



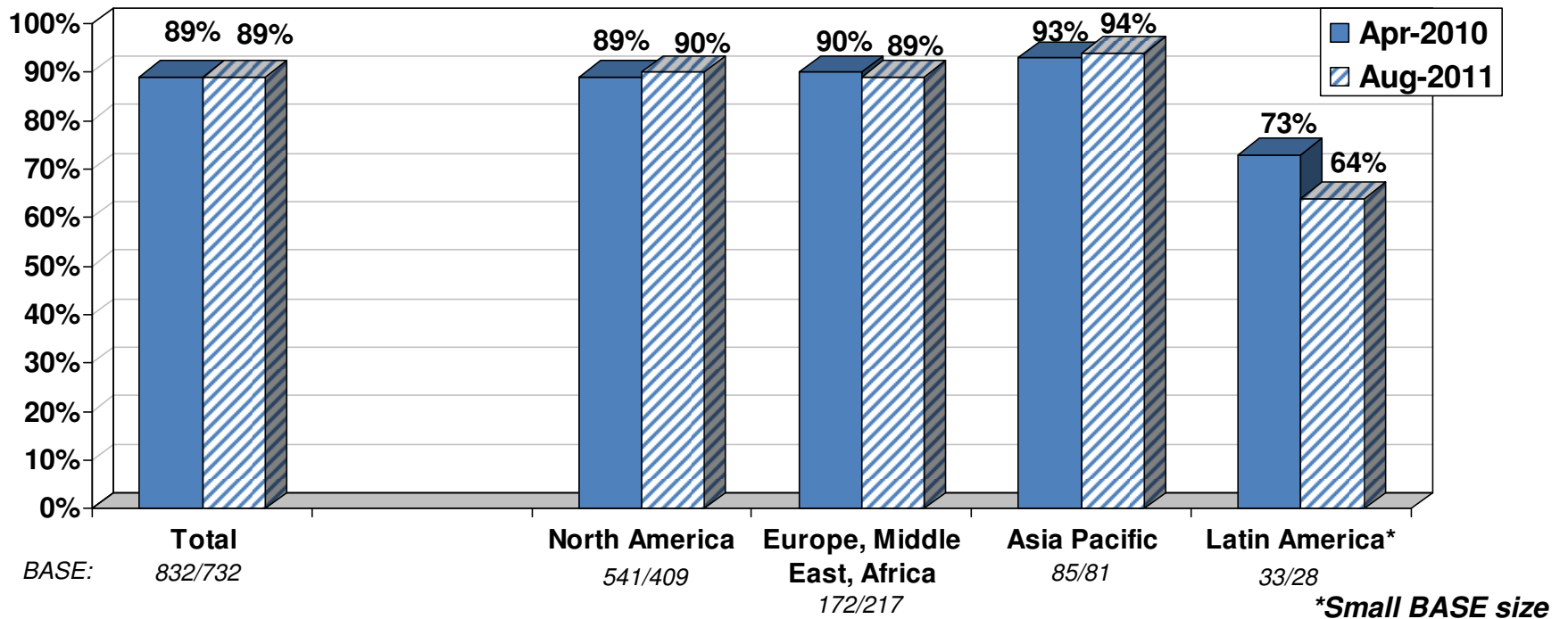
DuPont Market Advisory Panel — Environmental Benefits Survey, Wave 2

**September 29, 2011
Cheryl Brooke**

Short term or Long term Trend?

Overwhelming, our customers feels that environmental benefits in products are going to be a long term need.

Latin America does appear to have less commitment towards this being a long-term need, but the sample size is small compared to other regions, and this difference is not significant (95% C.I.). Generally other research shows, Latin America is more advanced in meeting environmental goals, so perhaps this difference reflects their more advance progress relative to other regions.

