



A Global Leader in Agriculture



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Note Regarding Presentation of US Dollar Financial Figures

The conversion of Renminbi (RMB) into US dollars in this presentation is made solely for the convenience of the reader. The conversion rate of RMB into US dollars is *RMB 6 to US\$1* for illustration purpose.



Investment Highlights

- Defensible market position based on intellectual property
 - Extensive R&D to produce proprietary breeds and strains
 - Branded and recognized rural services
- Diversified global market reach
 - Agricultural research organizations and partnerships in over 30 countries
 - Operate in 47 countries across every continent





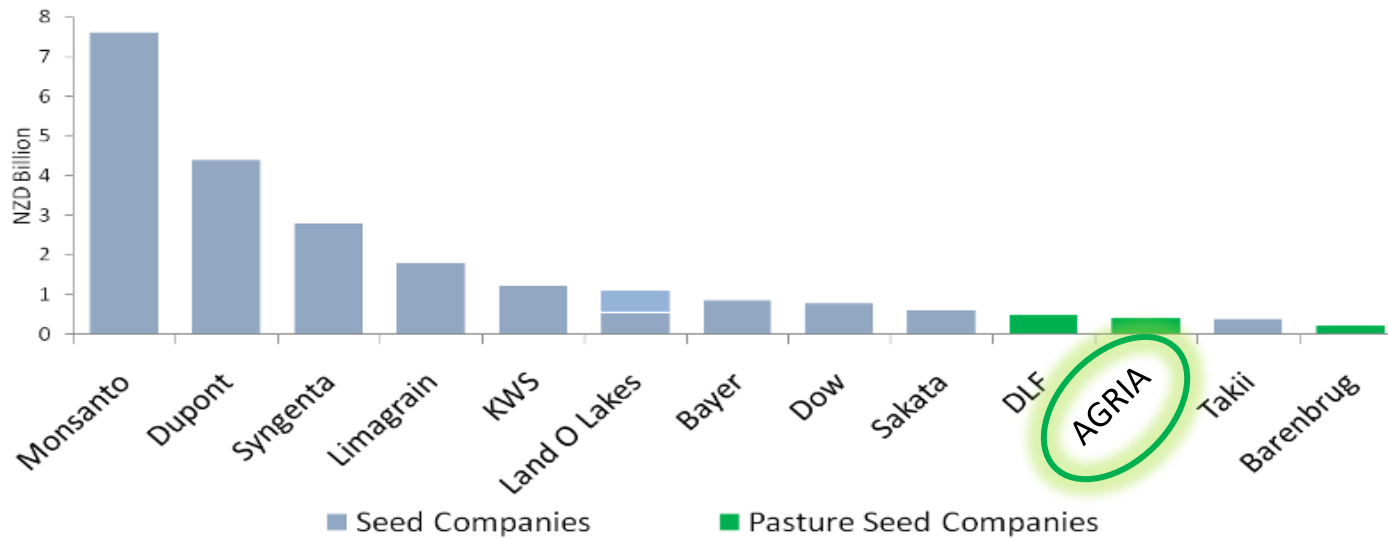
A Global Leader in Agriculture

Global Leader In Agriculture

- Ranked 11th in the global seed industry
- Ranked 2nd in the forage industry

Turnover Ranking of Global Seed Companies

(Blue colour is the companies with grain seed as key product;
Green colour is the companies with forage seed as key product)



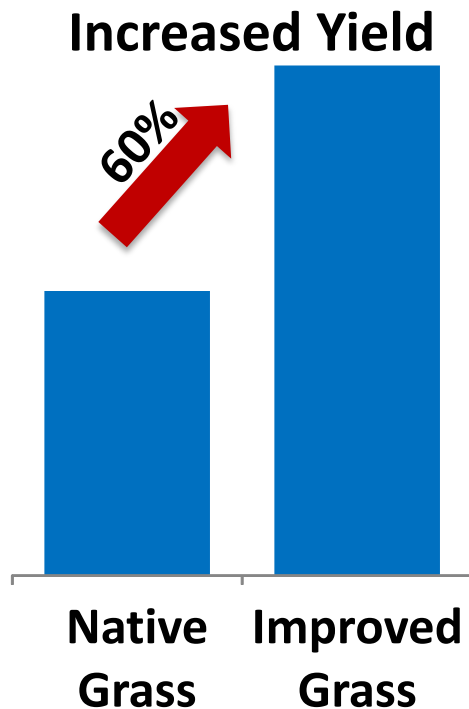
Corporate Strengths

- Scale
 - Global team of ~3,000 staff
 - USD 1 billion in annual sales
 - Established relationships with agricultural research organizations and partnerships in over 30 countries



