



**Frank's International 45<sup>th</sup> Annual Scotia Howard  
Weil Energy Conference Presentation**  
March 28, 2017

**FRANK'S**  
INTERNATIONAL

# Corporate Information

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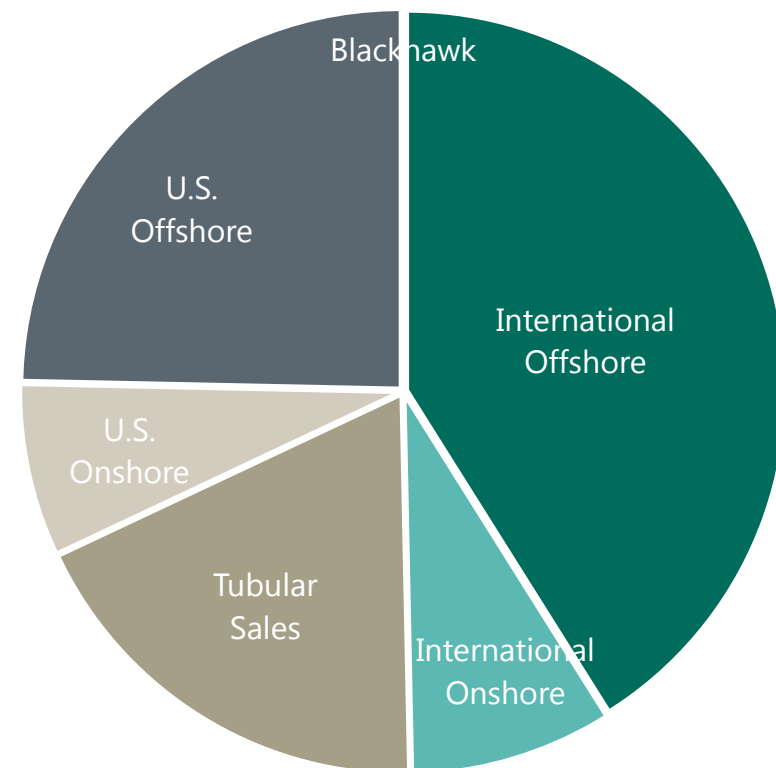
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# Frank's International Investment Rationale

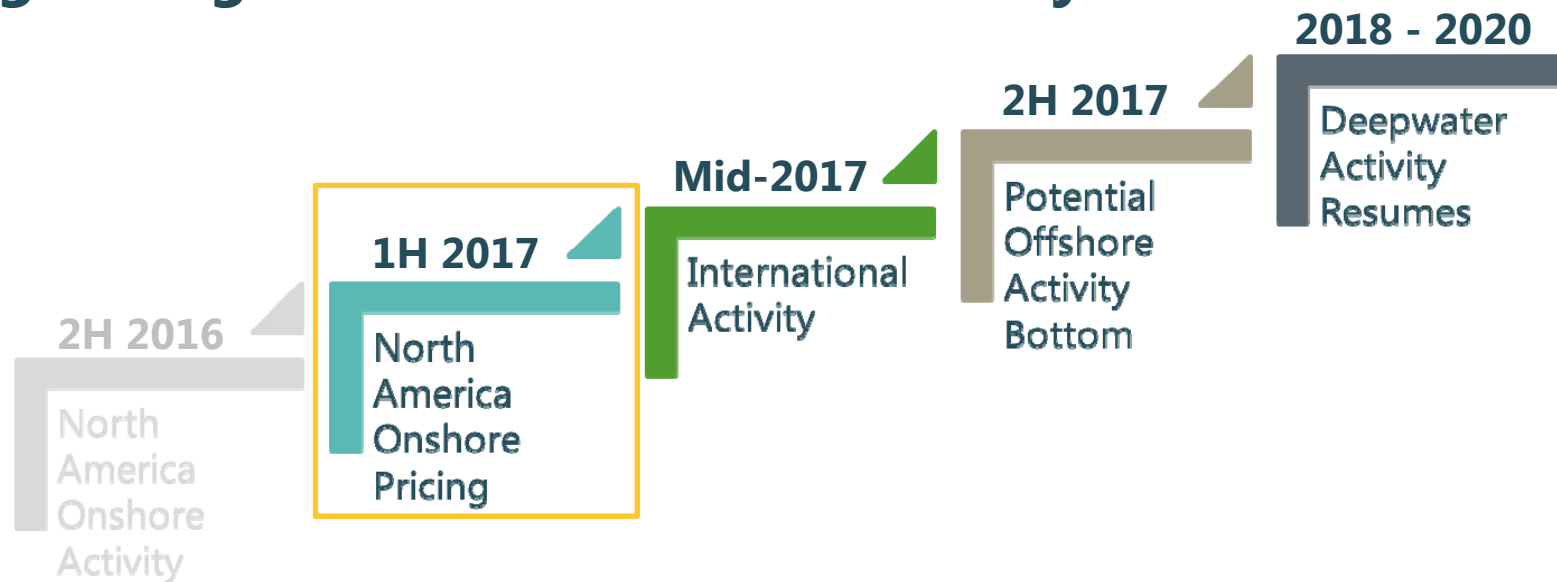
- **Leader in Tubular Running Services (TRS)**
- **Extensive Global Footprint**
- **Blue-chip Customer Base**
- **Differentiating Technology**
- **Strong Balance Sheet**
- **Growing Well Construction Portfolio**

