



Ladies, gentlemen, distinguished guests, we sit today at a challenging and exciting crossroads in our industry.

I take pride in representing a company, I assume fairly new to you all.

Agrinos is a green technology company committed to improving the productivity and decreasing the environmental impact of modern agriculture.

We are a Norwegian company, based on technologies developed in the US and Mexico, with more than 15 years of combined research and development.

Our Vision is to provide innovative solutions that enable farmers to increase yield, crop quality, and profit while reducing environmental impact and restoring soil health.

We want farmers to prosper and farm sustainably with the support of our technologies and knowledge.

We firmly believe that Agrinos' technologies are a step towards an agricultural model that benefits farmers, consumers and the environment. We furthermore base our platform on the belief that farming should and must evolve to meet the changing demands of today and of the future.

But before I provide you with a brief insight into Agrinos technologies, let me share some of our thoughts on the challenges the global farming community is faced with, and how we envisage finding sustainable solutions to them.

improving different aspects of our global value chain.

New technologies showing promise

Improvements must be felt on the farm

- Industry claims indicate that improved soil properties and precision irrigation systems may improve water use efficiency by 60% or more†
- Industry claims indicate that biostimulant class of products may provide overall yield increases of 30% or more†
- Improvements in delivery chain logistics can increase food availability by cutting the amount of unconsumed food from the current 1/3rd of global food production*
- Will these become part of our technology ecosystem?

† Based on review of various 3rd party product claims

*:FAO

Which brings me to hope and optimism, which is the context in which I view the opportunities to be created by our industry in the years to come. Simply looking around this exhibition center, the collective technologies represented here embody a great potential for overcoming the challenges we face. We are forming our complex ecosystem of solutions, built around new fertilizer technologies, sophisticated tools for precision agriculture, more efficient use of scarce resources and optimization of delivery chains.

Will all of the new products and ideas assembled here be successful? Clearly, they will not. However, the breadth and diversity of these new technologies shows me that we are achieving the first step required to meet the challenges of the coming decades – we have developed an environment of experimentation and innovation. As an industry, we must continue to foster this environment of innovation, despite the inevitable technological deadends that it will bring. We must not be afraid of the risks or of the failures, as these often bring learning that can lead us to solutions that were not anticipated. I believe that we are at the beginning of something bigger and that the steps we take now will have lasting and significant impact on the future. As a critical global industry, the agricultural sector must recognize that overcoming the challenges of the coming decades will only occur by pushing new frontiers and selecting and promoting the most promising technological advances.

The challenges of “on the farm complexity”

Making our technology ecosystem user friendly

“New technology presents arable farmers with the tools to improve environmental performance and deliver sustainable intensification. But precision farming will remain niche until it becomes available with ‘push-a-button ease’...”



Farmers Weekly reporting on the conclusions of the Arable Conference at Cereals 2011 exhibition, Lincolnshire, June 15 / 16

However, regardless of how promising a technology may be, these advances must make it to the farm. As the rate of innovation increases, the ecosystem of new agricultural technologies that we are building will become increasingly complex.

This complexity presents its own set of challenges. While an integrated set of complementary technologies may have great impact, this complexity means that understanding what solutions are appropriate, effective and cost efficient for a farmer will become increasingly difficult. Furthermore, if the most sophisticated farmers will have a hard time choosing amongst the mosaic of choices, how successful will we be in making sure that the appropriate advances make it to the farm in the areas of the world, such as Africa, that have the greatest need and the most to gain? As an industry, we must devote appropriate resources to overcome this knowledge barrier and foster widespread use of viable technologies. We must do so by recognizing that education and cooperation will be the cornerstones of widespread industry change.

Having been in resource depleting business for quite some time now, I believe I have a fair understanding of the fact that combining commercial competition and widespread technical cooperation is far easier said than done. However, I believe that this will be a crucial part of our success, or failure, to meet the challenges in front of us. As an industry, we must break down silos of thought so as to bridge the education gap and present farmers with clear and understandable choices. We will greatly limit ourselves if we leave it to the farmer to find out how our respective innovations can be used to create synergies on the farm. Furthermore, we must provide increasing support for, and make use of, the role of effective organizations who work to extend technology and knowledge to the regions of the world where there is the most to gain.

