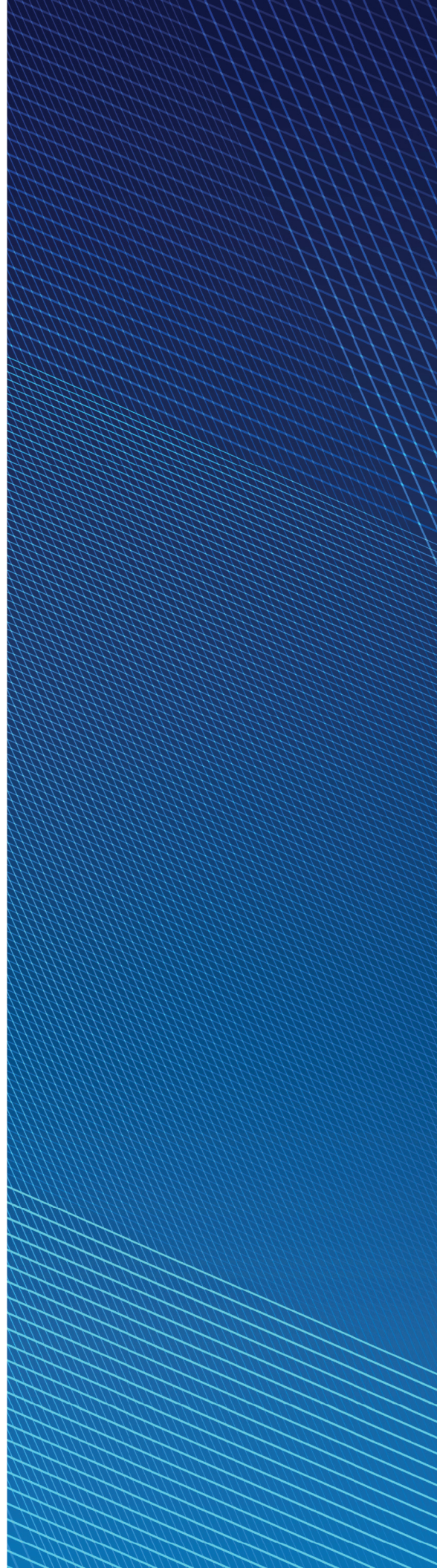


# PETROMIN EXPRESS RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

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*Identified as best in class in the Saudi Arabia  
automotive quick services industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Petromin Express excels in many of the criteria in the automotive quick services space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

### *Customer-focused Quick Automotive Services*

Founded in 1968 and headquartered in Jeddah, Saudi Arabia, Petromin Corporation established itself as a preeminent global leader in providing end-to-end solutions for the automotive industry. The company's quick automotive services, Petromin Express, is a household name throughout the region, known for its best-in-class services and superior customer experience. Petromin Corporation extends its expertise beyond quick automotive services, covering the full spectrum of the automotive journey. Its diverse verticals include car maintenance, authorized dealership, fleet management services, fuel stations, automotive oils and lubricants, aftermarket auto parts, used car services, and an electric vehicle (EV) charging network. The company's customer-centric approach is a key enabler in providing novel and innovative products and services. This approach not only establishes Petromin Corporation as a reliable and trustworthy provider of automotive quick services but also reinforces its position as a leader in the industry.

### *Best-in-class Strategies Drive Competitive Differentiation*

Petromin Express' primary mission is to offer tailored automotive products and services, identifying and fulfilling customer needs since its inception. Continuous efforts to establish an extensive Petromin Express station network facilitate its goal of providing convenient, comprehensive, and trusted quick automotive services. For example, in major Saudi Arabian cities, for 95% of the urban population, Petromin Express stations are within a 15-minute driving distance; the company has a goal for stations to be within a five-minute drive from every household in the region. In fact, Frost & Sullivan research finds that 50% of Saudi

customers find Petromin Express locations to be the most convenient compared to competing quick service stations.<sup>1</sup> The company further strengthens its value proposition and commitment to customers with its skillful and professional technicians. Additionally, Petromin Express uses genuine and top-tier automotive parts for all its services, ensuring it meets and exceeds customer expectations.

Petromin Express taps into available growth opportunities by leveraging a diverse portfolio of services and products as part of its automotive quick services. The company's Chief Executive Officer, Tariq Javed, a well-known global automotive business leader, has taken several visionary initiatives that have allowed them to generate new and innovative services. For example, in Saudi Arabia's evolving sustainability landscape, the company has taken a proactive stance in its air conditioning (A/C) services. Under Tariq Javed's visionary leadership, Petromin Express has revolutionized the A/C service segment by embracing sustainability. Its commitment to minimal environmental impact led them to adopt sustainable A/C

*"The company serves over 12,000 customers daily at its automotive quick service stations. Petromin Express is dedicated to delivering high service standards through trust and convenience to maintain customer satisfaction and its brand equity."*

**- Elizabeth Whynott**  
**Best Practices Research Analyst**

service solutions that not only eliminate the release of harmful gases into the atmosphere but also recycle and top-up A/C gas. Additionally, Petromin Express continually gathers insights through consumer-focused research, enabling it to cater to customer-specific needs.