## 2016 Revenue Contribution \$488 MM





## Progressing Down the Path to Recovery



- **U.S. Onshore rig count up 95% from May 2016 low**
- **Realizing improved pricing and margins in U.S. onshore**
- **International onshore rig count beginning to see improvement – 5 consecutive months of rig count growth**
- **Deepwater activity increases will require commodity price stability and cost efficiency gains**

## Generating Long-term Value Creation

### Maintain Share in Dominant Markets

- Continue to hold leading share in the Gulf of Mexico and West Africa markets

### Grow Share in Underrepresented Markets

- Target and pursue the best opportunities in markets such as the Middle East where activity remains stable and technology is in high demand

### Broaden Well Construction Offering

- Continue integrate Blackhawk, commercialize new technologies and evaluate bolt-on acquisitions that complement our well construction offerings

## Maintaining Dominant Share in Core Markets

- Large offshore accumulations
- Historically 2 of the 3 largest markets for floating rigs
- Well complexity suited for Frank's technology
- Low commodity prices have temporarily shifted capital to shorter cycle onshore projects



**Frank's has retained a dominant share of these markets through the downturn and is well positioned for a ramp up in activity**

## Growing Share in Underrepresented Markets

- Expand presence in the Middle East and Latin America
- Displace competitors in higher-end of the market through technology and reliability

### Geographic Expansion



- Target growth in shorter-cycle international land and shelf opportunities
- Deepen relationships for future complex offshore opportunities with NOC customers

### Scope of Work Diversification



- **Improve utilization of skilled workforce and equipment by addressing regions where activity has remained more stable**
- **Recently awarded work will make FI the largest tubular running services provider in two of the primary GCC producing countries**
- **Industry's only non-marking technology leading to share gains in areas facing challenges with corrosive gases**

# Broadening Well Construction Offering

## Accelerate Blackhawk revenue synergies

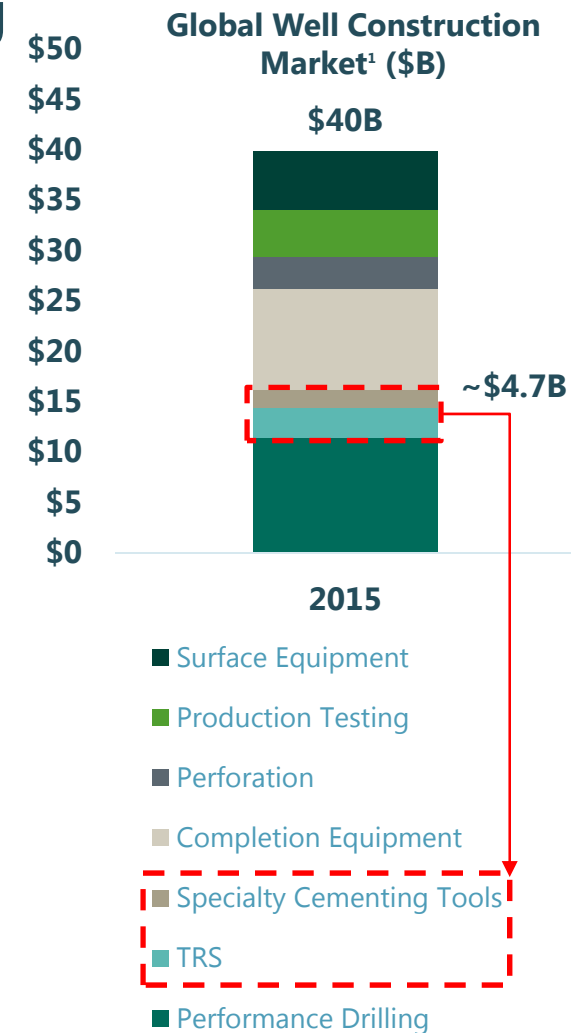
- Grow Blackhawk revenues 15-20% year-over-year
- Double U.S. onshore revenues year-over-year

## Commercialize new technologies

- Top 10 technologies that improve safety, efficiency and well integrity

## Develop & acquire innovative technologies

- Strategic acquisitions that enhance product and service offering



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<sup>1</sup> Source: Spears & Associates – subset of the well construction market which excludes roughly \$140B of other drilling, OCTG and completion related services.



# Gaining Share with Technology and Service Delivery

## Frank's TRS Technology

Collar Load Support (CLS™) System non-marking technology

Increased Well Integrity



## Blackhawk Technology

SkyHook™ allows for wireless makeup of cementing chiksan iron or hose

Improved Safety/Efficiency

## Collar Load Support (CLS™) System



## Blackhawk SkyHook™



## Contract

- Multi-rig / Multi-year offshore shelf project in the Asia Pacific region
- Awarded with TRS non-marking technology and prime opportunity for upselling wireless specialty cementing equipment
- Customer benefits from increased well integrity and improved safety & efficiency

## Summary

### Frank's International Managing Through the Cycle

- **Dominant share in key markets is holding**
- **Share in underrepresented markets is growing**
- **Activity, prices and profitability are increasing in the U.S. onshore**
- **Blackhawk and new technology offer revenue per rig upside and synergies across global footprint**
- **Maintaining strong balance sheet through selective capital deployment**
- **Structurally improving efficiency of global organization**

**Continued execution of our strategy is expected to return the company to positive free cash flow (ex. dividend) in 2H 2017**