



Shell Singapore | Media Release 2014

1. Circular: Shell Sembawang Retail Station to re-open in January 2014	3
2. Design of cities key to alleviate future global resource tensions	4
3. Celebrity DJs Get Coached On Being Fuel-Efficient Drivers.....	8
4. Shell surveys show Asia concerned about future energy needs.....	11
5. Shell marks United Nations World Water Day	14
6. Shell extends its global refuelling network into Seletar Airport in Singapore	17
7. NUS Student Team Makes It To Final Five In “Shell Ideas360”, A Global Competition To Be Held In Amsterdam.....	20
8. Primary School Children Translate the Interesting Science of Crystals into Drama.....	23
9. Shell’s Study Of Over 500 Cities Lists 6 Archetypes Of Energy Use	26
10. Annual Shell Traffic Games To Demonstrate Dangers of Distracted Road Usage	29
11. Shell zooms in for a brilliant finish with Scuderia Ferrari and LEGO® group alongside Kimi Räikkönen	32
12. Shell supplies Scuderia Ferrari with motor oil made from natural gas	35
13. Shell Singapore appoints a new Chairperson	39
14. Technology, innovation and partnership are “critical for a cleaner energy future”	41

1. Circular: Shell Sembawang Retail Station to re-open in January 2014

Jan 02, 2014

Shell Sembawang Retail Station to re-open in January 2014

Dear Resident,

SHELL SEMBAWANG RETAIL STATION TO RE-OPEN IN JANUARY 2014

We would like to update you on the completion of remedial works at Shell Sembawang retail station.

Since the incident occurred in May 2013, we have engaged an independent third party to assist with the vapour monitoring and to conduct an environmental site assessment at the station as well as the surrounding area.

Results from their environmental site assessment and from regular monitoring of fuel vapours along the public drains show that the surrounding area continues to remain safe and there is no health risk arising from the incident posed to the neighbouring community.

We have also received approvals from the relevant authorities for the re-opening of the station. The targeted date for the station's re-opening is **2 January 2014, Thursday**.

Thank you once again for your continued support. We look forward to welcoming you back and to serving you at the station!

Kind regards,

Louis Tan

General Manager

Retail Sales and Operations (Singapore)

Shell Eastern Petroleum (Pte) Ltd

UEN: 196000089G

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2. Design of cities key to alleviate future global resource tensions

Jan 14, 2014

Shell and Singapore's Centre for Liveable Cities' joint research includes Singapore's journey to become a densely populated and liveable city.

The world is urbanising fast. By 2050, the number of people living in cities is likely to increase to more than 6 billion, or almost three-quarters of the world's population. This rate is almost the equivalent of adding a new city the size of Singapore every month. Such rapid growth presents economic opportunities. At the same time, it will also place enormous strain on the systems and resources that are essential for our shared wellbeing and prosperity.

"Urbanisation is one of the great social phenomena of our age," said Jeremy Bentham, Shell's Vice President, Global Business Environment. "How cities around the world develop in coming decades will determine how efficiently we use vital resources – particularly energy, food and water – and directly impact the quality of life for billions of future urban citizens."

In its latest publication launched today, Shell's Scenarios team explores the energy implications of urbanisation. The report looks at different types of cities, how they may evolve and the conditions which shape how well they adapt and reform to external change. A chapter on Singapore, co-authored with Singapore's Centre for Liveable Cities (CLC), shows Singapore's journey to become a densely populated and liveable city through good governance and urban planning. It also explores what factors enable cities to have room to manoeuvre, instead of being caught in a trapped transition.

"While every city is different, some guiding principles of ideal development exist, such as increasing compactness and more efficient integration of transport, power and heating systems," said Bentham. "For example, our research shows that compact city design can typically reduce average car use nationally by as much as 2,000 kilometres per person annually compared to countries with low density development common in many parts of the world today."

The publication, *New Lenses on Future Cities*, is the first in a series of supplements to the *New Lens Scenarios* published by Shell in March 2013. Both Shell and CLC recognise that while there are challenges of urbanisation, opportunities are also plentiful in cities that want to become more liveable, sustainable and competitive. In 2012, Shell and CLC signed a three-year memorandum of understanding to collaborate on research, publications and events on urban management and solutions. This publication is the culmination of the joint research collaboration, during which CLC shared its knowledge, particularly about Singapore's development experience.

CLC shared insights from Singapore's journey of recent decades in urban planning, transport and housing in the chapter on Singapore. For example, the Housing and Development Board (HDB) was set up in 1960 with a strong mandate to aggressively tackle the problems of housing that resulted in slum and squatter areas. Red tape was slashed and government made funding available. Strong land acquisition laws and powers of resettlement assisted the task. HDB also promoted home ownership and the integration of different ethnic and income groups. Today, some 82% of Singapore's citizens and permanent residents live in public housing which is well-integrated with nearby jobs, schools, public transport, parks and other amenities.

Acting Director of CLC, Mr Julian Goh, said, "Singapore's experience in urban development has shown that dynamic urban governance and integrated master planning and development are important for cities to develop room to manoeuvre."

The publication, *New Lenses on Future Cities*, also describes the opportunities for different types of cities to develop resource-efficiency. New cities, or city districts, still to be built can be engineered from the outset to a compact integrated ideal. For older cities where design is already hard-wired, existing infrastructure may make ideal development impractical and excessively costly. Well targeted and affordable retrofitting will help. Rather than continuing to spread the city boundary as the population grows, planning authorities could use planning regulations and incentives to encourage and prioritise infilling of existing infrastructure and districts, so that they become progressively more densely populated, to absorb future growth.

The other challenge to ideal development is that residents simply may resist it. Indeed, the cities often thought of as most attractive are prosperous with relatively low population density, reflecting the desirability of “having it all”: proximity to other people and city amenities, while retaining plenty of personal private space, such as detached houses with gardens. But increasing density does not necessarily decrease liveability. Singapore, London, Tokyo are examples of higher density cities with high liveability scores. As global resource stresses increase, social preferences and expectations may change and it is possible that resource efficiency (and hence city compactness) will begin to feature more significantly as a component of city attractiveness and liveability.

Related Links:

- [Learn more about Shell Scenarios](#)
- [Visit Centre for Liveable Cities website](#)

NOTES TO EDITORS:

New Lenses on Future Cities is available via www.shell.com.sg/cities

About Shell Scenarios

Shell Scenarios ask “what if?” questions to explore alternative views of the future and create plausible stories around them. They consider long-term trends in economics, energy supply and demand, geopolitical shifts and social change, as well as the motivating factors that drive change. In doing so, they help build visions of the future. Shell’s latest New Lens Scenarios were published in 2013.

Learn more about Shell Scenarios

About Centre for Liveable Cities

Set up in 2008 by Singapore’s Ministry of National Development and Ministry of the Environment and Water Resources, the Centre for Liveable Cities (CLC) has as its mission “to distil, create and share knowledge on liveable and sustainable cities”. CLC’s work spans three main areas – Research, Capability Development and Promotion. Through these activities, CLC hopes to provide urban leaders and practitioners with the knowledge and support needed to make our cities better.

