

Sobaz Nigeria Limited

Company Profile.



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ABOUT US

Sobaz Nigeria Limited is a leading indigenous company in the Nigerian oil and gas industry with operations spanning the entire downstream and midstream value chain. Established in 1992, we have been actively involved in the marketing, distribution, and retailing of petroleum products for over three decades and counting. Our history is punctuated by excellence in the oil and gas sector, characterized by a consistent record of high performance and unwavering dedication to exceptional customer service.

Fueled by an unwavering determination to enhance our competitive edge in the oil and gas industry, our company has experienced remarkable growth in recent years. This success is evident in our portfolio of more than eighty (80) retail outlets, an ultra-modern tank farm in Calabar, Cross Rivers State, and a fleet of over three hundred and fifty (350) tanker trucks.



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OUR VISION

To be a reference point for quality service delivery and efficiency in the petroleum



OUR MISSION

To develop into a world class petroleum marketing company, while adhering to the highest industry standards and doing business efficiently.



OUR PURPOSE

Our purpose is to be in the top 3 of every energy market we serve, bringing energy to millions of people in an efficient and safe manner.



OUR GOAL

Our aim is to become the leading downstream company in Nigeria by 2030. We aim to emerge as the preferred supplier of choice for a broad range of refined petroleum products and gas derivatives. Our target is to increase sales revenue to more than a billion dollars yearly by the end of the decade.

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CORE VALUES

At the heart of Sobaz's evolution lie the five guiding principles that propel us forward.

These fundamental values shape our operations, enhance customer relationships and drive us to new horizons/excellence.



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A. SERVICE

At Sobaz, we are committed to delivering unparalleled services, representing the best value for money, to our customers. Recognizing that exceptional service is a key competitive advantage; we aspire to set the benchmark for efficiency and excellence in the downstream petroleum sector. Our managers and employees are dedicated to consistently providing high-quality services, ensuring customer satisfaction and loyalty while aligning with our strategic vision.



B. SINCERITY

Sincerity is a foundational value at Sobaz. Upholding the highest standards of integrity and conducting business with transparency are essential to our mission of becoming a world-class petroleum marketing company. We recognize that sincerity is crucial in upholding our brand name, our reputational capital and forms the required building blocks for sustainable growth. Furthermore, it helps in establishing enduring relationships, creating trust with stakeholders including customers, suppliers, financiers, Regulators, and communities where we operate. Our credibility is our currency.



C. SAFETY

As a renowned petroleum products marketing and distribution company, Sobaz Nigeria Ltd considers safety as a cornerstone of her long-term success. We understand that sustainability relies on maintaining safe working conditions for staff and a strong emphasis on operational safety wherever our services are rendered. At Sobaz, we prioritize safety without compromise, fostering a culture of individual and collective commitment to ensuring a secure environment.

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D. SYNERGY

Synergy is a key component for effective communication and teamwork. At Sobaz, we encourage diverse perspectives, opinions, and value the contributions of our employees and stakeholders across board. We amplify our impact by pooling our strengths to achieve key goals. Synergy is integral to our decision-making (best ideas often emerge through the synergy of minds) and actions, driving value creation, goal attainment, continuous improvement, innovation, diversity, and long-term sustainability. We adopt synergy to exceed customer expectations and set industry benchmarks. We cultivate and celebrate collaboration to unlock the potential of diverse talents and perspectives.



E. SPEED

Speed is a core value at Sobaz, and we take pride in our ability to deliver efficient and excellent services to our customers. This is reflected in our continuous search for efficiency and reduction in transaction time across all our businesses. Our management and employees demonstrate exceptional agility and knowledge of our products and the needs of customers, enabling us to respond swiftly to customer demands and the ever-changing dynamics of the marketplace/fast paced ever evolving industry. We have a keen eye on market trends and a streamlined process for implementing necessary adjustments without compromising quality



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HISTORY

1992

Sobaz Nigeria Limited was established to trade and market petroleum products.

