



Welcome to Seeka

Analyst Briefing Pack

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Introduction



Operations snapshot

Seeka is an international orchard-to-market business based in Te Puke, New Zealand

New Zealand

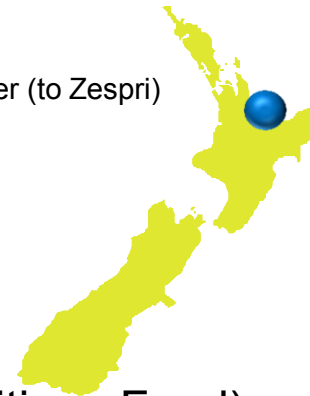


Australia

- Grow, handle and market
 - Kiwifruit – largest grower & supplier
 - Nashi pears – largest grower & supplier
 - European pears – major grower
 - Stone fruit and kiwifruit pollen
- Own 505 hectares in Shepparton, Victoria
 - 9 large orchards
 - Onsite post harvest facilities

Largest grower of kiwifruit in New Zealand and Australia

Australia's largest Nashi grower



- Grow, handle and market
 - Kiwifruit – largest grower and major supplier (to Zespri)
 - Avocado
 - Kiwiberry
- Lease and manage orchards
- Manufacturing (Delicious Nutritious Food)
 - Kiwi Crush, Avocado oil, Kiwifruit pollen
- Import, ripen and supply
 - Bananas, Pineapple, Papaya
- Wholesale seasonal produce
- Develop bare land into orchards
 - Turnkey orchard developments
 - Long-term land leases

Our business model

Seeka is a publicly-listed company with 1400+ shareholders¹

- Large international shareholders
 - Farmind Corporation of Japan
 - Sumifru – Asian produce distributor
- Te Awanui Huka Pak is our largest New Zealand shareholder
 - 100% Māori-owned company with extensive shareholder land holdings
- Nearly all supplying Seeka kiwifruit growers are shareholders
 - ~ 25% of company shares owned by supplying growers
- Many employees are shareholders
 - 3% of company shares owned by the employee share scheme
- Seeka is the NZX entry point to New Zealand's kiwifruit industry²
 - Plus gain exposure to the Australian produce industry, and New Zealand avocados

Group stats	FY16A ³
Revenue	\$ 191.3 m
EBITDA	\$ 24.8 m
NPAT	\$ 10.4 m
Total assets	\$ 197.3 m
Shares	17.5 m
Basic EPS	\$ 0.65
FTEs ⁴	1,175

1. Seeka management – Shareholder details

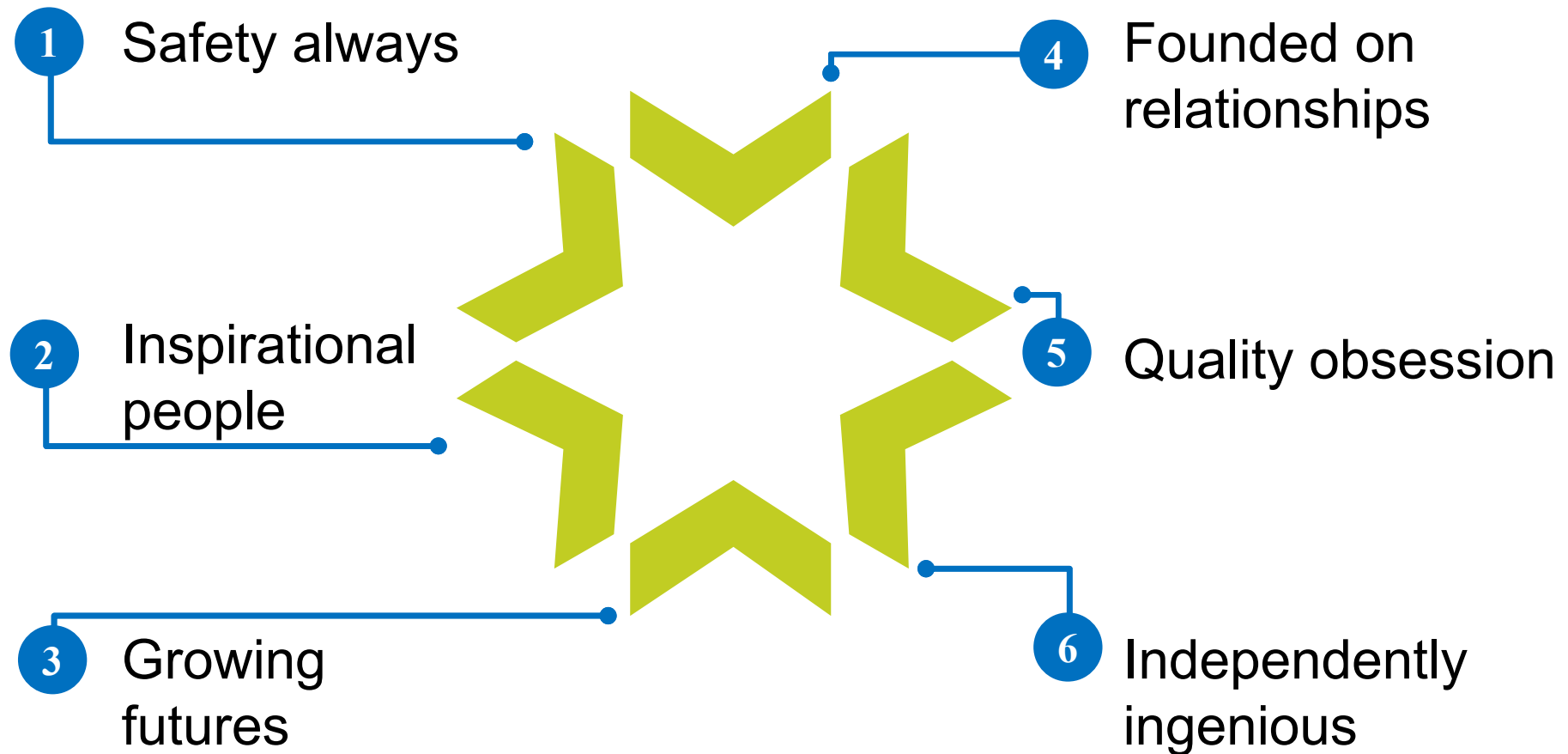
2. Turners and Growers own a kiwifruit business in Kerikeri