Now, today's climate of tightening markets and increasing prices creates the risk that, as an industry, we will lose sight of our long term goals. There will be considerable pressure to deliver short term fixes to acute situations. While these demands must clearly be met, we must also maintain our focus on the long term concept of sustainability.

Our industry sits at the crossroads of the intersection of commerce, food security and environmental stewardship. As we learn more about the role of modern agriculture in the natural environment, it becomes increasingly clear that true, long term sustainability will only come about via a change of the value dynamics of farming. Technologies and methods must be implemented that reverse the accepted assumption that high performance agriculture is, by nature, depletive of natural resources.

Small changes accumulated on a global scale

Viewing the challenge as an opportunity

- US EPA conservatively estimates that the application of low cost, existing agricultural methods* results in between 250kg – 740kg of carbon sequestered per hectare per year

- Multiplied by 1.3b hectares of agricultural lands globally, results in between **320m to 960m tons of carbon sequestered per year**

* No-till / low till farm management

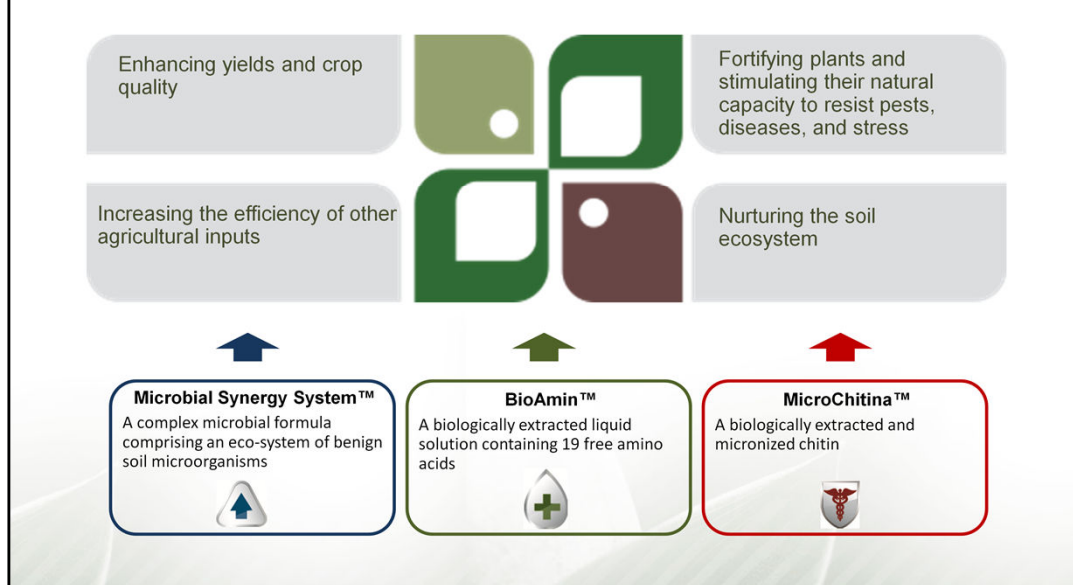


Instead of viewing the concept of sustainability as a hurdle to be overcome, we instead must look at our industry's role in the strive for sustainability as one of tremendous opportunity. The sheer scale of global agriculture means that our industry is one of very few global and **ubiquitous** delivery channels for new climate change mitigation technologies. In our environment, a small but meaningful improvement per hectare adds up to a large global change.

This potential is being increasingly recognized. Early leadership was shown by the United Nations who, in June 2009, approved the first agricultural methodology for carbon offset projects. This methodology focuses on the sustainability of nitrogen use by recognizing the benefits provided by commercially produced microbial solutions stimulating the fixation of atmospheric nitrogen by soybean crops. Advances from companies such as Agrinos mean that it is now possible to extend the benefits of biological nitrogen fixation to non-legume crops. Supporting these innovative microbial solutions, biostimulant products are also gaining traction in the market, with research and development programs to develop the industry's understanding and maximization of the benefits that this product class brings.