Seed Product Strengths

- Increased Yield
- Natural Insect Resistance
- Herbicide Tolerant



Natural Insect Resistance

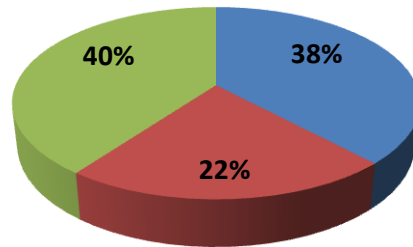


Herbicide Tolerant



Revenue

- Crop protection, nutrients and merchandise
- Rural Services
- Seeds and grain



FY 2013 Sales

US\$ 1 billion

Employees

~3000

Countries

47

NYSE

Symbol: GRO

Seed and Grain



This business segment is engaged in research and development, production, and sale of seed products including forage, turf, maize, corn, cereal and vegetable seeds. Its business also includes multiplication of seed for international customers and trading of seed and grain products globally.

Crop Protection, Nutrients and Merchandise



This business segment operates an extensive chain of retail stores that supply farm input materials including chemicals, fertilizers, pollination products, frost protection products, fencing, animal health and nutrition products, grains and seeds, clothing, leisure goods, and gardening equipment. It offers a wide range of plant nutrition options, supported by industry-leading knowledge of the specific products and application protocols.

Rural Services



This business segment offers a variety of services critical to the agricultural economy, including livestock, wool, irrigation, real estate, and insurance.



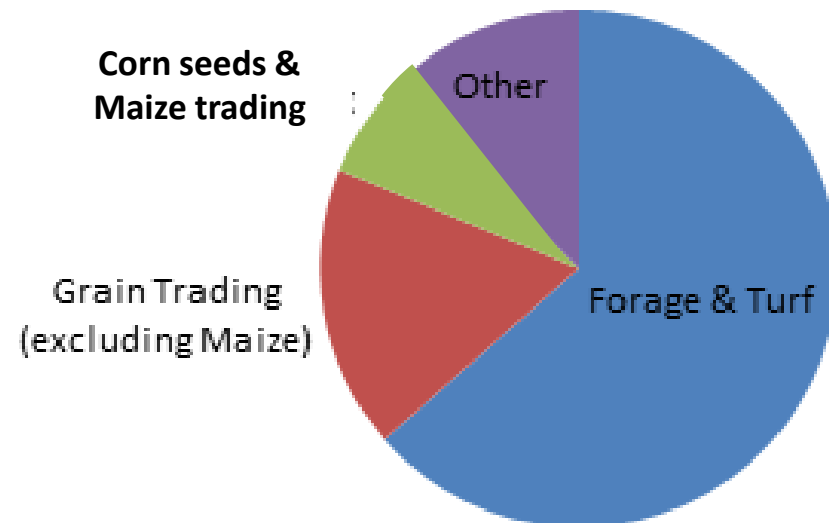
Seed & Grain

Seed & Grain

| Revenue | Revenue contribution | Operating Income |
|-----------------|----------------------|------------------|
| US\$392 million | 40% | US\$20 million |

- Staff of 550, 30 researchers
- Key Product Lines
 - Forage and Turf
 - Corn seeds & maize trading
 - Grain

FY13 Revenue by product category



Seed & Grain: Forage & Turf

- Key Advantages

- Broad product portfolio
 - >200 proprietary forage and turf seeds
- Branding
 - Numerous brands to cater to different market segments
- Focused on IP to add value
 - Proprietary seed varieties tailored to specific temperate climatic conditions
 - Seed coating and branded products create opportunities for additional margin
- Commodity seeds establish customer relationships, preserve market position, are “gateway” to proprietary seed sales