3. Seeka Annual Report 2016, p3, p13, p15

4. Seeka management - FTE

Our brand attributes – Seeka's value compass

We deliver premium returns to our growers and stakeholders.
To do this, we think of new ways to deliver on our brand promise

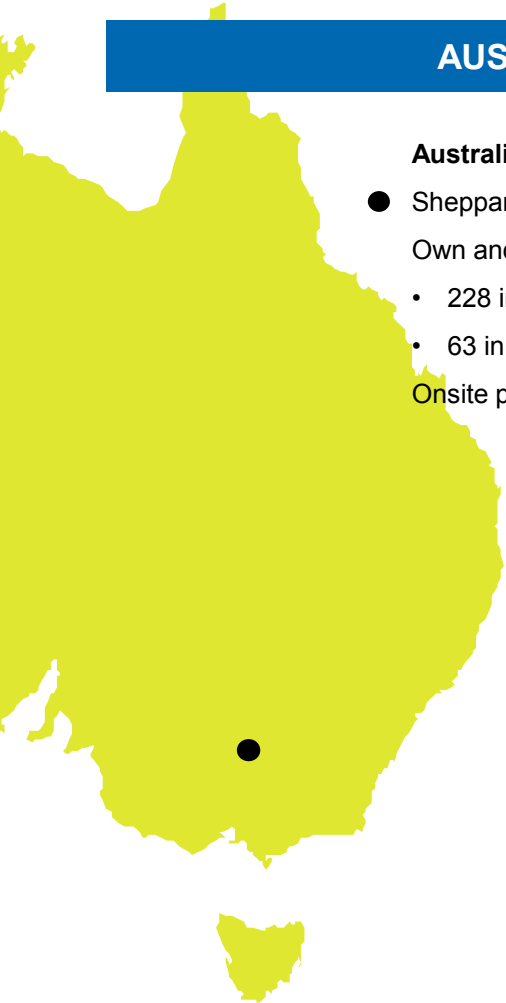


We operate in highly productive orcharding regions

AUSTRALIA

Australian Operations

- Shepparton, Victoria
- Own and operate 505 hectares
 - 228 in production
 - 63 in development
- Onsite packing and coolstore facilities



NEW ZEALAND

Orchard operations

Operate 224 orchards in the Bay of Plenty, Coromandel, Northland, Hawkes Bay and the East Coast under contract for orchard owners

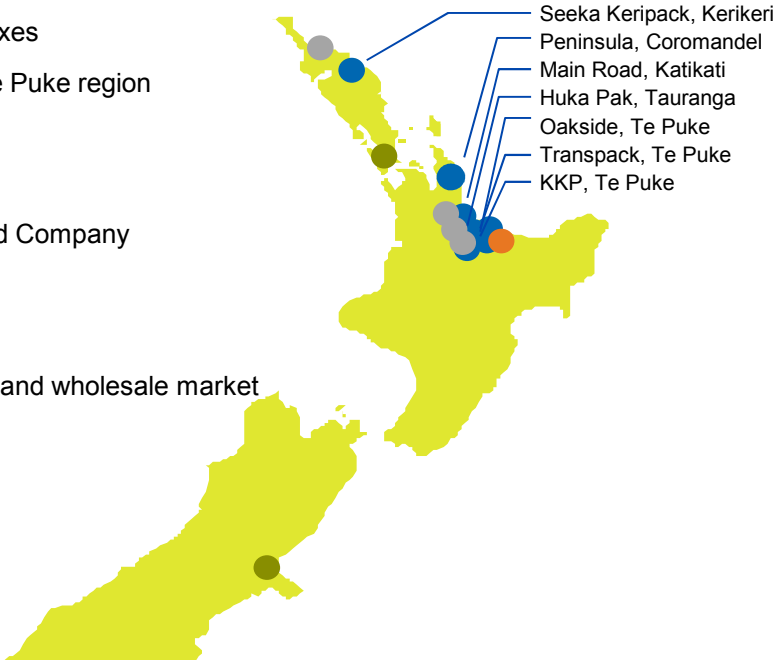
- Five Seeka interest/ownership orchards¹

Post harvest sites and support services

- Seven post harvest complexes
- Three support centres in Te Puke region
 - Seeka 360
 - VLS testing laboratory
 - Delicious Nutritious Food Company

Retail services

- North Island service centre and wholesale market
 - Glassfields Auckland
- South Island service centre
 - Glassfields Christchurch



- Post harvest sites**
- Seeka Keripack, Kerikeri
 - Peninsula, Coromandel
 - Main Road, Katikati
 - Huka Pak, Tauranga
 - Oakside, Te Puke
 - Transpack, Te Puke
 - KKP, Te Puke

