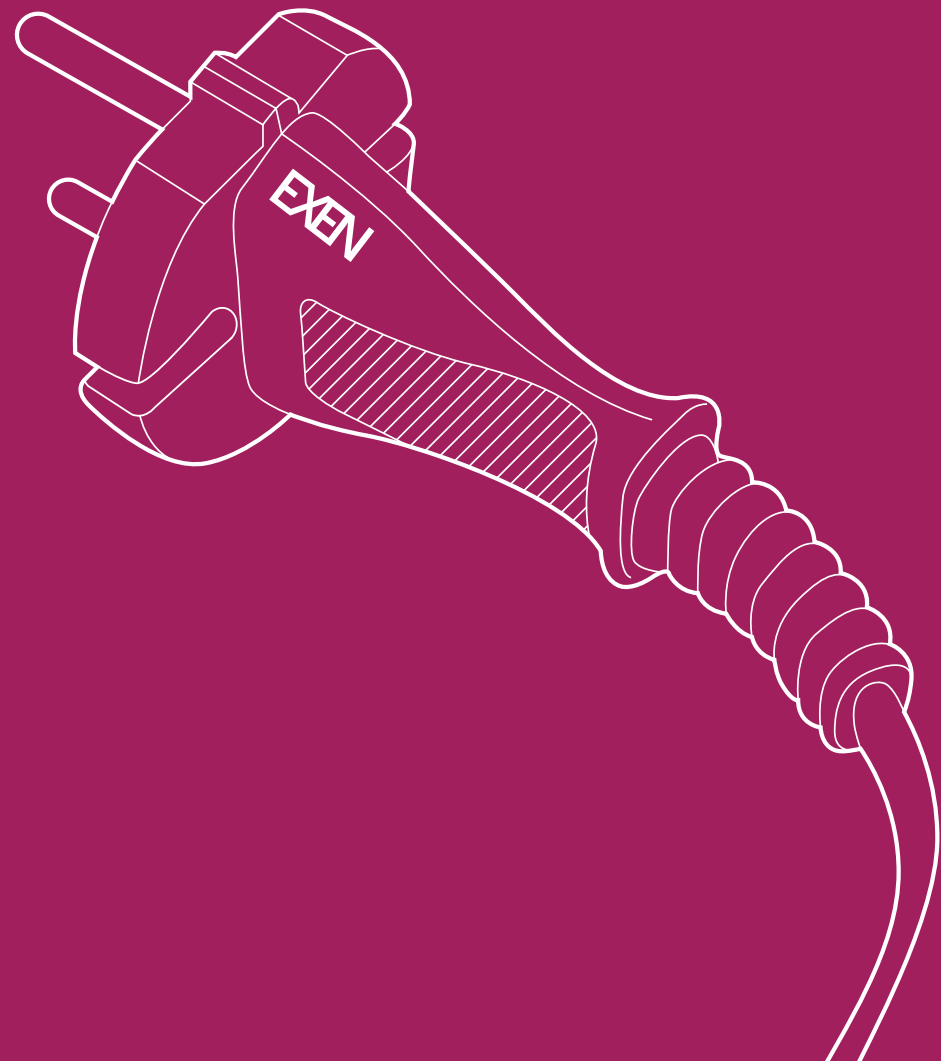


EXEN services to the
energy industry





Global oil and gas companies entering CEE markets face a complex and constantly changing landscape, necessitating a blend of innovative approaches and deep local and industry expertise.

Entering new markets has never been easy, but in today's post-crisis landscape it is more difficult than ever. A new set of challenges has emerged for energy multinationals – price volatility, greater competition, cost pressures and political uncertainty are among the key issues facing IOCs. Within these emergent operational challenges, entering new markets and dealing with unfamiliar environments pose major obstacles.

Yet, emerging markets present some excellent opportunities to achieve long-term sustainability and a lasting competitive advantage. In fact, the search for unconventional gas resources, including shale gas, tight gas and coal bed methane, has unprecedented potential to change the global energy landscape. In Europe, unconventional gas resources have been identified in Austria, France, Germany, Hungary, Italy, the Netherlands, Poland, Romania, Spain, Sweden, Switzerland and the UK. While some of these countries are welcoming to new entrants, other markets may present significant regulatory, technological, cultural and communications challenges.

Exen helps IOCs navigate CEE markets. By combining world-class production and quality assurance processes with outstanding customer service and deep industry expertise, we develop sound document management and localisation programmes for multinational companies operating in Central and Eastern Europe. As a leading document management and cross-border communications consultancy, we offer a full range of custom solutions to make global oil and gas companies feel at home in CEE.

