

Message

Sent: 4/11/2017 12:35:11 PM
To: Kerby, Michael C [REDACTED]@exxonmobil.com]; Swarup, Vijay [REDACTED]@exxonmobil.com]
Subject: RE: Algae Biofuels TV Ad: DWW ENDORSED

Thanks Mike. Agree, it is a fine line. In the storyboard, we had those images as well so they were careful about the words to make sure it is indicating we hope to one day get there. The challenge is that the images have to be visually stimulating to get the audience engaged...it tested very well. But, we wanted to ensure our words were extremely accurate about R&D and where we are at.

And, when we do the embargo interviews with Vijay and Craig on the breakthrough announcement, we will be very clear that we are still a ways away. As you know, Mike Dolan has made comments about us getting too far out there on the original algae ads, but he endorsed these to your point about the wording as was still very much focused on R&D and a future state.

Neely Nelson
URC & EMRE Public & Gov't Affairs Manager
[REDACTED]

From: Kerby, Michael C
Sent: Tuesday, April 11, 2017 7:29 AM
To: Swarup, Vijay; Nelson, Neely S
Subject: FW: Algae Biofuels TV Ad: DWW ENDORSED

It's a great spot however while the words highlight it's an R&D activity and a 'future' outcome, the pics could suggest the work is in scale-up mode (e.g. walking through large algae ponds, working in larger tubs in SGI's greenhouse). Need to be mindful that we're not suggesting it's ready to go to large scale demo.

Michael (Mike) C. Kerby
[REDACTED] (cell)

From: Nelson, Neely S
Sent: Monday, April 10, 2017 9:52 AM
To: Swarup, Vijay [REDACTED]@exxonmobil.com>; Kerby, Michael C <[REDACTED]@exxonmobil.com>
Cc: Treiber, Stephanie A <[REDACTED]@exxonmobil.com>
Subject: Algae Biofuels TV Ad: DWW ENDORSED

Vijay, Mike - Darren and Mike approved the algae ad with Kelsey that will begin airing 4/15. They are still editing a version with Alessandro that will air in Europe in the fall. The version (works on IOS and computer) with Kelsey is linked: <https://www.filecargo.ca/message/cD2IPpx38r8SXJ2QSQ7dHI>

This is consistent with the storyboards you previously endorsed. I was hoping to share a version with you before they sent to Darren, but since it is was consistent with the storyboard they were moving fast to get through reviews. My apologies for that. As previously mentioned, this ad concept has tested higher than any they have done so they are anticipating good reception when it runs.

Kelsey has seen and I will share with TJ and the CSR algae team. I will also let Rob know since he has folks in the background. Thanks.

Begin forwarded message:

From: "Woods, Darren W" <[REDACTED]@exxonmobil.com>
Date: April 6, 2017 at 6:14:37 PM CDT
To: "Walton, Gantt H" <[REDACTED]@exxonmobil.com>
Cc: "Gober, Nancy V" <[REDACTED]@exxonmobil.com>, "McCarron, Suzanne M" <[REDACTED]@exxonmobil.com>, "Dolan, Michael J" <[REDACTED]@exxonmobil.com>
Subject: RE: Draft TV Ad: FOR DWW ENDORSEMENT

Endorsed.

Darren

Darren Woods
[REDACTED]

From: Walton, Gantt H
Sent: Wednesday, April 05, 2017 12:01 PM
To: Woods, Darren W <[REDACTED]@exxonmobil.com>
Cc: Gober, Nancy V <[REDACTED]@exxonmobil.com>; McCarron, Suzanne M <[REDACTED]@exxonmobil.com>; Dolan, Michael J <[REDACTED]@exxonmobil.com>
Subject: Draft TV Ad: FOR DWW ENDORSEMENT

Darren: Below for your endorsement is a link to the second 2017 corporate advertisement which highlights our algae biofuel research program. The objective of the ad is to showcase the company's contribution to environmental solutions, which, as you will recall, is a message theme critical to our target audiences. Our research indicates this is one of the most effective concepts we have produced to date.

The ad features Dr. Kelsey McNeely, an EMRE biochemist, and is scheduled to air on television and digital media in the U.S. in mid-April through the end of May, and again in September through November. It still needs to undergo final sound and color editing, which we will do following your endorsement.

This ad will set up the algae breakthrough announcement planned for mid-June in conjunction with the research paper being published by Synthetic Genomics in the scientific journal *Nature Biotech*. We will also create a European version of the ad which we plan to air in pan-European media starting in September.

Mike has endorsed. If possible, we would appreciate your comments by Wed., April 12.

Link: [REDACTED]

Regards,

Gantt H Walton
Exxon Mobil Corporation
[REDACTED] office
[REDACTED] mobile