

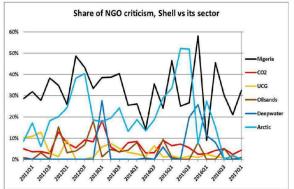
NGO criticism and praise values aggregated over last 12 months (Apr 1, 2016 to March 31, 2017). Source: SIGWATCH

- O&G most criticized energy sector gets negligible praise for its positive actions.
- Coal is nearly as vilified, but as coal fades, O&G will simply become even more of a target.
- NGOs see virtue only in renewables.

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## Shell's exposure on most major issues now minimal



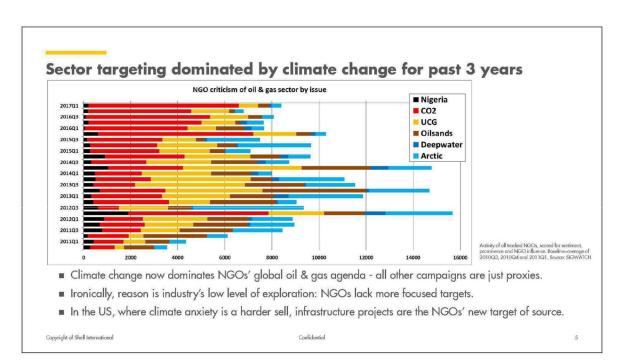
Activity of all tracked NGOs, scored for sentiment, prominence and NGO influence. Baseline=average of

prominence and NGO influence. Baseline=average of 2010Q3, 2010Q4 and 2011Q1. Source: SIGWATCH

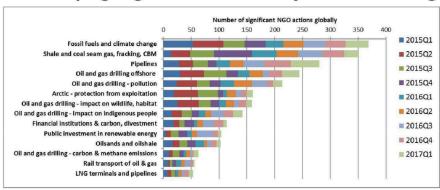
- Arctic: Without relevant plays, Shell no longer a target on this issue.
- UCG: Shell exposure continues to be negligible with no projects targeted.
- Nigeria: Shell suffers from high 'background targeting' due to legacy issues.
- Oilsands: Campaigning may re-emerge with Keystone XL back on the agenda.
- Climate/CO2: ENGOs' dominant issue but no one operator singled out.
- Deepwater: Campaigning mostly generic.

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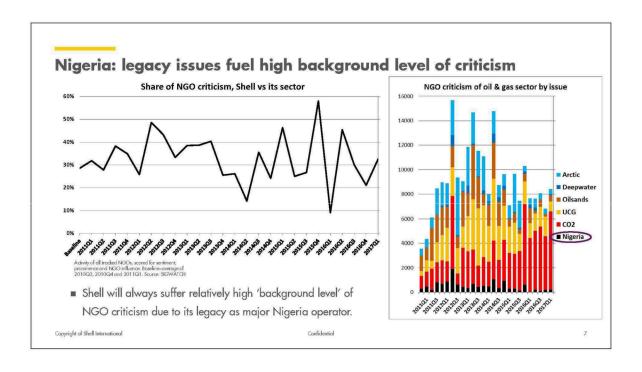
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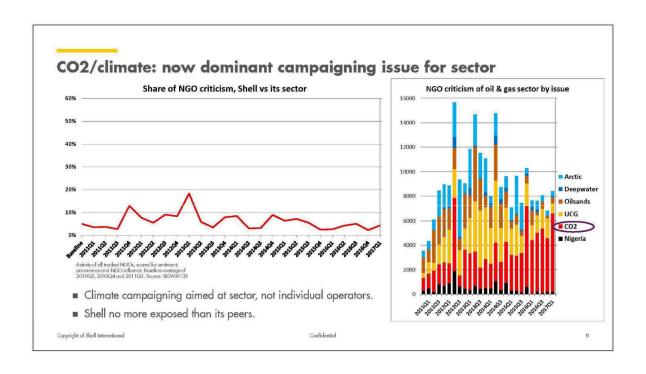


