



## Pilipinas Shell to expand market with Northern Star

Filipino consumers – from motorists to pedestrians alike in Region 1 can look forward to enjoying more of Shell's high-quality products and services on the road now that Pilipinas Shell Petroleum Corporation (Pilipinas Shell) and Northern Star Energy Corporation (Northern Star) have inked a deal to transform Northern Star's existing sites in the area, into Shell-branded Mobility stations.

"This partnership will allow us to reach more customers and communities in La Union, Ilocos Sur, Ilocos Norte, Abra, and Mountain Province, in line with our commitment to serve the growing and evolving energy needs of every motoring customer and pedestrians alike," says Randy del Valle, Pilipinas Shell Vice President for Mobility.

More than just a fuel site, the Shell Mobility station is a 'destination' that promises to create better customer journey experiences with an expanded range of products, full vehicle servicing, and even retail/lifestyle and food offerings targeted to each local market.

The partnership adds no less than 100 sites in Pilipinas Shell's nationwide portfolio throughout the expected life of the deal. These Mobility sites will support the increasing travel and economic activity in Baguio City, Sagada, Banaue, La Union, Pagudpud and other tourist hotspots in the region. The growth in Pilipinas Shell's Mobility business will be adequately supported by the Subic import terminal, with a 54ML storage capacity.

"This investment is an important step in accelerating Pilipinas Shell's growth ambition of 1,300 – 1,400 sites by 2025. With La Union, Ilocos Sur, Ilocos Norte, Abra and Mountain Province being one of the largest transport areas in the country, the partnership is expected to significantly increase both fuel and non-fuel revenues for Pilipinas Shell. It also enables us to provide more employment opportunities for the local communities in these areas," says del Valle.

Pilipinas Shell and Northern Star will work together for the seamless integration of operational practices in alignment with Shell standards. According to del Valle, Pilipinas Shell is looking forward to applying Northern Star's strong operational excellence and expertise as demonstrated through speedy and consistent site growth and best practices.

"This partnership demonstrates our commitment to support the needs of Filipino consumers, with more customer-centric and innovative Mobility stations. We are here to stay and continue to power progress for the nation, just as what we have done so in the last 108 years," he says.

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