

Counter Strategies of Corporations

Blueprints for Change

Key Options Available

Focus on the supply side (i.e. acquire molecules)

Focus on the demand side (i.e. efficiency)

Partnerships

Move along the value chain (i.e. integration)

Reposition your company's product (i.e. Whirlpool)

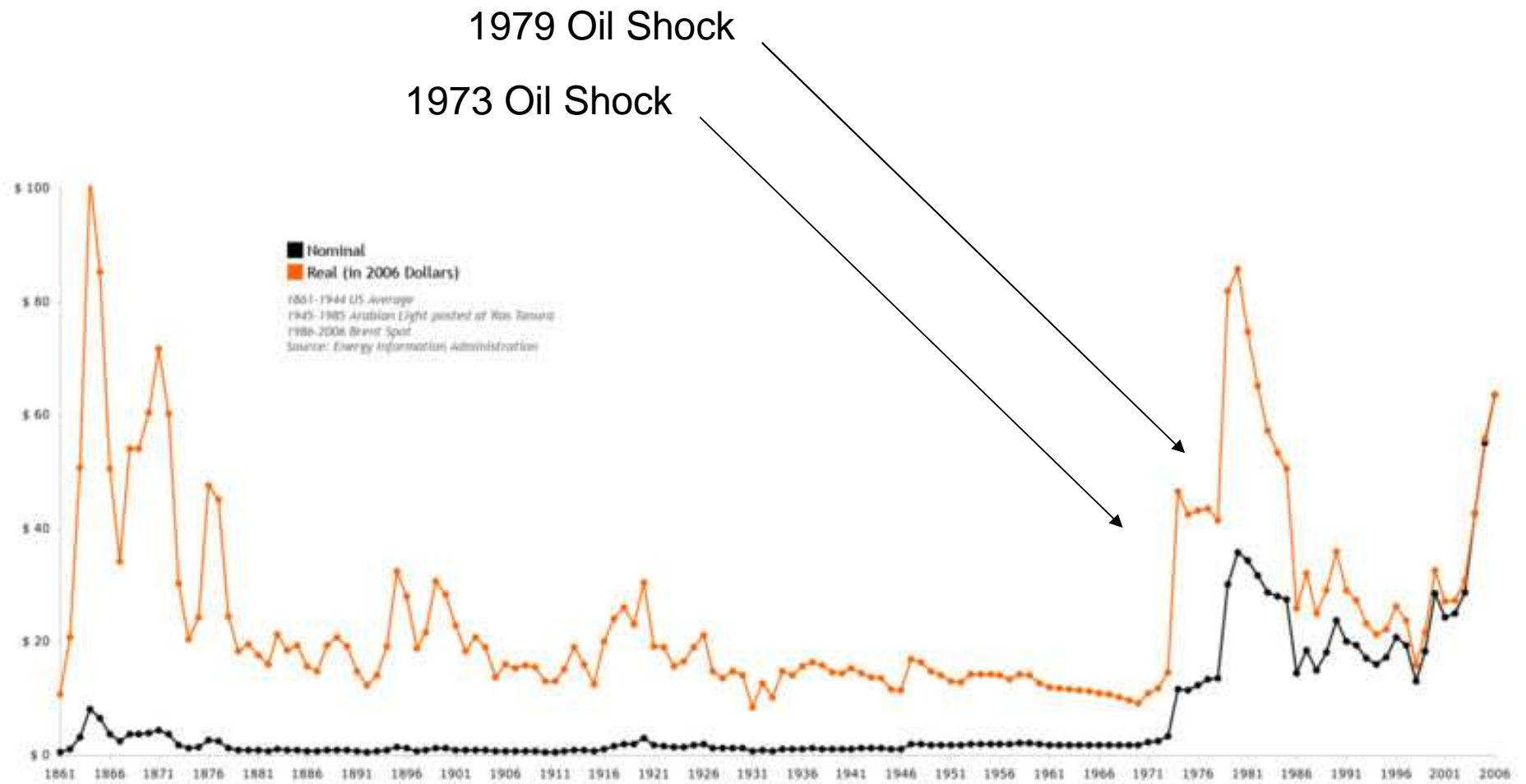
Introduce flexible pricing structures

Take advantage of tax and investment incentives

Lobby for appropriate change

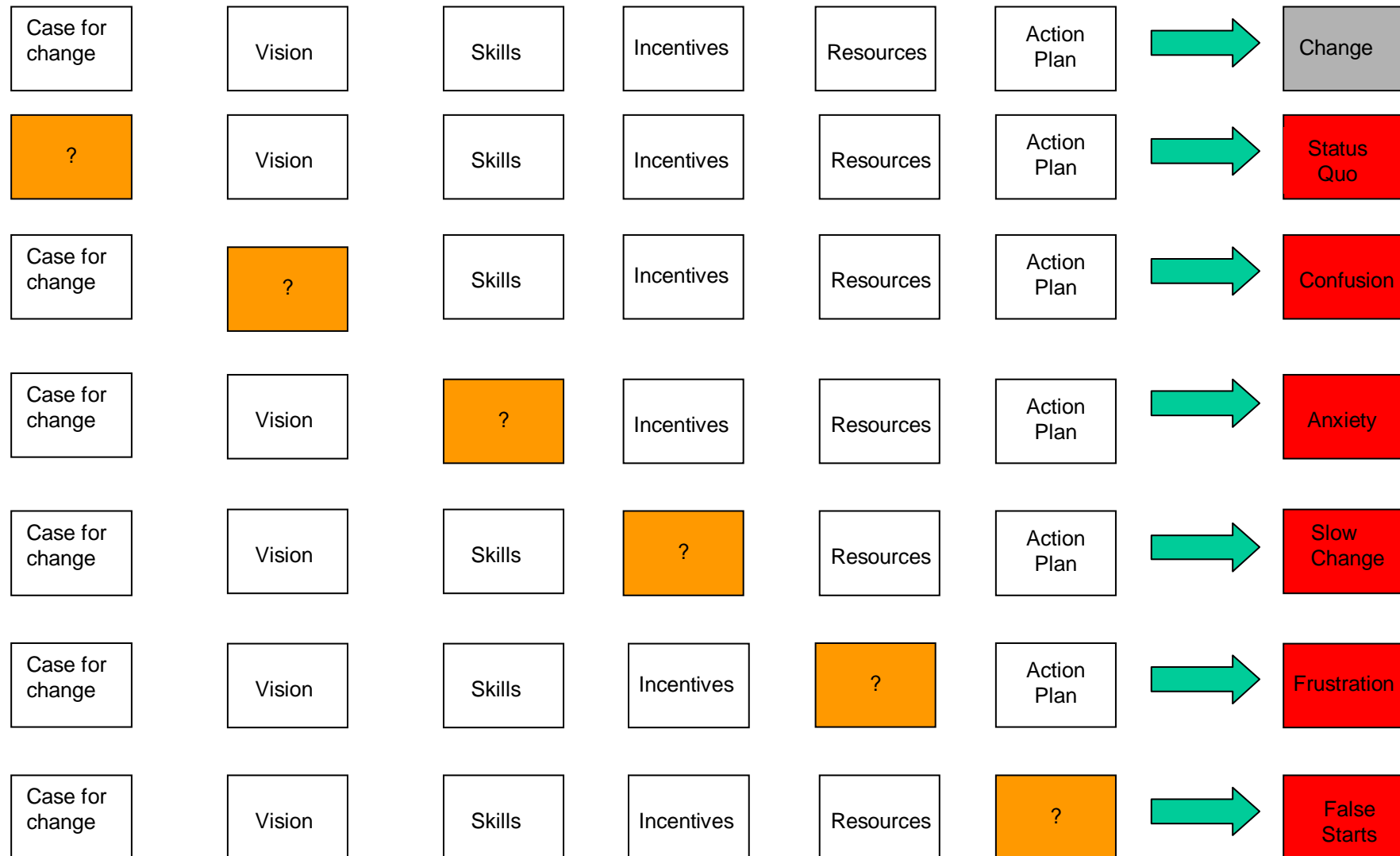
