



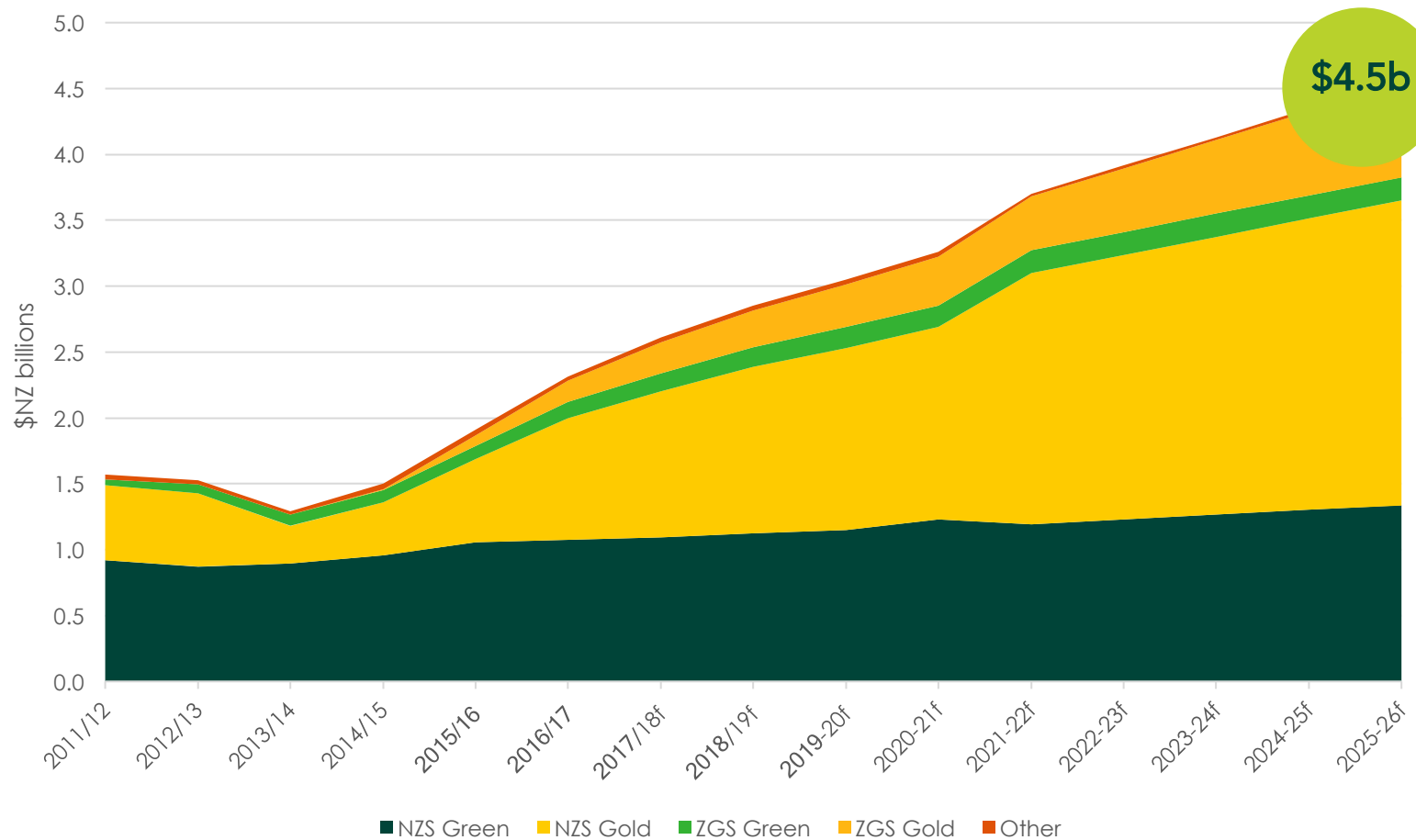
Zespri in Korea



Developing and marketing the world's leading portfolio of kiwifruit products for 12 months of the year.

Zespri's strategy





Forecast volume growth.

LOTTE Mart



E·MART
易·买得



Partnerships in market.

