

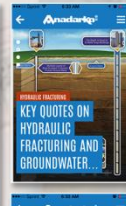
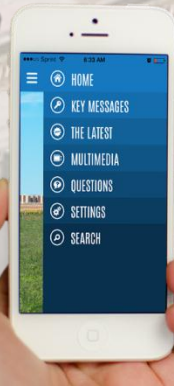
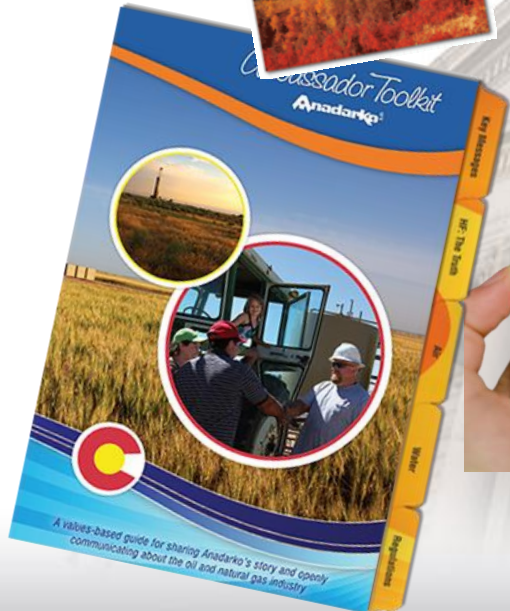
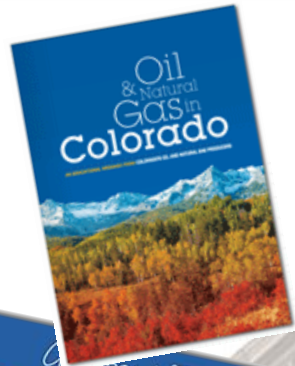


“Industry Ambassadors: Connecting with our Stakeholders”



www.CRED.org

www.StudyFracking.com





Cautionary Language

Regarding Forward-Looking Statements and Other Matters

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How We Got Here

- **Activists are focusing locally due to losses at the federal and state levels**
- **New York is the example activists tout, but they've lost in Democrat-heavy states like California and Illinois**
 - ▶ **California Governor Jerry Brown (one of the most well-known environmental activists in the country) - "I feel confident that the people are in place in my administration to handle the issues as they come up. And they'll be decided based on science, based on common sense, and based on a deliberative process that listens to people, but also wants to take advantage of the great opportunities we have in this state ... We're not jumping on any ideological bandwagons."**
 - **Brown also said "Ban-fracking activists "don't know what the hell they're talking about."**
 - ▶ **Chicago Mayor Rahm Emanuel (former Chief of Staff for President Obama) - "The biggest revolution equal to the Internet is the energy independence of the United States. The cheap natural gas is going to allow us to basically re-shore manufacturing."**



But What About Colorado?

- Bans and Moratoriums Passed Along the Front Range
- Statewide Ballot Initiatives Are Highly Likely
- What's the Impact?
 - ▶ Gov. John Hickenlooper (D) - "If [a statewide HF ban] was really passed and upheld, it would certainly have severe economic impacts."
 - ▶ In Colorado, our industry directly employs more than 51,000 people, and supports more than 111,000 high-paying jobs in the state.
 - *The oil and natural gas industry provides approximately \$6.5 billion in total labor income and paid more than \$163 million in severance taxes.*
 - ▶ Denver Business Journal - "[E]conomists from the University of Colorado (CU) predict job losses of 93,000, and \$12 billion in lost gross domestic product (GDP), if proposed bans on hydraulic fracturing in Colorado become law, according to a study released Wednesday."



