



2013 INVESTORS' DAY

CSR forum

London, 23 September

Corporate Social Responsibility



Manoelle Lepoutre

Senior Vice President Sustainable Development and Environment



What is at stake?

Managing risks



Facilitating operations



Creating business opportunities



Integrating contractors and partners into risk management

Enforcing our Code of Conduct

- Ethical assessments followed by action and monitoring plans
- HSE clauses in services contracts, including the Voluntary Principles on Security and Human Rights

Risks linked to **procurement**

- Purchasing Fundamental Business Principles
- Map of CSR risks by geographic area and procurement category



International Procurement Office in China

Qualification of suppliers on diverse criteria including HSE
Systematic anti-corruption due diligence and **social audits**
Spot checks and **independent inspections**
Environmental workshops for suppliers



Building trust with our stakeholders

Dialogue and continuous **professionalization**

A **long-term involvement** with successful track record



CLOV project

Boosting local industry through **local content**

Target: **9 million man-hours** in Angola



The “young dealer” program in Africa

Launched in 1960 to encourage **entrepreneurship**

Around **1,500 pump attendants** so far



Seismic survey in Bangladesh

Information campaign in coastal villages prior to operations

No stoppage of the seismic process resulting in savings



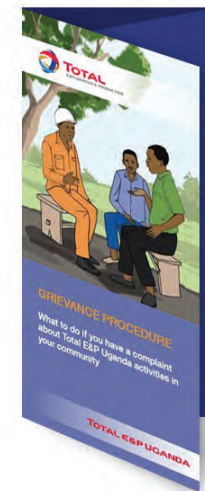
Deploying worldwide a societal policy



Societal policy and company rules

- Structured and formalized approach
- Applicable to all Total entities and subsidiaries
- Setting up key requirements
 - Stakeholder mapping and regular consulting
 - Strategy tailored to the level of societal risks and opportunities
 - Action plans fitting each specific context at local, regional or host country scale
- Priority to sustainability and empowerment

New **reporting system** applied since 2012



Strengthening our acceptability and social licence to operate

Environmental and industrial performance

Public long-term and **measurable commitments**



Environmental objectives

Reduce **greenhouse gas emissions** by 15% from 2008 to 2015

Enhancing **industrial efficiency** site by site



Normandy platform

Integrated platform made up of the refinery and the petrochemical plant

Better **environmental performance** target:

- **10%** improvement in energy efficiency
- **30%** decrease in carbon emissions



Combining sustainable development and industrial excellence

Turning environmental innovation into competitive advantage

Differentiating our products and services through assessed environmental performance



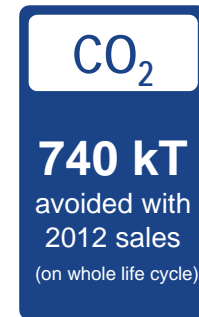
Program and label Total Ecosolutions

Eco-efficient products and services

External verification

Awards

- K-Fair "most innovative product"
- InfoPro "oscar of the packaging"
- JEC "innovation award"



Excellium diesel - labeled in July 2011

Premium fuel enhanced with Total additives to improve engine performance

Reduction by

- 2.5% of fuel consumption
- 2.5% of CO₂ eq emissions



Uniplate (ATOTECH) - labeled in July 2010

A new technology for manufacturing printed circuits boards (PCBs) by innovative horizontal copper plating

Reduction by

- 43% of copper consumption
- 20% of formaldehyde consumption
- 41% of water consumption



Open innovation, key to energy future

7 B\$ R&D global expenditures between 2013 and 2017

Open innovation model

- Partnerships with world renowned research centers

Total Energy Ventures

- Venture capital: identify and support promising start-ups with innovative technologies



Developing a low cost breakthrough technology (compressed air storage)
To optimize management of electric grids
In response to renewable development and electric demand



Leading sustainable innovation

Social business models



Total Access to Energy program

- A social business incubator
- A response to the needs of low income people
- Sustainable and profitable business models



Awango by Total

A **leading brand** for the first successful solar social business

2015 objective: sell **1 million solar lamps** and reach 5 million people

Offer already available in **9 countries**



Be present in new markets and anticipate local needs

Recognized CSR performance

Total included in the main CSR indices



- Selected for ten consecutive years in the DJSI World, and the only super major in the DJSI World and the DJSI Europe
- Level A+ by the Global Reporting Initiative for exhaustiveness of CSR information published