1999

Sobaz Nigeria established the first gas plant in Port Harcourt, Rivers State

1999

Sobaz Nigeria Limited is the first downstream sector company to establish a mega fuelling retail outlet in Yenagoa, Bayelsa State.

2020

The Sobaz Depot, Calabar commenced operation and was commissioned.

2021

commenced Bulk Purchase Arrangement with NNPC Trading Limited and successfully delivered the first ever 20,000 MT PMS vessel to Calabar, Cross Rivers State.

2023

Sobaz Nigeria Limited grew its operational presence to the North Central parts of Nigeria with staff strength increasing to over 500.

OUR BUSINESS

Sobaz operates across the entire spectrum of the oil and gas industry. This encompasses both wholesale and retail activities involving PMS, DPK, AGO, LPG, CNG, LNG, LPFO, HPFO, Base oil, bitumen and condensates. We also provide storage and haulage services for the aforementioned petroleum products.

Our comprehensive services also include the trading and importation of various petroleum products. With a fleet of over 350 tanker trucks and a network of over 80 retail outlets strategically located throughout Nigeria, we are rightly positioned to satisfy the needs of our customers across diverse regions in the country. Our commitment is to ensure that the average consumer can experience and benefit from our brand promise of availability, top quality, and competitive pricing.



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1. RETAIL BUSINESS

Our Retail business serves as a cornerstone of our operations. In the downstream sector, we stand out as one of the top performing fuel service stations in the country. Currently, we manage a network of over 80 operational retail service stations, featuring 21 mega stations with capacities surpassing 600,000 liters each. Our commitment to growth remains unwavering, with ongoing plans to expand our retail network to over 500 retail outlets before 2030. Our main goal is to guarantee that the average consumer experiences and benefits from our brand's promise of consistent availability, top-notch quality, and the most competitive pricing in the market. Our Retail business unit is subdivided into:

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RETAIL OPERATIONS: Our retail operations involve a variety of essential responsibilities that ensure the smooth functioning of a retail establishment. These responsibilities include inventory management, which involves managing product requests, allocation, and distribution, as well as overseeing maintenance and customer retention. Coordinating sales and marketing efforts is crucial for driving business growth, in addition to tasks such as daily cash and tank reconciliation, monitoring transactions including POS reconciliation, training personnel, maintaining quality control, and managing internal usage.



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RETAIL VENTURES & GAS: Our Retail Ventures and Gas Unit is dedicated to overseeing a diverse range of activities within our fuel and gas stations, ensuring exceptional service and customer satisfaction. Core Responsibilities include efficiently managing the sale of lubricants and gas, while also overseeing the provision of non-petroleum products and services such as mini-marts, car wash facilities, pharmaceuticals, and tire services. Through this unit, the Retail Department lead sales and marketing outreaches for all products and services, ensuring effective promotion and customer engagement. At Retail Ventures and Gas Unit, we are committed to delivering excellence in all aspects of gas station operations. Our focus on customer service, efficient management practices, and strategic partnerships ensures that we consistently meet and exceed industry standards



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2. PETROLEUM MARKETING, DISTRIBUTION AND SUPPLY

We actively participate in large-scale transactions involving the bulk sale and distribution of a wide range of petroleum products. Our strategic partnership with key suppliers facilitates our trading of a wide range of petroleum products for our esteemed clients and customers.

