

# SHOWA SHELL CORE BUSINESS AREAS

## Oil Business

Showa Shell imports and refines crude oil, and sells oil products. We aim to enhance our ability to generate earnings by leveraging the competitive strength of our oil refineries, which are able to respond to the dramatic changes in domestic and international markets, as well as marketing strategies that meet changing customer needs.



At our Keihin Refinery, Yokkaichi Refinery, and Yamaguchi Refinery we have the combined capacity to process 515,000 barrels of oil a day. While operating our refineries in a safe and stable manner, we are producing efficiently by taking full advantage of our developed heavy oil cracking equipment. Going forward we will continue our stable operations while we examine to reinforce the competitiveness of our refining facilities.

**> P.17**



There were 4,305 service stations affiliated with Showa Shell Sekiyu as of 31 December 2008. We are continuing to develop highly competitive service stations that meet the needs of our customers and continuing the conversion to self-service stations. We are also working to expand and improve the quality of our sales network by developing service stations in conjunction with shopping centers and convenience stores.

**> P.14**

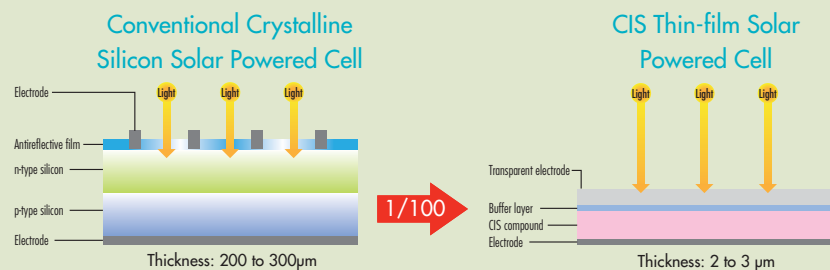


## Next-Generation CIS Solar Business

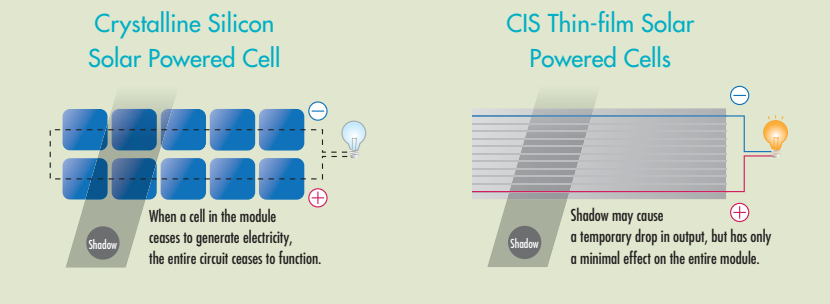
Showa Shell began conducting research on solar cells in 1978 and we initiated our current research on CIS solar powered cells in 1993 under commission from the New Energy and Industrial Technology Development Organization (NEDO). We launched commercial production in 2007 and aim to grow this business area as one of our core businesses while improving the competitiveness.



### ◆ Thinness of power generating layer



### ◆ Operates even when partially shaded



Showa Shell Solar K.K.'s "solacis" product has many advantages over other solar cells: Its power generating layers are thin, it has the world's highest conversion efficiency for a thin-film solar cell, requires smaller amounts of raw materials and energy to produce, is less affected by shade, and lends itself to design. The superiority of solacis has been recognized in a number of awards, including a Prize of Excellence in the second Monozukuri Nippon Grand Awards, an Ecology Design Prize in the Good Design Awards 2007, and in 2008 the product received the Minister of Economy, Trade and Industry Prize, the top prize in the 12th New Energy Awards.

> P.20

### Awards for "solacis"



新エネ大賞  
 経済産業大臣賞



CIS太陽電池「solacis」