Founded on kiwifruit, Seeka is transforming into an Australasian produce business adding avocados, nashi and pears to its core produce lines

1. Seeka orchard ownership share in New Zealand ranges from 100% to 7%



Led by an experienced management team

NEW ZEALAND					AUSTRALIA
Orcharding Operations	Post Harvest Operations	Retail Service Operations	Supply	Grower Services	Australian Operations
Simon Wells GM Orchards	Kevin Halliday GM Post Harvest Services	Ray Hook GM Retail Services	Kate Bryant GM Supply	Anmarie Lee GM Growers & Marketing	Rob Towgood Commercial manager
Grow all products Kiwifruit, kiwiberry, avocado	Harvest, pack, coolstore and supply all products	Domestic marketing of local and imported fruit	Manage the supply chain interface to market clients	Manage relationship with orchard owners	Fully integrated orchard, to market-supply service
Management, lease and long-term lease contracts 224 orchards in 2017	Fruit from Seeka's orchard operations plus contract growers Handling fruit from ~700 orchards in 2017 7 post harvest facilities 3 support facilities	Bananas, tropical fruits and seasonal produce 2 retail service centres - Auckland, Christchurch	Includes supplying the legislated single-desk exporter Zespri and all other sales	Includes all corporate marketing and communication	Own 9 large orchards Sell domestically and via direct export to Asia and Europe Orchard and infrastructure development programme
Revenue	Managed - cost recovery Leased - orchard fruit returns	Toll fee per unit handled	Sales commission and ripening fees		100% of sales revenue
Drivers	Yields and fruit returns	Volumes	Volumes and sales value		Volumes and sales value
FY16A¹					
Revenue	\$ 47.9 m	\$ 110.8 m	\$ 16.8 m		\$ 15.2 m
EBITDA	\$ 5.6 m	\$ 26.8 m	\$ 1.9 m		\$ 1.0 m
Assets	\$ 33.6 m	\$ 111.7 m	\$ 4.7 m		\$ 35.5 m

Enabling functions

Information systems

Jason Swain, GM Information Services. Develop and deliver information services across the full supply chain

Financial management

Stuart McKinstry, Chief Financial Officer and Company Secretary. Financial management reporting services across the full business

Michael Franks, Chief Executive Officer

Our operating segments collect revenue from each step of value chain

Growth founded on New Zealand kiwifruit

Seeka has added new products, new regions, and captured more value from the supply chain

