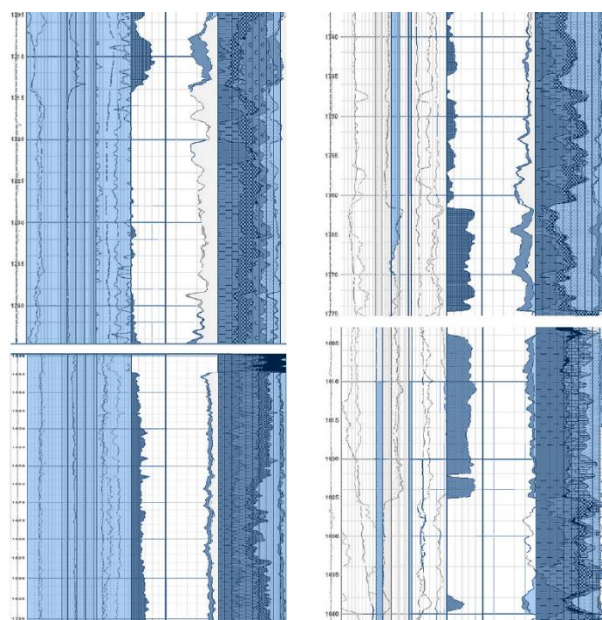


# G&G/ FORMATION EVALUATION

## CONSOLIDATED REPORT



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## **G&G SOFTWARE & FORMATION EVALUATION SERVICES SUPPLIER PERFORMANCE REPORT**

The 2017 Worldwide G&G/ Formation Evaluation Services Supplier Performance Report presents the results of in-depth, personal interviews with decision makers with oil & gas operators worldwide who purchase and use G&G Software and Formation evaluation services. The report assesses market share, supplier performance, supplier competitive positioning and buying preferences among the oil & gas operators worldwide.

The report is based on 2,560 performance ratings from 608 respondents worldwide and is based on individual interviews conducted from March, 2016 to January, 2017.

Each respondent interviewed was pre-qualified for the product category evaluated and the interviews lasted approximately 30 to 45 minutes on average. Geologist, Geophysicists, Geophysical & Exploration Managers and other subject matter experts were interviewed for their respective area of responsibility.

A total of 16 product and service lines are evaluated in the report and segmented by key geographic regions.

The product and service lines evaluated in the report are shown below:

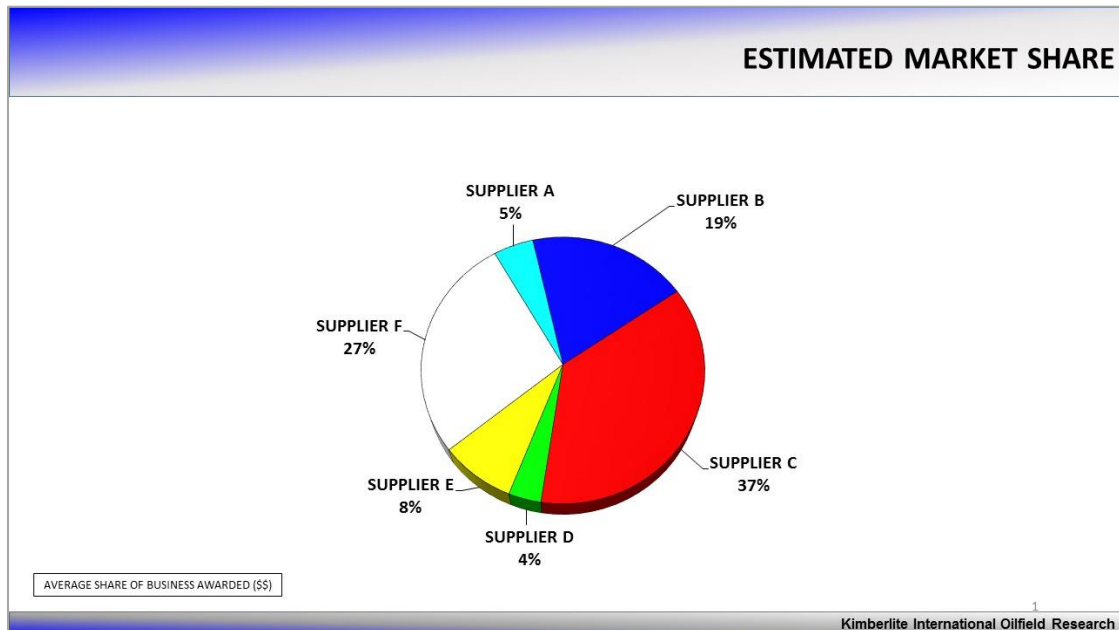
- Wireline Logging
- LWD
- Mud/ Surface Logging
- Downhole Coring & Analysis
- G&G Software (8 Domains)
- Seismic Acquisition & Data Licensing
- Seismic Data Processing

