

## Valves & Measurement

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**Date:** 08<sup>th</sup> November 2017

**Subject:** V&M Measurement Enterprise Distributor Partnership with 7GENCO LATAM for Latin America (excluding Brazil & Venezuela)

**From:** Antonio P. Antunes Jr. – Sales Manager Valves & Measurement Systems – Latin America

**To:** All our customers and Business Partners in Latin America.

## INTRODUCTION

In July of 2015 Measurement started a transformational journey when we announced our Strategy 2021, focused on differentiating ourselves through offering complete measurement solutions driven by our technical expertise and market demand. To confirm the validity of this directional strategy, we conducted an in-depth analysis of our existing business profile. The analysis was conducted over several months and considered multidisciplinary aspects of our activities in the region. The results confirmed the validity of the strategy and the commencement of our transformational journey.

## THE JOURNEY – FIRST STEP

To make sure we keep our focus on becoming the best in class flow solutions provider, we had to consider alternative ways to serve our market and take care of our customers requiring core products. We deem a distribution sales channel will be an effective solution that can be implemented quickly and efficiently. We researched potential partners against criteria that assured alignment with our directional strategy. After careful consideration, we decided to appoint 7GENCO LATAM as our exclusive partner for Latin America (excluding Brazil and Venezuela) and the sales distribution channel for our core products. The partnership is effective on **October 16th, 2017**.

## WHY 7GENCO LATAM

7GENCO LATAM has an excellent reputation within the Oil and Gas industry; they are strategically focused on being a distributor who differentiates themselves by having a technical capability that adds value to their customers. This is exactly the type of capability we need to promote our Measurement products. A brief overview of their capabilities follows:

- Dedicated technical inside and outside sales structure;
- Extensive geographic footprint which represents a significant growth opportunity;
- Well diversified markets penetration- Mining, Energy and Oil & Gas (Midstream, Downstream and Upstream);
- Strong customer base;
- Large investment in infrastructure and inventory in other Schlumberger product lines;
- 20 years of history and solid business growth history with other Cameron product lines;

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## BUSINESS IMPACT

We and 7GENCO LATAM agreed on measurable key performance indicators to validate our intent in the market and align our goals and our customer needs. With increased collaboration, we will be able to exploit additional market potential and improve customer experience overall.

With that in mind, the primary importance are our existing customers as we want to ensure minimal disruption to the level of service you currently experience. To drive the success of this relationship, we have implemented the following:

- Formation of an Executive Steering Team;
- Established business governance;
- Collaborative inventory management;
- Performance measurement tools

Probably the most significant part of this transition is ensuring the correct level of technical support and product knowledge is provided from day one. Thru 7GENCO LATAM and Measurement, having in-house knowledge relative to our product is essential to the success of this relationship.

We feel this partnership creates value and will translate into exciting growth opportunities for all of us. Our partnership is specifically crafted to improve your overall experience and continuing to support your business in such a way that shows the value we are jointly creating and how it differentiates our position with you.

## NEXT STEPS

Effective immediately all & any requirements for our Core Products (please see list below) will be managed thru 7GENCO LATAM. Please rely on our local Sales Force for further updates and guidance as needed.

## 7GENCO LATAM CONTACT INFO:

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## CORE PRODUCT LIST:

<b><u>FLOW METERING</u></b> <ul style="list-style-type: none"><li>• NuFlo &amp; Barton Turbine Meters</li><li>• Nuflo Orifice Fittings</li><li>• Barton Floco PD Meters</li><li>• Cameron Coriolis Meter</li><li>• Cameron DP Cone Meter</li></ul>	<b><u>TEMPERATURE</u></b> <ul style="list-style-type: none"><li>• Linco Temperature Averagers</li><li>• Linco Volume Regulators</li><li>• Linco GP-6 Portable Photo-Pulsers</li><li>• Linco Prover Counters</li><li>• Linco GDX-82 Grounding Device</li></ul>
<b><u>FLOW ELECTRONICS</u></b> <ul style="list-style-type: none"><li>• NuFlo Totalizers</li><li>• Barton PreAmps</li><li>• Flow Computers EFM 1131, 2000, 3000</li><li>• Watercut Monitor Series 1100</li></ul>	<b><u>DIFFERENTIAL PRESSURE</u></b> <ul style="list-style-type: none"><li>• Barton Chart Recorders</li><li>• Barton Switches &amp; Indicators</li><li>• Barton DPU</li></ul>
<b><u>SAMPLING</u></b> <ul style="list-style-type: none"><li>• Clif Mock True Cut Liquid Sampler</li><li>• Clif Mock True Cut Gas Sampler</li></ul>	