

Aligning Strategic Themes with Growth Trends

Growth Trends

**Increasing
Food
Production**



**Decreasing
Dependence
on Fossil
Fuels**



**Protecting
People and
the
Environment**



**Growth in
Emerging
Markets**



MEGATREND #1:

Increasing Food Production

DUPONT OFFERING

- ▶ • ~\$9B sales from seeds, crop protection products, food and nutrition products, and food packaging materials for extended shelf life

HOW WE ARE DIFFERENTIATED

- ▶ • Pioneer brand
- ▶ • Direct to farmer sales
- ▶ • R&D pipelines / technology centers
- ▶ • Patents
- ▶ • Global reach
- ▶ • Biotechnology leverage across our portfolio

2009 R&D INVESTMENT

- ▶ • ~\$700 million

DUPONT SOLUTIONS

- ▶ • Constant stream of higher-yielding seeds, grower services
- ▶ • Optimum® AcreMax™, Optimum® GAT®, Y-series soybeans, Rynaxypyr® and Cyazypyr™ insecticides ...
- ▶ • Next generation food packaging
- ▶ • Bio-based Omega-3s



MEGATREND #2:

Decreasing Dependence on Fossil Fuels

DUPONT OFFERING

- ▶ • >\$2B sales from photovoltaics, fuel cell components, more energy-efficient construction with Tyvek®, lightweight composites for transportation, biofuels, biomaterials

HOW WE ARE DIFFERENTIATED

- ▶ • Strong materials and biological sciences
- ▶ • Patents
- ▶ • Advanced materials
- ▶ • Market access
- ▶ • Strong partners

2009 R&D INVESTMENT

- ▶ • ~\$200 million
- ▶ • Constant stream of new / improved materials for:
 - photovoltaics
 - cellulosic ethanol
 - biobutanol

DUPONT SOLUTIONS

- ▶ • Advanced composites for aerospace



MEGATREND #3:

Protecting People and the Environment

DUPONT OFFERING

- ▶ ~\$2.5B sales from Kevlar®, Nomex®, Tyvek®, SentryGlas®, safety services, environmental protection material solutions

HOW WE ARE DIFFERENTIATED

- ▶
 - Unique products
 - R&D investment
 - Patents
 - Brand recognition
 - Application development

2009 R&D INVESTMENT

- ▶ • ~\$200 million

DUPONT SOLUTIONS

- ▶
 - Next-gen. Kevlar® and Nomex® fibers and fabrics
 - Next-gen. Tyvek® for construction, worker protection
 - New antimicrobial coatings for food processing
 - Environmental protection solutions for refineries



MEGATREND #4:

Growth in Emerging Markets

DUPONT OFFERING

- ▶ • ~\$8B sales across the portfolio

HOW WE ARE DIFFERENTIATED

- ▶ • Global reach
- ▶ • Local technology centers and product development
- ▶ • Brand recognition
- ▶ • Market access

ANNUAL R&D INVESTMENT

- ▶ • Leveraged across the company

DUPONT SOLUTIONS

- ▶ • New applications tailored to emerging markets



Partnering with Purpose

- Faster, bigger, better results achieved.
- The Power of DuPont Science in partnerships.
- Engaging with business partners, governments, public/private alliances and others around the world.
- Delivering innovations that generate value for DuPont customers, shareholders and our world



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The miracles of science™