

Zespri Annual 2017/18

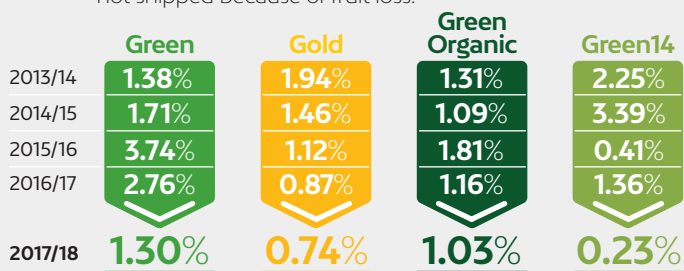
Key Performance Indicators





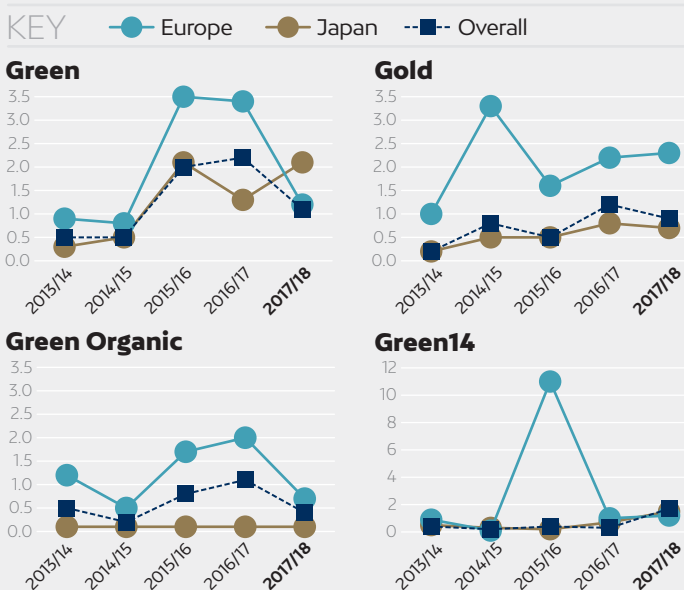
Onshore Fruit Loss (% of gross submit)

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



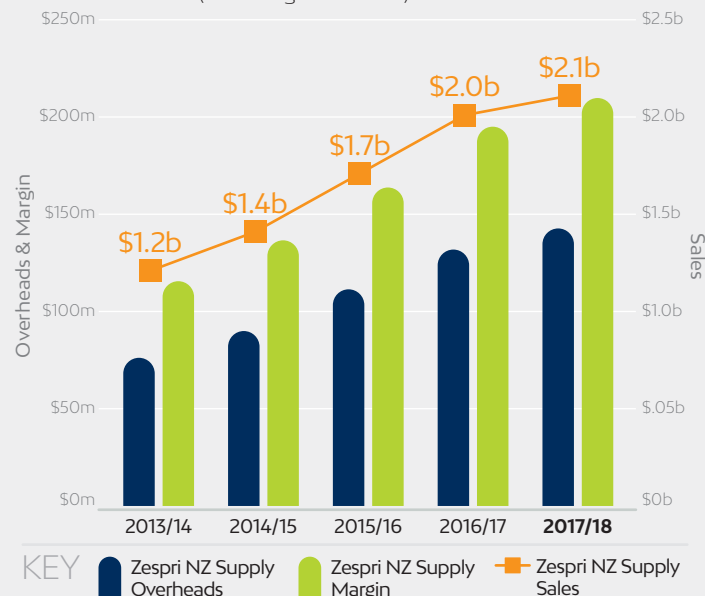
Offshore Fruit Loss (%)

