



Vivo Energy and MIDAS announce a collaborative Pan-African partnership agreement

Torino, July 31st 2017

Vivo Energy, the company that distributes and markets Shell-branded fuels and lubricants in Africa, and MESA, the exclusive licensee of MIDAS providing convenient maintenance services and multi-brand quick car servicing in over 97 countries in Africa, Europe, Brazil and Turkey, recently announced a pan-African agreement to provide new services to their growing customer base.

Shell is one of the most widely recognised and respected brands in Africa providing high quality fuels and lubricants using the latest technological innovations. MIDAS is a leading company for vehicle maintenance and service, regarded as a real alternative to workshops affiliated with car manufacturers.

MIDAS automotive shops will open at a number of selected Shell service stations across Africa so customers can enjoy high quality car maintenance services. The automotive shops will be progressively rolled out in selected sites with sufficient market demand through local MIDAS partners in the countries where Vivo Energy operates.

Today, customers are looking for more than just a fill-up when they drive onto Shell forecourts. Through this partnership, Vivo Energy and MESA will offer them an improved forecourt experience. Vivo Energy will bring its expertise in the distribution and marketing of oil products and services and MESA will bring its knowledge in automotive spare parts and services.

Mr David Mureithi, Executive Vice President at Vivo Energy, stated that: *"This partnership confirms Vivo Energy's objective to continuously bring innovative solutions to our growing number of customers. This is a great opportunity to create a deeper connection with our customers by taking enhanced care of their vehicles. We are confident that together with Midas, we shall remain at the forefront and offer our customers leading automotive services and spare parts at Shell service stations."*

Mr Alain Flipo, CEO at Midas Services said: *"Midas is very pleased to achieve such a partnership. We both, Vivo Energy and Midas, take the opportunity to associate our powerful brands in order to provide leading and innovative services to African drivers"*.

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About Vivo Energy

Vivo Energy, the Shell licensee in Africa, was established on 1st December 2011 to distribute and market Shell-branded fuels and lubricants.

Vivo Energy is jointly owned by Vitol and Helios Investment Partners.

Shell and Vivo Lubricants is 50% owned by Shell and 50% owned by Vitol and Helios Investment Partners. Shell and Vivo Lubricants manufacture and blend Shell branded lubricants, which are then marketed and sold by Vivo Energy companies.

Shell is the overarching customer-facing brand and the name on Vivo Energy's fuels and lubricants.

Vivo Energy provides high quality solutions for motorists and businesses in Botswana, Burkina Faso, Cape Verde, Ghana, Guinea, Ivory Coast, Kenya, Mali, Mauritius, Madagascar, Morocco, Mozambique, Namibia, Senegal, Tunisia and Uganda. Its retail offering includes fuels, lubricants, card services, shops and other non-fuel services (e.g. oil change and car wash). For businesses it provides fuels, lubricants and liquefied petroleum gas (LPG) to customers across a range of sectors including marine, mining, and manufacturing. Jet fuel is sold to customers at 23 airports through a partnership with Vitol Aviation.

Vivo Energy employs around 2,360 people, operates over 1,780 retail service stations under the Shell brand and has access to approximately 900,000 cubic metres of fuel storage capacity. Shell and Vivo Lubricants has blending capacity of around 124,000 metric tonnes at plants in six countries (Ghana, Guinea, Ivory Coast, Kenya, Morocco, and Tunisia) producing Shell branded lubricants.





About MESA

MESA is a leading company in car maintenance services, owning the exclusive licence of the Midas brand for over 97 countries in Africa, Europe, Brazil and Turkey. The MIDAS retail chain, whose corporate object is the operation, under the name MIDAS, of shops for the automotive and 2-wheels maintenance and repair of vehicle, with or without an appointment, is currently present in 9 countries (France, Spain, Belgium, Italy, Portugal, Austria, Morocco, Algeria and Angola).

MESA is 100% owned by MOBIVIA, a federation of interconnected companies. MOBIVIA provides multi-brand vehicle servicing and parts at a worldwide level as well as being a key player in the area of new mobilities through its investment fund, VIA-ID. MOBIVIA and its 15 brands endeavour each day to ensure the sustainable mobility of every person around the world.



Shell Licensee