



6 activities
in 3 segments

A white circular graphic containing an icon of three stylized human figures in different work uniforms (one in a white lab coat, one in a grey uniform, and one in an orange safety suit) and the text "6 activities in 3 segments".

16 key events
that made
the news

A green circular graphic containing an icon of a computer monitor displaying a news broadcast and the text "16 key events that made the news".

5 examples of
corporate social
responsibility
(CSR)

A blue circular graphic containing an icon of a magnifying glass and the text "5 examples of corporate social responsibility (CSR)".

Total at a Glance 2012 - 2013

Total in 2012

- › Our Businesses **02**
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Total Publications at Your Fingertips

This mobile iOS app houses all Total's publications, both PDF files and enriched versions of the Shareholders' Newsletter, CSR Report, Total at a Glance and others. Total Publications also lets you access videos, photos, press releases and our Twitter feed.

Available on the App Store



Total in 2012

A leading international **oil and gas** company and world-class **petrochemical** producer, Total is active across the oil and gas value chain, from **discovery** and **production** to **processing** and **marketing**. In response to growing **resource** scarcity and steadily rising **demand**, we are deploying an enterprising strategy to achieve our goal of providing energy-related **products and services** to our customers, everywhere in the world.

Because fossil fuels will still make up 75% of the **energy mix** in 2030, we continue to invest in their ever more complex production. At the same time, we are preparing for the energy **transition** by developing renewable energies, especially **solar** and **biomass**.

Total in Brief 06



A Global Footprint 08



Our Businesses



2 minutes
Understanding Our Organization and Businesses

Upstream

Exploration & Production conducts our oil and natural gas exploration, development and production operations.

Gas & Power unlocks the value of our gas assets. Its capabilities span the liquefied natural gas chain, from liquefaction to shipping and regasification, as well as natural gas transmission, storage and marketing. G&P is also active in coal and liquefied petroleum gas (LPG).

Refining & Chemicals

Refining & Chemicals is a major production hub, covering refining, petrochemicals, specialty chemicals and fertilizers*. Petrochemicals encompasses base chemicals and polymer derivatives. Specialty Chemicals spans elastomer processing, adhesives and general metal finishing and surface finishing.

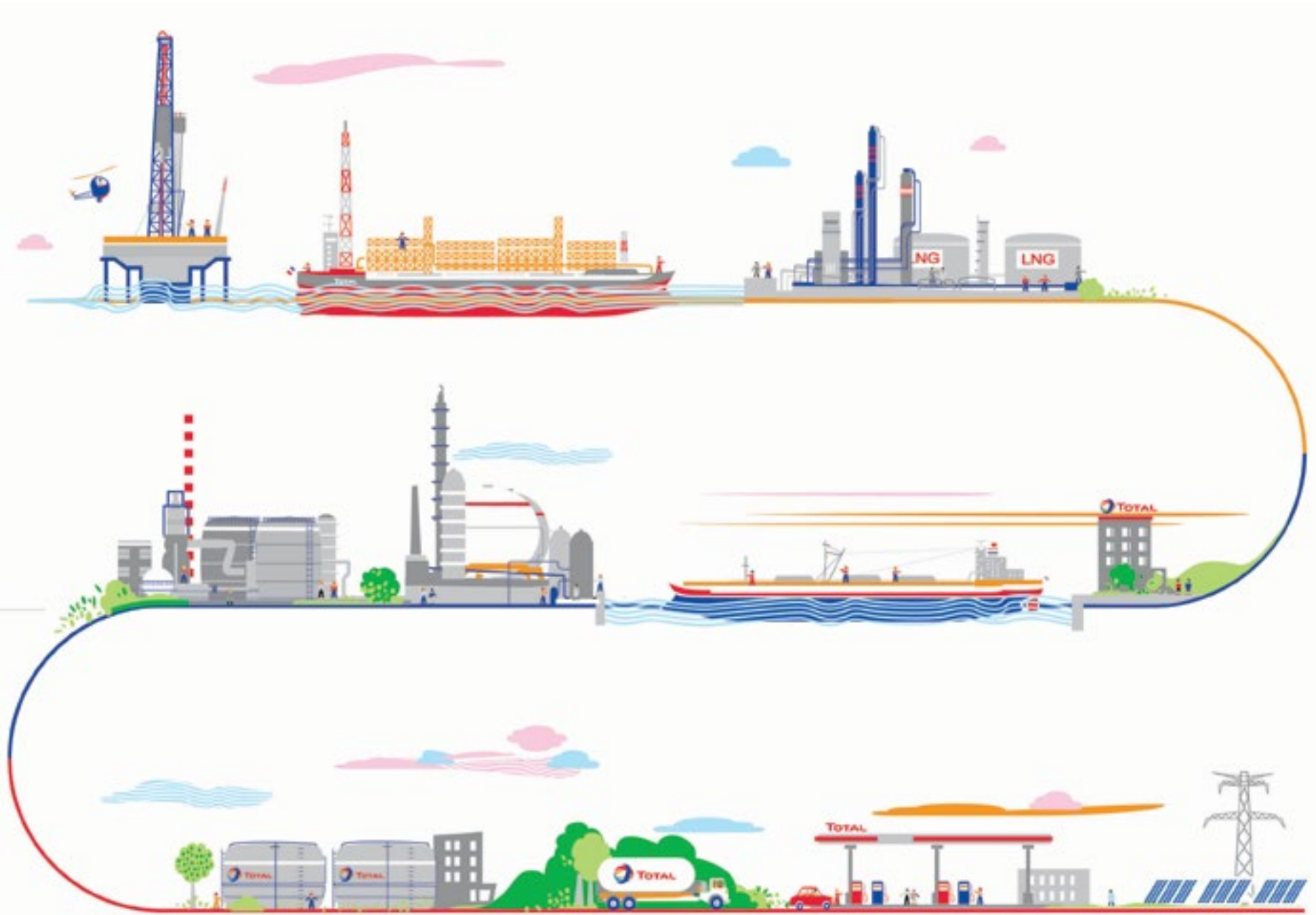
Trading & Shipping sells our crude oil production, supplies our refineries with feedstock and charters the vessels required for these activities.

