

# Basin Insights

IHS Markit's Basin Insights is the leading source for commercial and strategic advisory into changes in the E&P industry's perception of a play's or basin's commercial value. Basin Insights integrates competitive landscape analysis, resource potential and above ground risks.

## ANALYTICAL FOUNDATIONS

- **Forward looking, commercial and strategic implications** of E&P activity that can alter a regional play and basin's future investment and development trajectory
- **Analysis of early signals** that alter regional plays and basins competitive landscape: how, why, and when companies' intentions might change
- **Application of IHS Markit's proprietary basin-phase schema** to events and activity, supported by industry's leading Upstream databases

In a dynamic industry like the Oil and Gas market, basin and regional play level commercial and strategic advisory has never been more important. Basin Insights service provides critical judgment of potential outcomes and opinionated perspectives on a range of issues that shape the E&P competitive landscape. The primary emphasis is to identify changes in the industry's perception of the commercial value of plays and basins.

## Basin Insights allows companies to:

- Effectively benchmark and monitor the significance of events (current and future) that may impact the perception of a basin/play's hydrocarbon and commercial potential impacting investment decisions
- Gain independent actionable insights that are timely and event driven that reveal industry's early signals on changes that highlight the importance of select basins and regional plays; changes that have the potential to impact a company's portfolio and value as well as the host country
- Access critical in-depth analysis of basin and regional play competitive landscapes that integrates below and above ground perspectives. Guidance and strategic advisory that can be traced to the technical fundamentals

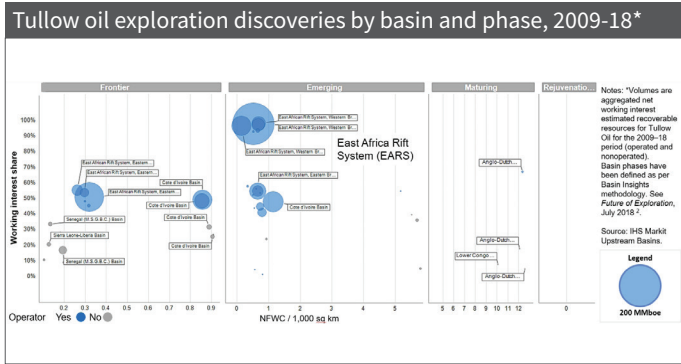
## Sample key questions answered by Basin Insights:

- To whom is the basin or regional play most important and why?
- How is value being created in the basin/regional play? By whom and what is the impact on value?
- What basins/regional plays could alter the competitive landscape in the E&P industry? When might this happen?

# Core Deliverables:

Strategic and commercial guidance, with regular commentary and analysis on distinct basin and regional play themes

## Leading Indicator Memos

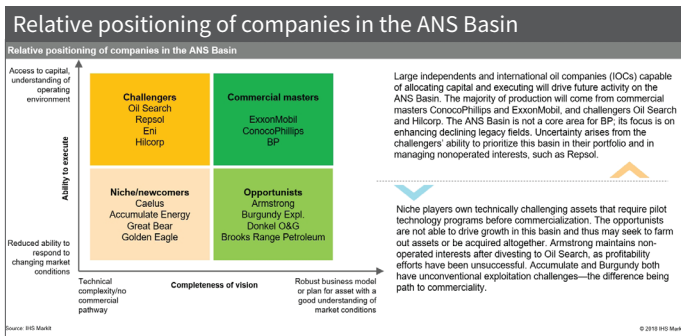


Forward looking, analytical evaluation of the commercial and strategic implications of E&P activity that alters a basin's or play's future investment and development trajectory.

### Covered events include:

- Trends in New-Field Wells and Development Wells
- Critical Wells
- Industry events driven authoritative insights

## Competitive Landscapes – Basin Leaders



For more information [www.ihsmarkit.com](http://www.ihsmarkit.com)

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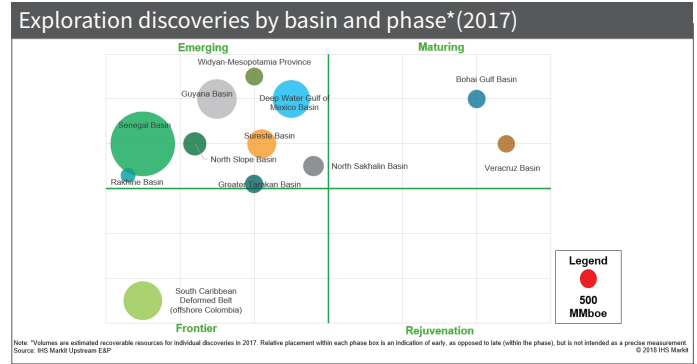
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## About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

## Global Basin Advisory



Ongoing strategic and commercial analysis of basin competitiveness and attractiveness that considers both below- and above- ground perspectives. Competitive assessments rank a given basin versus other basins, with particular focus on future investment opportunities and strategic portfolio fit.

Competitive landscape analysis that identifies the leading players in the most important basins worldwide. Analysis and outlook centers on companies' strategic intentions vis-à-vis the basin and regional play opportunity set and how, why, and when those intentions might change.