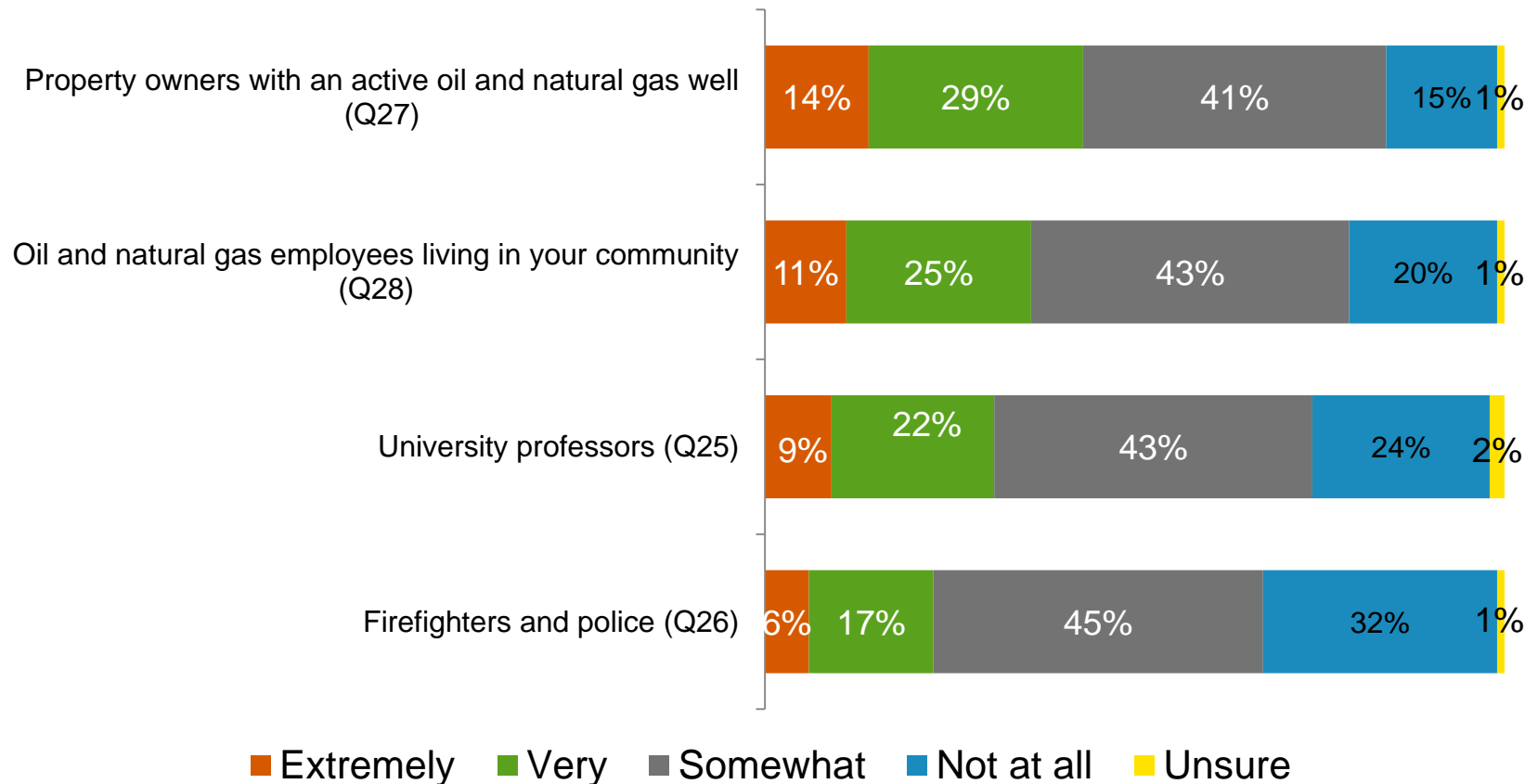
Anadarko Employee Engagement

PLEASE SILENCE CELL PHONES



Grassroots: Who are our best ambassadors?

Now I would like to read you another list with descriptors of the type of people who may participate in a discussion about energy development in Colorado. Please listen carefully as I read each one and tell me how helpful you would find information from this type of person about energy development.