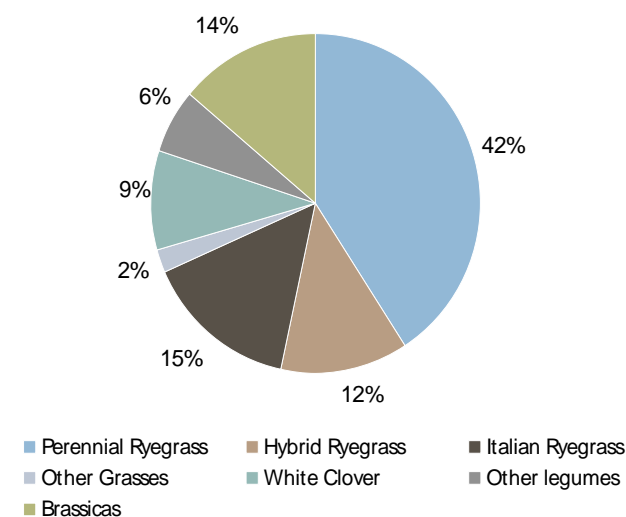


Seed & Grain: Forage & Turf

Key seed product overview

| Category | Product Types | Description |
|------------------|--|--|
| Forage grasses | <ul style="list-style-type: none"> Perennial ryegrass Hybrid ryegrass Italian ryegrass Tall fescue | <ul style="list-style-type: none"> Core to pastoral farming system Grasslands Innovation is core development partner |
| Forage Legumes | <ul style="list-style-type: none"> Clovers Lucerne Lotus Fulla | <ul style="list-style-type: none"> Assists with pasture renewal Grasslands Innovation is core development partner |
| Forage Brassicas | <ul style="list-style-type: none"> Swede Turnip Rape Kale | <ul style="list-style-type: none"> Supplementary feed Forage Innovation is core development partner |
| Forage Herbs | <ul style="list-style-type: none"> Chicory Plantain | <ul style="list-style-type: none"> Enhances forage nutritional quality Various development partners |

Volume by product



Seed & Grain: Corn

- Corn Segment Growth Drivers
 - Production Expansion
 - China Market Growth



Seed & Grain: Corn

- Production Bases
 - Corson Maize drying facilities in New Zealand
 - Corn seeds production bases in Xinjiang, Henan and Guangdong in the PRC



Seed & Grain: Grain

- Grain brokerage and marketing service
 - Connects grain growers to end markets
 - Broker for large grain users
 - Extensive contractual grower relationships
 - Field representatives in key cropping areas have strong relationships with growers
- Business highlights:
 - Production in key cropping areas
 - Cereal seed marketing
 - Wheat and barley research and new variety development
 - Specialist agronomic staff



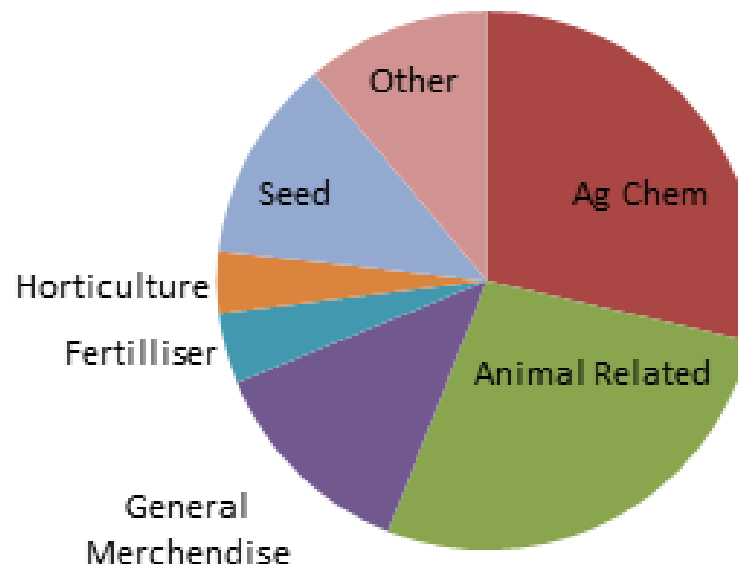


Crop Protection, Nutrients and Merchandise

Crop Protection, Nutrients and Merchandise

| Revenue | Revenue contribution | Operating Income |
|-----------------|----------------------|------------------|
| US\$373 million | 38% | US\$20 million |

FY13 Revenue by product category



Crop Protection, Nutrients and Merchandise

- Orchard materials
 - Chemicals
 - Fertilisers
 - Pollination products
 - Frost protection products
- Wide range of plant nutrition options, supported by industry-leading knowledge of the specific products and application protocols
- Most widely-needed nutrients
 - Nitrogen (N)
 - Phosphorus (P)
 - Potassium (K)
- Specific growth and quality-enhancing properties
 - Calcium (Ca)
 - Magnesium (Mg)
- Horticulture service and supply business
 - Agronomic advice
 - Technical expertise
 - Extensive product range



Crop Protection, Nutrients and Merchandise

- ~100 Retail outlets
- Stores supply farm materials
 - Chemicals and fertilizers
 - Pollination products
 - Frost protection products
 - Fencing
 - Animal health and nutrition products
 - Grains and seeds
 - Clothing
 - Leisure goods
 - Gardening equipment
- Supported by experienced technical field staff providing advice on
 - Soil
 - Irrigation design
 - Pest and disease identification
 - Treatment plans
 - Monitoring systems