Expanding product portfolio

Kiwifruit

Avocado oil

Avocado

Kiwiberry

Pollen

Kiwi Crush

Stone fruit

Pears

Nashi

Bananas

Tropical fruits

Expanding geographical reach

Te Puke

Northland

Coromandel

Western BoP

Tauranga

East Cape

Hawke's Bay

Australia

Post harvest

Orchard ownership

Orchard development

Orcharding

Manufacturing

Retail services

Marketing

Laboratory

Expanding along the value chain

Revenue
\$1.2m

Psa

ANNUAL REVENUE

Revenue
\$191m

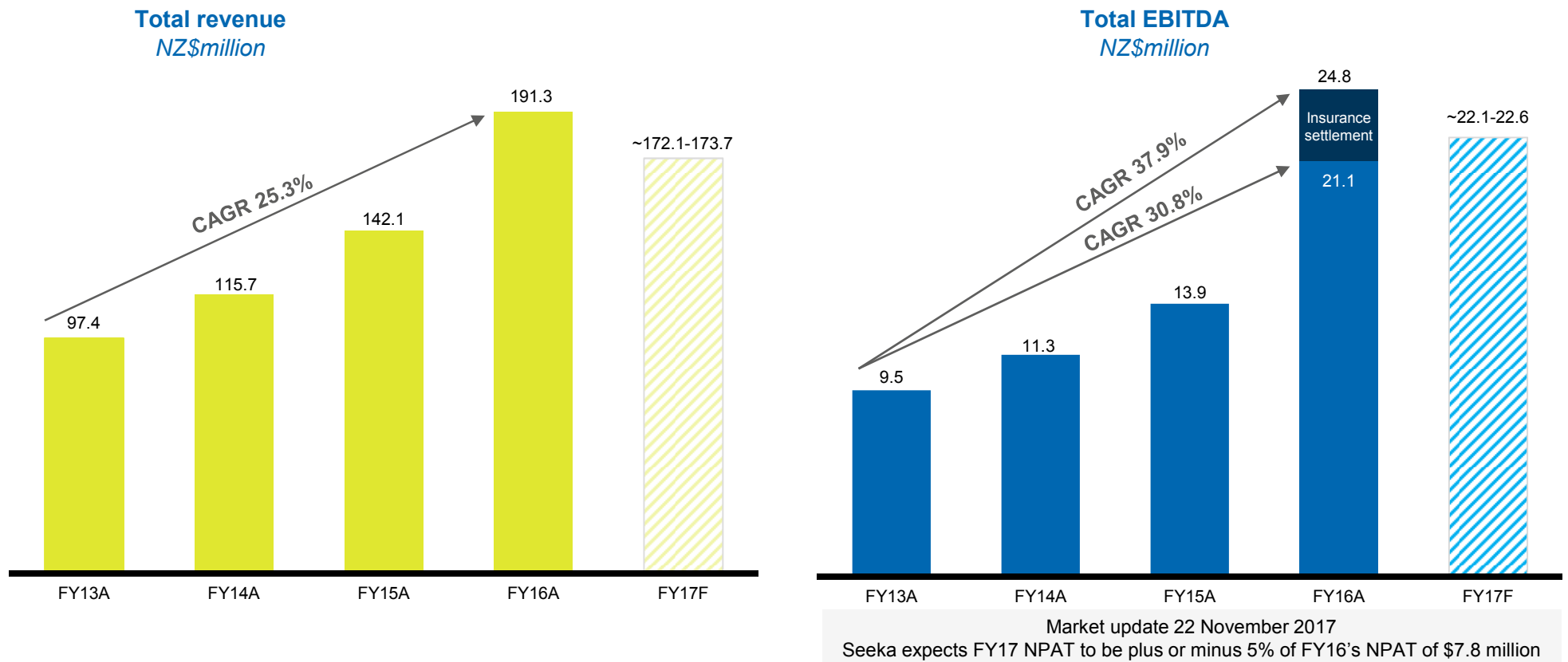
1987 1992 1997 2002 2007 2012 2016

Seeka has delivered significant revenue growth since 1987



Financial snapshot

Seeka has delivered consistent revenue growth over the past four years as the industry recovered from the kiwifruit disease Psa. FY17F revenues are down on a smaller green kiwifruit harvest.



Seeka has delivered significant EBITDA growth since 2013

1. Seeka Annual Report 2016, Key indicators, p3

2. FY13A EBITDA was restated down to \$9.5m from \$9.9m due to amendments to NZ IAS 41 'Agriculture' and IAS 16 and 'Property, Plant and Equipment'

Our growth outlook



Seeka's key investment attributes

- 1 Seeka is anticipating volume growth in kiwifruit, avocados, nashi and new variety pears
- 2 The New Zealand kiwifruit industry is predicting export earnings to increase 165% by 2025¹
- 3 New Zealand avocados are experiencing major growth in planted area and demand
- with market access now granted to China
- 4 Australian kiwifruit sales anticipated to grow 153% by 2024, including new red and gold varieties²
- 5 As a grower, packer and distributor, Seeka has a significant share of New Zealand kiwifruit, New Zealand avocados and Australian pears, and a dominant share of Australian kiwifruit and nashi
- 6 New ventures expected to deliver material value – Delicious Nutritious Food Company

1. Zespri 5 Year Outlook, November 2017, p5

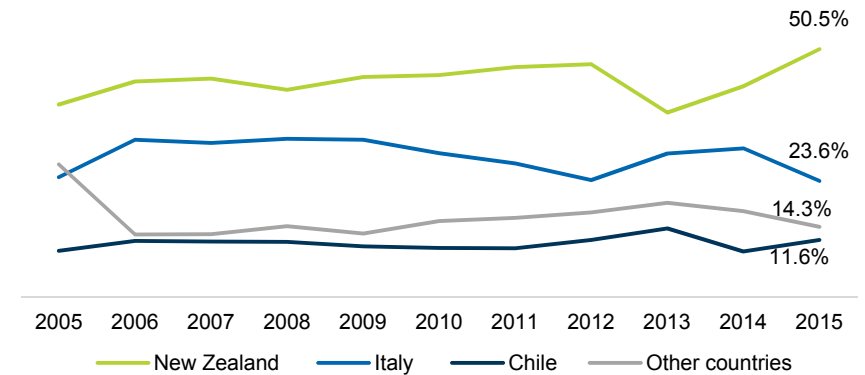
2. Seeka management

NZ is the world's largest kiwifruit exporter, achieving premium pricing

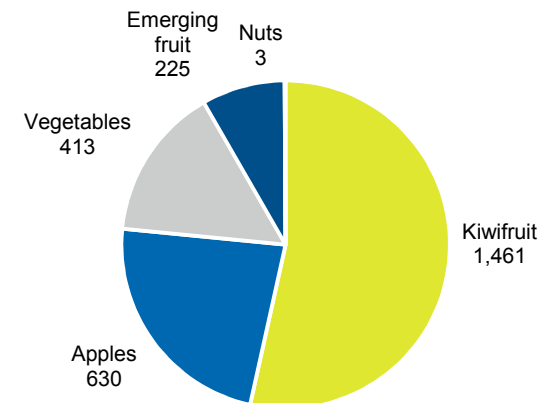
Seeka is a key supplier to the global kiwifruit trade and an entry point for investors

- Through Zespri, New Zealand is the world's largest kiwifruit exporter capturing 50.5% of the total export market value in 2015¹
- New Zealand is growing its global kiwifruit trade using plant variety right protected fruit such as SunGold
- New Zealand achieves a pricing premium which delivers higher returns to industry investors²
- Seeka had a 19.7% market share of New Zealand kiwifruit production in 2017³ (and more than 80% of Australia's production)
- Seeka secures supply in New Zealand through its orchard service operations, competitive post harvest pricing, and a grower loyalty programme that resulted in nearly all supplying kiwifruit growers becoming Seeka shareholder investors

NZ is capturing more of the global kiwifruit export value⁴



Kiwifruit is New Zealand's largest produce sector export⁵
NZ\$million, 2015



Kiwifruit is a premium world fruit poised for significant volume growth

1,2,4,5. Investors guide to the New Zealand produce industry 2017, Coriolis Report, p45~p48. Based on a NZD / USD exchange rate of \$0.69
3. Seeka management – NZ kiwifruit market share

