

Zespri Quarterly 2018/19

Key Performance Indicators



A Key Performance Indicator (KPI) is a type of performance measurement that evaluates the success of Zespri or of a particular activity in which Zespri engages.

The Quarterly KPIs reported in this document are a three year comparison of Q2 (where data is available). Q2 relates to data for the period 1 July to 30 September.

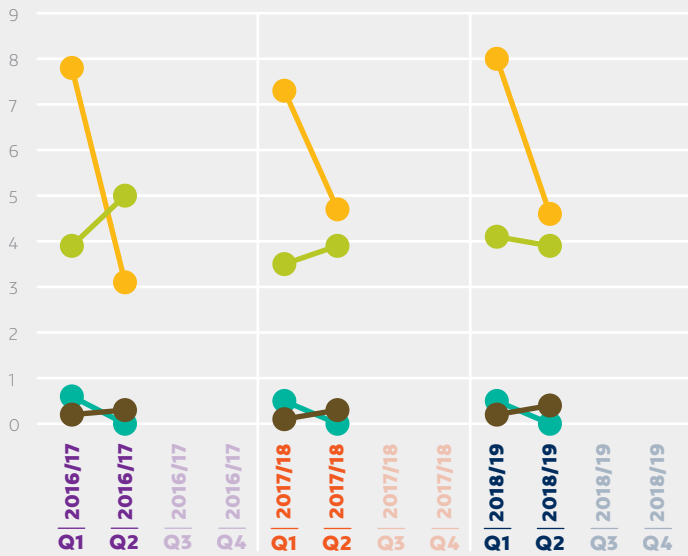


Market Mix by Volume (TEm per Qtr) by Variety

The 5 largest regions where kiwifruit has been sold by variety.