* A plan to divest our fertilizer business was announced in February 2013.

Marketing & Services

Marketing & Services markets a broad array of refined products, including automotive fuel and specialty products such as LPG, heating and heavy fuel oil, asphalt, lubricants and special fluids. It also provides services to consumers and to the transportation, housing and manufacturing industries.

New Energies is helping us to prepare the energy future by developing our expertise in two core renewable energies, solar and biomass, with operations ranging from R&D to marketing our solutions.

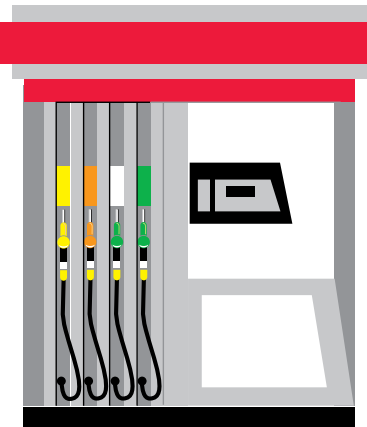


In 2012, we reshaped Total, reorganizing the company into three business segments and six activities. Less opaque and more efficient, our new organization better captures the synergies among our businesses. An integrated, global operator active across the oil and gas value chain and in renewable energies, we are ready to tackle our mission: to provide energy-related products and services to all of our customers, everywhere in the world.

Made by Total 5 minutes Our Products

Automotive and other fuels are part of our core business. But Total also makes a wide range of petrochemical and chemical products for industry and consumers, used in everything from pens to ship hulls and packaging to auto body parts. Active in new energies, especially solar energy, we also design, manufacture and market photovoltaic solar systems. Here is a small selection of our products and applications.

TOTAL



15,425
service stations
worldwide

More than
3 million
customers
a day stop by
our service
stations

45.8
million tons
of gasoline and
diesel sold
in 2012

> Refined Petroleum Products and Associated Services

We design and market all kinds of refined petroleum products, including automotive fuels, lubricants, LPG, aviation and marine fuels, special fluids, asphalts and bitumen, and heavy fuel oil. We also provide the associated services. Our products and services are available in more than 150 countries, where listening brings us closer to our customers.

> Adhesives and Sealants

Bostik specializes in keeping things together! Total's adhesives affiliate is a global leader in its field, offering innovative, customized systems and bonding solutions. From construction and industry professionals to do-it-yourselfers, there is a Bostik product to suit every application need.

Approximately
50%
of all diapers
manufactured
worldwide
each year...

... use Bostik
adhesives,
or **67**
billion diapers
a year



> Plastics

Our Refining & Chemicals segment makes a wide array of plastics. Today we are one of the top ten global producers of polyethylene, polypropylene and polystyrene, polymers used in a host of consumer products.

For example, orange polyethylene is the perfect material for making city gas pipes. A leader in China, a pipe market that is growing 13% a year, Total supplies five of the country's biggest gas distributors and a number of local gas utilities. Applications for orange polyethylene will continue to grow, especially in the area of pipes for hot water and heating.

27,000
tons
of polyethylene
sold in China
in 2012...

... enough
to make
9,000
kilometers
of pipe



More than
5,000
Hutchinson
items in
an Airbus
A380

Hutchinson
provides
thermal
insulation
for Airbus
aircraft.

At an altitude
of 10,000 meters,
the exterior
temperature is
-60°C, versus
22°C inside
the cabin.

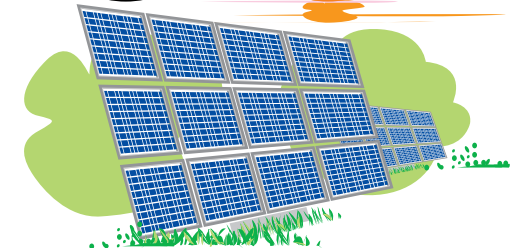


> Solar Panels

SunPower, a 66%-owned Total affiliate, is the anchor for our solar activities. Based in California's Silicon Valley, it has more than 5,000 employees at production facilities worldwide, in France, Malaysia, Mexico, the Philippines, South Africa and the United States. SunPower is a top three solar operator as measured by revenue and boasts the world's most efficient technology: its panels have a conversion efficiency of over 21%, versus an average of 16 to 17% for competitors. Its technical superiority won SunPower the contract to build and operate two of the biggest photovoltaic solar power plants in the world: California Valley Solar Ranch and Antelope Valley Solar Projects in the United States.

1,717,920
photovoltaic
panels will be
installed at
Antelope
Valley...

... delivering
enough energy
to power around
400,000
homes



> Elastomers

Mitigating acoustics in the cabin to improve passenger comfort and equipping cabins with fire retardant materials (firewall coatings) are just two of the many solutions provided by Hutchinson, a partner of Airbus, Boeing and leading global constructors and manufacturers. Hutchinson also designs products essential to our comfort and safety in cars and trains and on ships.

