



GIQ Corporate Knowledge Index

GCC NATIONAL OIL COMPANIES 2016

COMPANY:



شركة تنمية نفط عُمان

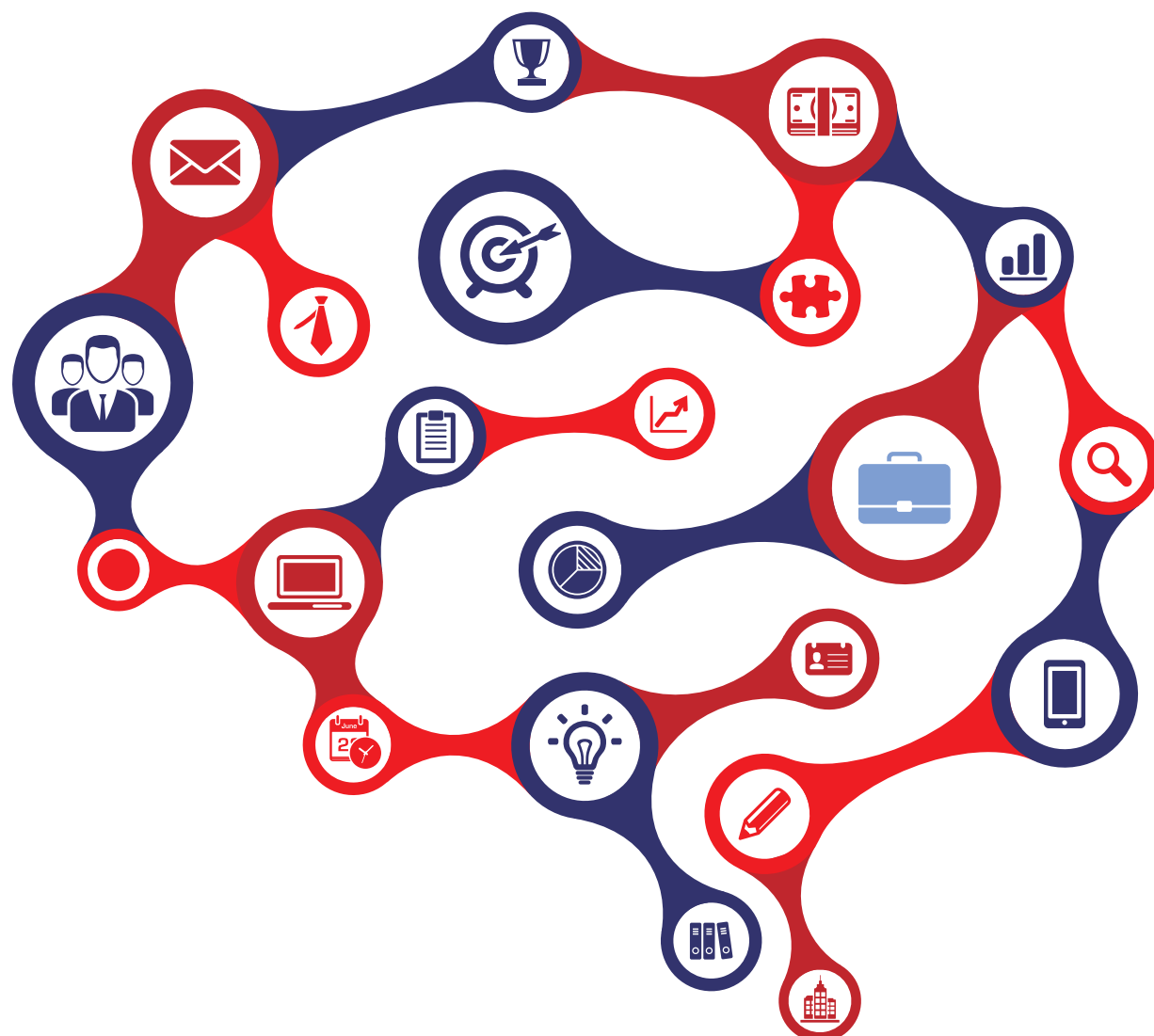
Petroleum Development Oman

GIQ CORPORATE KNOWLEDGE INDEX (CKI): GCC NATIONAL OIL COMPANIES 2016

EXECUTIVE SUMMARY

The GIQ Corporate Knowledge Index is a standalone methodology that provides a quantifiable answer to a pertinent question – how much knowledge does a company create and make available to its external Stakeholders?