Q22-29 (ranked by helpful score)



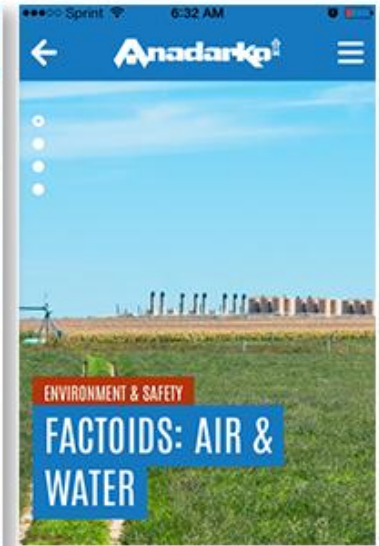
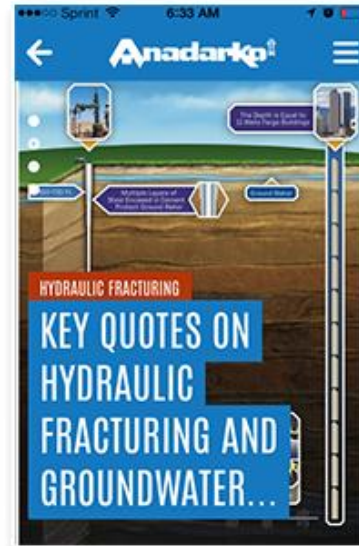
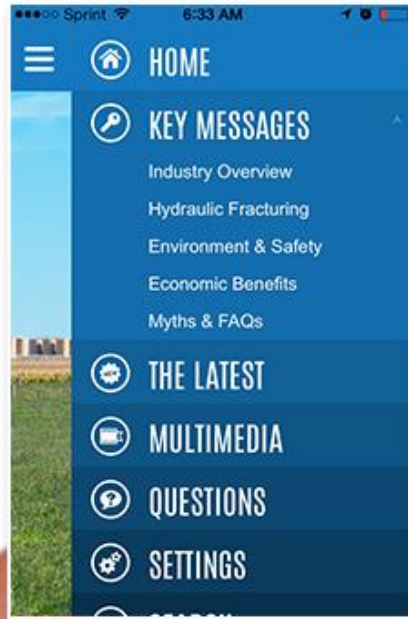
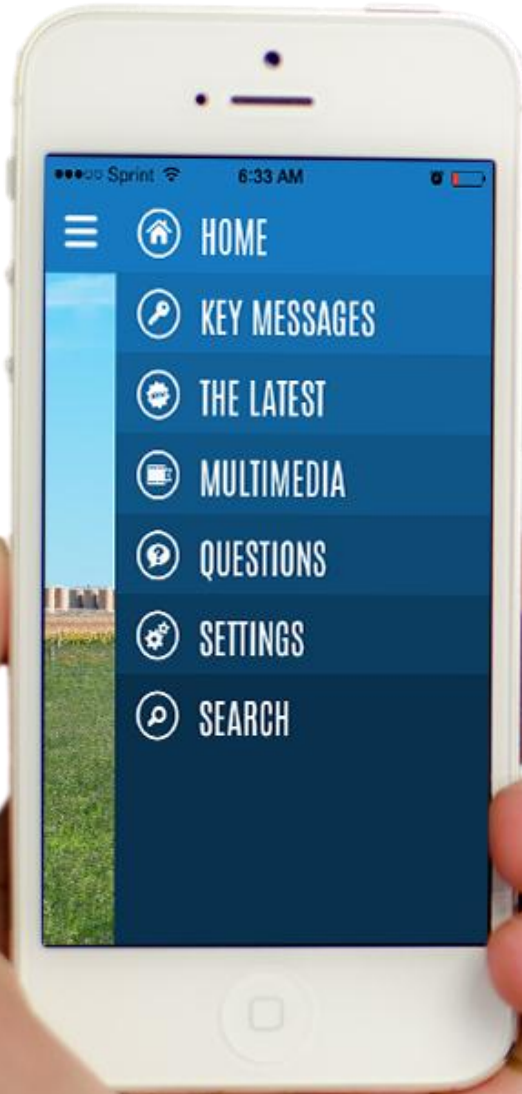
Grassroots Employee Engagement: *Anadarko Ambassador Efforts*

