



DIGEST



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CEO Note

Dear colleagues and industry partners,

It is a privilege to introduce the inaugural edition of Al Maha Digest, the official corporate magazine of Al Maha Petroleum. This publication marks an important step forward in how we connect with our stakeholders. It offers a platform to share industry developments, strategic insights, and the voices shaping both our organisation and the wider energy landscape.

In this first issue, we have brought together a broad mix of stories that reflect the changes shaping energy sector. From Oman's growing logistics and digital capabilities to the GCC's transition toward cleaner energy, the articles explore themes that speak to where we are and where we are headed. We also take a moment to celebrate the people behind the progress, including the women making their mark in oil and gas leadership. And for a change of pace, we are excited to launch a new travel series, starting with a look at the timeless charm of Muscat.

Oman's energy industry continues to respond to global dynamics with resilience and foresight. As part of this broader ecosystem, Al Maha has focused on strengthening its operational foundations and contributing where it can to national priorities.

As we look to the future, we know that collaboration, trust, and steady innovation will shape the road ahead. Al Maha is committed to playing its part through dependable and responsible service delivery.

I hope you find this edition insightful and engaging. I invite you to explore the perspectives and progress it captures.



Eng. Hamed Salim Al-Maghdri
Chief Executive Officer

Timeless Beauty of the Sultanate

Muscat

A city where tradition and elegance meet the sea

Tucked between jagged mountains and the glittering Gulf of Oman, Muscat reveals itself not with spectacle, but with poise. It is a city of harmony, between past and present, nature and architecture, tradition and refinement. This is the capital's quiet magic, where every sunrise over the Corniche seems to carry with it stories centuries old.

This article marks the beginning of our many part series Timeless Beauty of the Sultanate, a journey through Oman's governorates to explore the country's enduring charm. And it starts here, in the capital.

In Muscat, grandeur wears a dignified face. The Sultan Qaboos Grand Mosque, with its sandstone minarets, vast prayer hall, and hand-woven stunning carpet, is a marvel of Islamic architecture and Omani craftsmanship. Not far away stands the Royal Opera House, an architectural gem and the cultural heartbeat of the city. Its white marble façades, intricate arabesque motifs, and refined acoustics have welcomed world-class performances while honouring the soul of Omani music.



Old Muscat whispers of a different era. At the edge of the sea, the Al Alam Palace gleams in blue and gold, flanked by the twin forts of Jalali and Mirani, relics of Portuguese rule. Along the Muttrah Corniche, life unfolds at a gentle rhythm, the port welcoming the cruise liners, traders arranging vibrant textiles and incense in narrow alleys of the souq, and the scent of frankincense lingering in the air.



Yet Muscat is not merely a city of still moments. It offers contemporary pleasures too, from elegant dining to curated shopping. And wherever one goes, a spirit of hospitality quietly defines the experience: a shared coffee, a warm greeting, a sense of welcome that is deeply Omani.

Muscat doesn't demand admiration; it earns it slowly, with elegance and depth. And just as the city reveals itself layer by layer, so too will this series travel across Oman to Nizwa's forts, the shifting sands of Wahiba, and the monsoon valleys of Salalah. In doing so, it hopes to honour the timeless beauty of a land that continues to inspire.



Al Maha Petroleum's Role in Oman's Energy Sector

Oman's energy sector remains a key pillar of national development, supporting industrial expansion, transportation infrastructure, and economic diversification. As the sector evolves in line with global trends and the goals of Vision 2040, companies in the downstream segment continue to contribute by ensuring the reliable supply and distribution of refined petroleum products.

Among these, Al Maha Petroleum Products Marketing Company SAOG plays a role as one of the fuel marketing entities operating within the Sultanate. Its focus lies primarily in downstream activities such as fuel retail, aviation refuelling, marine services, and lubricant supply.

Downstream presence and service delivery

Established in 1993, Al Maha Petroleum is involved in the marketing and distribution of petroleum products in Oman. The company operates a network of over 250 service stations, offering petrol, diesel, and convenience services to the customers, from everyday motorists to commercial fleets. This network helps ensure fuel accessibility across governorates in the country.

In addition to its retail network, the company also provides aviation fuelling services at airports and marine bunkering at select ports. For industrial

