Disclaimer

ALWAYS READ AND FOLLOW DIRECTIONS FOR USE ON PESTICIDE LABELING. IT IS A VIOLATION OF FEDERAL AND STATE LAW to use any pesticide product other than in accordance with its labeling. NOT ALL FORMULATIONS OF GLYPHOSATE OR GLYPHOSATE-RELATED CHEMICALS ARE APPROVED FOR SUCH USES AND APPROVED FOR SUCH USE IN THE STATE OF APPLICATION. Contact the U.S. EPA and your state pesticide regulatory agency with any questions about the approved status ofglyphosate herbicide products for on-crop use with Roundup Ready 2 Xtend® soybeans, Roundup Ready® XtendFlex® or XtendFlex® canola.

Roundup Ready 2 Xtend® soybeans contain genes that confer tolerance to glyphosate and dicamba.

Bollgard® GE and Stine Fix® cotton contains genes that confer tolerance to glyphosate, dicamba and glufosinate. Glyphosate will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to dicamba. Glufosinate will kill crops that are not tolerant to glufosinate. Contact your Monsanto dealer or refer to Monsanto’s Technology Use Guide for recommended weed control programs.

This information is for educational purposes only and is not an offer to sell Roundup Xtend™ with VaporGrip® Technology. This product is not yet registered or approved for sale or use anywhere in the United States. Commercialization is dependent on multiple factors, including successful conclusion of the regulatory process. The information presented herein is provided for educational purposes only and is not one shall not be construed as a representation or warranty that the product is fit for any particular purpose. The information is provided "AS IS" without any representation or warranty, express or implied. Monsanto makes no representation or warranty that the product is fit for any particular purpose and assumes no liability for personal injury. Monsanto, Monsanto Technology, LLC, all other trademarks are the property of their respective owners. ©2015 Monsanto Company
What's Different than A Year Ago?

- 18M acres of RRX Soybeans in the ground (less than 1M a year ago), fastest Trait adoption globally.
- More acres than LibertyLink soybeans at 13.5M acres after many years on the market.
- Customize with Seed Brand Acres.

- Full freedom to operate with XtendiMax approval and wide variety of tank mixes including glyphosate formulations
- With your help, we trained over 50,000 of farmers, dealers, (retailers/seedsmend) and applicators
- “70% of growers planting Roundup Ready 2 Xtend® soybeans intend to apply dicamba in-crop in 2017”* *Monsanto Dicamba Intentions Study March 2017

Photo: MO Bootheel. Taken May 22. May 8 – XtendiMax with VaporGrip Technology + Warrant + Roundup PowerMAX II
May 15 - XtendiMax with VaporGrip Technology + Warrant + Roundup PowerMAX II
It’s the System that Makes the Difference. It’s not the High Yielding Genetics. It’s not the Dicamba. It’s the System together. So here’s what we need from you to make ‘18 a success. A successful selling process may look different with the RRXCS. First you need to understand where your customers are in embracing the entire system. Test if there is an objection and check for which one there is.

First System Confidence.
Farmers who plant it and use Xtendimax herbicide with VaporGrip Technology will have a Good Experience and you can focus on selling the genetics this fall. But for farmers who aren’t experiencing the system or applying Xtendimax with VaporGrip Technology, they may need to see and hear other farmers having a good experience. We need your help in showcasing that XtendiMax stays where it’s sprayed and that the system delivers weed control and the full system yield. We are also confident that the weed control system protects more yield than Liberty Link so we are increasing the # of 3rd party independent herbicide system trials including doubling the number with academics.

Other examples:
Confidence – Bring farmers who aren’t spraying to Field days. Show them Examples
that it doesn’t drift/volatize.
Sign the fields that are sprayed are sprayed with XtendiMax.
DSMs need to get farmers stories with full system to us.