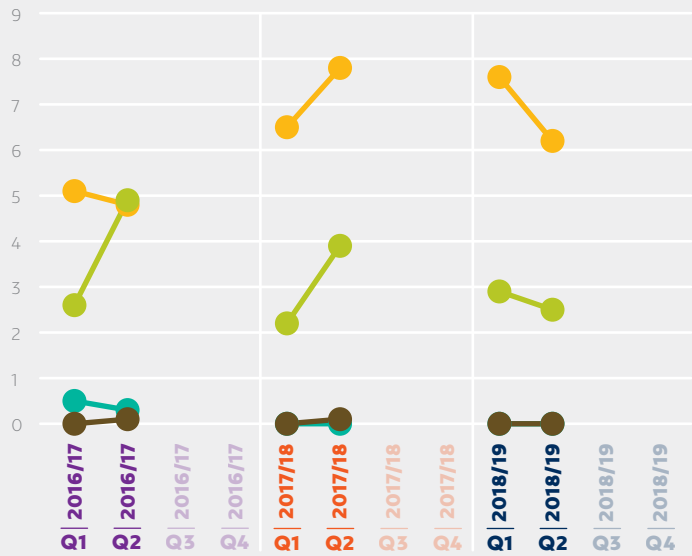
Japan

KEY ● Green ● Organic Green ● Gold ● Sweet Green



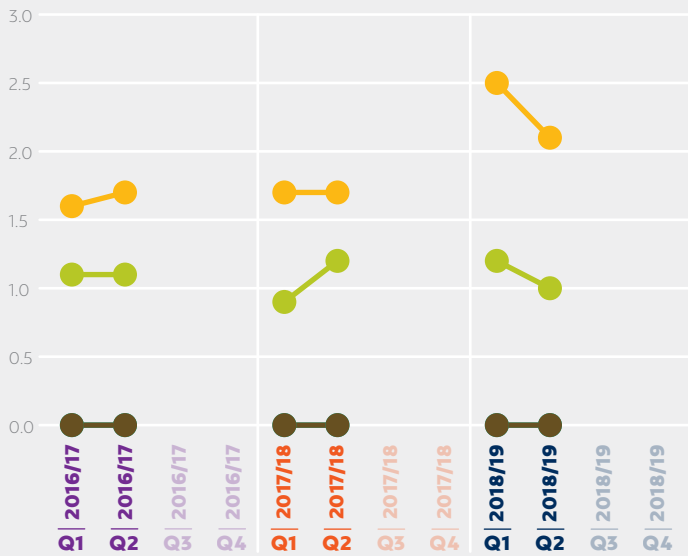
China

KEY ● Green ● Organic Green ● Gold ● Sweet Green



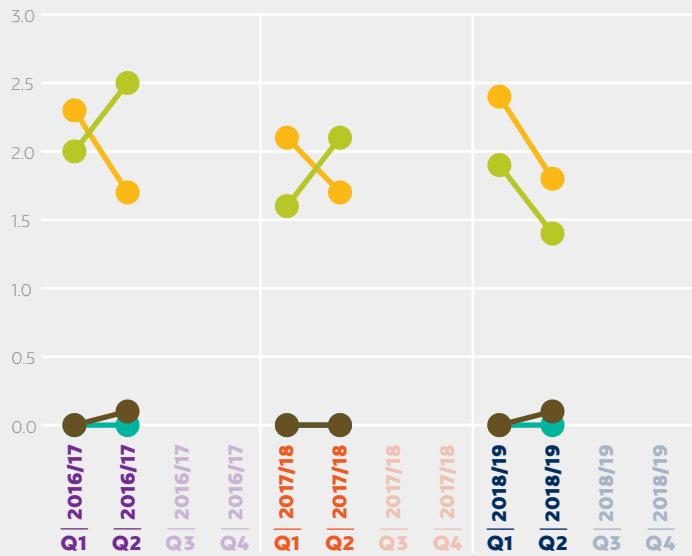
Korea

KEY ● Green ● Organic Green ● Gold ● Sweet Green



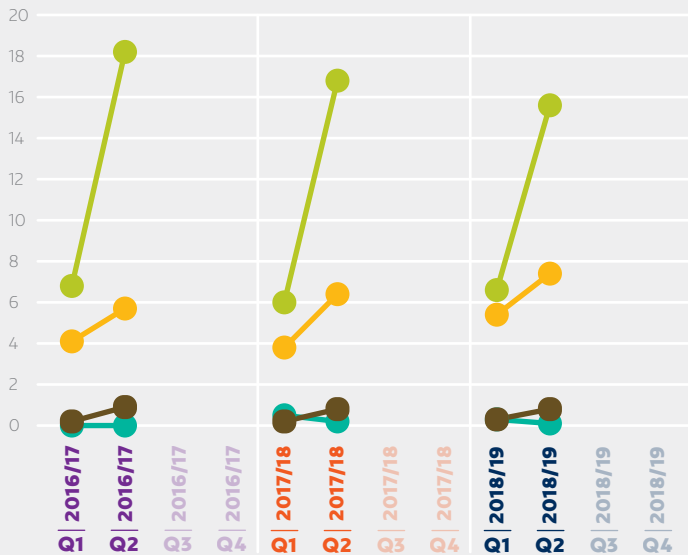
Taiwan

KEY ● Green ● Organic Green ● Gold ● Sweet Green



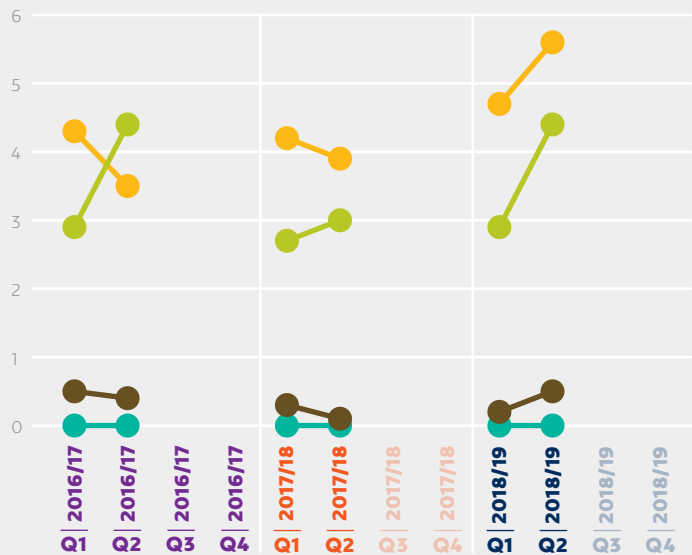
Europe

KEY ● Green ● Organic Green ● Gold ● Sweet Green



Rest of World

KEY ● Green ● Organic Green ● Gold ● Sweet Green



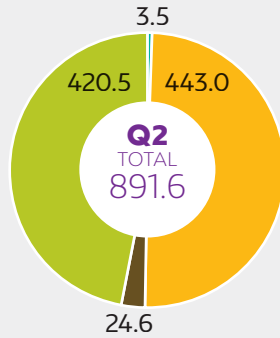
