



FALCON PETROLEUM CONSULTANTS Middle East

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About Falcon

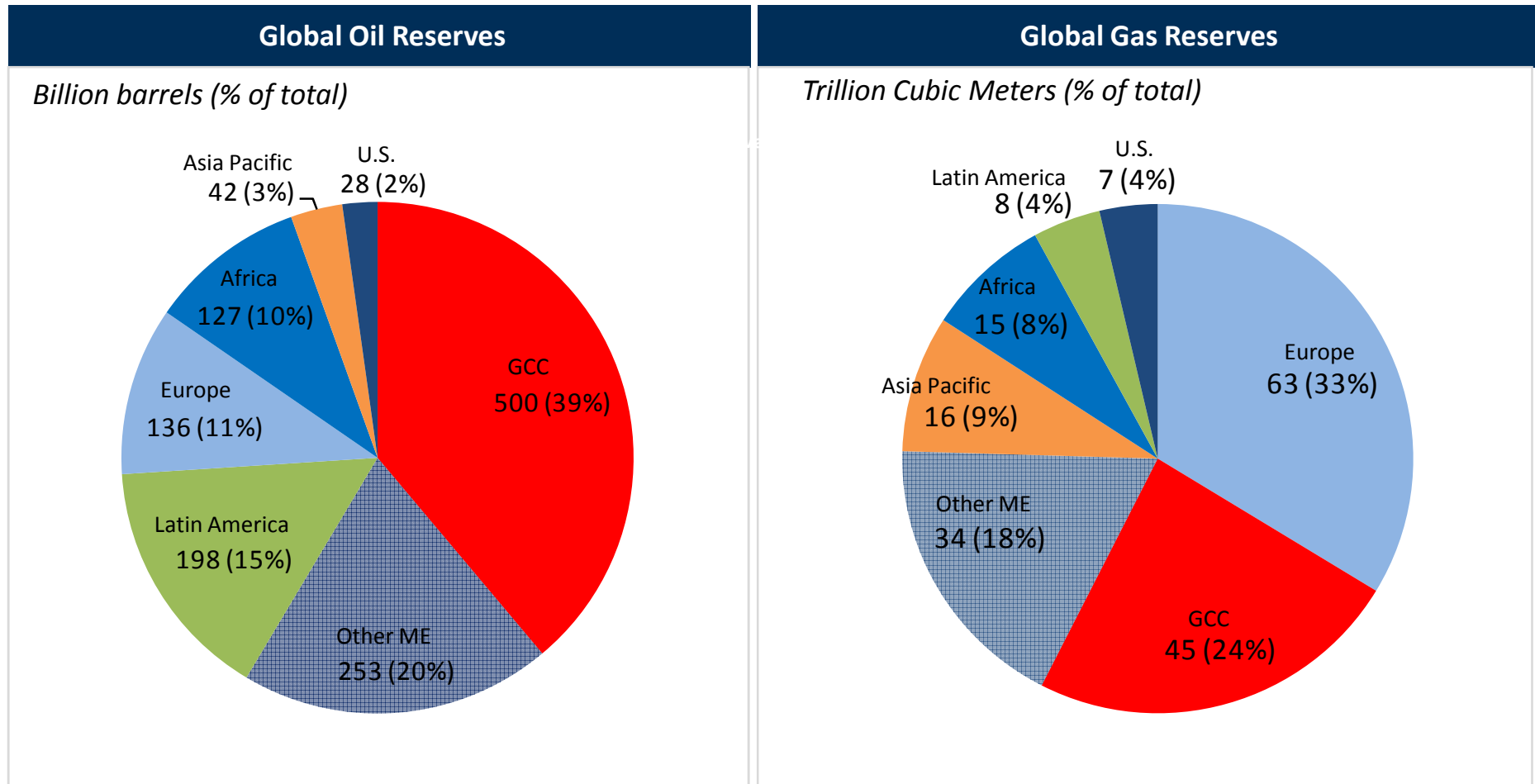
Falcon is strategically located in the Kingdom of Bahrain to cater to global energy companies with primary focus on the Upstream Petroleum Industry of the Middle East. Our mission is to function as a catalyst for accelerating the growth of clients facing ever-greater Oil & Gas challenges across the GCC. Falcon is backed by a vast network of experienced Petroleum Engineers, Operational Experts, Global Manufacturers of Upstream Petroleum Equipment and Material, as well as Financial Advisors.