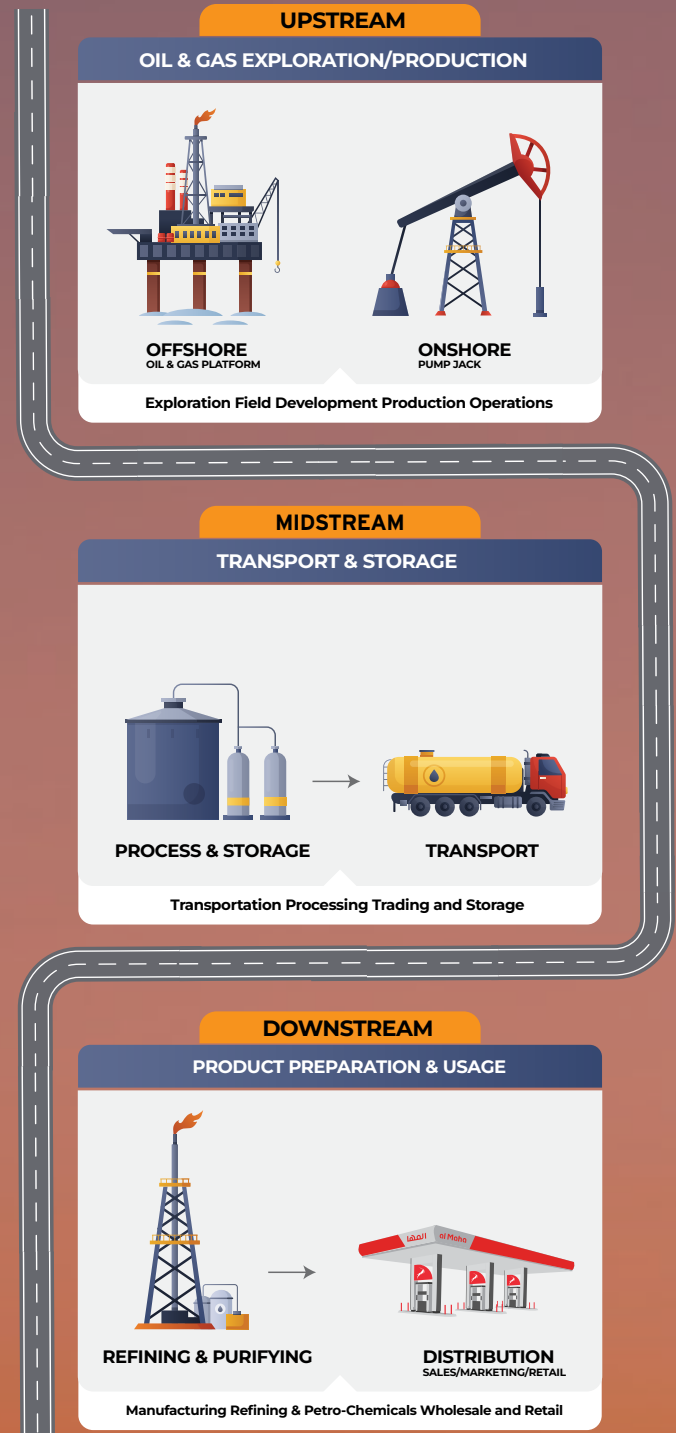
and commercial clients, the company supplies bulk fuels and lubricants that meet varying operational needs, including those in construction, logistics, and manufacturing. These deliveries are supported by dedicated logistics and storage infrastructure. Complementing these services is Fuely, Al Maha's on-demand fuelling solution, which extends to B2B clients by offering efficient, on-site fuel delivery for fleets and equipment, helping businesses maintain operational continuity with tailored fuel scheduling and quality assurance.



Fuel innovation and product development

In its ongoing efforts to meet evolving consumer needs, Al Maha offers a variety of high-performance fuels and lubricants. The AMPRO range of lubricants is designed for both vehicle and machinery use, supporting engine efficiency and reducing wear over time.

A recent addition to its fuel portfolio is PowerPlus-98, a premium-grade petrol formulated for high-compression, high-performance engines. With a higher-octane rating, PowerPlus-98 is designed to minimise engine knocking, promote cleaner combustion, and enhance driving responsiveness. These innovations reflect a broader industry move towards more efficient, cleaner fuel solutions.



How Oman is shaping its role in global logistics

Oman's maritime sector continues to play a vital role in driving national economic growth. Historically located at the crossroads of ancient trade routes, the Sultanate is reaffirming its position as a key logistics gateway in the region. In 2024 alone, maritime ports accounted for approximately OMR 16.5 billion in trade, representing 77% of the country's total imports and exports. With extensive development and expansion plans well underway, the ports of Oman are shaping the country's future as a global trade and logistics powerhouse.

Port of Duqm:

A multifaceted maritime hub

Strategically located on the southeastern coast, the Port of Duqm has emerged as a cornerstone of Oman's economic diversification efforts. In 2024, the port achieved a remarkable 152% increase in cargo volume across general, bulk, and liquid segments. This reflects rising demand and improved operational efficiency and the success of its integrated service model. Integrated within the Special Economic Zone at Duqm (SEZAD), the port boasts state-of-the-art facilities, including a dry dock, commercial berths, and expansive logistics areas. Recent investments aim to bolster its capacity to handle bulk cargo and support industries like green steel production. The port is well-positioned to attract manufacturing, logistics, and energy investments as part of Oman's long-term diversification strategy.

Port of Salalah:

Enhancing transshipment capabilities

A critical node along major East-West shipping routes, the Port of Salalah remains a regional leader in container handling. In 2024, it processed around 3.3 million TEUs, following the completion of a major container terminal expansion. The project has increased the port's capacity to 6.5 million TEUs, with upgraded berths and expanded storage yards now able to accommodate vessels over 366 metres in length. Salalah also experienced a 10% increase in cargo throughput, demonstrating strong performance in both infrastructure and service delivery.

With its proximity to major shipping lanes, the port facilitates trade between Asia, Africa, and Europe, reinforcing its role in regional and international trade networks.



Port of Sohar: Driving industrial growth

The Port of Sohar continues to reinforce Oman's industrial ambitions. In 2024, the port handled over 942,000 TEUs and saw a 72% increase in bulk cargo volumes, driven by its proximity to industrial and petrochemical complexes. Its connectivity to national transport infrastructure, combined with a focus on energy-intensive industries, positions Sohar as a key enabler of industrial supply chains across the Gulf region and beyond.

Port Sultan Qaboos: A gateway for tourism

In Muscat, Port Sultan Qaboos has undergone a transformation to become a premier cruise destination. Port Sultan Qaboos registered an important milestone in 2024 welcoming 190 cruise ships and exceeding its target of 134 vessels by 41%, highlighting its potential as a catalyst for Oman's tourism sector.

Regional Ports: Supporting local economies

Beyond the major ports, facilities like Shinas and Khasab play crucial roles in regional development. Shinas Port supports local trade and the fishing industry, while Khasab Port, located in the Musandam Governorate, serves both tourism and maritime activities, contributing to the diversification of Oman's coastal economies. Meanwhile, Suwaiq Port recorded a 10% growth in cargo and is set for further development under a new concession agreement signed with Asyad Ports. These upgrades will enable the port to handle larger vessels and a broader range of cargo types.

