



Sales & Marketing Update
Alan Merrill
Executive Vice President

Sales & Marketing Goals – 2013-2014

- Growth – Expand US & Worldwide Presence
- BHN Branding and Marketing Tools
- Micro Carbon Technology[®] (MCT[®])
- Individual Products to Crop Programs
- Become Familiar with and Use T³
 - Technology, Tools, Training
- Marketing Material Updates – on Customer Hub
- Marketing Management – Infusionsoft

2014 BHN Worldwide Presence



Sales and Marketing Update

- Eduardo Sanchez – Latin America • July 2014
 - Velocity Design Group
 - Ray Speakman – VP Marketing
 - Dan Speakman – Creative Director
 - Brenda Stewart – Marketing Assistant
 - Johnathan Speakman – Marketing Specialist
 - Mid-South Retail Office
 - Mark Gregory – Regional Manager
 - Kelsey Wright – Sales & Field Support
- May 2013
 - Shawn Whitmer PE, Director of Probiotic Solutions
 - Heather Jennings PE, Sales Engineer
- November 2013
 - Sales and Marketing Departments Merged
 - Alan Merrill – EVP Sales and Marketing
- April 2014
 - Johann Buck PhD – Director HG Technical Services
- May 2014
 - Scott Jackson – Director of Business Development – North America
- August 2014
 - Nathan Smith, Asia Sales Manager
- October 2014
 - Justin Smith – VP International Sales
 - Michael Gardner – Sr. Director North America – Ag, Turf, Private Label
- November 2014
 - Kenny Halcomb – Turf Sales Manager

North America – Regional Office

- Mid-South Regional Office
 - Brinkley Arkansas
 - Mark Gregory – Regional Manager
 - Kelsey Wright – Sales and Field Support
- Model for Future Growth in United States

Scientifically Engineered Technology

- Micro Carbon Technology®
 - Symbol
 - Carbon Ring (leonardite)
 - Soil
 - Plants
 - Water
 - Effective Uptake (competence)
 - Rapid Uptake (speed)
 - Efficient Uptake (quality)
 - Sustainable (endurance)





MICRO CARBON TECHNOLOGY[®]

Delivering Nature's Science[™]



BHN, IAS Alliance

- Soil and Plant Tissue Testing Services
- Huma Gro[®] Product Recommendations
- Customer Service
- Healthy Soils
- Quality Crops
- Higher Yields

A vibrant illustration of a farm landscape. In the foreground, there are stalks of corn, wheat, and several large, bright orange carrots. The middle ground shows a red tractor in a field of young green plants, with a red barn and a windmill in the background. The sky is blue with white clouds. An orange banner is draped across the scene.

BIO HUMANETICS
Incorporated
Harnessing Nature's Science™

Inter AG Services

SOIL and TISSUE Testing Services

with recommendations for

HUMAGRO

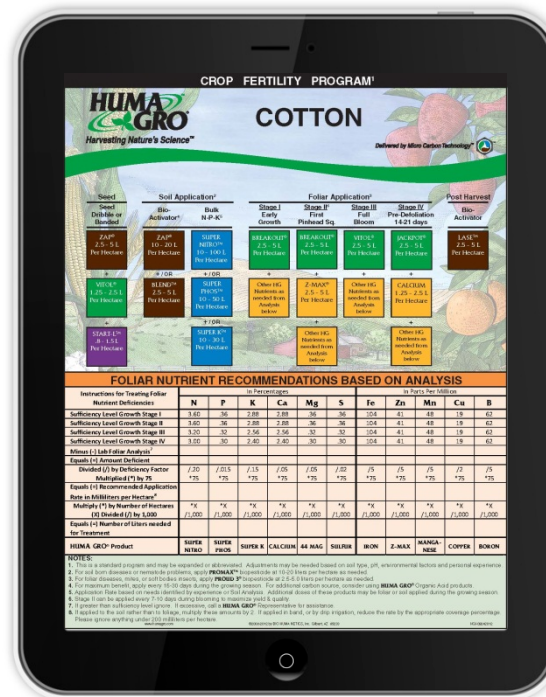
Sustainable SOIL FERTILITY

and

Ultra-Efficient NUTRIENT SOLUTIONS

2012 – On a Tablet Near You

- Customer Hub
 - Sales and Support Tools At Your Fingertips
 - Presentations
 - Crop Programs
 - Field & Research Reports
- Updates Distributed Online
- Tools
- Training



2014 – Huma Gro® App!