The creation of the Index is triggered by a belief that a robust knowledge exchange between industry and the public is a critical pillar of transparency, the foundation for developing a knowledge economy. For the purpose of scoring and ranking companies on the Index, we defined knowledge as publicly-available content a company creates that engages its stakeholders; and engagement was defined as the ability to attract, retain and educate an external target audience. This matrix allows the CKI to measure the amount of knowledge a company creates and shares with its external stakeholders. The CKI analyzed the GCC's six National Oil Companies and identified the Top-Ranked GCC NOC for Corporate Knowledge over the duration of 2016. GCC NOCs have a responsibility to contribute to the development of knowledge economies within their respective countries.



Methodology: How does the GIQ Corporate Knowledge Index Work?

Key Parameters of the GIQ Corporate Knowledge Index:

- ✓ The CKI defines **Knowledge** as content that is engaging – the content attracts, educates and retains a defined audience.
- ✓ The CKI defines an **Audience** as spectators on a given channel for publication consumption that are relevant to a company's activities.
- ✓ The CKI defines **Channels** as platforms where content engagement can be monitored and measured, such as company websites, social media (Twitter, LinkedIn) and news.
- ✓ The CKI utilizes a branded GI Score to measure other channels, such as forums, press releases, reports, magazine features and interviews.
- ✓ The CKI uses **Digital Analytic Tools** to monitor channel engagements, which paints a broader picture of how engaging the knowledge content on those channels is.



Results: The GIQ CKI Rankings GCC National Oil Companies 2016



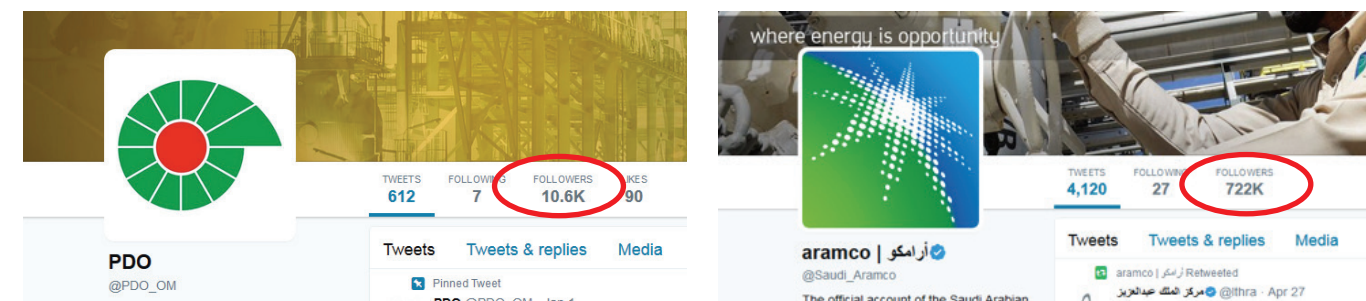
1. Petroleum Development Oman (PDO)	1046
2. Abu Dhabi National Oil Company (ADNOC)	803
3. Saudi Aramco	724
4. Qatar Petroleum (QP)	657
5. Kuwait Petroleum Corporation (KPC)	632
6. Bahrain Petroleum Company (BAPCO)	332

Notes: *Digital tools adjusted for timeframe of Jan. 1st, 2016 – Jan. 1st 2017
*GI Score of Publically available information for timeframe of Jan. 1st, 2016 – Jan. 1st 2017



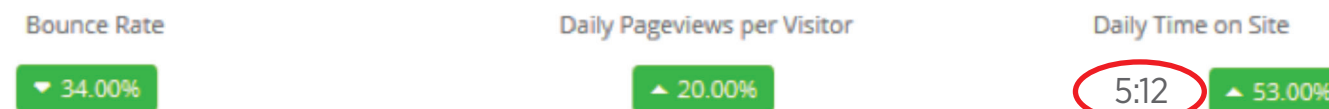
Insights:

- PDO had an average rate of 250 likes and 20 comments per post on LinkedIn for 2016 which produced the highest content engagement to audience ratio score out of the GCC NOC's on this platform. Creating knowledge that their audience finds valuable and worthy of sharing.



- PDO's twitter influence score for 2016 was 56/100 which is average amongst GCC NOC's but below Saudi Aramco's Score of 86/100. PDO can acquire more followers by producing content that generates conversation, is shareable, and creating a strategy that enables the company's social media team to engage and reply to audience comments.

