



OUR SLOGAN IN AFRICA: ENGAGE, LEARN AND INNOVATE



A dedicated team and a new strategy for Africa

- A new sales and marketing team dedicated to the region
- A specific strategy to guide OCP's contribution to African agriculture development



Organize and participate in forums and industry meetings

- FMB Africa
- Global Food Security Forum
- IFA Africa Forum
- AGRF
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Contribute to a better understanding of African soils

- OCP leads effort in developing a soil fertility map for Morocco
- Extend experience and contribute to develop soil fertility map for other countries in Africa (eg: Mali)



Commit to placing growing volumes of fertilizers to accompany the African Agricultural development



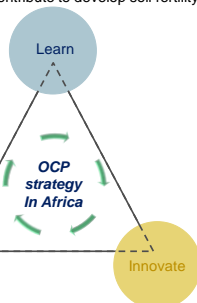
Invest in production capacity dedicated to Africa

- At current OCP export volumes this is an equivalent \$600M capital investment



Build partnerships with leading domestic distributors, producers and stakeholders

- Right product to the right customer at the right price and the right time



Product Innovation



TERACTIV

- A new fertilizer custom made for African soil



Enriched complex fertilizer

- Sulfur enhanced products already produced and new products under development

Business model Innovation



New distribution package contracts

- To support sustainable agricultural development

TERACTIV, an innovative product meeting the needs of the African farmer

A reactive rock for direct application enhanced with Calcium and Macro/Micro nutrients

Cost-effective

Based on reactive phosphate rock, a cost-effective source of P_2O_5

TERACTIV

Ecological

Amendment of Calcium (reduces excessive soil acidity) and Sulfur and also mitigates Aluminum toxicity

Ergonomic

An all in one solution thanks to specific formulations (cocoa, cotton, corn)

Tailored to the needs of African lands and crops



TERACTIV
basic formula



TERACTIV
cocoa



TERACTIV
cotton



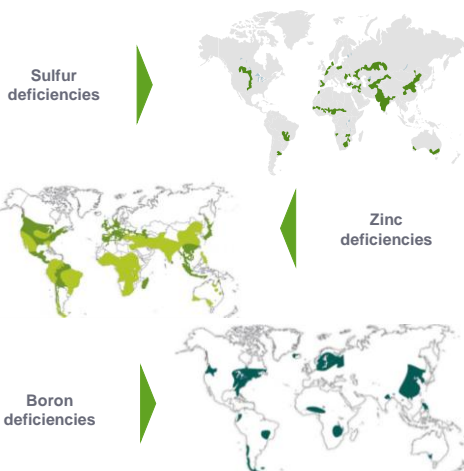
TERACTIV
corn



Enriched complex fertilizer

OCP innovation in tailor made crops solutions

The increasing deficiencies in several nutrients...



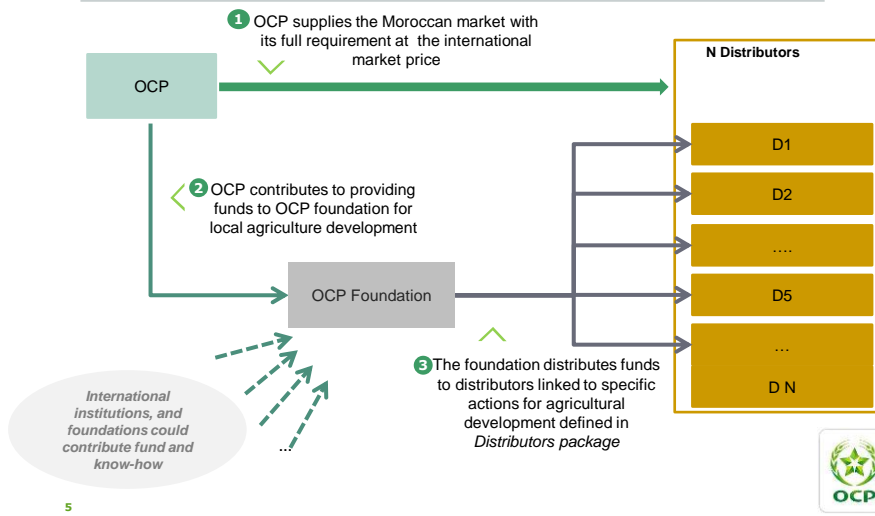
...is addressed by OCP innovation in enriched fertilizers

- OCP has launched in February 2012, its first sulfur enhanced product NPS (19-38-0-7). Soon to be followed by other sulfur enhanced formulas
- This product is currently marketed in Africa and Latin America and will be extended later 2012 to other sulfur deficient regions



DISTRIBUTORS PACKAGE CONTRACTS MOROCCO CASE STUDY

An innovative Private-Public partnership model between OCP and distributors to promote better utilization of fertilizers



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