Ongoing process and continuous efforts

- Integrating CSR into our operational and excellence goals
- Reducing major short-term risks
- Supporting our activities and operations
- Generating business opportunities for the future



Operational excellence to manage risks and foster acceptability

Appendix



Environment: our objectives

Resources



Flaring

Cut by **50%** between 2005 and 2014

Energy efficiency

1.5% a year improvement between 2012 and 2017

Across-the-Board Challenges



Greenhouse Gases

Reduce greenhouse gas emissions by **15%** between 2008 and 2015

Eco-innovation

More than **50** products and services in the Total Ecosolutions lineup in 2015

Biodiversity

Have a Biodiversity Action Plan at all industrial sites¹ in IUCN I to IV or Ramsar protected areas in 2014

1. Excluding exploration wells, seismic data acquisition and product marketing and storage.

Emissions, Discharges and Releases



Water

Reduce the hydrocarbon content (expressed in tons) of our onshore and inshore discharges by **40%** between 2011 and 2017

Air

Reduce our SO₂ emissions by **20%** between 2010 and 2017

Management Systems



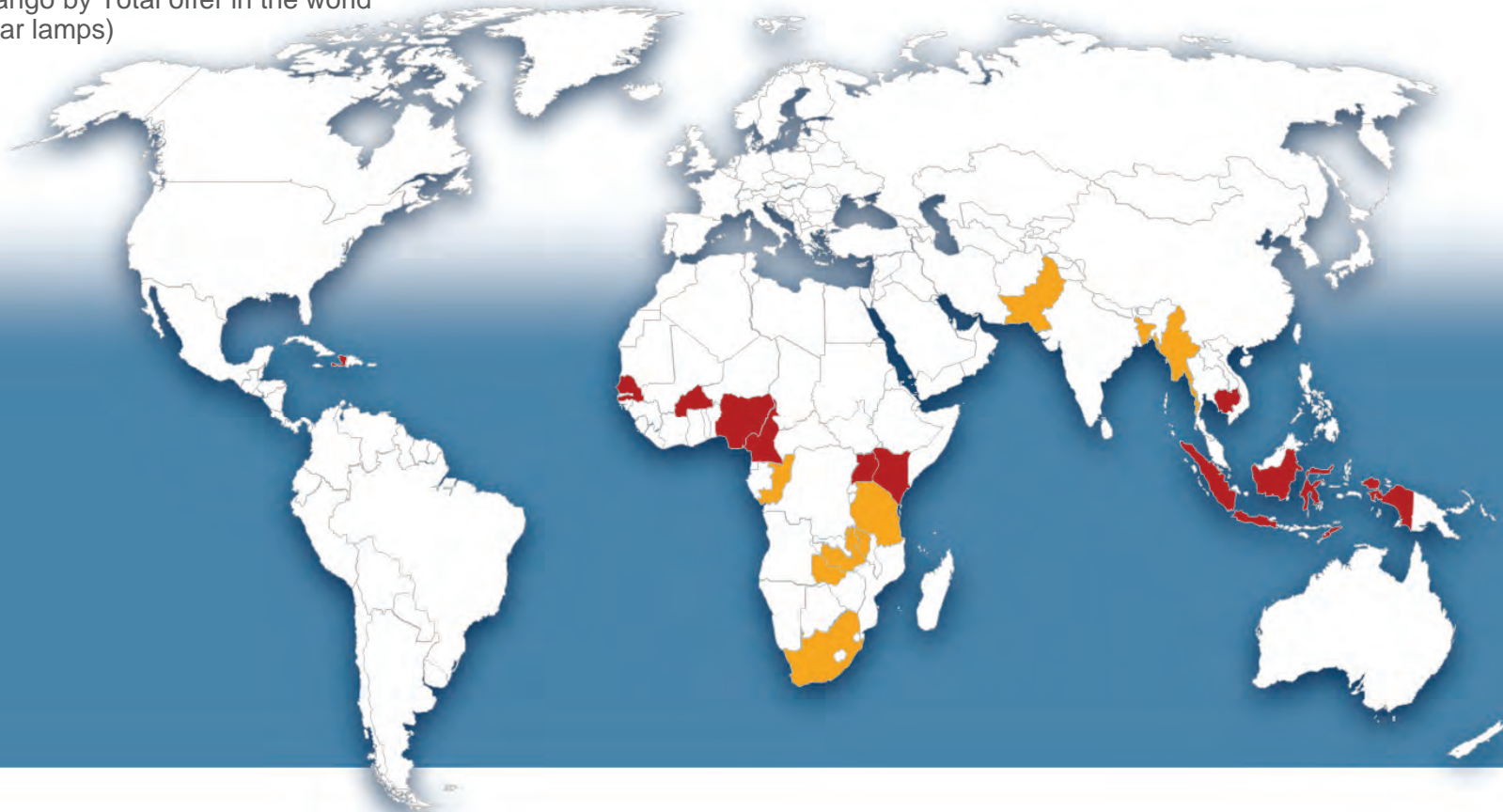
All our production sites¹ certified ISO 14001 by 2017

