

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 Q4 (where data is available). Q4 relates to data for the period 1 January to 31 March.

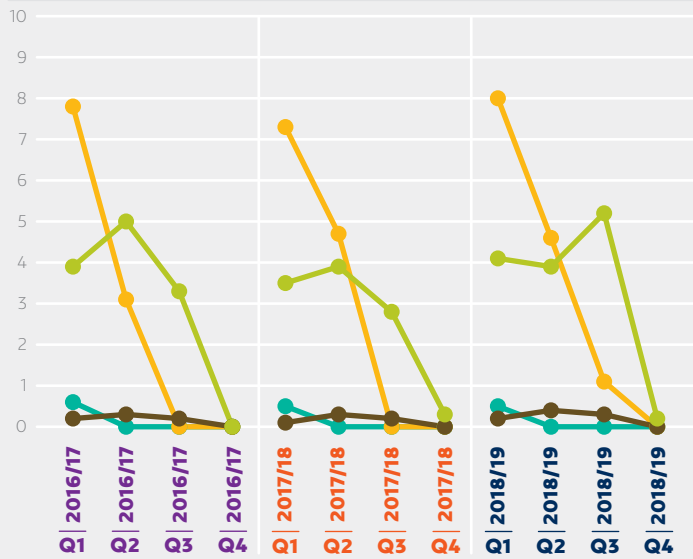


Market Mix by Volume (TEm per Qtr) by Variety

The 5 largest regions where kiwifruit has been sold by variety excluding collaborative marketing volumes.