- Employees are our best ambassadors
 - ▶ *Ambassador Training*
 - ▶ *Anadarko Advocates*
- Must provide approved, vetted content that employees are confident to share
- Support and guide constructive and respectful dialogue
- Listen and address
- Inform the conversation
- Anadarko App





Anadarko App → **CRED App For Public Coming Soon...**





Coloradans for Responsible Energy (CRED)



- Employee Action List
- Rewards and Incentives
- Up-to-date news and information
- Call to action
- CRED version of APP for Public

www.CRED.org

www.StudyFracking.com



**COLORADANS FOR
RESPONSIBLE
ENERGY DEVELOPMENT**



Coloradans for Responsible Energy Development





Why CRED?

2013 Political Environment & 2014 General Election

- Local initiatives and the threat of statewide ban on fracking were being openly discussed
- The oil and gas industry's messaging was not working
- Colorado based industry needed to lead the fight

Anadarko and Noble's Response

- A fully funded public statewide education effort was needed to fill the informational vacuum & prep for a campaign
- 88% of Coloradans knew of fracking
 - They were getting info 2 to 1 from anti-fracking groups
 - They were getting digital info from anti-frackers at nearly 50 to 1



Clear Direction

Mission:

- Defeat any measure aimed at restricting fracking

Message:

- Get the facts on fracking first before making a decision – social engineering

Goals:

- Ensure that fracking remains a vital part of Colorado's energy industry via effective political campaigns
- Research based effort to understand the voter dynamic
- Education focus first to answer voter questions
- Encourage broad involvement and understanding of the anti-fracking motives
- Solicit Broad Industry Support



What We Have Done

We are in full campaign mode

- Television - \$5.8 million placed in September and October
- Radio
- Bus Wraps
- Billboards
- Unmatched Digital Presence

Built a voter profile that is second to none

- Voter profiling 2.8 million Front Range voters
 - 722,290 unaffiliated
 - 422,276 non-primary Democrats
 - 359,262 Republican women

Extensive research

- Surveys
- Focus groups
- Analytics (digital, mail)
- Message matrix



The Foundation is Poured

We are focused on “local control” and “setbacks” as the issues

- We are tracking the opposition very closely
- Working the political trap lines limit funding and enthusiasm
- Researching the specifics of the proposal(s) to bridge the information gap
- Transferring learned data to action points: and, we are campaigning now!
- Building statewide awareness via media placement and aggressive outreach
- Addressing the central theme needed to defeat any initiative: the industry can and is willing to answer voter concerns
- Secured paid media placement for September and October
- Soliciting industry support
- Filed: Protecting Colorado’s Environment, Economy, and Energy Independence



Key Messages

- Colorado has the most rigorous and advanced regulatory process for air and water protections anywhere in the country.
- Fracking has been safely used over 1.2 million times since 1947.
- Today more than 90 percent of oil and gas wells undergo fracking at some point during their lifespan, and neither the Environmental Protection Agency (EPA) nor the Colorado Oil and Gas Conservation Commission (COGCC) has ever found a connection to chemicals entering our groundwater as a result of the fracking process.
- According to the Interstate Oil and Gas Compact Commission (IOGCC) and Environmental Protection Agency (EPA), the fracturing process has never been found to have polluted underground sources of drinking water.
- Fracking plays a pivotal role in driving America towards achieving energy independence, while the oil and natural gas industry creates jobs and provides vital tax revenue to all levels of government. [source: Interstate Oil & Gas Commission and Independent Petroleum Association of America]



Colorado Ballot Initiatives

Conservation of Colorado's Environment

- **Measure 89:** Declares that state and local governments shall conserve Colorado's environment, including clean air, pure water, natural, and scenic values and that local governments can enact laws stricter than the state to conserve the environment.
- **Measure 115:** Declares that state and local governments shall conserve Colorado's environment, including clean air, pure water, natural, and scenic values and that local governments can enact laws stricter than the state to conserve the environment.