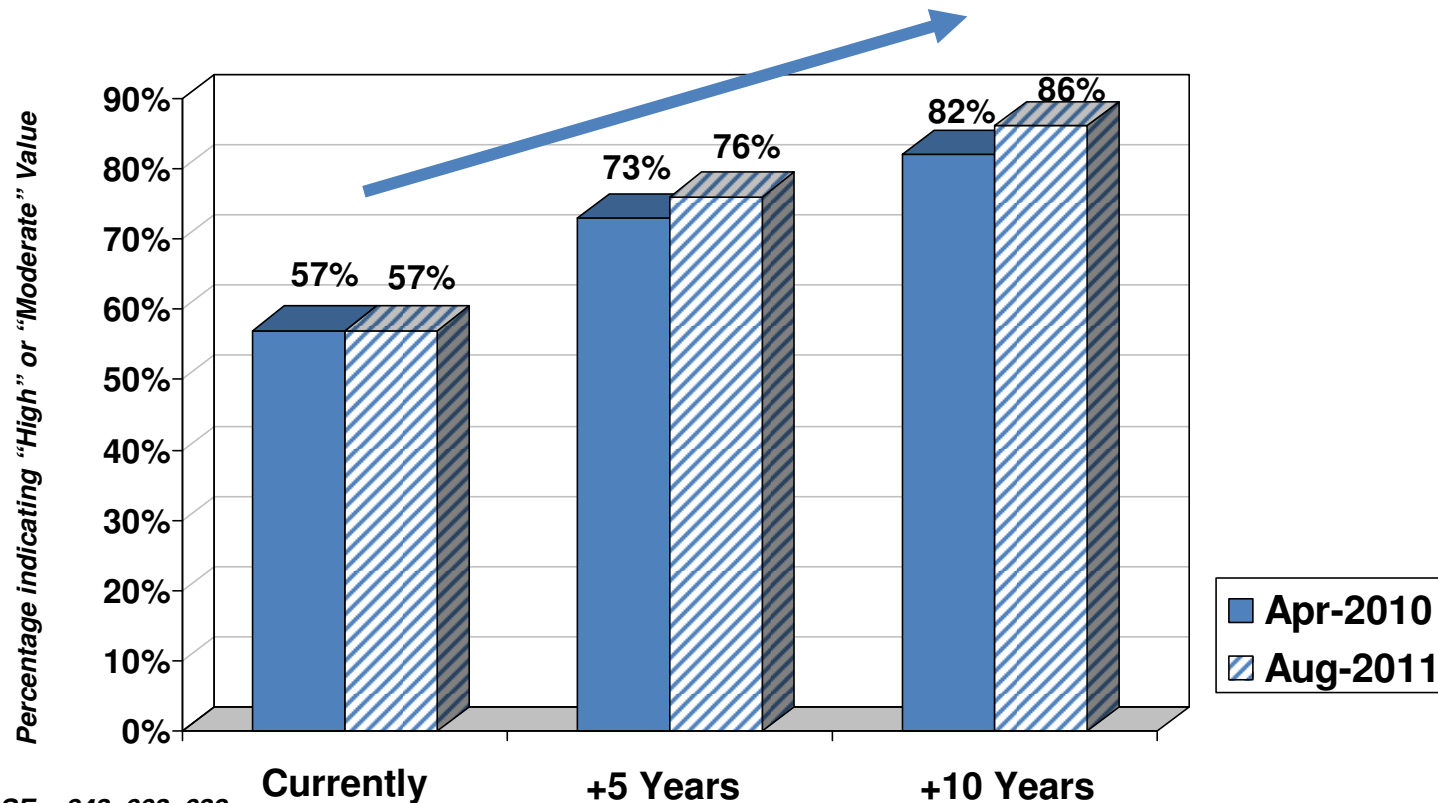


Overall, would you say that products with environmental benefits are a short-term trend or long-term need?

Customer Value for Products with Environmental Benefit:

Over the next decade customers believe that the value for products with environmental benefits will go up, further proof of the long-term need for environmental benefits in products. *(Percentage indicating "High" or "Moderate" Value)*

18 months ago, we saw similar trend, but magnitude is even higher now.