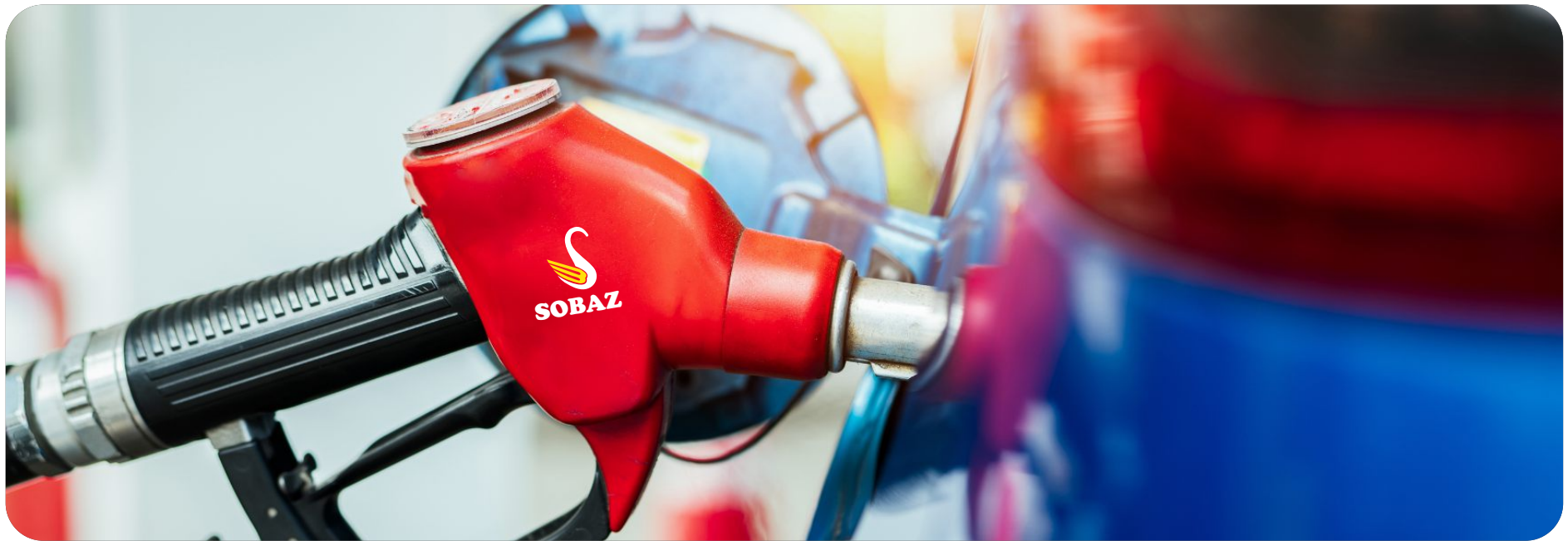
Our annual trading volume is currently over 500,000 Metric Tonnes, which we distribute through our extensive network of trucks, ensuring a steady supply to our bulk customers. The Sales Business Unit is divided into the ticket sales and loaded sales. Each representative (loaded or ticket) is expected to market and sell the full range of petroleum products such as PMS, AGO, LPG, CNG, LNG, HPFO, ATK,



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We have over 300 off takers in various states in the country. We create the opportunity for bulk buyers to be able to truck from our depots and affiliate depots via the ticket sales Bitumen, gas condensates and other non-petroleum stock such as tyres, dispensers and other equipment. Through the provision of loaded truck sales to customers, we address transportation gaps by selling loaded trucks to retail outlet owners, further contributing to the efficiency of the distribution process

With over 30 years of experience in transportation, and with a fleet of over 350 tanker trucks with varying capacities, we aim to be a one-step solution to all Logistics bottlenecks in the regions we operate. We are strongly trusted by major clients, with a history of efficient service delivery and recognition through awards.



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3. MARINE AND OFFSHORE TRANSPORTATION

Delivering comprehensive solutions, we provide logistics support to offshore locations using a wide range of marine vessels and equipment including but not limited to anchor handling vessels, line handling vessels, platform support vessels, tugboats, security boats, oil tankers, and barge. To cater to the needs of our customers, we maintain an array of vessels designed to meet the specific needs of our customers. Bitumen, gas condensates and other non-petroleum stock such as tyres, dispensers and other equipment. Through the provision of loaded truck sales to customers, we address transportation gaps by selling loaded trucks to retail outlet owners, further contributing to the efficiency of the distribution process



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4. EQUIPMENT SALES AND LEASING

We offer a range of products for sale to support downstream operations, including but not limited to paramount fuel dispensers, LPG skids, CNG dispensers, ATG devices, fuel pump spares, and a diverse selection of heavy equipment such as truck spare parts, cranes, concrete mixers, pay loaders, etc.