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

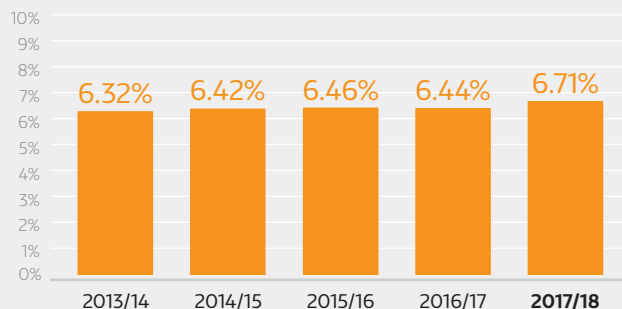


NZ Supply Overheads, Margin and Sales

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

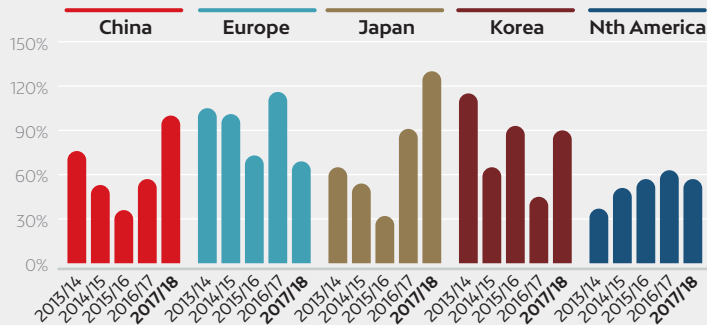


NZ Supply Overheads (excluding innovation) as a % of NZ Supply Sales



Average Premium Pricing – Green (% by market)

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



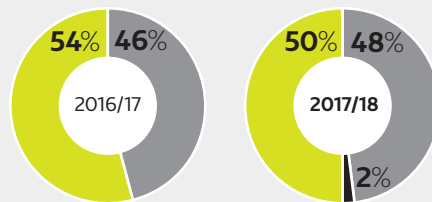
Research & Development (R&D)

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

Total Zespri R&D Expense

\$25.36m \$25.77m

- New Cultivars (green)
- NZ Supply (grey)
- Non NZ Supply (black)



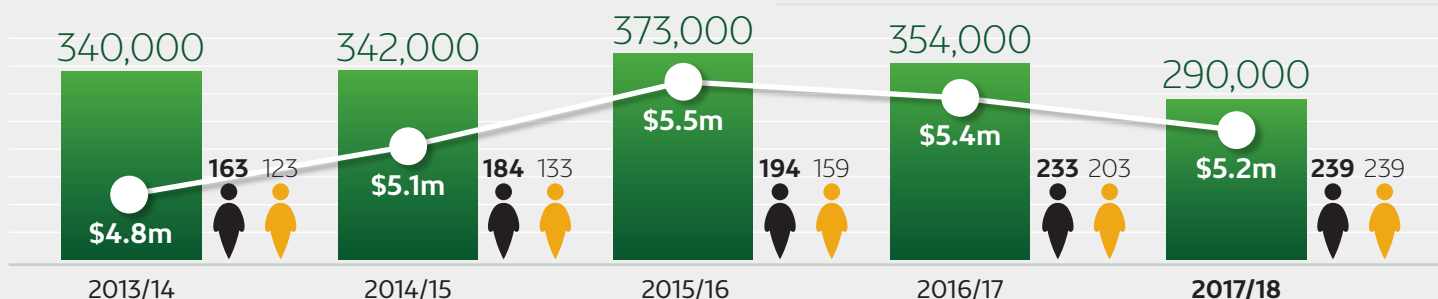
NZ Supply R&D as % of NZ Supply Margin

6.44% 6.71%



Global Revenue per Employee

The productivity and effective use of Zespri's resources.