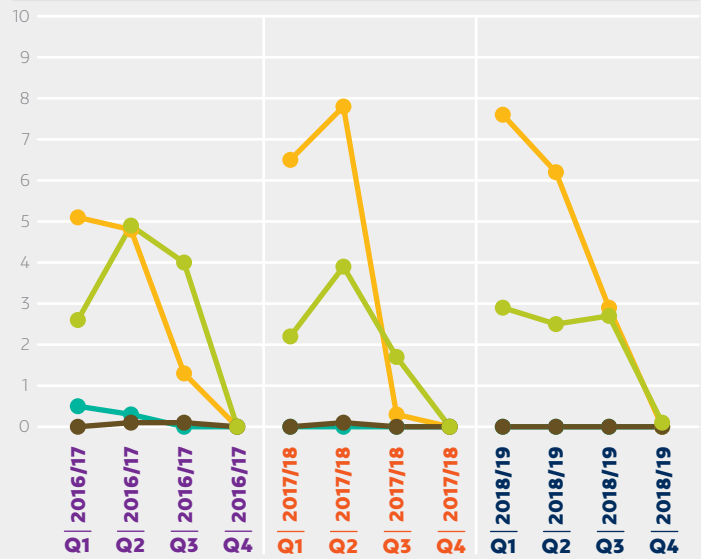
Japan

KEY ● Green ● Organic Green ● Gold ● Sweet Green



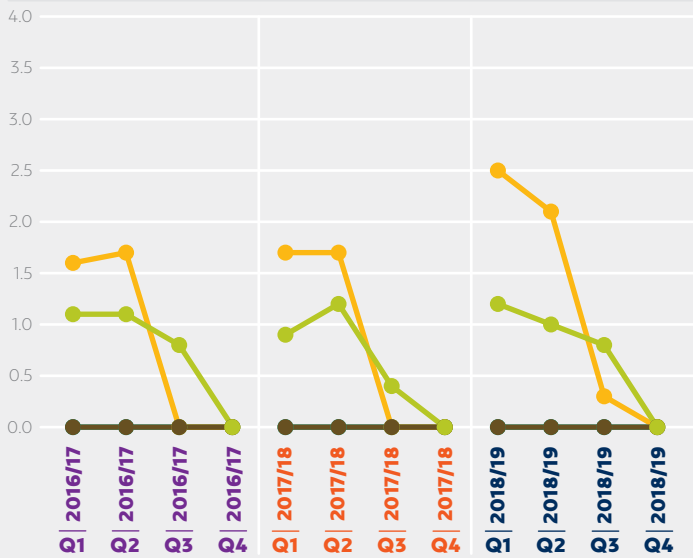
China

KEY ● Green ● Organic Green ● Gold ● Sweet Green



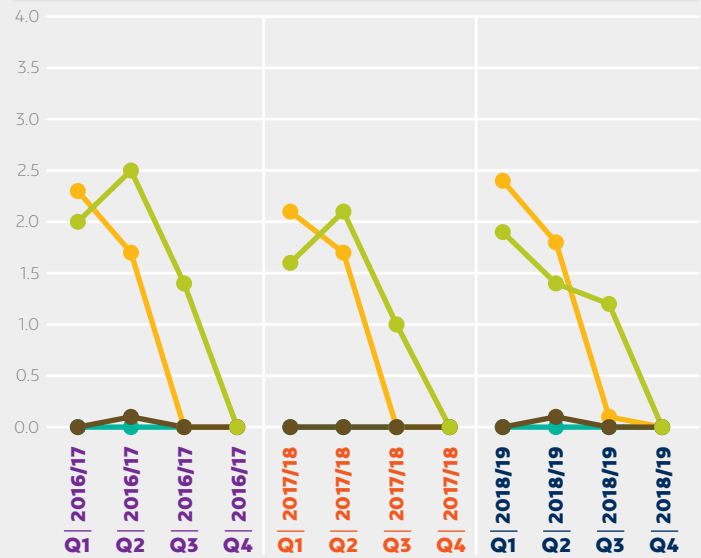
Korea

KEY ● Green ● Organic Green ● Gold ● Sweet Green



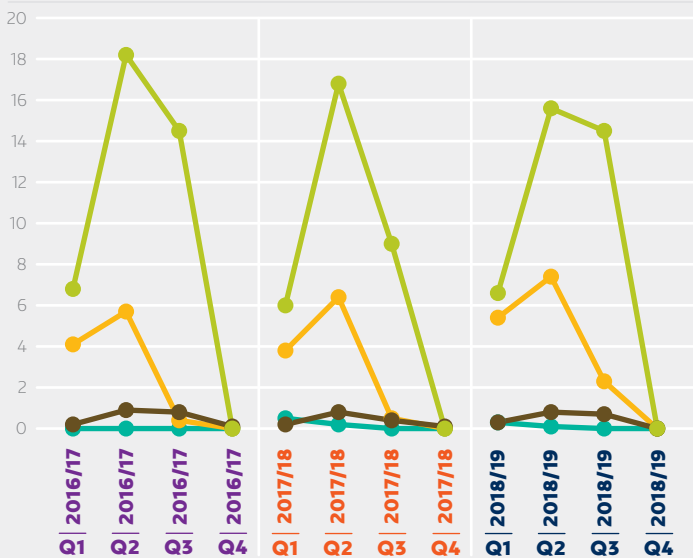
Taiwan

KEY ● Green ● Organic Green ● Gold ● Sweet Green