Visit Centre for Liveable Cities website

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3. Celebrity DJs Get Coached On Being Fuel-Efficient Drivers

Jan 20, 2014

The Shell FuelSave Celebrity Driving Challenge witnessed Glenn Ong and Jean Danker battle it out in order to achieve the highest fuel efficiency, with tips from local young engineering students and a winning couple from the Shell FuelSave Challenge in 2013.

Celebrity DJs Glenn Ong and Jean Danker were pitted against each other in a head-to-head competition this Saturday, 18 January, to obtain the highest fuel efficiency score. They were participating in Singapore's first-ever Shell FuelSave Celebrity Driving Challenge.

This Driving Challenge is part of an educational journey on fuel-saving, which demonstrates how motorists can reduce costs by using the right fuel and making simple changes to driving habits. In journeying with Shell, Glenn and Jean learned to apply fuel efficiency to present day driving environments and future mobility scenarios. This learning should help them win in the final challenge at the Shell Eco-marathon Asia ("SEM") which takes place in the Philippines this year.

Guiding Glenn and Jean as they manoeuvred the roads of Singapore and undertook pit-stop challenges were Ferdinand Lai and Annette Phay, one of the winning couples of the Shell FuelSave Challenge held in August 2013. Together, they averaged a high fuel efficiency score of 20.5 km/l in the challenge. SEM student teams from NTU and ITE College West were also present to share valuable tips with the couple as they geared up for the final leg before Manila.

Jean Danker emerged as the winner with a fuel efficiency score of 17.2 km/l and will be representing Singapore for the celebrity drive at SEM in Manila on 7 February 2014. She will join three other famous faces from Malaysia, Thailand, and the Philippines. The celebrities will then compete in a challenge that will see them put Shell FuelSave fuels and their new-found fuel efficiency skills to the test to see who can go the furthest in an ultra-energy efficient vehicle designed by students.

Mr Louis Tan, General Manager, Retail Sales and Operations, Shell Singapore, says: "We're delighted to have Jean representing Singapore. Shell is committed to finding innovative solutions to meet the energy challenge and supporting the next generation of car designers and engineers through initiatives such as Shell Eco-marathon. By applying the Shell FuelSave tips in combination with using Shell FuelSave fuels, drivers today can also play their part in becoming more fuel efficient and consume less energy."

Speaking about her victory, Jean Danker said: "This two-hour driving challenge was a really great experience. I completed it without using air-conditioning the whole way, and I definitely learned a lot of tips. What I took away from today's challenge for my regular driving was that there are so many ways to be fuel-efficient. I'm really excited to be taking this challenge to the next level in Manila, and I hope I can show Singaporean drivers it's easy to become more fuel efficient by choosing the right fuel and making a few small changes to the way they drive."

Shell Eco-marathon is an annual competition challenging student teams from around the world to compete in ultra-energy efficient vehicles they have designed and built. From 6-9 February 2014, 150 teams from 16 countries including four teams from Singapore will participate in the Asian leg, which is set to take place on the streets of Manila, the Philippines, for the first time. Driving their futuristic vehicles, teams will be competing to travel the furthest using the least amount of energy. In her driving challenge, Jean will demonstrate how using the right fuel and driving more efficiently can help to manage motoring costs and improve the fuel economy of road cars today.

To find out more about Shell Eco-marathon and discover simple tips to help manage motoring costs, please visit <https://www.shell.com/global/environment-society/ecomarathon/events/asia.html>.

More Information:

- [Visit Shell Eco-marathon Asia website](#)
- [About Shell FuelSave fuels](#)

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About Shell

Shell aims to be the best fuels retailer in the world. Today, Shell has approximately 44,000 retail stations in more than 80 countries. Over 100 years of experience developing fuel technology and services make it one of the leading providers of innovative fuels. Shell FuelSave 98 and 95 are the latest addition to this rich heritage which began in the 1920s with the launch of Dynamine, a fuel that offered some of the most advanced engine efficiency of its time.

About Shell FuelSave fuels

Shell FuelSave fuels are available at Shell petrol stations and are designed to save you fuel at no extra cost. For over 100 years, Shell scientists have been using their passion and expertise to create some of the most advanced fuels in the world. Shell FuelSave fuels are Shell's most advanced fuel economy Regular fuels and contain an instantaneous fuel economy formula that is designed to improve fuel engine efficiency from the very first tank.

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4. Shell surveys show Asia concerned about future energy needs

Feb 02, 2014

Shell surveys show Asia concerned about future energy needs amid constraints; gas among most-preferred source. Addressing energy-water-food challenges, Shell gathers Asia's leading minds in a Powering Progress Together dialogue.

Thailand, the Philippines and India top a list of nine Asian countries that say they are very concerned about future energy needs, amid increasing pressure for more energy, water and food to keep up with increased population growth. The results emerged from a series of Shell-commissioned Future Energy surveys in which 80 percent of the respondents ranked longer-term future energy needs alongside everyday concerns like public education and cost of living as important. The surveys covered 8,446 people in 31 cities and 9 regional areas.

These concerns have arisen amid growing energy pressures globally. By 2030, the world will need 40% to 50% more energy, water and food in tandem with rising demand and increased populations. Tremendous stress will be placed on these vital resources as energy is used to move and treat water; water is required to produce energy and both energy and water are required in the production of food.

"It is encouraging to know that Asians view future energy needs as high priority, as this region will see one of the fastest growths in population and energy demand," said Jeremy Bentham, Shell's Vice President for Global Business Environment. "More than ever before, the industry, government and public all have a joint responsibility to create a better energy future, and must come together to collaborate and coordinate our efforts to meet these challenges for generations to come."

Most survey respondents expect energy shortages and higher energy prices to have a significant impact on their countries. Issues seen as most pertinent are energy shortages in Thailand (91%) and South Korea (70%), higher energy prices in India (91%) and Singapore (79%), water shortages in Vietnam (89%) and food shortages in Indonesia (86%).

The surveys indicate that Asia is in favour of a mix of future energy sources, with solar energy and natural gas leading the way in many countries. Solar energy is the most desired future energy source across most countries, which include Singapore (86%), Thailand (83%) and India (77%). Natural gas is cited as the most preferred future energy source in Brunei (87%) and is second most preferred in Singapore (52%), Indonesia (43%) and India (43%).

Survey respondents agree that collaboration between industry, government, and the public, as well as innovation and incentives for cleaner energy, are the most important factors in shaping future energy needs. The role of government is considered particularly important in most countries while the public is cited as most important for Thailand.

Asia's future energy challenges and the survey findings will be discussed in depth on Thursday, 6 February 2014 at the Shell Powering Progress Together forum, a gathering of thought leaders from business, government, academia and civil society. Some 300 participants will join the event to address the world's growing water, food and energy challenges. It is held in conjunction with Shell Eco-marathon Asia 2014 in Manila, Philippines.

Key panelists include Hon. Carlos Jericho Petilla, Secretary, Philippine Department of Energy, Manila, Vinod Thomas, Director General of Independent Evaluation from the Asian Development Bank, Jose Ma. Lorenzo Tan, President and Chief Executive Officer of World Wildlife Fund Philippines and Brahma Chellaney, Professor of Strategic Studies, India Centre for Policy Research.