The global kiwifruit export trade is growing in volume and value

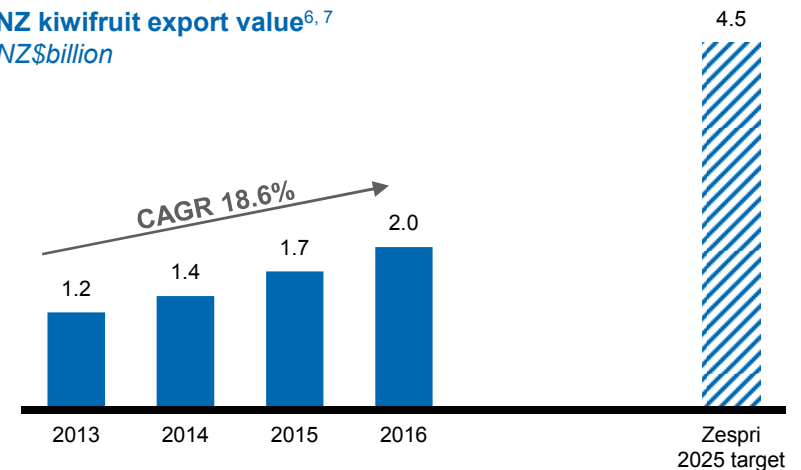
Seeka benefits from higher kiwifruit export values

- 18.6% CAGR in export value of New Zealand kiwifruit from 2013 to 2016¹
- Zespri has a \$4.5 billion export target by 2025 - 9.4% CAGR over a 9-year period²
- Strong consumer demand for New Zealand kiwifruit in Asia
 - 214,540 tonnes exported in 2015, NZ's largest kiwifruit market³
 - Strong export value growth in China (18.3% CAGR) and Taiwan (9.4% CAGR) from 2009 to 2015⁴
- Seeka positioned to benefit from bigger kiwifruit volumes

New Zealand fresh kiwifruit exports by destination⁵
Thousands of tonnes

	2009	2011	2013	2015	CAGR 2009 - 15
Japan	57.9	63.7	68.6	76.9	4.8%
China	21.7	33.0	32.2	59.5	18.3%
Taiwan	19.7	26.1	24.9	33.7	9.4%
Total Asia	137.3	170.7	163.5	214.5	7.7%
European Union	175.0	178.2	162.0	191.7	1.5%
North America	26.1	25.3	10.9	19.9	(4.4%)
Oceania	15.3	18.1	16.1	15.8	0.4%

NZ kiwifruit export value^{6,7}
NZ\$billion



New Zealand kiwifruit enjoy good consumer demand, particularly in the high-value Asian markets

1,6. Zespri Annual Report 2017, p9
 2,7. Zespri 5 Year Outlook, November 2017, p5
 3,4,5. World kiwifruit review 2016, Belrose Report, p43

The supply of New Zealand kiwifruit is growing

Seeka benefits from higher kiwifruit volumes

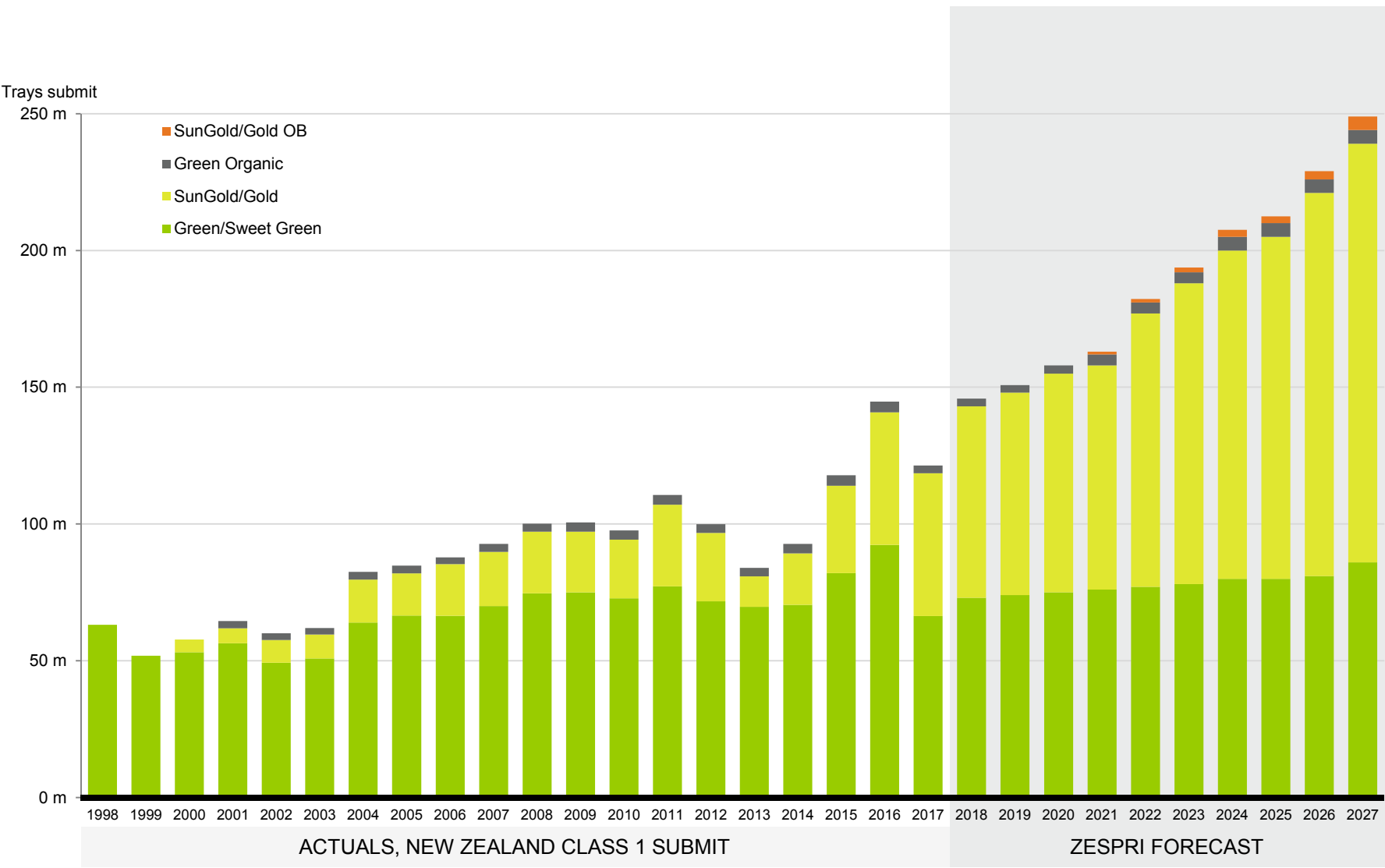
- Kiwifruit volumes increasing with Zespri planning to sell 750 hectares of gold licences per year for the next 5 years¹
 - New orchards are being developed and converted to gold
 - Greenfield orchard developments underway
- SunGold (Gold) kiwifruit yields higher volumes than Hayward (Green) once in full production
 - More product available for Seeka's post harvest operations (total processing)
- Gold kiwifruit has commanded premium pricing and a better market mix over green kiwifruit
 - Higher revenues to orchard operations
 - Higher revenues to post harvest from a bigger margin
- Seeka has invested in pack lines and coolstores to handle more volume
 - \$34 million invested in 2016²
 - Post harvest profitability improves on economies of scale
- Zespri and the kiwifruit industry are looking at offshore infrastructure to manage volume growth³
 - Contains capital expenditure
- Using offshore infrastructure in peak periods will improve New Zealand asset utilisation and revenues
 - Seeka's New Zealand pack lines and coolstores will operate at capacity for longer periods
 - Packing and coolstorage are tolled revenue points