The company works closely with regulators to implement a governing framework incorporating sustainability initiatives and goals, including environmental, business, and social issues. Thus, Petromin Express ensures the strictest compliance with the relevant laws and requirements as the

regulatory environment changes. For example, its eco-wash is a sustainable car wash that reduces wastewater consumption by 100 times, using steam rather than traditional car wash methods. Additionally, it is among the first in Saudi Arabia to introduce EV charging stations at over 100 stations in 25 cities, making EV charging more accessible. This initiative has significantly instilled confidence in customers regarding the infrastructure, addressing one of the biggest challenges in EV adoption.

Petromin Express also strives to maintain a social sustainability focus, engaging with and hiring women as part of its marketing and technical workforce when the driving ban in Saudi Arabia was lifted. It even has stations solely run by female technicians, ensuring a comforting environment for family and women customers.

Frost & Sullivan believes Petromin Express is uniquely prepared for today's demands and exceptionally positioned for tomorrow's needs. The company's clear strategic vision and execution underpin its partner-of-choice status and sustainable growth for years to come.

### ***Guaranteed Satisfaction through End-to-end Customer Service***

With its customer-centric corporate philosophy, Petromin Express operates on the central tenet that its success depends on customer satisfaction, and this philosophy permeates the company's daily practices. The company has a multi-layer customer relationship management process. Its customer satisfaction

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<sup>1</sup> Customer Survey of 477 Adult Residents of KSA. (Frost & Sullivan, H2, 2022).



department gathers customer feedback through after-service surveys and Google reviews. Next, the company assesses the data to address specific needs, identify areas for improvement, and resolve any after-service grievances. Information is passed on to the appropriate departments, which implement changes for improvement. Additionally, Petromin Express is committed to resolving all issues within 24 hours, and once issues are resolved, the company ensures resolutions are satisfactory with closure surveys.

As an example of Petromin Express' commitment to its customers, the company implemented comprehensive hygiene and safety precautions during the height of the COVID-19 global pandemic. During this time, technicians wore gloves and masks to limit their and customer exposure to the virus. It also provided thorough cleaning and vehicle sanitation for customers who had recently recovered from the virus. Additionally, the company offered new services to reduce physical touch points, including vehicle pick-up and drop-off after maintenance. Moreover, Petromin Express did not reduce its employee headcount, cut incentives or services, or close any service stations.

This foundational approach establishes ongoing trust with customers for long-lasting and continuous relationships.

### ***Achieving Financial Success through a Customer-centric Approach***

Since its founding, Petromin Express has grown to more than 6,000 employees. These individuals come from various backgrounds in oil and gas, automotive original equipment manufacturers (OEM), and distributors and help ensure the company continues to provide high-quality products and services.

The company serves over 12,000 customers daily at its automotive quick service stations. Petromin

*“Petromin Express’ primary mission is to offer tailored automotive products and services, identifying and fulfilling customer needs since its inception. Continuous efforts to establish an extensive Petromin Express station network facilitate its goal of providing convenient, comprehensive, and trusted quick automotive services.”*

**- Vitali Bielski**  
**Growth Advisor, Mobility**

Express is dedicated to delivering high service standards through trust and convenience to maintain customer satisfaction and its brand equity. To this end, the company continues to grow its services portfolio and provide outstanding and consistent experiences throughout its quick service stations.

With over 700 quick service stations in Saudi Arabia, Petromin Express has built an empire, extending its footprint globally across multiple regions. The company is opening 70 additional Petromin Express stations in the coming months as part of its next conquest. Additionally, the company plans to replicate its growth model from the

Saudi Arabia region to expand its presence into the Indian, Malaysian, and North African markets. This expansion, along with its commitment to growing its portfolio of services, will promote further growth and cement its industry-leading position.

### ***Unified and Focused Values Across the Enterprise for Unmatched Price/Performance Value***

Petromin Express' executive team aligns its organizational processes with its vision and mission. The company holds a solid customer-centric philosophy and commitment to sustaining environmental and

social governance, striving to deliver these values across the enterprise. To this end, Petromin Express weighs the needs of its shareholders, employees, customers, vendors, partners, and the community heavily. For example, in addition to meeting target profits, it ensures its processes are sustainable and positively impact the environment and society.

Through its market research and customer feedback, Petromin Express continues to provide new services and products, ensuring it meets customers' needs and performs optimally compared to competing services. Additionally, the company offers outstanding value for its services. Petromin Express delivers the same high-quality services and parts as OEM services at more cost-efficient price points. Frost & Sullivan finds Petromin Express' customer focus and delivery of high service standards well position it for sustained success and future growth.

## Conclusion

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Frost & Sullivan believes that innovation and growth opportunities drive future success; many factors contribute, yet having a competitive strategy is critical. Petromin Express understands this core concept and is leading the automotive quick services market due to its focused customer-centric and convenience approach, helping it to outpace competitors. Leveraging its extensive network of Petromin Express stations, the company provides tailored automotive products and services. Additionally, its customer-focus initiatives differentiate it from competitors by providing convenient, comprehensive, and trusted automotive quick services. Overall, Petromin Express develops and implements its strategies with its customers in mind, securing its position as a trusted partner and market leader.

With its strong overall performance, Petromin Express earns Frost & Sullivan's 2023 Saudi Arabia Competitive Strategy Leadership Award in the automotive quick services industry.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