We specialize in equipment leasing services tailored for the construction industry. Our offerings include tippers, concrete mixers, payloaders, dredgers, swamp bogeys, cranes, forklifts, and low bed trucks.



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5. TANK FARM OPERATIONS

Sobaz Nigeria Limited Depot in Calabar commenced operations in 2020, marking the first depot in Calabar to discharge 20,000 MT of PMS via the Eco Marine Jetty. Strategically located within the industrial park in Calabar, Cross Rivers State, our state-of-the-art automated tank farm features four (4) functional atmospheric storage tanks, vertically designed in accordance with API standards 2550.

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Each product tank is equipped with an Enraf automatic tank gauging system, while the depot tanks are designed with fixed roofs and an internal floating roof system, constructed using non-combustible material (mild steel), and equipped with an internal floating cover system designed to accommodate pressure variations as per API 2000.

The loading bay is equipped with four (4) OPW loading arms with a capacity of 150m³/h. The gantry metric system is the Accuload III Model FMC 5MITH meter, with a prime 4 capacity of 3400 liters/minute trucking out not less than hundred (100) trucks per day.

Additionally, we have established strategic throughput relationships/agreements with various depots in Lagos, Warri, Port Harcourt, and Suleja. These partnerships ensure the prompt and timely supply of petroleum products to our customers.



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6. INDUSTRIAL SALES AND SUPPLY

Sobaz Nigeria Ltd specializes in industrial sales and supply, offering a comprehensive range of top-tier petroleum products to International Oil Companies (IOCs) and Multinational Corporations (MNCs) across the nation. Our robust supply chain ensures the seamless distribution of high-quality petroleum products, meeting the specific needs of our esteemed clients. Sobaz Nigeria Ltd specializes in industrial sales and supply which is coordinated by the commercial unit. Through this arm, we offer a comprehensive range of top-tier petroleum products to International Oil Companies (IOCs) and Multinational Corporations (MNCs) across the nation. Our robust supply chain ensures the seamless distribution of high-quality petroleum products, meeting the specific needs of our esteemed clients. Also included within these services is the retainership structure which provides the opportunity for companies to purchase a specific volume of product, which are then trucked out in retail quantities on a need-basis, until the volume is exhausted.



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MILESTONES

From its humble beginning as a teething oil and gas company established in 1992, Sobaz has grown into a formidable and recognizable name and brand in the downstream sector of the Nigerian oil and gas value chain; counting among its many milestones the following:

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Sobaz Corporate Headquarters: At various times in its business continuity, the Sobaz group initially operated from Sobaz Retail Station, East/West Road, by Tank Junction, Port Harcourt from 1994 to 1999; afterwards, it secured a more expansive office space beside Sobaz Retail Station, Rumuokwuta Junction, Port Harcourt from 2002 to 2007. As operations became elaborate due to increasing staff strength, the company acquired an expansive area of land at KM 20, PH/Aba Expressway, Iriebe, Port Harcourt, Rivers State where it merged both its administrative and operational divisions. The Sobaz corporate headquarters is a modern edifice and stands as a testament to the company's continuous evolution into a world-class entity.

Ownership & Management of Over 75 Retail Outlets: The first retail outlet under the Sobaz group was established in Izuoma, Oyigbo, Rivers State. The mother station, which is still operational, gave birth to Sobaz Eneka, at Tank Junction, Port Harcourt; Sobaz Rumuokwuta, Port Harcourt; and a litany of over 75 other retail stations strategically located in various states in the country. The Sobaz group has successfully made inroads with retail stations in the South-South, SouthEast, North-East and North-Central geo-political zones in Nigeria.