Seeka has invested in personnel, systems and capacity to handle more volume

1, 3. Zespri 5 Year Outlook, November 2017, p16, p46
2. Seeka Annual Report 2016, p5

New Zealand industry volumes growing with new gold variety



Seeka is poised for significant volume growth

1. Class 1 submit is the industry-standard measure of kiwifruit volumes, being kiwifruit graded for export as the crop is harvested measured in trays (~3.5kg) of kiwifruit.
 2. Zespri forecast from Zespri 5 Year Outlook, November 2017, p44



Australian operations poised for growth

Seeka will maximise its position as Australia's largest producer and supplier of kiwifruit and nashi

- Own 505 hectares in Shepparton, Victoria with additional hectares under contract
 - 228 hectares in production
 - 63 hectares in development
- Orchard investments will deliver growth over the next 5 years
 - Planting green kiwifruit plus new red and gold varieties that are exclusive to Seeka Australia
- Seeka estimates it has over 80% market share of Australian kiwifruit, and 90% of Australian nashi
- Upgraded onsite packing and coolstore facilities to handle growth
- 2,650 mega litres of high priority and temporary water shares
- EBITDA anticipated to increase ~130% over the next 5 years to exceed AUD\$8m

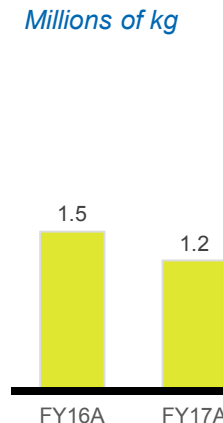
Seeka has a dominant market share in Australian kiwifruit and nashi, and is investing to grow volumes and margins

