

Zespri Quarterly 2019/20

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 Q1 (where data is available). Q1 relates to data for the period 1 April to 31 June.

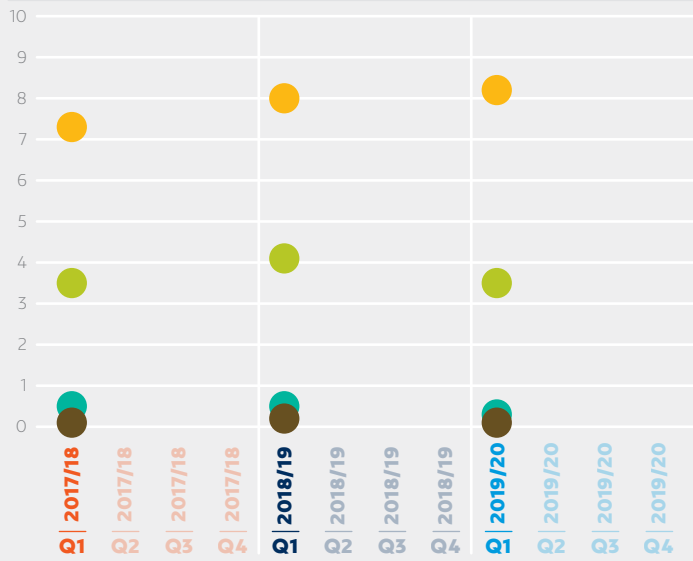


Market Mix by Volume (TEm per Qtr) by Variety

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

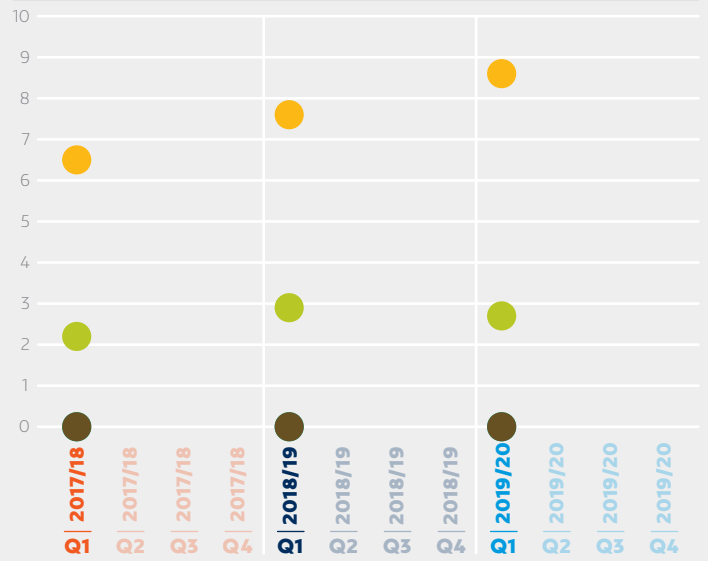
Japan

KEY ● Green ● Organic Green ● Gold ● Sweet Green



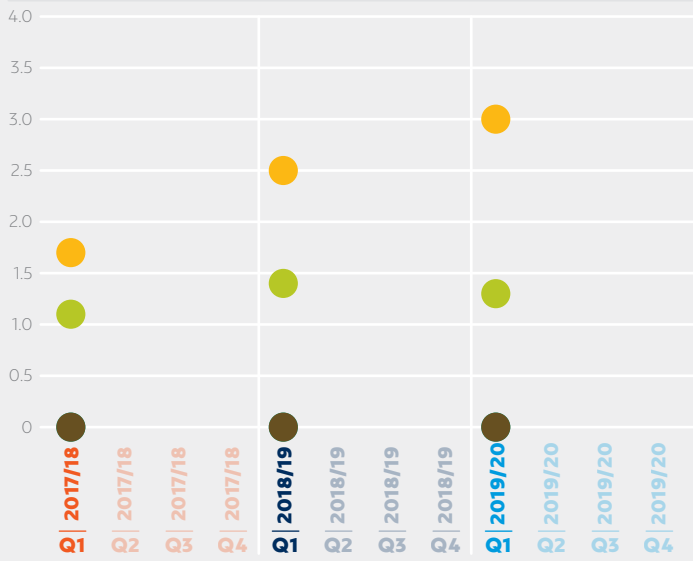
China