April, 2010: BASE = 843, 663, 632

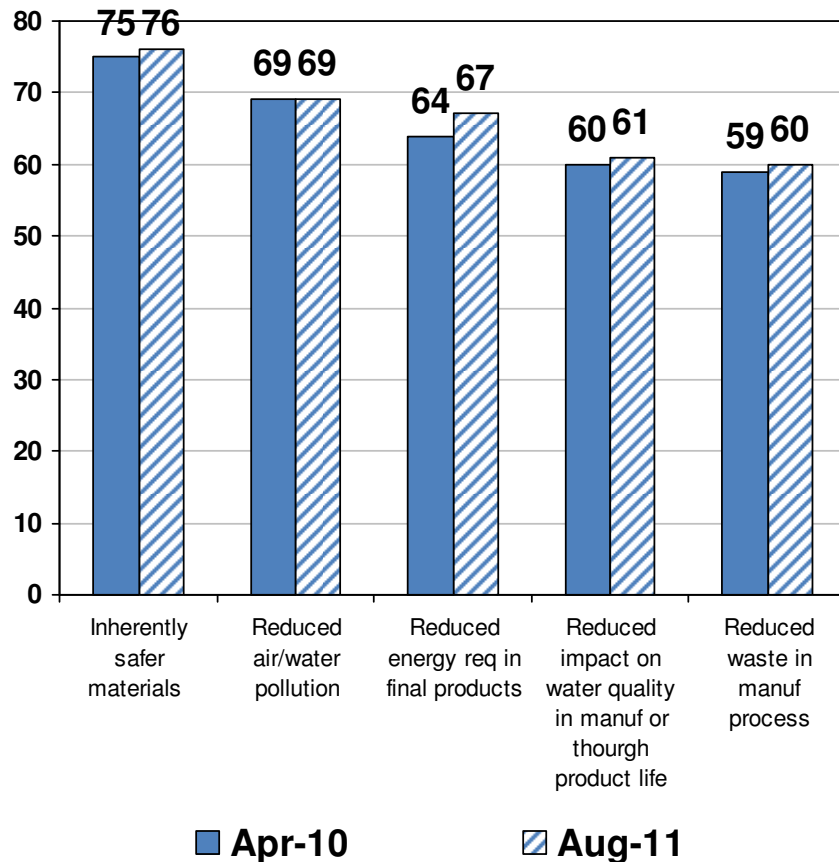
August, 2011: BASE = 738, 732, 705

How much value do YOUR CUSTOMERS currently have for products with an environmental benefit? Would you say they have:

How much value do you think YOUR CUSTOMERS will have for products with an environmental benefit in the future?

Environmental Benefits Most Valued Down Value Chain

TOP priorities are same as 2010:



Within specific industries and regions where other benefits also rise to the top:

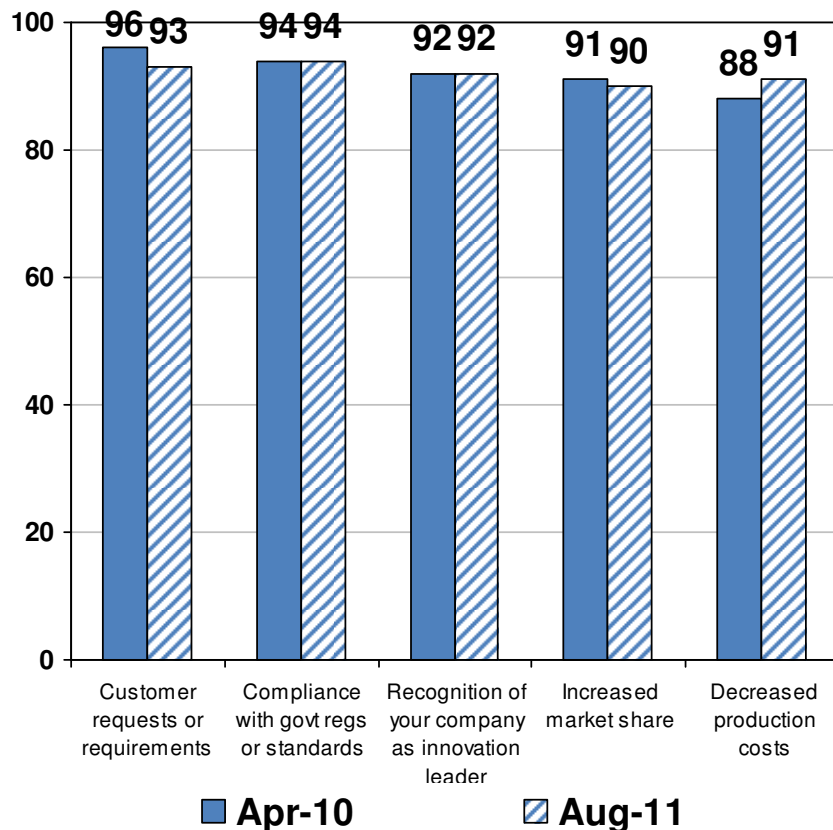
- **Reduction in Green House Gas emissions**
 - Energy/Utilities, Construction/ Architecture
 - Asia/Pacific
- **Recyclability/Biodegradability in end product:**
 - Energy/Utilities, Ag/Food
- **Reduced impact on eco-systems, land-use,**
 - Energy/Utilities, Ag/Food
 - Latin America
- **Cradle to grave footprint reduction**
 - Energy/Utilities
- **Use of recycled raw (or intermediate) materials in manufacturing**
 - Construction/Architecture
 - Asia/Pacific
- **Full life-cycle analysis of product**
 - Energy/Utilities
 - Latin America, Asia/Pacific
- **Use of renewable raw (or intermediate) materials in manufacturing**
 - Latin America

BASE = 738

Statistical significance is +/- 5% at 95% C.L.