****Prepare for significant change**

OPEC Oil Shocks – 1973 and 1979

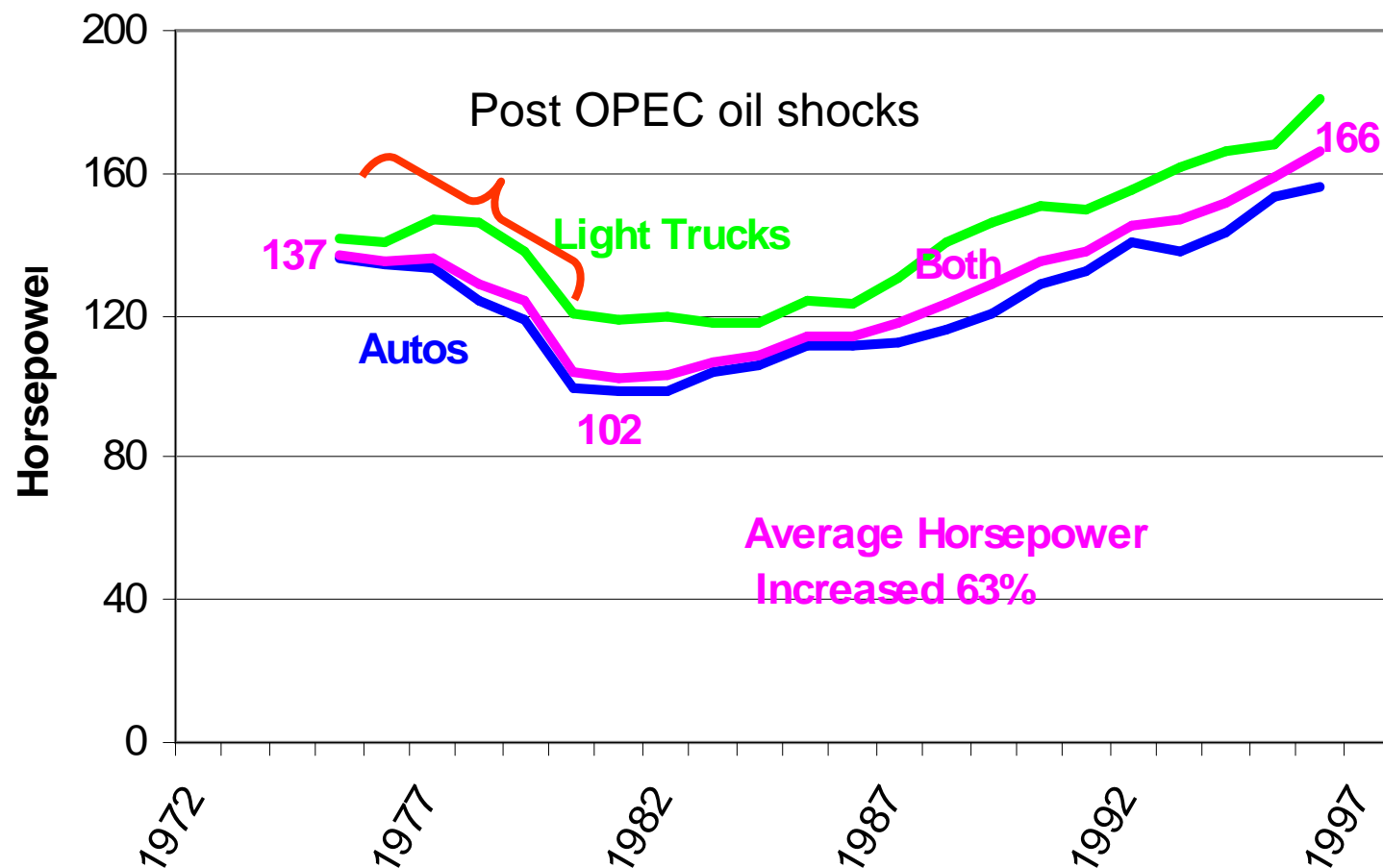


Source: Energy Information Administration

Managing Complex Change

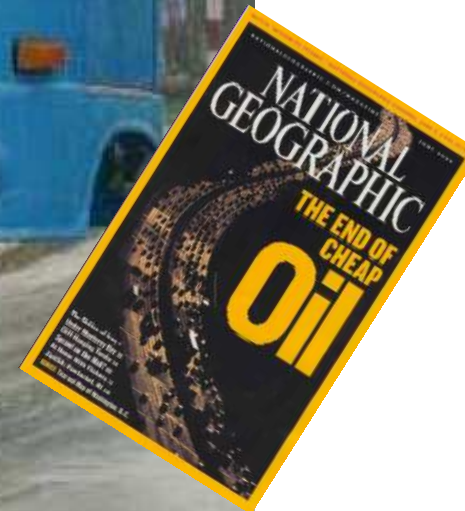


Changes to Vehicle Market



