



**Seed Done Right**

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## What Makes Xitavo® Soybean Seed Different?



1

### Retail-Focused Go-To-Market Strategy

- Xitavo soybean seed is a premium brand exclusively available through select full-service retailers.
- BASF is the only major seed company that doesn't sell outside a retailer network.
- BASF empowers retailers with an agronomically differentiated offering in a crowded space.
- Xitavo soybean seed provides an opportunity to increase your retail footprint with current and prospective BASF customers.
- Retailers gain access to digital variety management and agronomic tools to allow for precise and customized seed placement to maximize performance potential on every field.

2

### Whole-Acre Alignment and Support

- Focus on soybean seed variety selection and placement through Variety Placement Technology.
- BASF offers retailers/growers a complete suite of innovative soybean solutions.

Seed  
Crop Protection  
Ag Technology  
+ Local Expertise

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**Integrated Field Management**

3

### Access to the Newest Genetics and Traits

- Access to high-quality, innovative genetics with the latest trait technologies.
- In-house plant breeding and trait development research.

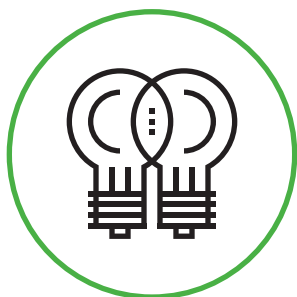
BASF's continued investment and expansion of our soybean seed business will provide a foundation for industry-leading innovation in germplasm, crop protection chemicals, seed treatment, traits and application technology. As we approach the 2024 selling season, you will have the opportunity to expand the BASF soybean retail footprint. We are pleased to provide the following details about how we intend to build and support the Xitavo soybean seed brand for it to stand out and outperform the competition.

# Seed Done Right

Xitavo soybean seed was created with three unique pillars in mind: innovation, quality and agronomics. Through these three pillars, BASF delivers high performance and consistency to every acre.

**Xitavo**<sup>®</sup>  
Soybean Seed

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## Innovation Done Right

- Access to **exclusive** Xitavo Soybean Seed genetics.
- Built on the **industry-leading Enlist E3<sup>®</sup> platform** with future stacks in development.
- BASF brings a **comprehensive portfolio** of crop protection, seed treatment and digital solutions to help growers maximize the performance of their Xitavo soybeans.



## Quality Done Right

- Accelerated aging, warm germ and cold germ tests ensure **the highest vigor** possible.
- State-of-the-art sorting technology **improves seed appearance**.
- Advanced soak testing protocols evaluate and select for **better seed coat integrity**.



## Agronomics Done Right

- Unlike most competitors, BASF has a **dedicated agronomy team** solely focused on the soybean acre.
- The **advanced pathology lab** at BASF uses the latest science and technologies to thoroughly characterize all varieties, supporting precise product placement for maximum yields.
- BASF is innovating with **new digital tools, including Variety Placement Technology**, to change how varieties are selected, placed and managed.



## Performance Done Right

The Xitavo soybean approach integrates innovation, quality and agronomics to deliver production performance. It focuses on supporting the retailer to deliver superior yield, quality and ROI to growers. In third party trials, the Xitavo soybean seed portfolio of products offers up to a 3.5 bu/A advantage\* over competitor products.

\*Data based on results from all FIRST and OVT trials from across 16 states in 2022.

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