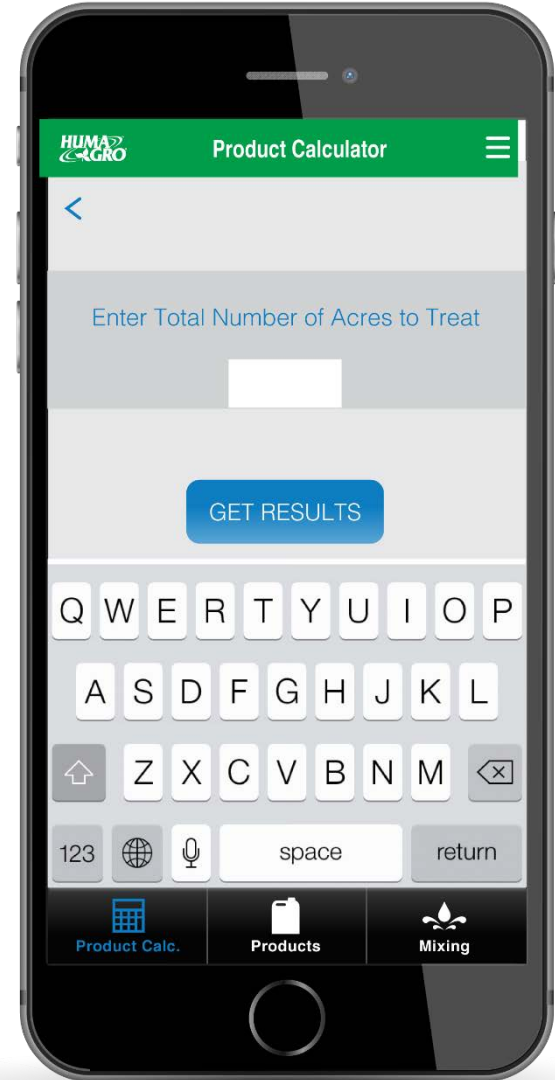
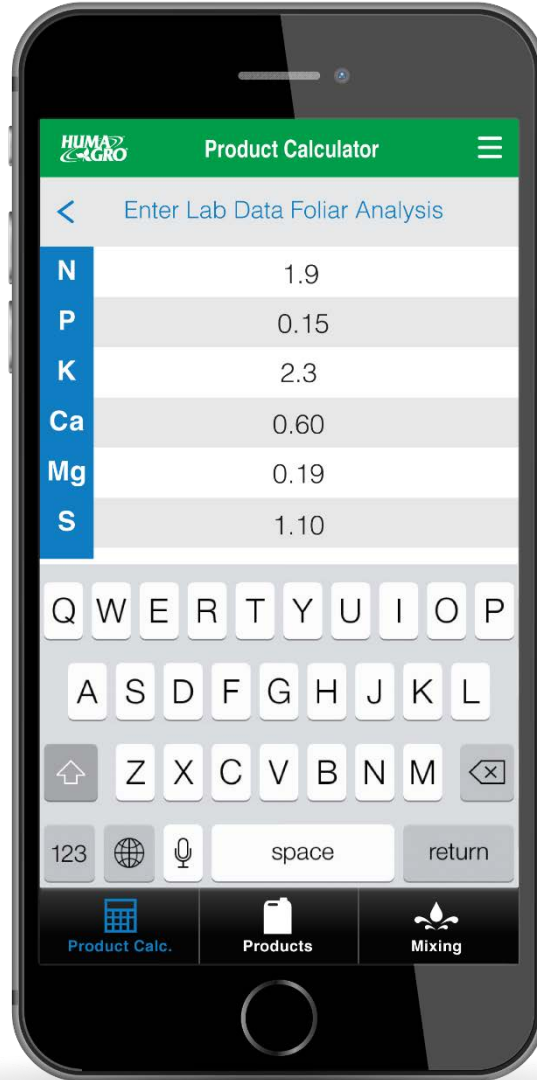
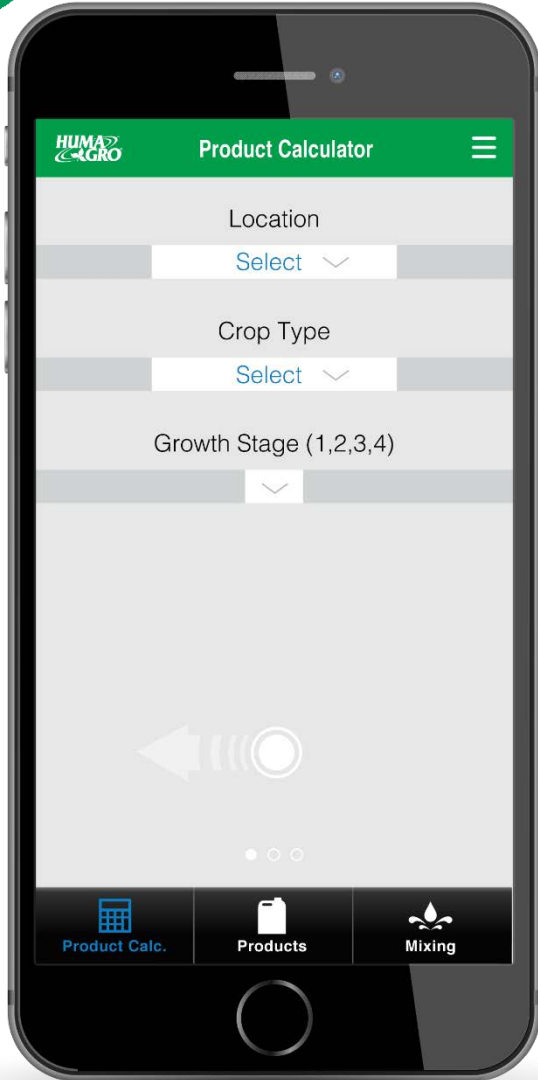


