

Norway: Great opportunities and unique challenges

The 21st and APA licensing rounds have been awarded, and 2010 exploration results are revealing more about NCS prospectivity. The policies introduced to attract a wider range of players to the NCS have been successful, but raise the challenge of achieving alignment between diverse groups of players.

Many of the key questions facing players on the NCS revolve around the outcome of prospect drilling, infrastructure development and ullage, and the timing and cost of third party access. The interplay between these factors and the position it puts your partners and competitors in is key to developing and understanding the value and trade-offs for your own strategic alternatives. StrategicFit has helped many clients bring structure and clarity to complex challenges facing companies and JV partnerships.

How StrategicFit can help

The StrategicFit team has extensive experience of working with large and small petroleum companies on the NCS. We are hired because of our ability to make complex decisions manageable through bringing insight into what drives value.

We can help you address a range of important issues, including:

- Country and Regional Strategy
- Licensing Strategy and Applications
- New Business Development
- Commercial Negotiations

Our capabilities include getting alignment between senior decision-makers and partners, quantitative economic risk modelling and bringing an integrated, holistic perspective through decision analysis techniques and tools. We have also built up a database of infrastructure and exploration activity,

Our team is very flexible in terms of the size of project we can take on and we do not carry the overhead of larger consulting firms.



Senior Team

- **Duncan John** has 15 years of experience helping organisations make better strategic decisions. Duncan has led many strategy projects in the UKCS and Norway.
- **Adam Mitchell** has worked with many companies addressing challenging issues in E&P, Power, renewable energy and CO₂.
- **Nick van Ooyen** has 31 years of international experience across various Shell companies spanning exploration, development and commercial departments. From 2006-2010 Nick was Exploration Manager Atlantic Margin, responsible for all Shell's exploration activities in UK, Ireland, Faroes, Norway and Sweden.
- **Jan Paul van Driel** has extensive experience in the energy industry, with particular expertise in multi-billion-dollar energy investment decisions and designing effective decision processes.

How to get started

We would be delighted to set up a call or meet with you to share more details on how we might help and understand the challenges you face. Clients often find a one-day workshop to frame the opportunities, prioritise issues and create valuable structured alternatives extremely valuable as a first step.

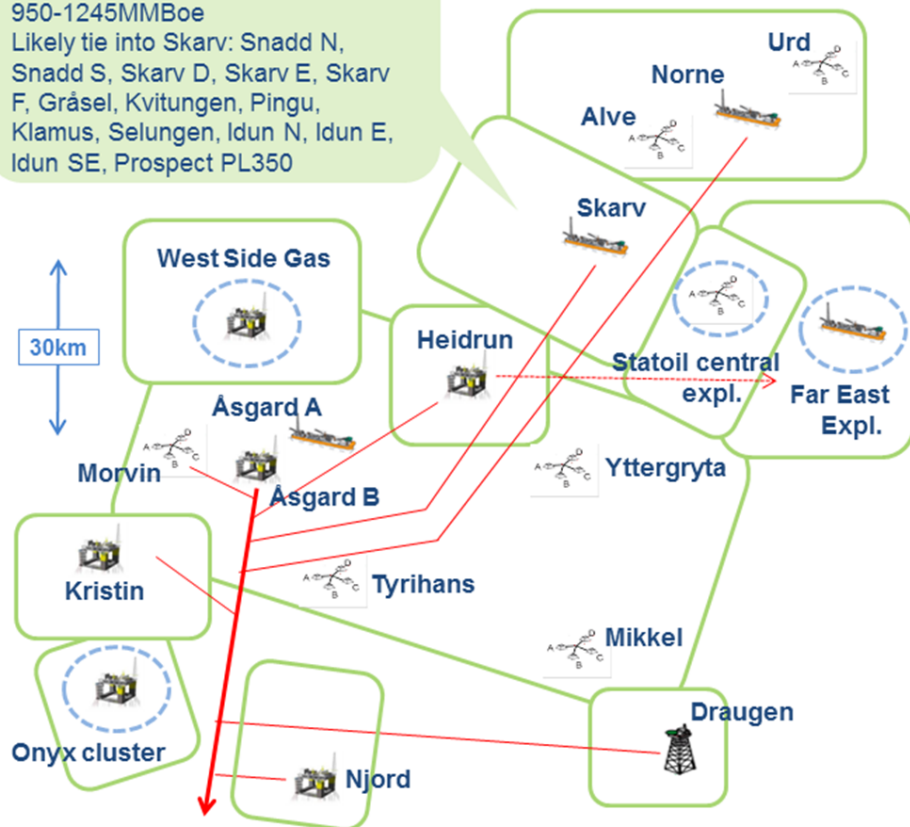
Jan Paul, Duncan and Adam were invited as guest presenters to the Norwegian Exploration Managers' Conference in Maastricht in 2008. **Duncan** and **Adam** supported Shell in its lead role in writing one of several [strategy reports](#) commissioned by the Norwegian Energy Minister via the Norwegian petroleum industry body, Konkraft.