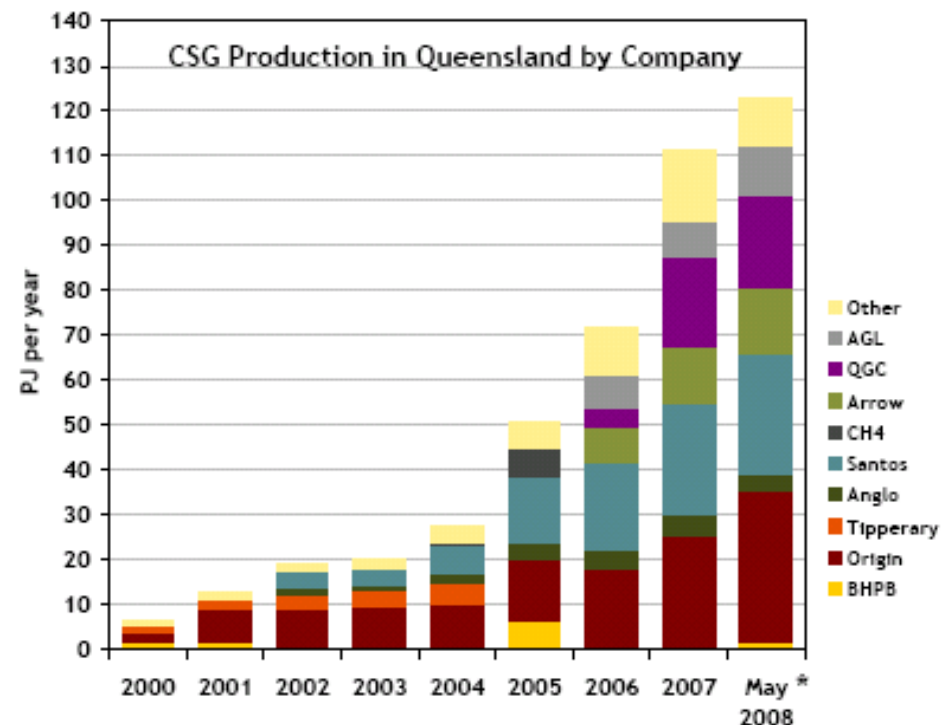
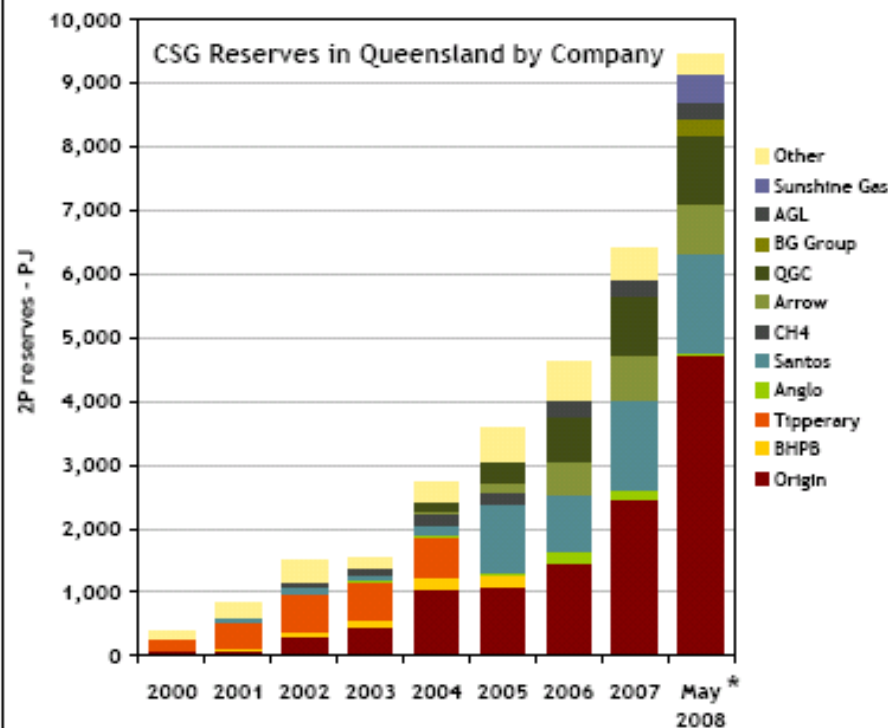
Source: Environmental Protection Agency, *Light-Duty Automotive Technology and Fuel Economy Trends Through 1996*, EPA/AA/TDSG/96-01, (Ann Arbor, MI—August 1996), Table 1

