



**Marketing & Services
of the future**

Momar Nguer
President Marketing & Services

TOTAL

HAPPY HOURS
sur le lavage
-20%

SP95 €10 8.88

SP98 8.88

ETHANOL 8.88

GAZOL 8.88

BIODIESEL 8.88

GPLC 8.88

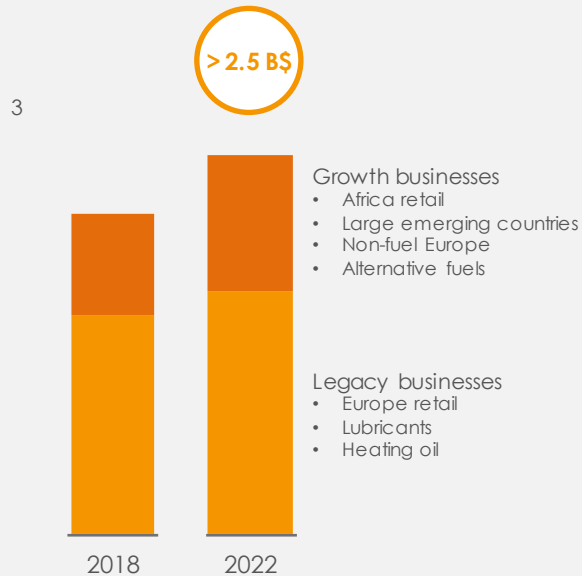
AdBlue® GR

Marketing & Services consistently delivering

Developing in growing markets, non-fuel revenues and alternative fuels

Marketing and Services CFFO

B\$



Delivering 100 M\$/y CFFO growth

Building on **retail network** to capture **non-fuel value**

- Increasing shop and services revenues in Europe
- Leveraging leadership in Africa
- Expanding digital solutions

Developing new businesses in alternative fuels

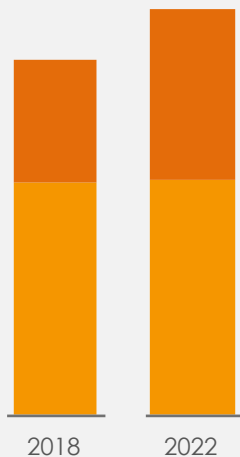
- Natural gas for vehicles, LNG for bunkering
- Electric vehicle charging, hydrogen

Non-fuel revenue driving growth in Europe

Expanding services and digital solutions

Retail Europe
CFFO in B\$

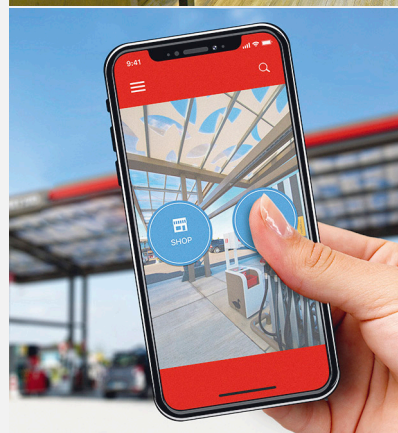
0.8



~9%
CAGR

Shop food & services Fuel

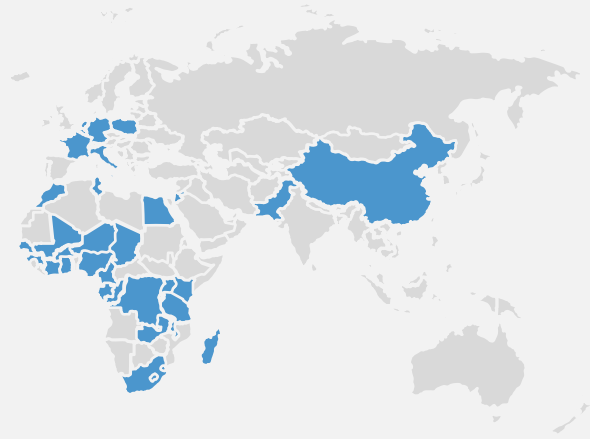
Non-fuel business ~40% European CFFO by 2022



