

# Zespri Annual 2018/19

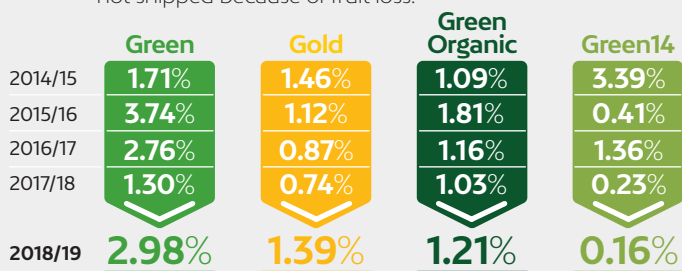
## Key Performance Indicators





## Onshore Fruit Loss (% of gross submit)

The percentage of gross submit volume that is subsequently not shipped because of fruit loss.

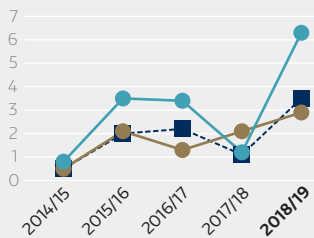


## Offshore Fruit Loss (%)

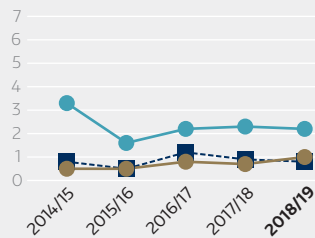
The percentage of fruit in the market (offshore) that is not sold due to quality reasons.

KEY Europe Japan Overall

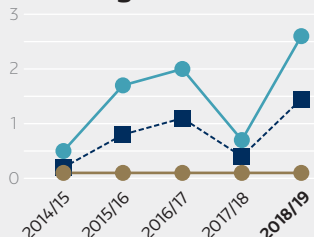
### Green



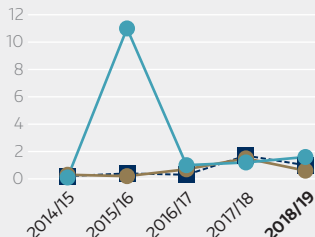
### Gold



### Green Organic

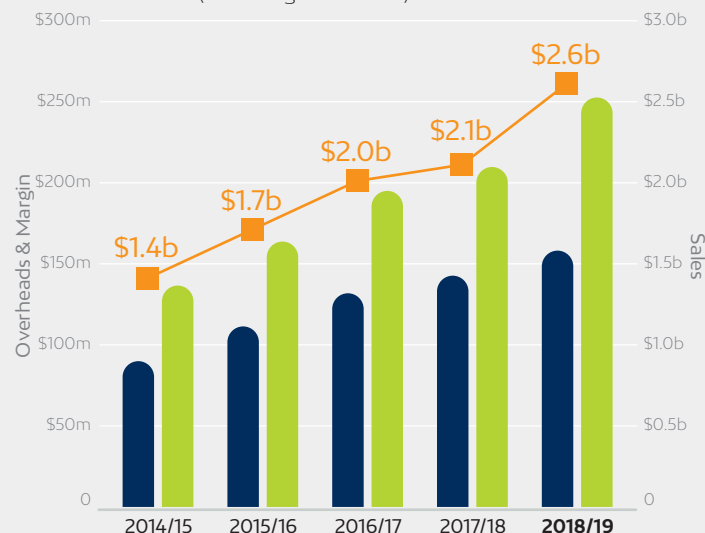


### Green14



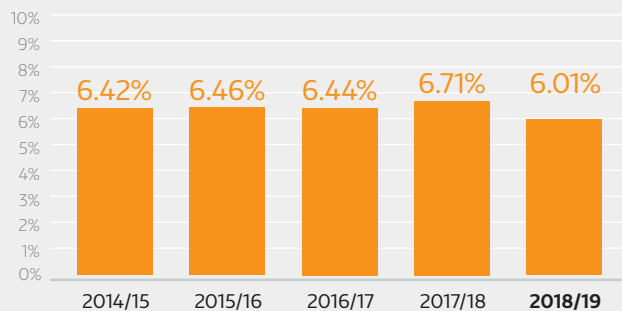
## NZ Supply Overheads, Margin and Sales

Those expenses associated with running the NZ Supply business (excluding innovation).