Superior Weed Control –
Controls more weeds than any other weed control crop system - +270

types of weeds
14 day soil Activity
Most importantly what this means is fewer yield robbing weeds in the
combine at harvest

Germplasm – High Yielding Trait, Strong performance built off Roundup Ready 2 Yield
technology with improved disease packages,
Insert Individual brand points
Increasingly localized and competitive Roundup Ready 2 Xtend
soybean package options
It's the System that Makes the Difference

**ROUNDUP READY**
**PLUS**
CROP MANAGEMENT SOLUTIONS

- Greater Flexibility, Weed Control and Yield Potential
- Enhanced Chemistry Options
- Innovation: System and Cotton Yield Technology

**ROUNDUP READY XTEND**
**XTENDMAX**

For Educational Purposes Only
Pending Regulatory Approvals

**ROUNDUP READY 2 XTEND**
**SOYBEANS**

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Farmer Testimonials

XTENDIMAX VaporGrip

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Spring 2017
What are growers saying?

Key attributes for growers' dicamba selection
- Volatility/drift is the most important factor to growers when selecting a dicamba herbicide
- ~70% of FY17 Roundup Ready 2 Xtend® soybean growers intend to apply dicamba in crop

Most growers indicate they will apply dicamba herbicides themselves vs. custom application

- Fall Application
  - Downetime (0-90): 15%
  - Pre-emerge (0-149): 18%
  - Post-emerge (0-315): 33%
- Spring Application
  - Downetime (0-90): 40%
  - Pre-emerge (0-149): 74%
  - Post-emerge (0-315): 79%

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Spring 2017
Where is your opportunity?

"60% of growers are aware of the Roundup Ready PLUS Crop Management Solutions

- Participate in program
- Aware of program, but do NOT participate
- Aware of program & do not know if participate
- NOT aware of program

All Growers: 20%  71%  9%
Nontargeted growers: 50%  0%  50%
International growers: 10%  20%  70%
United States growers: 20%  35%  45%

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Anticipated approval of Roundup Xtend with VaporGrip Technology for 2018 important for following reasons:

- Only dicamba and glyphosate pre-mix with VaporGrip Technology (unique Monsanto offering)
- Offers conveniences and ease of use (farmer benefits)
- Recommended use of glyphosate (enables and protects dicamba-tolerant trait)

Growers increasing use of premixes:
- Top 2 residuals used in soybeans in 2016 were premixes
- Top residual used in corn in 2016 was a premix
ANTICIPATED Launch of Roundup Xtend™ with VaporGrip® Technology
Pending Regulatory Approvals - For Educational Purposes Only

Roundup Xtend™ with VaporGrip® Technology vs Liberty® Herbicide
Applied POST on Palmer amaranth.
Bolivar, MS – 2013 Monsanto Data, pre-commercial
Content related to Roundup Xtend herbicide is for Educational Purposes only for the licensees so they have knowledge of the potential herbicide.

Monsanto is committed to enabling growers with the lowest volatility options.
Showcase the Roundup Ready® Xtend Crop System

Demonstrate low volatility of XtendiMax® with VaporGrip® Technology

- Plant Roundup Ready 2 Xtend® soybeans and surround with rows of Genuity® Roundup Ready 2 Yield® or LibertyLink® soybeans
- Cover up the Roundup Ready 2 Yield or LibertyLink® soybeans rows with plastic and then spray the Roundup Ready 2 Xtend® soybeans
- Remove the plastic after plant is dry (~30 minutes). Visible symptoms would be result of volatility

**Treatment:** Standard local program + XtendiMax® with VaporGrip® Technology

Challenge to think in a systems approach. Not just a germplasm comparison. A lot of different things you can do to showcase the entire RRXCS in soybeans.
### Pending Regulatory Approvals
**ANTICIPATED Launch of Roundup Xtend™ with VaporGrip® Technology**

