



Features and Sustainable Solutions

- Solar Powered
- Rainwater catchment
- Green wall
- Bike rack with seating
- Green outdoor seating
- Shell Bitumen Low Emission Pavement

We have evolved from putting up manual posters to Digital -integrating offer highlights, promotion and service messaging. We also provided an accessible Shell logo or what we call blanket for customer photo opportunities - more visibility, more customer, more income generation driving our 50/50 Fuels-NFR ambition.

CXF brings to life our retail ambitions in our stations, making **Shell a destination choice**; helping customers go well on their journeys today and in the future.

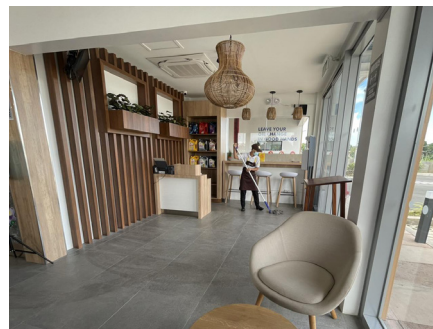


Solar panels on canopy roof and building eaves

Redefining customer experience is Shell CXF's top mission and as the local Shell and Artelia team's commitment, we have constructed the first ever CXF brand site in the country located at Acienda, Silang Cavite - Shell Mobility Acienda Silang. Catering to local transient and community, the station has developed a full site offer including a Deli-2-Go Select, Take Care of Your Car Services - Change Oil, Car Wash and to top-up the offers, a dedicated Motorcycle fuel express lane. In a modern approach to customers, the site has deployed outdoor seating to serve our bikers and riders complimenting the ambiance and feel of the area. Gone are the days we do things traditionally, from the usual four corners we see on the canopy, we now converted to curved edges making our brand bolder and contemporary.



Digital monolith and screens



Building interior wood effect finish



Green pavements and furnitures made from recycled materials