Exen has the broadest and deepest CEE oil & gas expertise of any language services provider.



expertise

EXEN HAS CONSIDERABLE EXPERTISE IN DELIVERING MISSION-CRITICAL PROJECT DOCUMENTATION THROUGHOUT THE ENTIRE ENERGY VALUE CHAIN.

The world's leading energy companies turn to Exen for technical excellence in document management and localisation, tailored solutions and a client-focused approach. We collaborate with global integrated energy firms entering CEE markets to devise and implement comprehensive document management programmes which address CEE-specific challenges.

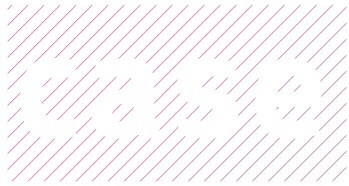
Our energy industry expertise includes providing business-critical document outsourcing solutions to integrated energy companies operating in CEE markets, developing exploration and production operations, dealing with governments and regulatory authorities, executing renewable energy projects as well as implementing investments across the oil & gas, mining, renewable energy and chemical sectors. In addition, we work with a variety of stakeholders in energy and unconventional gas resources projects including foreign sponsors, lenders and investors, as well as local construction contractors, operators and utilities companies.

Some of our recent experience has involved providing translation, localisation and document management services on projects in the following areas:

- » Shale gas exploration
- » Reservoir evaluation
- » Wireline logging and perforating services
- » Production of hydrocarbons
- » Refining
- » Power generation and distribution
- » Mining
- » Renewables
- » Energy trading

Representative clients

- » Ciech S.A.
- » Danske Commodities A/S
- » GES SIEMSA S.A.
- » Marathon Oil Corporation
- » Police S.A.
- » Rockwool International A/S
- » Talisman Energy Inc.



study A

GLOBAL DELIVERY OF LOCALISED CONTENT FOR AN INTERNATIONAL GAS AND ELECTRICITY TRADING FIRM.

Danske Commodities A/S
www.danskecommodities.dk



The Client

Danske Commodities A/S is a company trading in electricity and gas across numerous European markets.

The Issue

Danske trades energy in multiple European markets. Each of these presents unique challenges to cross-border communications and document management. Danske needed a document solutions partner to cost-effectively deliver highly technical energy-related documentation in most major European languages.

"By working with experts in document solutions for the energy industry, Danske has enhanced its market presence across Europe, while at the same time benefitting from efficient, coordinated service by generating substantial savings."

- Henrik Bystrup, Senior Trader, Danske Commodities A/S

Exen's Approach

We started out with an assessment of Danske's operations and requirements relating to localised content in each market. Next, we designed a document management programme to address the various challenges, including:

- » **UCTE terminology** – we created custom glossaries based on the UCTE Operation Handbook to ensure the highest level of quality and compliance with EU norms.
- » **Local subject matter experts** – since energy laws and regulations, and thus terminology, differ markedly from market to market, we selected a number of industry experts to further enhance quality.
- » **Project management** – in coordinating extensive localisation projects across multiple markets, we focused on optimising project efficiency, ensuring seamless delivery and maintaining the highest level of quality throughout the process.

The Outcome

100% on-time project delivery, 40% reduction in total cost, significant increase in content quality and consistency.



study B

A GLOBAL INTEGRATED ENERGY COMPANY ENGAGING LOCAL STAKEHOLDERS IN POLAND WITH A SOUND CONTENT LOCALISATION PROGRAMME

Marathon Oil Corporation
www.marathon.com



The Client

Marathon Oil Corporation is an integrated international energy company engaged in exploration and production, oil sands mining, integrated gas, and refining, marketing and transportation. Marathon holds a 100 percent working interest in 11 concessions in Poland, totalling approximately 2.3 million acres. It is the 4th largest US-based integrated oil and gas company, with 2009 revenues of \$53 billion.

