

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 dicamba or glyphosate are approved for in-crop use with Roundup Ready 2 Xtend[®] soybeans, Bollgard II* Xtendflex* or Xtendflex* cotton. ONLY USE FORMULATIONS THAT ARE SPECIFICALLY LABELED FOR SUCH USES AND APPRICATION. Contact the U.S. PA and your state pesticide regulatory agency with any questions about the approval status of dicamba herbicide products for in-crop use with Roundup Ready 2 Xtend[®] soybeans, Bollgard II* Xtendflex* or Xtendflex* cotton.

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

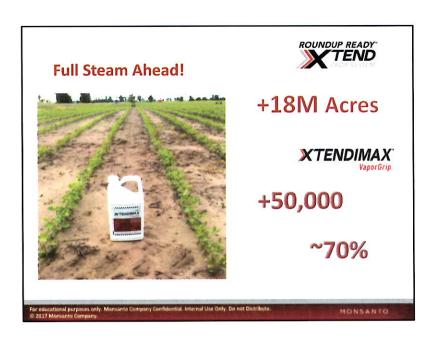
Bollgard II® XtendFlex® cotton contains genes that confer tolerance to glyphosate, dicamba and glufosinate. Glyphosate will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to glyphosate. Dicamba will kill crops that are not tolerant to glydosinate will kill crops that are not tolerant to glydosinate. 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 and shall not be construed as an offer to sell, or a recommendation to use, any unregistered pesticide for any purpose whatsoever. It is a violation of federal law to promote or offer to sell an unregistered pesticide.

Bollgard II®, Genuity®, Monsanto and Vine Design®, Roundup Ready 2 Yield®, Roundup Ready 2 Xtend®, Roundup Xtend™, Xtendflex®, Xtendflex®, Xtendflex®, and VaporGrip™ are trademarks of Monsanto Technology, LLC. All other trademarks are the property of their respective owners. ©2016 Monsanto Company

For educational purposes only. Monsanto Company Confidential, Internal Use Only. Do not Distribute. © 2017 Monsanto Company.

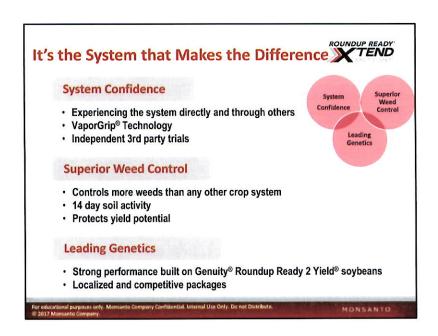


What's Different than A Year Ago?

- 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/seedsmand) 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

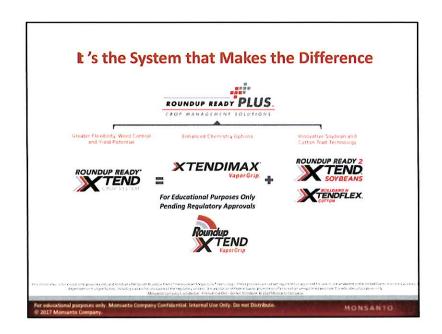
14 day soil Activity

Most importantly what this means is fewer yield robbing weeds in the combine at harvest

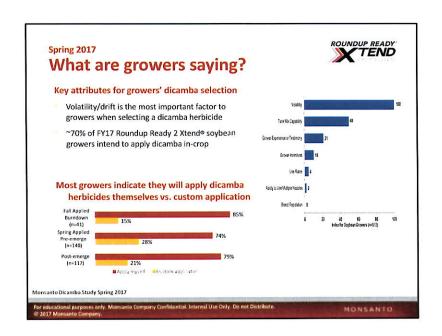
Germplasm – High Yielding Trait, Strong performance built off Roundup Ready 2 Yield technology with improved disease packages,