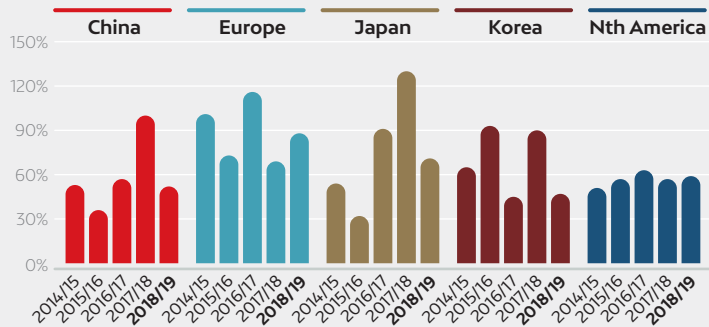
KEY Zespri NZ Supply Overheads Zespri NZ Supply Margin Zespri NZ Supply Sales

## NZ Supply Overheads (excluding innovation) as a % of NZ Supply Sales



## Average Premium Pricing – Green (% by market)

The price at which Green fruit is sold which is higher than that of competing brands.

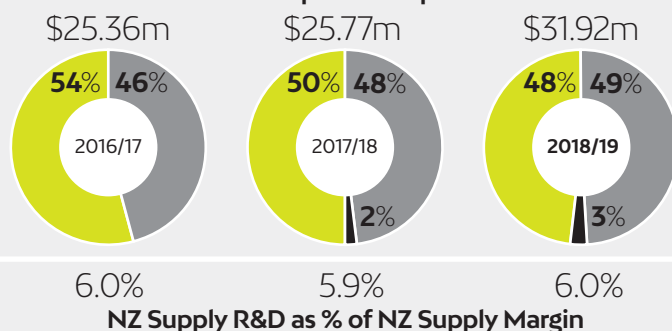


## Research & Development (R&D)

The amount of NZ Supply Margin utilised for R&D expenditure.

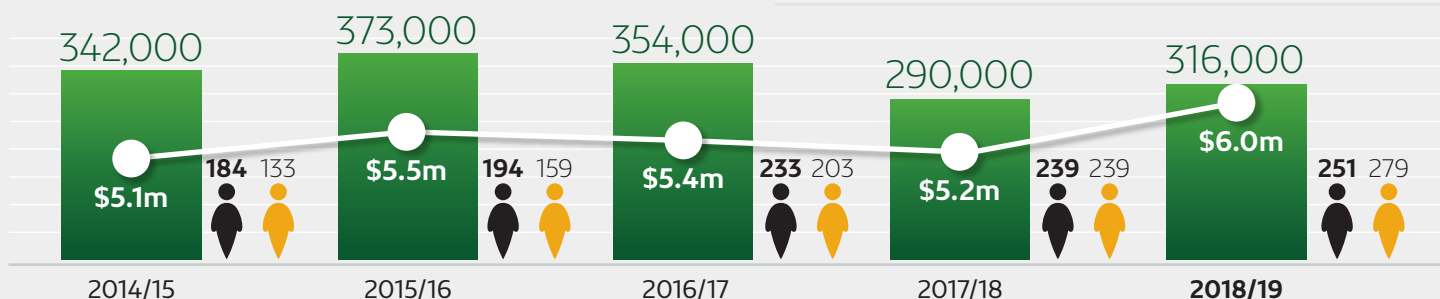
KEY New Cultivars NZ Supply Non NZ Supply

### Total Zespri R&D Expense



## Global Revenue per Employee

The productivity and effective use of Zespri's resources.



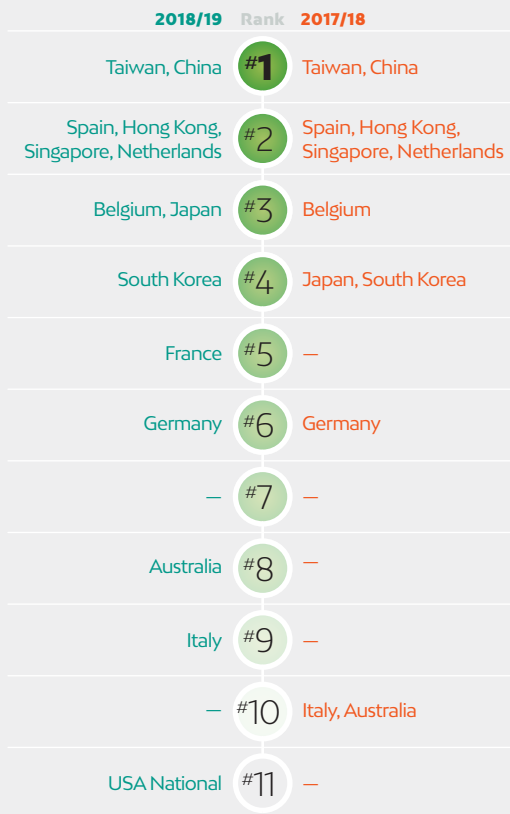


## Brand Awareness — Top Markets in Brand Performance (%)

The engagement of consumers and their loyalty to the Zespri brand.