Total in Brief 2 minutes

Our Financial Performance and Key Figures

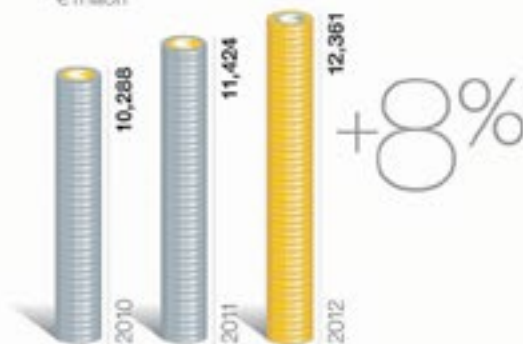
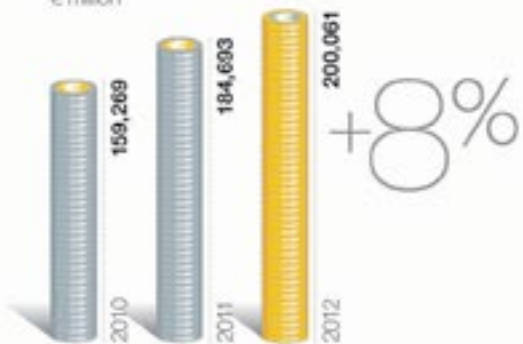
Our 2012 industrial and financial performance solidifies our position as a top-tier international oil company. Our diversified global positions and the new reserves we may uncover through bold exploration add up to a strong growth outlook.

Revenue

€ million

Adjusted Net Income

€ million

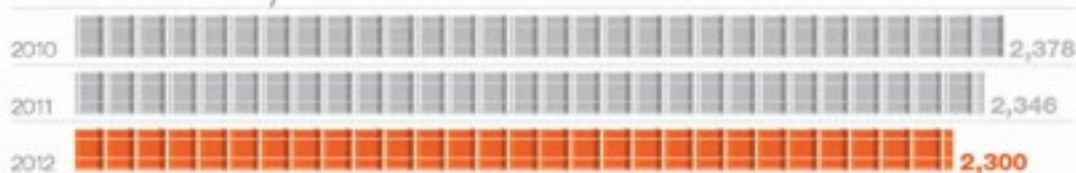


Workforce (consolidated scope)



97,126
employees in over
130
countries 

Oil and Gas Production



Refinery Throughput

(including equity share in CEPISA to July 31, 2011 and in TotalErg)



Number of Service Stations

(including the AS24 and TotalErg networks)

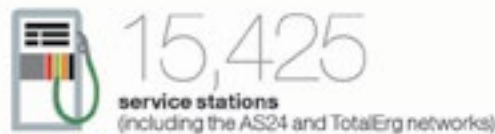


A Global Footprint

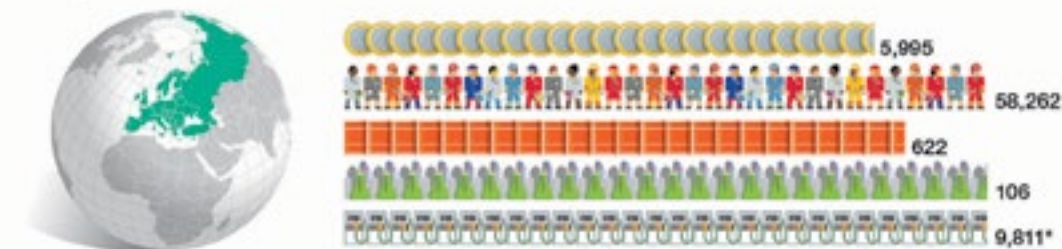
3 minutes
Our Activities by Region

Total operates in more than 130 countries. Although our historic home, Europe, is still a major business focus, we are actively stepping up our presence in all growth markets.

Key Figures

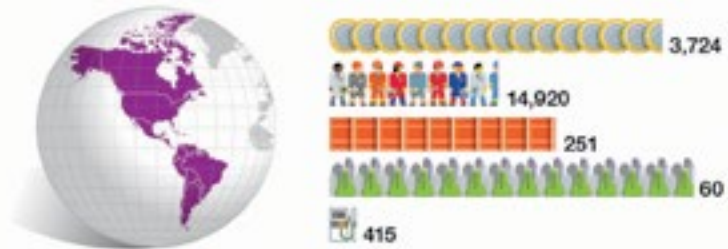


Europe-CIS

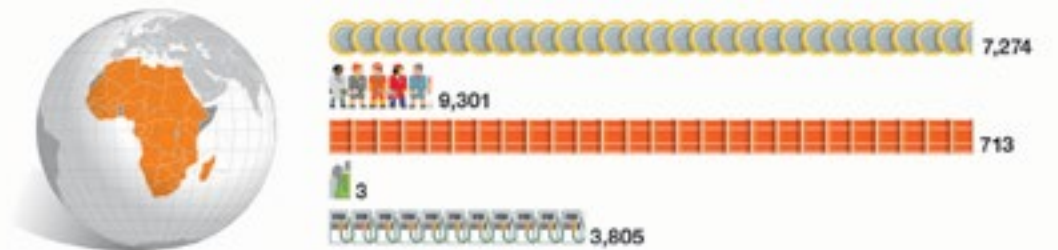


* Service stations in Turkey are included in the figures for the Middle East region.