Right to Local Self Government

- **Measure 72:** As all political power is vested in and derived from the people, and as all government of right originates from the people, the people have an inherent and inalienable right to local self-government, including in each county, city, town, and other municipality.
- **Measure 75:** As all political power is vested in and derived from the people, and as all government of right originates from the people, the people have an inherent and inalienable right to local self-government, including in each county, city, town, and other municipality.

Local Regulation of Oil and Gas Development

- **Measure 123:** Cities, towns and counties shall be permitted to enact and enforce local laws, regulations, ordinances, or charter provisions regulation oil and gas development or operations, including but not limited to zoning and setbacks.



Colorado Ballot Initiatives

Local Government Control of Oil and Gas Operations Including Hydraulic Fracturing

- **Measure 90:** Allows local governments to regulate oil and gas operations, including prohibitions on operations and hydraulic fracturing and that these regulations are not considered a taking.
- **Measure 91:** Allows local governments to regulate oil and gas operations, including prohibitions on operations and hydraulic fracturing.
- **Measure 92:** Allows local governments to regulate oil and gas operations, including prohibitions on operations and hydraulic fracturing. Includes specific language that oil and gas operations may impact property values.
- **Measure 93:** Allows local governments to regulate oil and gas operations, including prohibitions on operations and hydraulic fracturing. Includes specific language that oil and gas operations may impact property values and that these regulations are not considering a taking.
- **Measure 116:** Allows local governments to regulate oil and gas operations within their geographic borders; this right, power, and authority includes the ability to enact limits on oil and gas operations, including hydraulic fracturing.



Colorado Ballot Initiatives

Statewide Setback

- **Measure 85:** Establishes a 2,000 foot setback for all new oil and gas wells, including those using hydraulic fracturing. The owner of a home may waive the setback only with regard to the owner's home. And states that a setback requirement is not considered a taking.
- **Measure 86:** Establishes a 2,640 foot setback for all new oil and gas wells, including those using hydraulic fracturing. The owner of a home may waive the setback only with regard to the owner's home. And states that a setback requirement is not considered a taking.
- **Measure 87:** Establishes a 1,500 setback for all new oil and gas wells, including those using hydraulic fracturing. The owner of a home may waive the setback only with regard to the owner's home.
- **Measure 88:** Establishes a 2,000 foot setback for all new oil and gas wells, including those using hydraulic fracturing. The owner of a home may waive the setback only with regard to the owner's home.
- **Measure 117:** Establishes a 1,500 setback for all new oil and gas wells, including those using hydraulic fracturing. A landowner may waive this setback with regard to an occupied structure located on the landowner's property.
- **Measure 118:** Establishes a 2,000 foot setback for all new oil and gas wells, including those using hydraulic fracturing. A landowner may waive this setback with regard to an occupied structure located on the landowner's property.



Colorado Ballot Initiatives

Statewide Setback (continued)

- **Measure 119:** Establishes a 2,000 foot setback for all new oil and gas wells, including those using hydraulic fracturing. A landowner may waive this setback with regard to an occupied structure located on the landowner's property.
- **Measure 120:** Establishes a 2,640 foot setback for all new oil and gas wells, including those using hydraulic fracturing. A landowner may waive this setback with regard to an occupied structure located on the landowner's property.



Colorado Ballot Initiatives: Favorable

Distribution of Oil and Gas Revenue

- **Measure 121:** A local government that bans or prohibits energy development should not be eligible to receive state tax revenues that come from those activities in other parts of the state where development is allowed.

Local Regulation of Oil and Gas Development

- **Measure 122:** Cities, towns and counties shall not enact local laws, regulations, ordinances, or charter provisions regulation oil and gas development or operations that are more restrictive or exceed with regulations adopted by the Colorado Oil and Gas Conservation Commission or any executive department of state.

Fiscal Impact on Ballot Measures

- **Measure 137:** Proponents shall prepare and submit a fiscal impact estimate. The fiscal impact estimate shall estimate the effect the measure will have on state and local government revenues, expenditures, taxes, and fiscal liabilities if such measure is enacted.