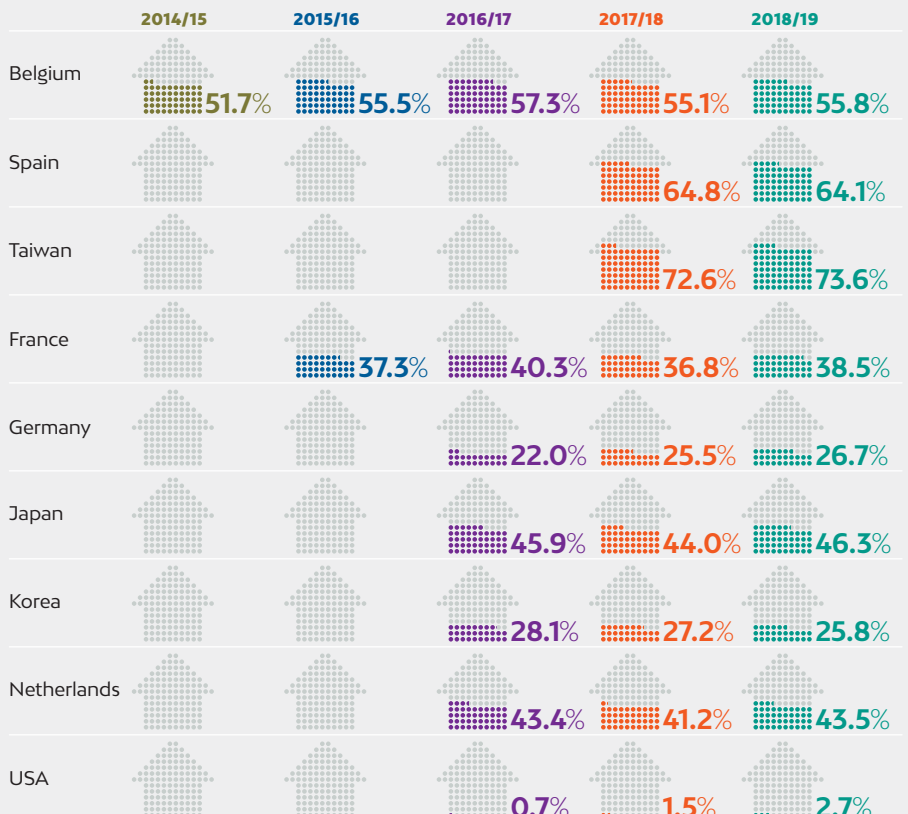
### Zespri Brand Power

Ranking of Zespri's brand power among fruitbrands.



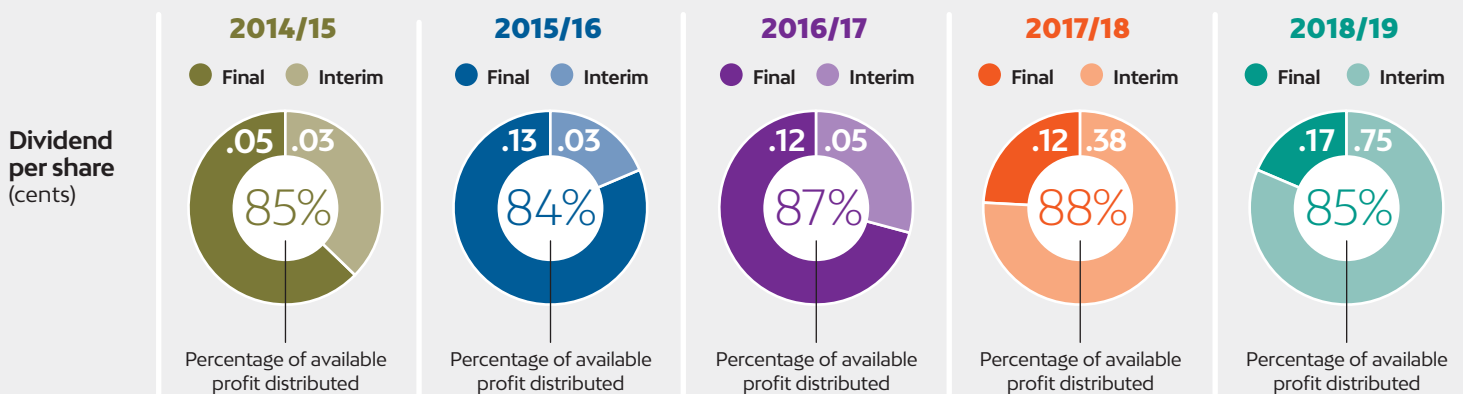
### Zespri Penetration

Percentage of households that bought at least once Zespri kiwifruit in a year (based on shopper panels).