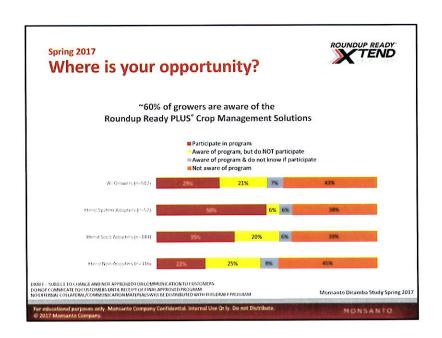
Insert Individual brand points

Increasingly localized and competitive Roundup Ready 2 Xtend soybean package options











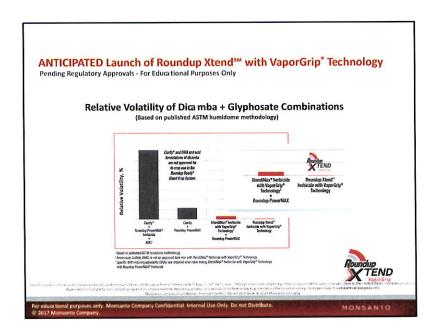
Anticipated approval of Roundup Xtend with VaporGrip Technology for 2018 important for following reasons:

- 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:

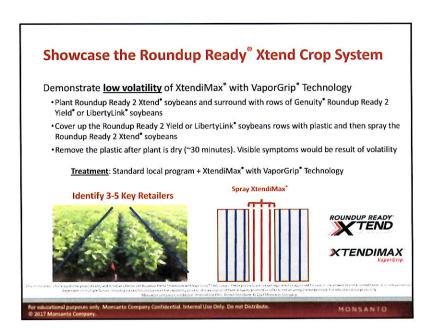
- Top 2 residuals used in soybeans in 2016 were premixes
- Top residual used in corn in 2016 was a premix



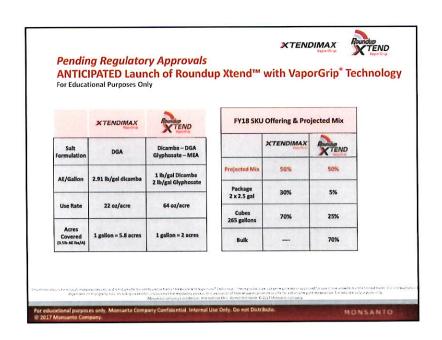


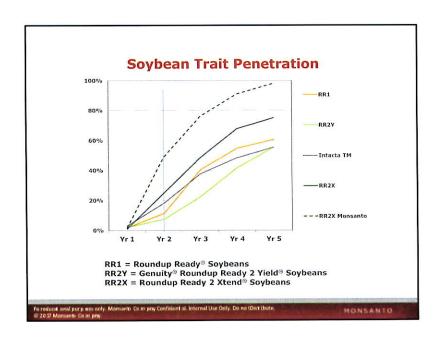
Content related to Roundup Xtend herbicide is for Educational Purposes only for the licensees so they have knowledge of the potential herbicide

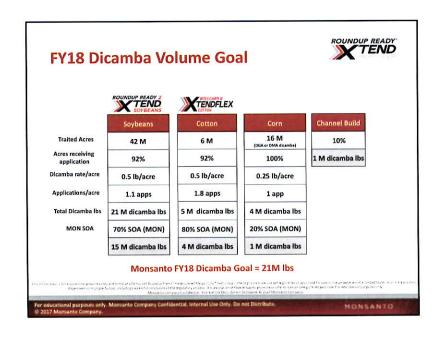
Monsanto is committed to enabling growers with the lowest volatility options



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







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 <u>low volatility</u> of XtendiMax° with VaporGrip° Technology
 - ✓ Continue to share grower testimonials focused on weed control/performance with XtendiMax® with VaporGrip® Technology o Important to only highlight those within label (e.g. <4" weeds)</p>





