Overview

The 2016 Hydraulic Fracturing Services Supplier Performance Report presents the results of in-depth, personal interviews with decision makers with oil & gas operators worldwide who purchase and use hydraulic fracturing 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 person-to-person phone interviews with 137 respondents worldwide conducted from March to June, 2016.

Each respondent interviewed was pre-qualified for the product category evaluated and the interviews lasted approximately 30 to 45 minutes on average. Completion, production and drilling managers and engineers and other subject matter experts were interviewed for their respective area of responsibility.

Performance ratings for over 35 oilfield service companies were evaluated in the report including both the major suppliers (Schlumberger, Halliburton and Baker Hughes) and smaller, independent and regionally based suppliers.
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Example Exhibits

A. Supplier Market Share Data – Estimated share of business awarded
B. Supplier Market Penetration – Suppliers used over past year worldwide and by selected regions

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:

- Region and Company Type

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**NET PROMOTER SCORES - HYDRAULIC FRACTURING SERVICES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Supplier A</th>
<th>Supplier B</th>
<th>Supplier C</th>
<th>Supplier D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>17.8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US Land</td>
<td>14.9%</td>
<td></td>
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<tr>
<td>Canada</td>
<td>20.1%</td>
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</tbody>
</table>

**BY COMPANY TYPE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Supplier A</th>
<th>Supplier B</th>
<th>Supplier C</th>
<th>Supplier D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Majors</td>
<td>20.3%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Large Independents</td>
<td>12.1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Med/ Small Independents</td>
<td>22.7%</td>
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<tr>
<td>National Oil Companies</td>
<td>22.1%</td>
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**PERCENT OF TOTAL SAMPLE (MULTIPLE RESPONSES ALLOWED)**

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**AVERAGE NUMBER OF SUPPLIERS USED:**

1.38

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**SUPPLIERS USED OVER PAST 12 MONTHS**

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Kimberlite International Oilfield Research
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 – Company Type
E. Supplier Head-to-Head Analysis – Strengths & Weaknesses on Key Performance Criteria

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\text{SUPPLIER PERFORMANCE vs INDUSTRY AVERAGES} 
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