

CERTIFIED  
FiberMax  
COTTON



**Stoneville**  
*Stands and Delivers*

# Securing a Supply of High Quality Cotton

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Bayer CropScience, BioScience, FiberMax® Cotton



Bayer CropScience



# Forward-Looking Statements

- This presentation contains forward-looking statements based on current assumptions and forecasts made by Bayer Group or sub-group management.
- Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports, which are available on the Bayer website at [www.bayer.com](http://www.bayer.com).
- The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

**CAUTION**



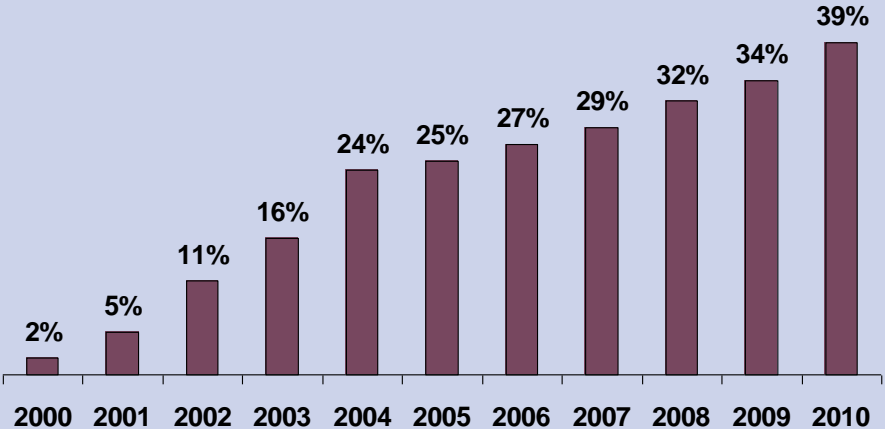
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# FiberMax® Cotton History

- Bayer CropScience launches FiberMax® cottonseed business in 1998
- Growers quickly adopted new FiberMax® varieties because of yield potential and fiber quality
- Business grew rapidly and today represents over 39% of the United States planted cotton acres

US Market Share in Planted Acres





# FiberMax® Cotton Known Globally

- FiberMax® cotton fiber quickly gained desirable reputation among merchants and spinners
- Premium fiber characteristics drove awareness and demand
- By 2003 mills were beginning to request “FiberMax” cotton grown in the US and there were indications that the industry was exploiting the situation by trading 2-4 times more than the real supply of FiberMax cotton bales



# FiberMax® Cotton Known Globally (cont.)



- In 2003, BCS launched the Certified FiberMax Cotton program to provide product integrity, take advantage of potential downstream demand, generate pull through programming and provide brand protection
- Program today has become a focused branding effort



# Certified FiberMax® Cotton™ Program



## Program Objectives:

- **Create global downstream demand** for Certified FiberMax (CFM) cotton fiber to “pull through” FiberMax cotton sales at the grower level
- **Create a fiber tracking program** to help verify that genuine FiberMax cotton is delivered from the grower to the spinner
- **Develop new downstream relationships and build a business model** to promote the FiberMax® brand all the way to the consumer



# Creating Access to Global Markets



- Demand creation programs throughout the supply chain.

## Mill Promotions

## Retail Pull Through



**ONE THREAD TIES THE WHOLE WORLD TOGETHER.**

From China's Great Wall to Hong Kong, everyone's talking about Certified FiberMax Cotton®. It's the new way to grow cotton. It allows you to stay competitive in today's global marketplace. This year, pick the cotton that offers the whole world together - Certified FiberMax.

To learn more, visit us at [CertifiedFiberMax.com](http://CertifiedFiberMax.com).

PROVIDED BY:

## Securing a Supply

**Certificate of Verification**

Number: #####

This certificate verifies that the cotton bales listed below have been registered in accordance with the Certified FiberMax Cotton® Program and are listed in the Certified FiberMax Cotton Program database of permanent bale identification numbers on [www.certifiedfibermax.com](http://www.certifiedfibermax.com).

The Certificate of Verification is your assurance of receiving authentic FiberMax cotton. Bayer CropScience certifies that the bale numbers listed in this space have been authenticated by our records as grown from genuine FiberMax. Certificates can only be requested through Certified FiberMax Merchants.