Digital Outreach: By the Numbers

Unmatched digital presence

- 20,406 Likes on Facebook
- Acquired more than 19,037 email addresses
- Generated over 324,083 website visits on Cred.org
- Generated over 191,376 website visits on Studyfracking.com

Started Targeted Persuasion Program

- Based on polling and analytics
- More than 68 million tailored display impressions
- Four persuasion audiences: GOP women, unaffiliated voters, less partisan Democrats, and hunters/gun owners



Social Media: What's Next

Leverage our social base

- Organic content, paid ads, and incentive-based programs

Voter persuasion through analytics

- Know which voters will move which way
- Reach persuadable audiences with tailored video ads and display banners

Influential persuasion

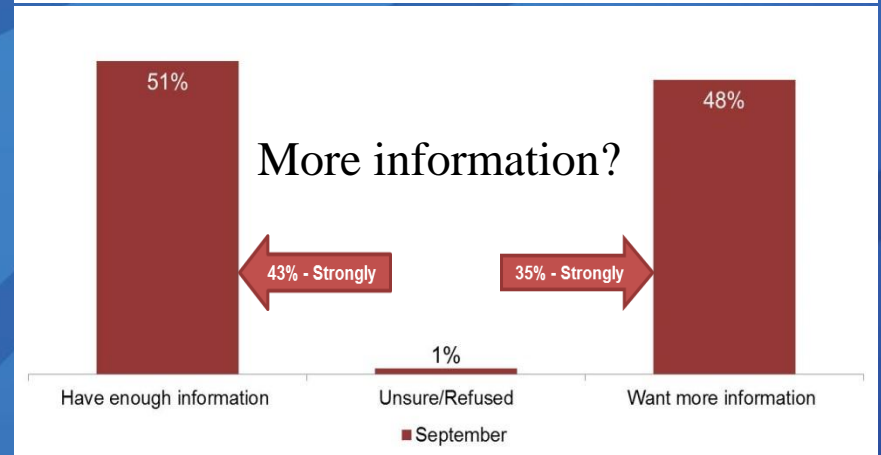
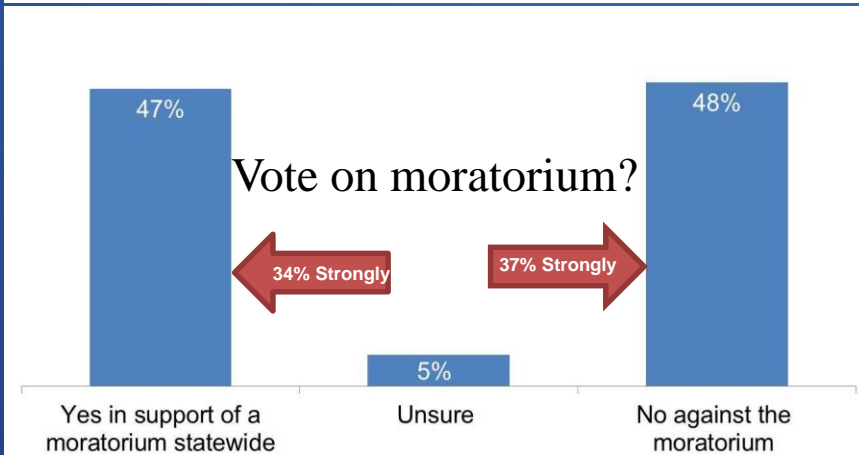
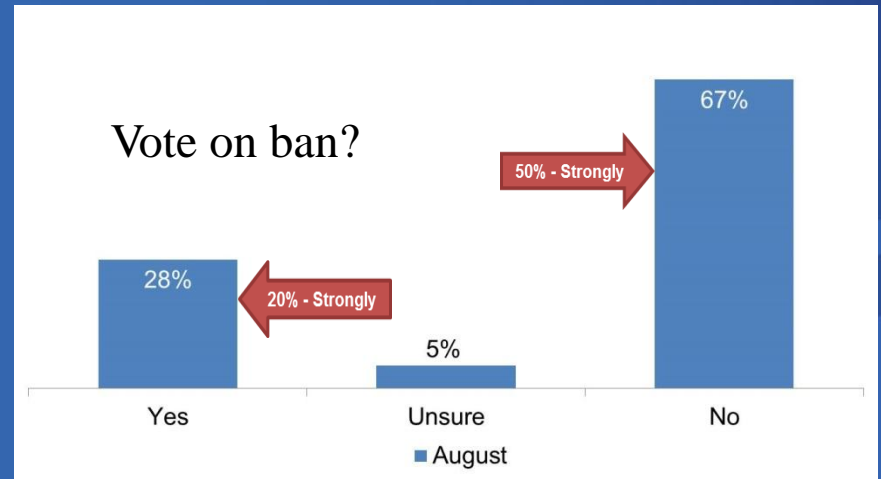
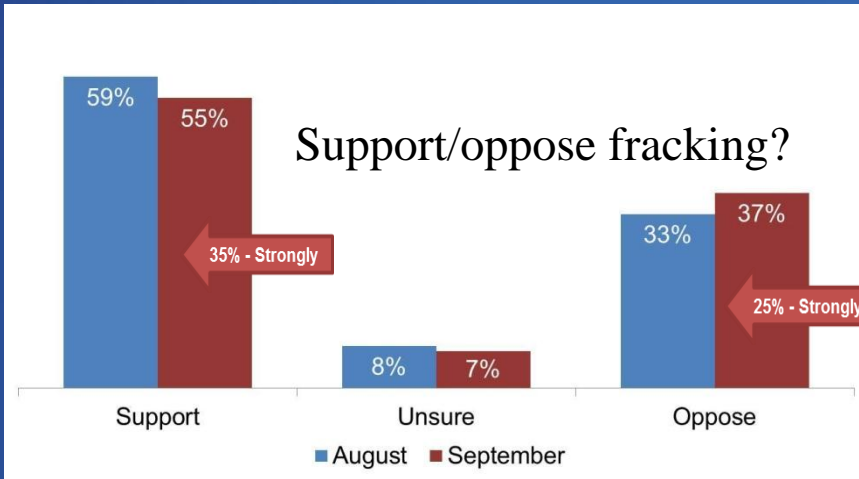
- High frequency display, video, digital out-of-home, social media ads targeted by geography and context

