



The Pioneer Timeline

- 1926 Henry A. Wallace incorporates the Hi-Bred Corn Company
- 1935 The company changes its name to Pioneer Hi-Bred Corn Company
- 1946 Pioneer Hi-Bred Corn Company of Canada is founded
- 1949 Annual sales of Pioneer® brand seed corn in North America pass the million-unit mark
- 1950 Pioneer uses electronic data processing to analyze corn yield tests
- 1952 "The Long Look" business philosophy is written
- 1962 Pioneer sorghum operation begins in Plainview, Texas
- 1964 Pioneer establishes the first research station outside North America, in Jamaica
- 1970 The company changes its name to Pioneer Hi-Bred International, Inc., and establishes a separate overseas division
- 1971 Pioneer expands operations into Central and South America and Western Europe
- 1973 Pioneer becomes a publicly traded company
- 1976 New markets are established in Central Europe and Asia
- 1981 Pioneer becomes the seed corn market share leader in North America
- 1982 Pioneer sales representatives use portable data entry systems for seed sales
- Annual worldwide sales surpass 10 million units
- 1989 The company establishes its own soybean brand and a biotechnology team
- South American seed production capacity is expanded
- 1990 The use of winter nurseries as product development tools is initiated
- 1991 Pioneer becomes the No. 1 brand of soybeans in North America
- 1995 Pioneer stock is listed on the New York Stock Exchange
- 1996 Pioneer is the first to start a genomics effort in corn
- 1997 DuPont purchases 20 percent of Pioneer
- Pioneer introduces its first biotech soybean product
- 1999 Pioneer merges with DuPont
- 2000 Pioneer marks the 75th anniversary of its incorporation

Pioneer has a Rich Heritage that Influences Decisions at the Company Today

When Henry A. Wallace and his partners formed in 1926 the first company anywhere to market hybrid seed corn, they thought their business endeavor had the potential to change the lives of their customers.

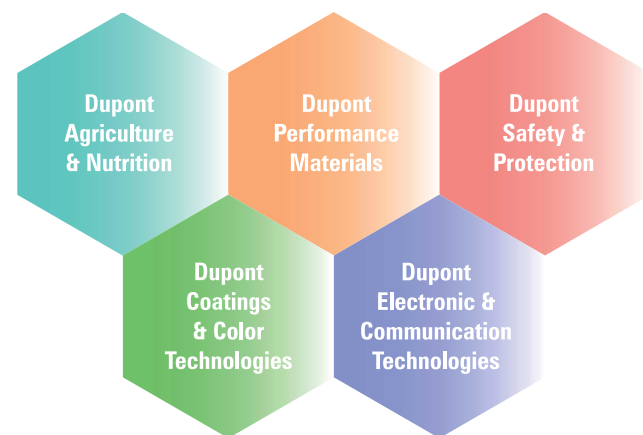
Wallace had a life-long passion for improving the economic well being of farmers around the world. Improved plant genetics, specifically hybrid corn in the beginning, had the ability to help stabilize yields from year to year and increase farmer productivity.

Wallace reasoned that the only way to provide a steady stream of improved hybrids for farmers was to form a business that could invest some of its profits into research to develop new products.

Today, Pioneer is a wholly owned subsidiary of DuPont, but its mission still echoes that of its founders. By creating new value for its customers Pioneer generates revenue that funds new research into creating value for customers.

Improving Lives, Growing Business Through Science

Pioneer plays a key role in the DuPont vision of unlocking the secrets of nature to make a better, healthier, and safer world for everyone. Specifically, Pioneer is part of the DuPont Agriculture & Nutrition growth platform, one of five platforms designed to leverage DuPont science and technology with specific markets.