The Issue

To establish and run a successful operation in a new environment – Poland, Marathon needed a reliable, quality-focused document solutions provider with industry-specific expertise and CEE market entry know-how. Marathon recognised the need to place particular emphasis on the quality of localised documentation to ensure that a number of challenges inherent to entering a new market were addressed. In developing a localisation programme, some key concerns included:

- » Local stakeholder engagement
- » Technical documentation
- » Regulatory compliance
- » Data security

Exen's Approach

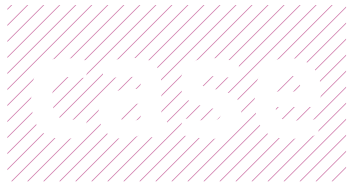
Leveraging Exen's deep expertise in the energy industry, an integrated delivery model and rigorous Quality Assurance procedures, we conducted a thorough analysis of the various objectives and requirements, which resulted in the development and implementation of a comprehensive document management programme addressing the key areas, including:

- » Translation and localisation of highly technical content
- » Development and validation of subject-specific glossaries
- » Adaptation of content to particular audiences
- » Management of highly confidential data

The Outcome

Marathon now has a tailored, CEE-specific document management programme which meets all of its documentation requirements. Through working with Exen, Marathon is able to:

- » shift focus to core operations,
- » maintain the consistency of its strict corporate governance and environmental stewardship principles in a new market,
- » ensure compliance with local regulatory requirements,
- » efficiently and securely manage mission-critical documentation across locations,
- » strengthen its corporate role within the new community,
- » uphold HSE standards and practices when interacting with in-country suppliers and service providers.



study C

A MAJOR MULTINATIONAL ENERGY FIRM ACHIEVING OPERATIONAL EXCELLENCE WITH A CEE-FOCUSED DOCUMENT MANAGEMENT STRATEGY FROM **EXEN**.

Talisman Energy Inc.

www.talisman-energy.com



The Client

Talisman Energy is a global, diversified, upstream oil and gas company with a broad portfolio of international opportunities.

The Issue

In February 2010, Talisman acquired exploration concessions within the Baltic Gas Shale play, thus entering the CEE region. Shortly afterwards, Talisman's London office appointed Exen as preferred language services provider with a view to capitalising on our unparalleled industry-specific expertise and best practices in quality control. Exen was presented with the task of developing and implementing a multilingual content delivery programme fulfilling a multitude of stringent criteria.

Main focus areas:

- » Coordinated project management and delivery of highly technical documentation
- » Local regulatory compliance
- » Strict document requirements – emphasis on superior quality and subject matter expertise, turnaround times and data security

The project involves translation, localisation and development of documentation related to:

- » Prospecting and exploration of hydrocarbons
- » Well completion
- » Reservoir estimation
- » 3D seismic data analysis
- » Drilling operations
- » Rig assembly and maintenance
- » HSE performance

Exen's Approach

Drawing on our unparalleled energy industry expertise, CEE market entry focus and technical excellence, we carried out an in-depth analysis of documentation requirements and developed a cohesive plan for delivery of highly complex technical content.

- » **Analysis** – definition of content types, subject matter areas, project workflows, client-specific terminology and style requirements;
- » **Localisation and content development** – assembly of project management, production and QA teams; creation of custom glossaries, a style guide and translation memories; centralised project management; on-going monitoring and improvement of production processes;
- » **Quality assurance** – accuracy and consistency of translated and localised content ensured through use of a fully documented QA procedure including technical editing, ad-hoc subject matter consultations and in-country client reviews.

The Outcome

Among the benefits Talisman is now seeing are greater clarity in navigating this new environment, an increase in operational cost-effectiveness, the ability to focus on core activities, project scalability and consistent HSE performance throughout the various markets. As a result, high quality technical documentation in multiple languages enables Talisman to better align its exploration activities across borders.

A focus on the quality of documentation and technical excellence makes Talisman a more efficient, adaptive company that can successfully operate throughout the CEE region.



benefits

AT **EXEN** WE STRIVE TO GO THE EXTRA MILE FOR OUR CLIENTS.

Our commitment to adding value through facilitating cross-border communications and enhancing the local presence of global companies makes us an ideal partner for multinationals entering CEE markets. We take pride in developing long-term working relationships with our clients, which we achieve through leveraging our competitive advantages and placing particular emphasis on client service.

Global energy companies entering CEE markets rely on Exen's technical excellence, market knowledge and deep industry expertise to:

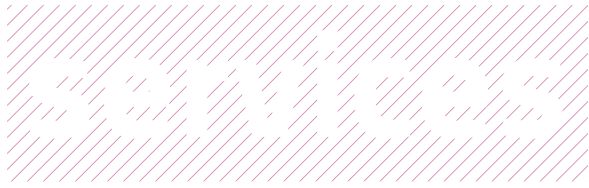
- » Engage local stakeholders
- » Increase community confidence
- » Enhance market presence
- » Ensure regulatory compliance
- » Mitigate operational risk

Our document management solutions add further value by ensuring:

- » Consistent corporate communications across markets
- » Product adaptation to target audiences
- » Centralised management of multilingual corporate content
- » Significantly reduced time-to-market
- » ROI maximisation

To further facilitate communication and improve efficiency, Exen offers a state-of-the-art VDR and video conferencing collaboration environment. Key benefits include:

- » Data reliability and compliance
- » Security and confidentiality
- » Team collaboration based on real-time data
- » Enhanced knowledge transfer
- » Industry-specific application (data integration, well planning, drilling and reservoir optimisation)
- » Accelerated decision-making
- » Reduced carbon footprint
- » Business process optimisation



& solutions

A SUCCESSFUL APPROACH TO CROSS-BORDER COMMUNICATIONS REQUIRES
A BLEND OF SKILL, EXPERTISE AND INNOVATIVE THOUGHT.

