



MARKETING SUMMARY

Top 14 Reasons to use Micro-Aid® Instead of the Other Stuff

- 1. Research** – Distributors Processing, Inc. d.b.a. DPI GLOBAL has conducted extensive research (over 200 controlled studies) proving the Micro-Aid® advantage in multiple species; This ensures the greatest value return for Micro-Aid® users; DPI GLOBAL is committed to continuous and ongoing research that will bring innovative new technologies and applications; In an effort to ensure continued profit potential for DPI GLOBAL and our customers, we invest a significant portion of Micro-Aid® revenues in research and technology annually. Innovative technology applications:
 - a. First to successfully introduce science-based, saponin technologies (Micro-Aid®) for commercial waste management
 - b. First to commercially introduce science-based, saponin technologies (Micro-Aid®) into the livestock and poultry industry
 - c. First to introduce the value of science-based, saponin technologies (Micro-Aid®) to reduce incidence of Ascites and SDS Syndrome
 - d. First to introduce the value of science-based, saponin technologies (Micro-Aid®) to reduce stillbirths and pre-weaning mortality in swine
 - e. First to introduce science-based, saponin technologies (Odor-Bloc®) for odor control in pets and companion animals
 - f. First to introduce a pelleted, top-dress saponin technology (Endurance D.R.O.™) for ammonia control in horses
 - g. First to introduce saponin technologies (Penetrate w.n.g.™) into the golf and turf industries
 - h. First to introduce saponin technologies (SSO®, Penetrate w.n.g.™) for horticulture applications
- 2. Technical Support** – Ph.D. Nutritionists on staff provide support for technology development, sales and marketing, technology positioning within your feed program and development of personalized research projects
- 3. Marketing Support** – Full complement of sales and marketing literature, brochures, videos and technical manuals; National advertising and promotion; Marketing support for sales meetings, promotions and company literature; DPI GLOBAL is focused on your needs and improving your profit potential
- 4. Technology Awareness and Market Leadership** – Micro-Aid® has superior brand name recognition across North America and over 50 other countries; Micro-Aid® has a leading market share and is viewed positively across all segments of the feed industry as an effective feed additive
- 5. Quality Control** – Micro-Aid® is a high-quality technology with consistent physical characteristics and performance; On-site chemist and laboratory facility for verification of incoming raw materials and finished product
- 6. Certification** – Micro-Aid® is manufactured at a facility that is certified in the following internationally recognized quality control programs, American Feed Industry Association Safe Feed/Safe Food Program and Facility Certification Institute Hazard Analysis and Critical Control Point (HACCP) Program



Micro-Aid® In all feed, all the time





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7. **Efficacy** – Micro-Aid® is manufactured from the purest and highest quality all-natural, phytogetic compounds, resulting in the lowest effective inclusion rates of any technology in the market; Several competitive products are ground logs that are more variable in active compounds and contain impurities that can result in inconsistent performance and product quality, as well as higher effective inclusion rates; These products are also dusty, difficult to handle, and may not mix uniformly when added in small quantities
8. **Physical Form** – Micro-Aid® is carefully dried on a granular carrier to reduce dust and improve handling and mixing ability; This ensures a uniform technology mix at even the lowest inclusion rates
9. **Company Stability** – DPI GLOBAL has been a part of the feed industry for over 43 years; DPI GLOBAL is a stable, well respected company that is committed to having a significant role within the Agriculture Industry; DPI GLOBAL has a strong performing technology line and will continue to research and develop new technology applications for today, tomorrow, and the foreseeable future
10. **Payback** – The research proven improvement in animal performance with Micro-Aid® provides the means to pay for the technology investment in the technology plus return a generous improvement in Net Farm Income; Other technologies geared towards improving the environment come at an added cost of production. Not Micro-Aid®! The technology investment is paid for by improved animal performance and reduced cost of waste handling, while the environmental benefits are enjoyed without an added cost!
11. **Value Demonstration** – Advanced electronic applications to aid in demonstrating technology value including the Micro-Aid® Value Proposition Models, Equity Building and Conservation Models, as well as other business planning and management tools
12. **Customer Service Commitment** – Professionally trained and technically competent sales staff that support customer sales and marketing efforts through personal contact and field applications; Production and office staff that are committed to meeting all of our customers needs
13. **Leadership** – Actively working in support and improvement of the industries we serve through membership in numerous livestock, poultry and feed organizations. Staff members actively serve in key leadership and decision-making roles.
14. **Confidence** – Because we take our industry position seriously, we take pride in providing technologies in which we are confident, and that our customers can be assured will deliver the value and performance demonstrated through extensive testing.

**“WE CARE®” About Your Business and Support Your Efforts to
Improve Our Environment**

Micro-Aid® in all feed, all the time



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