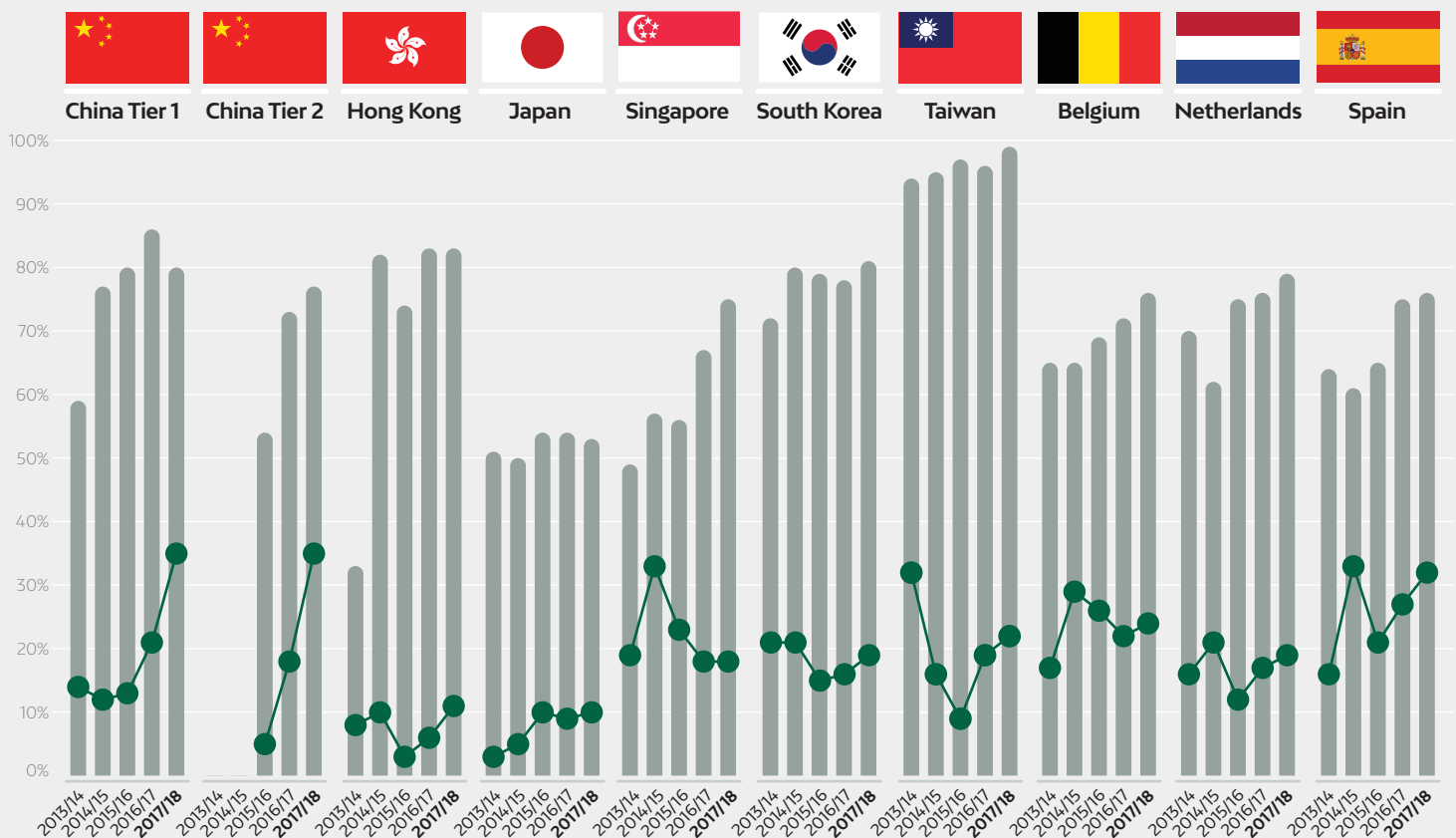




Brand Awareness — Top 10 Markets in Brand Performance (%)

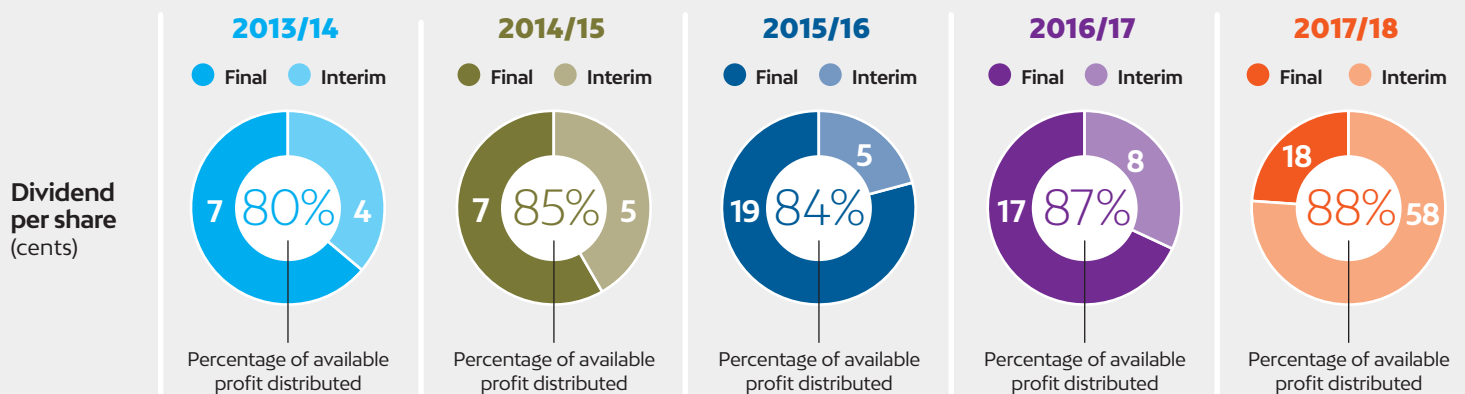
The engagement of consumers and their loyalty to the Zespri brand, both aided and unaided.