KEY ● Green ● Organic Green ● Gold ● Sweet Green



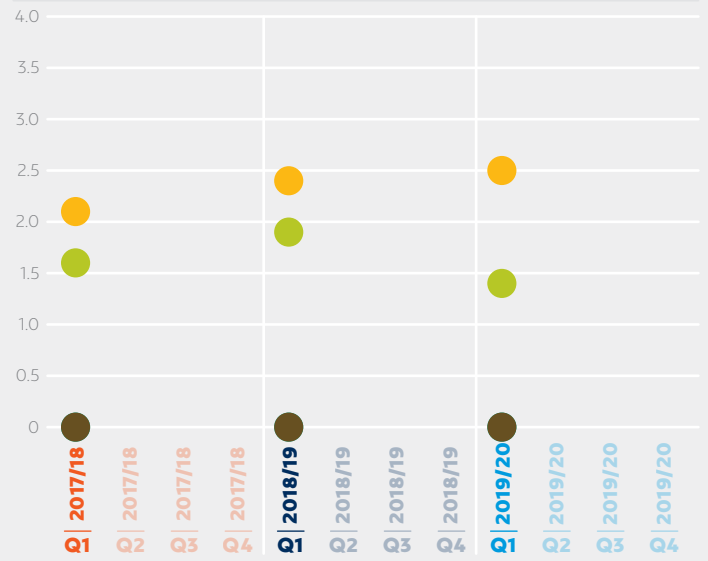
Korea

KEY ● Green ● Organic Green ● Gold ● Sweet Green



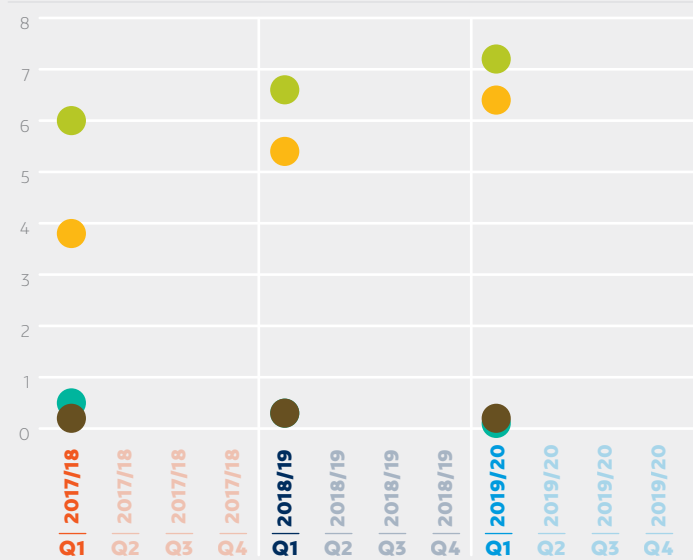
Taiwan

KEY ● Green ● Organic Green ● Gold ● Sweet Green



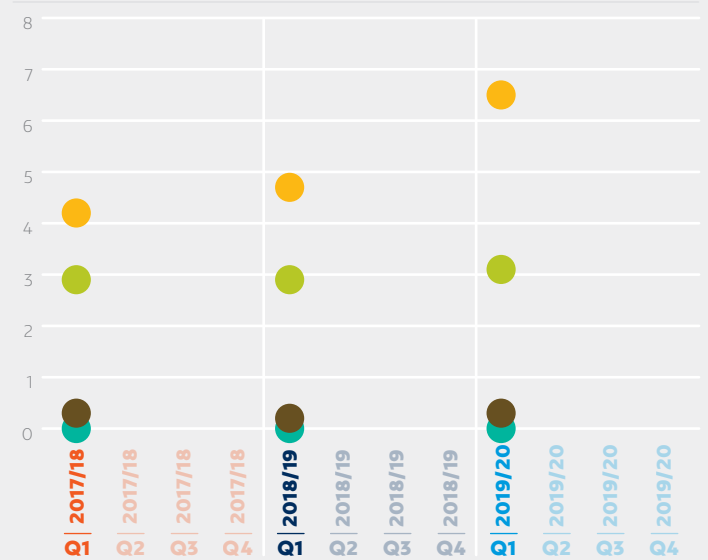
Europe

KEY ● Green ● Organic Green ● Gold ● Sweet Green



Rest of World

KEY ● Green ● Organic Green ● Gold ● Sweet Green



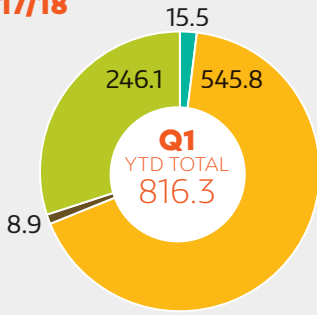


YTD Sales by Variety (\$m per Qtr)