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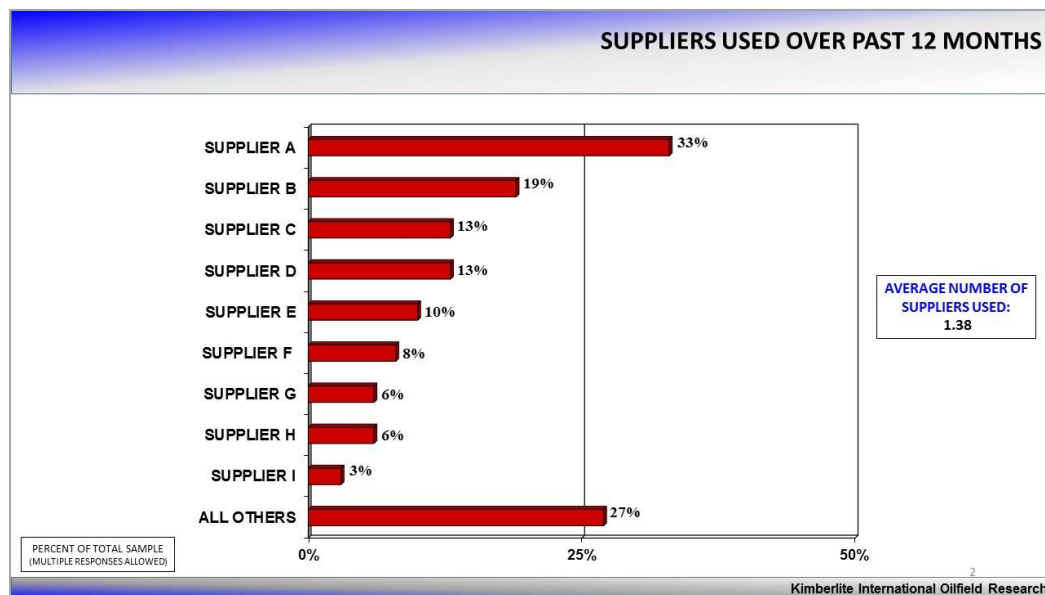
## Example Exhibits

### A. Supplier Market Share Data – Estimated share of business awarded



ESTIMATED MARKET SHARES BY SELECTED REGIONS								
Suppliers	Worldwide		NAM Land		International Land		Total Offshore	
	% Using	Est Market %	% Using	Est Market %	% Using	Est Market %	% Using	Est Market %
Supplier A	57.70%	42.48%	37.00%	17.47%	62.50%	49.87%	65.40%	43.56%
Supplier B	33.30%	25.43%	29.60%	20.97%	28.10%	17.52%	38.50%	27.11%
Supplier C	38.70%	24.92%	33.30%	12.74%	37.50%	18.37%	42.30%	27.08%
Supplier D	11.70%	3.71%	29.60%	20.97%	9.40%	9.39%	3.80%	1.23%
Supplier E	4.50%	1.30%	14.80%	6.61%	-	-	1.90%	1.02%
Supplier F	0.90%	0.16%	3.70%	5.38%	-	-	-	-
Supplier G	0.90%	0.39%	3.70%	5.38%	-	-	-	-
Supplier H	0.90%	0.16%	3.70%	2.15%	-	-	-	-
Supplier I	0.90%	0.16%	3.70%	2.15%	-	-	-	-
Supplier J	0.90%	0.16%	3.70%	2.15%	-	-	-	-
Supplier K	0.90%	0.12%	3.70%	1.61%	-	-	-	-

B. Supplier Market Penetration – Suppliers used over past year for selected categories or discrete product & service lines



C. Supplier Net Promoter Scores

*The Net Promoter Score (NPS) is a widely used industry benchmark and is based on the question “How likely would you be to recommend this company (or product) to a friend or colleague” using a scale of 0 to 10 with 10 being highly likely. NPS is a good benchmark to track and monitor customer loyalty.*