Cruise tourism and regional port development

In 2024, Omani ports received over 12,000 vessel calls and handled 137 million tonnes of cargo - a 15% increase over the previous year. The tourism sector also benefited from maritime expansion. Ports such as Sultan Qaboos Port, Khasab Port, and Salalah Port welcomed 114 cruise ships carrying more than 416,000 tourists. Livestock imports remained strong, with over four million head received across these key ports. Smaller ports like Shinas and Khasab continue to support coastal trade, fishing, and tourism, contributing to balanced regional development.

Driving broader economic impact

The development of these ports is also expected to generate employment opportunities and stimulate local economies, contributing to sustainable growth in surrounding communities. As more businesses establish themselves around these logistics hubs, the ripple effect on regional development will be significant.

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As Oman builds the foundations of a modern maritime economy, Al Maha Petroleum remains committed to supporting this national effort. The company provides marine bunkering services at key locations such as the Port of Duqm, supplying commercial vessels with reliable fuel to keep trade flowing efficiently. In doing so, Al Maha contributes to the operational continuity of Oman's growing port infrastructure and supports the Sultanate's strategic vision of becoming a regional logistics hub.

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Oman's Logistics Sector:

A Key Economic Enabler

Oman's logistics sector is increasingly recognized as a cornerstone of the country's economic diversification agenda, aligning closely with Oman Vision 2040. With a strategic geographical position, robust infrastructure, and progressive policy environment, the Sultanate is positioning itself as a logistics gateway for the Middle East, Africa, and Asia.

According to the Ministry of Economy, the logistics and transport sector contributed approximately 5.9% to Oman's GDP in 2024, reflecting its growing role as a driver of non-oil economic activity. While slightly below the 2025 target of 7.3%, the government remains committed to closing this gap through targeted investments and policy support.

The sector is also a significant source of employment. In 2024, the Ministry of Transport, Communications and Information Technology (MTCIT) reported that over 330 job opportunities for Omani nationals were created through road infrastructure projects alone, exceeding earlier projections. Furthermore, the logistics strategy aims to create up to 300,000 jobs by 2040, signalling long-term employment potential.

One of Oman's greatest competitive advantages lies in its strategic location outside the Strait of Hormuz, making it a natural hub for east-west trade. Major ports such as Sohar, Duqm, and Salalah are central to this vision. For instance, Sohar Port and Freezone attracted OMR 1.5 billion in new investments in the first nine months of 2024, bringing total cumulative investments to OMR 11.5 billion.

The government, through the Oman Investment Authority and Asyad Group,

continues to promote public-private partnerships and foreign direct investment across free zones, industrial estates, and economic cities. These zones provide attractive incentives and serve as focal points for integrated logistics services, essential for supporting energy exports, manufacturing, and regional trade.

Technology is another key driver of progress. The National Programme for Artificial Intelligence and Advanced Technologies, launched in 2024, supports the digitalization of logistics operations. Port community systems, automated cargo handling, and real-time tracking are among the tools being adopted to enhance competitiveness.

Looking ahead, the National Logistics Strategy 2040 outlines Oman's ambition to become a global logistics hub, focusing on trade facilitation, infrastructure enhancement, workforce development, and innovation. For energy and oil and gas professionals, a world-class logistics backbone supports efficient supply chain management, project delivery, and export readiness.

Oman's logistics sector is facilitating trade and shaping the future of the national economy. With continued investment, innovation, and international collaboration, it is poised to play an even greater role in advancing Oman's global economic integration.

Your exploration continues as you head towards Salalah, a region known for its lush greenery and stunning coastline. As you arrive, the cool breeze carries the scent of frankincense, and the lush landscape welcomes you. Here, Al Maha stations are strategically placed to ensure you

can refuel and continue your adventures without a hitch. Picture yourself exploring the beautiful beaches, visiting the historic Al Baleed Archaeological Park, and enjoying the local cuisine.

As your journey unfolds, the Al Maha network of service stations becomes your reliable companion. Whether you're in Muscat, Nizwa, or the remote valleys of Dhofar, you'll find a station nearby, ready to assist you. Imagine the comfort of knowing that wherever you go, you have access to quality fuel, snacks, and clean restrooms.

In Oman, every journey tells a story. From the bustling city life to the serene deserts and vibrant coastal towns, there's something for everyone. With Al Maha Petroleum by your side, you can embark on this journey with confidence, knowing that your car is fueled and ready for whatever adventures lie ahead. So pack your bags, hit the road, and let Oman's beauty unfold before you. The open road awaits, and with Al Maha, you're never far from the next unforgettable experience.

Oman's logistics sector focus
aims to create up to

300,000
jobs by **2040**

according to the Ministry of
Transport, Communications
and Information Technology
[MTCIT].

How the GCC is fueling the transition to clean energy



The Gulf Cooperation Council (GCC) countries-Bahrain, Kuwait, Oman, Qatar, Saudi, and Emirates-have long been pivotal players in the global energy market, primarily due to their substantial oil and natural gas reserves. This dominance has significantly influenced their economies and international stature. However, a transformative shift is underway as these nations increasingly focus on diversifying their energy portfolios and investing robustly in renewable energy sources. This transition reflects a strategic reassessment of their long-term energy and economic security in an era marked by escalating global concerns over climate change.

Several factors are driving the GCC's transition towards clean energy. Recognizing the finite nature of hydrocarbon resources and the volatility of global oil markets, economic diversification has become a paramount objective. Renewable energy is seen as an alternative power source and as a catalyst for new industries, technological innovation, and job creation. Moreover,

the GCC region is particularly vulnerable to the impacts of climate change, including rising temperatures, water scarcity, and the threat of sea level rise. This vulnerability underscores the urgency to reduce carbon emissions and mitigate local climate risks. As signatories to the Paris Agreement, and with several member states committing to net-zero emissions, the GCC nations are also motivated by their international obligations and a desire to project a progressive image on the global stage, further emphasized by the UAE's hosting of COP28- the world's leading event on climate change action.