Is The Oil Age Over?



“THE Stone Age did not end for lack of stone, and the Oil Age will end long before the world runs out of oil”

Since 2000 CSG reserves have grown from a few hundred petajoules (PJ) to over 9,400 PJ, with significant additions coming at regular intervals...



... while CSG production has also grown significantly supplying ~120 PJ and approximately 70% of the Queensland market in the 12 months to March 2008

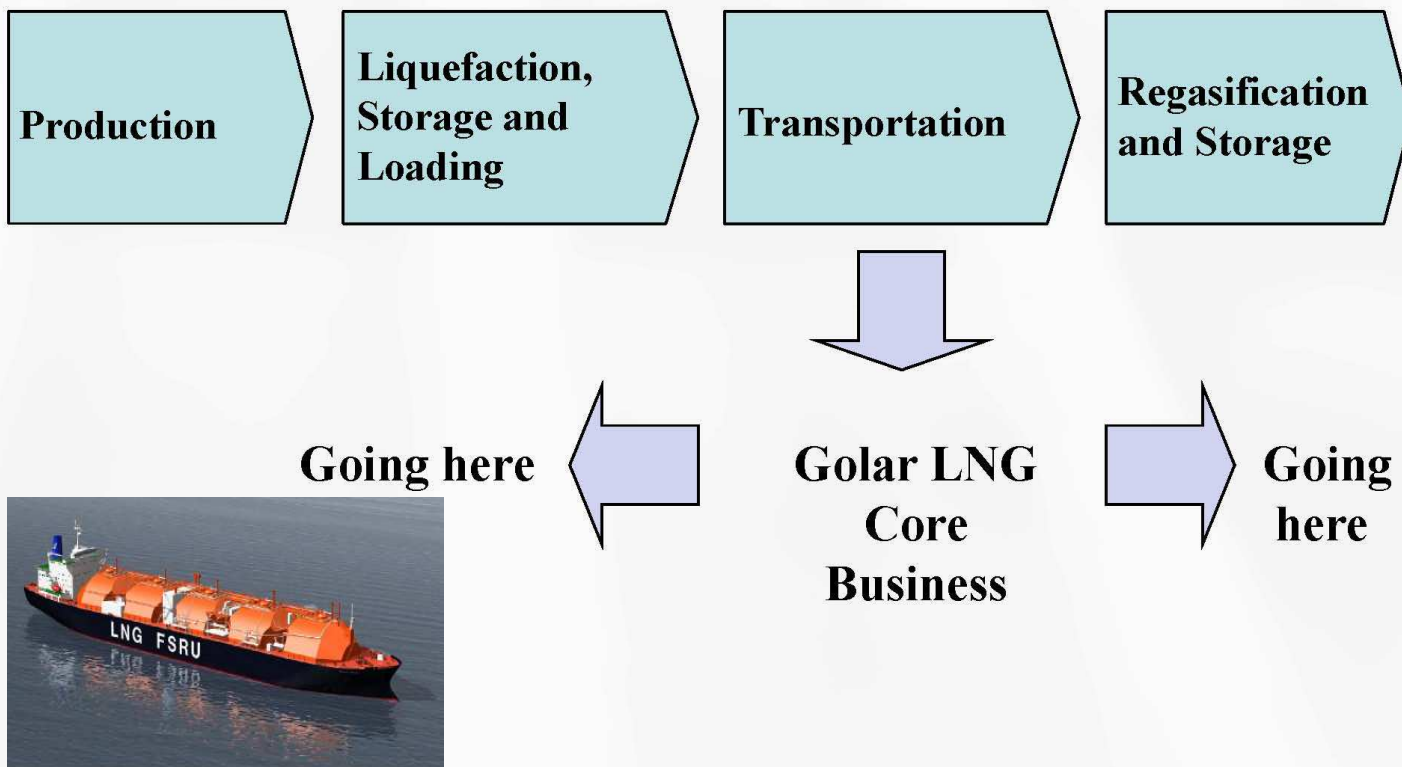
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* Source: Energy Quest May 2008, Origin Energy Reserves Announcement 30 May 2008 and Origin Energy estimates