The report presents supplier Net Promoter Scores versus Industry Average by:

- Aggregate of Combined Product lines - By Discrete Product Line - By Region

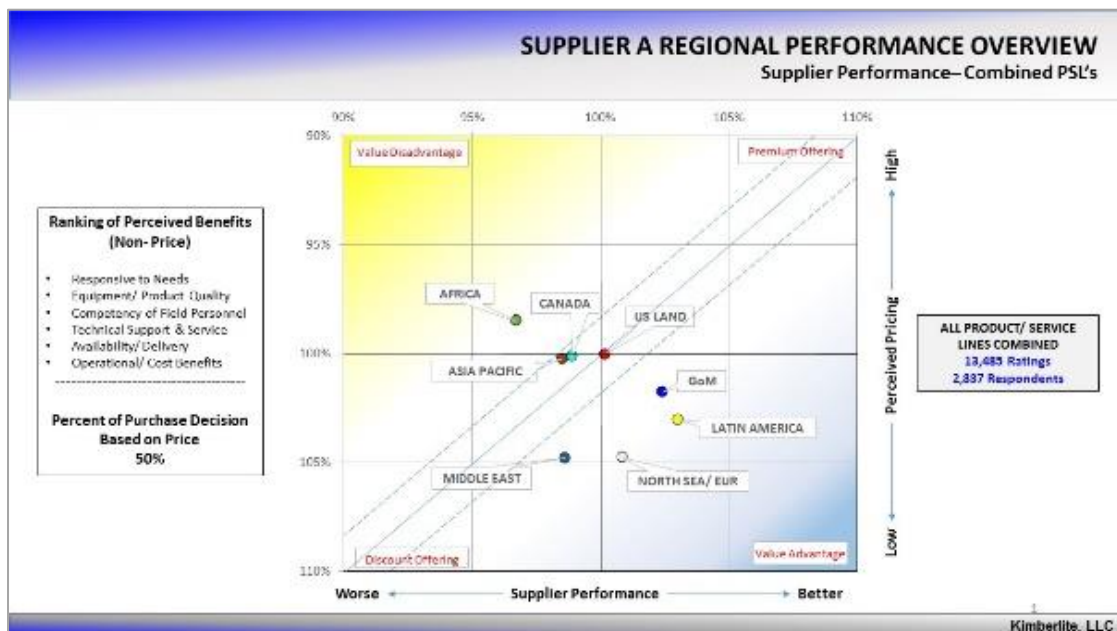
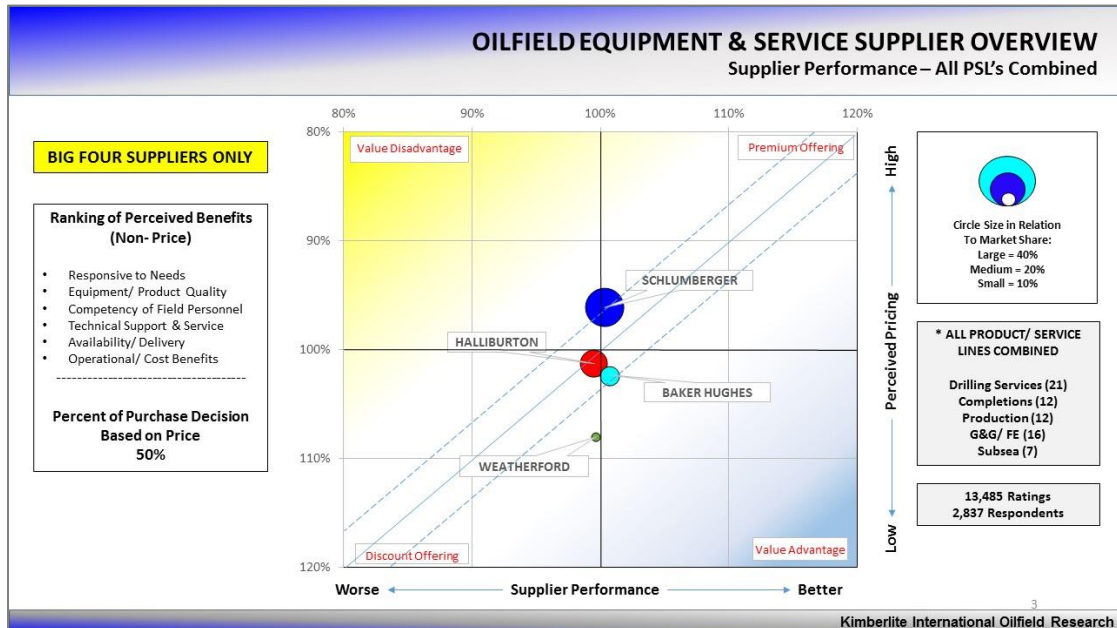
BY CATEGORY					
	Category Average	Supplier A	Supplier B	Supplier C	Supplier D
All Categories Combined	17.8%				
LWD, Logging & Coring	14.9%				
G&G Software	20.1%				
Seismic Acquisition	28.5%				
Seismic Data Processing	2.7%				
BY REGION					
Total Land	20.3%				
Total Offshore	12.1%				
US Land	22.7%				
GoM	22.1%				
Latin America	29.7%				
North Sea/ Europe	10.1%				
Africa	1.1%				
Middle East/ Egypt	6.5%				
Asia Pacific	8.1%				
ABOVE INDUSTRY AVERAGE PERFORMANCE		INDUSTRY AVERAGE PERFORMANCE		BELOW INDUSTRY AVERAGE PERFORMANCE	