Get the quality you pay for. Always ask for your Certificate of Verification.

Date Issued: September 21, 2009      Gin Code: #####

Wendy Chang, Director Global Cotton Marketing

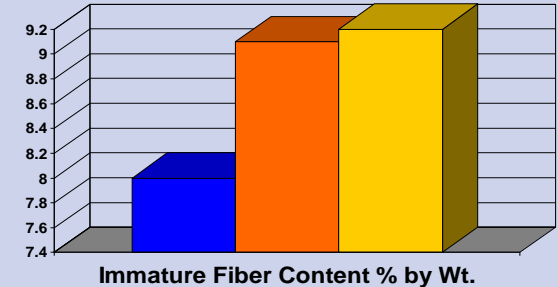
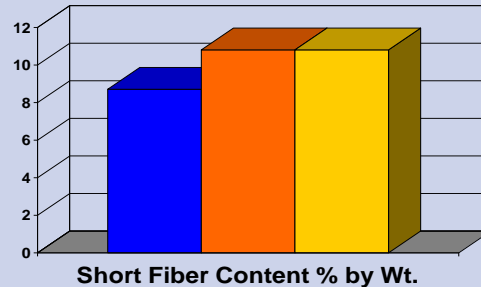
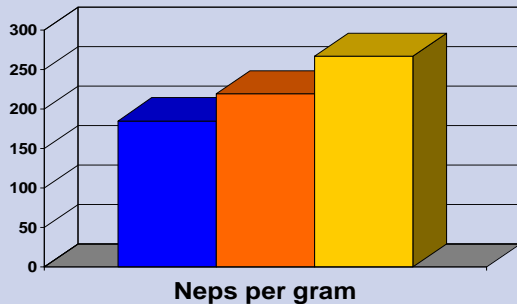
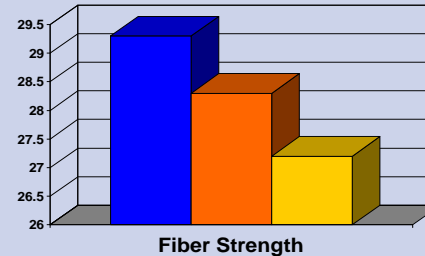
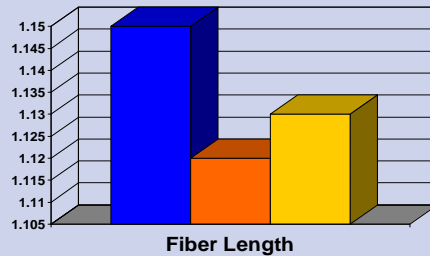
# The FiberMax® Quality (Spinnability Factor) Is Real



- FiberMax® has improved the H.V.I. properties of United States Cotton
- FiberMax® genetics are also more favorable for percent short fibers, seed coat neps and fiber maturity

## Quality data from breeding studies 2009

**FiberMax**  
**Stoneville**  
**Competitor**



6 Varieties FiberMax®, 7 varieties Stoneville® & 3 varieties Delta Pine at 3 locations TXHP

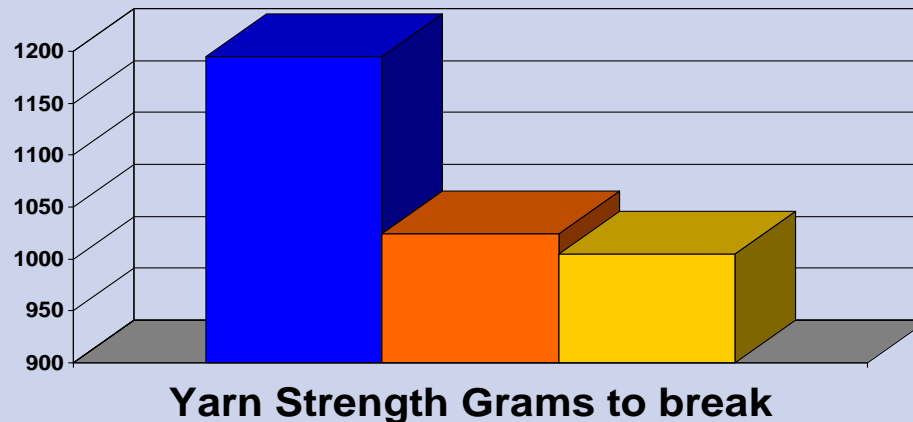
# The FiberMax® Quality (Spinnability Factor) Is Real