NOTES TO EDITORS

About the Survey

Shell commissioned Ipsos to produce the “Future Energy Survey” in nine Asian countries – Brunei, Korea, India, Indonesia, Pakistan, Philippines, Singapore, Thailand and Vietnam – to assess Asian respondents’ views on the future of energy. 8,446 participants took part in the survey from January to December 2013.

About Powering Progress Together

The POWERING PROGRESS TOGETHER conference will explore the nexus, the forces behind it and the inspiring collaborations that are making a difference. It will unite international speakers on interactive panel discussions with representatives from business, NGOs, local governments and tomorrow’s leaders.

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5. Shell marks United Nations World Water Day

Mar 21, 2014

As the world commemorates UN World Water Day this year and its theme of the “water-energy nexus”, Shell is helping to raise awareness of the linkages between the world’s water and energy systems and the need for integrated solutions.

This includes public dialogue events throughout the year, profile on Shell.com and in social media, and an upcoming web chat on the role of gas in Asia to take a closer look at future energy challenges impacting the region.

For the past few years, Shell has been active in finding ways to address the water-energy nexus in its operations, scenarios* work, and by hosting public dialogue events. This is because the world’s water and energy systems are tightly linked. Most forms of energy production need water, and energy is needed to transport and treat water. The world’s growing population and increased prosperity will put pressure on global demand for energy, as well as on food and water supplies in the coming decades. This relationship between energy, water and food is appearing on the agendas of governments, NGOs and businesses, including Shell.

“Shell recognises the growing resource stresses between energy, water and food, particularly in cities where as much as 75% of the world’s population is expected to live by 2050,” said Jeremy Bentham, Shell’s Vice President for Global Business Environment. “To understand and respond to these challenges, Shell has been bringing experts together from government, non-governmental organisations and other businesses to explore new forms of partnership and collaboration.”

Last month, Shell hosted its signature Powering Progress Together forum in Manila, Philippines to discuss future challenges around water, energy and food stresses, and promote the need for building resilience in companies and in society at large. Philippines was the first country in Asia to host the global platform, welcoming around 350 thought leaders from business, government and civil society. Powering Progress Together events will also be held in Europe, South America and the Middle East during 2014.

In its operations, Shell is working to better manage its water use globally. For example, at major facilities in water-scarce areas, Shell is developing water management plans that include how our operations will minimise water use and even increase water supplies by recycling. Off the coast of Singapore, for instance, Shell’s largest wholly-owned refinery at Bukom island distils seawater to make over 10,000 cubic metres of water every day to produce steam used in refining, conserving fresh water resources for households usage.

Shell facilities use innovative approaches and advanced technologies to manage water, developed with help from a global centre of expertise for water at the Shell Technology Centre in Bangalore, India. In Huizhou, China’s Guangdong province, an atypical process used at a Shell-CNOOC petrochemicals joint venture complex, saves at least 5.5 million tonnes of water every year, enough to fill up a small-sized reservoir.

Customised water recycling systems to reduce the amount of water we use from local sources are one example of the innovative approaches Shell is developing and implementing at several of its operations around the world, including the Netherlands, Canada and South Africa.

Beyond its operations, Shell works closely with local water authorities to develop solutions that benefit both Shell and local communities. In a remote Punjab town, eight hours away from the border metropolis of Lahore, Pakistan, a recent survey of ground and municipal water supplies showed high levels of bacteria content were rendering fresh water supplies not potable for the local community. In response, Shell installed a water filtration plant to purify ground water to benefit over 5,000 community members.

Realising that water-energy nexus issues are intrinsically linked with energy challenges, and to continue extending our focus on both, Shell is organising a web chat led by Roger Bounds, the Vice President of Shell’s global LNG business and a team of Shell experts on the role of natural

gas in Asia on April 17, 2014. To register for this web chat and other Shell dialogues on the future of energy.

Related Links:

- [Visit Shell.com Global website](#)
- [More information about Shell Scenarios](#)

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Notes to Editors

About Royal Dutch Shell

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6. Shell extends its global refuelling network into Seletar Airport in Singapore

May 05, 2014

Shell Aviation (Shell) today celebrated the official launch of its refuelling operations and fuel storage management at Seletar Airport, located in the north-eastern part of Singapore.

With this appointment, Shell offers an end-to-end integrated refuelling service to Seletar Airport. Shell now provides fuel at both of Singapore's civilian airports: Seletar Airport and the Singapore Changi International Airport, the world's fifth busiest international airport.

Seletar Airport, which is managed by Changi Airport Group (Singapore) Pte Ltd, is Singapore's secondary civilian airport. It supports international aircraft charters, private flights, medical evacuation, flying schools, business jet operations, maintenance works, repairs and overhauls. Seletar Airport is also a key infrastructure supporting the growth and development of Seletar Aerospace Park, an integrated industrial space for aviation activities.

Shell's operations at Seletar Airport commenced in April 2014. Aside from refuelling services, Shell brings to Seletar Airport its extensive experience in working with big and small airports to improve overall airport safety and refuelling operating standards.

Mr. Xinsheng Zhang, Vice-President of Shell Aviation said, "This latest business expansion demonstrates Singapore's importance as a regional centre for Shell Aviation's Asia operations and underscores Shell's position as one of the leading global aviation fuels and lubricants suppliers. Shell is proud to play a part in serving Singapore's growing traffic of commercial airlines and business jets."

Speaking at the launch ceremony today, Mr. Lee Tzu Yang, Chairman, Shell Companies in Singapore, said, "Given Singapore's strategic position, Seletar Airport is poised to play a pivotal role in the development of the regional business aviation sector. Shell is excited to be part of this growth journey. We look forward to strengthening our ties with Changi Airport Group and to work closely with them towards their aspirations to make Seletar Airport the premier business aviation hub in the region."

Commenting on the expanded relationship with Shell, Mr. See Seng Wan, General Manager of Seletar Airport said, "We are pleased to welcome Shell as a key partner at Seletar Airport, to provide essential fuel storage management and into-plane refuelling services to our airport users. Shell is one of the industry leaders in aviation fuel supply chain management, with extensive experience in operating fuel facilities in numerous airports worldwide. We are confident that Shell will be able to bring global best practices to Seletar Airport, and benefit our airport users through high assurance in product quality, excellence in service delivery, and continuous improvement through innovations. We look forward to a strong partnership with Shell, to jointly take Seletar Airport to greater heights."

The event was graced by Associate Professor Muhammad Faishal Ibrahim, Parliamentary Secretary, Ministry of Health & Ministry of Transport.

More Information:

- [Visit Shell global website](#)
- [About Shell Aviation](#)

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Notes to Editors

About Shell Aviation

Shell Aviation is a leading global supplier of aviation fuels and lubricants with a heritage of over 100 years. We produce aviation fuels and lubricants across a range of grades; market, sell and distribute them - as well as offer further related services to customers. We supply fuel at around 800 airports in approximately 40 countries. We refuel a plane every 12 seconds.

Our customers are airports and airlines, big and small, plus private customers such as corporate jet operators and flying clubs. We have one of the world's most extensive fuelling networks and have a strong supply chain. Used worldwide, our AeroShell aviation lubricants range is one of the world's most comprehensive with proven performance.