Subsidiary Companies: The Sobaz conglomerate which originally commenced with the incorporation of Sobaz Nigeria Limited (the mother entity), has over time expanded with several other subsidiary companies under the umbrella of the Sobaz Group. These subsidiaries are fully diversified, specializing in specific areas and industries, creating value for their numerous customers and client-base. Currently, the Sobaz Group consists of more than 10 subsidiary companies, some of which are Sobaz Energy Resources Limited, Sobaz Trucks & Equipment Sales Limited etc

Franchise Operations: With the intention of leveraging on its industry renowned name and brand, the Sobaz Group has entered into corporate partnerships with her venture partners for the management and operation of retail franchises using the Sobaz trade name, especially in locations likely to encounter product scarcity either due to accessibility, a difficult terrain or dearth of retail outlets.

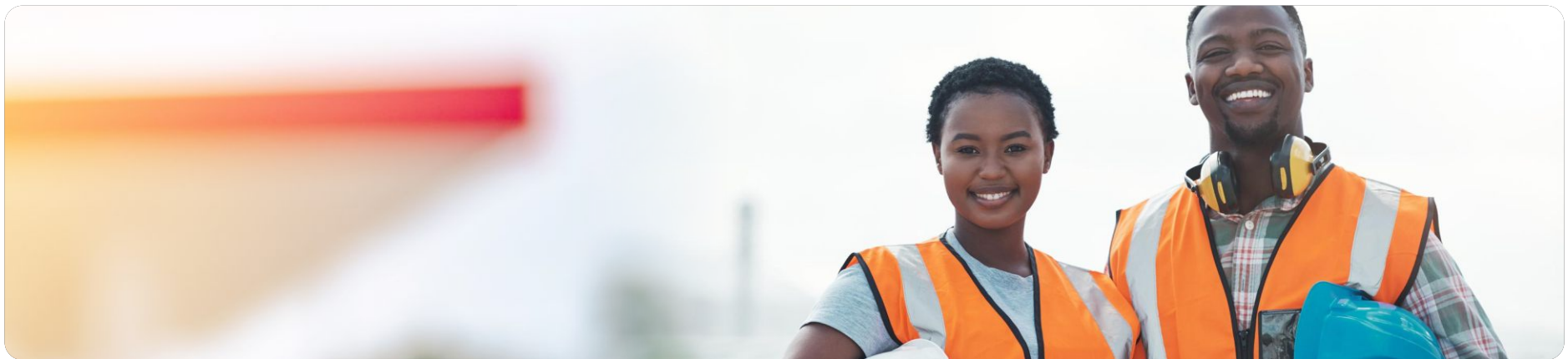
OUR PEOPLE



Sobaz Nigeria Limited boasts a diverse team of multicultural professionals operating within an environment free from discrimination. Our unique blend of backgrounds not only set us apart but also strengthens and distinguishes us as an exceptional organization.

At Sobaz, our dedicated staff, our invaluable assets and business secret, receive topnotch support. With substantial investments in manpower development, we prioritize providing essential technology and facilities for optimal functioning. Committed to prompt client response, we uphold safety, quality practices, and foster effective client relationships in every project.

Our standing as an employer of choice has flourished over the years, fortified by our consistent commitment to fairness and diversity. We embrace individuals of talent, irrespective of gender, background, religion, or age.



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CHIEF LAWSON OBASI (MD/CEO)

Chief Obasi Lawson holds the position of Managing Director/CEO at Sobaz Nigeria Limited and stands as a seasoned and forward-thinking businessman with extensive knowledge and experience in the downstream sector of the oil and gas industry. His remarkable leadership qualities and significant contributions to the oil and gas sector have garnered him multiple awards.