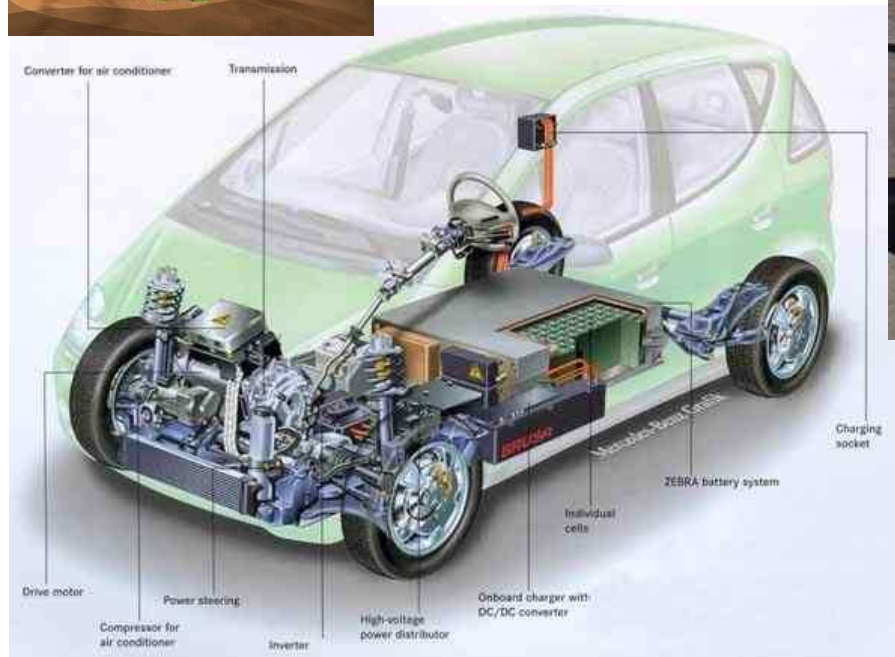
Golar – Steaming Towards Diversification

