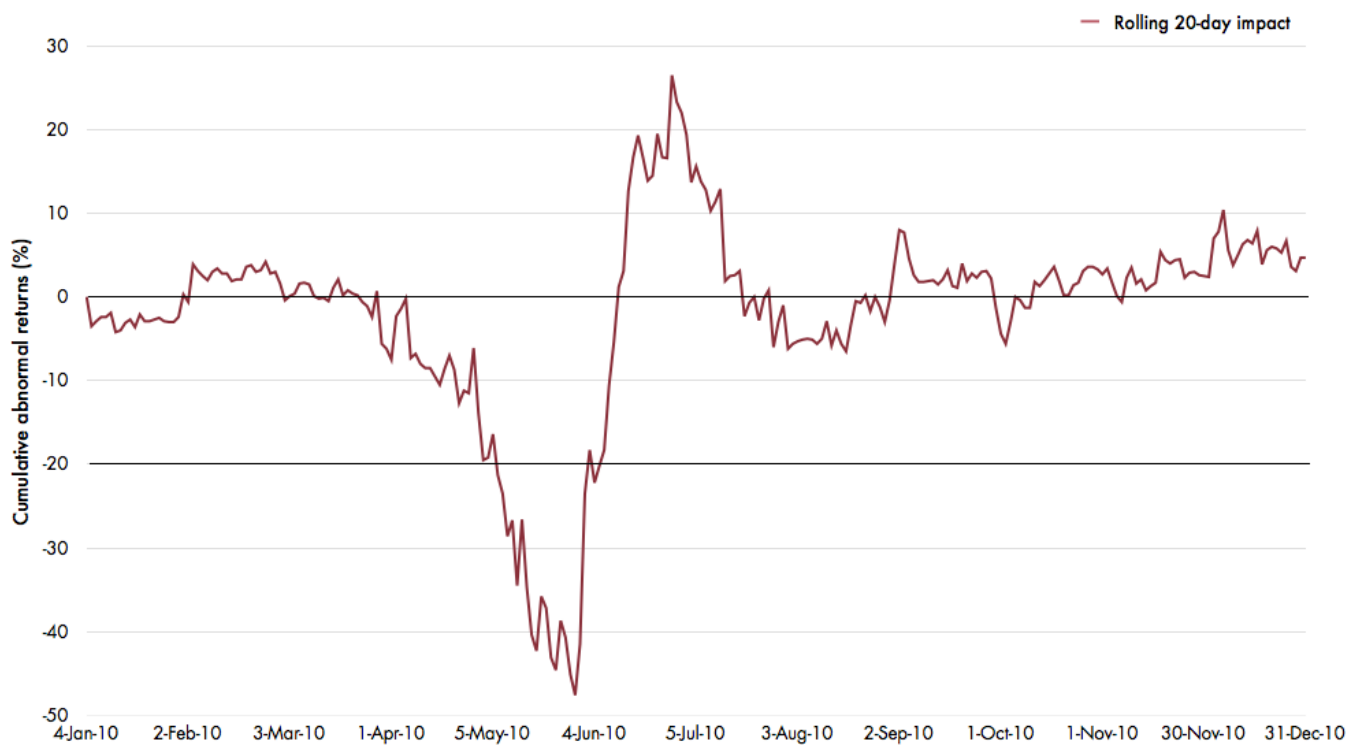




Brand Restoration Monitor



SHARE PRICE TRIGGER



COMMENT

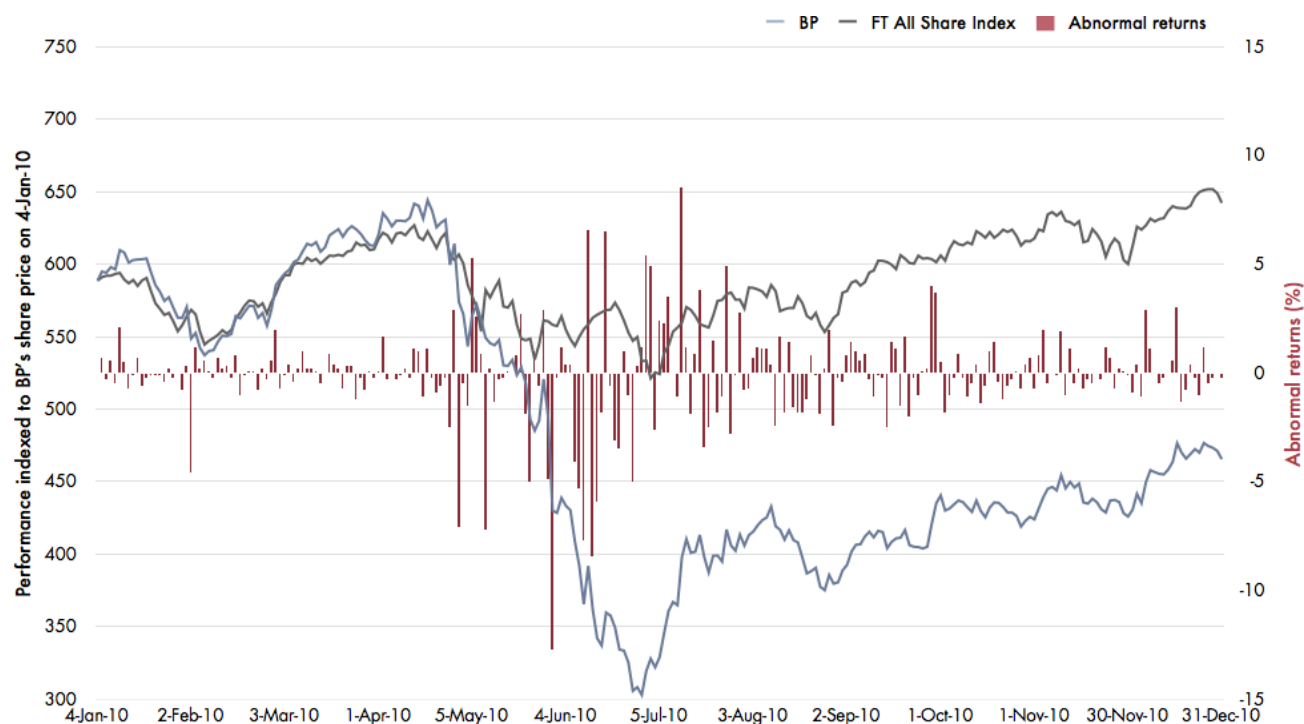
In the last year, there has been one breach of the -20% brand impact threshold for BP plc. This was caused by the oil spill emanating from the Deepwater Horizon rig explosion in the Gulf of Mexico in which eleven men died. Additionally, negative reporting was generated by this reputation event in at least two High Impact Media Outlets. Therefore, if "accidental oil spill" is present on the list of insured events on BP's policy, all three triggers are met and the policy will pay out \$100 million to aid in BP's brand restoration process.

DISCLAIMER

Whilst every effort has been made to ensure the accuracy of the information contained in this document, neither Oxford Metrica nor any of its members warrants its accuracy or will assume liability for any use made thereof.



SHARE PRICE TRIGGER ANALYSIS



SUMMARY STATISTICS

4 Jan 10 to 31 Dec 10	BP	FT All Share	Abnormal return
Beta	0.98	1	0
Variance in daily returns (%)	0.05	0.01	0.05
Average daily return (%)	-0.05	0.05	-0.1
Annualised average return (%)	-13.14	12.86	-25.77