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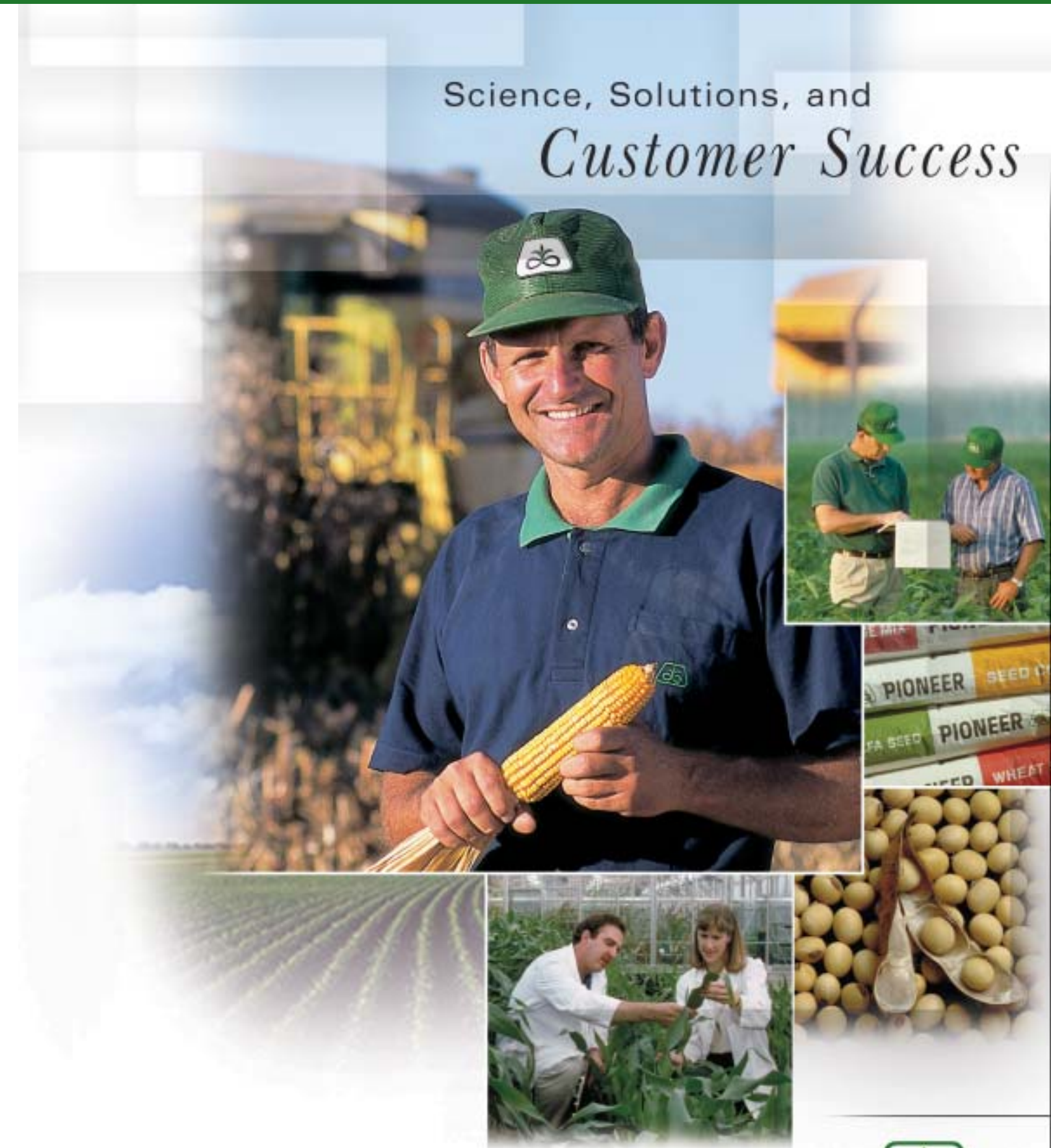
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Science, Solutions, and *Customer Success*



A woman with long dark hair, wearing a white lab coat over a grey sweater, stands in a greenhouse. She is surrounded by rows of green corn plants. The background shows the metal structure of the greenhouse and several bright, glowing lights. The text is centered over the image.

Pioneer leads the world in developing
and integrating advanced plant
genetics and technologies.

Pioneer Hi-Bred International, Inc., a DuPont subsidiary, is dedicated to providing custom, crop-based solutions that improve and sustain lifestyles for people around the world. Increasing populations, changing economies, and limited cultivatable land are significant factors driving Pioneer to use the broad application of plant science to identify earth-friendly ways to improve the value generated from each acre of cropland.