We have a portfolio of world-class brands and products and continue to invest in technical innovation. We have strong working relationships with OEMs, put the customer at the heart of what we do and respond to industry opportunities and challenges.

About Seletar Airport

Seletar Airport (IATA: XSP, ICAO: WSSL), Singapore's secondary civilian airport, is a 24-hour international airport which caters to diverse users including international aircraft charters, private flights, medical evacuation, maintenance, repair and overhauls, as well as freighter operations. Spanning 160 hectares, the airport is not slots-managed and is capable of supporting business jet operations to the class of Bombardier Global Express XRS or Gulfstream G550. Some 30 global aerospace companies have maintenance, repair and overhaul operations at Seletar Airport.

Royal Dutch Shell plc

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7. NUS Student Team Makes It To Final Five In “Shell Ideas360”, A Global Competition To Be Held In Amsterdam

May 12, 2014

Three students from the National University Singapore (NUS) have done Singapore proud. Out of a total of 668 team submissions from all around the world, the NUS team has made it as one of five finalists in the global student competition, Shell Ideas360. The final face-off of the competition will take place in Amsterdam in The Netherlands on 14 May.

Shell Ideas360 is a global competition which kicked off in September 2013. It challenges university students to conceive, share and collaboratively develop innovative ideas to help tackle Energy, Water and Food challenges around the world.

The NUS student team is represented by Samuel Chong (22 years old), Shuyuan Ho (24 years old) and Varun Soni (23 years old) and they are all from the Department of Engineering Science with a specialisation in Energy Systems. They submitted the idea “Peak Load Shaving via Gamification”, which developed a system that monitors power consumption patterns, provide feedback and incentivize consumption during non-peak hours by gamification in order to reduce electricity peak loads in mornings and evenings.

“Shell Ideas360 is a unique opportunity for us to apply the skills and knowledge we have, and the competition's focus on energy, food and water for sustainable development is an area that we are interested in.” The students also shared, “We’re delighted to receive the affirmation for our idea after months of hard work! We hope to do our best and to do Singapore proud in the finals!”

The NUS student team have left for The Netherlands on 10 May for the finals. They will pitch their idea together with the other four finalists from Australia, Canada, India, and The Netherlands to a panel of international judges in Amsterdam on 14 May. The winner will be announced on 15 May 2014 at Shell’s “Powering Progress Together” Forum held in conjunction with the Shell Eco-marathon 2014 in Rotterdam.

Lee Tzu Yang, Chairman of Shell Companies in Singapore commented, “These students have shown much ingenuity in coming up with innovative solutions to deal with the world’s energy future. We are very proud of what they have achieved in this global competition and we wish them all the best!”

Discover More:

- [Visit Shell Global website](#)

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Notes to Editors

About Shell Ideas360

Shell Ideas360 is a new, global competition, encouraging university students to conceive, share and collaboratively develop game-changing ideas to help tackle Energy, Water and Food challenges.

Shell Ideas360 provides university students with an exciting opportunity to develop their ideas into a 'potentially investment-worthy' business case with the support of mentors and subject matter experts. University students will be able to demonstrate their potential, develop their skills and collaborate globally with like-minded innovators, gaining insights into the current and future challenges in the fields of Energy, Water and Food and how they are related.

How the competition works

Shell Ideas360 involves three key stages. In stage 1, participants share and submit their initial idea. The ideas will be evaluated by a team of experts and up to 100 ideas will be selected to go to stage 2. Participants will then further develop their ideas with the help of Shell Mentors and Subject Matter Experts. In stage 3 five teams or individuals will be invited to Shell Eco-Marathon Europe in Rotterdam, the Netherlands, to pitch their ideas to a Panel of Judges. Here the finalists will meet thought leaders, other innovators and representatives from business, NGOs and government from around Europe with whom they can exchange ideas and set-up new partnerships.

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8. Primary School Children Translate the Interesting Science of Crystals into Drama

May 25, 2014

The 37th Shell Singapore Youth Science Festival (SSYSF) STAGE! Drama Competition returned on a high note yesterday as Punggol Primary School emerged champion from among the eight finalist teams. They won the hearts of judges with their dramatic interpretation of Crystals, a theme aligned with 2014 being the UN International Year of Crystallography.

This win has also given Punggol Primary School the privilege of performing at the Singapore Science Festival 2014, which will be held from 18 July to 3 August 2014.

SSYSF Stage! Is a drama competition which encourages primary school students to explore new concepts and translate their learning of science into creative productions on stage. This year's theme, "Crystals – More Than Meets The Eye", challenged students to produce a skit on the science behind crystals.

A/Prof Lim Tit Meng, Chief Executive of Science Centre Singapore, said, "The subject of crystals provides a very good platform for students to share the wonders of science and how it underpins most technological developments in our modern society. We see it in solar cells and semiconductors. Crystals also allows us to open up our children's eyes and minds to the beauty that can be found in science".

Competition was intense this year as more than 320 students from various primary schools showcased their creativity and scientific knowledge to compete for the finalist spots. Some topics they explored included crystals in nature, crystals/mineral formation, crystal patterns, beauty of crystals and why they are valued, and crystals and modern technology.

Winning team Punggol Primary School compared the formation of diamonds versus that of snowflakes and how every crystal is unique. Another finalist team from Kuo Chuan Presbyterian Primary School expounded on atomic theory in their skit, explaining how atoms form the building blocks of all things on Earth through exploring crystal formations. Yet another finalist team, Rivervale Primary School, shared a story about a boy who learnt the importance of crystals in health sciences and modern technology.

"The world is in need of more inventors and scientists to solve many of the global challenges today. Shell is pleased to work with the SSYSF's organisers to give students this unique platform to express their understanding of science through the creative medium of drama. Through this experience, we hope to inspire more students to continue their scientific journeys and to pursue a deep and life-long interest in science," said Mavis Kuek, General Manager, Communications and Government Relations, Shell Companies in Singapore.

SSYSF is a national annual event jointly organised by the Science Centre Singapore, the Science Teachers Association of Singapore and Shell Companies in Singapore. Introduced in 1978 and stepping into its 37th year, SSYSF seeks to foster an interest in our youths for science and technology and provides a platform for students and teachers to engage in projects and discussions beyond their curriculum.

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About Shell Singapore Youth Science Festival

Shell Singapore Youth Science Festival is a national annual event jointly organised by the Science Centre Singapore, the Science Teachers' Association of Singapore and the Shell Companies in Singapore. This is the 37th year that the event has been organised. Introduced in 1978, SSYSF aims to give youths a deeper insight into science and technology and to provide opportunities for them to exchange views and experiences in science education. Since 2007, SSYSF Stage! has been organised for primary level students.

About Science Centre Singapore

Science Centre Singapore is a non-formal educational institution and a leading regional Science Centre. A custodian of creativity and innovation, the Centre has captured the evolution of scientific developments through unique and relevant exhibitions and shows.

The Centre houses 14 exhibition galleries with more than 1,000 exhibits, another 30,000 sq. metres of outdoor exhibition space showcasing the Waterworks exhibition, Ecogarden and Kinetic Garden as well as the Omni-Theatre — Singapore's only dome-shaped, 5-storey high IMAX theatre.