Oman is emerging as a significant contributor to the GCC's clean energy transition, demonstrating a strong commitment to diversifying its energy mix and reducing its carbon footprint. The Sultanate has set an ambitious target of sourcing at least 30% of its electricity from renewable energy by 2030 and aims to achieve net-zero emissions by 2050. This commitment is further solidified by substantial investments in development projects focused on renewable energy. Oman's renewable energy strategy capitalizes on its abundant solar and wind resources. The Dhofar Wind Project exemplifies Oman's exploration of wind energy potential. Additionally, Oman is actively pursuing the production of green hydrogen, recognizing its potential as a clean energy source for both domestic use and export. To facilitate this transition, Oman has introduced policies to encourage renewable energy adoption, including streamlined licensing for small-scale projects and regulations for electricity wheeling.



Complementing national efforts, Al Maha Petroleum is also contributing to the clean energy transition through targeted sustainability initiatives. As part of its forward-looking environmental vision, the company is working to integrate clean energy sources into its operations and reduce the environmental impact of its activities. One of its flagship contributions includes the launch of the first hydrogen-powered electric bus in collaboration with “Mwasalat,” a milestone in low-emission transport solutions in the Sultanate.

Al Maha further promotes eco-friendly practices across its facilities and continues to support innovative environmental projects that align with broader national energy and climate goals.

Al Maha Petroleum signed a strategic Memorandum of Understanding (MoU) with the National Green Mobility Company to expand fast-charging stations for electric vehicles across Oman. This partnership supports the Sultanate’s clean-energy vision and marks a significant



step toward strengthening sustainable transport infrastructure.

Given the region's geographical advantage of abundant sunshine, solar energy projects are at the forefront of the GCC's clean energy initiatives. Landmark projects such as Noor Abu Dhabi, one of the world's largest single-site solar power plants with a capacity of 1.2 GW, and the expansive Mohammed bin Rashid Al Maktoum Solar Park in Dubai, exemplify this commitment. Saudi Arabia also harbours ambitious solar targets as part of its Vision 2030. While solar energy leads the way, some GCC nations, including Saudi Arabia with the 400 MW Dumat Al Jandal wind farm and Oman with the Dhofar Wind Project, are also investing in wind energy, recognizing the potential of their wind resources. Furthermore, several GCC countries, notably Saudi Arabia, with its NEOM Green Hydrogen Project aiming, for a daily production of up to 600 tonnes of carbon-free hydrogen,

and the UAE, are making significant investments in green hydrogen production, positioning themselves as potential major exporters in this emerging market. Complementing these efforts, investments in carbon capture, utilisation, and storage (CCUS) technologies are also being undertaken to mitigate emissions from existing fossil fuel infrastructure and energy-intensive industries.

Most GCC countries have established ambitious renewable energy targets as integral components of their national visions and energy strategies. These targets reflect the governments' commitment to the clean energy transition. To support these goals, GCC governments are implementing a range of policies and regulations, including financial incentives, feed-in tariffs, net metering schemes, and streamlined approval processes for renewable energy projects. Substantial



financial investments are being channelled into renewable energy projects and related infrastructure, often through sovereign wealth funds and public-private partnerships. A collective pledge of \$100 billion towards renewable energy by 2030 underscores this financial commitment.

As major global energy producers, the GCC's shift towards clean energy holds the potential to significantly influence global energy markets, potentially accelerating the pace and direction of the worldwide energy transition. By reducing their own carbon emissions and potentially becoming exporters of clean energy sources like green hydrogen, the GCC can play a crucial role in global efforts to combat climate change and achieve the objectives of the Paris Agreement. Successful projects such as Noor Abu Dhabi, the Dumat Al Jandal Wind Farm, and the ambitious NEOM Green Hydrogen Project

demonstrate the tangible progress being made. Furthermore, the GCC is actively pursuing international collaborations and partnerships to advance their renewable energy goals with other nations.

The GCC countries are making significant strides in its transition towards clean energy, driven by economic diversification, environmental concerns, and international commitments. Through ambitious projects, supportive policies, and substantial investments, the region is increasingly contributing to the global clean energy transition, signalling a notable shift in its role within the international energy landscape.





Women

in Oil & Gas in the GCC



The oil and gas sector is now witnessing a growing presence of women making meaningful contributions across all areas. Across the Gulf Cooperation Council (GCC), women are increasingly playing a more active and impactful role, shaping the industry's future and contributing meaningfully to energy innovation, operations, and leadership.

This evolution reflects a broader transformation, with national strategies such as Oman Vision 2040, Saudi Arabia's Vision 2030 and UAE's Energy Strategy 2050, placing women's participation at the heart of workforce development. These strategies aim to increase female representation and also to provide the tools and opportunities women need to thrive in technical, leadership, and policy roles within the energy ecosystem.

Oman has made remarkable strides in this space. Omani women account for a significantly higher percentage of the national workforce compared to other GCC countries, with a growing presence in energy, sustainability, and leadership domains. In October 2024, the Ministry of Energy and Minerals launched the 'You Are the Energy' award, celebrating the role of women in the country's energy transition.

Over

3000

Omani women are currently employed across various energy disciplines, with

243

in leadership or supervisory roles, an impressive testament to the nation's commitment to gender inclusion. Many of these women are involved in high-impact areas such as clean energy, circular economy projects, and community-focused innovation.



This commitment to inclusion is reflected within Al Maha Petroleum, where women play a visible and active role across all operational areas including engineering, field maintenance, and airport services. The company's approach to equal training and professional development opportunities has enabled women to rise into supervisory and leadership roles, setting an example of how structured empowerment can foster balanced growth across the workforce.

Major energy operators in Oman are also taking consistent steps to enhance gender diversity across their organisations. Shell Oman made history with the appointment of the first Omani woman CFO in the oil and gas industry, an important milestone for leadership representation. At Petroleum Development Oman (PDO), over 1,300 women are employed across a wide range of disciplines, while OQ reports that women represent approximately 14% of its total workforce, with growing participation in operational and leadership roles. Energy Development Oman (EDO) has also integrated diversity into its long-

term workforce planning, supporting women's inclusion across technical and strategic functions.