Recent & Current Clients



Macro Trends: Oil & Gas Reserves

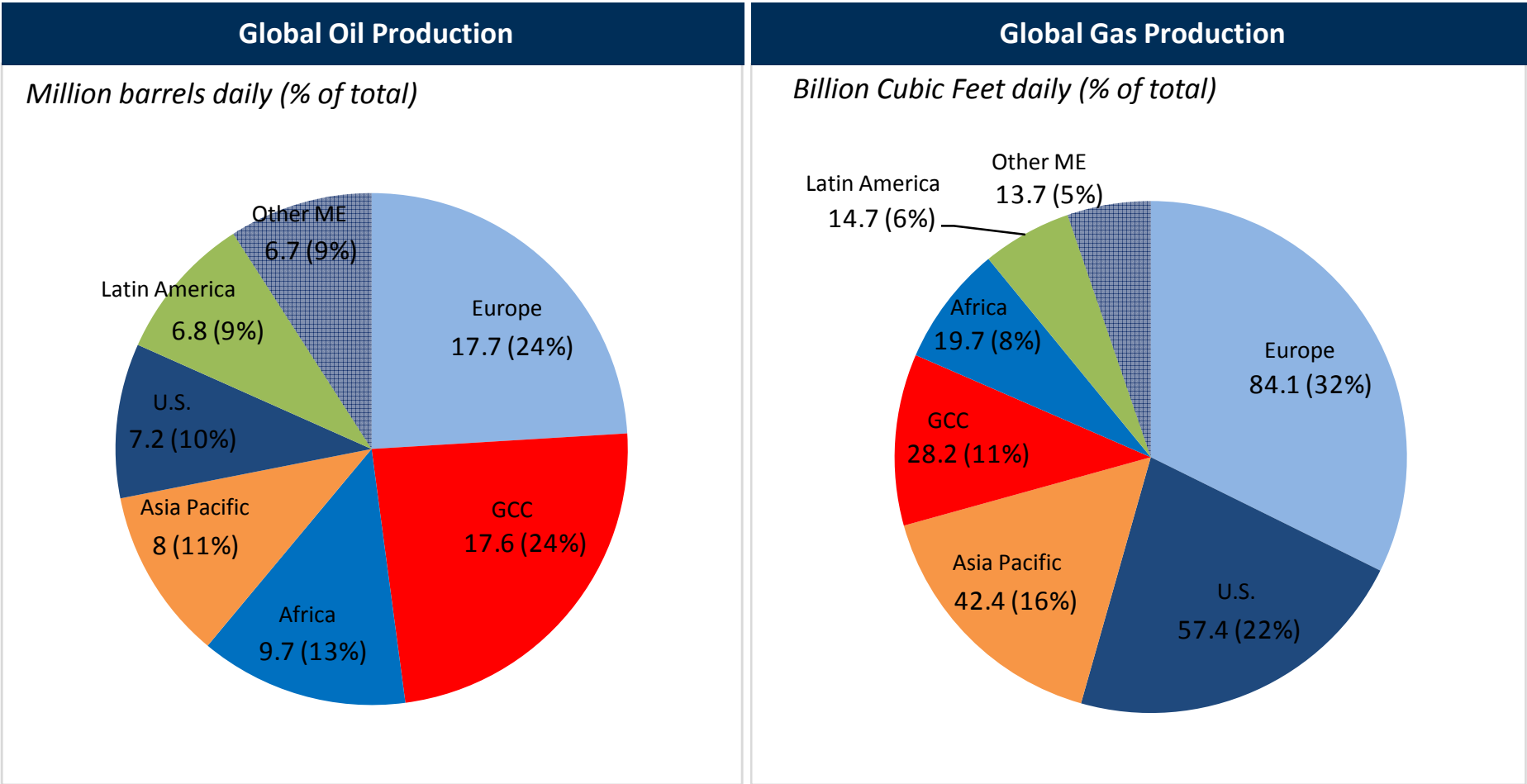
The GCC dominates Oil & Gas reserves with 500 Billion bbl (Oil) & 45 Tcm (Gas)