Total Wash, a profitable fast growing business

Building on brand awareness and innovation

Total Wash network



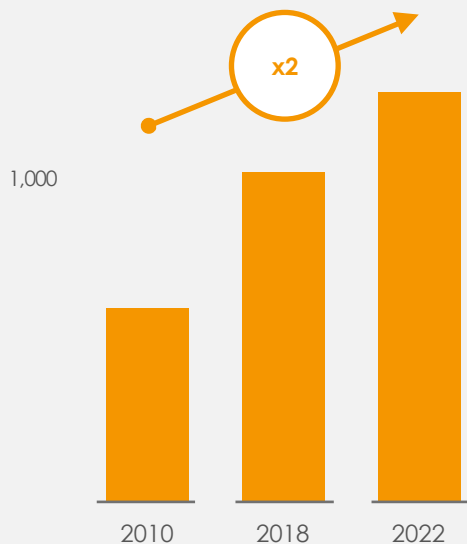
Expanding to 40 countries by end-2018



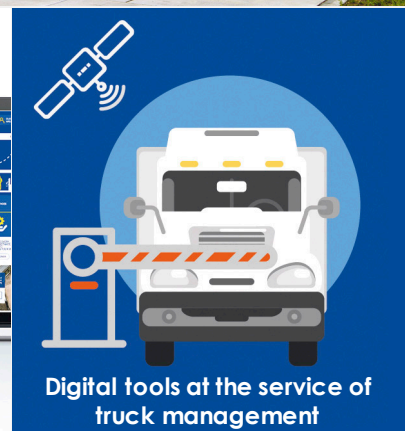
AS24: Total network dedicated to heavy duty vehicles

Accelerating development to the east and south of Europe

AS24 network
Number of service stations



Offering diversified and digitized products



B2B innovative solutions

From fuel cards to mobility services



Fuel cards: **50%** of network volumes in Europe

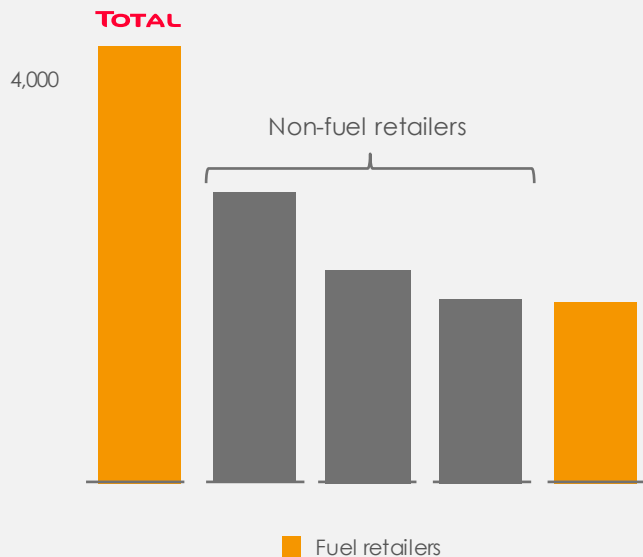
Non-fuel card business: targeting **100 M\$** **CFFO** in 2022

Tomorrow, integrated platforms giving access to **wide range of services**

Leveraging leadership in Africa

Capturing value from non-fuel businesses

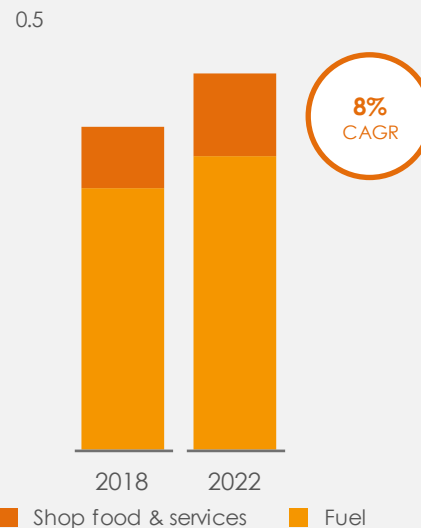
Top 5 retailers in Africa, all businesses
2017 number of outlets