- FiberMax fiber quality significantly impacts utilization
- Higher quality fiber makes higher quality yarn.
- The superior strength of FiberMax cotton produces a durable yarn and soft, comfortable garments with a favorable hand
- FiberMax cotton combed long fiber is suitable for 30/1 and 40/1 yarn and is uniquely suited for sport shirts, T-shirts, chino and twill trousers

## Yarn quality data from breeding studies 2009

**FiberMax**  
**Stoneville**  
**Competitor**



Yarn Strength Grams to break

6 Varieties FiberMax®, 7 varieties Stoneville & 3 varieties Delta Pine at 5 locations TXHP



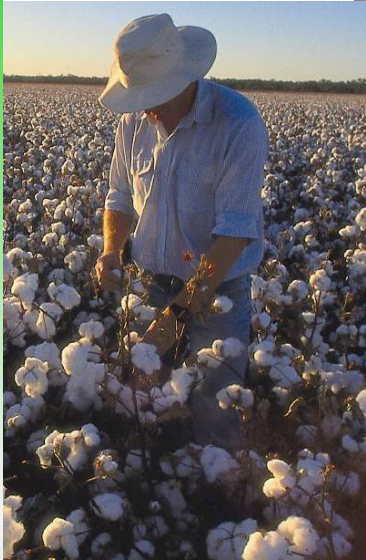
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February 2010

# Bayer CropScience & Olah Inc.: Expanding Markets, Driving Innovations in Branded Cotton Consumer Goods

Not to be used as a handout

# New Opportunities in Branded Upland Cotton



- **Licensing agreement between Bayer CropScience and Olah Inc., a New York-based textile & apparel company**
  - **Consultant to brands such as Gap, Talbot's, Polo/Ralph Lauren, Ann Taylor**
- **Under the agreement, distinctive FiberMax and Stoneville garments & home furnishings will be available to consumers**
- **First-ever program for upland cotton connecting the cotton value chain – from the seed to the shopping mall**
  - **Generates demand & marketing opportunities for growers**
  - **Delivers high-quality, distinctive products onto retail shelves**
  - **Creates transparency, connection between the farm and consumers**
- **Extends successful Certified FiberMax program with the addition of Stoneville fiber and a consumer-facing market orientation**



# The Products

- FiberMax and Stoneville fibers offer quality profiles appealing to different segments of the textile industry
- FiberMax's long-staple lint has premium characteristics making it ideally suited for goods requiring finer yarns
  - T-shirts, chinos, towels, bedsheets
- Stoneville cotton is strong, durable and suitable for heavier-weight fabrics and apparel. A respected seed company since 1922.
  - Rugged outdoor work, sports & casual wear such as jeans
- Consumer products will carry distinctive FiberMax and Stoneville branding and style
  - First consumer products – likely t-shirts and denim – expected to launch in the US by end-2011



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# New in 2008: Certificate of Verification

## Certified FiberMax Cotton Program



- Securing a Supply of FiberMax/Stoneville:
  - Certification program provides a tracking program designed to help verify that genuine FiberMax is delivered from the grower to the spinner
  - Identity Preservation:
    - Our goal is to verify authenticity from grower to spinner, to retailer, to consumer



Help assure that you are getting genuine FiberMax® Cotton



# The FiberMax® Brands



**FiberMax**<sup>®</sup>  
cotton



**Stoneville**<sup>™</sup>  
*Stands and Delivers*



- FiberMax® and Stoneville are registered trademarks of Bayer.
- Certified FiberMax® Cotton is a registered certification mark of Bayer.
- Use of the words “FiberMax®”, “Certified FiberMax®” or Stoneville® in any form are subject to trademark protection laws and regulations.
  - Including uses on or relating to
    - Cotton
    - Yarn
    - Apparel



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**Thank You**