The Centre and its partners have played a pivotal role in transforming the way students and the public interact with and learn about science & technology. Together with the Omni-Theatre and Snow City, it has engaged and enriched more than 29.5 million students and visitors since 1977.

This year, the Centre launched an 'I Love Science Centre' campaign to share our love for science with everyone and demonstrate the many things to love about the Science Centre. The Science Centre, Omni-Theatre and Snow City received 1.26 million visitors for FY2012/2013.

- [Read more about Shell Singapore Youth Science Festival](#)
- [Visit the Science Centre Singapore website](#)

ANNEXE A – SSYSF Stage! Winners

1st prize (\$600)

Punggol Primary School: A crystal by any other name

2nd prize (\$400)

Kuo Chuan Presbyterian Primary School: Atomos!

3rd prize (\$200)

St Gabriel's Primary School: A case of crystals

5 Merit awards (\$100)

Ai Tong School: Superzero

River Valley Primary School: AR-vengers

Rivervale Primary School: Crystallography and us

Teck Whye Primary School: The search for antibiotics

Singapore Chinese Girls' School: Shine bright

Best 'props' (\$100)

Punggol Primary School

Best scientific content (\$100)

Singapore Chinese Girls' School

Best performers

School	Character Name
St. Gabriel's Primary School	Alex
Ai Tong School	The moo girl
Punggol Primary School	Diamond
Punggol Primary School	Salt
Kuo Chuan Presbyterian Primary School	Storyteller 2
Rivervale Primary School	Priscilla
Rivervale Primary School	Patrick
Teck Whye Primary School	Amoxicillin

9. Shell's Study Of Over 500 Cities Lists 6 Archetypes Of Energy Use

Jun 03, 2014

Shell today published findings on how cities across the world have been using energy, after studying more than 500 urban centres, including megacities with over 10 million residents. The cities were eventually grouped into six illustrative archetypes indicating where energy use is most concentrated and where future urbanisation is set to take place. The research was done jointly with global consultants Booz & Company.

The findings, published in a report titled *New Lenses on Future Cities*, show energy use currently concentrated in two of the six city archetypes: sprawling metropolises like Rio de Janeiro and Tokyo, and prosperous communities such as Dubai and Stockholm. These cities have relatively low-density and high per capita GDP, and are typically found in the United States and Europe. Urban powerhouses, the third archetype characterized by high population densities and high individual incomes, are also heavy energy users. But their share of global consumption is modest by comparison as few cities belong in this archetype (eg. Hong Kong, Singapore, New York).

Developing mega-hubs like Hyderabad and Chongqing, and underprivileged crowded cities such as Manila and Bangalore are relatively light energy users today. But while these cities have low individual incomes and medium to high populations, most of them will join the next wave of urbanisation as they become more prosperous. Their growing energy demand will shape global levels of energy use, making their development choices critical. Underdeveloped Urban Centres, the most common archetype, account for only 11% of total energy used in the cities studied. They are low energy users.

"Despite the differences between cities, best practice does exist around urban development and how to manage it," said Wim Thomas, Shell Chief Energy Advisor. "Compact, densely-populated, well-planned cities with effective integrated infrastructure and services are more resource-efficient. With appropriate attention, they can also be attractive places to live."

New Lenses on Future Cities is the first of a series of supplements that Shell will publish on urbanisation and future energy. The supplement provides a future energy-based perspective for political and business leaders as they make decisions that affect city planning and development. To support the launch of the report, a Shell Future Cities interactive quiz was also rolled out. The quiz presents the core findings of the report in a digital format and is showcased at the World Cities Summit in Singapore, where the supplement was launched.

The supplement follows from the *New Lens Scenarios* which Shell published in March 2013. While Shell has been building and applying scenarios for more than 40 years, the *New Lens Scenarios* introduced a range of new analytical tools – so-called "lenses" – that help policy and other decision-makers recognise and interpret future energy issues. It also looked over a longer time frame than previous reports – through to 2060 and beyond. Rising energy intensity from a growing and more prosperous global population will have increasingly longer-term impact.

"Careful planning would help achieve a more efficient, integrated use of resources," Mr. Thomas said. "That places urban design at the heart of efforts to encourage and engineer greater resilience in those systems and services that will be essential to our future wellbeing and prosperity."

END

Related Links:

[New Lenses on Future Cities](#)

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Notes to Editors

Photos from the launch event are available via www.shell.com.sg/wcs-photos

New Lenses on Future Cities is available via www.shell.com/futurecities

About Shell Scenarios

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10. Annual Shell Traffic Games To Demonstrate Dangers of Distracted Road Usage

Aug 29, 2014

The annual Shell Traffic Games, which aims to reinforce the importance of fostering road safety awareness amongst children through a fun and interactive learning environment, today extended the platform to include a distracted road usage experience that simulated the dangers of mobile phone usage while on the road.

- 34th Shell Traffic Games saw 200 students from eight primary schools compete with Tao Nan School emerge as the winner
- Distracted Shell Traffic Games Experience had close to 50 participants under 25 years old experience the potential hazards of distracted road usage while they were in a safe environment

Organised by Shell, in conjunction with the Singapore Traffic Police and the Singapore Road Safety Council, the experience aimed to demonstrate the potential hazards of distracted road usage based on actions that would distract the road user from concentrating fully on the road, which includes the use of mobile phones and navigational equipment.

The experience had participants under the age of 25 in the Road Safety Community Park at East Coast Park playing the Shell Traffic Games with the additional challenge of receiving and responding to text messages sent to them as they travelled from one pit stop to another.

The distracted Shell Traffic Game experience was designed following recent release of Singapore Traffic Police statistics, which found a 180 percent increase in drivers summoned over the last 10 years, for mobile phone use while driving. These findings were further underscored by a study conducted by students from Temasek Junior College, which found close to 95 percent of 110 young drivers surveyed admitting to distracted behaviour while driving.

Mr Jason Leow, General Manager, Communications, for Shell said: "We introduced the distracted driving element in this year's Shell Traffic Games following new findings by the Traffic Police and Temasek Junior College. Using technology as the distractive tool, we want to reach a new audience while continuing to educate young Singaporeans on road safety. We hope that today's experience has encouraged more of them to think of the consequences of using their phones while on the road."

On choosing Shell to support their school project, project leader Tan Sijia, 17, said, "We approached Shell because of their long-standing association with safe road usage. We are excited to be involved in this project, and will continue our efforts to spread the message of safe usage habits."

"I really enjoyed playing the Distracted Shell Traffic Game today and learnt a lot about distractions on the road. I hope that the primary school children here today learnt about the importance of using the roads safely. Today's experience has certainly taught me to think twice before using my phone while roads in the future," Nicollete Ho, 18, the winner of the Distracted Shell Traffic Games experience said.

The 34th Shell Traffic Games Finals, held on 28 August 2014, was attended by 200 students from eight primary schools, and saw Tao Nan School emerge as the eventual winner. Eight schools had participated in the preliminary rounds of the games from 18 July 2014 to 24 July 2014.