For Educational Purposes Only

<table>
<thead>
<tr>
<th>Soft Formulation</th>
<th>DGA</th>
<th>Dicamba - DGA</th>
<th>Glyphosate - MSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>At/Gallon</td>
<td>1.5% lb/gal dicamba</td>
<td>1 lb/gal dicamba</td>
<td>2 lb/gal Glyphosate</td>
</tr>
<tr>
<td>Use Rate</td>
<td>22 oz/acre</td>
<td>64 oz/acre</td>
<td></td>
</tr>
<tr>
<td>Acres Covered (x/4 - 1/4)</td>
<td>1 gallon = 1.8 acres</td>
<td>1 gallon = 2 acres</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY16 SKU Offering &amp; Projected Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>XTENDIMAX</td>
</tr>
<tr>
<td>Projected Mix</td>
</tr>
<tr>
<td>Premix 2 x 2.5 gal</td>
</tr>
<tr>
<td>Cores 260 gallons</td>
</tr>
<tr>
<td>Bulk</td>
</tr>
</tbody>
</table>

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Soybean Trait Penetration

RR1 = Roundup Ready® Soybeans
RR2Y = Genetically Roundup Ready 2 Yield® Soybeans
RR2X = Roundup Ready 2 Xtend® Soybeans

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### FY18 Dicamba Volume Goal

<table>
<thead>
<tr>
<th></th>
<th>Soybeans</th>
<th>Cotton</th>
<th>Corn</th>
<th>Channel Build</th>
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<tbody>
<tr>
<td>Tracted Acres</td>
<td>42 M</td>
<td>6 M</td>
<td>16 M</td>
<td>10%</td>
</tr>
<tr>
<td>Acres receiving application</td>
<td>92%</td>
<td>92%</td>
<td>100%</td>
<td>1 M dicamba lbs</td>
</tr>
<tr>
<td>Dicamba rate/acre</td>
<td>0.5 lb/acre</td>
<td>8.5 lb/acre</td>
<td>0.25 lb/acre</td>
<td>1 app</td>
</tr>
<tr>
<td>Applications/acre</td>
<td>1.1 apps</td>
<td>1.8 apps</td>
<td>1 app</td>
<td>1 M dicamba lbs</td>
</tr>
<tr>
<td>Total Dicamba lbs</td>
<td>21 M dicamba lbs</td>
<td>5 M dicamba lbs</td>
<td>4 M dicamba lbs</td>
<td>1 M dicamba lbs</td>
</tr>
<tr>
<td>MON SOA</td>
<td>70% SOA (MON)</td>
<td>80% SOA (MON)</td>
<td>20% SOA (MON)</td>
<td>4 M dicamba lbs</td>
</tr>
</tbody>
</table>

Monsoanto FY18 Dicamba Goal = 21M lbs

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Summary

• Anticipated launch of Roundup Xtend™ with VaporGrip® Technology (pending regulatory approvals)
  ✓ ONLY dicamba and glyphosate pre-mix with VaporGrip® Technology
  ✓ Offers convenience & ease of use
  ✓ Recommended use rate of glyphosate

• Monsanto is committed to enabling growers with the lowest volatility options
  ✓ Identify 3-5 key retailers to demonstrate low volatility of XtendiMax® with VaporGrip® Technology
  ✓ Continue to share grower testimonials focused on weed control/performance with XtendiMax® with VaporGrip® Technology
    ○ Important to only highlight those within label (e.g., <5" weeds)
**Agenda**

- Recognition
- Product Launches
- **Communication Plan**
- Break
- Dealer Programs
- Roundup Ready Plus Crop Management Solutions
- Business Plans
- Q&A Brian Adams & Brian Naber
Lauren Klumb
Communications Plan
CROP PROTECTION & ROUNDUP READY PLUS® CROP MANAGEMENT SOLUTIONS
Clean & Simple (anticipated programs)
### Audience & Timing

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<tr>
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<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>D/E</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
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<tr>
<td>Advertising: Dealer &amp; Grower</td>
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<td>Direct Dealer</td>
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<td>HMAX</td>
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<tr>
<td>Direct Grower</td>
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<td>RPLUS</td>
<td>FNL</td>
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<td>Media Relations: Earned &amp; Paid</td>
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<td>Website Updates</td>
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<td>Trade Shows</td>
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<td>ASSA</td>
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<td>C/05</td>
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**Retailers:**
RRPLUS makes weed management decisions easy and affordable for your customers; go to Crop PHD to make your recommendations