Delivering Improved Seed Genetics Like No Other

With business operations in nearly 70 countries, Pioneer is the world's leading developer and supplier of hybrid seed corn and branded varietal soybean seed. Pioneer provides seed for corn, soybeans, sorghum, sunflower, alfalfa, canola, rice, and wheat, as well as forage additives, crop protection products, and a variety of services and expertise to help our customers succeed.

Increasing Customer Profitability

Successful customer relationships are key to continued success for Pioneer. In all our relationships, the aim is to understand customer needs and to satisfy those needs by providing a range of products and services that exceed expectations.



The Long Look: The Pioneer Way of Doing Business

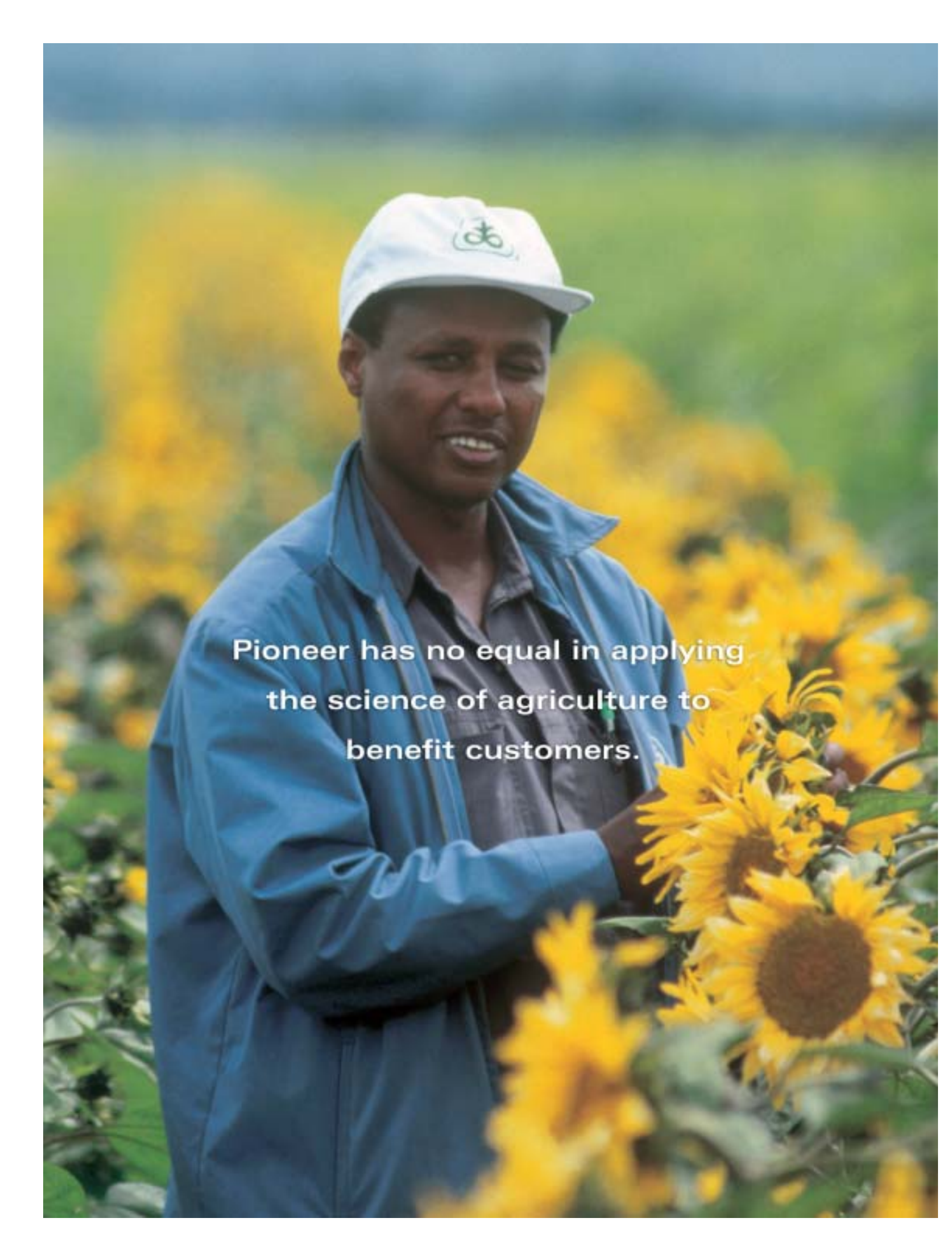
The Pioneer business is based on four guiding principles—the same principles that led our founders. In following this “Long Look,” we strive to:

Produce the best products on the market.

Deal honestly and fairly with our employees, sales representatives, business associates, customers, and stockholders.

Advertise and sell our products vigorously, but without misrepresentation.

Give helpful management suggestions to our customers to assist them in making the greatest possible profit from our products.

A man wearing a white cap with a logo and a blue jacket stands in a field of sunflowers. He is looking down at a sunflower in his hands. The background is a vast field of sunflowers under a clear sky.

Pioneer has no equal in applying
the science of agriculture to
benefit customers.

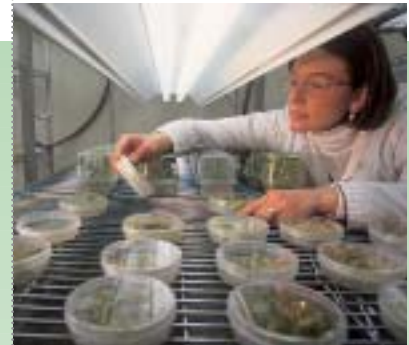
Through Cutting-Edge Science. Pioneer develops seed products through a combination of new technologies, such as gene mapping and gene transfer, along with conventional plant breeding and improvement practices. Pioneer researchers invented and continue to perfect many plant improvement technologies. A dedicated commitment to research allows the company to continually deliver new, better-performing products. Sales of those products help fund research to develop tomorrow's generation of high-performing products.

Through Reliable Supplies of the Highest Quality Seed. Our seed is produced, conditioned, and packaged at facilities strategically located throughout important crop production regions around the globe. Whether we are delivering seed in two-kilogram packages or in bulk containers that hold more than a ton, our products meet the industry's highest quality standards. That quality is ensured by certification through ISO 9001, the internationally accepted organization for quality management systems.

Through Customer-Driven Relationships. Pioneer maintains a global distribution network with built-in flexibility to meet local needs. Pioneer sales representatives work directly with customers to help them choose the right combination of products and services. In some cases, local customs or business practices dictate distribution channels such as cooperatives or retail stores.

Wherever they purchase the seed, customers have access to a wealth of information on the products and industry-leading services. Those services may include financing, agronomic knowledge, marketing expertise, identity preservation, management advice, and risk management.

Pioneer also maintains and builds relationships with those who purchase grain from the crops grown from Pioneer® brand seed. Pioneer representatives work directly with processors, livestock producers, and many others in the agricultural value chain.



Pioneer Has Continuously and Responsibly Used New Genetic Technologies Since 1926

Pioneer was the first company formed to develop and deliver hybrid seed corn to increase farmers' productivity.

Pioneer's genetic improvement capabilities include traditional plant breeding techniques, as well as biotechnology and data analysis, that produce a continuous stream of new products and technologies to meet grower and end-user needs.

Our commitment to improvement is second only to our commitment to using technology in ways that make sense for our customers, our company, the environment, and people everywhere.



Pioneer is committed to bringing
new value to customers.

Redefining Agricultural Productivity

Our future and the future of agriculture depend on developing plants that have new uses or enhanced value. Pioneer's knowledge of the grain value chain, which begins with its premier library of plant genetics and extends all the way to the consumer, is second to none. That knowledge is instrumental in identifying new markets and uses for grain and oil seeds, and in developing specific products and systems to meet those needs.

New technologies have increased our knowledge of how plants function, improving our ability to develop plants that redefine productivity and profitability throughout the agricultural value chain.