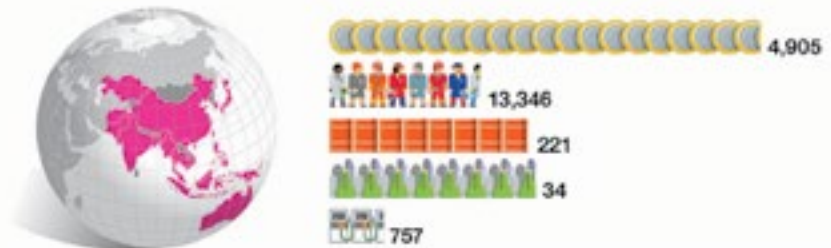
North & South America



Africa



Asia-Pacific



Middle East



* Including Total service stations in Turkey.

An Attractive Employer

2 minutes
Understanding Our Human Resources Policies

With more than 97,000 employees in over 130 countries, Total deploys wide-ranging human resources policies designed to attract, reward and retain talent.

Workforce



97,126
employees, of which

27,639
managers
69,487
other

Diversity



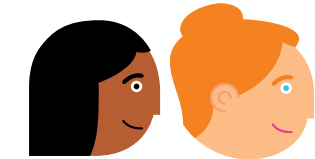
More than
130
nationalities represented in the workforce.
Nearly **65%** of employees are non-French.

Recruitments



Nearly **10,000**
new hires under permanent contracts in 2012, of which:
32% in Latin America
25% in Asia
25% in Europe
88% of hires outside France

Women in the Workforce



30%
of employees are women

24% of managers are women
17% of senior executives are women (at February 28, 2013)
31% of new hires under permanent contracts in 2012 were women

Training

55
days of training per employee on average per year

(Source: Worldwide Human Resources Survey)



Contribution to Local Employment

6,000

jobs planned, created or saved in the last three years thanks to Total Développement Régional (TDR). TDR supports small businesses in France and worldwide, with the fundamental goal of saving or creating sustainable jobs.

Ready for New Challenges

2012 was a year of consolidation for Total. We continued to prepare for the **future** by launching new **major projects**, strengthening our positions in **fast-growing markets** and moving into new regions of the world. 2012 was also a year of necessary choices, made to help us refocus on our most promising projects and become more **competitive**. Lastly, 2012 saw the deployment of a new, even more responsive **organization** that means we are primed to tackle our **goals** and ready to meet new **challenges**.

South Korea
New Capital Spending at Daesan
14



Exploration
Pushing the Envelope
17



Innovation Without Borders
19



2012 News 20 minutes Remembering the Key Events

From the United States to Norway and Australia, 2012 was a big news year for all our businesses. We revisit the main events, month by month.

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

 Solar

A Huge Solar Power Development for SunPower

SunPower, a 66%-owned Total affiliate, is building the world's largest photovoltaic solar development, Antelope Valley Solar Projects (AVSP), in California. The contract signed in December 2012 with MidAmerican Solar — an affiliate of MidAmerican Renewables, part of U.S. investor Warren Buffett's holdings — covers the construction, operation and maintenance of the facility and cements our position as a major solar power player. The 579MW development covers 1,300 hectares

and will deploy SunPower® Oasis™ Power Plant technology, a solution that increases energy capture by up to 25% using trackers that position the panels to track the sun. It will supply enough electricity to power 400,000 homes and offset more than 775,000 tons of carbon dioxide emissions a year. Its construction, which began in the first quarter of 2013, is expected to create up to 650 jobs. The plants are expected to be commissioned by year-end 2015.

On May 24, we cut the ribbon on our first French plant to manufacture solar panels using SunPower's technology. Located in Porcelet in eastern France, it supplements production from our first solar panel plant, located in Toulouse.



AVSP will have double the generating capacity of the California Valley Solar Ranch (photo), also built by SunPower and now operational.

 Exploration

New Finds in East Africa

We are broadening our positions in East Africa, an area of great promise. In 2011 and 2012, we acquired interests in several exploration licenses in three new countries for us: Uganda, the Democratic Republic of the Congo and Kenya. We have also resumed exploration in South Sudan. These acquisitions reflect the new momentum of our exploration strategy, in which innova-

tive geological plays are redrawing the map of our operations. The goal is clear: to build a new development hub, close to Asian markets, alongside our established operations in West Africa. We have strong assets to help us achieve that goal, including decades of marketing experience and a deep commitment to community support and the environment, which are vital in such vulnerable regions.



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Priority Exploration Plays for Conventional Oil and Gas

Foothills

A hilly region at the base of a mountain chain. Total has licenses in this play in Bolivia, Colombia, Italy and elsewhere.

Large deltas

Found at the mouths of rivers draining watersheds. Licenses in Angola, Nigeria, the Republic of the Congo, Brunei, the Gulf of Mexico and elsewhere.

Rifts & grabens

Tectonic depressions bounded by faults. Total has licenses in this ancient play in Uganda, the Democratic Republic of the Congo, Yemen and elsewhere.

Pre-salt carbonates

Reservoirs found below a thick layer of salt. Licenses in Angola, the Caspian Sea, Brazil and elsewhere.

Abrupt margins

Sudden transitions between the continental shelf and the ocean. Licenses in Côte d'Ivoire, Mauritania, Uruguay, French Guiana and elsewhere.

