Plenish™ High Oleic Soy

- the first biotech trait with consumer benefits

Oil Profile: Similar to olive oil
  - > 75 percent oleic content, 0g trans fat
  - 20 percent less saturated fat than commodity soybean oil

Excellent functionality in frying / packaged food applications
Potential for new industrial markets
High yielding seed products with a full array of input traits
High volume / low cost soy platform

<table>
<thead>
<tr>
<th></th>
<th>Fatty Acid Composition (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sats (16:0 Palmitic /18:0 Stearic)</td>
</tr>
<tr>
<td>Commodity Soy Oil</td>
<td>15</td>
</tr>
<tr>
<td>Low Lin</td>
<td>15</td>
</tr>
<tr>
<td>Plenish™</td>
<td>11</td>
</tr>
<tr>
<td>High Oleic Canola</td>
<td>7</td>
</tr>
<tr>
<td>Palm</td>
<td>51</td>
</tr>
</tbody>
</table>
Soy Oil Market Landscape: Share Decline in Food Markets Drives the Opportunity for Plenish™

Edible Usage of soybean oil:
- Market Share peaked in 2004 - 80%

2004/2005 to 2010:
- 2010 Market Share – 62% (loss of 18%)
- 2010 Volume – 13.97 B Lbs (loss of 4 B Lbs)

It’s about innovation…without it, an industry declines
Tech Supplier Investment Options to Increase Crop Value

Total Value per acre = Yield per acre \times Price per bushel - Costs per acre

Net Income
Germplasm & Traits
Value of Grain
(Input Traits
(e.g. Resistance to Insects, Diseases, Herbicides; Input Efficiencies)
Value of Grain
(e.g. Higher Energy Meal, Healthier Oils, Higher Protein, Elevated Oil Fermentable Starch)

Technology investments are made where they will generate the greatest returns

- >$100 MM per biotech trait
- > 10 year development time frame (payback on investment, market view implications) Regulatory approval delays are a major risk factor
- Requires large acre volumes, or very high per bushel value
- Complexities / risks that require cross-chain coordination
A Low Cost Position is Required to Achieve High Levels of Market Penetration

<table>
<thead>
<tr>
<th>(Updated as of 4/04/11)</th>
<th>Premium Over Commodity Soy Oil</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Oleic Canola</td>
<td>$0.17</td>
</tr>
<tr>
<td>High Oleic Sun</td>
<td>$0.53</td>
</tr>
<tr>
<td>NuSun</td>
<td>$0.40</td>
</tr>
<tr>
<td>Low Lin Soy</td>
<td>$0.10</td>
</tr>
<tr>
<td>Corn</td>
<td>$0.20</td>
</tr>
<tr>
<td>Cottonseed</td>
<td>$0.04</td>
</tr>
<tr>
<td>Palm</td>
<td>$0.06</td>
</tr>
<tr>
<td>Partially Hydrogenated Soy</td>
<td>$0.02</td>
</tr>
<tr>
<td>Plenish (Target Price Point)</td>
<td>$.04 - .08</td>
</tr>
</tbody>
</table>

- For soybeans, a $0.10/ pound oil premium generates $1.10/bushel to cover costs and all incentives
- A $0.60 grower premium consumes more than half of the value created
- To achieve high acreage, a very attractive cost position is required to replace existing oil solutions
- **Wild Cards:** Level of commoditization of the HO profile that might occur across the industry, blending of competitive oils
Building High Volume / Low Cost / Reliable Supply Chains for High Oleic Soybean Oil Will Be Essential

- Must be a Win - Win for all supply chain participants (What’s in it for Me?)
- Each participant has hurdles that must be met, but ultimately the downstream end-user decides, based on:
  - Price point relative to other options combined with supply reliability
  - Functionality / flavor, market positioning advantages (consumer market pull)
- Challenge: aligning soybean supply / oil demand with a 3 year timeframe
- Long-term, requires new supply chain models that reduce costs, other than traditional niche based contracting systems
Summary Points / Action Concepts

1. High Oleic is a “Must Win”
2. Solid industry commitment across the chain
   • Coordinated / unified efforts to drive market demand, users….aggressive positioning and branding (like Canola?)
   • Willingness by all players to make investments during the ramp-up
3. The economics are critical to achieve high volumes; effective marketing and creative supply chain models can improve the odds of success
4. Growers and end-user customers are the most important chain participants in determining success
   • If it’s all about the money for growers, what can be done to drive costs out of the system?
   • End-users must be convinced that we will do what it takes to be a reliable, high-volume, cost-efficient supplier