**Farmers:**
Maximize your incentive; go to your retailer for recommendations
Harness® MAX Herbicide Launch

- Social media support
- Targeted retailer launch kit
- Targeted retailer fill kit
- Retailer & grower media
Website Updates

- Crop PHD →
  Herbicide Recommendation Tool

- Regionalized content for dealers and growers

Per previous discussions, “Crop PHD” wasn’t a good fit because it was associated with seed and educational information. Also, it didn’t really tell you what the tool was for. We wanted to rename it so that it had a tie to RRPLUS, and also provided the opportunity to expand beyond herbicides down the road. Awaiting Climate and JO approval of Field PLUS – back up option is Field Ready.

Regionalized recommendations and pages will only be a slight adjustment to current website, we will make these adjustments in FY18 to prepare for FY19 Fill and selling seasons. I’ve asked HLK to be cognizant of Adobe transformation to make sure we aren’t duplicating efforts in another year.
CAM Sales Binders

- Your binder includes:
  - Updated Program Guide
  - FY18 Programs Collateral
  - FY18 Tech Sheets
  - Calculators & How-to Guides

*All materials will be in DocCenter*
ROUNDUP READY®
XTEND CROP SYSTEM
Momentum Matters with the Roundup Ready® Xtend Crop System

For the first time as a system, we can leverage grower experiences in grower conditions! Without Your Help, We Cannot Succeed!

- Drifter Photos, Videos and Grower Experiences
  - Share with the Roundup Ready® Xtend Crop System Marketing Team
  - Post to social media using XtendYourYield
- Storytellers:
  - Gather photos and videos in real-time
  - Post them to the app
  - Use it frequently!

In our first full year as a system of both chemistry and trait, it is absolutely critical that we are getting out there and showcasing how easy this system is to use and how growers are using it successfully. Many growers are not applying XtendiMax this year because they want to see if there is any fall out. Let’s show them there is nothing to be afraid of! Confidence in this system is key to its long-term success. We know how great it is, but if our customers do not we risk losing the sale next year.

The marketing team is behind you 100%, but we need your help in getting our story told for your region and for our brand. If you can’t share the content back with us, we cannot help support you with a strong marketing message both locally and nationally. It’s very easy.

Gather photos, videos and quotes from growers to share with the marketing team OR promote them yourself online on Twitter or Facebook.

- Ask your growers what they think of the results of XtendiMax? Were they happy with the application process and weed control? We need these quotes along with great photos. Ensure when you are taking your pictures of weeds they are within application requirements. We cannot use
anything with a weed height above 4in tall. While it looks cool to have weeds higher that are dying, they are a no-go from a promotional perspective.

- Work with your team’s Story+ ambassador to share back great photos and videos with the marketing teams for use as well. As a reminder, the Story+ initiative is the first of it’s kind for our teams. We have CAMs, DSMs, and TAs across all states and brands gathering testimonials from critical parts in the season that we will be able to use in-season FAST. These ambassadors were nominated by their respective ABMs and are going above and beyond to gather this content for the entire team! NOTE: Consider recognizing these individuals during your session, just to thank them for stepping up.
A few other materials you will find in your book promote some of the exciting efforts we’re pushing this summer and throughout the year:

- **VR Set**
  - Hopefully many of you were able to try out the Xtend Virtual Reality Xperience on Monday afternoon during the expo. The Roundup Ready Xtend Crop System Virtual Reality Experience takes you inside the tank to learn more about VaporGrip Technology and how this new technology significantly reduces volatility potential. You will also go in to the growth chamber and on the farm to learn more about the benefits of dicamba and how it is a part of most effective weed control system available today.

  - For the past 6 months we have featured this experience at big tradeshows and will continue to do so. It provides viewers with a fun and different way of learning about our system and what sets us a part.

  - But now YOU have the opportunity to share it locally! Each one of you will be provided with a VR headset that you can use with your customers and farmers at field days, meetings and everywhere in between. This headset is