

JAD/A13

11 February 1997

The Advertising Standards Authority
2 Torrington Place
London
WC1E 7HW

John Donovan
Maplebank
Iker Lane
Bradfield Combust
Suffolk IP30 OLR

Dear Sirs

RE: "SHELL" TRANSPORT AND TRADING COMPANY PLC

I have for several years been a shareholder in the above public company.

In 1997 I received the enclosed Statement of General Business Principles (SGBP) from Shell, which is I assume is designed to encourage shareholders to retain and purchase additional shares in the company. The enclosed a4 pamphlet, circulated by Shell at a Shell shareholders meeting, contains the transcript of a speech made by Mr Mark Moody-Stuart, the Chairman of Shell Transport & Trading Co Plc.

I draw your attention in particular to the comments on integrity, honesty, trust and openness made by Mr Cor Herkstroter in the SGBP and by Mr Mark Moody-Stuart in the pamphlet. There are also pledges by Shell senior management in regard to the enforcement of the principles. I have marked in yellow the most relevant passages.

Can you please advise me as to whether the ASA has jurisdiction over the pledges and proclamations contained in the SGBP and in the pamphlet, which do seem to be forms of advertising and promotion? Their purpose is clearly to position Shell as a highly ethical multinational in which shareholders can have complete confidence. If clear documentary evidence exists which proves quite conclusively that Shell does not in fact act in accordance with these stated principles, would the ASA be the correct body to investigate that evidence.

Yours faithfully

John Donovan



The Advertising Standards Authority Limited
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Mr John Donovan
Maplebank
Ixxer Lane
Bradfield Combust
Suffolk
IP30 OLR

Please Quote: A98-01418/FL/yd

16 February 1998

Dear Mr Donovan

“SHELL” TRANSPORT & TRADING COMPANY PLC

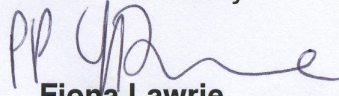
Thank you for your letter of 11 February 1998.

The ASA is responsible for ensuring that advertisements comply with the British Codes of Advertising and Sales Promotion, and one of our functions is to investigate complaints that advertisements break the Codes.

Regrettably, we are unable to pursue your complaint because the leaflets in question are not considered by us to be advertising for the purposes of our Codes. We can only suggest you take up the matter with Shell direct.

We are sorry not to have been able to help you but we hope that you will find this information useful.

Yours sincerely


Fiona Lawrie

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