



www.gulfenergy.co.ke

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IMPORTANT MESSAGE TO OUR CUSTOMERS

Dear Valued Customer,

Gulf Energy Ltd. is pleased to announce the acquisition of Gulf Energy Holdings Limited (“GEHL”), a special purpose company housing part of the oil marketing assets and businesses of Gulf Energy Limited, by Rubis Energie SAS that took place on 4th November 2019 through its local subsidiary, KenolKobil. The completion of this transaction is subject to regulatory and Competition Authority approval.

Rubis, a French multinational oil marketing company specializes in the distribution of petroleum products, support services and storage, and is already active in the fast-growing Kenyan market. With the acquisition of GEHL, Rubis becomes the market leader with a 20% market share.

Over the last fourteen years since it was founded, Gulf Energy has built a world-class platform that covers the entire downstream petroleum marketing business. Indeed, Gulf Energy is one of only a few OMCs in Kenya with the complete set of infrastructure (wholly-owned or exclusively controlled) necessary for the importation, storage, distribution and retailing of products. This has seen Gulf Energy quickly rise to become the 4th largest OMC in Kenya by market-share in 2018, and put Gulf Energy in a position to meet your requirements in a timely and efficient manner as compared to other oil marketing companies that are dependent on third party hospitality. This growth and position has been keenly noted by international players looking to get a footprint or grow their position in Kenya. Over the years, Gulf Energy has received interest from many parties, but the Gulf Energy Board of Directors felt that the time was right this year to undertake this transaction.

Proudly ISO 9001:2015 certified.



Why Rubis? A key criterion in our eventual selection of Rubis as the party to engage with entailed consideration of the strategic fit of our two businesses. We looked for a counterpart that is poised to grow so that it offers all our stakeholders a chance to grow in line with the vision espoused by the Rubis Group. This will allow the combined business to meet our customer needs in a better way with more efficiency and enhance our product and service offering to you.

What does this mean for you, our Customer? At the moment, there will be no impact in how we serve you; our terminals, service stations, and all points of sale and customer service will continue to operate normally.

For the contracted customers, our sales teams have over the last few weeks worked with you to execute contract novations to GEHL to ensure a seamless service once the transition happens. We will be contacting you formally to advise you of the effective date of the transition to GEHL.

We will work closely with you to ensure your account statements are provided and agreed with you in a timely manner prior to transition. This will ensure that there are no disruptions in service once the transition takes place. All supply agreements will be transitioned smoothly and all customers migrated to GEHL during the transition.

During this time and upon transition, you will continue to be served by the Sales and Customer Service teams that you have always interacted with.

We assure you that we are fully committed to a smooth and seamless transition for all customers. We guarantee that the business will continue to run smoothly and operational excellence will not be disrupted even as the two organizations work on integration. Our professionalism, customer service, reliability of supply, efficiency and product quality will be maintained during this period. Once the transaction is complete, we will have the capability to serve you even better and exceed expectations.

If you have any questions, please feel free to reach out to your contact person at Gulf Energy or our Customer Service team via email customerservice@gulfenergy.co.ke and phone on 0706 033260 / 0706 033264 available Monday to Friday from 8am to 5pm.

We are fully committed to providing you as much information as possible in a clear and timely manner and would be happy to hear from you.

We thank you for your continued business support.

Proudly ISO 9001:2008 certified.