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

KEY ● Green ● Organic Green ● Gold ● Sweet Green

2017/18

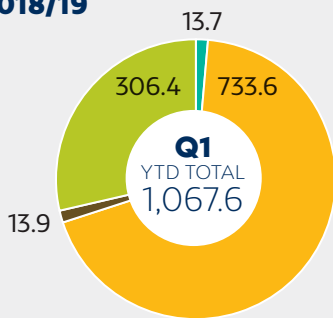


2017/18 Q2

2017/18 Q3

2017/18 Q4

2018/19

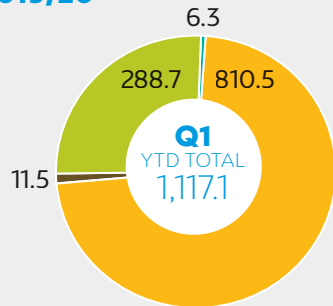


2018/19 Q2

2018/19 Q3

2018/19 Q4

2019/20



2019/20 Q2

2019/20 Q3

2019/20 Q4

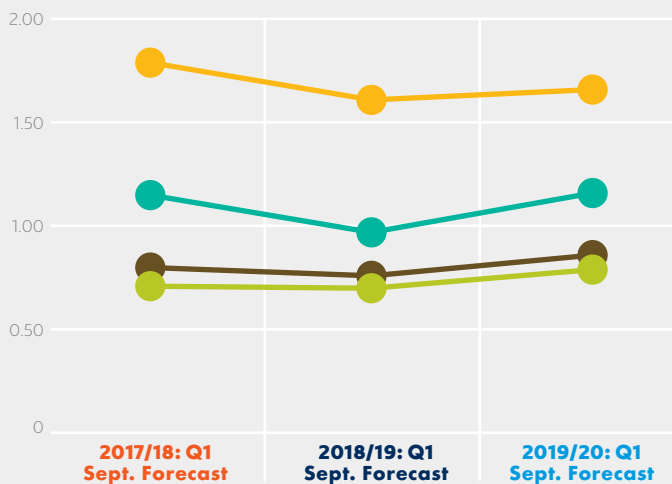


Promotion/TE by Variety

(NZD in Q1)

The effectiveness of promotional expenditure per tray return.

KEY ● Green ● Organic Green ● Gold ● Sweet Green

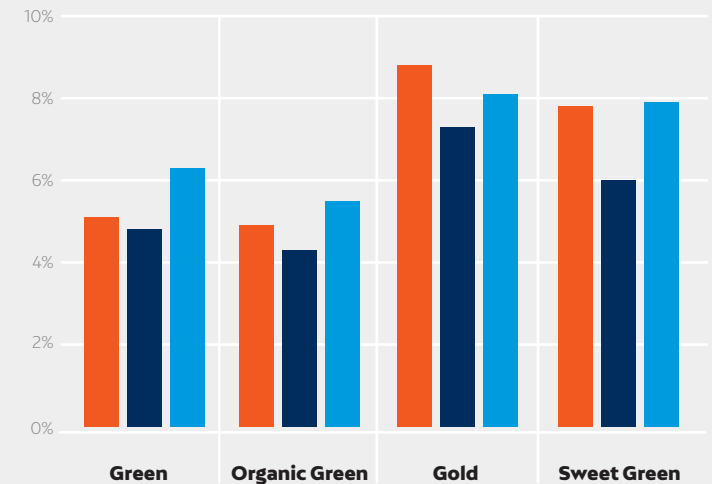


Promotion as a % of Revenue by Variety

(NZD in Q1)

The amount of revenue utilised for promotional expenditure.

KEY ■ 2017/18: Q1 Sept. Forecast ■ 2018/19: Q1 Sept. Forecast ■ 2019/20: Q1 Sept. Forecast

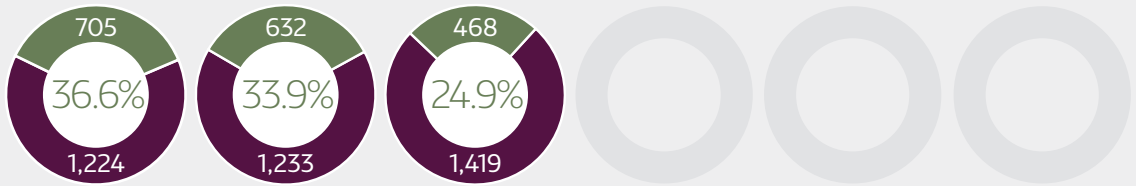




Dry Shareholders

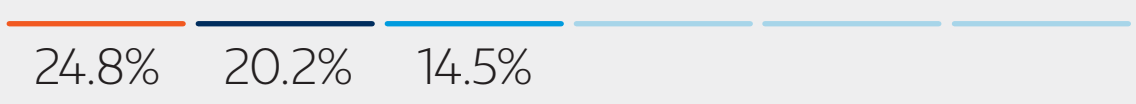
The number of dry shareholders expressed as a percentage of total shareholders.