Source: British Petroleum 2010 Annual Statistical Review

Macro Trends: Oil & Gas Production

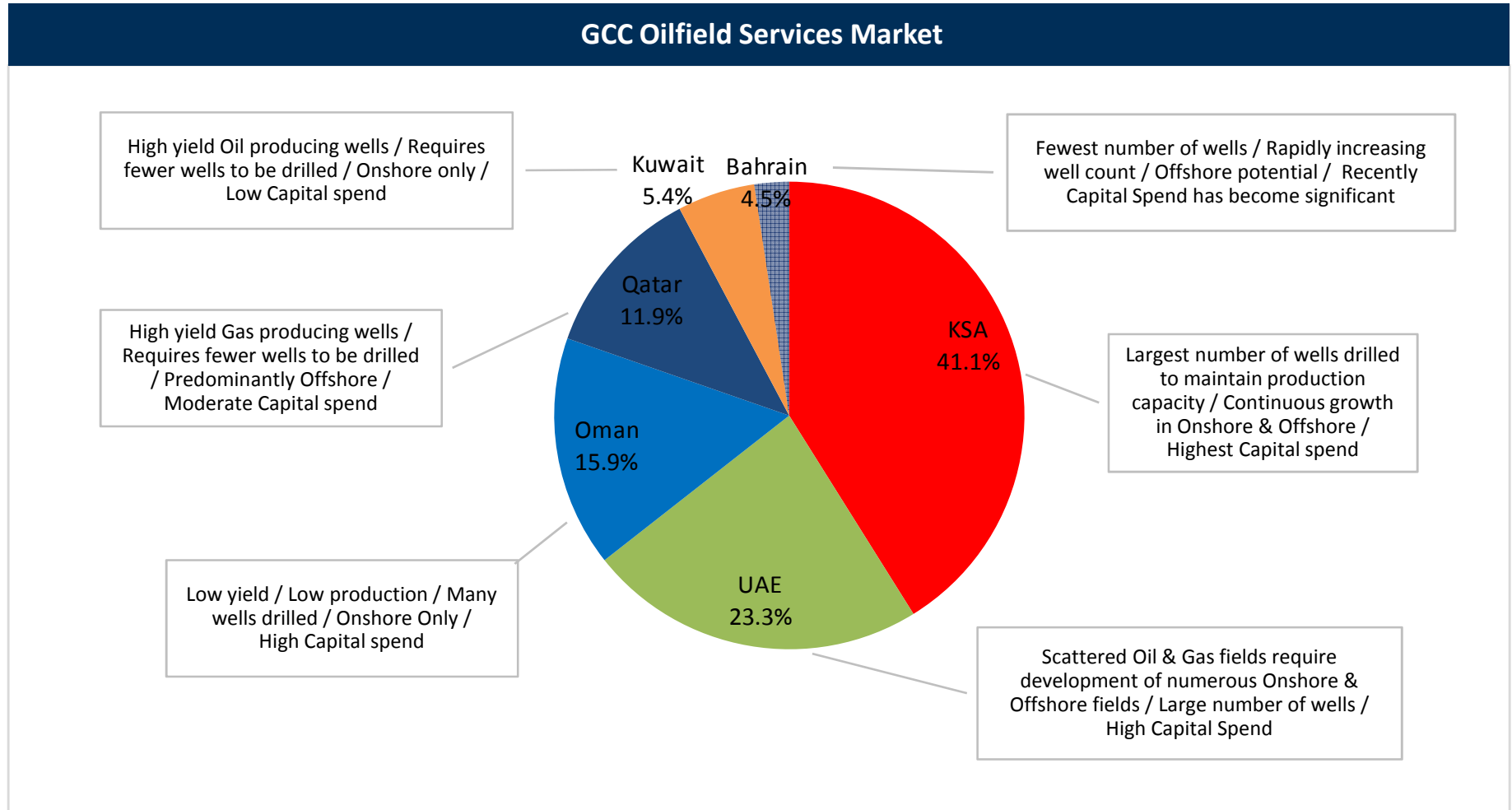
The GCC is a key Oil & Gas producing region with 17.6 Million bopd & 28.2 Bcfd