Agrinos Value Proposition

Agrinos products improve farmer profitability by:



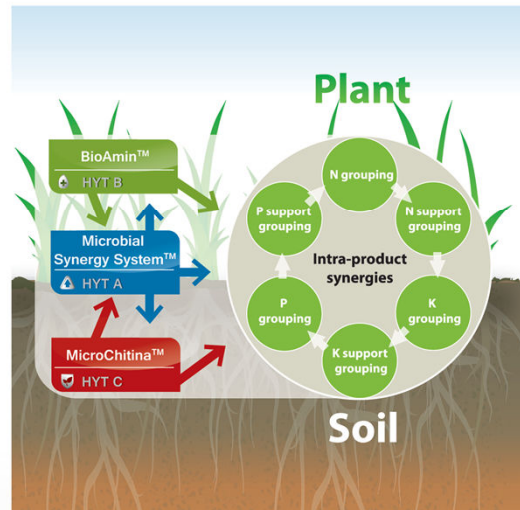
I believe that my company, Agrinos, has a role to play in creating these integrated solutions to our challenges. We have applied the concept of complex ecosystems to our set of agricultural products, which are based on fully functional microbial ecosystems paired with supportive, naturally derived biostimulants. In the creation of our set of products, we have kept the concept of soil health and fertility as a central focus, which we believe has been under-addressed in the past.

HYT™ Products

Inter-component synergies maximizing effects

Inter component synergies drive processes that:

- Greatly improve the efficiency of conventional fertilizer use
- Biologically fix atmospheric nitrogen for use by crop plants
- Solubilize nutrients locked up in soil, making them plant available
- Decrease crop productivity losses due to periods of plant stress
- Increase water retention and penetration of soil
- Actively and passively combat plant pathogens



Agrinos products are certified organic and based on Agrinos' proprietary technology.

This High Yield Technology products, HYT™ products for short, provide these benefits through the following key contributions to the plants throughout the growth cycle:

- strengthening the soil-based microbial ecosystem,
- stimulating crop development at key points in the growth cycle and
- boosting natural plant resistance to pathogens and threats.

We provide specific solutions for a variety of crop categories, and the technology comprising the HYT™ products have demonstrated its value in more than 1500 trials in key agricultural regions worldwide.

Product results – water use efficiency

Quantified impact of HYT technology

Crop type: Wheat
Testing party: University of Guanajuato
Location and date: Guanajuato, Mexico - June, 2006
Trial focus: HYT effects on water efficiency and soil condition

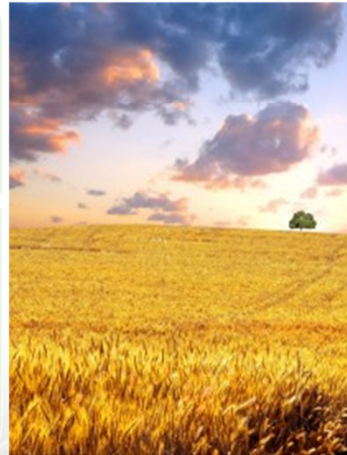
Trial results - water efficiency

Treatment	Irrigation water penetration	Production tons p/ ha	Water Efficiency units p/M ³ of H ₂ O
Control	70 cm	5.70	100%
HYT (1L p/ha)	55 cm	5.96	133%
HYT (1L p/ha)	50 cm	6.43	158%
HYT (1L p/ha)	45 cm	5.06	138%

Trail results - soil condition

Measurement	Without HYT	With HYT	Delta
Organic matter (%):	1.97	2.30	+17%
pH 1:2:	7.74	7.77	
N content (%):	0.09	0.11	+22%
P content (ppm):	8.0	8.4	+5%
K content (ppm):	342	478	+40%
Ca content (ppm):	6000	4450	-26%
Mg content (ppm):	361	372	+3%

Measurements taken after 2 crop cycles of HYT / Control



AGRINOS COMPANY OVERVIEW – DECEMBER, 2010

In addition to organizations like the United Nations as mentioned earlier, many governments and multinational companies increasingly focusing on the role they have to play in bringing about a new paradigm for modern agriculture – one that fulfills the tremendous commercial demands placed on it while addresses the need for sustainability and ecological stewardship.

As clear evidence of this development, Agrinos has worked collaboratively on an especially promising evolution of Mexico's MASAGRO farm assistance program. The project's goal is to create sustainable, high yielding cultivation models based on the use of existing and new but proven, technologies. Most exciting is that the MASAGRO program aims to accomplish this on a national, and eventually, international scale.

The chart on the screen behind me shows you part of the reason why HYT is such a proven and relevant technology. It is a trial performed on wheat with the University of Guanajuato, and was focused on showing long term effects and implications of using Agrinos' HYT technology with regard to yield responses, but here more importantly on water use efficiency. It clearly shows the impact our kind of technology could bring about in providing much needed support to the challenges ahead of us.