1. Sites emitting more than 10,000 tons/year of greenhouse gases (two-year grace period for new sites).

Design and Production: M&C Saatchi Corporate - Illustrations: Peter Grundy

Awango by Total: solar social business

Awango by Total offer in the world
(solar lamps)



● Countries in operation: Burkina Faso, Cambodia, Cameroon, Haiti, Indonesia, Kenya, Nigeria, Senegal, Uganda

● Countries in development: Bangladesh, Congo Brazzaville, Myanmar, Pakistan, South Africa, Tanzania, Zambia

Suppliers



Global partners



Ethics commitment and policy



Philip Jordan

Senior Vice President Ethics and Chairman of the Ethics Committee



Business principles rooted in our ethical commitment



Our **Code of Conduct** as a reference document

- Sets out our values and action principles
- Requires each employee to comply with it
- Refers to international standards
- Resources and tools to reinforce its day-to-day implementation

Core values

- Respect
- Responsibility
- Exemplary behavior

Main focuses

- Respect of Human Rights
- Interpersonal relations
- Ethics in our business
- Integrity at work



Clear and widespread guidelines



Ethics, a strong and global organization

Governance and Ethics Committee of the Board

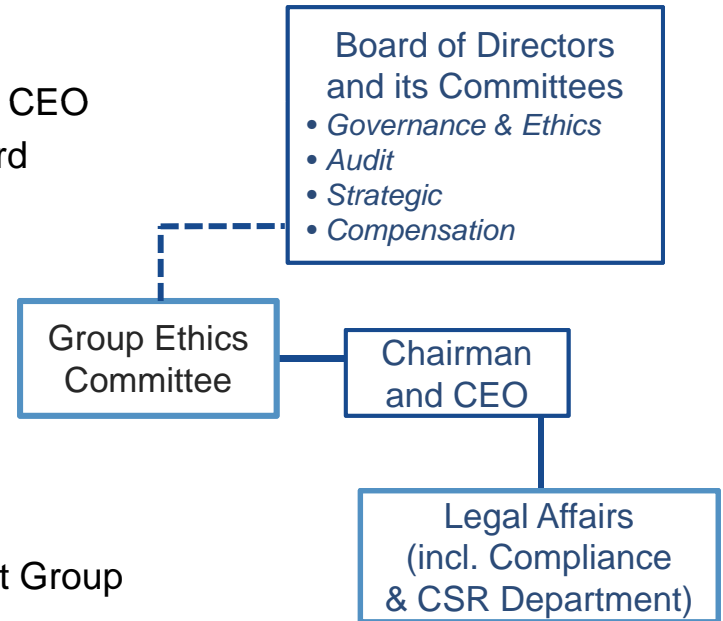
- Responsible for supervising implementation of our ethics programs

Group Ethics Committee created in 2001

- Independent structure reporting directly to the Chairman and CEO
- Annual reporting to the Executive Committee and to the Board (Governance and Ethics Committee)
- Ensure compliance with our Code of Conduct
- Listen to, support and advise employees
- Whistleblowing systems and investigation of cases

Dedicated organizations within the Group

- Ethics Department and Compliance & CSR Department
- Group Human Rights Committee and Integrity Committees at Group and subsidiaries levels
- Compliance, Fraud, Ethics Officers global networks



Governance and accountability at all levels

Independent ethical assessments

Assessments led worldwide by **external organizations**

Follow-up by the Ethics Department and the Compliance & CSR Department



Implementation of our Code of Conduct

- 87 evidence points
- Stakeholders interviews
- Action plans & Progress Reviews
- More than 100 since 2002