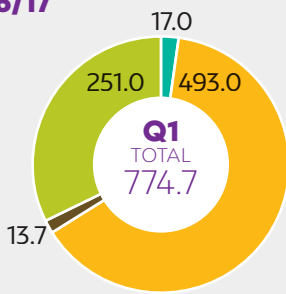


Sales by Variety (\$m per Qtr)

Sales (\$m per Qtr) generated by variety.

KEY ● Green ● Organic Green ● Gold ● Sweet Green

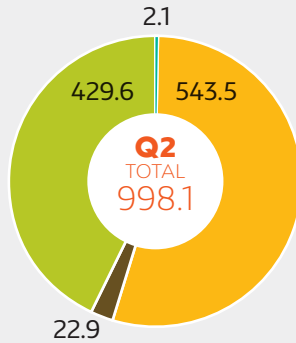
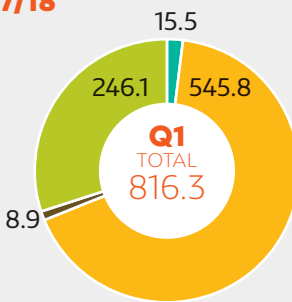
2016/17



2016/17 Q3

2016/17 Q4

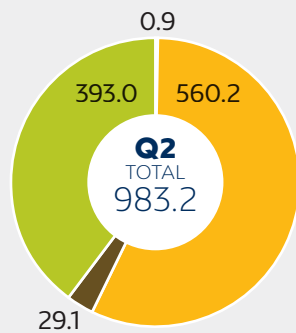
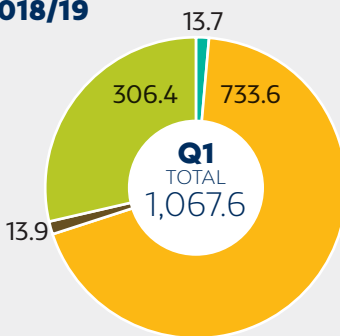
2017/18



2017/18 Q3

2017/18 Q4

2018/19



2018/19 Q3

2018/19 Q4

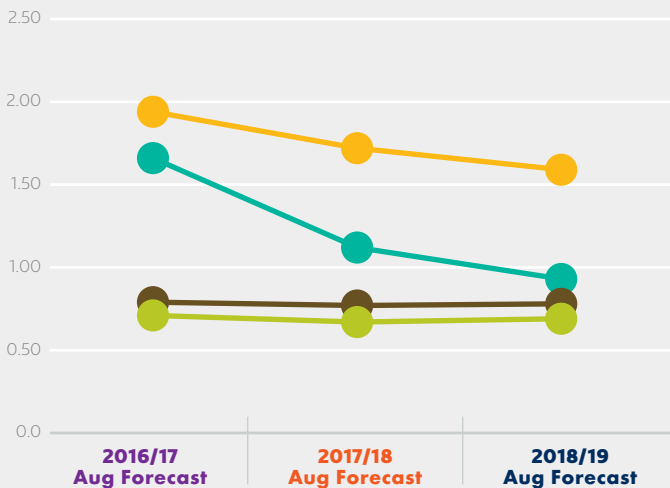


Promotion/TE by Variety

((NZD) latest forecast in Q2)

The effectiveness of promotional expenditure per tray return.

