



This is
ZESPRI

ABOUT ZESPRI



Zespri is the world’s leading kiwifruit brand and is 100 percent owned by current and former growers.



We’re based in Mount Maunganui, New Zealand and employ more than 800 people in New Zealand, Asia, Europe and the Americas.



On behalf of our 2,800 growers in New Zealand and 1,500 international growers, we manage kiwifruit innovation and the supply, distribution management and marketing of Zespri Kiwifruit. The average green kiwifruit orchard is 3.4 hectares, and the average gold kiwifruit orchard is 2.8 hectares.



Today, we export to more than 50 countries and we are the world’s largest marketer of kiwifruit.



With global operating revenue of NZ\$4.47 billion in 2021/22, we’re also moving closer to achieving our goal of reaching NZ\$4.5 billion in sales by 2025.



We work with growers and post-harvest companies around the world to source the best-quality Zespri Kiwifruit which we supply through our distribution partners to wholesale and retail customers all 12 months of the year.

OUR GROWING REGIONS

NEW ZEALAND



Figures based on 2019 producing hectares.

GLOBAL



OFFSHORE GROWING LOCATIONS

ITALY: 1,2200 HA JAPAN: 80 HA
FRANCE: 270 HA KOREA: 100 HA

Figures based on 2022 producing hectares.

OUR HISTORY *and Purpose*

Our origins lie in the challenges faced by the New Zealand kiwifruit industry in the 1980s.

Rapid expansion of the industry and large crop volumes had seen supply exceed demand, and combined with unfavourable interest and foreign exchange rates, the price of kiwifruit had dipped to an all-time low, badly affecting local growers.

It was then that New Zealand kiwifruit growers decided they could do better together, leading to the creation of Zespri in 1997.

Today, we retain the exclusive rights to export kiwifruit from New Zealand to all countries other than Australia. And since our establishment, we've been able to deliver strong sustainable returns to growers, make increasingly positive contributions to our communities, and provide premium-tasting and premium-quality kiwifruit to the world.

Ultimately, our purpose is to help people, communities, and the environment around the world thrive through the goodness of kiwifruit.

Our purpose

HELPING PEOPLE, COMMUNITIES AND THE ENVIRONMENT AROUND THE WORLD THRIVE THROUGH THE GOODNESS OF KIWIFRUIT.



Our values

WE COMMIT TO
guardianship

It's about Kaitiakitanga. Each one of us are custodians for future generations. We nurture our lands, enable our industry, and nourish people across the world.

WE ARE
results driven

We love personal and business challenges that help us to grow and develop – measured by engagement, value creation and marked by global impact.

WE CULTIVATE
personal connections

We are inclusive and caring – listening to each other with compassion, acting with empathy, and treating each other better for it.

OUR BRAND *and Product*

Powered by our purpose and charged by nature, we're a fruit on a mission – challenging conventional healthy living beliefs to reawaken the connection between nature, food and well-being. We want to help consumers around the world to live healthy for themselves and their loved ones.

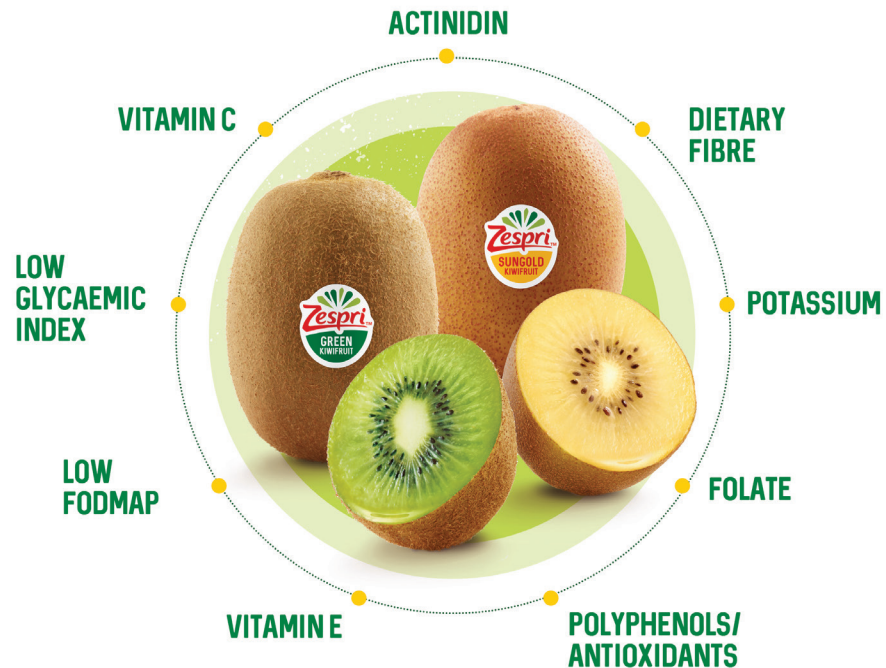
Zespri Kiwifruit, including our organic varieties, are one of the healthiest foods nature can offer, brimming with goodness and sourced from rich soils. With our passionate commitment to the Zespri System, we put the utmost care into the land so we get the best quality out of it. Zespri makes your healthy irresistible!