Source: British Petroleum 2010 Annual Statistical Review

Macro Dynamics: Oilfield Services Capital Spend

KSA is the largest OFS market with 41% of total GCC spend projected in 2011. Each country presents its own dynamics, opportunities and challenges



Market Landscape: Oilfield Services

Falcon has deep knowledge, database & industry network to provide:

- MENA Oilfield Service Market Trends
- MENA Oilfield Services Market Dynamics
- Country-specific Customer & Technology Trends
- Segment-specific Market Size, Growth & Margins in relevant segments



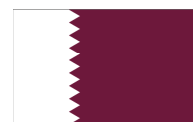
Saudi Arabia



Oman



Kuwait



Qatar



UAE



Bahrain



Iraq



Iran



Egypt



Libya



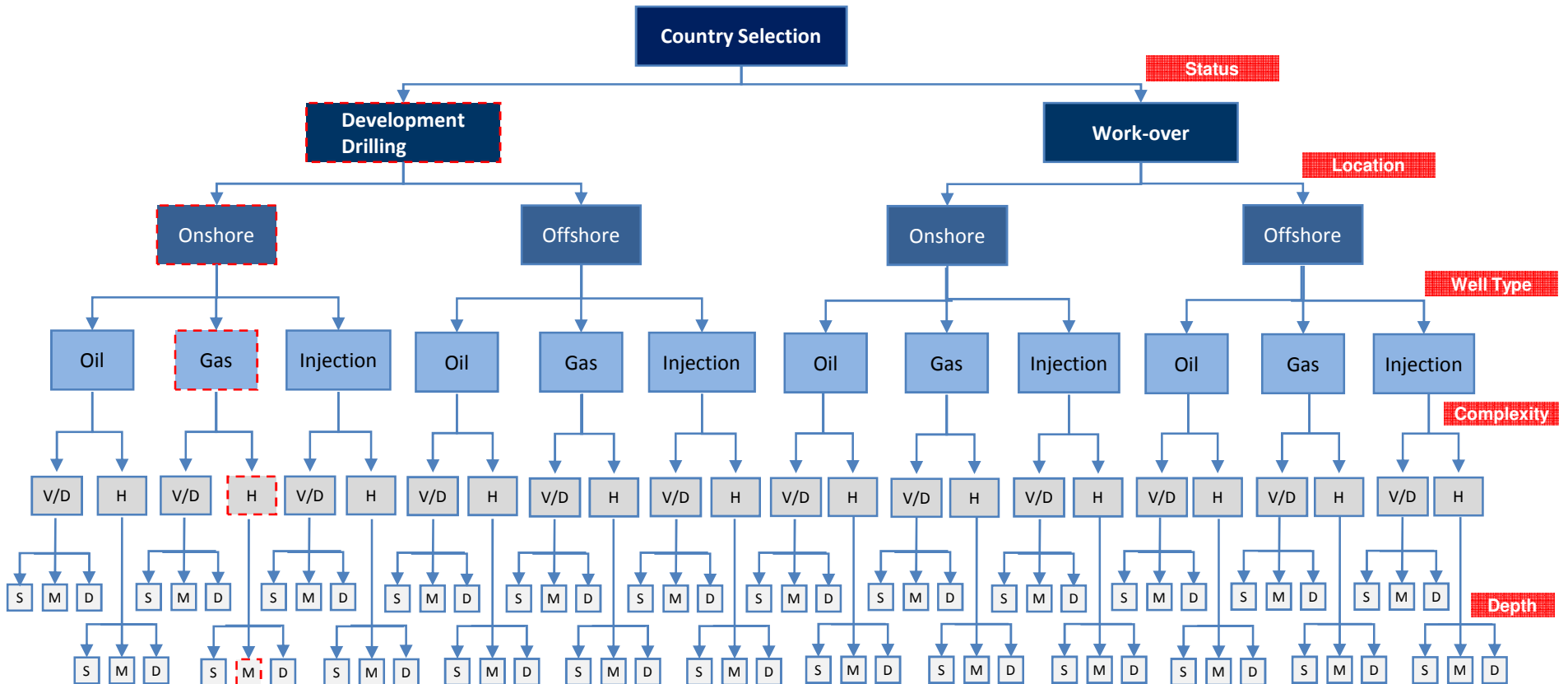
Algeria

For your requirements for market trends, market dynamics, country-specific study or segment-specific information, contact Falcon: arsalan@fpcbh.com

