



February 15, 2019

## CCS Social & Digital Review Phase 1: launch March 18

Energy lives here

This presentation includes forward-looking statements. Actual future conditions (including economic conditions, energy demand, and energy supply) could differ materially due to changes in technology, the development of new supply sources, political events, demographic changes, and other factors discussed herein (and in Item 1A of ExxonMobil's latest report on Form 10-K or information set forth under "Factors affecting future results" on the "Investors" page of our website at [www.exxonmobil.com](http://www.exxonmobil.com)). This material is not to be reproduced without the permission of ExxonMobil Corporation.

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GIFs: Facebook/Instagram



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## GIFs: Facebook/Instagram



CO<sub>2</sub> balls in shape of molecular formula begin to fall/disappear to signify reduction



The word plants is first animated with industrial pipes and elements and then morphs into green plants enveloping the type

**Post Copy:**  
Lowering CO<sub>2</sub> emissions by capturing them at one of their biggest sources: industrial plants. That's what we're researching.

**Link Headline:**  
Industrial Strength CCS

**Link Description:**  
Carbon Capture to reduce CO<sub>2</sub>

**Links to EF story:** TBD (pending new)

**Post Copy:**  
Plants capture CO<sub>2</sub> naturally. We're researching ways industrial plants can do it with technology

**Link Headline:**  
Carbon Capture Technology

**Link Description:**  
Could all plants capture CO<sub>2</sub>?

**Links to EF story:** TBD (pending new)

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## Videos 9x16: Instagram & SnapChat

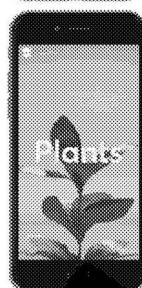


**Animated Copy:**  
Plants can capture CO<sub>2</sub>  
so why can't other  
plants →

*Continual word scroll on  
repeat; purposely no  
punctuation as words  
continue to animate*

Plays in-feed, swipe up to EF story/TBD

*This animation is a continuous scroll – word  
repeat.*



*Cut down of TVC category*



**Animated Copy:**  
Plants capture CO<sub>2</sub>...  
What if these plants  
captured it too?

Plays in-feed, swipe up to EF story/TBD

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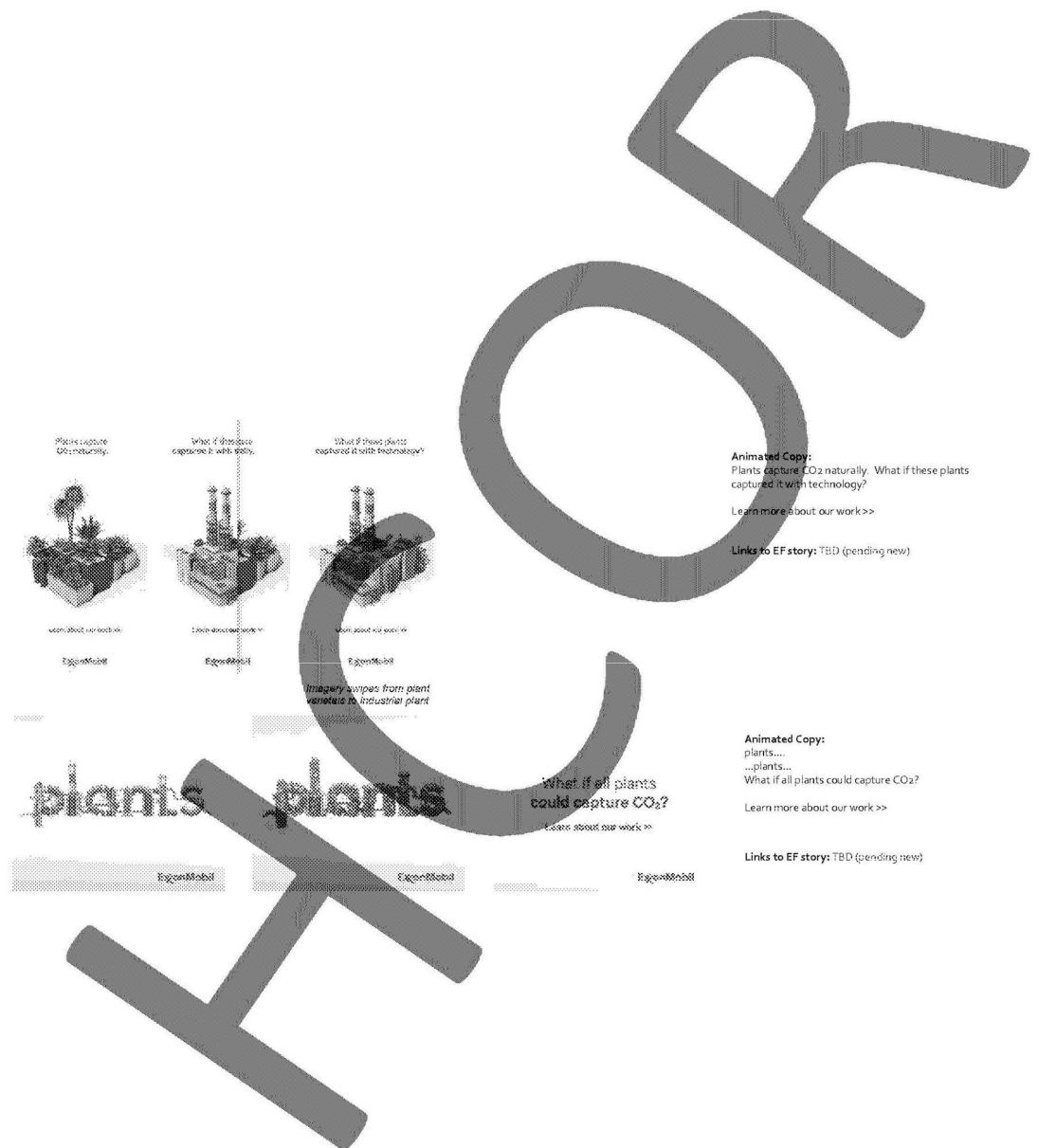
OLV :10 & :15