Environmental Benefit Drivers for Our Company

TOP priorities are same as 2010:



- Within specific industries other benefits also rise to the top:

Increased Production Volume

- Energy/Utilities, Plastics/Packaging
- Latin America

Life cycle cost reduction

- Energy/Utilities
- Latin America

Ability of customer to charge a higher price

- Ag/Food
- Latin America

Ability for company to charge a higher price to customers

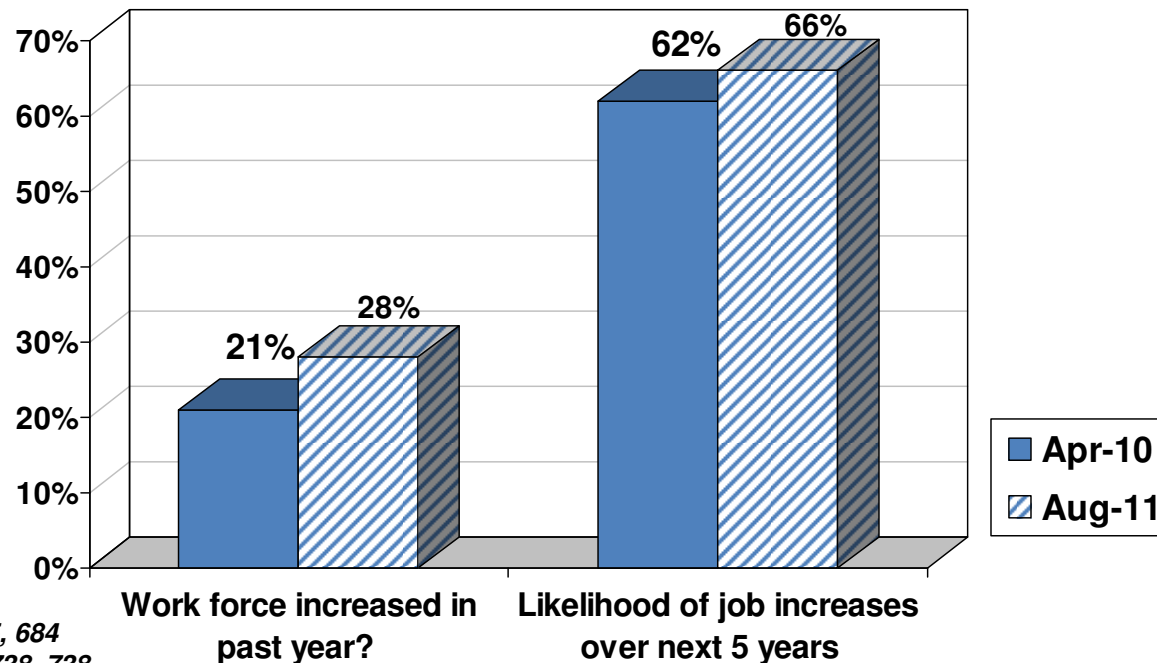
- Ag/Food

BASE = 738

Statistical significance is +/- 5% at 95% C.L.

Long-Term Trend Leading to Job Creation?

More of our customers indicate that environmental benefits in products have lead to job creation in past year (28% over 21%).
 Two-thirds believe that environmental benefits in products will continue to have positive impact on job creation in next 5 years.



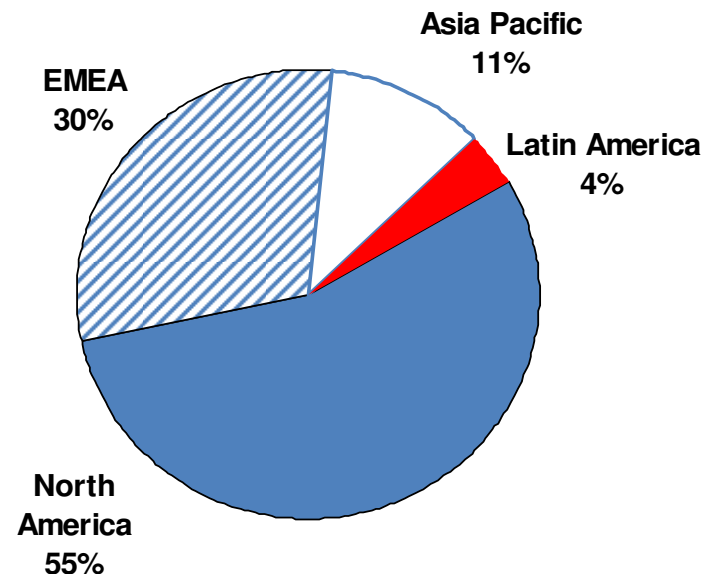
April 2010: BASE = 685, 684
 August 2011: BASE = 738, 738

Has the demand for environmental benefits in your products led to any work force increases in the past year? YES/NO
If environmental benefits in products are a long-term trend, how likely is it that YOUR INDUSTRY will need to increase jobs in the next 5 years?
 Very, Somewhat, Not at all likely, Don't know

Methodology Overview

- DuPont has recruited over 3500 customers globally to participate in a Market Advisory Panel. An online survey was mailed to these customers in order to
 - gauge the value they have for environmental benefits in products
 - understand the drivers for using more environmentally friendly products and
 - assess the longevity of this need and possible contribution to formation of green jobs
- Survey fielded August 2011 with 890 people responding to access the survey. 738 customers fully completed the survey.

Regional Participation: BASE = 730





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