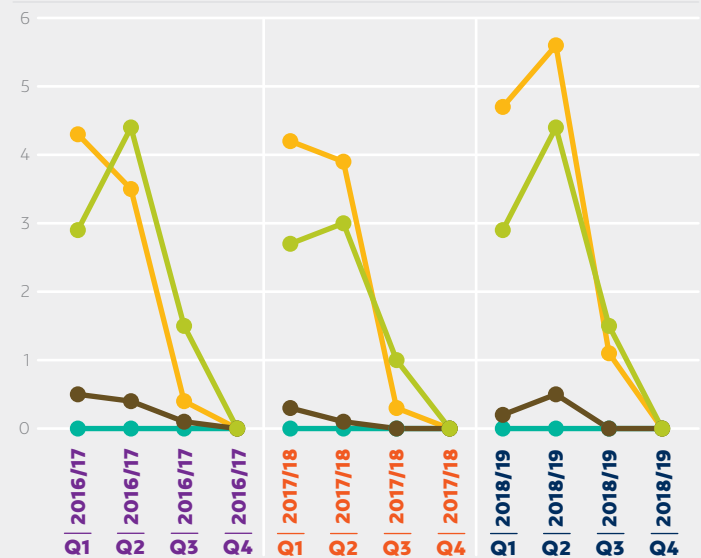
Europe

KEY ● Green ● Organic Green ● Gold ● Sweet Green



Rest of World

KEY ● Green ● Organic Green ● Gold ● Sweet Green



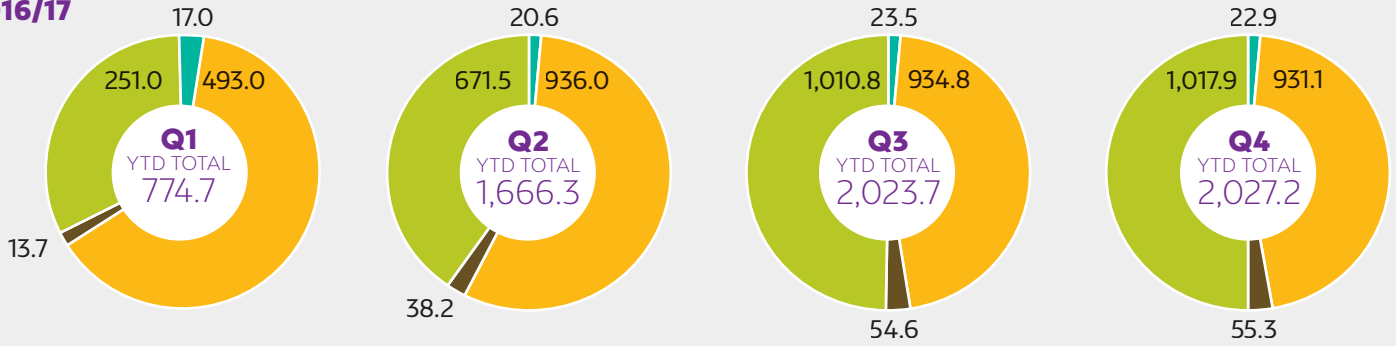


YTD Sales by Variety (\$m per Qtr)

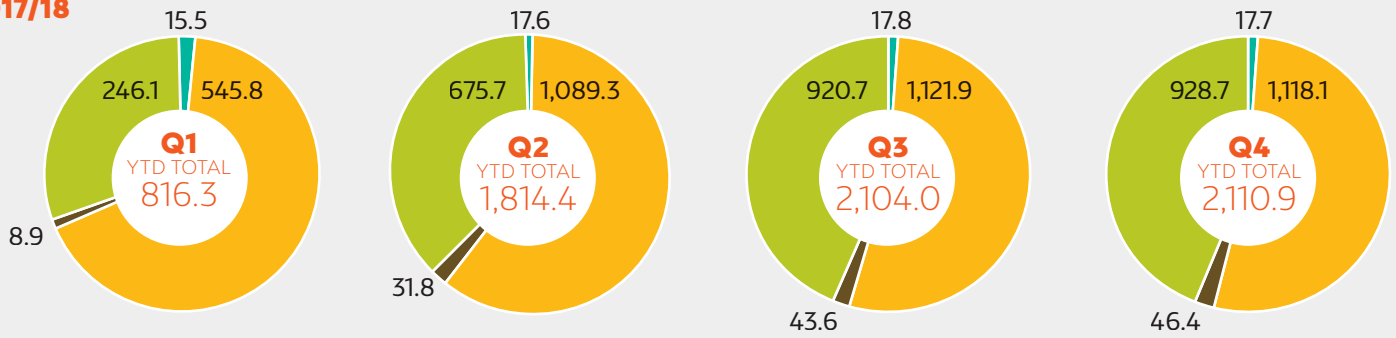
YTD Sales (\$m per Qtr) generated by variety excluding collaborative marketing sales.