KEY ■ Aided ● Unaided

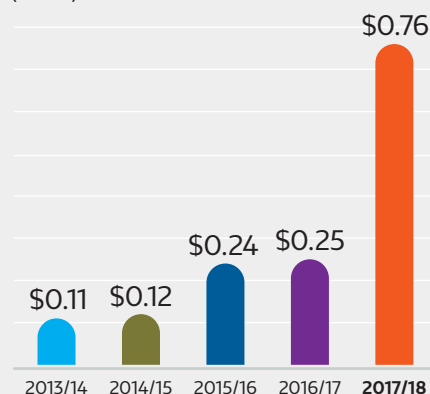


Zespri Group Limited (ZGL) Dividend (NZ cents)

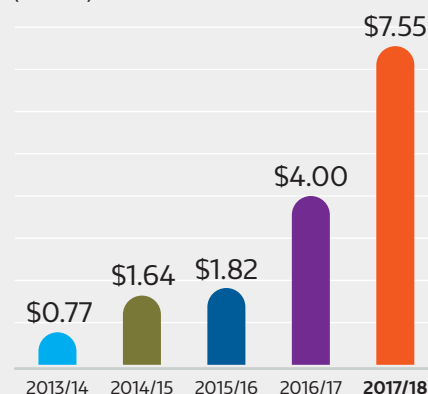
How the ZGL dividend return has changed in the last 5 years.



Dividend return (cents)



Share price (dollars)



Equity (millions)



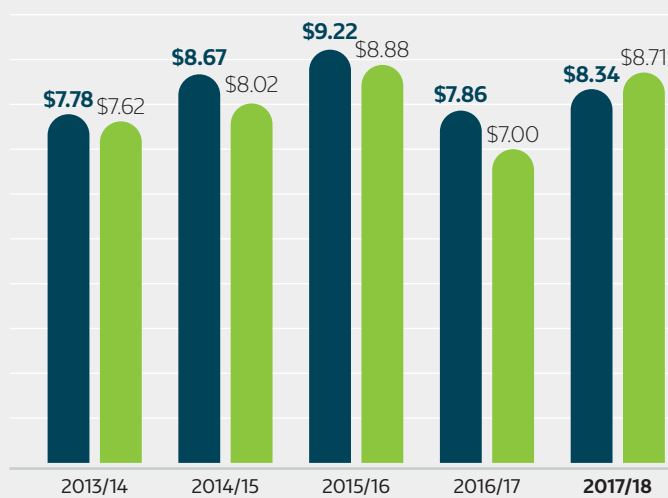


Collaborative Marketing

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

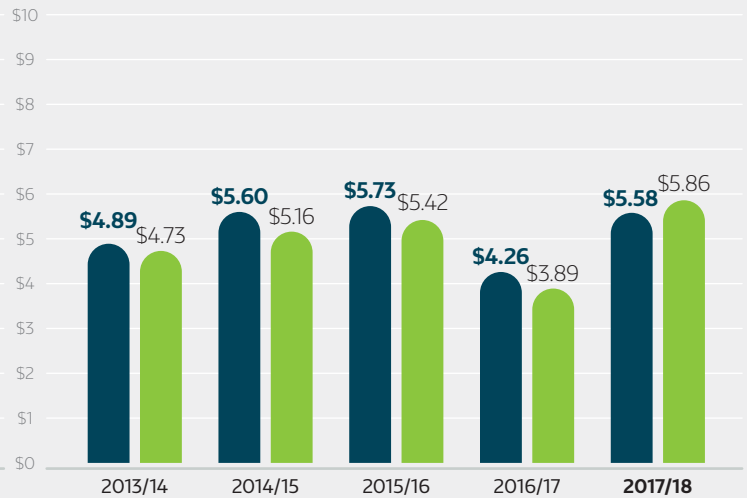
Total Fruit and Service Payments per Tray Equivalent (TFSP/TE)