KEY ● Dry Shareholders
● Shareholders with votes



Percentage of Dry Shares

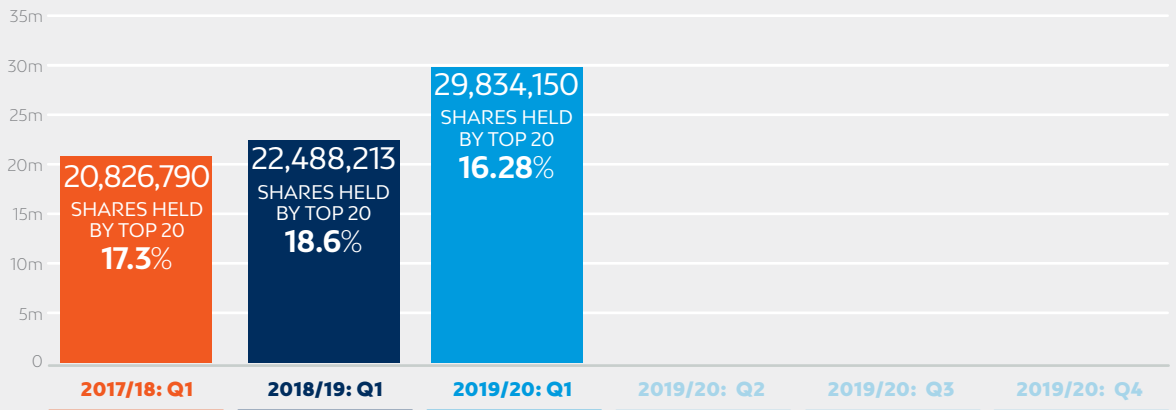
Dry shares as a % of shares on issue.



Shares Held by Top 20 Shareholders

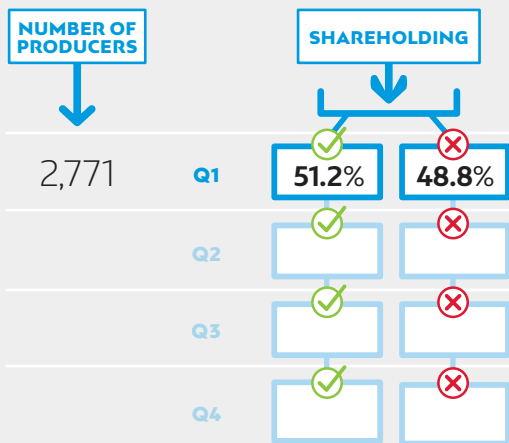
The percentage of shares held by the top 20 shareholders.

Note: that while the shares held by the top 20 shareholders have increased in number in 2019/20, this is largely due to the share split and the actual percentage has not increased.



Number of Producers who do not own Shares

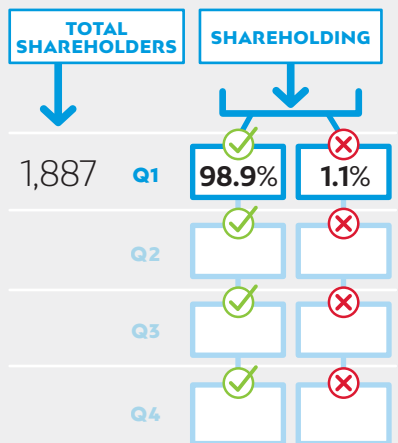
The percentage of producers (landowners & lessees) that do not hold shares in Zespri Group Limited (as at 01/07/2019).



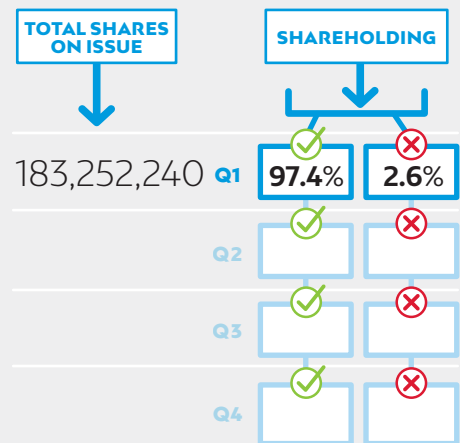
KEY ✓ % of producers who are shareholders
✗ % of producers who are non-shareholders

Number of Overshared Shareholders

The number of shares held and shareholders over the 4:1 cap (as at 01/07/2019).



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