Notably, Chief Obasi Lawson is an unforgettable and dynamic member of the Independent Petroleum Marketers Association of Nigeria (IPMAN). He has served in various capacities, including Unit Chairman, Port Harcourt Chairman, Eastern Zone Chairman, and National President.

An accomplished and goal-oriented businessman, Chief Obasi Lawson attributes his success in business to his prowess and managerial acumen with managerial courses from the Harvard School of Business, complemented by notable management courses in USA and France

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CHISOM LAWSON (EXECUTIVE DIRECTOR, OPERATIONS)

Chisom Bright Lawson serves as the Director of Operations at Sobaz Nigeria Limited, overseeing the company's logistics operations. He holds Single Subject Diplomas in Financial Management and Business Management and Administration from the Institute of Commercial Management, Bournemouth, England, and a degree in Oil and Gas Management from Coventry University, UK. With over six years of experience, Mr. Lawson possesses extensive knowledge of supply chain management, particularly in Nigeria's downstream industry. He furthered his education by completing a Master's Degree at the University of Bath and has undergone multiple MBA programs at prestigious institutions including New York University and the University of Leeds. He is a member of the Society of Engineers in Nigeria, COREN, and the Nigeria Gas Association.

Mr. Chisom is instrumental in leading transformative efforts aimed at enhancing profitability and driving operational excellence within the organization.

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GODWIN MOMOH (CHIEF FINANCIAL OFFICER)

Mr. Godwin Momoh is a seasoned finance/administrative professional with over 15 years of experience in banking, managerial roles, accounting, audit, and operations. His diverse career spans industries such as banking, consulting, manufacturing, and hospitality, providing him with a broad skill set and a deep understanding of economic management and operational efficiency.

Certified as an Associate Chartered Accountant by the Institute of Chartered Accountants of Nigeria (ICAN), he is also an Associate Member of the Chartered Institution of Taxation and the Nigeria Institute of Management. Additionally, he holds certification as a Forensic Accountant. With keen analytical skills, Mr. Momoh consistently excels in identifying and addressing financial challenges to drive business growth.

His track record includes successful oversight of day-to-day accounting operations, financial systems, and cash management. Throughout his career, he has prioritized compliance with financial controls, implemented robust accounting frameworks, and established effective financial policies and procedures.

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NKEMNATO C. LAWSON (GROUP EXECUTIVE DIRECTOR, FINANCE AND ADMIN)

Mr. Charles Lawson is the Director of Finance and Administration at Sobaz Nigeria Limited, with over a decade of experience in the oil and gas industry. In addition to his role at Sobaz, he holds directorships in several prominent companies. With expertise in Administration, Budgeting, Accounts, and Finance, Mr. Lawson is recognized for his strategic decision-making and leadership qualities.

Mr. Nkemnato has distinguished himself as a visionary leader in industrial management and project execution. Transitioning to the role of Executive Director at Sobaz Group, Mr. Charles continued to play a pivotal role in the organization's expansion into downstream and midstream activities, leveraging his wealth of experience to foster growth and drive innovation across the group.

His goal at Sobaz is to maintain the company's excellence in the downstream marketing sector, working towards the vision of being a benchmark for quality service in the petroleum sector. Mr. Lawson holds an MSc in Finance and Business Administration from the University of Manchester and a BA in Economics from Kwame Nkrumah University of Science and Technology, Ghana. He is a member of the Petroleum Products Retail Outlets Owners Association of Nigeria (PETROAN).

He is a distinguished energy executive with extensive experience in corporate leadership and strategic advisory roles across the global energy landscape. His expertise spans business strategy, operations, performance management, and corporate governance, encompassing diverse sectors such as electric utilities, oil, and gas markets.

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BARR. MRS STELLA ADANMA LAWSON (GROUP EXECUTIVE DIRECTOR, COMMERCIAL OPERATIONS)

With extensive experience in corporate law and industry practice, Adanma serves as a Director at Sobaz Nigeria Limited and affiliated companies. Her tenure at a multinational oil and gas company, NAOC Limited, equipped her with valuable insights into marine/vessel logistics transactions and bulk sales, essential for executing product delivery to multinational corporations and end users.