Home plus

Growing sales in Korea

1. In-store sampling and road shows

- In-store sampling



- Road shows



Growing sales in Korea



2. Merchandising



3. Pack type optimisation





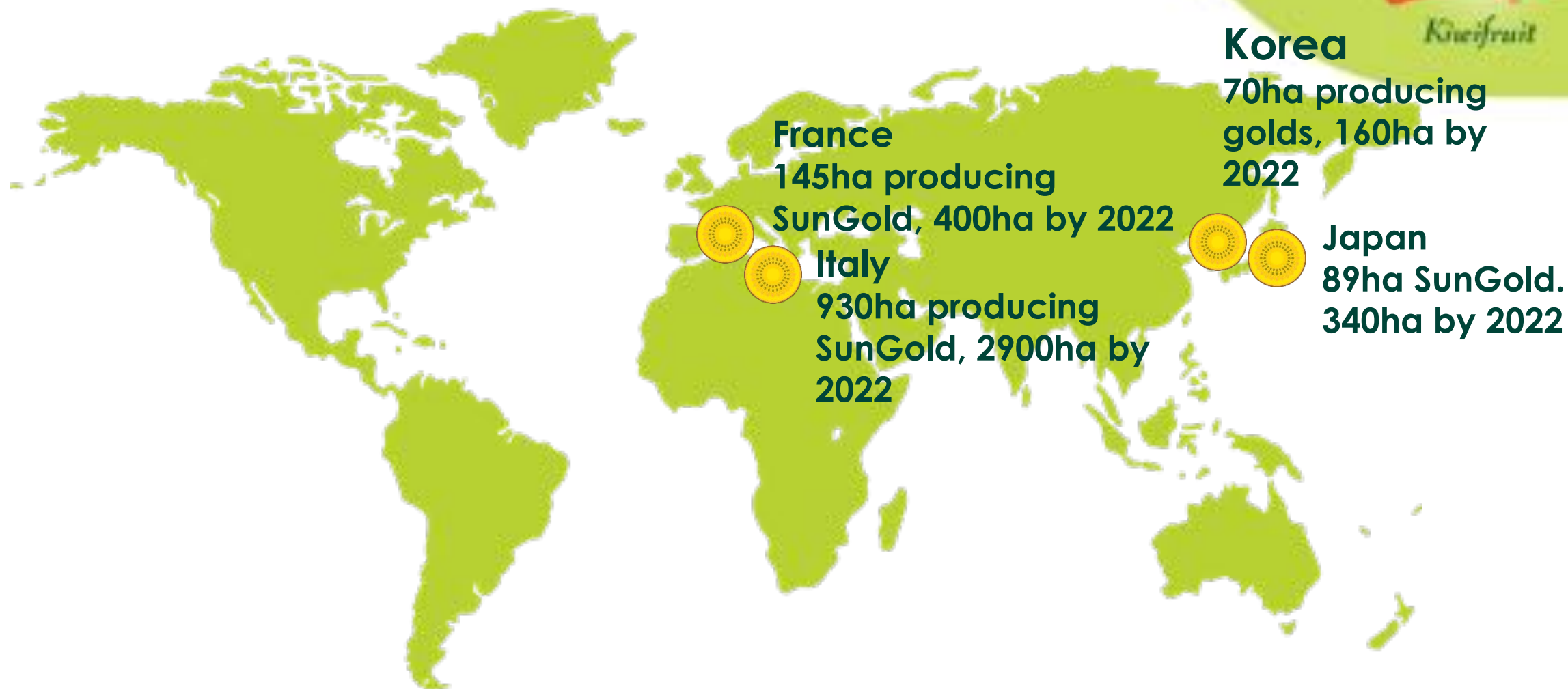
ZESPRI
NEW ZEALAND KIWIFRUIT

NEW ZEALAND
FOOD
CONNECTION

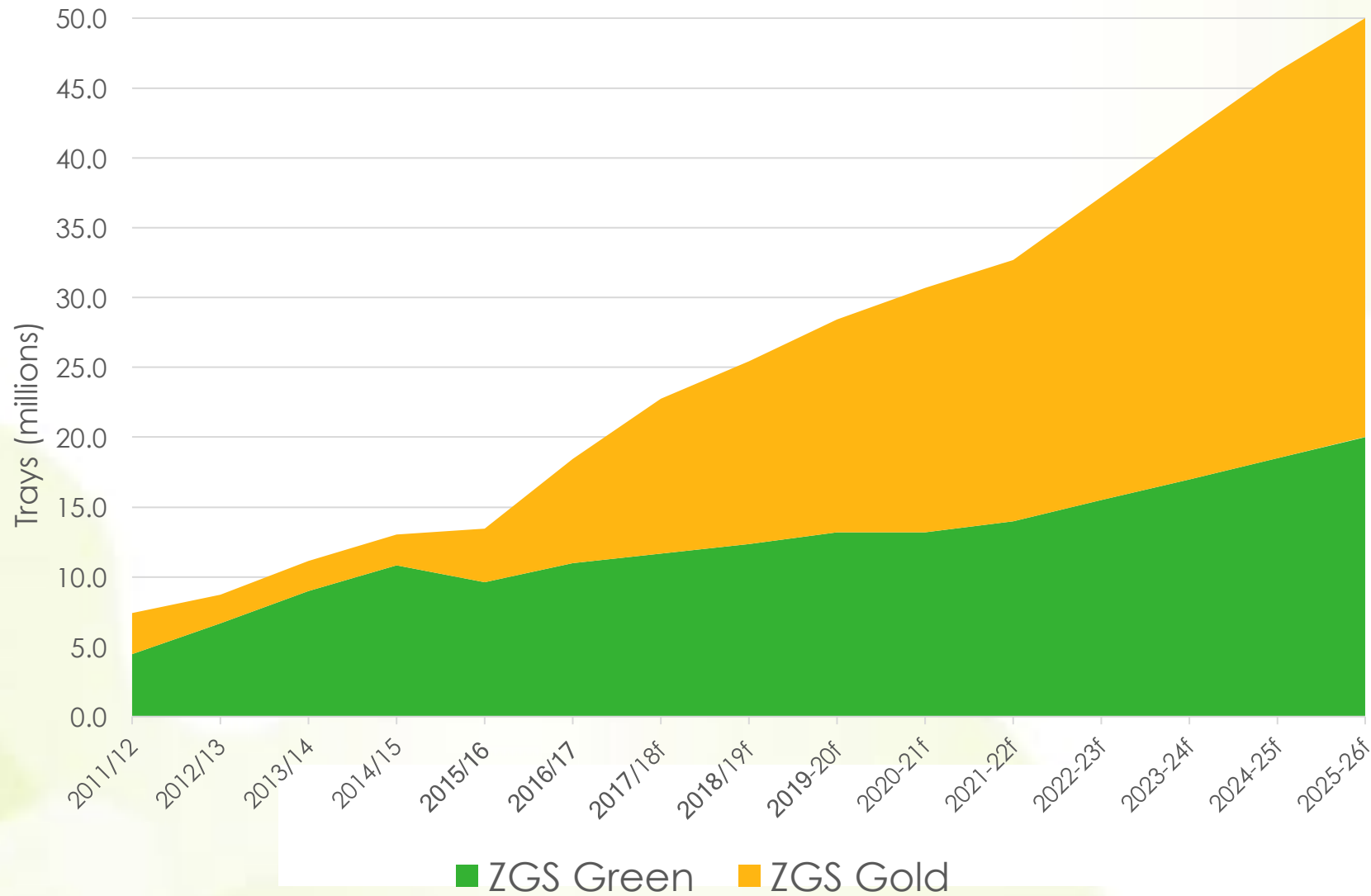


ZESPRI





Zespri Global Supply.



ZGS: projected supply to 2025









1. Growing sales in Korea and globally
2. Strong forecast growth in Korea Zespri production
3. This is built on longterm, enduring partnerships with our Korean distributors, customers, consumers and growers

Takeaway messages.

Thank you.