"It has been a really fun learning experience and I am excited that my school won this year's Shell Traffic Games. We learnt a lot about how to stay safe on the roads and it was fun competing against different schools," said Kieran Ang, 11 from Tao Nan School.

Shell has been working closely with the Singapore Traffic Police since 1958 to promote road courtesy and safety, and has been the main sponsor and partner in bringing road safety education to millions of children through the Shell Traffic Games.

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11. Shell zooms in for a brilliant finish with Scuderia Ferrari and LEGO® group alongside Kimi Räikkönen

Sep 18, 2014

Scuderia Ferrari driver Kimi Räikkönen joined Ian Albiston, Shell's Trackside and Logistics Manager, and two lucky students from ITE College West – previous champions in Shell Eco-marathon Asia 2014 – in a race to the finish, “driving” newly released LEGO® Ferrari F138 miniature models across a scaled-down track.

As the LEGO cars crossed the finish line, half-sized replicas of the cars that inspired those in the Shell V-Power LEGO® Collection, was unveiled for the very first time to the audience to celebrate the successful and enduring collaboration between Shell, Scuderia Ferrari and LEGO Group.

Partnering for success – Shell, Ferrari and LEGO® Group

The limited-edition Shell V-Power LEGO® Collection celebrates the shared passion for performance in Shell's 60-year technical partnership with Ferrari. Shell has worked together with Ferrari and the LEGO Group for more than half a year to create the new cars and playsets. The model cars in the new collection again feature the smallest pull-back motor ever produced by the LEGO Group, created especially for Shell to propel each vehicle more than 2 metres on a single pull.

The models in the promotion include a Shell station with a Shell Scientist LEGO Minifigure; a Finish Line and Podium with a Scuderia Ferrari Engineer LEGO Minifigure; the Ferrari F138, the Ferrari F12berlinetta; the Ferrari 512 S; and the Ferrari 250 GTO.

New models will be released every two weeks starting from 29 August 2014. Motorists, race fans and toy enthusiasts alike can also look forward to the release of the limited-edition Shell Tanker model, available at Shell stations from 21 – 30 November 2014 only.

Commenting on the collection, Ian Albiston, said, “At Shell, we are always innovating to stay ahead of the field, developing advanced fuels and lubricants such as the Shell V-Power fuel used in both Ferrari race cars and road cars across the globe. Similarly, both Ferrari and LEGO Group have been at the top of their fields for more than 50 years through creativity and a devotion to excellence. Shell, Ferrari and LEGO Group have also enjoyed a close relationship due to our mutual dedication to innovation, creativity and excellence.”

Louis Tan, General Manager, Retail Sales & Operations (Shell Singapore), added, “We are thrilled to be the first in the world to release the new Shell V-Power LEGO Collection. We are also very excited that Kimi Räikkönen had the opportunity to collaborate with our local Shell Eco-marathon Asia students to unveil the half-sized LEGO replicas. We hope that we can continue to inspire the imagination of all Singaporeans, both young and old to construct their very own racing world.”

[View The 2014 Shell V-Power LEGO® Collection](#)

Notes to editors

About Shell

Shell endeavours to be the best fuels retailer in the world. Today, Shell has approximately 43,000 retail stations in more than 80 countries. Over 100 years of experience developing fuel technology and services make it one of the leading providers of innovative fuels.

About Shell V-Power

Shell V-Power is a high performance fuel designed to help your car achieve its performance potential, whatever you drive. In fact, Shell V-Power race fuel and road fuels are so similar that Shell V-Power road fuel contains 99% the same types of compounds found in the Shell V-Power race fuel being used by Scuderia Ferrari in the 2014 Formula One World Championship.

This is clearly no ordinary fuel. Its unique double-action formulation is designed to actively clean your engine and protect vital engine parts to help deliver more powerful performance.

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Royal Dutch Shell plc

Royal Dutch Shell plc is incorporated in England and Wales, has its headquarters in The Hague and is listed on the London, Amsterdam, and New York stock exchanges. Shell companies have operations in more than 90 countries and territories with businesses including oil and gas exploration and production; production and marketing of liquefied natural gas and gas to liquids; manufacturing, marketing and shipping of oil products and chemicals and renewable energy projects. For further information, visit www.shell.com.

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12. Shell supplies Scuderia Ferrari with motor oil made from natural gas

Sep 19, 2014

Scuderia Ferrari will use this motor oil for the first time on the track at the 2014 Singapore Grand Prix.

Scuderia Ferrari is heading out onto the F1 track at Singapore this weekend running on a higher performing Shell Helix Ultra motor oil containing Shell PurePlus Technology. This technology produces base oil from natural gas, instead of crude oil. It yields a Shell Helix Ultra race formulation with enhanced cleansing and engine protection, resulting in greater efficiency.

“The engine of the F14 T produces in excess of 600 horsepower, and the turbocharger, which rotates at up to 2000 revs per second, can be operating at up to 1,000°C,” said Ian Albiston, Shell Trackside Manager for Ferrari. “The new oil has to cope with these conditions, while also achieving the level of protection to reach the 4,000 km engine life required with only five engines per driver allowed for the season. In the high temperature, high stress environment of an F1 engine, the right motor oil can provide a crucial advantage.”

Shell PurePlus Technology is a revolutionary gas-to-liquid (GTL) process, developed over 40 years of research, that converts natural gas into a crystal-clear base oil with virtually none of the impurities found in crude oil. Base oil is a key component of finished lubricants. The base oil is produced at the Pearl GTL plant in Qatar, a partnership between Shell and Qatar Petroleum, and the world’s largest source of GTL products today. Through the integration of the gas value chain in Qatar and Shell’s global lubricants supply chain, Shell Helix Ultra with PurePlus Technology, the on-road motor oil, is being made available to motorists in countries all over the world. And now, after three years of intensive testing, a new Shell Helix Ultra race formulation is also available for use in the new Ferrari V6 engine on the F1 track.

Combining the pure base oil made from natural gas with a selection of high performing additives results in a higher quality motor oil race formulation produced by Shell for Scuderia Ferrari. It cleans and lubricates the engine, which helps to minimise frictional losses and ensure that the maximum amount of fuel energy reaches the wheels throughout the race. It also helps to deliver improved fuel economy – which has become even more important with the limitation on fuel (100 kg per race) enforced by the 2014 technical regulations.

“Shell Helix Ultra for Scuderia Ferrari is designed and developed to improve the power and efficiency of the engine by reducing the losses inside it,” said Mark Wakem, F1 engine-oil development leader for Shell. “Wherever the lubricant is protecting and keeping surfaces apart, the more you reduce that friction, the more power is left from the fuel to get out to the wheels for optimum performance.”

The new oil helps Scuderia Ferrari get the most out of its F1 engines now and protects its performance in the future. It is also the only motor oil recommended by Ferrari for all of its road cars. Shell Helix Ultra with PurePlus Technology available to motorists in countries all over the world is a fully synthetic motor oil made from natural gas that delivers a higher level of cleansing and protection than ever before.

