

San Salvador, December 2013

Puma Energy is a subsidiary of Trafigura Beheer B.V., one of the largest independent traders of petroleum in the world, operating over 35 countries with over 6000 employees. Puma Energy El Salvador S.A. is a company dedicated to warehousing and distribution of petroleum products, being one of the main fuel suppliers in El Salvador.

During the months of August to December 2013, we developed the "Lider 360" project improvement in a team effort with *London Consulting Group*, in order to optimize business and support processes, and organize the business management system of *Retail, BtB, Wholesale and Business Support*. The dedication of the team members, the methodology transferred and applied in the different phases of the project, were very useful to our business and to the achievement of the objectives, which include the following:

Commercial Area:

- Increased the sales volume in commercial channels Wholesale, Business to Business and Retail.
- Additional income by renting advertising space at service stations.

Business Support and Operation:

- Increase in the % utilization of fleet lower cost contracts, impacting operating costs.
- The Product run outs were decreased in own service & franchises stations.

Qualitative improvements:

- Redesign and implementation of:
 - o Business Model with roles for territory managers, maximizing commercial relationship with costumers.
 - o Attracting new customers through prospecting process (Pipeline).
 - o Integration of activities in the area of business support, allowing integral support and service to the commercial area.
- Integrated Model of Business Management with tools:
 - o Design and implementation of indicator dashboards, improving the management of results.
 - o Implementation of management relationship-customer tool, to ensure the level of customer service and the traceability processes.

The project was successfully completed in the 20 scheduled weeks, with a Return Over Investment (ROI) of 0.6 to 1 through the end of the project and an annual projection of 4.2 a 1. In addition to the quantitative results, the cultural change is evident in our employees, which leaves us a solid foundation to achieve our goals in Puma Energy El Salvador.

Therefore, we are pleased to recommend London Consulting Group as a professional and committed company, which contributed to a cultural change and to the achievement of tangible results in a sustainable manner.



José Antonio Alfaro B.
General Manager Puma Energy El Salvador