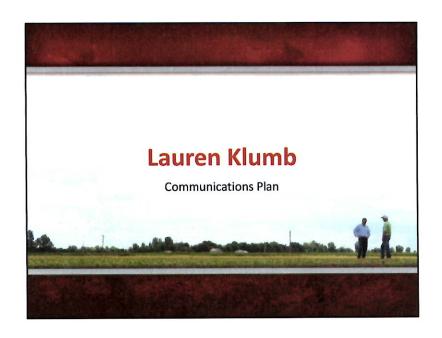


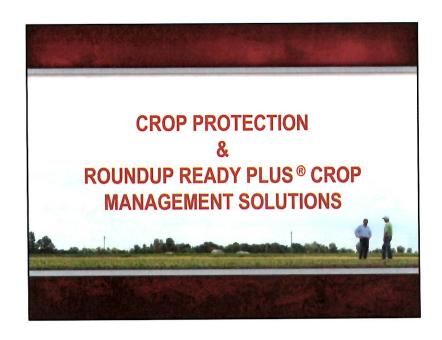
or educational purposes only. Mansanta Company Confidential, Internal Use Only. Do not Distribute.

Agenda

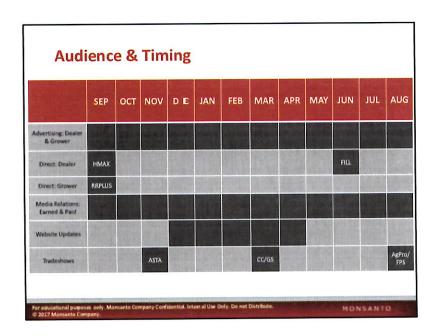
- Recognition
- Product Launches
- Communication Plan
- Break
- Dealer Programs
- Roundup Ready Plus Crop Management Solutions
- Business Plans
- Q&A Brian Adams & Brian Naber

or educational purposes only. Monsanto Company Confidential. Internal Use Only. Do not Distribute.







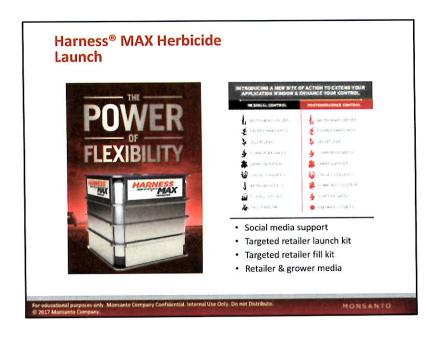


Retailers:

RRPLUS makes weed management decisions easy and affordable for your customers; go to Crop PHD to make your recommendations

Farmers:

Maximize your incentive; go your retailer for recommendations





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

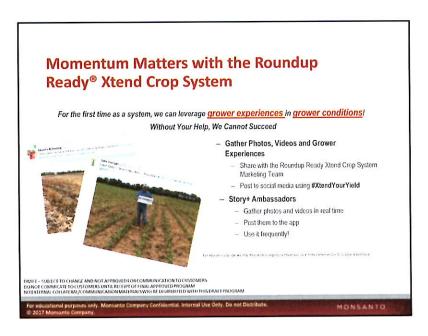
- Your binder includes:
 - Update d Program Guide
 - FY18 Programs Collateral
 - FY18 Tech Sheets
 - Calculators & Howto Guides



All materials will be in DocCenter

or educational purposes anly. Monsanto Company Confidential. Internal Use Only. Do not Distribute.

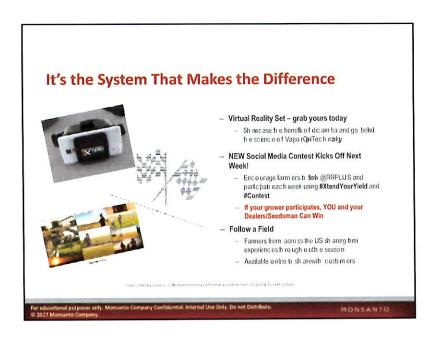




- In our first full year as a system of both chemistry and trait, it is absolutely critical that we are are getting out there and showcasing how easy this system is to use and how growers are using it successfully. Many growers are not applying XtendiMax this year because they want to see if there is 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