Dave Salters, Scuderia Ferrari Head of Engine Development, said: “There has been a dedicated and successful development programme to develop an F1 oil based on Shell PurePlus Technology that has provided a good step in engine efficiency whilst maintaining the protection necessary in this type of very highly loaded Formula 1 engine. With Shell’s development team we are working together very aggressively to develop and introduce new technologies in both the oil and fuel to improve the efficiency and fuel consumption of the power unit. The current regulation and engine architecture reward these types of efficiency gains that have been developed with this advanced oil technology.”

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NOTES TO EDITORS

SHELL'S TECHNICAL PARTNERSHIP WITH FERRARI

- Shell's relationship with Ferrari dates back to the 1930s, existing both on and off the F1 race track
- 50 Shell scientists and other personnel invest approximately 21,000 hours a year in research and development around the Technical Partnership with Scuderia Ferrari.
- By using the F1 car as a mobile laboratory, Shell scientists work closely with Scuderia Ferrari engineers to develop bespoke lubricants that deliver reliability and protection for the complex turbo-charged engine of the F14 T.

SHELL HELIX ULTRA FOR THE F1 TRACK

- Shell has engineered bespoke lubricants that deliver reliability and protection for one of the most complex powertrains in Ferrari's motor racing history – the 1.6-litre V6 turbo-charged engine of the F14 T.
- Shell Helix Ultra lubricates engines and performs five functions essential to Scuderia Ferrari: combats engine wear, minimizes power loss, cleans engines, delivers fuel economy and cools the engine. This helps ensure that the maximum amount of fuel energy reaches the wheels throughout the race.
- The motor oil used in the F14 T uses many of the same building blocks (base oils and additives) as are found in the Shell Helix Ultra with PurePlus Technology range available to motorists around the world.

SHELL HELIX ULTRA WITH PUREPLUS TECHNOLOGY ON THE ROAD

- Shell Helix Ultra with PurePlus Technology is a new industry-leading motor oil for passenger cars offering better protection against sludge[1], superior corrosion defence[2]and, ultimately helping to ensure longer engine life.
- It is the first synthetic motor oil made from natural gas. Shell PurePlus Technology produces base oil from natural gas, instead of crude oil. Base oil is the main component of finished lubricants. Compared to traditional base oils, this base oil provides a superior molecular structure from which to create Shell Helix Ultra with PurePlus Technology. This base oil helps to: extend engine life, reduce maintenance costs, reduce oil consumption, maintain fuel economy and enable better cleanliness.
- Fuel economy benefits vary with viscosity grade, but certain products within the Shell Helix Ultra with PurePlus Technology range can deliver an improvement of up to 3% in fuel economy[3].
- The base oil is manufactured at the Pearl GTL plant in Ras Laffan. Pearl GTL is a partnership between Qatar Petroleum and Shell.
- Shell now integrates its gas value chain at Pearl GTL with its global lubricant supply chain to produce Shell Helix Ultra with PurePlus Technology. The base oil is shipped to a

Shell lubricant oil blending plant where it is blended with advanced additive technology to produce the final superior product. On the road Shell Helix Ultra with PurePlus Technology products are supported by a strong global lubricants supply chain network of three storage hubs and 50 lubricant oil blending plants globally.

[1] Based on Sequence VG sludge test results using 0W-40

[2] Compared with API SN and based on sequence IVA and sequence VIII engine tests

[3] Based on the M111 FE test compared with the industry reference oil. Fuel economy varies from 1.7% up to 3% depending on the different vehicle types and the applied engine oil (e.g. up to 3% fuel economy with Shell Helix Ultra Professional AF 5W-30).

ABOUT SHELL LUBRICANTS

The term “Shell Lubricants” collectively refers to Shell Group companies engaged in the lubricants business. Shell sells a wide variety of lubricants to meet customer needs across a range of applications. These include consumer motoring, heavy-duty transport, mining, power generation and general engineering. Shell’s portfolio of lubricant brands includes Shell Helix, Pennzoil, Quaker State, Shell Rotella, Shell Tellus and Shell Rimula. We are active across the full lubricant supply chain. We manufacture base oils in eight plants, blend base oils with additives to make lubricants in over 50 plants, distribute, market and sell lubricants in over 100 countries.

We also provide technical and business support to customers. We offer lubricant-related services in addition to our product range. These include: Shell LubeMatch –the market leading product on-line recommendation tool, Shell LubeAdvisor - helps customers to select the right lubricant through highly trained Shell technical staff as well as online tools, and Shell LubeAnalyst - an early warning system that enables customers to monitor the condition of their equipment and lubricant, helping to save money on maintenance and avoid potential lost business through equipment failure.

Shell’s world-class technology works to deliver value to our customers. Innovation, product application and technical collaboration are at the heart of Shell lubricants. We have lubricants research centres in China, Germany, Japan (in a joint venture with Showa Shell), and the USA. We invest significantly in technology and work closely with our customers to develop innovative lubricants. We have a patent portfolio with 150 + patent series for lubricants, base oils and greases; more than 200 scientists and lubricants engineers dedicated to lubricants research and development.

Customer benefits include lower maintenance costs, longer equipment life and reduced energy consumption. One of the ways we push the boundaries of lubricant technology is by working closely with top motor racing teams such as Scuderia Ferrari. These technical partnerships enable us to expand our knowledge of lubrication science and transfer cutting-edge technology from the racetrack to our commercial products.

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13. Shell Singapore appoints a new Chairperson

Oct 01, 2014

Shell Companies in Singapore announced the appointment from today of Goh Swee Chen as Chairperson. Concurrently Vice President for Commercial Fuels and Lubricants, Asia Pacific, Swee Chen succeeds Lee Tzu Yang who will retire from Shell at the end of October.

As Chairperson, Swee Chen will lead some 3,000 employees in growing the business, enhancing the Shell reputation, and ensuring the company remains an active member of the Singaporean community. She joined Shell in 2003 and has led businesses in sales and marketing, and information technology. Swee Chen chairs the Shell Tongyi Board, a lubricants joint venture in China, and was a Director of the Singapore Civil Service College Board from 2011 to 2013. Before coming to Shell, she had worked for IBM Australia and Procter & Gamble.

Swee Chen holds a degree in Information Science from Victoria University of Wellington, New Zealand, and a Master of Business Administration from the Booth School of Business at the University of Chicago. A Singaporean, she is married with three children aged 21, 19 and 16.

After stepping down and over the course of October, Tzu Yang will facilitate Swee Chen's assumption of the role. Since joining Shell in 1979, Tzu Yang has worked in operational, commercial and strategy functions in a range of markets and countries, and will retire with over 35 years of service. Since returning in 1999 and becoming Chairman of Shell Companies in Singapore in 2000, he has been active in public life. His contribution to Singapore has been recognised with the award of the Bintang Bakti Masyarakat (Public Service Star) in 2005, and the Pingat Jasa Gemilang (Meritorious Service Medal) this year.

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Notes to Editors

** Shell Companies in Singapore is not a business unit

Royal Dutch Shell plc

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which Royal Dutch Shell plc either directly or indirectly has control. Companies over which Shell has joint control are generally referred to “joint ventures” and companies over which Shell has significant influence but neither control nor joint control are referred to as “associates”. In this presentation, joint ventures and associates may also be referred to as “equity-accounted investments”. The term “Shell interest” is used for convenience to indicate the direct and/or indirect ownership interest held by Shell in a venture, partnership or company, after exclusion of all third-party interest.

