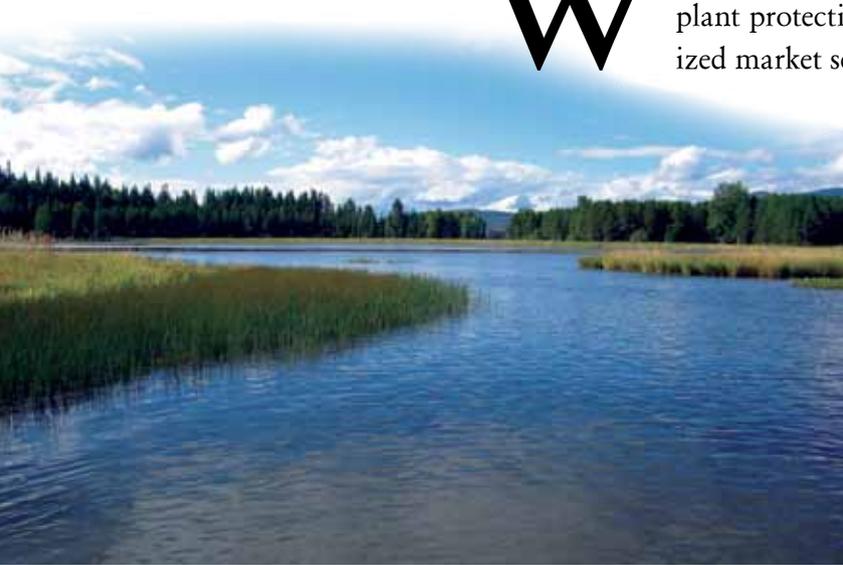


SEPRO CORPORATION

Solving Specialty Problems in a Mass-Market World

William H. Culpepper, Jr. incorporated in a single word everything he wanted the company he founded in 1993 to be. SePRO Corporation would provide plant protection and plant management products and services fitting specialized market segments outside the core business strategy of large agro-chemical



SePRO is the world's largest manufacturer of aquatic plant management and habitat restoration products.



SePRO is also a recognized leader of plant health solutions for the professional turf/landscape, greenhouse and nursery markets.



manufacturers. The "S" in SePRO represented the specialty products the company would create and the specialized niches in which they would be marketed. The "e" signified the environmental uses of the products. And the "PRO" indicated the products that SePRO would produce and market.

When the business was launched in Carmel, SePRO initially offered three products. To eliminate burdensome start-up discovery costs, the company focused on already developed chemical compounds. The company purchased three chemically active compounds from DowElanco, including Sonar[®] Aquatic Herbicide, a product originally developed by Eli Lilly. The focus was on using SePRO's own expertise in niche markets and in managing regulatory labeling issues to revitalize "marginal" products and streamline the launching of new ones.

A HISTORY OF GROWTH

The business model on which SePRO was patterned proved phenomenally successful. In less than five years, SePRO had established itself as the world's

largest manufacturer of aquatic plant protection products and had grown into the largest dedicated sales, research, and marketing organization in the aquatics industry. The company soon added professional greenhouse and nursery products, turf and landscaping products, and do-it-yourself pond care products to create an extensive portfolio.

Realizing that serving these very specialized and highly regulated markets would require remaining at the forefront of cutting edge research and development, SePRO in 2004 opened the SePRO Research and Technology Campus, a 410-acre site located 60 miles northeast of Raleigh in Whitakers, North Carolina. In addition to housing a significant portion of the company's manufacturing operations, the campus includes an extensive aquatic research and technology complex, complete with laboratories and eleven acres of specialized aquatic research ponds and mesocosms. Current use of the facility includes Aquatic Field Research, SePRO Aquatic Lab Services, Eastern Warehouse/Shipping Location, Formulation Facility, and Turf and Ornamental Field Research.

Most recently, SePRO has ventured into the pharmaceutical area by forming ParaPRO LLC, a life sciences company currently developing technology for the control of head lice for human health. ParaPRO launched its FDA-approved prescription head lice product, named Natroba[™] in the fourth quarter of 2011.

Today, SePRO is a global company offering 56 additional specialty products that are sold in more than a dozen countries. The company is also



Carmel: 'round about right

a recognized pacesetter in the professional turf/landscape, greenhouse and nursery markets. In addition, SePRO owns ReMetrix LLC, a national leader in invasive vegetation and aquatic ecosystems mapping and monitoring. The company is headquartered in its own six-story commercial office building which is also home to its subsidiaries, ParaPRO LLC and ReMetrix LLC.

“While many factors have come together to create the success that SePRO has achieved, including technological breakthroughs and product development, market growth, expanded public and private budgets for the management of undesirable, invasive weed species, the development of new technologies, and strong industry partnerships, we believe that cornerstone of SePRO’s success has been its strong industry leadership provided by our management and employees,” Culpepper states. “They have been instrumental in growing the company over the years.

“This company is known for its technical expertise, strong customer support, responsiveness, and flexibility in working with customers and other stakeholders to achieve environmental management success. We maintain a sharp focus on environmental stewardship and supporting products, services, and programs that improve the world in which we live. Our employees are committed to being steadfast stewards of the environment and to providing the highest levels of customer service while bringing innovative solutions to meet our customers’ needs.”

GROWING WITH CARMEL

Carmel over the years has become a city recognized nationally for the exceptional quality of life it offers its residents. Likewise, SePRO has been spotlighted on numerous occasions for the contributions the company and its employees have made in helping

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to create the nurturing atmosphere that identifies Carmel as one of America’s best places to live, work, and play.

SePRO is a proud supporter of Carmelfest, the city’s largest summer festival. In addition, the company supports the Carmel Symphony Orchestra, the local volunteer orchestra of the community. SePRO employees are also active in lending their individual support to numerous fundraising efforts of the arts community and local civic and charitable organizations.

“SePRO has experienced the opportunity to grow along with Carmel,” Culpepper adds. “The Carmel community has offered SePRO employees a quality of life and a family-friendly environment

that is well suited to our growing company.

“We anticipate additional growth and expansion in the future with the introduction of several new products currently under development and with the significant investments we have made in businesses in new markets. When interviewing potential employees, we find they are always impressed with this company as well as with the community. Both are important to gain the talent we need to continue our growth.”

SePRO owns the building that serves as its corporate headquarters as well as home for subsidiaries ReMetrix LLC and ParaPRO LLC.



SePRO owned ParaPRO LLC is a specialty pharmaceutical company focused on acquiring, developing and commercializing proprietary products for the pediatric and pediatric specialty markets. ParaPRO recently launched its FDA-approved prescription head lice product, Natroba™.