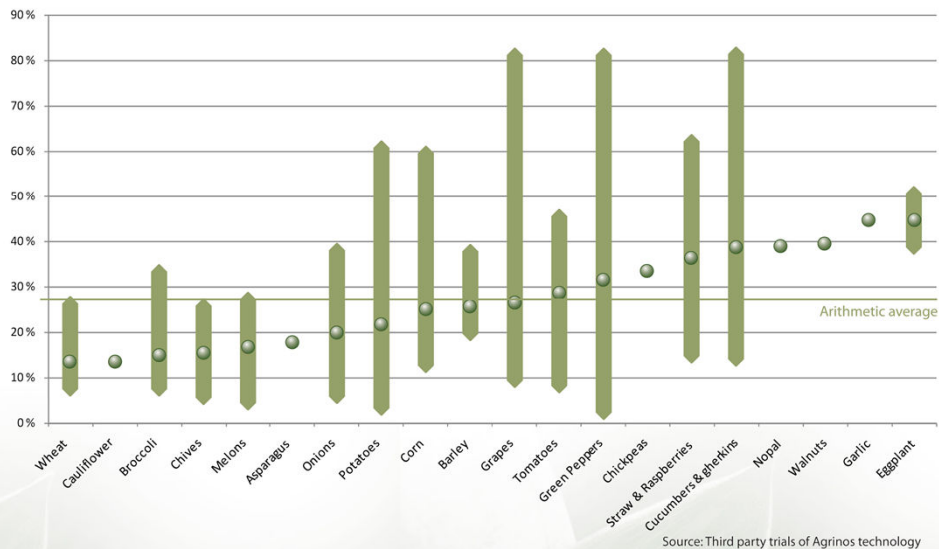
Agrinos is and will continue to test our products under various conditions, with the support and supervision of scientific institutions such as CIMMYT. We clearly see that technologies like ours have a significant role to play in solving the seemingly unsolvable equation ahead of us.

From our perspective improved soil ecology will be an increasingly key component in our technology ecosystem and will play an important role in our combined response to the challenges before us.

General trial results – selected crops

1500+ trials of Agrinos technology over 15 years

Yield increase across multiple crop types (range and average)



Agrinos has for many years worked with many different companies, on multiple crops in many different countries and conditions.

For us it is very comforting and promising to experience that more and more well-known multi-national agricultural producers increasingly recognize their role in overcoming the challenges of the coming decades.

The chart behind me show some of Agrinos results. We are furthermore just finalizing a number of tests with a key household producers in the US, showing similar or even better results than the ones on the screen behind you. Agrinos technology, when applied and used correctly, show consistent and substantially improved nutrient use efficiency, and in so doing increases the farm's profit per hectare in a sustainable manner.

While these results are of course very strong, I believe a word of caution here should be inserted. Agrinos believes that its technologies, like others, offer great potential. However, we also believe that the gains that are required of us will only be realized via our ability to combine knowledge and technologies into real world solutions. As I said earlier, we may have good ammunition but I haven't yet spotted anything made out of silver.

To find our solutions, we must also maintain focus on the health of our industry. In response to the acute situations we likely have before us, and the tremendous commercial gains that can be realized if solutions are found, we risk that poorly tested solutions will make claims that cannot be supported. As an industry, we bear the brunt of the repercussions together. Misleading messages undermine our ability to deliver the complex solutions that the world needs. They also undermine the trust placed in us as responsible providers to a global industry. While the situation at hand requires us to increase the speed of innovation in our industry, we must also remember to keep our feet firmly planted in the soil – it is our obligation to provide better solutions than those

at our disposal today - but they must also be reliable, functional and practical.



The results I have briefly touched upon are just a couple of examples of what our class of products can deliver in terms of improvements to agriculture's technical ecosystem.

Agrinos has more than 1500 trials and results showing significant increases in yield across crops and conditions. Agrinos' ambition is to be a meaningful part of the total solution, but we believe that other advances and technologies will play important roles and have relevant contributions to make in the aggregate solutions required to meet the demands for the Future of the Farm World.

We therefore commit to approaching industry cooperation with willingness and openness, which we firmly view as the foundation of our collective response to the threats and opportunities that affect us all.



Thank you for your attention!