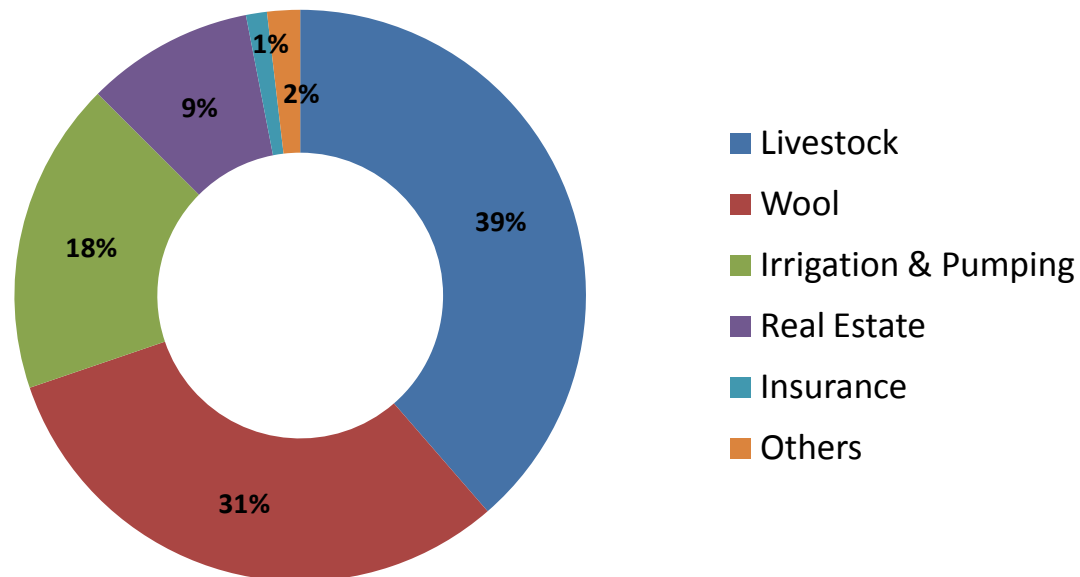


Rural Services

Rural Services

| Revenue | Revenue contribution | Operating Income |
|-----------------|----------------------|------------------|
| US\$217 million | 22% | US\$16 million |

FY13 Revenue - Rural Services



Rural Services

| Service | |
|-------------------------------|--|
| <i>Livestock</i> | Agents for sheep, beef, dairy and deer farmers, meat processors and exporters. Major service is trading livestock through auctions, private on-farm sales, online or direct sales to meat processors. |
| <i>Wool</i> | Sales agents for sheep farmers (auctions, forward contracting, private sales). Providing comprehensive range of services including on-farm assistance, in-store wool handling and export processing |
| <i>Irrigation and Pumping</i> | Design, construction, installation and servicing of irrigation/pumping systems. |
| <i>Real Estate</i> | Brokerage primarily focused on farm sales. |
| <i>Insurance</i> | Brokerage providing a range of market-leading insurance products. |



Rural Services: Livestock Trading

- Sales agent for farmers, meat processors and livestock importers/exporters
- Represent farmers trading stock to other farmers or matching farmers to meat processors
- Handle multiple stocks
 - Sheep
 - Beef
 - Dairy
 - Deer
- Major service is trading livestock
 - Auctions
 - Private on farm sales
 - Online
 - Direct to meat processors
- Strong adviser relationship with agents offering
 - Genetics
 - Stocking
 - Animal evaluation
 - Valuation
 - Strategic advice to help facilitate a transaction
- Substantial resources
 - 260 agents
 - 70 owned or co-owned sales yards
 - Web-based platform