KEY ● Green ● Organic Green ● Gold ● Sweet Green

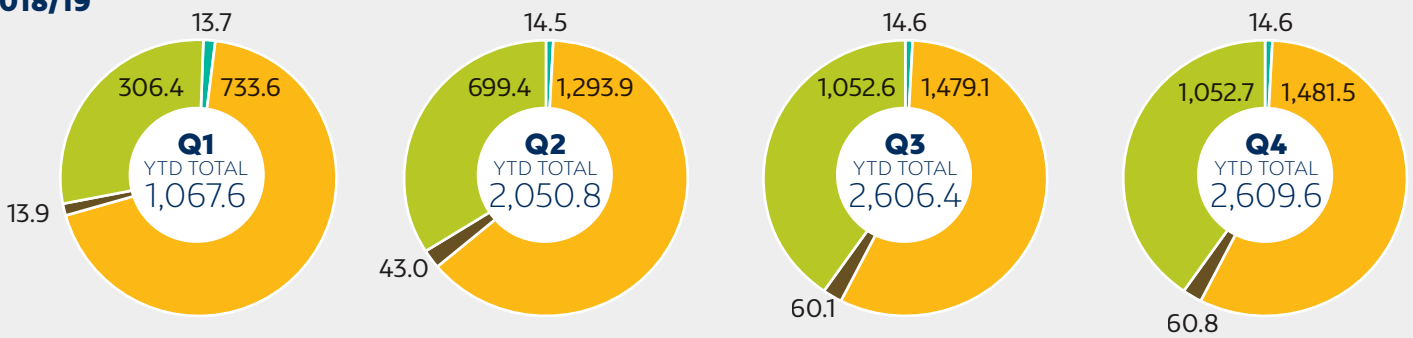
2016/17



2017/18



2018/19

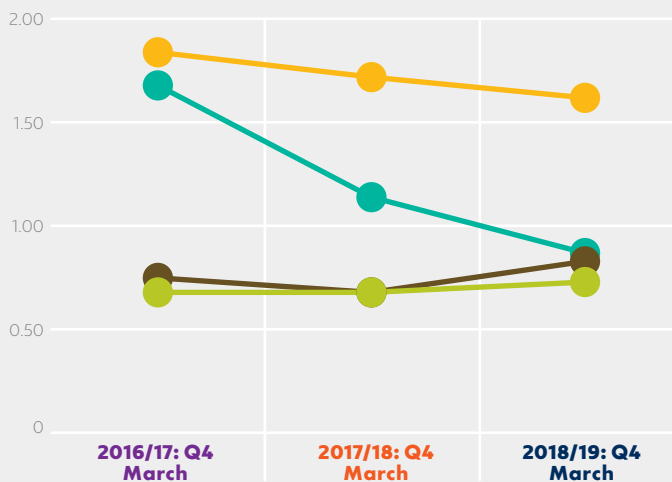


Promotion/TE by Variety

(NZD in Q4)

The effectiveness of promotional expenditure per tray return.

KEY ● Green ● Organic Green ● Gold ● Sweet Green

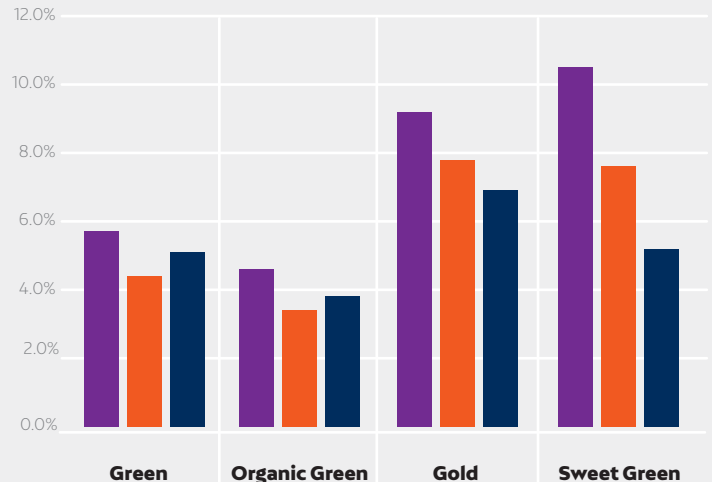


Promotion as a % of Revenue by Variety

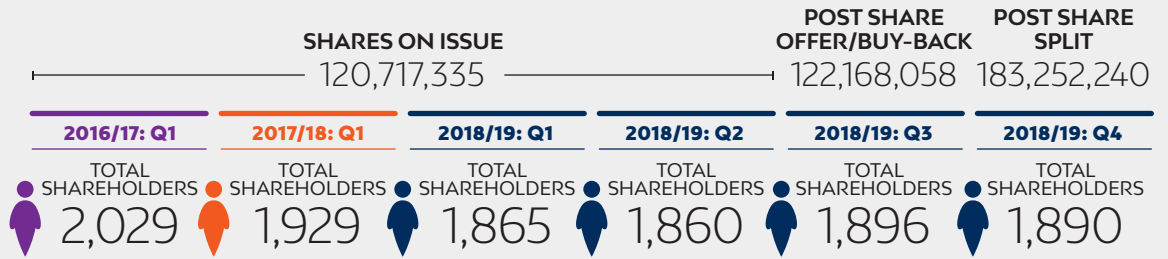
(NZD in Q4)

The amount of revenue utilised for promotional expenditure.

KEY 2016/17: Q4 March 2017/18: Q4 March 2018/19: Q4 March



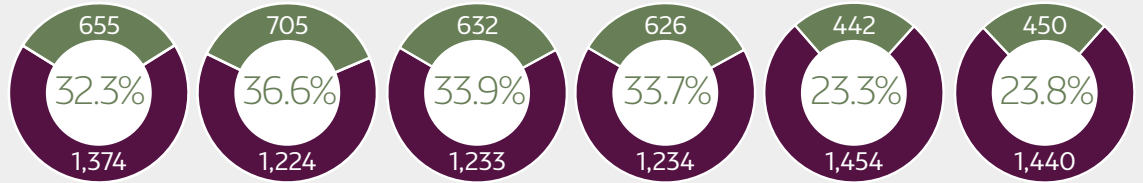
Shares



Dry Shareholders

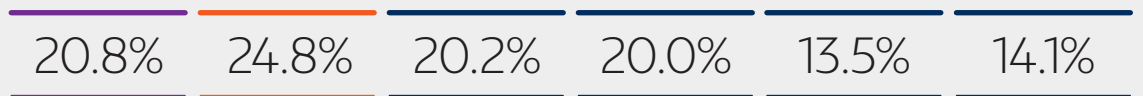
The number of dry shareholders expressed as a percentage of total shareholders.