Huma Gro[®] Mobile APP Features

- Version 1 – 2014 World Conference
 - Huma Gro[®] foliar deficiency product calculator
 - Product Labels & SDS
 - Product Mixing Guide
- Version 1.5 – 2015
 - Integrated IAS Laboratory testing results with Huma Gro[®] product recommendations
 - Maintains a stored, local database of all calculations and synced lab results for future use
 - Conventional to Huma Gro[®] Conversion Rates

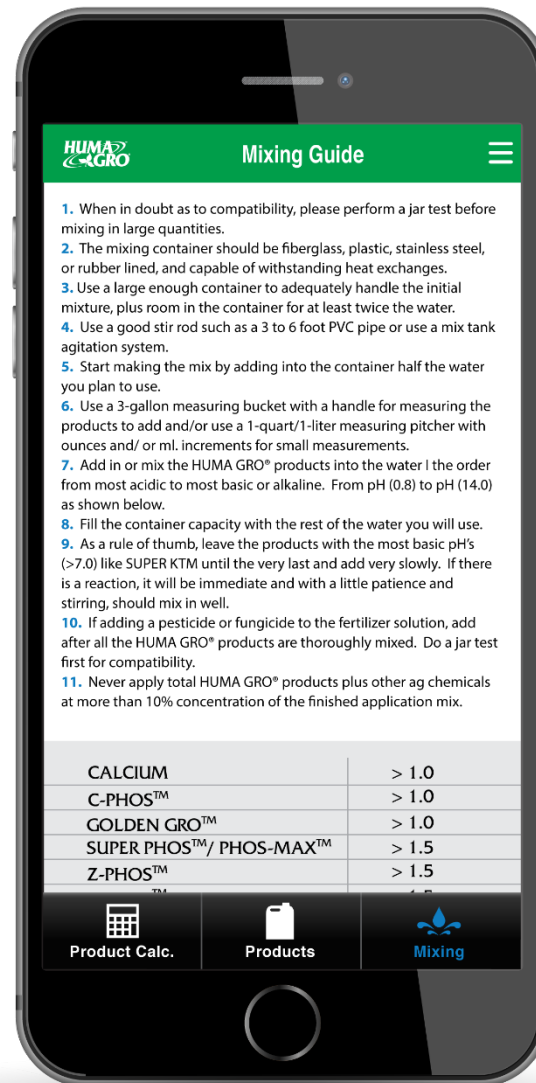
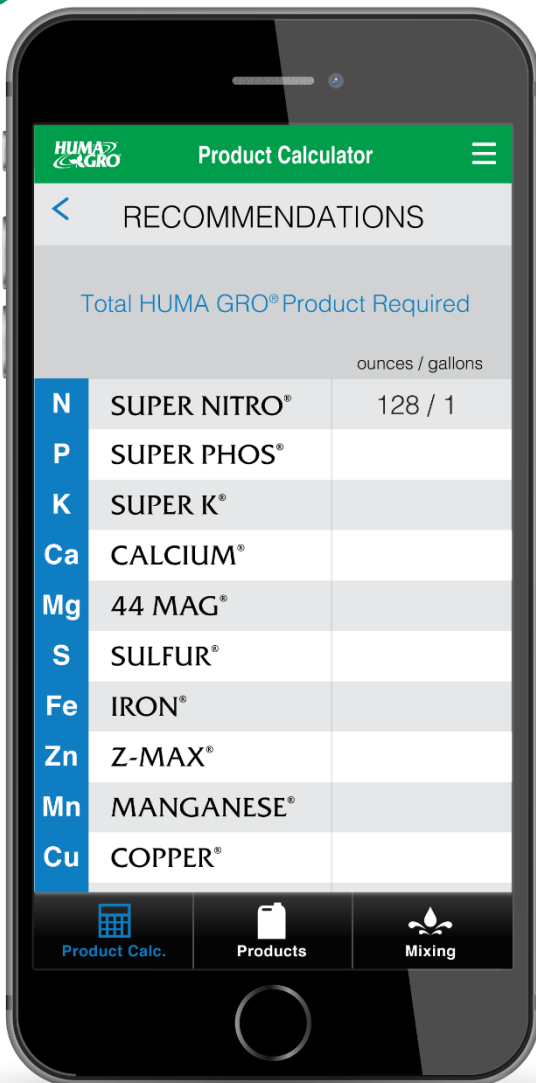