As an example, our model of prospects, discoveries, fields and infrastructure in the Norwegian Sea uses logical clustering to provide insight into the impact of different scenarios on the players and the decisions you face

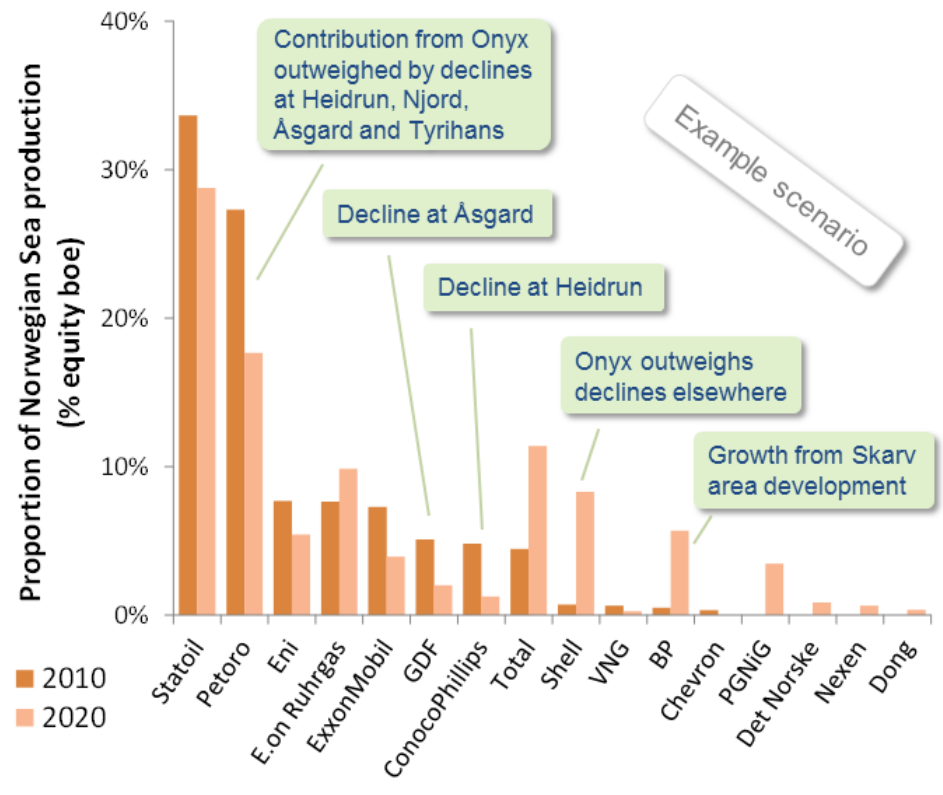
Near Skarv cluster:

950-1245MMBoe
Likely tie into Skarv: Snadd N, Snadd S, Skarv D, Skarv E, Skarv F, Gråsel, Kvitungen, Pingu, Klamus, Selungen, Idun N, Idun E, Idun SE, Prospect PL350



Reserves are StrategicFit estimates. Where public data is available this has been incorporated in the estimates

Illustration of insight from our analysis of the competitive outcome of development and production in the Norwegian Sea



We bring analytical rigour to help you understand the implications and value of strategies under different exploration and development scenarios. Built around logical clustering and information on costs, capacities, ullage and prospectivity, we bring insight into the attractiveness to you, your partners, competitors and the authorities.

