



Advertising

Within the map, advertising will be restricted to 12 positions. The map provides a unique marketing aide for leading operators, contractors and manufacturers to promote their services, facilities and major new project references to the global oil and gas industry.

- Each advertising spot is 100mm by 100mm, though companies can if available "double up"
- Advertisers receive 100 voucher copies of the map to distribute to their clients and suppliers
- Cost of each slot is £2,500

Map technical specifications:

- Size 1493.5mm (W) by 1045.5mm (H)
- Smooth quality coated paper
- A proposed print run of 5,000 maps is planned

Base Map Image:

- Full colour land satellite image
- Coastlines, with Major Towns; Ports & Terminals
- Bathymetry (Water Depth) set to; 500m; 1000m; 1500m, 2000m, 3000m+
- Licence & Concession Areas with Operator Status
- Operational Oil & Gas Fields
- Operational Fixed Platforms
- Operational Floating Production & Storage Facilities
- Operational Offshore Pipelines
- Remote location Proposed Oil and Gas Fields with Field Names
- Remote location proposed Pipelines Start & End Points

Infield Systems is preparing for publication the second edition of the Offshore Asia Pacific Oil & Gas Activity Map, covering the offshore oil and gas sector for the Asian and Australasian regions through to 2017.

The Asia Pacific region has an increasing amount of activity over the next few years and that makes it an attractive "hunting ground" for companies looking for export markets.

Based upon Infield proprietary forecasts, Asia is expected increase its offshore oil and gas expenditure to US\$79.433bn over the period 2010/14, this is up 41.8% from \$56.091bn during the previous five years. Due to the impact of the global economic recession there was an easing in the growth of expenditure, largely resulting from the dramatic drop in oil prices and lack of liquidity in the global financial system.

While this will continue to have some impact in the short term there are signs emerging in 2010 of tentative economic recovery globally, and of more robust growth in the Asian region itself. Much of this growth in Capex, however, will not be seen until 2016. Overall, we expect that Indonesia will be the lead the region on expenditure followed by Malaysia, China, and India.

While it is unlikely that Asia's oil exporters will be able to reverse the trend of increasing dependence on crude oil imports, regional producers are nevertheless seeking new frontiers offshore, and this includes the pursuit of the region's deepwater oil and gas potential.

Australasia offshore forecast Capex is expected substantially increase from US\$10.5bn to US\$32.3bn over the next five years. It is Australia in

particular that makes up most of this expenditure and will experience a massive increase over the two forecast periods, from US\$9.448bn to a staggering US\$29.22bn. This is largely due to a forecast expansion of Capex on pipelines to \$15.02bn from \$4.26bn.

Papua New Guinea will enter the Australasian offshore market with forecasted Capex of \$2.735bn.

The massive increase in forecast pipelines Capex in Australia is largely due to the several major offshore natural gas projects scheduled to attract expenditure throughout the forecast period. These projects reflect the impact this rich offshore gas region is likely to have on the Australasian offshore market, which during this forecast period is expected to be the fastest growing region in the world in terms of offshore Capex.

2012 to 2013 Print Media Plan

Infield Systems will be publishing the following Infield Regional Oil & Gas Activity Wall Maps throughout the remainder of 2012 and 2013:

2012

- **Offshore Asia Pacific Oil & Gas Activity Map To 2017 (3rd edition)**

Scheduled for publication in November 2012 with major release planned for Offshore South East Asia (OSEA) 2012 and Oil & Gas Asia (OGA) 2013

- **Offshore South and East Africa Oil & Gas Activity Map to 2017 (NEW)**

With the ever increasing search for new discoveries of hydrocarbons, Tanzania, Mozambique and Madagascar are fast appearing on the radar. The East Africa oil and gas sector is expected to be a key driver of growth in Africa. Activity and interest in this region is high. This new activity map will reflect the interest in the region. Scheduled for publication in December ready for 2012 release.

- **Arctic Frontiers Oil & Gas Activity Map To 2019 (2nd edition)**

The Arctic holds the world's largest remaining untapped gas reserves and some of its largest undeveloped oil reserves (possibly 25%).

Infield Systems again plan to fully update their Arctic Frontiers Map to chart these potential reserves and future fields. Scheduled for publication in December 2012 with major release planned for Arctic Technology Conference, Houston.

2013

- **Offshore Central Mediterranean Oil & Gas Map To 2017(1st edition) (NEW)**

Scheduled for publication at Offshore Mediterranean Conference 2013 being held in Ravenna, Italy, this new regional oil and gas map will detail the central Mediterranean and North Africa regions, including: Italy, Tunisia, Libya, Egypt, Albania, Israel, Greece, Croatia, Malta and Cyprus.

- **Offshore Latin America Oil & Gas Activity Map To 2017 (2nd edition)**

Scheduled for publication at the Offshore Technology Conference in May 2013.

- **North Sea Oil & Gas Infrastructure & Integrity Map To 2017 (2nd edition)**

Scheduled for update and release in September 2013 with major free release planned for Offshore Europe event in Aberdeen.

Advertising Opportunities

With each of the Infield Oil and Gas Activity Maps, there are a number of advertising opportunities available, with single 100mm by 100mm or multiple size positions.

- Each single 100mm x 100mm position costs GB£2,500.00. Multiple position slots prices are available on application
- Each map provides a unique marketing aide for leading contractors to promote their services, facilities and major new project references to the global oil and gas industry
- All advertisers will receive 100 folded maps for their own distribution

Distribution

Infield Systems attends many oil and gas events around the world. In addition Infield Systems works with conference organisers to distribute the published maps to their delegates.

At events such as the Offshore Technology Conference and Offshore Europe, Infield Systems invests in various advertising and sponsorship opportunities with the conference organisers to drive visitors to the Infield booth. The advertising is centred on the distribution of the Infield Oil & Gas Activity Maps.

At Subsea Tiebacks Forum Infield Systems participates in the sponsorship programme

that allows the paying delegates to be entered into a free prize draw to win a Harley Davidson Motorcycle. To qualify, the delegate must visit each of the sponsoring booths.

For all events Infield Systems promotes their attendance on the Infield.com website and these pages are developed with search engine optimisation, to ensure high page rankings in Google, Bing and other major search engines.

Infield Systems operates an email marketing system which announces the publication of all Infield products and services and attendance at exhibitions and conferences.

About Infield Systems

Infield Systems is an independent energy research and analysis firm that is dedicated to the provision of accurate and up-to-date data, market reports, mapping, analysis and forecasts for the offshore oil and gas and associated marine industries. Infield Systems also prepares market due diligence on mergers, acquisitions and transactions for clients in the energy industry. Infield Systems services clients in over 40 countries, including E&P companies, contractors, manufacturers, government agencies and financial institutions, and is widely acknowledged as the definitive independent source for information, research and analysis on the offshore energy sector.

Exhibition	Location	2012	2013	2014
Arctic Technology Conference	Houston	✓	✓	✓
Gastech	London	✓		
Offshore Europe	Aberdeen		✓	
Offshore Mediterranean Conference	Ravenna		✓	
Offshore Northern Seas	Stavanger	✓		✓
Offshore South East Asia	Singapore	✓		✓
Offshore Technology Conference	Houston	✓	✓	✓
Oil & Gas Asia	Kuala Lumpur		✓	
Subsea Aberdeen	Aberdeen	✓	✓	✓
Subsea Tiebacks Forum	Texas	✓	✓	✓

n/d - Not Decided

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