Capital Spend Software: Oilfield Services



Falcon's proprietary software can calculate Oilfield Services capital spend for 72 well types under multiple input scenarios across 11 MENA countries



Current Selection: Dev Drilling > Onshore > Gas > Horizontal > Medium Depth → **Output:** Capital Spend calculated for desired Oilfield Service segments (e.g. Cementing, Well Logging, Rental Tools etc – 25 segments)

K E Y	Status	Location	Well Type	Complexity	Depth
	Development Drilling= New Wells Drilled Work-over = Actively Producing Wells	Onshore = Onshore Wells Offshore = Offshore Wells	Oil = Oil Wells Gas = Gas Wells Injection = Injection Wells	V/D = Vertical & Deviated Wells H = Horizontal	S = Shallow M = Medium D = Deep



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Recent Engagements

Client Type	Title / Description	Engagement Type								Oilfield Services & Equipment		
		Market Assessment	Feasibility Study	Market Entry Strategy	Operational Requirements	Partnership Synergies	Business Plan	Implementation & Operation	Drilling and Work-over	Well Services (*)	Equipment	Technology
Global Advisory & Consulting Company	Reassessment of the OFS and Equipment Sector	•	•	•	•	•			•	•	•	•
Oman Sovereign Fund-owned Company	D/W/O & OFS MENA Market Assessment and Business Growth Strategy & Plan	•	•		•	•	•		•	•	•	•
American Drilling & OFS Company	Market Survey, Research, Technical Requirements and CAPEX Estimates	•	•	•	•	•	•		•	•	•	•
Saudi Arabian Semi-Government Oil & Gas Player	Well Services JV Partnership / Acquisition	•	•	•		•	•	•		•	•	•
Major Caspian Energy Industry Leader	Business Planning for a Well Services Startup JV	•	•	•	•	•	•			•	•	•
North American Safety Company	Market Research, Entry & Business Development	•	•	•			•	•		•	•	•
North American Oil & Gas Well Services Client	Equipment Pricing Trend for Well Services in the Middle East	•			•					•	•	

(*) Well Services:(1) –**Well Construction**: Cementing, Pressure Pumping, Drilling Fluids, Completion Fluids, Completions, Directional Drilling, Drilling Logging, Mud Logging, Perforating, Well Testing. (2) – **Well Intervention**: Coiled Tubing, Nitrogen, Production Logging, Special Tools, Tool Rental. (3) – **Production Stimulation**: Acidizing, Coiled Tubing, Hydraulic Fracturing, Nitrogen, Pressure Pumping



SAUDI ARABIA: SEMI-GOVERNMENT ENERGY PLAYER

Project Title/ Description	<ul style="list-style-type: none">• Oilfield Services Saudi Arabia Market Assessment and selection of OFS business partner
Focus Areas	<ul style="list-style-type: none">• Business Strategy, Market Size Assessment, Prioritizing target service clusters
Client Objectives	<ul style="list-style-type: none">• Gain thorough understanding of Oilfield Services in order to understand market drivers, competition and potential growth opportunities including potential JV partnerships
Key Engagement Scope & Complexities	<ul style="list-style-type: none">• Perform a detailed market assessment of 16 core OFS segments• Understand client’s capabilities and company vision to provide comprehensive assessment of market attractiveness, key competitors, considerations and strategic options, resulting in short-listing of 15 potential JV partners
Key Outcomes	<ul style="list-style-type: none">• Strategic option assessments / Market attractiveness, yielding a ranked set of market opportunity choices for JV partnerships• Thorough understanding and assessment of high-level implementation options• Negotiating JV partnerships with 4 finalists• Concluding shareholder agreement with 1 OFS player• Development of 3-year business plan for the new JV company• Continue to support high-level business development to the new JV company• Moving forward to engage additional JV partner companies for other OFS clusters