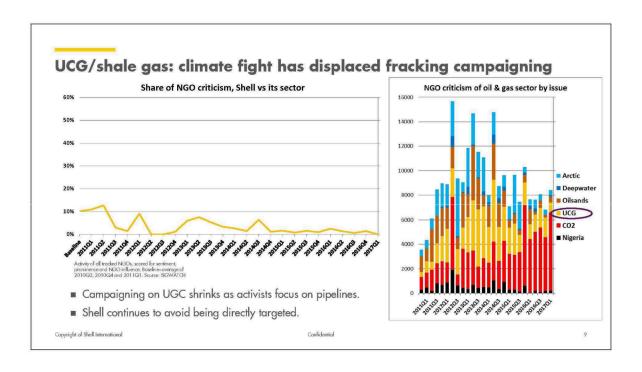


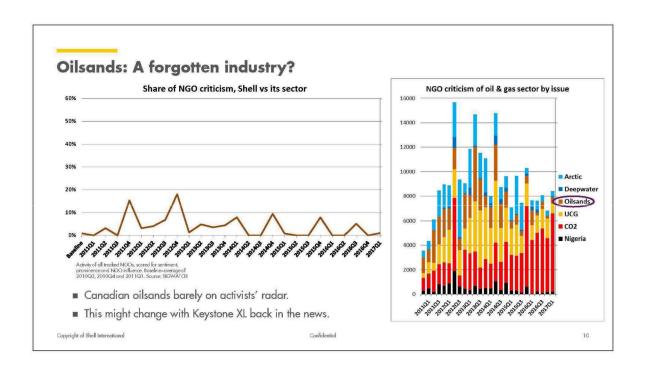


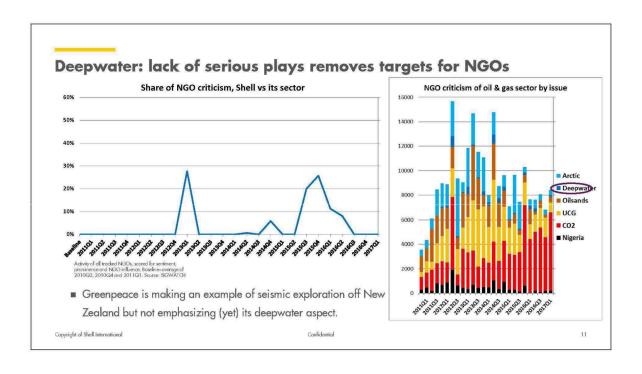
- Climate change and UCG continue to dominate NGO campaigning.
- Targeting of pipelines and infrastructure accelerating.

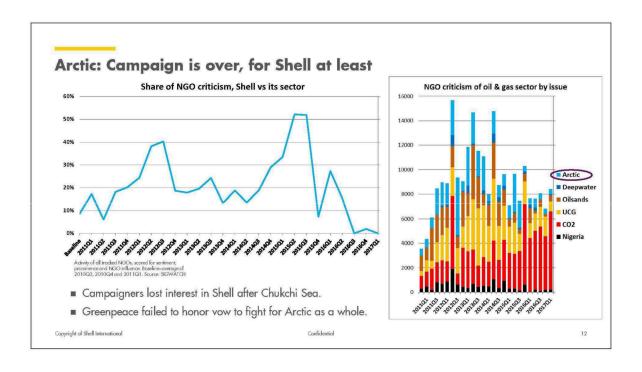












# Targeting of major operators in Q1-2017 (excluding generic attacks)

Shell Nigeria and Groningen, otherwise targeted with its peers. BG Group now attracting attention.

BP Scotttish pension fund assets, US political donations, TAP pipeline, Amazon play (with Total).

Chevron NZ offshore exploration, Richmon, CA refinery fire (2012).

Exxon-Mobil Climate 'denial' claims, ENI/Mozambique deal, Tillerson and Trump, Belgian carbon credits.

Total SA Amazon play (with BP), Louvre arts sponsorship.

ConocoPhillips No specific targeting - all issues shared with other major operators.



## SIGWATCH Methodology (1/2): Overview

#### SIGWATCH tracks the activities of over 10,000 NGOs around the world.

We seek out and reports NGO actions that indicate a shift in pressure or emphasis such as new campaigns, new reports, new targets, new strategies and targets, or major protests, direct actions or large-scale stunts.

NGO campaigns are rarely constant in volume – they ebb and flow according to available NGO resources and political seasons. NGOs typically switch targets constantly to take advantage of companies in trouble and dramatic events like BP's Gulf of Mexico spill.

Therefore changes in the level of NGO activity as we measure it may sometimes be due to erratic data and small data sets rather than a real trend, and this should be taken into account when interpreting the charts, especially quarter to quarter.

### Scoring NGO campaigning activity

We score NGO campaigning actions for references to industries and named companies and where relevant, by sentiment (from very negative to very positive) and prominence (from 'headline' to 'within a list') using a methodology similar to that used by media measurement companies for grading media coverage.

This scoring system is combined with our existing NGO and issues tracking system which scores each SIGWATCH reported event for the quantity and geographical reach of the NGOs involved (from 2 for a local group to 7 for a global NGO like Greenpeace).

Aggregating these scores for each quarter produces the numbers in the spreadsheet tables.

We have then aggregated scores for NGO campaigning under Shell's defined campaign headings (aka, the issue buckets) and provided comparable scores for Shell's peers (ExxonMobil, Total, Chevron, ConocoPhillips and BP). We have also generated scores for NGO campaigning against the oil & gas sector where no companies are singled out by name.

# SIGWATCH Methodology (2/2): Scoring 'CO<sub>2</sub>/climate change'

Sub-issues on which we aggregate NGO campaigning data to calculate the 'CO2/climate change' numbers

(not all issues apply to every industry sector)
Climate change and ocean acidification
Climate change and sea levels
Carbon footprint
Carbon Capture and Storage (CCS)
Carbon offsets/Clean Devlpmt Mechanism
Carbon trading, cap and trade

Carbon taxes/removal of subsidies

Coal burning and climate change

FI investment in carbon industries

Climate change - impact on agriculture

Food miles

Automotive carbon emissions and fuel efficiency

Shipping carbon emissions

National/international carbon emissions reduction

Climate change - impact on wildlife
Climate change and impact on water resources
Climate change impact on health
Impact of climate change on ski resorts
Mining - contribution to climate change
Oil and gas drilling - carbon emissions
Climate change - impact on permafrost
Energy industry funding climate skeptics

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