- For content partnerships on social and digital pre-roll
  - Edits will be lifts of final :30 unit with and without supers, dependent upon sound opt-ins

H C O R

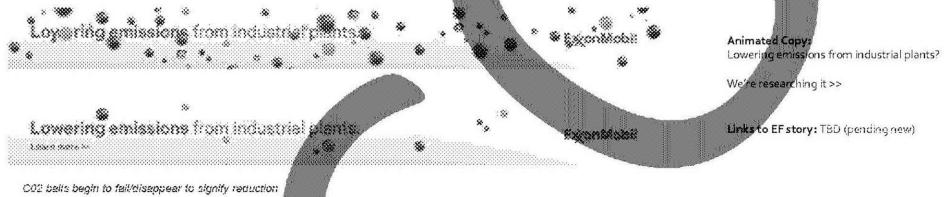
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Animated digital banners



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Animated digital banners  
Small space digital and mobile placements



ExxonMobil  
**PLANTS**  
can capture CO<sub>2</sub>  
So why  
can't  
OTHER  
PLANTS

Learn more >>

Animated Copy:  
Lowering emissions from industrial plants?  
We're researching it >>

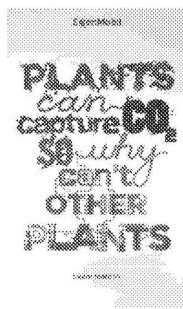
Links to EF story: TBD (pending new)

Animated Copy:  
Plants can capture CO<sub>2</sub> so why can't other plants  
Learn more >>

Links to EF story: TBD (pending new)

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## Static digital banners (mobile or small scale web banner)



Change EM logo to red

**PLANTS**  
can capture CO<sub>2</sub>  
so why  
can't  
OTHER  
PLANTS

Source: [NASA](#)

**Static Copy:**  
Plants can capture CO<sub>2</sub> so why can't other plants

[Learn more>>](#)  
[Learn more about our work>>](#)

[meant to be statement not a question]

[Links to EF story:](#) TBD (pending new)

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## Podcast/Terrestrial/Streaming Radio

### CCS Plants 3oA (Gen-Pop)

Plants capture CO<sub>2</sub>.

What if we could help industrial plants capture it too?

Think how low emissions could go.

More and more scientists think Carbon Capture is key to reducing CO<sub>2</sub> emissions globally.

It's one way ExxonMobil is helping industrial plants...be more like plants.

ExxonMobil

### CCS Plants 3oB (Opinion Leaders)

The world needs energy – but it also needs to lower emissions. ExxonMobil believes that Carbon Capture technologies are one way to help lower global CO<sub>2</sub> emissions—and more and more scientists agree.

As a leader in capturing carbon in its own operations, ExxonMobil is working to make this technology more efficient and affordable for other industries as well.

That's the Unexpected Energy of ExxonMobil.

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## Podcast/Terrestrial/Streaming Radio

### CCS Plants 15A (Gen-Pop)

Plants capture CO<sub>2</sub>.

What if we could help industrial plants capture it too?

Think how low emissions could go.

More and more scientists think Carbon Capture can help industrial plants...be more like plants.

ExxonMobil.

### CCS Plants 15B (Opinion Leaders)

The world needs energy – but it also needs to lower emissions.

More and more scientists believe Carbon Capture technologies can help lower CO<sub>2</sub> emissions—and ExxonMobil is working to make this technology more efficient and affordable for industry.

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## Podcast | NPR (OLs)

### **NPR 30 Live Read**

Support for NPR and the following message comes from ExxonMobil. The company that believes that Carbon Capture technologies are critical for lowering global CO<sub>2</sub> emissions. And more and more scientists agree. As a leader in capturing emissions in its own operations, ExxonMobil is working on ways to make this technology more efficient and affordable for other industries as well. That's the Unexpected Energy of ExxonMobil. Find out more at [energyfactor.com](http://energyfactor.com).

### **NPR 15 Live Read**

Support for NPR and the following message comes from ExxonMobil. The company working to make Carbon Capture technology more efficient and affordable so it can be deployed at industrial sites worldwide. Find out more at [energyfactor.com](http://energyfactor.com).

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