Capitalizing on the #1 retail network in Africa

Source: company reports

M&S Africa retail
CFFO in B\$



Leveraging critical mass
Services supporting margin growth

Developing natural gas for road transportation

Expanding along the gas integrated value chain

Deploying in Europe



Becoming **market leader by 2022**
> 300 stations

Partnering with Clean Energy, US leader



25% shareholding
Innovative leasing scheme offered
to promote NGV trucks

Pioneering LNG bunker fuel for marine transportation

Fast growing market supported by IMO 2020

Major contracts in shipping and ferry industries



Agreements with leading players

- Brittany Ferries
- **CMA CGM** shipping group

Developing hubs in major ports



• Targeted Total hubs

LNG bunker vessels commissioned for Europe and Singapore

Opportunities to take advantage of electric charging

Charging point operator

Acquisition of G2Mobility



25% market share
in France B2G
10% B2B

Multi-energy service stations

Charging stations every
150 km in Western Europe



~ 1,000 charging points at Total
stations by 2022
> 1/3 hydrogen market in Germany

Mobility service provider

Agreement with
EV charging players



60,000 charging points in Europe
for Total fuel card customers

Marketing & Services consistently delivering

Generating > 2.5 B\$ CFFO per year by 2022

Marketing & Services CFFO

B\$



Growing CFFO in Africa retail, non fuel Europe and alternative fuels

Maximizing non-fuel revenues through partnership and innovation

Capturing new business opportunities in large emerging countries,

Disclaimer

This document may contain forward-looking information on the Group (including objectives and trends), as well as forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, notably with respect to the financial condition, results of operations, business, strategy and plans of TOTAL. These data do not represent forecasts within the meaning of European Regulation No. 809/2004.

Such forward-looking information and statements included in this document are based on a number of economic data and assumptions made in a given economic, competitive and regulatory environment. They may prove to be inaccurate in the future, and are subject to a number of risk factors that could lead to a significant difference between actual results and those anticipated, including the price of petroleum products, the ability to realize cost reductions and operating efficiencies without unduly disrupting business operations, changes in regulations including environmental and climate, currency fluctuations, as well as economic and political developments and changes in business conditions. Certain financial information is based on estimates particularly in the assessment of the recoverable value of assets and potential impairments of assets relating thereto.

Neither TOTAL nor any of its subsidiaries assumes any obligation to update publicly any forward-looking information or statement, objectives or trends contained in this document whether as a result of new information, future events or otherwise. Further information on factors, risks and uncertainties that could affect the Group's business, financial condition, including its operating income and cash flow, reputation or outlook is provided in the most recent Registration Document filed by the Company with the French Autorité des Marchés Financiers and annual report on Form 20-F filed with the United States Securities and Exchange Commission ("SEC").

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. In addition to IFRS measures, certain alternative performance indicators are presented, such as performance indicators excluding the adjustment items described below (adjusted operating income, adjusted net operating income, adjusted net income), return on equity (ROE), return on average capital employed (ROACE) and gearing ratio. These indicators are meant to facilitate the analysis of the financial performance of TOTAL and the comparison of income between periods. They allow investors to track the measures used internally to manage and measure the performance of the Group. 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 price differentials 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 some transactions 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.

Euro amounts presented herein represent dollar amounts converted at the average euro-dollar (€-\$) exchange rate for the applicable period and are not the result of financial statements prepared in euros.

This document also contains extra-financial performance indicators, including a carbon intensity indicator for TOTAL energy sales that measures the weighted average greenhouse gas emissions of energy products sold by TOTAL, from their production in TOTAL facilities to their end use by TOTAL customers. This carbon intensity indicator covers, besides direct GHG emissions of TOTAL (scope 1), indirect GHG emissions (scopes 2 and 3) that TOTAL does not control (for the definitions of scopes 1, 2 and 3, refer to Total's Registration Document).

Cautionary Note to U.S. Investors – The SEC permits oil and gas companies, in their filings with the SEC, to separately disclose proved, probable and possible reserves that a company has determined in accordance with SEC rules. We may use certain terms in this presentation, such as resources, that the SEC's guidelines strictly prohibit us from including in filings with the SEC. U.S. investors are urged to consider closely the disclosure in our Form 20-F, File N° 1-10888, available from us at 2, Place Jean Millier – Arche Nord Coupole/Regnaulf - 92078 Paris-La Défense Cedex, France, or at our website: total.com. You can also obtain this form from the SEC by calling 1-800-SEC-0330 or on the SEC's website: sec.gov.