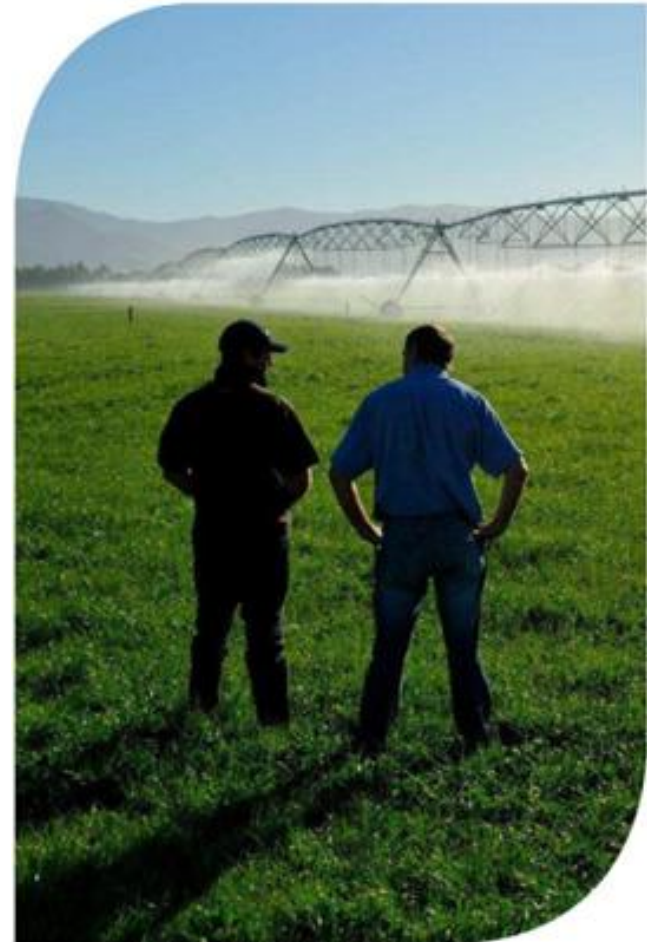
Rural Services: Wool

- Broker sale of wool from farm
- Procurement for export wool globally
- Storage and handling



Rural Services: Irrigation & Pumping

- Design, build and install on farms:
 - Irrigation systems
 - Dairy-shed reticulation
 - Stock-water systems
- Represent leading brands
- Circa 550,000 ha of irrigated land
- Further 250,000 ha expected to become irrigated in the next 10-15 years



Rural Services: Other

- Real Estate
 - Broker farm sales and rural residential sales
 - Capital value of farms ~\$120 billion
- Insurance
 - Provide complete agricultural insurance solutions to farmers
 - Insurance Products include:
 - Farm Insurance
 - Specialist Farm Insurance
 - Business Insurance
 - Domestic Insurance





Financial Results

Financial Highlights

| US\$ million | For the 6 months ended Dec. 31, | | For the year ended Jun. 30, | |
|---|------------------------------------|-------------|--------------------------------|--------------|
| | <u>2013</u> | <u>2012</u> | <u>2013</u> | <u>2012</u> |
| <u>Revenue</u> | | | | |
| Seed & Grain | 179 | 171 | 392 | 398 |
| Crop Protection, Nutrients & Merchandise | 250 | 227 | 373 | 511 |
| Rural Services | 107 | 110 | 217 | 244 |
| Total | 536 | 508 | 982 | 1,153 |
| <u>Operating Income</u> | | | | |
| Seed & Grain | 7 | 6 | 20 | 23 |
| Crop Protection, Nutrients & Merchandise | 19 | 16 | 20 | 20 |
| Rural Services | 6 | 3 | 16 | 17 |
| Corporate expense | (16) | (19) | (38) | (36) |
| Total | 16 | 6 | 18 | 24 |



Financial Position Highlights

| | Half year | | | Full year | |
|-----------------|-----------|-----------|--|-----------|-----------|
| (US\$ million) | 31-Dec-13 | 31-Dec-12 | | 30-Jun-13 | 30-Jun-12 |
| Total asset | 642 | 831 | | 610 | 872 |
| Total liability | 422 | 453 | | 402 | 441 |
| Total equity | 220 | 378 | | 208 | 431 |
| Net debt | 110 | 108 | | 92 | 119 |