PROJECTS: MOVING IN LNG CHAIN



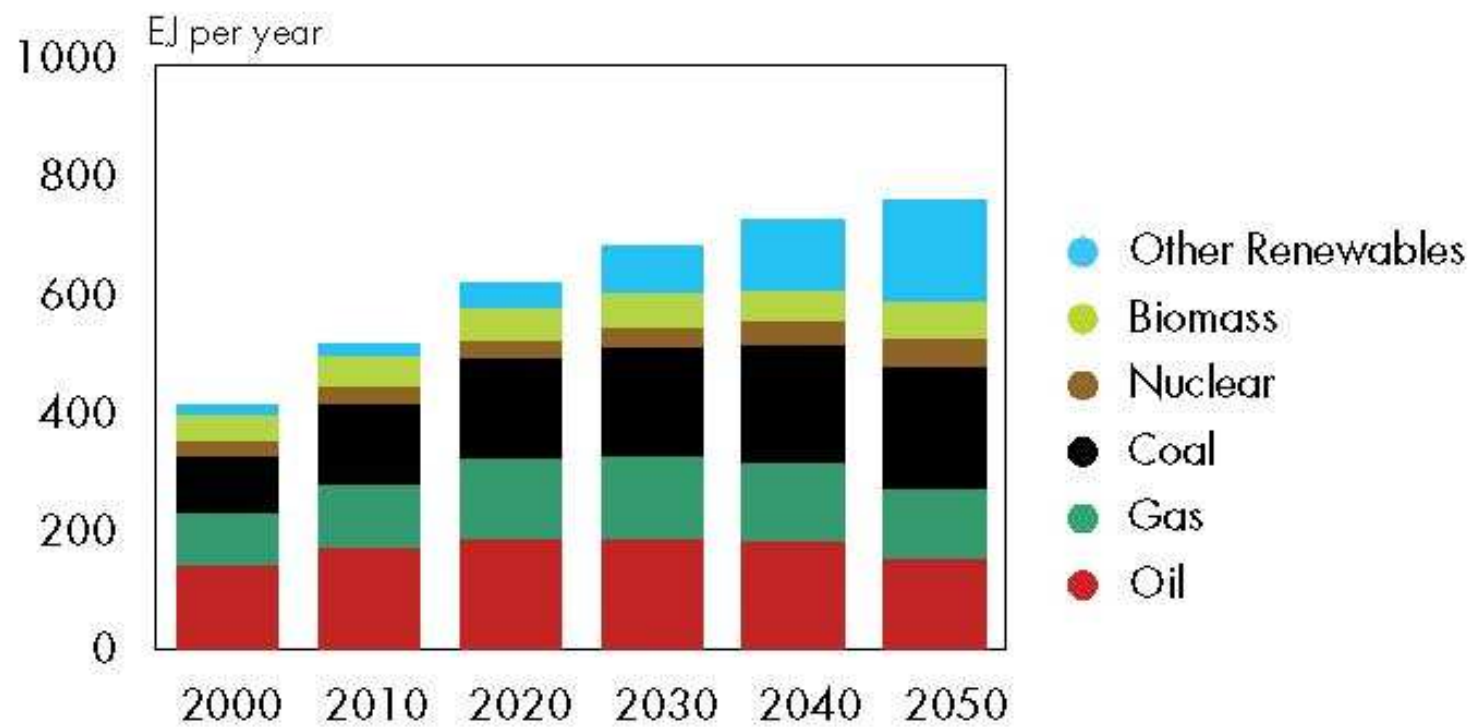
Source: Golar LNG 2008 Q1 results package

Alternative Fuels and Cars



Changing Energy Mix

Primary energy by source



Biomass includes traditional renewables such as wood, dung, etc.

Source: Shell Energy Scenarios to 2050

Conclusion

We are amidst unprecedented change and your corporations need to plan for complex changes.

Ask yourselves a number of questions.

- 1. What are the turning points that will most affect us?**
- 2. How will these developments take place?**
- 3. Measures to combat the outcomes?**

No easy answers and the solutions will be many, varied and complex.

Producers and consumers to collaborate in solving our mutual challenges.

Massive costs to your business if you do not get this right.

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