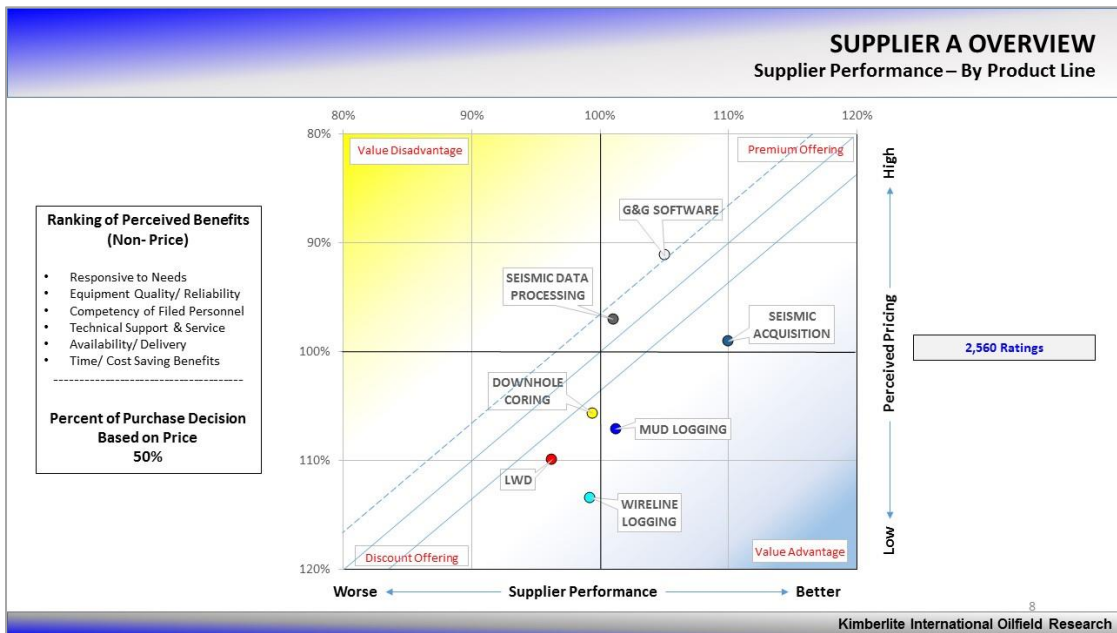
#### D. Supplier Value Map – Competitive Positioning of Major Suppliers

*Evaluating each supplier's overall performance relative to the respective cost for the supplier services is important to track and measure. This analysis is reflected in the Value Map which is a visual picture of the relative competitive positioning of each supplier. Supplier performance is plotted on the X-axis and supplier pricing is plotted on the Y-axis. The "fair value line" is shown diagonally across the Value Map and its slope reflects the relative weights customers place on costs and benefits.*

Supplier Value Map – Individual Suppliers Competitive Positioning by:

- Worldwide – Region – Individual Product Lines





#### E. Supplier Head-to-Head Analysis – Strengths & Weaknesses on Key Performance Criteria