THE DANISH INSTITUTE
FOR HUMAN RIGHTS

Self-assessment process on Human Rights

- Structured questionnaire and workshops
- Country risk reports
- Joint assessment with GoodCorporation



Social implementation assessment

- Interviews with local communities and report on the impact of our activities
- Report published on website
- Work on high risk areas

Ensuring compliance through control and corrective action

A robust program for prevention of corruption



A set of specific **standards and rules**

- Prevention and Compliance Policy
- Program for Prevention and Compliance
- Group Directives and Procedures
- Business Integrity Guide

Diverse means and **tools for effective enforcement**

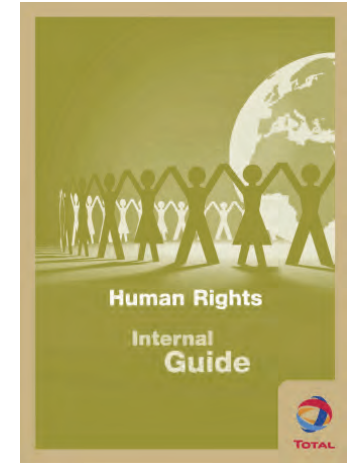
- Tone from the top and reporting to the COMEX and the Board
- Dedicated organization with Compliance Officers and Integrity Committees
- Raising awareness and training, such as e-learning
- Detection of non-compliance cases, including whistleblowing
- Disciplinary action for violation of the rules
- Risk prevention and mitigation through due diligences
- Follow-up of the Program and specific audits

Commitment to business integrity

Human rights guidelines and roadmap

A **Human Rights Internal Guide** to help employees apply our Code of Conduct

- Practical approach through 14 concrete situations with issues, risks and recommendations
- Applicable in our activities and our relationships everywhere we operate
- 3 major topics: workplace, local communities, security



Human rights strategic roadmap to reinforce integration of human rights into our business processes

- Due diligence processes
- Assessment and remediation
- Training and awareness tools for our employees and stakeholders
- Internal monitoring and tracking processes
- Specific guidance and tools for supply chain