CANADA: INTERNATIONAL SAFETY COMPANY

Project Title/ Description	<ul style="list-style-type: none"> • Commercial Registration, Prequalification, Business Development, Advisory & Local Support
Focus Areas	<ul style="list-style-type: none"> • Business Strategy, Market Entry and Expansion
Client Objectives	<ul style="list-style-type: none"> • Establish profitable business in Bahrain
Key Engagement Scope & Complexities	<ul style="list-style-type: none"> • Acquire Commercial Registration as 100% foreign-owned company • Register with IOC • Prequalification with IOC • Business Development in Bahrain to perform Safety Services
Key Outcomes	<ul style="list-style-type: none"> • Winning first contract with IOC to perform Safety Services in Bahrain Oilfields • Deploying client personnel in Bahrain Oilfields

UK: MAJOR PRIVATE EQUITY FIRM

Project Title/ Description	<ul style="list-style-type: none"> • Market Outlook Study of the Oil Field Services (OFS) in the Middle East
Focus Areas	<ul style="list-style-type: none"> • Market outlook
Client Objectives	<ul style="list-style-type: none"> • Role of local OFS providers competing with international competitors • Mechanism employed by local players for business expansion & sources of CAPEX • Size and future impact in the GCC market by the local players
Key Engagement Scope & Complexities	<ul style="list-style-type: none"> • Develop projections for CAPEX and future growth in highlighted service sectors • Mapped clusters of 'high opportunity' services & 10-year growth
Key Outcomes	<ul style="list-style-type: none"> • 16 key local OFS players were identified • Growth of Oil sector was analyzed in view of 2008-09 recessionary pressures • Key Service Sector opportunities were presented



OMAN: SOVEREIGN WEALTH FUND-OWNED COMPANY

Project Title/ Description

- Drilling, Work-over and Oilfield Services MENA Market Assessment and Business Growth Strategy and Plan

Focus Areas

- Business Strategy, Market Segmentation and Sizing

Client Objectives

- Gain thorough understanding of Drilling, Work-over (D&W/O) Oilfield Services and Engineering (OFSE) in order to understand market drivers, competition and potential growth opportunities including potential acquisitions, partnerships and joint ventures

Key Engagement Scope & Complexities

- Perform a detailed market assessment of 6 core GCC geographies (Oman, UAE, Kingdom of Saudi Arabia (KSA), Kuwait, Qatar and Bahrain) and overview of other MENA geographies (Iran, Iraq, Egypt, Libya and Algeria) for D&W/O and OFSE
- Understand client's capabilities and company vision to provide comprehensive assessment of market attractiveness, key competitors, considerations and strategic options, resulting in a high-level 5-year MENA Business Growth Strategy and Plan
- A comprehensive modelled framework for scenario analysis and investor decision making

Key Outcomes

- Strategic option assessments / Market attractiveness, yielding a ranked set of market opportunity choices
- Thorough understanding and assessment of high-level implementation options



AZERBAIJAN: MAJOR ENERGY INDUSTRY LEADER

Project Title/ Description	<ul style="list-style-type: none">• Business Planning for a Well Services Startup Joint Venture with an existing Drilling Company
Focus Areas	<ul style="list-style-type: none">• Business Planning, Due Diligence
Client Objectives	<ul style="list-style-type: none">• Market survey, Assessment & Business plan development• Formulate targeted milestones and identify future opportunities for growth
Key Engagement Scope & Complexities	<ul style="list-style-type: none">• Determine Cost, availability and delivery schedule of service equipment, as well as availability of a specialist work force based on research• Assessment of the size of the captive market of the service segment desired by the client.
Key Outcomes	<ul style="list-style-type: none">• Business plan including market analysis, strategy and implementation , SWOT analysis, sales and marketing forecast, milestones, personnel plan, detailed financial plan including start-up funding, CAPEX & OPEX requirements, projected P&L, cash flow and balance sheet

