



ADNOC Distribution announces positive early results of ADNOC Flex

Free trial period in 40 Abu Dhabi stations shows fuel customers have embraced greater choice

Abu Dhabi, UAE – April 23, 2018: ADNOC Distribution, the UAE’s largest fuel and convenience retailer, has released early results from a free trial period of ADNOC Flex which shows customers are embracing the new choice of fuelling services.

Twenty service stations in Abu Dhabi began a free trial period last Wednesday, where a Premium Service and a Self-Serve option is offered, while another 20 stations rolled out ADNOC Flex on Sunday.

Since last Wednesday, 157,000 transactions have occurred at the 40 ADNOC Flex stations with 69% of customers choosing the Premium Service and 31% taking the Self-Serve option.

Saeed Mubarak Al Rashdi, ADNOC Distribution’s Acting CEO, said: “The early results of the ADNOC Flex free trial period are encouraging and clearly show that customers, while still familiarizing themselves with the new fueling options, like the greater choice of fuel services that ADNOC Distribution is offering. Staffing levels have been increased at ADNOC Flex stations and our attendants have been assisting customers to understand and choose the service that best suits them.”

ADNOC Flex provides customers a choice in how and where they refuel. The new service is being rolled out in Abu Dhabi first before being introduced in other parts of the UAE.

Nasser Al Hammadi, ADNOC Distribution’s Chief Retail Officer, commented: “I’m pleased that our customers appear to be embracing the new fuel options as part of ADNOC Flex. It’s still early days, and we will be rolling ADNOC Flex out to many more stations over the coming months, but the results to date are certainly encouraging. Over the coming days and weeks, our attendants will continue helping customers so they can make an informed decision about which service suits them best.”

When fully introduced, customers who choose the Premium Service option will receive an enhanced level of customer service, promotional products, discounts on other ADNOC Distribution products and services and exclusive deals from partners. The Elderly and People of Determination will be exempt from the Premium Service fee, and attendants will be sensitive to customers who cannot genuinely leave their car.

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About ADNOC Distribution

ADNOC Distribution, listed on the Abu Dhabi Securities Exchange (ADX) under the symbol “ADNOCDIST”, is the leading fuel distributor and convenience store operator in the UAE with the number one retail fuel brand, an approximate 67% market share by number of retail fuel service stations, and the largest market share in the wholesale segment. ADNOC Distribution’s 359 retail fuel stations as of 31 December 2017 are located in the emirates of Abu Dhabi and Sharjah, in each of which the Company is the sole fuel retailer, and in the emirates of Ajman, Fujairah, Ras Al Khaimah and Umm Al Quwain. ADNOC Distribution is also the largest retailer in the UAE by number of sites with 235 ADNOC Oasis convenience stores located across its retail fuel network. The Company also leases retail and other space at its service stations to tenants, including quick service restaurants such as McDonald’s, Burger King and KFC, which provide goods and services to its customers. ADNOC Distribution is also the leading marketer and distributor of fuels to commercial, industrial and government customers throughout the UAE, with a particularly dominant position in Abu Dhabi, and provides refueling and related services at seven commercial airports in the UAE. To find out more visit www.adnocdistribution.ae