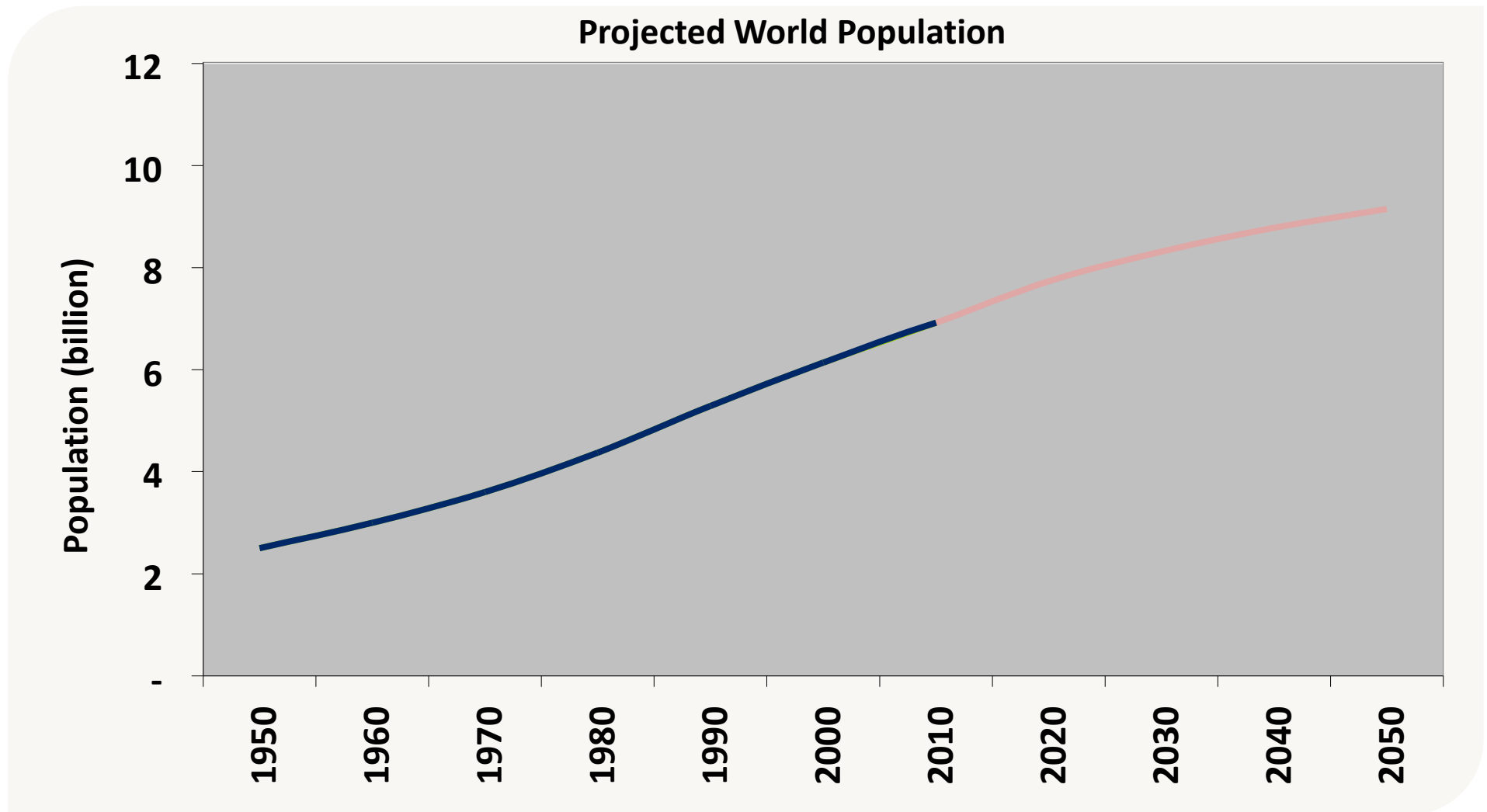
Global Growth Opportunities

Multiple Global Growth Drivers

- Consumption of all agricultural products will increase in developing countries
 - Growing population
 - Higher incomes
 - Urbanization
 - Changing diets
- Per capita consumption is projected to expand most rapidly in
 - Eastern Europe
 - Central Asia
 - Latin America



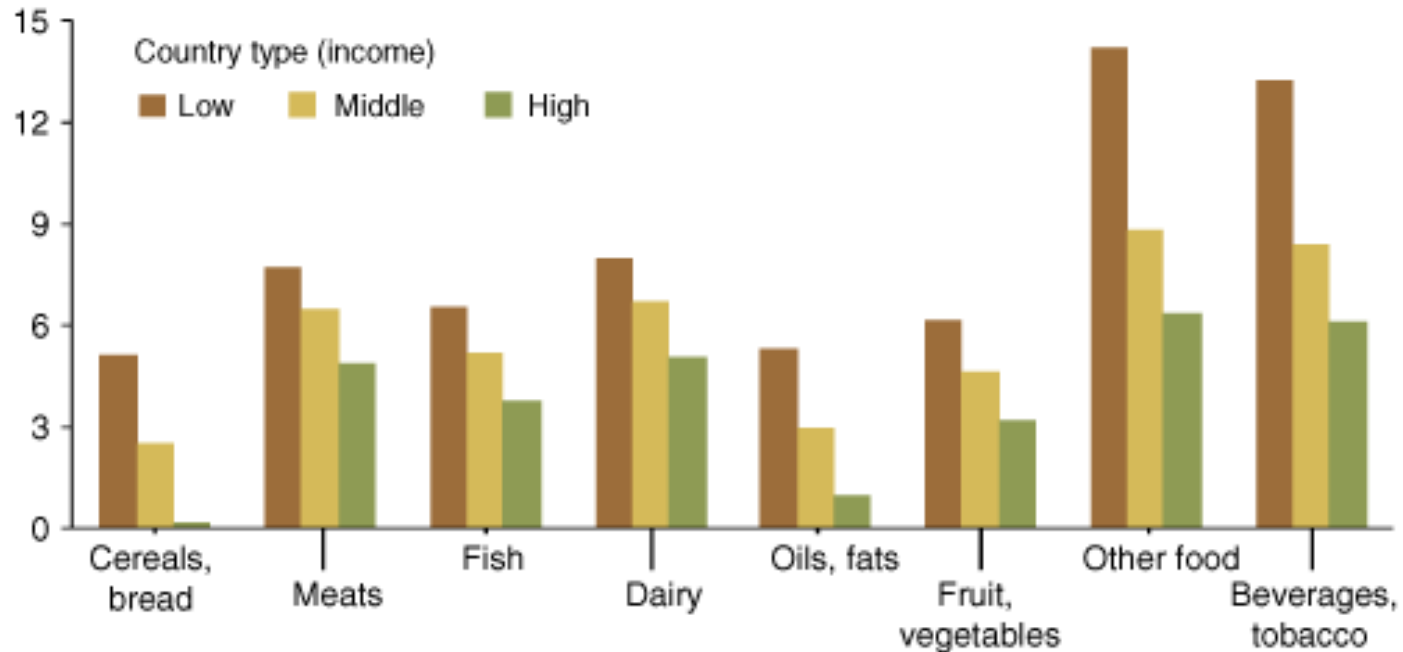
World Population Growth Underpins Food Demand Growth