Several women are also participating in advanced leadership programmes such as the National CEO Programme, preparing them for strategic executive roles. Others are making waves in technical fields, managing remote operations, leading drilling teams, or supporting power station management, once considered unconventional career paths for women.

Rather than focusing on limitations, the conversation in Oman and across the region is now about nurturing women into pioneering roles, enhancing training inclusivity, and supporting work-life integration. Energy companies are investing in policies that ensure better visibility and representation, with platforms and initiatives designed to build confidence, technical capability, and cross-functional experience.



Across the wider GCC, progress is steadily advancing. Bahrain has seen women rise to executive positions in national energy companies; Kuwait boasts one of the highest female participation rates in the oil sector globally; Qatar is nurturing a strong pipeline of female engineers now entering leadership roles; Saudi Arabia has significantly increased women's representation at Aramco and other major firms; and the UAE continues to set ambitious gender targets, with women holding senior roles in both field operations and corporate strategy. These developments highlight a region-wide shift toward a more inclusive and future-ready energy workforce.

As the energy sector accelerates its transformation, driven by decarbonisation, digitalisation, and diversification, women are emerging as enablers of change. Diverse perspectives fuel innovation, strengthen organisational adaptability, and bring fresh insights to navigating energy challenges.

The momentum is encouraging. With sustained investment in talent development, targeted leadership programmes, and growing national recognition, women in energy across the GCC, and especially in Oman, are helping to redefine the sector for a more inclusive and resilient future.



Digital Transformation in the Oil & Gas Sector

The oil and gas (O&G) industry stands at the crossroads of technological innovation and operational necessity. Digital transformation is no longer an option, it is a strategic imperative. From upstream exploration to downstream operations, leading O&G companies are embedding digital capabilities to improve efficiency, resilience and long-term competitiveness.

Emerging technologies such as artificial intelligence (AI), Internet of Things (IoT), digital process automation, and advanced data analytics are reshaping core operations. AI-driven predictive maintenance is reducing downtime, while IoT sensors enable real-time asset monitoring, enhancing safety, and optimising performance across remote and hazardous environments. At the heart of many successful strategies lies digital process automation, streamlining routine workflows such as incident management, procurement, and regulatory compliance.

Reflecting this broader industry movement, Al Maha Petroleum is actively advancing its digital transformation strategy by upgrading its operational and logistical systems through smart solutions and process automation to enhance overall efficiency. Key initiatives include the implementation of systems such as Autofill, a new customer service platform, electronic fuel cards, and the Al Maha Plus mobile app. The company has also introduced modern payment services across its fuel station network, alongside a newly revamped corporate website designed to improve access to services and information. Additionally, Al Maha places strong emphasis

on cybersecurity, ensuring the protection of its digital infrastructure and customer data, a critical component of resilient digital operations.

Examples such as Al Maha's highlight the tangible impact of digital transformation across the industry. According to McKinsey—the world's leading consultancy firm—digitalisation could generate up to 250\$ billion in value by 2030. Beyond cost savings, digital tools offer improved visibility, enhanced safety, and faster decision-making. Companies have demonstrated how replacing legacy platforms with agile, no-code systems can revitalise business operations, turning long established firms into digital first innovators.

Digitalisation also plays a growing role in decarbonisation efforts. AI-enabled emissions tracking, data-led environmental reporting, and real-time monitoring support companies in meeting regulatory targets while contributing to the global energy transition. For firms aligning with net-zero ambitions, digital tools offer a means to measure, manage, and reduce their environmental impact with precision.

Yet challenges persist. Data integration across legacy systems remains complex, while talent shortages in digital skills hinder progress. Many organisations still rely on manual data entry via spreadsheets, risking accuracy and consistency. Cybersecurity and change management further complicate transformation initiatives, particularly in large, asset-heavy enterprises. To overcome

this, a clear digital strategy is essential, one that aligns technology with business goals, supports workforce upskilling, and fosters a culture of digital adoption.

A recent Deloitte report characterises digital transformation as the “sitting duck” opportunity for ambitious O&G firms. Those bold enough to act decisively can unlock transformative outcomes; those who delay risk being left behind in an increasingly data- driven landscape.

As the industry continues to face economic volatility, decarbonisation demands, and growing ESG pressures, digital transformation offers a pathway to resilience, innovation, and sustainability. For O&G companies ready to lead the next era, digitalisation is a tool, a catalyst for change, and a competitive differentiator for the future.

According to McKinsey,
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2030

Digital currency and its impact on the oil sector

Digital currencies are swiftly moving from the margins of finance into the core of global economic dialogue. Whether in the form of decentralized cryptocurrencies or Central Bank Digital Currencies (CBDCs), these innovations are reshaping how value is exchanged across borders. For the oil sector, long reliant on traditional banking and the US dollar, this shift signals a potential transformation in how transactions are conducted and energy assets are traded.

Historically, the oil trade has been deeply embedded in the global financial system, with transactions settled predominantly in US dollars via established banking networks. However, recent geopolitical tensions and sanctions have encouraged some oil-exporting nations, including Iran, Venezuela, and Russia, to explore the use of digital currencies for bypassing restrictions and facilitating international trade. According to a 2023 report by the Atlantic Council, over 130 countries are currently exploring or developing CBDCs, with some already integrating them into trade frameworks.

CBDCs offer the promise of faster, secure, and traceable transactions. Nations like China have made considerable progress with their digital yuan, while India's Reserve Bank is piloting its digital rupee in wholesale and retail contexts. These developments raise the possibility of digital currency-enabled oil transactions

that are efficient, cost-effective, and less dependent on intermediaries.