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



Orchard Gate Return per Tray Equivalent (OGR/TE)

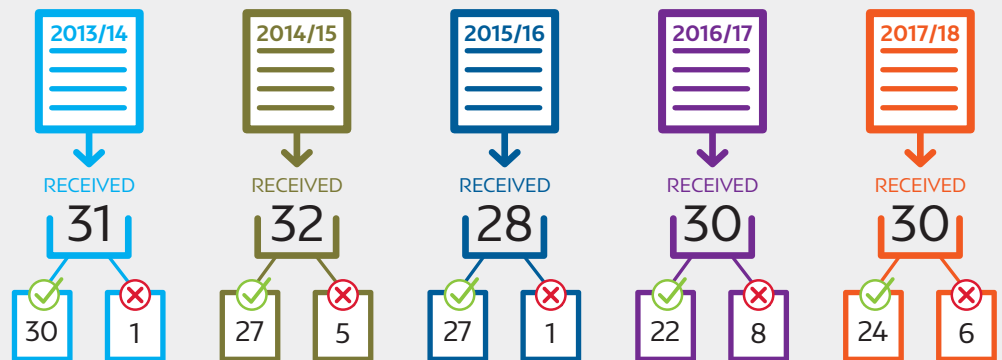
(- weighted average OGR/TE of the collaborative marketing program)



KEY Collaborative Marketing Zespri

Approvals & Declines — Net Applications Received

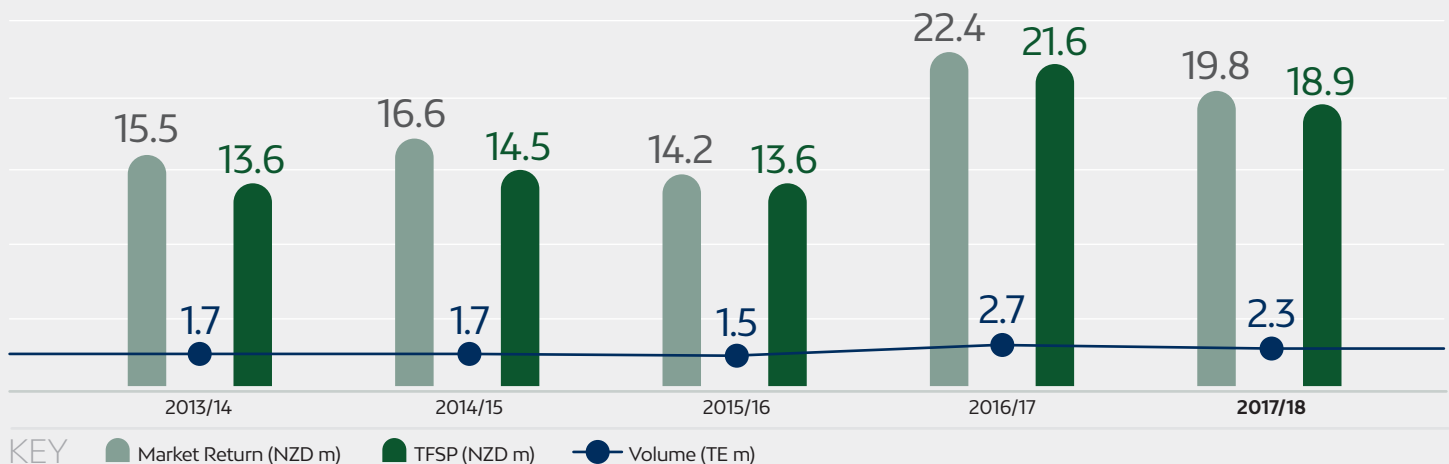
Kiwifruit collaborative marketing applications (less withdrawals) approved and declined.



KEY Approved Declined

Volumes & Returns

Kiwifruit collaborative marketing volumes and returns.



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