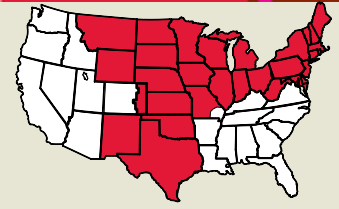




2017 DuPont Crop Protection TruChoice® Programs



Rapid Return on Investment. The TruChoice® Early Pay Multiplier is a unique program that allows you to multiply your spending dollars upfront. For every dollar you put in, we give you more money to spend.

- Multiply your Money. Upfront.**
 - Early Pay Multiplier means more money to spend at the time of purchase with your DuPont Supportive Retailer
- Flexibility & Convenience**
 - Commit via Cash or TruChoice® Financing
 - Spend Early Pay dollars throughout the growing season
- Brand Confidence**
 - Collaborative & Trusted Team of Professionals
 - Backed by DuPont

Multiply your Money with DuPont Crop Protection

TruChoice® Advance	Advance payment of Crop Protection incentive calculated at \$8/corn unit and \$2/soybean unit; applied to the Pioneer net seed invoice (up to 10% of the Crop Protection Early Pay).
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TruChoice® Early Pay Multiplier Schedule (EPM)	Commit by:	November 30, 2016		January 20, 2017		March 31, 2017	
	Early Pay amount	Cash ³	TruChoice® Financing ^{1,2}	Cash ³	TruChoice® Financing ^{1,2}	Cash ³	TruChoice® Financing ^{1,2}
\$100 K +	12%	8%	11%	7%	9%	5%	
\$50 K to \$100 K	9%	5%	8%	4%	6%	2%	
\$25 K to \$50 K	7%	3%	6%	2%	4%	0%	

Assume grower deposits \$100,000 cash on November 15th, 2016.

$\$100,000 \div (100\% - 12\%) = \$113,636$ in your Early Pay Account for you to spend

Get Started.

1. Pick your Early Pay amount based on your DuPont Crop Protection needs for the season.
2. Select payment option: choose between cash or credit.
3. Fund your Crop Protection Early Pay account: commit by the date that works best for you to get more upfront money.



Payment Options:	
Cash	Credit
Earn more by transferring cash to a TruChoice® Early Pay account, then visit your local retailer to debit product transactions from your cash balance.	Earn more by using TruChoice® Financing.
<p>Online: Depositing funds online is easy, secure, convenient, and timely since it posts the next business day. Plus, there's no charge. Register at www.pioneer.com</p> <p>Phone: 1. Sign EPM Grower Agreement through your local DuPont Representative 2. Call TruChoice® Support Team: (888) 747-8047</p>	<ol style="list-style-type: none"> 1. Apply for financing. Call TruChoice® Support Team to find out how - you may already be pre-approved. 2. Work with your retailer to initiate financing through TruChoice® online when you purchase your DuPont Crop Protection products.

Terms and Conditions:

TruChoice® Advance Incentive

- TruChoice® Advance will be calculated based on \$8/unit on Corn and \$2/unit on Soybeans, but no greater than 10% of the Crop Protection prepay cash or credit. Work with your local DuPont Supportive Retailer and Pioneer Sales Agency to apply the TruChoice® Advance incentive to the Pioneer Seed Invoice.
- The 2017 TruChoice® Advance Incentive can be applied through March 31, 2017.
- Growers can also qualify for the 2017 TruChoice® Advantage program, however final payment will subtract the applied TruChoice® Advance Incentive. See 2017 TruChoice® Advantage for full program details.

TruChoice® Early Pay Multiplier

- Retailer-initiated financing through TruChoice® online: grower will receive an Early Pay Multiplier rebate at the end of the year as opposed to upfront savings.
- The TruChoice® Opportunity Program enables customers of DuPont, through its subsidiary PHI Financial Services, Inc., to finance their approved DuPont Crop Protection product purchases.
 - ¹Have approved Deferred Payment Loan with adequate credit limit. TruChoice® Financing for 2017 DuPont Crop Protection opens Oct 1, 2016.
 - ²For TruChoice® Financing rates for your area, contact your local DuPont Representative. Subject to credit approval and program requirements.
 - ³Cash can be applied to a registered TruChoice® Early Pay Multiplier account to avoid loan approval.
- The 2017 Early Pay Multiplier is available to growers whose business operations are based in Colorado (counties of Baca, Bent, Cheyenne, Kiowa, Kit Carson, Logan, Phillips, Prowers, Sedgwick, Washington, Yuma), Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri (excluding Bootheel), Montana, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Dakota, Texas, Vermont, Virginia (counties of Northampton and Accomack), West Virginia, Wisconsin, and Wyoming.
- Any amount of funds towards your DuPont Crop Protection products can be financed or prepaid, however a minimum of at least \$25,000 of qualifying DuPont Crop Protection products must be reached to receive EPM minimum savings.
- Redeem your TruChoice® Early Pay Cash or Credit funds at any participating retailer; transactions must be entered into TruChoiceOnline.com between October 1, 2016 and September 30, 2017.
- Early Pay Multiplier expires March 31, 2017.

Other Terms and Conditions

- All DuPont Crop Protection brands qualify for participation.
- Program period purchase transactions (cash or credit) reported by your retailer between October 1, 2016 and September 30, 2017 will qualify. Any quantities of qualified products purchased during the offer period, that are subsequently returned to DuPont retailers, are not eligible for the incentives.
- DuPont retains the right to modify or cancel the program at any time.



Financing for the TruChoice® Financing is offered by PHI Financial Services, Inc. a wholly owned subsidiary of Pioneer Hi-Bred. Unless indicated, trademarks with ®, ™ or SM are trademarks or registered trademarks of DuPont, Pioneer or its affiliates.

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