Higher Incomes Drive Change in Composition of Average Diet

Responsiveness of food consumption to increases in income is greater in developing countries than in higher income nations

Percent change in consumption in response to a 10-percent increase in income

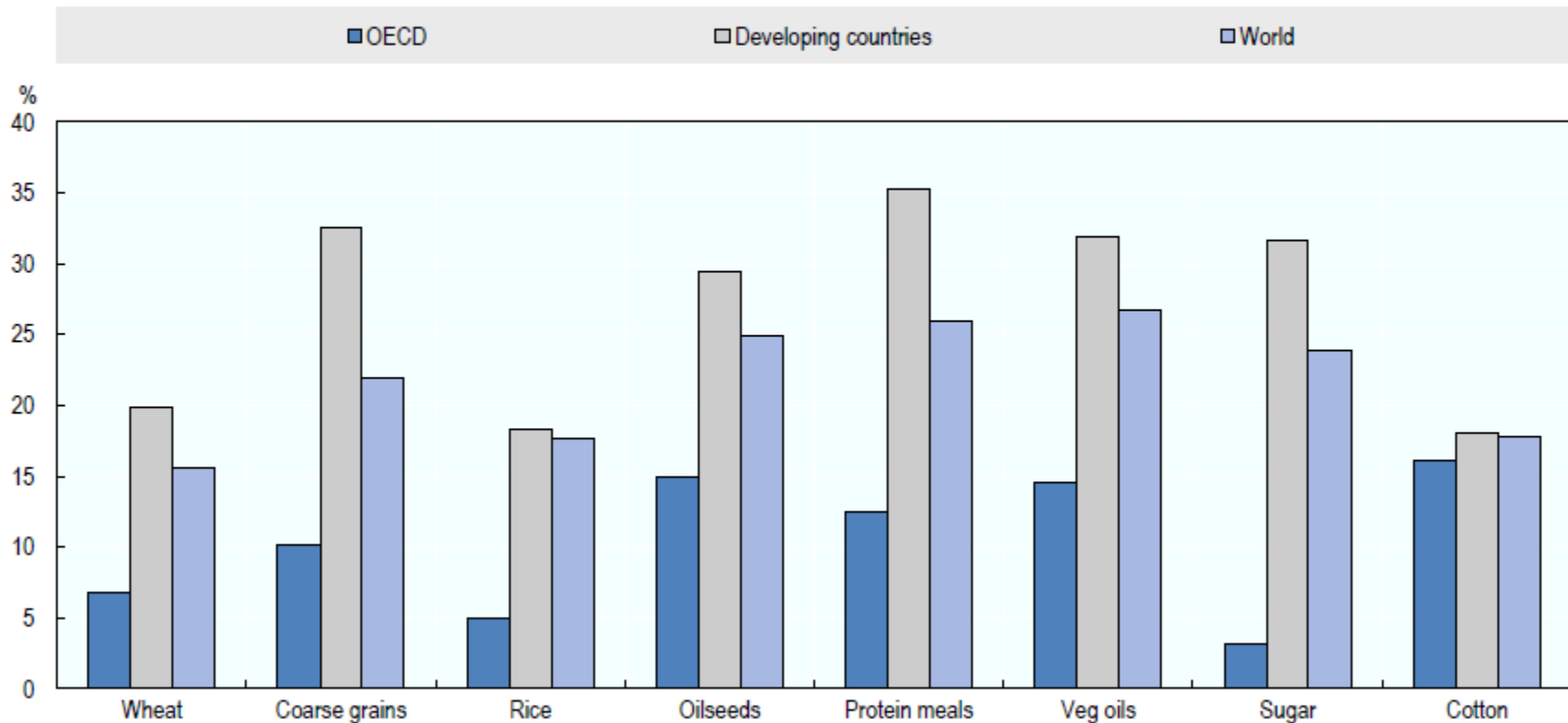


Source: USDA, Economic Research Service using International Comparison Program data 2005.