USA: OIL & GAS PLAYER SEEKING PARTNERSHIP IN IRAQ

Project Title/ Description	<ul style="list-style-type: none">• Equipment Pricing Trend for Well Services in the Middle East
Focus Areas	<ul style="list-style-type: none">• Valuation
Client Objectives	<ul style="list-style-type: none">• Determine fair market value of the equipment & obtain historic pricing trend
Key Engagement Scope & Complexities	<ul style="list-style-type: none">• Determining condition of used equipment in Iraq <p>Key Complexities:</p> <ul style="list-style-type: none">• Limited availability of data & sources. Inaccessibility to field locations in black-out region
Key Outcomes	<ul style="list-style-type: none">• Equipment-specific pricing history over a 10-year period for the equipment• Acquire Equipment-specific pricing history to determine fair market value of target assets



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USA: DRILLING & WELL SERVICE COMPANY SEEKING MARKET ENTRY IN GCC

Project Title/ Description	<ul style="list-style-type: none">• Market survey and research, technical requirements and CAPEX estimates
Focus Areas	<ul style="list-style-type: none">• Market Entry Plan for four GCC countries
Client Objectives	<ul style="list-style-type: none">• Gauge market conditions across multiple service lines for market penetration• Concentrated analysis was needed to establish feasibility of implementing a service line in a particular country and engaging local resources successfully
Key Engagement Scope & Complexities	<ul style="list-style-type: none">• Market survey and research• Technical requirements• CAPEX estimates• Our team of industry specialists provided knowledge-based information along with data gathered from partners in GCC to determine the most suited Oil Field Service (OFS) markets to enter. Assessed captive market sizes in six selected service lines, studied potential barriers to entry, strengths/weaknesses of competitors and provided estimated CAPEX requirements
Key Outcomes	<ul style="list-style-type: none">• A detailed market entry plan was developed, including market analysis & potential streams of profitability – the strategy specifically targeted select services in relevant countries• A comprehensive report on market conditions, competitors’ presence, scope of operations and technical/financial requirements• The client, upon implementation of plan, has since established presence in the GCC



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UAE: OIL TOOL MANUFACTURING COMPANY

Project Title/ Description	<ul style="list-style-type: none">• Technical Audit, Performance Improvement & Business Strategy Articulation and Design
Focus Areas	<ul style="list-style-type: none">• Business Strategy, Objectives, Vision and Business Architecture Design
Client Objectives	<ul style="list-style-type: none">• Operational Business Performance Improvement
Key Engagement Scope & Complexities	<ul style="list-style-type: none">• Complex Oil & Gas Enterprise Business Transformation Solution Architecture & Design and Planning• Technical Due Diligence
Key Outcomes	<ul style="list-style-type: none">• Successful alignment, integration and efficiency achieved for Oil tool market expansion

SAUDI ARABIA: INDUSTRIAL CONGLOMERATE

Project Title/ Description	<ul style="list-style-type: none">• Development of a Saudi Well Service Company
Focus Areas	<ul style="list-style-type: none">• Design, Development and Planning of a specialized OFS provider in Cementing, Pressure Pumping, Coiled Tubing, Nitrogen and Hydraulic Fracturing
Client Objectives	<ul style="list-style-type: none">• Explore High-Potential Service Clusters• Operational Streamlining for lower costs and attaining Technological Independence
Key Engagement Scope & Complexities	<ul style="list-style-type: none">• Comprehensive assessment of current Industry Practices, Capabilities, and Technologies, as well as analysis of High-Revenue sectors• Effective Design and Development of Business Plan and Strategy Implementation Guidance
Key Outcomes	<ul style="list-style-type: none">• Successful Penetration into High-Yield Markets



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Summary Profile

-Falcon is a versatile Petroleum Consulting company focused on the Upstream Petroleum Industry with core expertise in Drilling & Work-over and Oilfield Services.

-Falcon serves to function as a catalyst for accelerating growth of clients facing complex challenges in the Oil & Gas industry.

-Service span encompasses: Strategy and Business Plan, Market Entry and Business Development, Market Research and Assessment, Technical Audits, Performance Improvement and Business Advisory

-Strategically located in the Kingdom of Bahrain with a strong client base in the GCC, Falcon also serves as a beacon to International companies seeking entry into the Middle East Region