Goodness of ZESPRI KIWIFRUIT

Key Health Attributes

Zespri Kiwifruit is packed with over 20 vitamins and minerals, to make you feel good from within.



Data source:

- USDA National Nutrient Database for Standard Reference Legacy Release, April 2018.
- The Concise New Zealand Food Composition Tables 13th Edition, 2018.
- Nutrient adequacy and Nutrient Density Calculations based on US Daily Values and Calculations in Darmon N. A Nutrient Density Standard for Vegetables and Fruits. J Am Diet Assoc. 2005;105:1881-87.



Our new refreshed logo launched in February 2020 is the perfect embodiment of our distinctive brand, capturing the burst of flavour you get from biting into our Zespri Kiwifruit.



It reflects the Zespri of today – bold, playfully unexpected, and real. The green fan takes inspiration from the vibrant cross-section of the kiwifruit, with its different shades of green bursts, while the red text illustrates the energy and dynamism of our brand.

OUR GLOBAL *Supply*

Zespri has partnered with growers in the Northern Hemisphere over the last 20 years to keep Zespri Kiwifruit on shelves all year round.

Our Northern Hemisphere harvest currently makes up around 15 percent of Zespri's total production, and this is expected to grow significantly along with demand.

Our global supply strategy means an increasing number of consumers have greater access to our fruit and its health benefits. It also allows us

to make positive contributions to local communities through the strong returns we provide to local growers in Europe, Korea and Japan, the investment we're generating in the industry, and the strong research and development and innovation partnerships we're forging.

We're investing in the skills and leadership needed for our industry for the long-term future of our industry to ensure we have the leaders and expertise to continue to deliver for our communities.

OUR ZESPRI *System*

The Zespri System is one of the foundation blocks of the Zespri Brand, recognising that quality has many components, but that they all rely on a combination of good practice, excellent product and documented assurance to provide customer confidence.

- Zespri growers are required to comply with the Good Agricultural Practice (GAP) system, which underpins all activities on the orchard, from crop protection to looking after people and ensuring we continue to protect the environment.

- We've also established a GRASP (GLOBALG.A.P. Risk Assessment of Social Practices) to look after the safety, health and welfare of workers, and to make sure they are treated fairly and with dignity.

These compliance elements are a core part of our broader Zespri System, used to deliver the world's best kiwifruit to consumers worldwide. It ensures our customers know that what they are buying is healthy, safe, grown in a sustainable manner and of impeccable quality and nutritional standards.



Fruit

Taste | Quality | Convenience



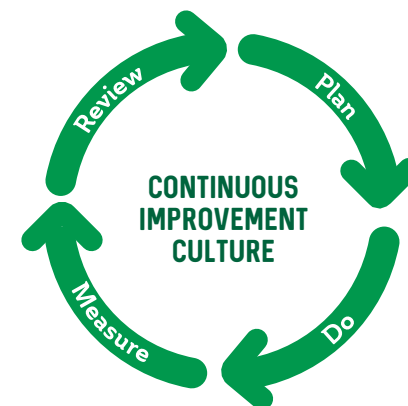
Inherent values

Safe | Integrity | Sustainability



Customer service

Reliability of supply | Sales and marketing | Technical support | Market access and customer requirements



The Zespri System is the knowledge, policies and processes that embody the Zespri Brand throughout the entire supply chain and consistently allows us to live up to our consumer promise.

OUR *Innovation*

Our ongoing commitment to innovation enables us to create better ways of delivering value and meet changing consumer needs through the development of new products and varieties. We're also raising our productivity sustainably, optimising our fruit quality, and protecting our industry from pests and disease.

Central to our innovation programme is the joint investment we make with our research partner, Plant & Food Research, in developing new kiwifruit cultivars through the world's largest kiwifruit breeding programme.

Over the last decade, that programme has delivered outstanding returns and provided the platform for Zespri's growth. This has been led by Zespri SunGold Kiwifruit, a kiwifruit variety that is in huge demand and which Zespri owns the rights to, and licenses orchardists to grow.