In addition to developing plants that have the genetic potential to produce more grain, Pioneer scientists are developing new seed products with resistance to pests, diseases, and other crop production challenges. Overcoming these challenges means more grain can be harvested from a given field.

By developing products that are resistant to specific herbicides, Pioneer is giving our customers access to newer, more cost-effective weed control options. The herbicides work better against problem weeds, and are friendlier to the environment—and to the user—than crop protection products used a generation ago.



Pioneer is Focused on the Customer

Every Pioneer customer has unique wants and needs. Every farm has its own set of unique soils and management challenges. End users of grain require traits and qualities specific to their businesses. Pioneer strives to understand and meet the needs of each customer.

Packages of products and services are designed to offer the best solutions for specific situations. In addition to developing proprietary products and services, Pioneer also partners with universities and other companies to access products and technologies important to the changing needs of our customers.

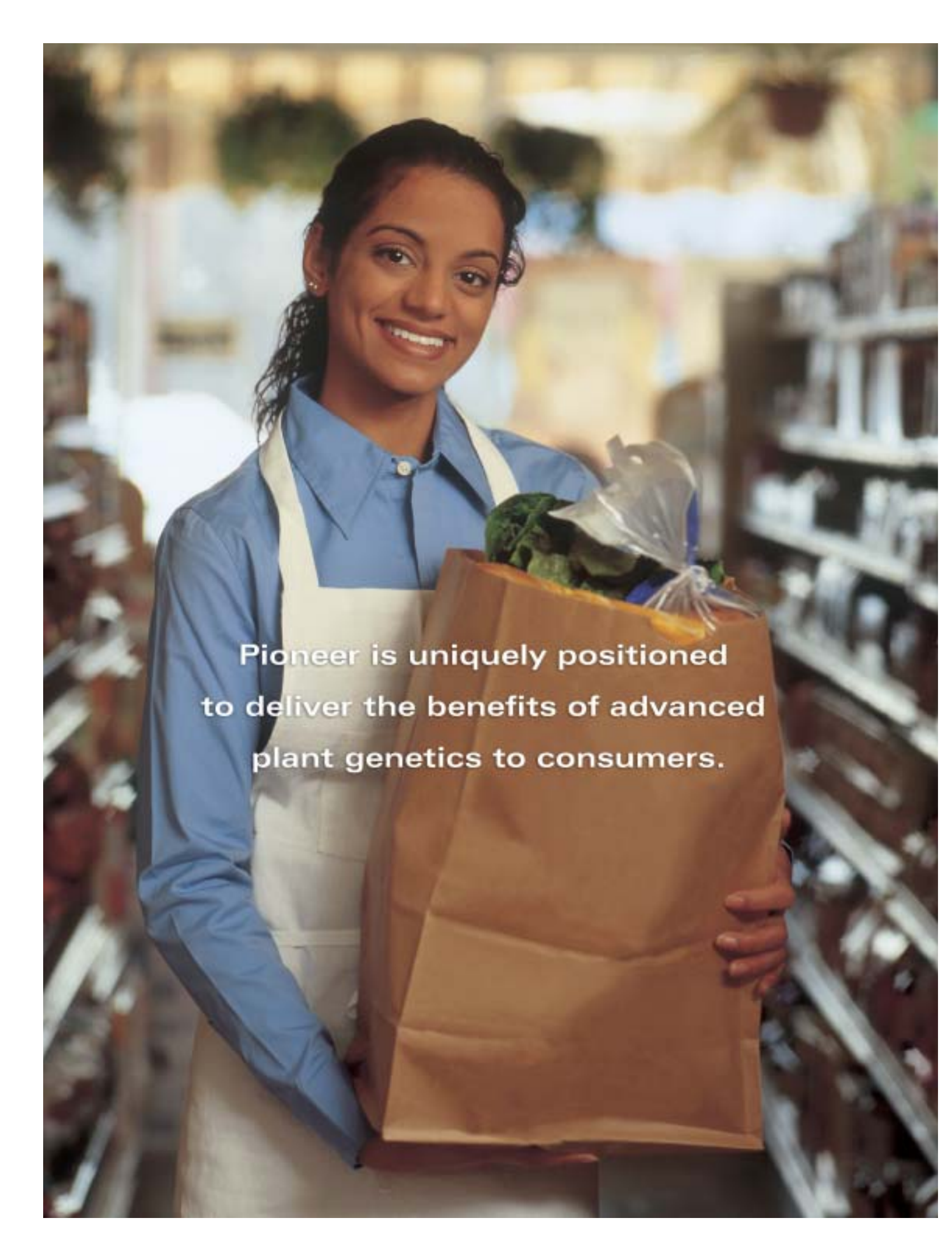
We strive to bring more value to every acre. We can do that by increasing yield potential, increasing the value of the grain produced, and by reducing costs and risks associated with crop production.