KEY ● Dry Shareholders
● Shareholders with votes



Percentage of Dry Shares

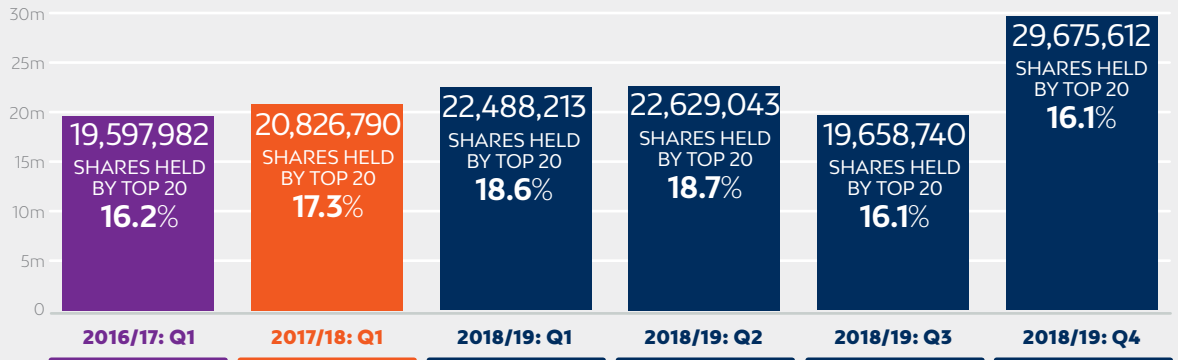
Dry shares as a % of shares on issue.



Shares Held by Top 20 Shareholders

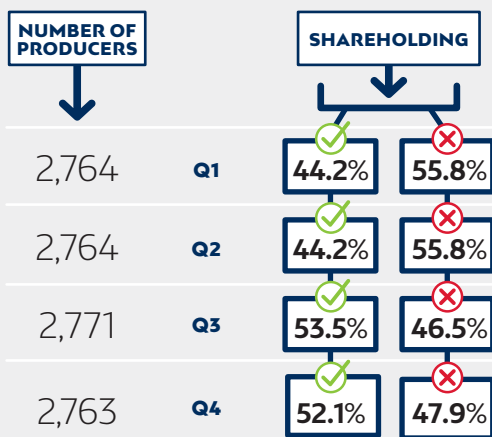
The percentage of shares held by the top 20 shareholders.

Note: that while the shares held by the top 20 shareholders have increased in number for this quarter, this is largely due to the share split and the actual percentage has not increased.



Number of Producers who do not own Shares

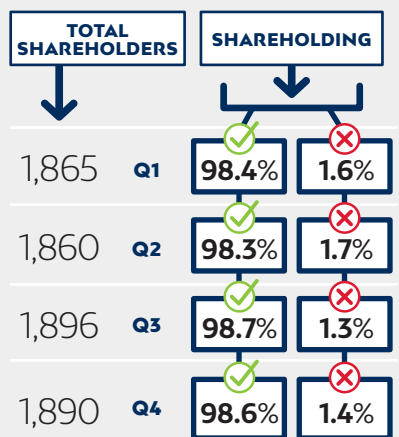
The percentage of producers (landowners & lessees) that do not hold shares in Zespri Group Limited (as at 01/04/2019).



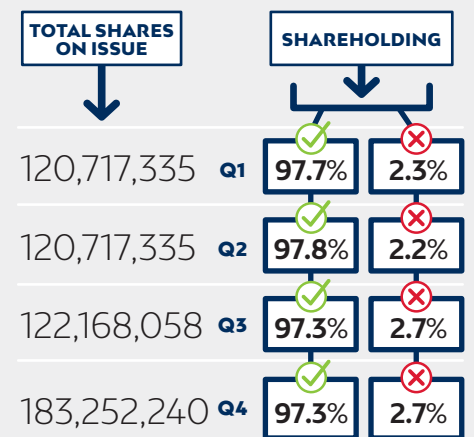
KEY ✓ % of producers who are shareholders
✗ % of producers who are non-shareholders

Number of Overshared Shareholders

The number of shares held and shareholders over the 4:1 cap (as at 01/04/2019).



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