We've also introduced Zespri RubyRed Kiwifruit to a number of our Asian-Pacific markets, which is receiving positive reviews from our consumers and helping attract new consumers to the kiwifruit category.



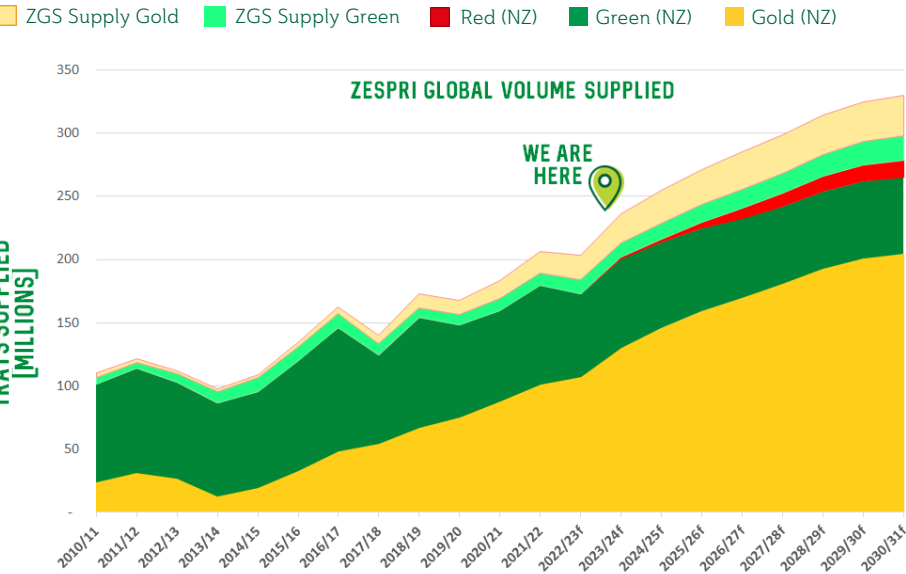
WE'RE EXCITED ABOUT *exploring new cultivars* THROUGH OUR *natural* BREEDING TECHNIQUES.

OUR *Outlook*

We're excited about the continued growth we're seeing for Zespri Kiwifruit, and are looking forward to helping even more people,

communities and environments thrive through the goodness of kiwifruit in the years ahead.

ON TRACK FOR RAPID GROWTH: FUTURE GLOBAL VOLUME





OUR COMMITMENT TO *Sustainability*

Having a brand that is recognisable for what it stands for as much as for the quality of its fruit, demonstrates our unwavering commitment to making a difference day to day.

Over the years, we've enjoyed excellent growing conditions, the kiwifruit we produce is in demand around the world for its great taste and the nutritional boost it offers, we tread lightly on the land and as an industry we've built strong, thriving communities in New Zealand and

across the globe.

But we know there's more for us to do.

Our consumers, communities and our environment expect this of us, as we do of ourselves.

We're committed to succeeding in the right way – making sure we care for our environment, our community and our kiwifruit. That's why we're proud of our bold sustainability targets and commitments.



OUR Targets

We've set out the following sustainability targets outlining the areas we'll be focusing on.

ENVIRONMENT

We're striving to address how production, supply and sales impact on and enhance the environment, with a focus on packaging, water quality and climate change.

Packaging

- Our packaging will be 100 percent recyclable, reusable or compostable by 2025
- Any plastic packaging we use will be made from at least 30 percent recycled plastic by 2025
- By 2030, we will reduce our packaging footprint by 25 percent per kg of fruit we produce

Water

Our industry's water strategy is focused on collectively enhancing and protecting our water resources. By 2025, all growers will be:

- Demonstrating alignment of nutrient inputs and losses to good practice limits
- Using monitoring technology to actively manage and demonstrate their efficient use of water

Climate Change

- We will work with our partners to be carbon positive by 2035, achieving milestones of:
 - Zespri will be carbon neutral by 2025
 - Our industry will be carbon positive to retailers by 2030 meaning we will store more carbon than we emit

COMMUNITY

We want to make a positive contribution to peoples' livelihoods and wellbeing, through the returns we provide to growers, the working conditions we provide for our people, and the contributions we make in our markets.

We will continue to lift our employment standards so we attract good people and care for them appropriately. That means:

- Ensuring every employee feels valued, safe and supported in their jobs
- Attracting talent and continuing to build a thriving workforce amongst our value chain by 2030
- Partnering within communities on healthy lifestyle programmes in all our major markets by 2022

KIWIFRUIT

Through our kiwifruit we will promote healthy eating and lifestyles, actively encouraging people to eat better and live healthier. That means:

- We will offer over six billion healthy eating occasions to people around the world by 2025



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