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## **TECHNOLOGICAL KNOW-HOW**

- Internally developed and acquired agrochemical and related capabilities.
- Proprietary technologies and patent litigation.

## **MARKETING TACTICS**

- Promotional tactics.
- Distribution approaches.
- Product service and support.
- Customer relations.

## STRATEGIC DIRECTIONS

- Specific business, new product development and marketing strategies.
- Anticipated acquisitions, joint ventures and divestitures.