2012 News

Australia

Ichthys Is Off and Running

On January 13, 2012, Total made the final investment decision to develop Ichthys, an offshore gas and condensate field northwest of Australia with estimated reserves of 3 billion barrels of oil equivalent. The project is operated by Japan's Inpex, with Total (30%) providing technical expertise and know-how in large-scale project management. It is a complex project, both because of its location and its size. Ichthys is actually three projects in one: subsea

wells tied back to a floating central processing facility for the gas and an FPSO for condensate stabilization, storage and offloading; an onshore gas liquefaction plant in Darwin; and an 889-kilometer gas pipeline connecting the two. Starting in 2016, the plant will produce 8.4 million tons of liquefied natural gas (LNG). All production for the next 15 years is already sold, mostly in Asian markets, where demand is booming.

The total capital expenditure for Ichthys is \$34 billion.



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.



South Korea

New Capital Spending at Daesan

In South Korea, Total and Samsung continue to expand and upgrade Daesan, one of Asia's biggest petrochemical complexes and a 50-50 joint venture via Samsung Total Petrochemicals. The goal is to double its production between now and 2015, by building three new units, including a condensate splitter that will produce naphtha, a chemical feedstock, along with aviation fuel and

diesel. Most important, the \$1.8 billion capital expenditure will enable us to better meet Asia's demand for paraxylene, which is used to manufacture textile fibers, and polymers, which have applications in the solar, wiring and adhesives industries. Right now, 35% of the site's production is earmarked for China. The two partners had already invested \$1 billion in Daesan between 2004 and 2012.

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Total Foundation

20 Years Calls for a Celebration!

The Total Foundation celebrated its 20th year of existence in 2012, with a fitting motto for one so youthful: "At 20, the future is all that matters!" Events illustrating the diversity of initiatives by France's biggest corporate foundation were held throughout the year. Examples include the celebration of a two-decade-long

partnership with the Parc National de Port-Cros, inaugurations of the Louvre's Islamic Art wing and the Françoise Barré-Sinoussi Laboratory at the Pasteur Institute, and a large-scale survey in France on what young people contribute to society.



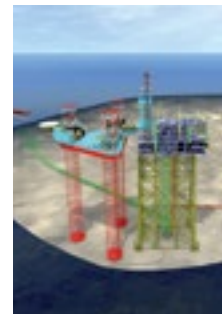
Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Norway

Technological Innovation in the North Sea

In February, Total announced the launch of the Hild project (now known as Martin Linge), which we operate with a 51% interest, in the Norwegian North Sea. Discovered in 1978, the field can now be developed thanks to technological advances in seismic imaging and drilling, which have confirmed reserves

totaling 190 million barrels of oil equivalent. To minimize the environmental impact of operations, the power required to operate the platform will be relayed from Norway's onshore grid by a 170-kilometer subsea cable. That will set a world record for supplying AC power to an offshore facility.



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Specialty Products

Custom Products for the Asia-Pacific Region

The Mumbai techcenter in India opened in September. Its job is to adapt and develop lubricants, asphalts and bitumen, additives and special fluids for Asia-Pacific markets, with the help of the Solaize Research Center in France. In one example, local engineers are

working on products that meet the specific requirements of vehicles — from two-wheelers to tractors — made in China and India. The center also conducts trials prior to product launches by the region's 50 Marketing & Services affiliates.



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

LNG

U.S. Gas for Asia and Europe

In 2012, Total signed two sale and purchase agreements* for American LNG from the Sabine Pass gas terminal in Louisiana. The first, with South Korea's Kogas, covers 700,000 tons a year from a third train; the second, with Sabine Pass Liquefaction, LLC, covers 2 million tons a year from a fifth train. Deliveries are expected to begin in 2017 and 2018 respectively and continue for 20 years.

The agreements position us in the budding U.S. gas export market. The gas, a product of the unconventional gas revolution in the United States, will be liquefied and exported to high-demand countries, especially in Asia and Europe.

**The agreements are subject to the final investment decisions for the projects, among other requirements.*



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

2012 News



Petrochemicals

A New Petrochemical Unit in Qatar

A new unit to produce low-density polyethylene, a plastic made from ethane, came on stream in Mesaieed, Qatar in November. One of the biggest in the world, it boosts the site's polyethylene production by 35%.

The investment strengthens Total's position in petrochemicals in the Middle East, a strategic region both for its abundance of feedstock and its proximity to the booming markets of Asia.

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. **Nov.** Dec.



Production

Usan Changes Hands

We initiated the sale of our 20% interest in Nigeria's offshore OML 138, home to the Usan field, to China's Sinopec. The human and financial resources allocated to this Total-operated project, which came on stream

in February 2012, will move to other, more strategic projects. The sale is also aligned with the broader asset disposal program undertaken by Total to optimize E&P's portfolio.

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. **Nov.** Dec.



Retail Network

New Markets in Jordan

We continued to strengthen our operations in the Middle East, acquiring a new license to distribute petroleum products in Jordan. The 10-year agreement will enable Total to supply 120 service stations throughout the country,

on top of the 23 already in our own network, and to capture a retail market share of 33%. It will also facilitate our Total Jordan affiliate's access to business customers and to the lubricants and aviation fuel markets.

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. **Nov.** Dec.



Access to Energy

Awango by Total Brings Energy to Remote Places

We are stepping up our program to improve energy access for low-income communities living off the power grid. Eight countries around the world, from Cameroon to Cambodia, are currently involved. Christened Awango by Total, the line features a range

of innovative, reliable and affordable solar solutions to provide lighting and charge mobile phones. Six other countries will join the program in 2013. Our goal is to make daily life easier for five million people by 2015.