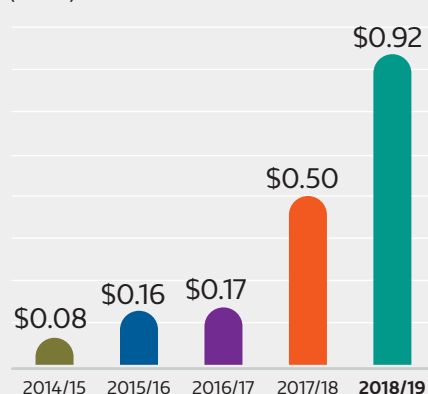


## Zespri Group Limited (ZGL) Dividend (NZ cents)

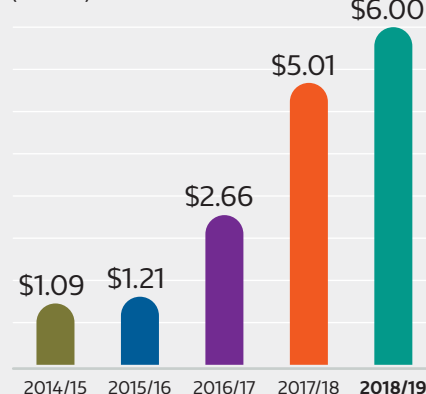
How the ZGL dividend return has changed in the last 5 years (restated for the 3 for 2 share split and targeted share issue and buy-back).



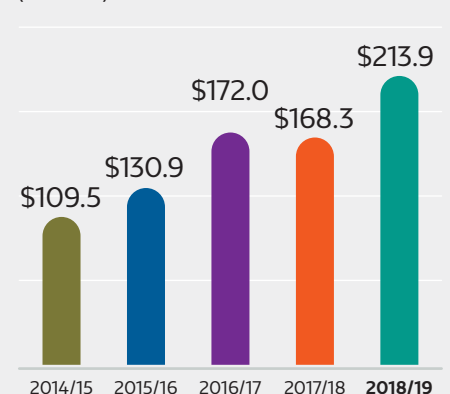
### Dividend return (cents)



### Share price (dollars)



### Equity (millions)



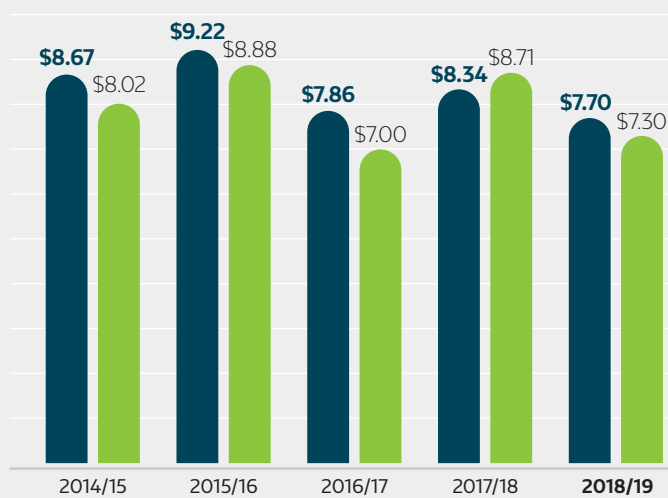


## Collaborative Marketing

The effectiveness of collaborative marketing benchmarked against the closest comparable market returns.

### Total Fruit and Service Payments per Tray Equivalent (TFSP/TE)

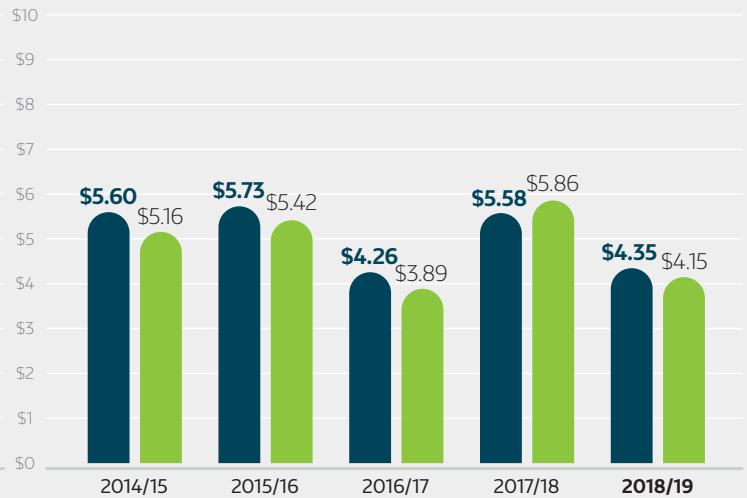
(- weighted average TFSP/TE of the collaborative marketing program)



