



CNOOC Limited IR & PR Support

- **Date:** Ongoing
- **Mission**
 - To position CNOOC Ltd as one of leading oil and gas producers in the world among its key stakeholders
 - To establish and maintain close rapport with the media, investment community and industry analysts
- **Method**
 - Strategic counsel on best IR standards
 - Project a transparent and modern management through regular updates and activities for media, analysts and investors
 - Leverage opportunities to highlight strong investment value e.g. major alliances/acquisitions, oil and gas discoveries, inclusion into HSI & MSCI
 - Media outreach to raise CNOOC Ltd's profile among international media
 - Conduct primary research on public perception to measure gaps between desired & actual perceptions
- **Measurement**
 - Regular prominent print & electronic media coverage, positively & accurately portraying CNOOC Ltd's leading industry position.
 - Extensive & positive ratings from analysts.
 - Voted by *Finance Asia* as "Best Managed Company in China" for three consecutive years since 2004; Awarded "Best Corporate Governance" and "Best Managed Company" by *Asia Money* 2006.