Training on Human Rights in Myanmar

Human rights as a cornerstone of business principles

Acceptability: case study on Uganda

Environment and social management as key factors of business

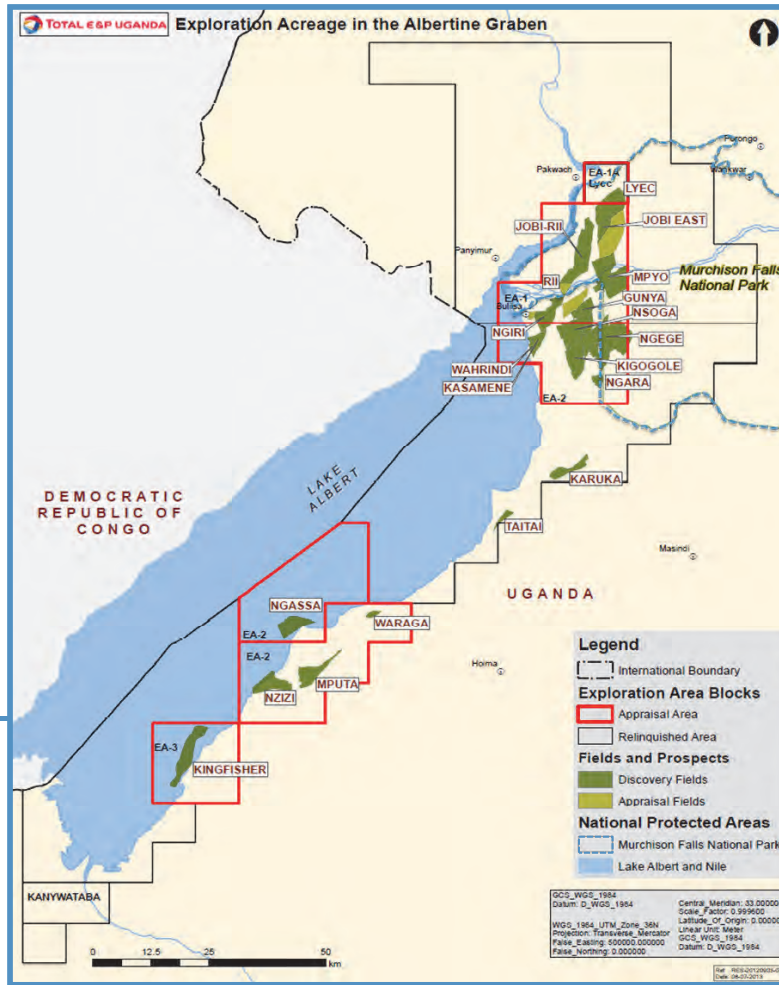


Anne-Sophie Leroy

Environment and Social Affairs Manager, Total E&P Uganda



Acreeage in Albertine Graben, Uganda



Four Production Sharing Agreements (PSAs)

- Total: 33.3% in each PSA (CNOOC, 33.3%; Tullow, 33.3%)
- Total operator of EA-1 and EA-1A

Exploration and appraisal phase

- ~20 wells drilled since 2012
- Acquisition of a 402 km² 3D seismic
- Field Development Plans currently being prepared

Estimated **Resources** (100%):
~1.8 billion barrels



Respecting the environment while operating in Murchison Falls National Park

Endemic Shoebill



Rothschild giraffe



Rig Ngiri 3



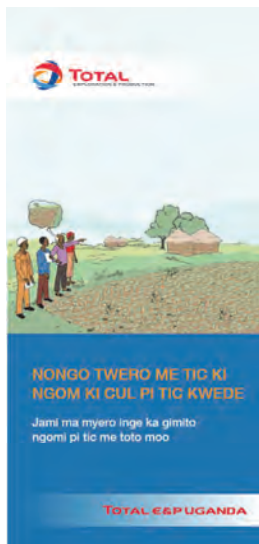
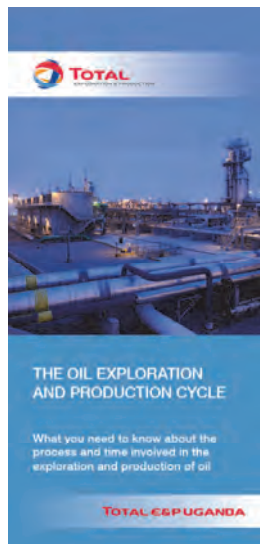
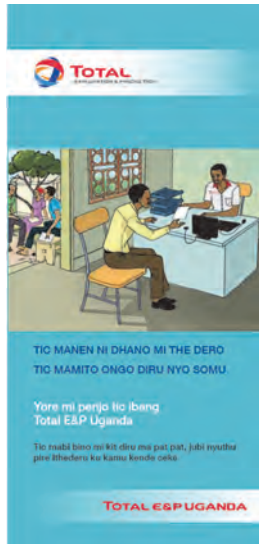
A rich environment

- Significant biodiversity
 - Ramsar site
 - Convention on Biological Diversity
- Archeological sites
- Tourist destination

Our biodiversity strategy and action plan

- **Biodiversity Charter**, in line with International Finance Corporation Performance Standard 6 on biodiversity
- Biodiversity & Livelihoods **Advisory Committee** of 8 international and local experts
- **Environment and social team** of 40 persons within Total E&P Uganda
- Specific measures during 3D seismic acquisition
 - Use of cableless technology
 - Avoidance maps, with potential use of unmanned aerial vehicles
 - Monitoring plans, with aerial surveys and elephant collaring
 - Dedicated organization, including an additional force of 100 rangers

Building sustainable relationships



A **challenging context** to be taken into account

- Distinct socio-economic realities
- Post Lord's Resistance Army conflict situation in the North
- Pre-existing disputes on land and on access to resources
- Claims for direct access to oil revenues from stakeholders
- High expectations regarding transparency and employment
- Dense NGOs network concerned with the subject of oil
- Many sub-national administrative units

Development of **liaison with stakeholders**

- Recruitment of a **Tourism Liaison Officer**
- **Community Liaison Officers** in charge of social management in the communities:
 - Community employment by contractors
 - Grievance management
 - Land access & compensation
- **Communication material**, in local languages with drawings
- Intensive engagement effort (nearly 300 meetings since 2012)
- Future use of Total's **SRM+** tool (Stakeholder Relationship Management)