Huma Gro[®] App



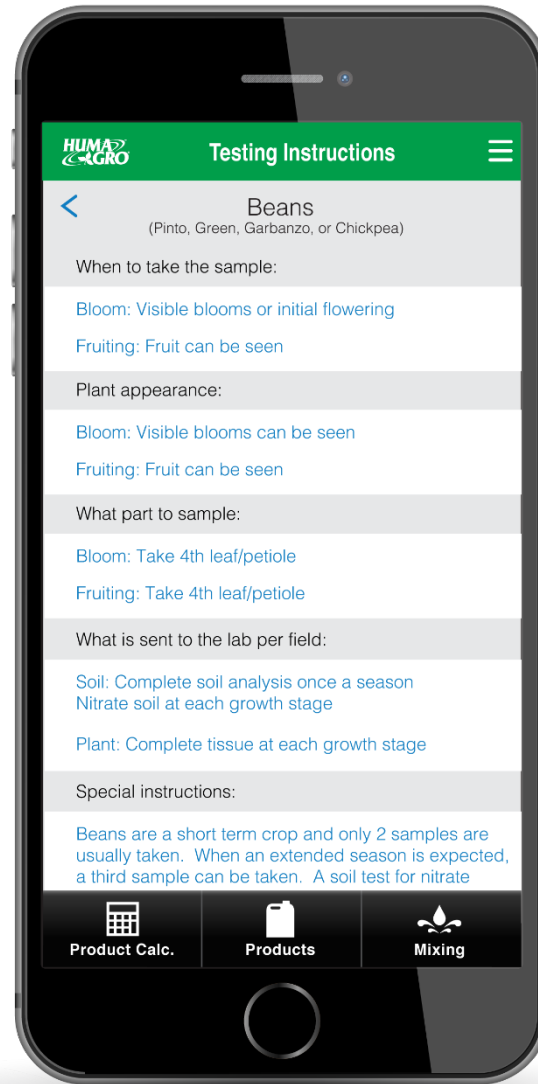
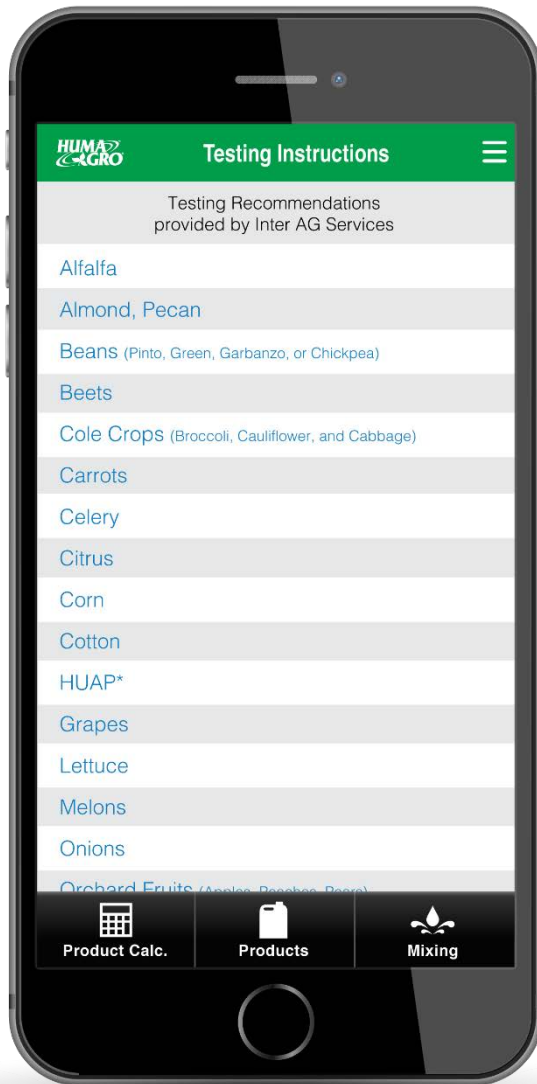
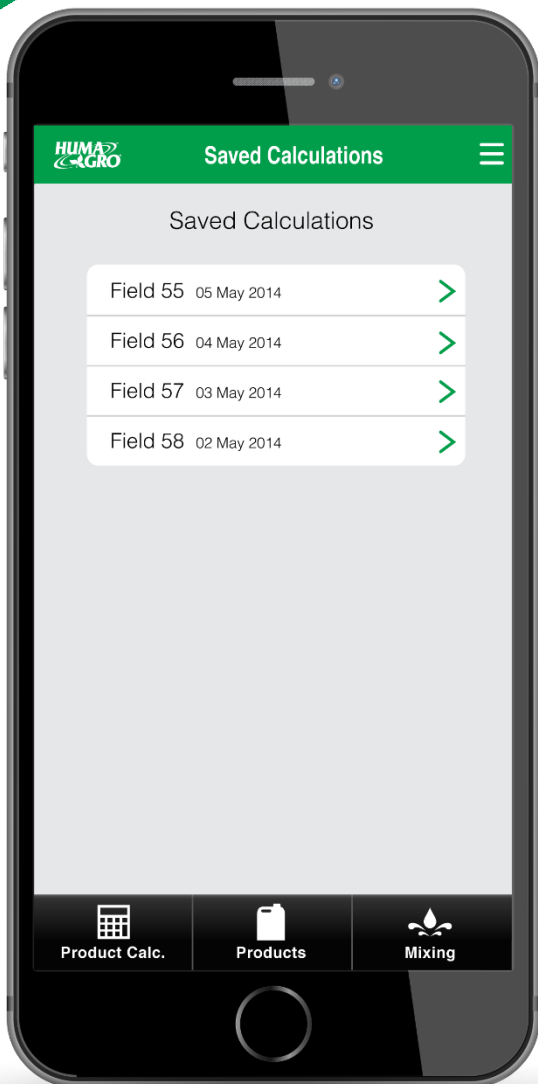


Huma Gro[®] App





Huma Gro[®] App – Coming in 2015



BHN-University

- **BHN-U**
 - Develop Technical / Science Knowledge Base
 - Training Resources – Certified Crop Advisor
 - Become Huma Gro[®] Product Application Experts
 - Detailed Product Training Resources
 - Sustainable Soil Fertility
 - Ultra Efficient Plant Nutrition
 - Zero Residue Plant Protection
- **Available on Customer Hub**



Sales & Marketing Goals – 2015-2016

- Excellent Customer Service
- Micro Carbon Technology[®] (MCT[®])
- Strategic Growth
 - Expand US & Worldwide Presence
- Knowledge and Understanding
 - Full Crop Programs
- T³ – Technology, Tools, Training
- Purdue – Precision Selling, Executive Agri-Marketing

Live the Life of Abundance!

"There are no great limits to growth because there are no limits of human intelligence, imagination, and wonder."

Ronald Reagan, 40th President of the United States



Thank You!