KEY Collaborative Marketing Zespri

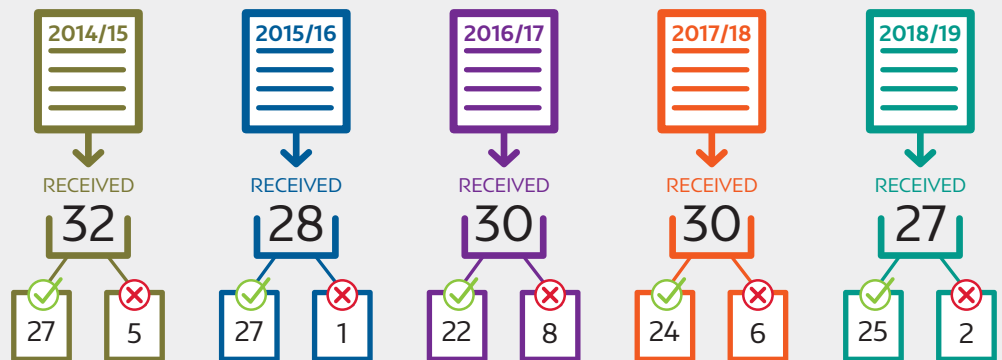
### Orchard Gate Return per Tray Equivalent (OGR/TE)

(- weighted average OGR/TE of the collaborative marketing program)



### Approvals & Declines — Net Applications Received

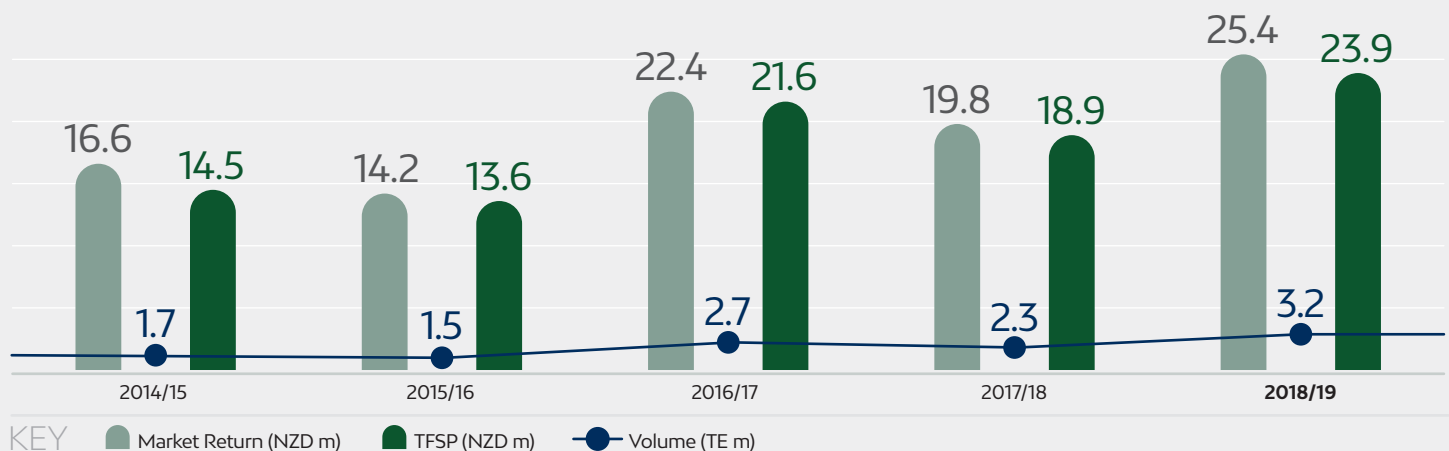
Kiwifruit collaborative marketing applications (less withdrawals) approved and declined.



KEY Approved Declined

### Volumes & Returns

Kiwifruit collaborative marketing volumes and returns.



KEY Market Return (NZD m) TFSP (NZD m) Volume (TE m)