KEY ● Green ● Organic Green ● Gold ● Sweet Green

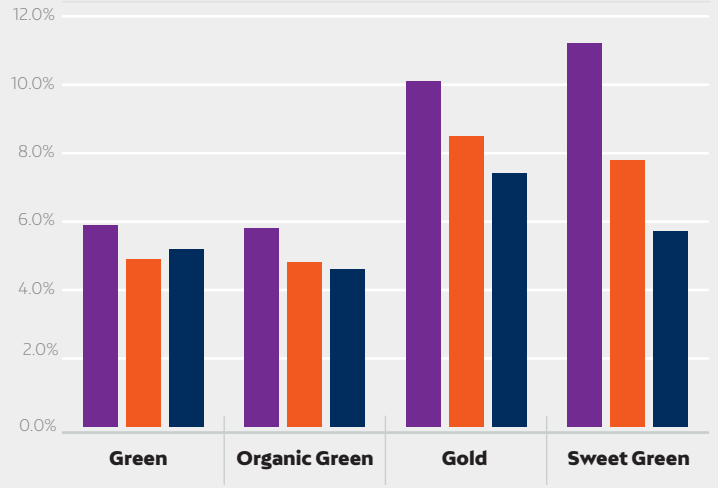


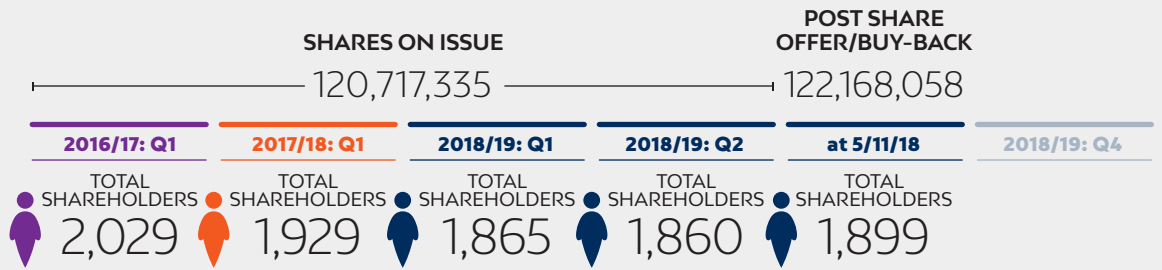
Promotion as a % of Revenue by Variety

((NZD) latest forecast in Q2)

The amount of revenue utilised for promotional expenditure.

KEY ■ 2016/17: Aug Forecast ■ 2017/18: Aug Forecast ■ 2018/19: Aug Forecast

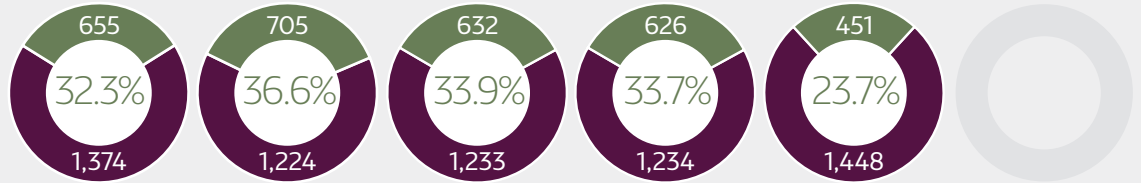




Dry Shareholders

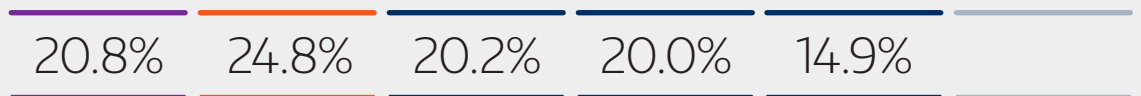
The number of dry shareholders expressed as a percentage of total shareholders.