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. **Nov.** Dec.

Exploration

Pushing the Envelope



Total's more ambitious exploration strategy can be summed up as follows: exploring unknown or previously difficult-to-access areas and working on new, very promising geological plays. In 2012, from Central America to Africa and Bulgaria, we expanded our portfolio of exploration licenses in so-called frontier plays. Another coup that typifies Total's exploration was a major discovery in the Gulf of Mexico, announced in December (see "Priority Exploration Plays" on page 13).

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. **Nov.** Dec.



Bold Exploration
Main Discoveries and Exploration Licenses Acquired in 2012

North Platte

North Platte discovery in the deepwater Gulf of Mexico.

Frontier

Exploration licenses in frontier plays in Bulgaria, Côte d'Ivoire, Uruguay, Angola, Mauritania and Kenya.

Eben

Eben discovery in Nigeria.

King Lear

King Lear discovery in the Norwegian North Sea, a mature area being re-explored, with estimated resources of 70 million to 200 million barrels of oil equivalent.



Retail Network

Total access Gains Ground in France

Featuring low prices and premium products and services, the new Total access network had more than 300 service stations across mainland France at end-2012. The new concept has won over ultra-price-conscious French customers and sales have outpaced our most optimistic forecasts. This success

heralds things to come for Total in France: on the one hand, Total access service stations — 600 by end-2013 — and on the other, traditional outlets where services will be broadened to include car wash offers, connectivity solutions, and fast payment methods that can also be used to track consumption.

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. **Nov.** Dec.

2012 News

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Reorganization

Simpler and More Efficient

Our business environment has changed: competition is stiffer, projects are more and more complex and there are new environmental and tax requirements to deal with. To adapt to the new realities and capture as many synergies as we can, we have revamped and simplified our organization around three business segments. The first, Refining & Chemicals, combines two interrelated activities that require similar technical capabilities, plus Trading & Shipping. The second, Marketing & Services, is the flagship for Total's commercial ambitions and is dedicated primarily to marketing

refined products and associated services. It also includes our solar and biomass activities, in the New Energies Division, which is an asset in developing multi-energy solutions for our customers. Last, Exploration & Production and Gas & Power, the division responsible for gas marketing, transmission and shipping, have been folded together under the Upstream umbrella. This gives Total an opportunity to be an integrated operator across the natural gas value chain, as gas projects become ever more complex.



Safety

Elgin and Ibewa, All Hands on Deck to Find Solutions Fast

In March 2012, two serious accidents occurred one after another on fields operated by Total. One was a gas leak on the Elgin wellhead platform in the U.K. North Sea. The other was a drilling accident in an uninhabited wooded area on Ibewa in Nigeria. Total's crisis teams were activated immediately and worked on every front to protect communities and employees, mitigate environmental

impacts, provide the appropriate technical solutions and keep the national authorities and stakeholders informed. Two months later, the wells at both sites had been brought back under control. Production resumed in June 2012 in Nigeria, while Elgin started back up in March 2013 under the supervision of the U.K. authorities.

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Innovation Without Borders

10 minutes
The Products and Services of the Future

Innovation is a key challenge for companies that want to stay competitive and attractive. There is no lack of opportunity to invent new solutions at Total, which has to figure out how to produce oil and gas in more challenging environments, mitigate the environmental impact of energy use and enable everyone to benefit from new technologies. Innovating comes naturally to us!



There's a solution for every situation and every need. At Total, innovating means developing technologies and applications that are right for our customers' requirements and environment.

Zeroing In on Savings

The focus in today's mature markets is on conserving energy, becoming more energy efficient and curtailing carbon emissions. For businesses, Total has introduced e•conso, an Internet application that lets companies track the fuel consumption of all their drivers, so that they can teach them how to drive more efficiently. Total is also preparing for the arrival in July 2013 of France's ecotax for trucks*. Using a simple onboard unit, GR cardholders will be able, among other things,

Buildings account for 40% of all the energy used worldwide, half of it solely to keep rooms at the desired temperature. It's believed that insulation alone could impact 20% of global energy consumption.

to evaluate how much tax they would have to pay and choose the cheapest route. And as a partner of Comuto, we helped promote the "reservation" service of the carsharing Web site www.covoiturage.fr in 2012, to encourage people to use this innovative, green, affordable solution by making it easier to plan trips.

*A mileage fee levied on vehicles weighing more than 3.5 metric tons.

Reinforced Insulation

For buildings, which are major energy users and carbon emitters, Refining & Chemicals recently developed Excell-R®, a next-generation expanded polystyrene with thermal insulation capabilities that easily outperforms conventional white polystyrene.

Innovation Without Borders

Solid, durable, resistant to moisture and mildew and easy to mold, it positions us in the ultra-high-tech market of so-called gray polystyrenes. Spurred by renovation projects and the construction of passive houses, this market is growing 10 to 15% a year.

Not Just Service Stations

Different regions, different challenges: in Africa, where mobile phones and the Internet are booming, we are introducing m-payment



solutions at our service stations that are making our customers' lives easier. Total outlets are turning into real "convenience stores," where people can connect with a money wire service, pay for their routine station purchases, settle their water or power bills and even buy prepaid vouchers they can then use to surf and make purchases on the Web, all from their mobile phones. No credit card required!