Exen's services to the energy industry help IOCs engage and create rapport with local stakeholders. By offering a unique combination of industry-specific solutions and collaborative communication technology, we aim to create a link between the new entrant and local audiences.

At Exen we are fully aware of what it takes to execute flawless new market entry strategies. Having worked with a number of international corporations entering CEE markets in the past, we are uniquely positioned to provide mission-critical document management solutions and advice across the entire energy value chain.

Localisation

- » translation
- » editing
- » quality assurance
- » linguistic validation
- » terminology & style management
- » DTP

Content development

- » DITA-based technical authoring
- » copywriting
- » content publishing
- » cultural adaptation

Document management

- » document lifecycle management
- » development of corporate documentation
- » information management

Consulting

- » document management strategy
- » formulation of local communications policy
- » cultural diversity

Collaborative communications

- » Virtual Data Rooms
- » video conferencing



security

AT **EXEN** WE TAKE THE PROTECTION OF DATA VERY SERIOUSLY.

Having adopted a risk-based approach to data security, we are fully aware of the complexities surrounding appropriate management of data as well as the potential consequences of data loss. For this reason, after a thorough assessment of the various risks present, we have devised a fully documented data security and confidentiality framework encompassing physical, system and operational protection.

Communications and project management

- » SSL encryption for all emails / projects / messages / files
- » TrueCrypt 7.0a disk encryption
- » Secure offline storage
- » Daily backups
- » Automated backup and disaster recovery processes
- » User access control
- » Non-disclosure agreements signed with clients as well as in-house / external staff
- » Redaction of confidential data
- » Basecamp – Exen's project management platform (more info on security: <http://37signals.com/security>)

VDR and video conferencing

- » Two-factor authentication
- » 256-bit document encryption
- » Fine-grained access control
- » Tamper-proof audit trail
- » Watermarking / stamping



assurance

AS A DATA-DRIVEN COMPANY, WE HAVE A LASTING COMMITMENT TO QUALITY ASSURANCE.

Our key objective is the delivery of world-class services and continuous improvement of processes. From fully documented QA procedures and regular testing of our in-house and external personnel to addressing emerging security issues, we follow consistent, demanding standards. To this end, a typical translation project is subject to the following stages:

File preparation » pre-production » translation » editing » QA » DTP »
» post-DTP QA » testing » client delivery

All projects are professionally managed using the latest project management software. We pay particular attention to communication, ensuring that all client requirements are understood and that the client is always aware of the various stages and timescales involved.



exen



Exen is the premier CEE document management and localisation consultancy. We work closely with our clients to develop customised solutions for their cross-border communications challenges. With a novel approach to global document and content management, Exen provides a range of industry-specific solutions to help global energy companies enter and operate in CEE markets.

Strategic differentiators

- » Energy industry expertise
- » CEE market entry insight
- » Uniquely structured, value-accretive services and solutions
- » Focus on quality
- » Consultative approach
- » Efficient delivery model

More information can be found at www.exen.pl

Key people

» **Mateusz Wodziński** Managing Director

Mateusz co-founded Exen in 2008 and has over five years of experience in cross-border communications. He works with major CEE and multinational companies on their challenges relating to new market entry and document management. He is also responsible for international operations, coordinating Exen's client and operational development in Europe and the US.

» **Sean Gibson** Director of Operations

Sean has over 4 years of experience both working for an international law firm and as editor and translation project manager for an array of international clients on a diverse range of topics. At Exen he specialises in developing document management programmes and quality assurance processes, making sure that clients always receive the highest level of quality.

» **Richard Piotrowski** Market Entry Strategist

Richard has extensive experience in the creation and implementation of business development and corporate communications strategies for multinational clients. At Exen he is responsible for business development, as well as market entry strategy consulting for firms with an international presence entering CEE markets.

Contacts

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multilingual content management
and corporate communications for
capital markets and professional
services firms