How engaged are visitors to pdo.co.om

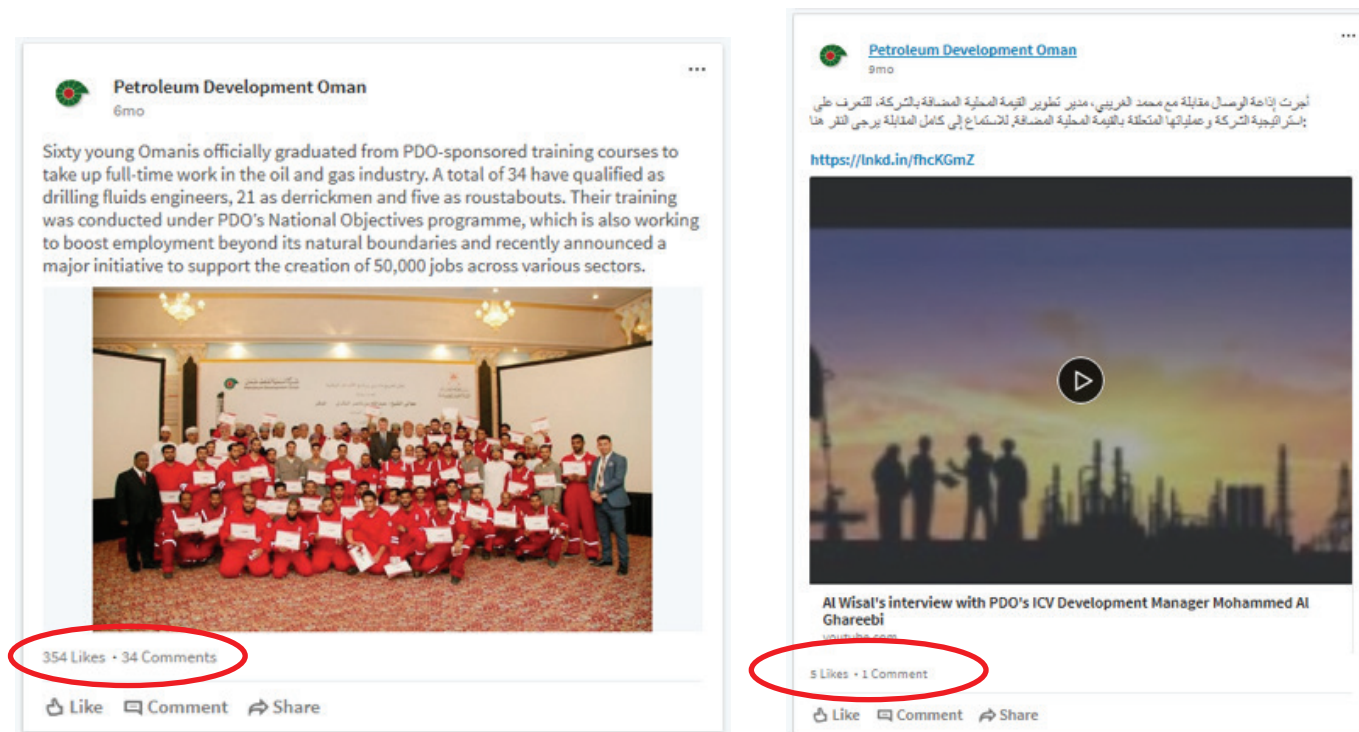


- PDO ranks the highest of GCC NOC's for Digital Website Content Engagement. Each unique daily visitor to PDO's website spends on average 5:12 (5 minutes, 12 seconds) viewing content. To put this into perspective, 55% of viewers around the world spend less than 15 seconds on a website. In this space, PDO came in second; KPC received the highest score with each unique daily visitor to their website spending on average 5:17 (5 minutes, 17 seconds). Saudi Aramco came in third each unique daily visitor to their website spending on average (2 minutes, 27 seconds).

- PDO's CEO Profile is the Highest Knowledge Profile of NOC's in the GCC. Raoul Restucci actively participates in forums, conferences, seminars, and interviews. Mr. Restucci provides knowledge that offers constructive criticisms and real-world solutions to the current challenges that Oman is facing which. This may be due to the fact that PDO is an anchor in Oman for Social and Economic Development with large investments in "In-Country Value" initiatives across multiple sectors.



- Public engagement on social media for all companies was stronger for knowledge based content as opposed to promotion of services. Posts on both LinkedIn and twitter that shared market insights, interviews with senior company representatives, social responsibility programs, received more likes, shares, and comments than posts promoting products or services.



- English-generated content received stronger audience engagement than Arabic on both LinkedIn and Twitter.
- Regarding the lower tier GCC NOC's on the CKI, KPC and Bapco do not have critical social media platforms such as LinkedIn, severely limiting their ability to share knowledge with the public and negatively impacting their CKI Score.
- Saudi Aramco has the largest social media followings (Followers: Twitter = 716k, LinkedIn = 508K) but a below average content engagement to audience ratio score.

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