This presentation contains forward-looking statements concerning the financial condition, results of operations and businesses of Royal Dutch Shell. All statements other than statements of historical fact are, or may be deemed to be, forward-looking statements. Forward-looking statements are statements of future expectations that are based on management’s current expectations and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in these statements. Forward-looking statements include, among other things, statements concerning the potential exposure of Royal Dutch Shell to market risks and statements expressing management’s expectations, beliefs, estimates, forecasts, projections and assumptions. These forward-looking statements are identified by their use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “goals”, “intend”, “may”, “objectives”, “outlook”, “plan”, “probably”, “project”, “risks”, “schedule”, “seek”, “should”, “target”, “will” and similar terms and phrases.

There are a number of factors that could affect the future operations of Royal Dutch Shell and could cause those results to differ materially from those expressed in the forward-looking statements included in this presentation, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell’s products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions. All forward-looking statements contained in this presentation are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward-looking statements.

Additional risk factors that may affect future results are contained in Royal Dutch Shell’s 20-F for the year ended December 31, 2013 (available at www.shell.com/investor and www.sec.gov). These risk factors also expressly qualify all forward looking statements contained in this presentation and should be considered by the reader. Each forward-looking statement speaks only as of the date of this presentation, October 1, 2014. Neither Royal Dutch Shell plc nor any of its subsidiaries undertake any obligation to publicly update or revise any forward-looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward-looking statements contained in this presentation.

We may have used certain terms, such as resources, in this presentation that United States Securities and Exchange Commission (SEC) strictly prohibits us from including in our filings with the SEC. U.S. Investors are urged to consider closely the disclosure in our Form 20-F, File No 1-32575, available on the SEC website www.sec.gov. You can also obtain these forms from the SEC by calling 1-800-SEC-0330.

14. Technology, innovation and partnership are “critical for a cleaner energy future”

Oct 30, 2014

Shell today hosted the Shell Innovation Open House Asia, an associated event of Singapore International Energy Week (SIEW). This is the first time that the event has been held in Singapore, after successful runs in Malaysia, Mexico, China, Russia, Brazil, USA, the Netherlands and India, among other countries.

With the theme of “Getting It Right for Asia”, the one-day conference brought together over 150 Singapore, regional and global leaders and experts to discuss technology, innovation and partnership. They also discussed energy security, and how to provide cleaner energy for the region’s growing cities.

“Technology, innovation and partnership are critical for a cleaner energy future,” said De la Rey Venter, Shell Executive Vice President for Joint Ventures, in his opening address at the event.

“At Shell, we believe natural gas should play an essential role in the future energy mix because it is abundant, cleaner than any other hydrocarbon, cost-effective, and is versatile.”

The world’s energy needs are growing at a fast rate, especially in Asia where energy demand is increasing because of population growth, economic development and urbanisation. Today, Asia consumes one-third of the world’s energy, and this is expected to increase to more than half by 2035. Asia will need a mix of energy sources to meet rising demand, with a focus on secure, cost-effective and cleaner energy that can help combat climate change and urban air pollution – major challenges for the Asia region.

“We see the challenges ahead as opportunities,” Mr Venter added. “Collaboration and discussions like today can act as springboard for a cleaner future centred on cleaner-burning natural gas and renewables, and one defined by – and infused with – innovation.”

During the Shell Innovation Open House Asia, Shell brought together participants from industry and government to discuss how achieving energy security will require a variety of solutions unique to national circumstances. In another dialogue, panelists discussed how rising demand for energy and concerns over climate change are the two most powerful influences shaping the energy system, and therefore the energy industry. Participants also looked at the factors Asia city planners and policymakers need to consider in order to meet the growing energy demand in cities.

Floating liquefied natural gas (FLNG) is a game-changer for the gas industry. At the Shell Innovation Open House Asia, Shell showcased how Prelude, the world’s biggest floating offshore facility, is a key project that allows the development of offshore gas fields without costly undersea pipelines or onshore facilities.

Making its Asia debut at the Shell Innovation Open House Asia was the Shell V-Power Oculus Rift Experience, which uses breakthrough technology to take users on an exciting 3D journey inside an engine. With the help of the latest in virtual reality hardware, the Shell V-Power Oculus Rift Experience offers users the unique opportunity to journey inside an engine as a droplet of Shell V-Power, travelling from the pump, through the harsh conditions inside a petrol engine. The special 3D headsets create a fully immersive environment where images move as the user’s head position changes for a full 360-degree experience inside the engine of an everyday family car.

For more info on Shell’s innovations: download the INSIDE ENERGY app for iPad or visit www.shell.com/innovation.

[Download the event photos](#)

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Notes to Editors:

- Shell has been a technology pioneer for more than 100 years and has come up with many industry-transforming “firsts”. From building the first oil tanker deemed safe enough to navigate the Suez Canal to investing in the world’s first floating liquefied natural gas (FLNG) project, Shell has continued to find innovative ways to deliver energy its customers and partners need.
- Shell champions open innovation and works together with partners inside and outside of the energy industry to share knowledge, generate new ideas and accelerate their development and deployment.
- Since 2007, Shell has spent more than \$1 billion annually on research and development. In 2013, our research and development expenditures were \$1.3 billion – more than any other international oil company (IOC). Shell’s technical and engineering staff amount to more than 43,000.

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statements expressing management's expectations, beliefs, estimates, forecasts, projections and assumptions. These forward looking statements are identified by their use of terms and phrases such as "anticipate", "believe", "could", "estimate", "expect", "goals", "intend", "may", "objectives", "outlook", "plan", "probably", "project", "risks", "seek", "should", "target", "will" and similar terms and phrases. There are a number of factors that could affect the future operations of Shell and the Shell Group and could cause those results to differ materially from those expressed in the forward looking statements included in this announcement, including (without limitation): (a) price fluctuations in crude oil and natural gas; (b) changes in demand for Shell's products; (c) currency fluctuations; (d) drilling and production results; (e) reserves estimates; (f) loss of market share and industry competition; (g) environmental and physical risks; (h) risks associated with the identification of suitable potential acquisition properties and targets, and successful negotiation and completion of such transactions; (i) the risk of doing business in developing countries and countries subject to international sanctions; (j) legislative, fiscal and regulatory developments including regulatory measures addressing climate change; (k) economic and financial market conditions in various countries and regions; (l) political risks, including the risks of expropriation and renegotiation of the terms of contracts with governmental entities, delays or advancements in the approval of projects and delays in the reimbursement for shared costs; and (m) changes in trading conditions. All forward looking statements contained in this announcement are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. Readers should not place undue reliance on forward looking statements. Additional factors that may affect future results are contained in Shell's 20-F for the year ended 31 December 2013 (available at www.shell.com/investor and www.sec.gov). These factors also should be considered by the reader. Each forward looking statement speaks only as of the date of this announcement, 30 October 2014. Neither Shell nor any of its subsidiaries nor the Shell Group undertake any obligation to publicly update or revise any forward looking statement as a result of new information, future events or other information. In light of these risks, results could differ materially from those stated, implied or inferred from the forward looking statements contained in this announcement.