Foster local development



Promoting **local content**

- 80% Ugandan staff and contractors in 2012
- Comprehensive industrial survey to identify:
 - Industrial and human resources needs for the basin-wide project
 - Current gaps in the local market
 - Concrete actions

Education and **training programs**

- International and local scholarship programs, including Total-Quai d'Orsay Scholarship Program
- *Total Professeurs Associés* (TPA) Program
- Memorandum of Understanding with Makerere University
- Future plans:
 - Vocational training
 - Support for the Uganda Petroleum Institute of Kigumba
 - “Empowering the teachers” Program

Signature of MoU at Makerere University



Security: operating in high risk areas



Hubert de Bremond d'Ars

VPSHR Group Coordinator and Assets Security Advisor



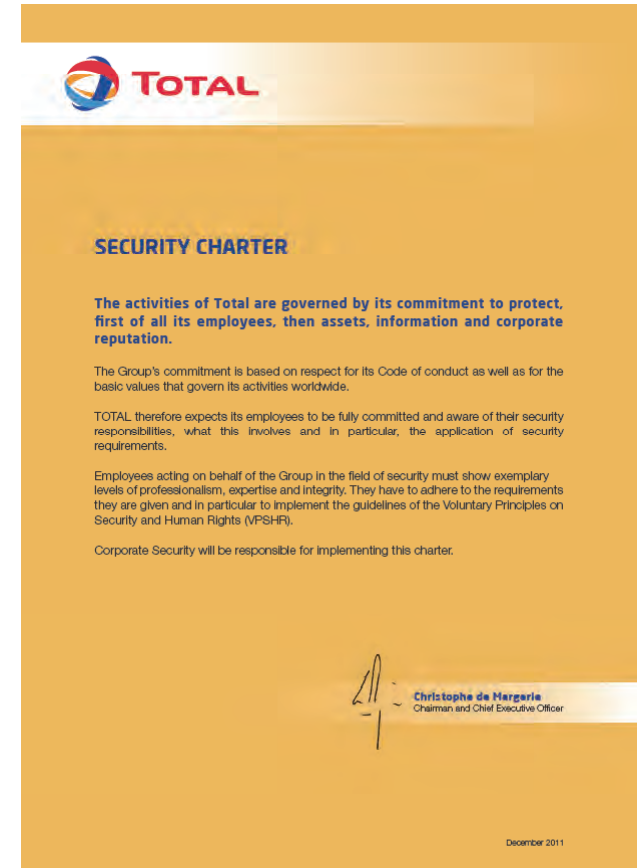
Our security mission within Total

Our core **mission**

- Secure our **personnel** and contractors
- Protect our **assets** and image

Our **actions** at different stages

- Assessing risks, including security, before investment
- Adapting necessary security measures while integrating CSR approach
- Ensuring continuous security risk management
- Managing crises



Continuous adaptation to changing situations

Our principles and courses of action



Anticipation

- Permanent monitoring of movements of both local and expatriate staff
- Security plans

Security management system

- Documentation referential
- Directives and recommendations
- Reporting system

Crisis management tools

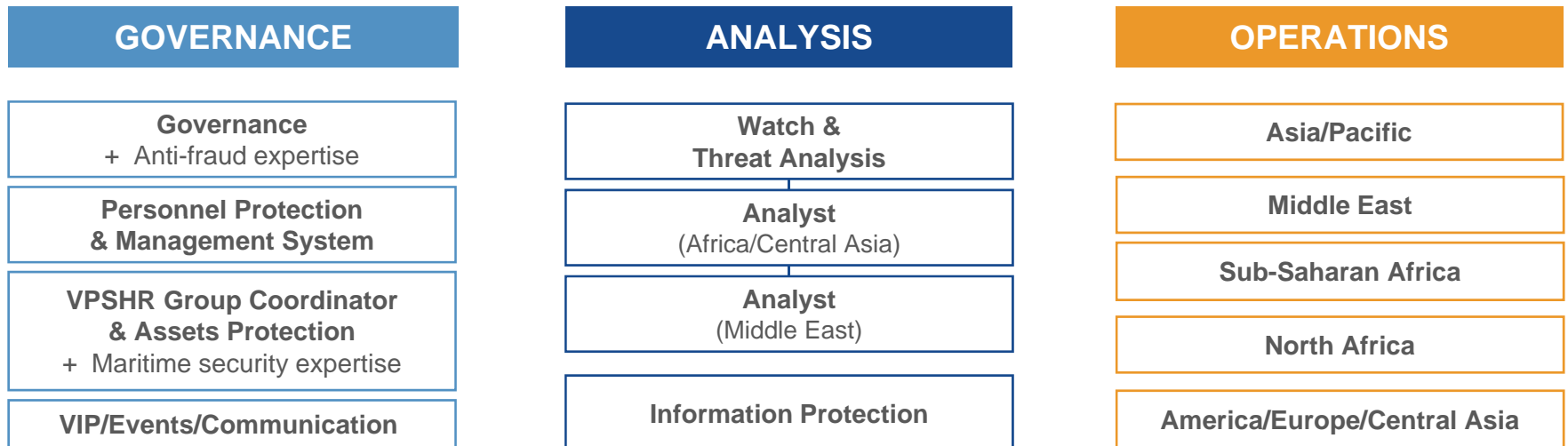
- Security plans
- Business continuity plans
- Evacuation plans