Seeka Australia production metrics

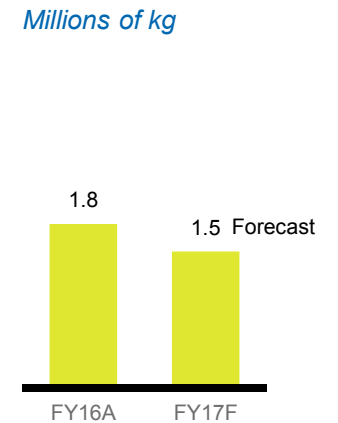
Kiwifruit volumes



Nashi volumes¹

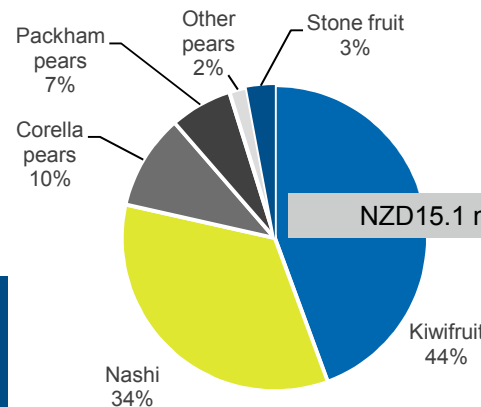


Pear volumes



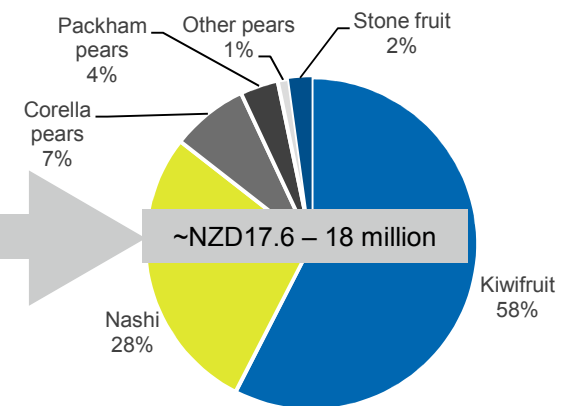
Sales by fruit

FY16A



Forecast sales by fruit

FY17F



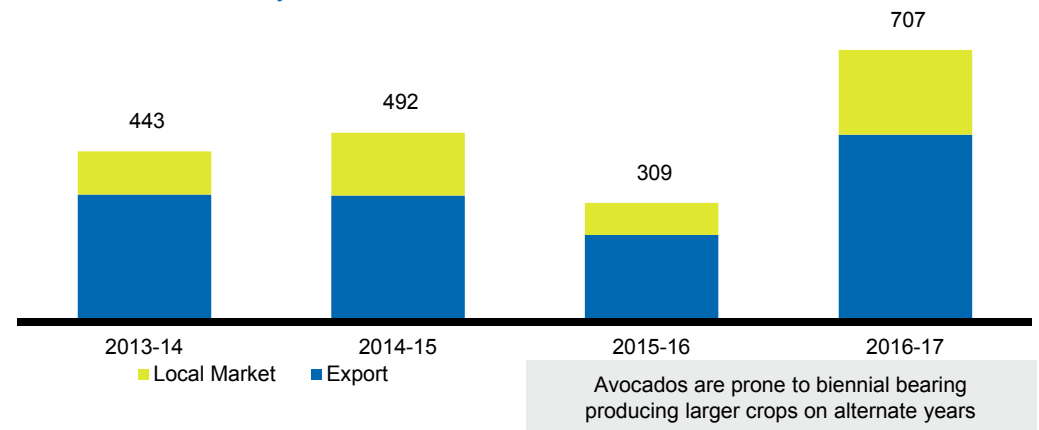
Avocados are an emerging fruit

Seeka is capturing value in new markets

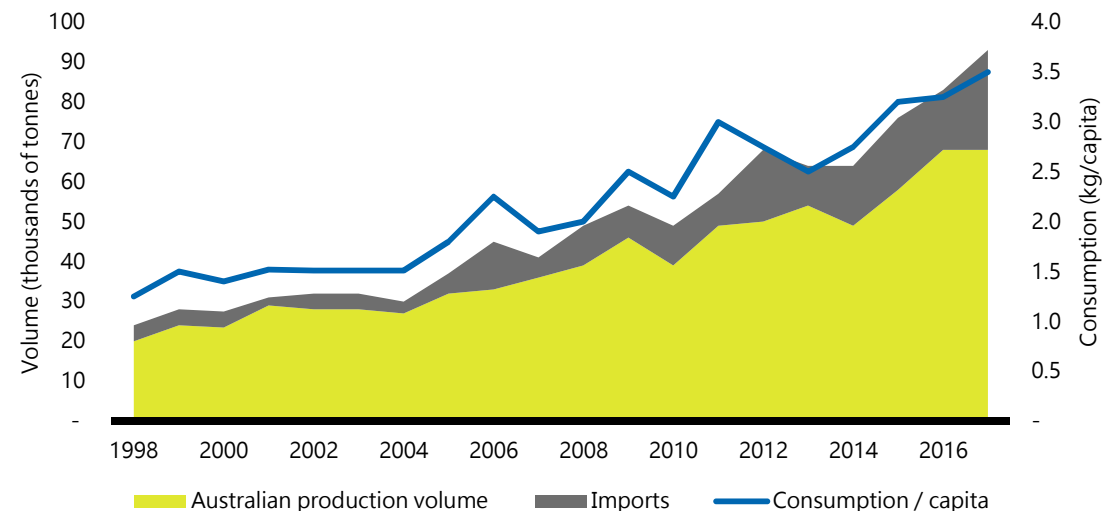
- 15.4% CAGR in export value of New Zealand avocados from 2013 to 2016¹
 - \$155.5m generated from NZ exports from 2016 season²
- Seeka handles 8% to 10% of New Zealand's avocado crop³
 - Market share growing through orchard syndication
- Seeka delivers a full orchard-to-market service, drawing revenue along the full supply chain
- Seeka exports most of its New Zealand avocados to the high-returning Australian market where they are sold under the Seeka brand
- Phytosanitary protocols agreed with China provide an alternative market (plant disease border controls)
 - Reduces industry dependency on Australia
- Seeka positioned to benefit from bigger avocado volumes

Seeka provides an entry point to NZ avocados; a true phenomenon in the produce world

Seeka avocado volumes handled by season⁴
Thousands of avocado trays



Australian avocado production, imports from New Zealand and consumption⁵



1,2. New Zealand Avocado Annual Report 2017, p22

3,4. Seeka management – Seeka avocado volumes. Volumes handled refers to volumes packed and marketed by harvest season, which spans two financial years. Volumes are measured in industry standard trays (~5.5kg) of avocados