Grain Demand Likely to Soar in Developing Economies

Figure 1.10. Higher consumption of crop products

Per cent change 2022 relative to average 2010-12

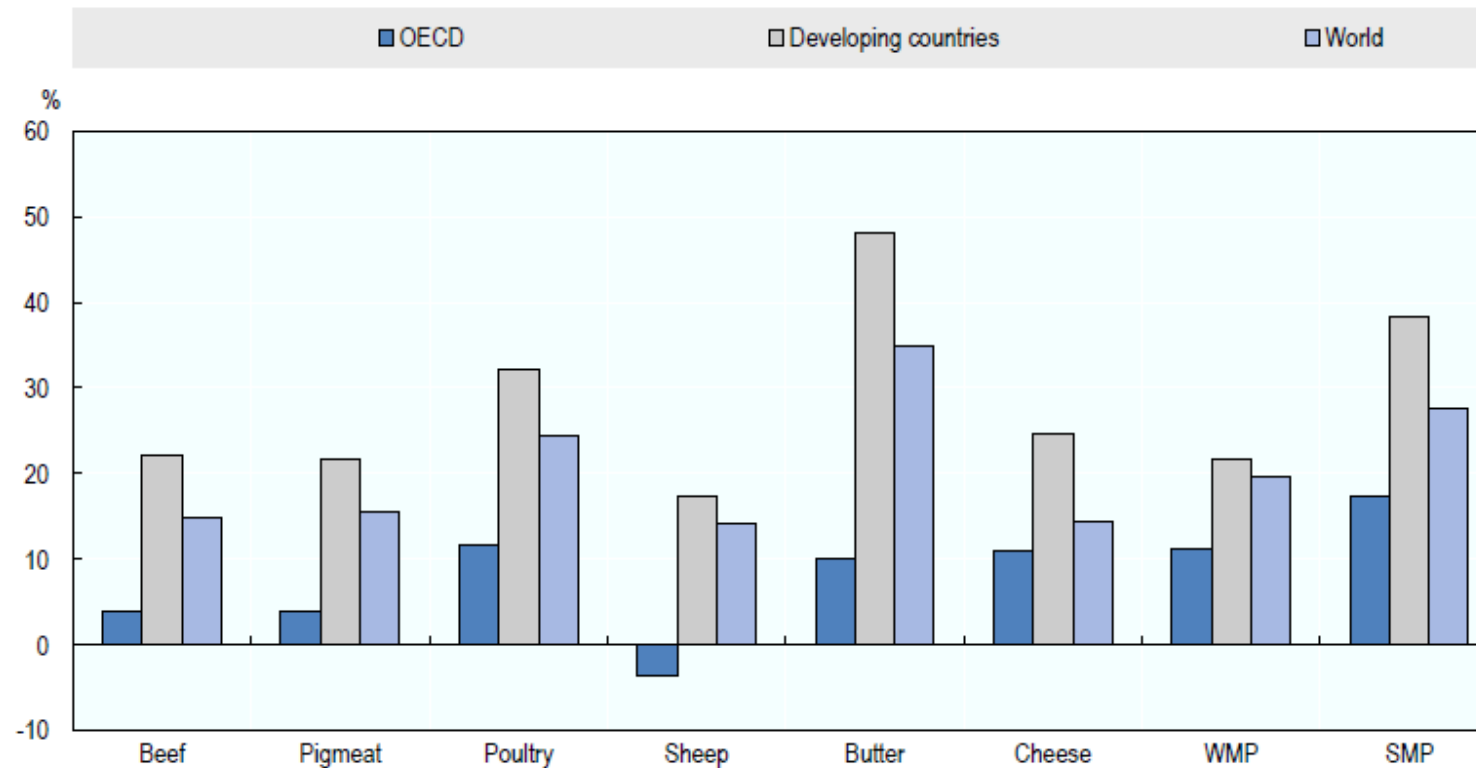


Source: OECD and FAO Secretariats.

With Economic Development, Diets Likely to Shift to More Proteins

Figure 1.11. Higher consumption of livestock

Per cent change 2022 relative to 2010-12



Source: OECD and FAO Secretariats.

Agria Ideally Positioned

- Products encompass key areas of growth
 - Seeds that drive productivity and yield
 - Strong position within protein supply chain
 - Strong market position in developing countries
 - Presence
 - Brand recognition





Exchange: NYSE

Symbol: GRO

Website: www.agriacorp.com

Contact:

John Fulton

Chief Financial Officer

john.fulton@agriacorp.com