140
million Internet users in Africa in 2012, up from 34 million in 2007

620
million mobile phones in 2012, or two for every three people

125
million smartphones projected in 2017, up from 30 million in 2011

Pangea to Help Us Win the Exploration & Production Battle

Pangea, Total Exploration & Production's new supercomputer, booted up for the first time in January 2013 at our CSTJF engineering and research center in Pau, France. The product of several years of research, it is a tremendous boon to efforts to optimize the development of increasingly complex oil and gas fields. It is powerful enough to produce more accurate images of the subsurface, faster, pinpointing resources more precisely and increasing the odds that drilling will be successful. The supercomputer can also be used to simulate reservoirs and gas and oil flows within them, to enhance their production. Another bonus: Pangea is cooled with room temperature

water that, after it doing its job, reaches 35°C and is used to heat the Pau facility's buildings. A plus for the environment!



Pangea has computing power of **2.3** quadrillion operations a second. That's the total number of operations Americans could perform in 24 hours using a calculator!

Commitments

Total is a truly **global operator**. As we see it, this global scope brings with it a number of **responsibilities**. Shrinking our environmental footprint, helping to spur job creation and local entrepreneurship, expanding access to energy and educating children about road safety are some of the **hundred or so field initiatives** deployed by Total. We also express our commitment to social responsibility through the **Total Foundation**, which celebrated its **20th anniversary** in 2012 with a number of events.

Five Examples of Commitment in Action
22



The Total Foundation Turns 20
24



Five Examples of Commitment

5 minutes
Learn About Our Field Initiatives

Wherever we operate, we assess the impacts of our activities and take innovative measures to mitigate the negative and build on the positive. Here are a few examples of how we help teach children about road safety, create jobs and conserve natural resources.



Africa and the Middle East ① A Safety Cube to Teach Children About Road Safety

Children are the most vulnerable to road hazards. In all of our affiliates in Africa and the Middle East, we have developed road safety education materials for children. A novel teaching aid, the Safety Cube, was distributed to affiliates to help students in nearby schools learn road safety rules in a fun way. The children learn about safety and acquire good safety habits by playing with the red cube stamped with Total's name.



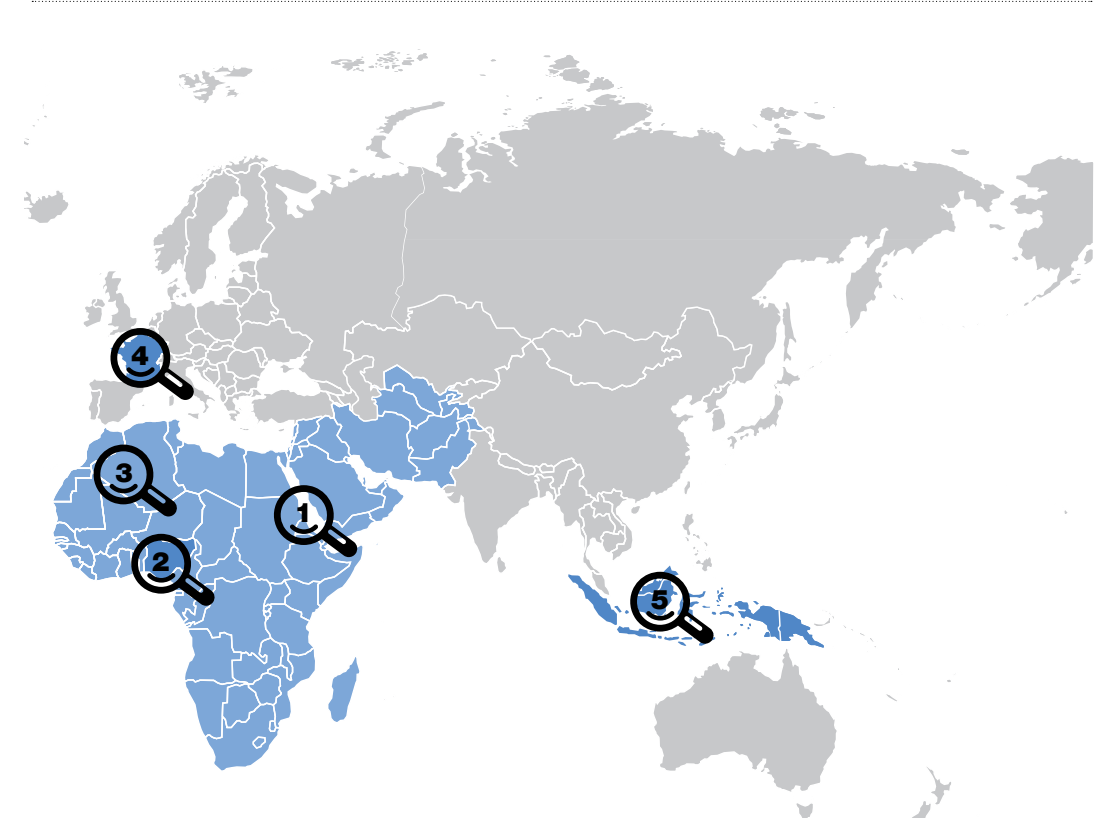
Nigeria ② Helping Micro- and Small Businesses

Total is committed to promoting local economic development in the Egi region, in the heart of the Niger Delta, where we have operated since 1964. In partnership with local communities, we created the Small & Medium Enterprises-Development Network (SME-DN), a training center to spur and support entrepreneurship. In 2011, we solicited the technical assistance of French development organization Institut européen de coopération et de développement (IECD). IECD gives entrepreneurs management tools that will enable them to strengthen their businesses and thereby improve their living standards. Three classes, enrolling 77 entrepreneurs in all, have already been held. The results are conclusive: six months afterwards, they have significantly boosted their revenue (by an average of 25%) and are adopting an organized business culture, keeping cash records, streamlining their management practices and creating a formal organization.