Our organization to fulfill our mission

An organization both **centralized** and **integrated** into operations

- Dedicated department at headquarters
- Security coordinators for each Branch
- Security as part of responsibilities of Total's Group Representatives in each country

A security department with **diverse skills**



A dedicated and tailored team

CSR, the heart of our security activities

Voluntary Principles on Security and Human Rights

- Integrated in Total's Security Charter and Policy
- Full member of this initiative since 2012
- Operational guidelines based on IPIECA Guide



Implementation of VPSHR at entity level

- Risk assessment and action plan with external organizations
- Formal relations
 - Memorandum of understanding with host states
 - Contracts with security service providers
- Recruitment and training of security personnel
- Response to human rights violations

Full acceptance of CSR, a key factor for better security

Case Study (Yemen LNG)

Sensitive environment



- Dual behavior
- Fishermen protecting nets
- Local customs (weapons)

Security consequences



- Attacks on the pipes
- Roadblocks
- Dissuasive security measures

CSR solutions



- Grievance mechanisms
- Dialogue with local and fishermen communities
- Support for piracy alert
- VPSHR agreement with army

Safety risk mitigated through CSR

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Financial information by business segment is reported in accordance with the internal reporting system and shows internal segment information that is used to manage and measure the performance of TOTAL. Performance indicators excluding the adjustment items, such as adjusted operating income, adjusted net operating income and adjusted net income, are meant to facilitate the analysis of the financial performance and the comparison of income between periods. These adjustment items include:

(I) Special items

Due to their unusual nature or particular significance, certain transactions qualified as "special items" are excluded from the business segment figures. In general, special items relate to transactions that are significant, infrequent or unusual. However, in certain instances, transactions such as restructuring costs or asset disposals, which are not considered to be representative of the normal course of business, may be qualified as special items although they may have occurred within prior years or are likely to occur again within the coming years.

(II) Inventory valuation effect

The adjusted results of the Refining & Chemicals and Marketing & Services segments are presented according to the replacement cost method. This method is used to assess the segments' performance and facilitate the comparability of the segments' performance with those of its competitors. In the replacement cost method, which

approximates the LIFO (Last-In, First-Out) method, the variation of inventory values in the statement of income is, depending on the nature of the inventory, determined using either the month-end prices differential between one period and another or the average prices of the period rather than the historical value. The inventory valuation effect is the difference between the results according to the FIFO (First-In, First-Out) and the replacement cost.

(III) Effect of changes in fair value

The effect of changes in fair value presented as an adjustment item reflects, for trading inventories and storage contracts, differences between internal measures of performance used by TOTAL's management and the accounting for these transactions under IFRS. IFRS requires that trading inventories be recorded at their fair value using period-end spot prices. In order to best reflect the management of economic exposure through derivative transactions, internal indicators used to measure performance include valuations of trading inventories based on forward prices. Furthermore, TOTAL, in its trading activities, enters into storage contracts, which future effects are recorded at fair value in Group's internal economic performance. IFRS precludes recognition of this fair value effect.

The adjusted results (adjusted operating income, adjusted net operating income, adjusted net income) are defined as replacement cost results, adjusted for special items, excluding the effect of changes in fair value.

Dollar amounts presented herein represent euro amounts converted at the average euro-dollar exchange rate for the applicable period and are not the result of financial statements prepared in dollars.

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