Adanma is renowned for her expertise in corporate and investment law, energy, and infrastructure law. She serves on various corporate boards and is sought after for her knowledge of corporate culture and structure. Her proficiency extends to project finance, joint ventures, commercial structures, mergers and acquisitions, and regulatory compliance. Additionally, she manages the company's commercial operations with IOCS, offering services in wealth management, estate planning, and personal investment.

Adanma's career highlights include advising on complex energy projects and infrastructure development, facilitating multi-million-dollar investments, restructuring facilities, and providing business advisory services to corporate and government agencies. Her commitment to excellence and leadership in the legal profession distinguishes her as a prominent figure in the Nigerian Oil and Gas Industry's downstream sector.

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EKE EMMANUEL UZOMA (GENERAL MANAGER, TRANSPORT & LOGISTICS)

Emmanuel Eke Uzoma is the General Manager of Transport & Logistics at Sobaz Nigeria Limited, with over 20 years of experience in supply chain and logistics management across various industries. He holds a PGDM in Project Management and an HND in Purchasing and Supply Management. Emmanuel is a member of CIPSM, NIPSM, and a Chartered Fellow of the Institute of Loan and Risk Management of Nigeria. His expertise includes fleet management, transportation metrics, regional distribution strategy, and purchasing forecasting. He has held key roles at Consolidated Breweries Plc, Pabod Breweries Ltd, Iquasu Ventures Ltd, and Kamcco J Nigeria Limited.



EKE EMMANUEL UZOMA (GENERAL MANAGER, TRANSPORT & LOGISTICS)

Mrs. Joy Emereonye is the General Manager of Retail at Sobaz Nigeria Limited, overseeing the company's retail product sales and distribution, retail ventures unit, and the operations of various retail outlets and service stations including minimarts and lubricant sales. Mrs. Joy holds a Bachelor of Science degree in Accounting from the University of Uyo, Akwa-Ibom State. She has also earned certificates from prestigious institutions such as the Institute of Safety Professionals and the Institute of Leadership and Management, Nigeria. Additionally, she has completed business school certifications from renowned universities, enhancing her expertise in the oil and gas service industry.

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**HEALTH, SAFETY AND ENVIRONMENTAL
MANAGEMENT POLICY.**

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Sobaz Nigeria Limited systematically addresses health, safety, security, and environmental management, striving for continuous performance improvement. These aspects are integral to our core business activities, guided by established standards and improvement objectives. Performance is consistently measured, assessed, and transparently reported externally. Our unwavering commitment extends to persistent efforts aimed at minimizing the environmental impact associated with our operations, products, and services.

At Sobaz, we fully acknowledge our responsibilities in health, safety, environment, security, and community affairs, which are crucial components of our operations. Diligence across all levels of the company is dedicated to achieving the highest standards in communities, safety, health, environment, and security. This commitment has yielded remarkable results, with a near-zero level of injury rates and environmental accidents.

The well-being and safety of our employees and those affected by our operations are paramount. We prioritize providing effective environmental management solutions through innovation and contemporary safety techniques.

Maintaining a strong and positive relationship with the communities where we operate is ingrained in our corporate culture. We ensure an environment of trust, fostering uninterrupted work progress without costly disruptions.

At Sobaz, our dedication to prioritizing Health, Safety, and Environmental (HSE) issues remains unwavering. We proactively develop and implement procedures to reduce accidents, provide information and counseling on healthy and safe practices to our staff, communities, and clients. Our operations are conducted in a manner that prioritizes the safety of our employees while safeguarding the environment.

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Our clientele comprises industry giants such as



MegaStar reflecting the trust placed in Sobaz Nigeria Ltd by key players in the sector.

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Thank You



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Port Harcourt, Rivers State.

Calabar Depot:

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