Underpinning these digital currencies is blockchain technology, a decentralised ledger system that ensures transaction transparency and data immutability. For the oil sector, blockchain facilitates smart contracts, automates complex payment structures, and enhances traceability across the supply chain. A 2024 Deloitte insight noted that blockchain adoption in energy trading can reduce operational costs by up to 40% while improving compliance and logistics.

Despite the clear advantages, challenges persist. Cryptocurrencies remain volatile, posing risks to large-volume transactions unless stabilised through mechanisms like stablecoins or CBDCs. Regulatory divergence across jurisdictions adds complexity to global oil deals, while cybersecurity concerns and technical readiness remain significant hurdles, particularly in developing markets.

Nonetheless, digital currency adoption represents a strategic opportunity for oil producers and traders seeking greater efficiency, resilience, and optionality in their financial operations. While traditional systems will remain dominant in the near term, digital finance offers a compelling adjunct in navigating a rapidly changing global energy landscape.

A 2024 Deloitte insight
noted that blockchain
adoption in energy trading
can reduce operational
costs by up to

40%

while improving
compliance and logistics.



The Heart of Refining

The Fractionating Column

In the vast and intricate world of oil refining, one structure stands as the backbone of the entire process - the fractionating column. This towering unit plays a pivotal role in transforming crude oil into valuable and usable products that power industry, homes, and transportation networks across the globe.

Understanding the fractionating column

A fractionating column is a crucial part of the distillation process in oil refineries. It is designed to separate crude oil into different components based on their respective boiling points. Crude oil is a complex mixture of hydrocarbons, which include compounds containing carbon, hydrogen, nitrogen, sulphur, oxygen, and various minerals.

How does it work?

The process begins by heating crude oil in a furnace until it vaporises. The hot vapour enters the fractionating column, which is structured with multiple trays and sections that allow different fractions to condense at various levels. The key principle at work is that substances with lower boiling points rise higher in the column, while those with higher boiling points condense at lower levels.

At different heights in the column, specific hydrocarbons are extracted:

At the top (around 20°C): Light gases such as methane, ethane, propane, and butane are

collected. These are used to produce Liquefied Petroleum Gas (LPG) for domestic and industrial use.

Slightly lower (around 70°C): Naphtha is extracted, an essential feedstock for the production of chemicals and plastics.

Mid-section (approximately 120°C – 270°C): Petrol (gasoline), kerosene (jet fuel), and diesel are separated — all vital fuels for the transport sector.

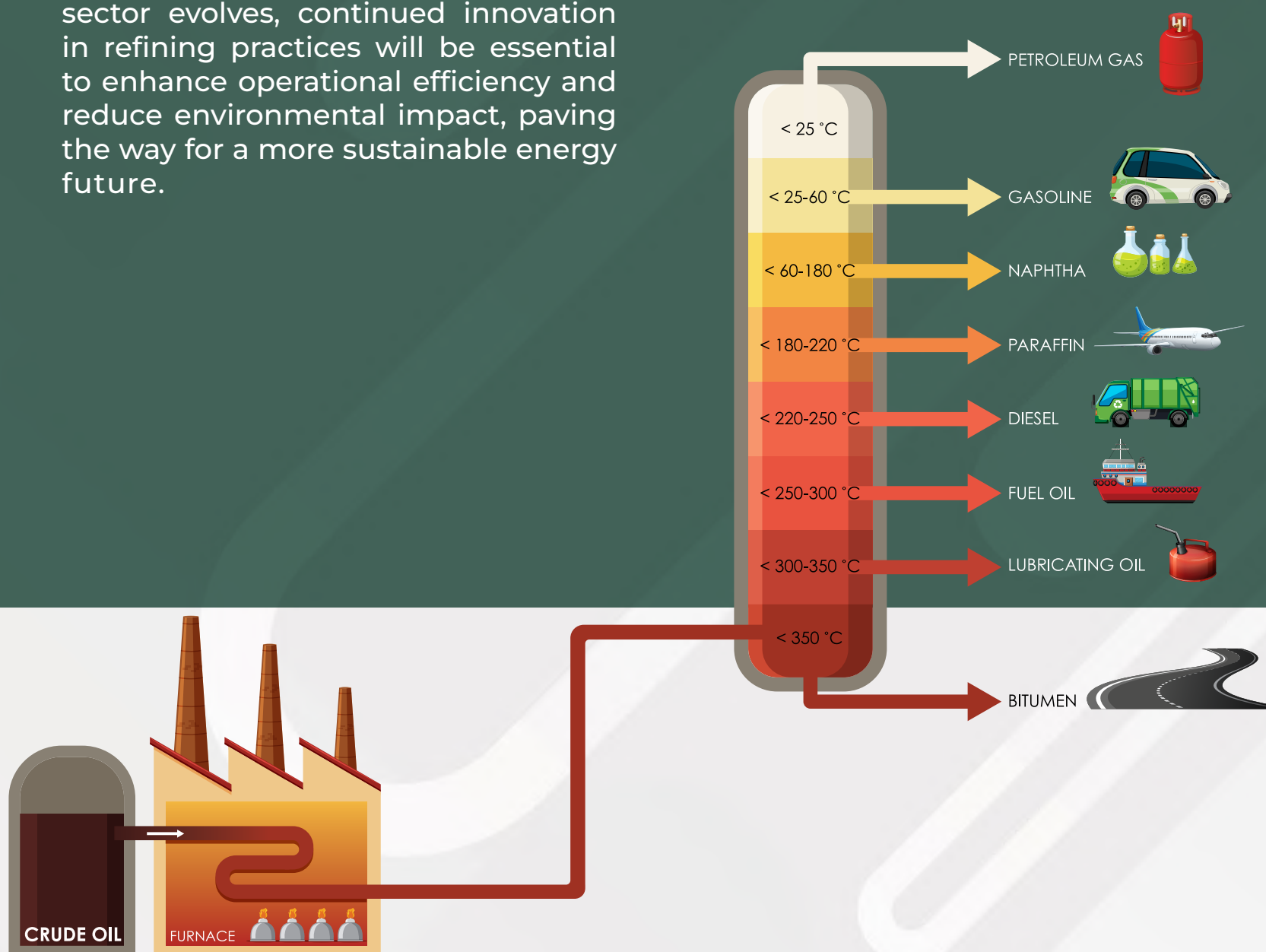
Lower section (approximately 270°C – 600°C): Heavier fractions such as lubricating oils, waxes, and fuel oils are recovered. These are crucial for machinery lubrication, maritime transport, and industrial applications.