West Africa ③ Flaring on the Downswing

Close to 30% of the world's greenhouse gas emissions are oil- and gas-related. One major means of lowering our own greenhouse gas emissions is to reduce the flaring of the gas associated with our oil production. We aim to cut flaring of this valuable energy resource by 50% in 2014 compared to the 2005 baseline. Our biggest challenge is in West Africa, because networks to market the gas are in short supply. And that is also where we have focused most of our attention, slashing the amount of gas flared by 18% between 2010 and 2012, for example.



France ④ Total Emploi Local: Leveraging Local Needs to Promote Workforce Entry

Total wanted to capitalize on the major construction projects being carried out at the Normandy platform to help people enter the workforce. Businesses that provide services to Total do, in fact, run up against labor shortages on a regular basis. Through Total Emploi Local [Total Local Employment], we offer businesses recruitment solutions by supporting and training regional jobseekers. An onsite satellite office of Total Emploi Local provides our contractors with access to a pool of skilled workers. Supported by the various training and workforce entry stakeholders in the public sector and business community, the program has created 1,138 jobs, 582 of them permanent.



Indonesia ⑤ Energy Access and Nurturing Entrepreneurship

The Total Access to Energy program develops energy solutions for cash-poor communities, including a line of innovative, efficient, affordable solar products. The solar line has already launched in Indonesia, Cameroon, Kenya, the Republic of the Congo, Burkina Faso, Senegal, Haiti and Cambodia. An innovative social business model is used to market it: we aim to foster entrepreneurship and local employment by tapping into our network of service stations and working with young resellers. Total partners with local businesses, cooperatives and NGOs to train the latter. In Indonesia, for example, we have joined forces with 15 partners to develop a sales network tailored to the marketing challenges of that country, which does not have any Total service stations.



The Total Foundation turned 20 in 2012. Created in 1992 in the wake of the Rio Earth Summit, it is now the top corporate foundation in France, with a five-year endowment of €50 million. It focuses on four areas: culture, marine biodiversity, public health and community support. We survey the events held in honor of its 20th anniversary year.

“ At 20, the future is all that matters. The work of the Total Foundation is just getting started. We intend to continue innovating to provide support for Total’s initiatives as a responsible corporate citizen. ”

Catherine Ferrant,
Managing Director, Total Foundation



Community Support: Short Videos on French TV

To demonstrate the practical impact of the Foundation’s youth outreach initiatives, 28 portraits of young people who were helped by its partner non-profit organizations aired on French television. A survey on how young people contribute to society was also conducted.



Promoting Cultural Dialogue

The new Islamic Art wing of the Louvre Museum opened its doors September 22. The Total Foundation is its biggest French corporate sponsor, providing €6 million.



Fighting Disease with the Pasteur Institute

The Françoise Barré-Sinoussi Laboratory, named after the winner of the 2008 Nobel Prize in Medicine and endowed by the Foundation, was inaugurated at the Pasteur Institute on November 14. It is a new step forward in the two organizations’ longstanding partnership in the field of infectious disease prevention and treatment.



Protecting the Natural Heritage

The Foundation was a partner of the “Oceans” exhibition at the Rio de Janeiro Alliance française cultural center during the Rio+20 Summit in June. A conference was held in Giens at end-September to celebrate 20 years of collaboration with the Parc National de Port-Cros in the French Mediterranean. Earlier, in May, 200 young people were invited to UNESCO headquarters in Paris for the International Day for Biological Diversity.



Printed with vegetable ink on Cocoon Silk paper, produced from recycled FSC-certified pulp, reducing pressure on the world’s forests. The Ecolabel-certified paper was produced in an ISO 14001- and FSC - certified paper mill. The printer is certified as complying with Imprim’Vert®, the French printing industry’s environmental initiative. FSC no. C006774. The time-to-market printing concept adopted means that only copies actually distributed are printed, meaning we do not have to discard unused copies at end-of-life.

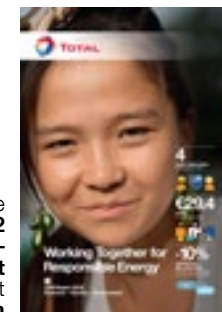
With EcoFolio, Total is encouraging paper recycling. Sort your trash, protect the environment. www.ecofolio.fr

More than 32,000 copies of last year’s publication were printed. Using recycled paper reduced our environmental impact. The savings* were:

- 2,257** kilograms of waste paper
- 245** kilograms of carbon dioxide, equivalent to:
- 2,445** kilometers driven by an average European car
- 58,925** liters of water
- 5,548** kWh of energy
- 3,668** kilograms of wood

Source : Arjowiggins Graphic’s environmental calculator. The carbon footprint was assessed by FactorX using the Bilan Carbone® method developed by the French Environment and Energy Management Agency (ADEME). Calculations are based on a comparison between the recycled paper used and a virgin fiber paper corresponding to the latest European BREF data available for virgin fiber paper. The results are based on technical data and subject to modification.

You can also read the **CSR Report 2012 Business – Society – Environment** at www.total.com



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