KEY ● Dry Shareholders
● Shareholders with votes



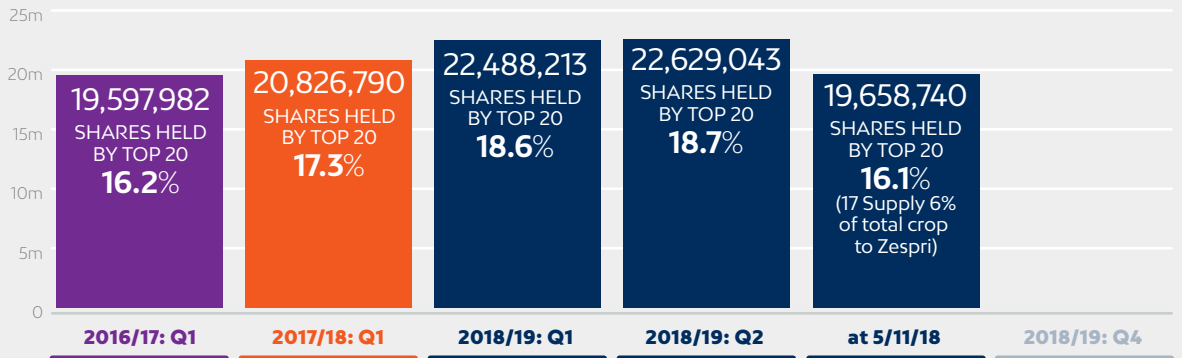
Percentage of Dry Shares

Dry shares as a % of shares on issue.



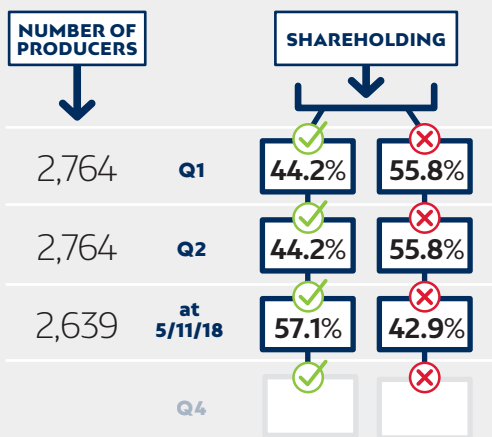
Shares Held by Top 20 Shareholders

The percentage of shares held by the top 20 shareholders.



Number of Producers who do not own Shares

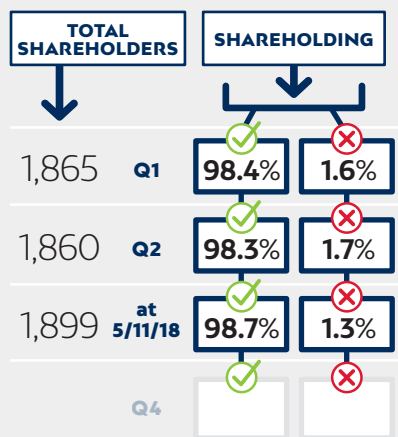
The percentage of producers (landowners & lessees) that do not hold shares in Zespri Group Limited (as at 01/10/18).



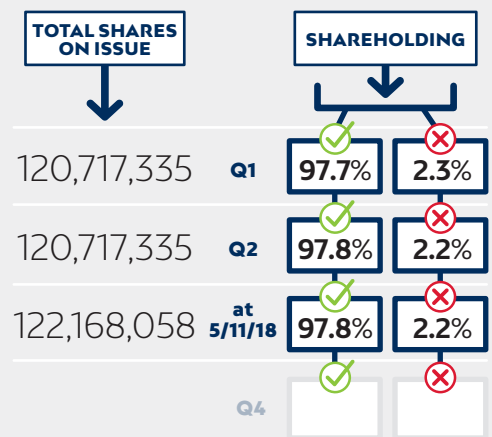
KEY ✓ % of producers who are shareholders
✗ % of producers who are non-shareholders

Number of Overshared Shareholders

The number of shares held and shareholders over the 4:1 cap (as at 01/10/18).



KEY ✓ % of shareholders under 4:1 cap
✗ % of shareholders over 4:1 cap



KEY ✓ % of shares under 4:1 cap
✗ % of shares over 4:1 cap