At the bottom of the column (above 600°C): The heaviest residue is collected and used to produce bitumen, primarily for road surfacing and roofing materials.

Why is fractional distillation important?

Fractional distillation enables the efficient utilisation of crude oil, ensuring that every component is transformed into a useful product. Without this process, industries would face significant challenges in accessing the refined petroleum products that power vehicles, heat buildings, and form the basis of everyday manufactured goods.

The fractionating column remains a symbol of the ingenuity behind modern refining. Without this critical structure, the global reliance on petroleum-derived products would be far less sustainable. As the energy sector evolves, continued innovation in refining practices will be essential to enhance operational efficiency and reduce environmental impact, paving the way for a more sustainable energy future.



Looking after your engine for the long drive ahead

Oman's diverse landscapes, from sunlit coastlines to expansive deserts, provide an ideal setting for both daily commuting and weekend travel. For motorists navigating these roads, vehicle maintenance plays a critical role in ensuring a safe and uninterrupted journey. Among the most essential aspects of upkeep are engine health and oil quality.

Whether travelling through the capital or exploring the governorates, vehicle readiness begins with consistent attention to the fundamentals. A well-maintained engine, supported by the right oil, ensures reliable performance in all driving conditions.

Importance of oil changes

Regular oil changes remain one of the most effective ways to safeguard engine performance. Clean engine oil lubricates internal components, reduces friction, and helps regulate engine temperature. Over time, oil degrades and collects impurities, which can negatively impact efficiency and lead to premature wear.

For most vehicles, oil changes are advised every 8000 to 12,000 kilometres, based on manufacturer recommendations and driving habits. Maintaining this schedule helps preserve engine life and reduces the risk of costly mechanical issues. Motorists are encouraged to check oil levels routinely using the dipstick and to act promptly when levels are low or oil appears degraded.



Selecting the right engine oil

Choosing the appropriate oil is vital to achieving consistent performance. High-quality oils, including synthetic and mineral-based options, provide better protection, cleaner operation, and improved fuel efficiency.

In addition to lubrication, premium oils help prevent the accumulation of harmful deposits and support lower emissions, contributing to both engine health and environmental responsibility.

Routine checks and preventive care

Complementing oil maintenance, and regular inspections of related engine components such as air, and oil filters, can have a meaningful impact. Clean filters allow for optimal airflow, reduce stress on the engine and enhance combustion efficiency. This is particularly important for vehicles operating in dusty or high-temperature environments.

While basic checks may be conducted independently, professional servicing is often advisable. Certified service centres offer thorough diagnostics and ensure that any developing issues are identified and addressed early.

Supporting drivers with quality solutions

Across Oman, there is growing awareness of the importance of preventive vehicle care. Many service locations now provide more than refuelling, offering expert advice, maintenance support, and access to high-quality lubricants.

Al Maha Petroleum plays a key role in this ecosystem by offering dependable automotive products and professional services across its network. Through its AMPRO range of engine oils and commitment to high standards, the company supports motorists across the Sultanate in maintaining peak vehicle performance.

Fuel for the journey

Why quality matters?

From the rugged peaks of the Hajar Mountains to the windswept dunes of the Wahiba Sands, Oman's diverse terrain offers drivers an unforgettable motoring experience. Yet behind every scenic route lies a critical but often overlooked factor: fuel quality. For those navigating everything from bustling city roads to remote highland tracks, choosing the right fuel can make a significant difference in both performance and the smooth, reliable operation of a vehicle.

What makes fuel 'high quality'?

Fuel quality extends beyond combustion. It encompasses composition, cleanliness, and the ability to support engine function effectively. High-grade fuel is typically enhanced with additives that reduce impurities, prevent residue build-up, and optimize engine performance. This results in a vehicle that operates more efficiently, responds better, and endures longer.

Whether a motorist is commuting through Muscat or journeying along the coastal highway to Salalah, premium fuel can deliver superior performance and fewer refueling stops, allowing for more uninterrupted enjoyment of the journey.



Smooth engines and better drives

Using high-quality fuel helps to keep engine components clean by limiting the accumulation of carbon deposits. This improves acceleration and responsiveness which is crucial for navigating Oman's mountainous switchbacks or overtaking on its wide desert highways.

In addition, cleaner-running engines emit fewer pollutants, making them more environmentally friendly and reducing the likelihood of mechanical wear. It is a practical choice for those seeking reliable performance and lower maintenance over time.

Efficiency that takes you further

Premium fuel typically burns more completely, translating into better performance, better efficiency and no engine knocking. For drivers covering long distances across Oman's expansive landscapes, this means less frequent stops and more value from every litre of fuel. The benefits are both economic and practical.



Protecting your engine's lifespan

Ensure your fuel doesn't contain impurities that can damage key engine components, including fuel injectors and valves. Over time, this can degrade performance and result in costly repairs.

Opting for a cleaner, more refined fuel helps to maintain engine health, ensuring dependable performance when it is needed most, whether for everyday commuting or long-distance travel.

A commitment to cleaner driving

Across Oman, more drivers are recognizing the importance of fuel quality. It is a small yet impactful decision that contributes to a vehicle's performance, longevity and environmental well-being.