Individualized voter outreach vs. micro targeting

- Fully integrated digital, broadcast, mail and social marketing at the individual voter level



Polling





Timeline

Friday, Mar. 21- Last day to file for measures that will appear on Nov. 2014 General Election ballot

Wednesday, Apr. 16- Last Title Board Hearing for measures that will appear on Nov. 2014 General Election ballot

Monday, Aug. 4- Deadline to submit signatures

Monday, Sep. 22- Deadline to submit voter pamphlet statement for ballot issue

Monday, Oct. 6- Last date for statewide voter pamphlets to be distributed

Monday, Oct. 13 – 17- Ballots mailed

Tuesday, Nov. 4 – General Election



How Do I Get Involved? How Can I Help?

- **Talk to Friends, Family and Neighbors**
 - ▶ But more importantly, listen and address specific concerns.
- **Engage in Campaign-Coordinated Door Knocking**
 - ▶ The key to door knocking is being respectful. You're on THEIR property.
 - ▶ Looks for areas to agree, but recognize if you're catching the homeowner at an inconvenient time and politely excuse yourself.
- **Write Letters to the Editor**
 - ▶ Letters to the editor are read by key officials, undecided voters, and your friends, family and neighbors.
- ***Mobilize* those with whom you do business & *Inform* those to whom they provide charitable dollars**
- **Encourage Your Company to Create Grassroots Employee Engagement Programs**
 - ▶ You and your colleagues are our greatest messengers. Feel confident in having conversations, because the facts are on our side.
 - ▶ Be out in front of the community



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