

RESEARCH

Pemex Branding Pillars

Purpose:

To supply Mexico with energy in the sense of petroleum, or gasoline for their cars and more.

Difference:

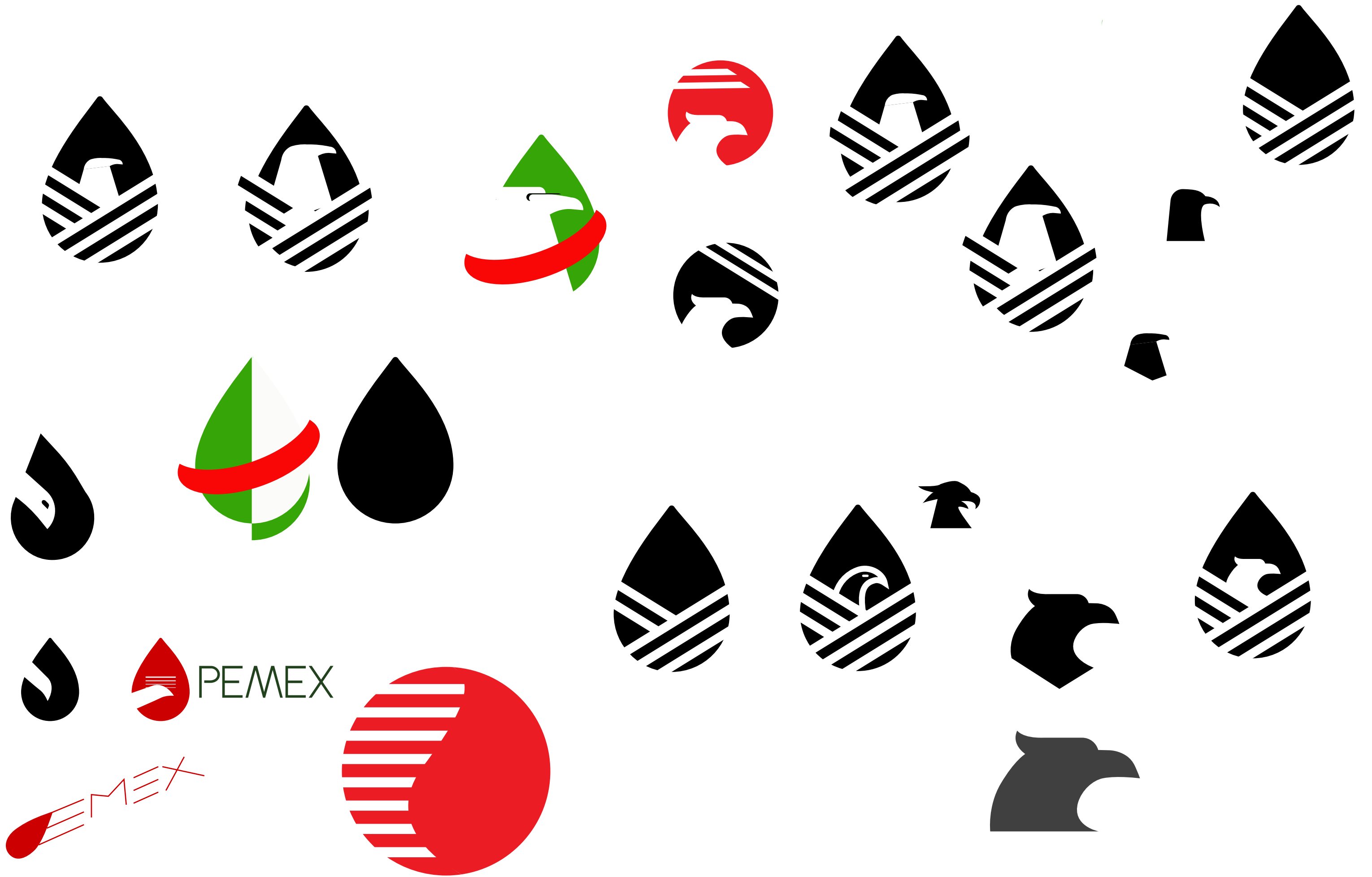
We fully develop the hydrocarbon production chain: exploration, industrial transformation, logistics and commercialization, as well as being an international reference.

Value:

We are the biggest oil company in Mexico, therefore a symbol for their country. We have a huge brand value because of our presence and building a relationship with ur customers.

Execution:

Substantive process of the value chain that covers all activities from exploration to the exploitation of hydrocarbons to maximize the added economic value of the country's oil and gas reserves.



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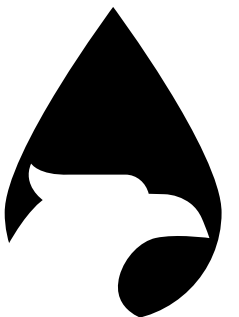
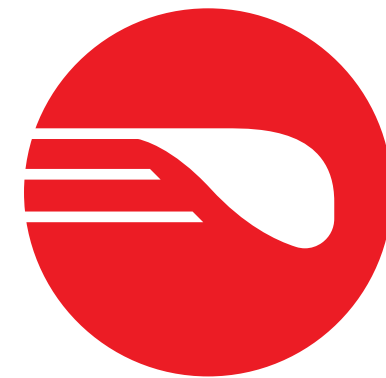
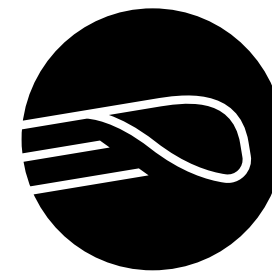
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a.



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b.



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c.



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d.



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