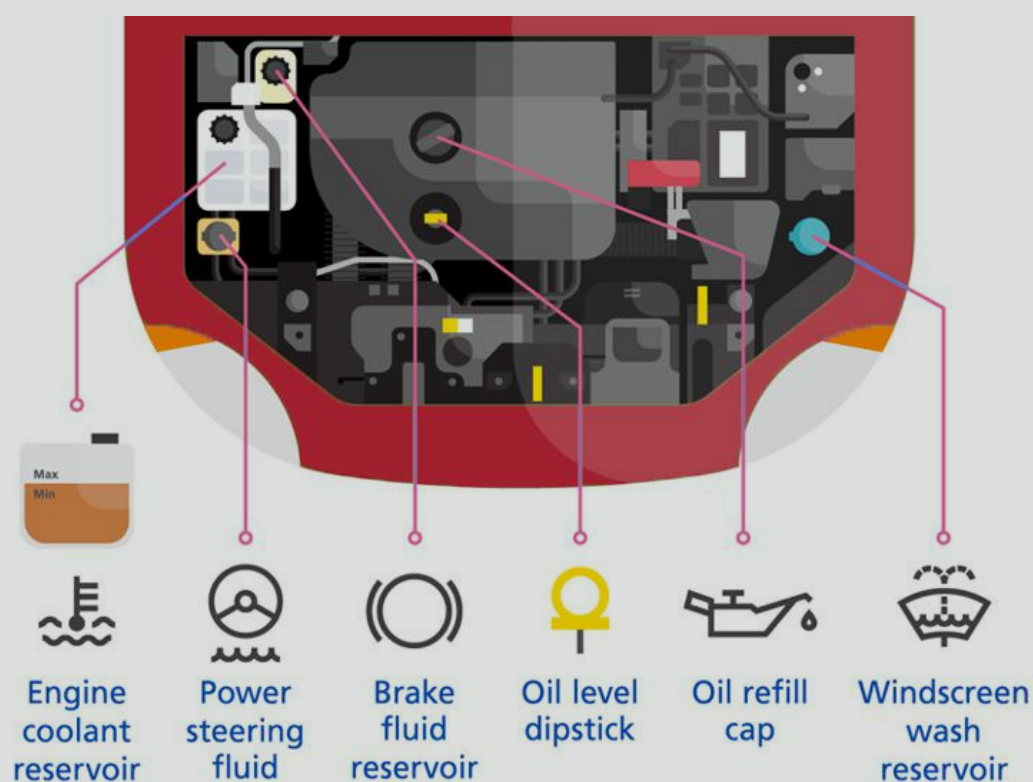
Reliable operation, improved fuel efficiency, and reduced emissions are more than just technical benefits. They represent a modern, responsible approach to driving that aligns with Oman's growing focus on sustainability.

Wherever the road leads across the Sultanate, high-quality fuel plays a vital role in supporting engines, enhancing journeys, and preserving the natural beauty that makes Oman such a remarkable place to drive through.

Essential Vehicle Fluids:

A Guide to Regular Checks

Maintaining the health of a vehicle goes beyond fueling and washing. At the core of reliable, safe, and efficient operation is the regular inspection and replenishment of key automotive fluids. These fluids support mechanical function and also protect vital components, improve safety, and extend the life of the vehicle. Understanding what to check and why can make a significant difference in day-to-day driving and long-term vehicle performance.



Engine coolant

Coolant, or antifreeze, plays a crucial role in regulating engine temperature and preventing overheating. A low coolant level may lead to engine stress or failure, particularly during long journeys or extreme weather conditions. Drivers should regularly inspect the coolant reservoir and ensure that the fluid is maintained within the recommended range. Any sudden drops in level should be investigated, as they may indicate a leak or system malfunction.

Power steering fluid

Power steering systems rely on hydraulic fluid to deliver smooth, responsive control. Low-power steering fluid can lead to stiff steering and potential damage to steering components. Periodic checks of the fluid reservoir, along with attention to changes in steering feel, help ensure safe handling and prevent mechanical strain.

Brake fluid

As one of the most critical safety systems, brakes require constant attention. Brake fluid transfers the force from the pedal to the braking system itself. A low fluid level can affect braking efficiency and may point to leaks or worn brake components. The reservoir should be checked routinely, and fluid should be replaced in accordance with the vehicle manufacturer's service schedule.

Engine oil

Engine oil is essential for reducing friction between moving parts, managing heat, and maintaining engine cleanliness. Using the oil dipstick, drivers can monitor both oil level and quality. If the oil appears dark or gritty, it may be time for a replacement. It is equally important to use the correct oil grade as recommended by the vehicle's manufacturer when topping up or replacing oil.

Windscreen washer fluid

Clear visibility is fundamental to road safety. Keeping the windscreen wash reservoir filled allows for quick removal of dust, mud, and other debris. Especially in arid climates or during rainy seasons, this simple check ensures a cleaner view and reduces distractions while driving.

The importance of routine checks

Consistent maintenance of vehicle fluids is not only a practical habit but a critical part of vehicle ownership. Regular inspections help prevent mechanical issues, reduce the risk of costly repairs, and enhance driver and passenger safety. These checks can be completed in just a few minutes and form the foundation of responsible vehicle care.

Al Maha Petroleum supports this commitment to safe and efficient motoring. Through its network of service points and its dedication to driver education, the company continues to promote best practices in vehicle maintenance and operational excellence across the Sultanate.



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Precision fueling-made sm



Automatic Operation:
No manual entry or human handling means no chance of incorrect fueling.



Maximum Efficiency:
Fleet managers get faster refueling and real-time visibility into operations.



Fuely Autofill on's first fully B2B fueling solution

Smarter, safer, and fully digital.



Protection & Safety:

Each transaction is digitally logged and RFID-matched - eliminating tampering and fraud.



Industry-First Innovation:

Fuely Autofill sets a new benchmark in MENA for smart fueling.