



## Manuel Start-up June 8/9

### Situation/Background

Manuel is an infrastructure-led (ILX) opportunity at the Na Kika area in the GoM. The development is a two-well tie-back to the Na Kika platform via a single riser and flowline. It includes two wells that are key producers of activity on the path to bringing Na Kika back up to capacity, contributing a net peak annual average production of 5mboed.

The Manuel development enables future production from four wells at the Herschel oil and gas field. Next year, the project plans to introduce new technology in the form of electrical heat traced flowlines (EHTF). This would be the first time this technology is employed in GoM. bp is the operator of the project with a 50% interest and Shell holds the other 50%.

The start-up announcement is currently scheduled for June 15.

- Externally, we want to communicate that:
  - Performing while transforming: Manuel is bp's fourth of five major projects to be started up this year globally. This highlights the importance of resilient, focused hydrocarbons, notably from the Gulf of Mexico (our highest margin region in the world) fueling bp's transition toward a low carbon future.
  - Safety: safely delivering on our commitment to additional new production to bp.
  - We have safely started-up another world-class project, and have delivered on our commitment to investors.
- Internally, we want employees globally to know:
  - Performing while transforming: we're delivering against the strategy in the Gulf of Mexico, our highest margin region in the world. This highlights our bias for value over volume, and
  - Energize employees, notably GOM: Celebrate this milestone – the fourth of five major projects to be delivered globally – and to engage the entire company, to increase morale in the GoM business and the broader P&O organization and recognize this team's accomplishments.

### Key facts

Location	US - Gulf of Mexico
Operator	BP
Partners	BP (50%), Shell (50%)
Project type	Deepwater oil
Start-up	2021
Peak annual average production, gross	~ 31 mboed
Peak annual average production, net	~13.6 mboed

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## Key messages

### 1. bp CONTINUES TO PERFORM WHILE TRANSFORMING:

- We have safely started-up another world-class project, and have delivered on our commitment to investors. The team worked 1M work hours without a lost time incident.
- This is part of a wave of major global projects resulting in a hydrocarbon portfolio that is more cost and carbon resilient, and that will help fuel bp's transition to a net zero future.
- Performance is what will give bp the license to reimagine energy. This project is an example of how we will be thoughtful and take care in deploying our capital with a focus on where we can add value and make competitive returns.

### 2. DELIVERING RESILIENT / FOCUSED HYDROCARBONS IN OUR HIGHEST-MARGIN REGION IN THE WORLD:

- Resilient, focused hydrocarbons are a key component of our new strategy to transform bp into an integrated energy company. Manuel is the fourth of five major projects this year to contribute to our hydrocarbon portfolio.
- Focusing our efforts in the basins we know best using existing infrastructure, like in Manuel, is another example of how resilient and high-margin oil and gas projects support bp's strategy.
- How much? The Manuel project expects to produce ~5 mboed (net peak annual average production) through a two-well tie-back to the Na Kika platform via a single riser and flowline.
- When? First oil is expected on June 6, 2021.
- Oil and gas will be part of the energy mix for decades. The way we use them will change over time, but they are still needed and still a positive for the world. So, what we do in production and operations (P&O) every day is massively important to the company and our customers – and vital in delivering bp's ambition and strategy. We are the transition engine – without P&O and the cash we generate, none of it is possible.
- We plan to reduce production by 40% by 2030 and create a resilient, lower cost and lower carbon oil, gas and refining portfolio that is smaller but of the highest quality, giving us the cashflow we need to help fund our transition to an integrated energy company.

## Tactical plan

Date	Channel	Description	bp owner	Status
EXTERNAL				
May 26	First drafts complete and shared for review within C&A and legal			
May 28	Second drafts complete and sent to business leader for review/approval			
June 8	Business Leader input incorporated and final draft ready for publication			
w/c 24 May	Imagery	<ul style="list-style-type: none"><li>• Map of where Na Kika/Manuel sit within the Gulf of Mexico – showing where wells tie-back</li></ul>	Paul	

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		<ul style="list-style-type: none"> <li>Image of Na Kika platform for social, if needed</li> </ul>		
June 15	Press release	<ul style="list-style-type: none"> <li>Press release to be sent via dotdigital</li> </ul>	Cameron/Meg	
June 15	bp.com/us	<ul style="list-style-type: none"> <li>Press release to be posted on bp.com /US</li> </ul>	Matt Cobb	
June 15	Social media accounts	Amplify press release via social channels <ul style="list-style-type: none"> <li>bpA accounts: FB, Twitter</li> <li>Global accounts: LinkedIn, Instagram</li> </ul>	Jennifer H / Paul /Chris Hamilton	
June 15	Starlee LinkedIn  Insert imagery from projects team	<ul style="list-style-type: none"> <li>Amplify press release with a message of congratulations to the team &amp; performing while transforming</li> </ul>	Paul / Jennifer	
June 15	Bernard LinkedIn / Instagram	<ul style="list-style-type: none"> <li>Message of congratulations to the team</li> <li>Delivering against our commitments to investors</li> </ul>	Chris Reynolds / Lisa Connolly	
INTERNAL				
June 15	Yammer announcement all P&O projects US employees and GoMC	<ul style="list-style-type: none"> <li>Ewan to post first to P&amp;O projects</li> <li>Starlee to follow to all US</li> <li>Starlee to share to GoMC Yammer page US announcement and link video of Star, Fiona and Paul</li> <li>Share with Centre to post on onebp news Yammer.</li> </ul>	Lisa C / Paul / Jainie Mills	
June 16	Bernard Yammer	Global announcement recognizing start up and include narrative of visit to US GoMC		
June 15	US intranet	<ul style="list-style-type: none"> <li>Article pulling from Press release</li> </ul>	Paul / Matt	
June 16	ITK – insert imagery from projects team	<ul style="list-style-type: none"> <li>Picture and link to Ewan / Starlee Yammer posts</li> <li>Engage Lisa Pirtle and develop a placeholder draft</li> </ul>	Paul / Lisa P	
June 15	Beat	<ul style="list-style-type: none"> <li>Employees to amplify press release via The Beat</li> <li>Thought leadership blogs, amplified via The Beat (Sykes and ELT)</li> </ul>	Elyse	

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July TBD	GoMC June Business Update	<ul style="list-style-type: none"> <li>Acknowledge first oil in June business update</li> </ul>	Paulette	
ADVOCACY				
<div style="border: 1px solid black; padding: 100px; text-align: center;"> <h1>Redacted - First Amendment</h1> </div>				

## Measurement and evaluation

- Internal: Google analytics, Tygraph for Yammer engagement and feedback
- External: media coverage, social media engagement

## Roles and responsibilities

### Group:

- Steve Shaw – Group campaign director
- Lisa Connolly – Group projects manager
- Chris Hamilton – Group content and channels

### US:

- Megan Baldino – GoMC media relations
- Nuno Alves – GoMC C&A tag
- Paulette Cousino (supported by Paul Gannon) – GoMC internal communications
- Donna Ward – GoMC BLT – Legal

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