Understanding our customers and the wide range of technologies and services available has made Pioneer products the leading choice of grain farmers worldwide.

Pioneer Value Equation

$$\text{VALUE} = \text{Yield} \times \text{Price} - \text{Costs}$$

Per Acre
Per Acre
Per Bushel
Per Acre

A woman with dark hair, wearing a blue button-down shirt and a white apron, is smiling warmly at the camera. She is holding a large, full brown paper grocery bag. The bag is overflowing with fresh produce, including green leafy vegetables and what appears to be a bunch of purple grapes. The background is a blurred grocery store aisle with shelves of various products, creating a sense of a well-stocked market.

**Pioneer is uniquely positioned
to deliver the benefits of advanced
plant genetics to consumers.**

Powered By the Best People

Pioneer employees and those affiliated with our company—people with a passion for delivering value to our customers—are what makes Pioneer one of the best-known brands in agriculture today.

Pioneer recruits the best talent from around the globe. That means cutting-edge scientists, statisticians, agronomists, plant breeders, and sales professionals. It also means industry leaders in computer science, finance, human resources, communications, marketing, government affairs, legal, facilities management, and safety, among many other professions.

In addition to our talented global employee network, Pioneer has access to a wide and diverse body of expertise within DuPont. We recruit and train an extensive network of independent sales representatives, dealers, and distributors. Pioneer also depends on thousands of farmers around the world to grow Pioneer® brand seed to its strict quality standards.

Delivering Custom Solutions on Every Continent

Pioneer, often by partnering with other DuPont businesses, provides unmatched custom solutions to the world's farmers and food processors. Those solutions enable farmers and processors to deliver food and products that create an improved, sustainable lifestyle for people everywhere.

Farming practices and the agricultural value chain varies greatly from one country to another... and from one farmer to the next. Pioneer works closely with customers to make sure they have the products, information, and services that fit their specific operation on a field-by-field basis.



Pioneer is Committed to Safety

Modern agriculture can present physical danger to those who produce food and fiber. Pioneer is committed to continuously improving the safety of the agricultural workplace. All Pioneer employees are challenged to eliminate injuries on the job and at home. The goal is zero. Pioneer sponsors safety camps for farm kids and works with customers to heighten awareness of potential injury-causing practices and situations. Making agriculture safe and free from avoidable injuries is a key part of Pioneer's business strategy.

Pioneer Gives Back to Communities

Pioneer is committed to helping improve the quality of life in the communities where our customers and employees live and work through volunteer and philanthropic investments. Pioneer encourages and supports volunteer efforts by our employees. And we set aside a percentage of revenue each year for investment in programs that add economic or social value to our communities.

Pioneer Brings Value to Consumers Through Advanced Plant Genetics and Increased Productivity

While the length of the agricultural value chain varies greatly (some farmers grow crops to feed themselves), it usually starts with a seed—either a seed for plants consumed directly or seed for the crops grown to feed livestock.

Pioneer contributes to the value chain by improving the seed of major row crops and helping those who grow those crops do so more efficiently.

Seed improvements over the years have contributed greatly to the abundance and low cost of food. In addition to continuing to improve the productivity of crops, Pioneer is developing seed specifically designed for users along the value chain. For example, crops that make better feed for livestock, grain that yields more gallons of ethanol from every bushel processed, and healthier soybeans, to name a few.