5. Talking Avocados, Spring 2017, Australian Avocados state of play: 2016/2017, p16

Barriers to new entrants

Industry experience , knowledge and relationships

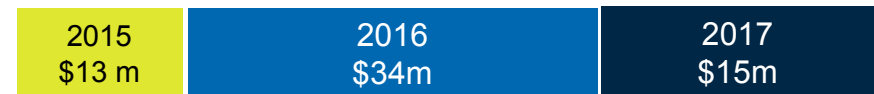
- Establishing a kiwifruit orchard requires specialist experience, expertise and partnerships
- Seeka has 37 years experience as a key player in the kiwifruit industry and strong relationships with orchard owners and service providers

Capital²

- Seeka has invested in advanced information systems, automated post harvest technology and new capacity developments
- The investments will enhance revenues and margins

Seeka capital investment

NZ\$million

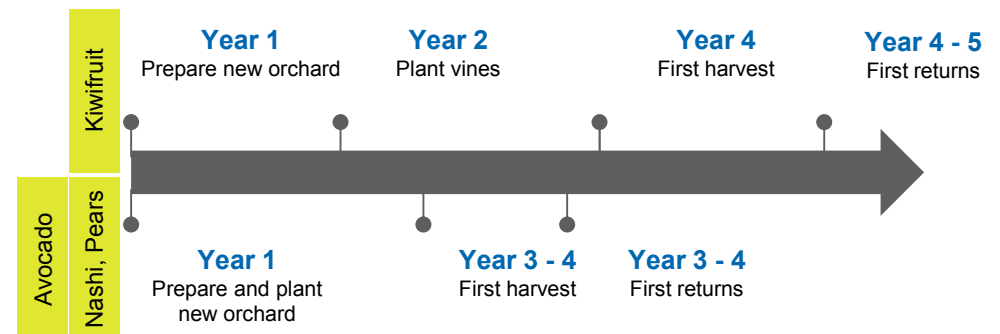


Seasonal workforce

- Orchard, harvest and packing operations are labour intensive
- Seeka's annual payroll is ~1175 FTEs in New Zealand and Australia, employing more than 250 permanent staff and 3000 seasonal workers¹
- Workers must be trained and managed according to strict employment, health and safety regulations
- Seeka has invested in workforce recruitment, training and management practises

Time³

- Kiwifruit - four to five year gap between initial investment and first returns
- Avocado, nashi and European pears - three to four year gap between initial investment and first returns
- Seeka and its growers have already made this time investment, with 3,200 hectares actively producing for Seeka across New Zealand and Australia⁴



1. Seeka management - FTE

2. Seeka Annual Report 2016, p5

3. Orchard development timeline depends on the property

4. 3,200 hectares actively producing includes Seeka's contract growers



Operational overview



Key metrics of Seeka's four operating segments

New Zealand orchard, New Zealand post harvest, New Zealand retail services and Seeka Australia

Revenue by segment¹
NZ\$million

	FY14A	FY15A	FY16A	FY17F
New Zealand Post Harvest	68.5	88.3	110.8	~93.9 – 94.3
New Zealand Orchard	38.0	42.3	47.8	~41.7 – 42.1
New Zealand Retail Services	8.7	9.6	16.8	~18.9 – 19.3
Seeka Australia	-	1.2	15.1	~17.6 – 18.0
Total	115.2	141.4	190.5	~172.1 – 173.7

New Zealand orchard supply arrangements³
Hectares, FY17A

	Kiwifruit	Avocado	Kiwiberry	
Contract supply	1,680	375	5	2,060
Managed	401	13	4	418
Orchard lease	402	7	3	412
Long term lease	57	25		82
Total	2,540	420	12	2,972

EBITDA by segment²
NZ\$million

	FY14A	FY15A	FY16A	FY17F
New Zealand Post Harvest	10.8	13.3	26.8	~23.0 – 23.5
New Zealand Orchard	4.2	4.0	5.6	~5.4 – 5.8
New Zealand Retail Services	1.8	1.7	1.9	~2.5 – 2.7
Seeka Australia	-	(1.4)	1.0	~2.7 – 2.9
Corporate	(5.4)	(3.7)	(10.6)	~(12.2 – 12.4)
Total	11.4	13.9	24.7	~22.1 – 22.6

Seeka Australia owned orchards and land⁴
Hectares, FY17A (all fruit)

Production	228
Currently in development	63
Potential development land	151
Bare land	63
Total	505

3,200
Total hectares of supply across New Zealand and Australia

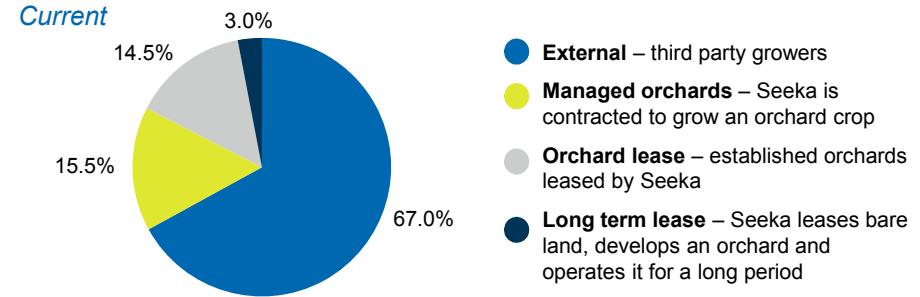
1, 2. Seeka Annual Report 2016, Segment information p21. Seeka Annual Report 2015, Segment information p22. Revenue excludes other revenue
3, 4. Seeka management – Orchard operations

New Zealand orchard operations

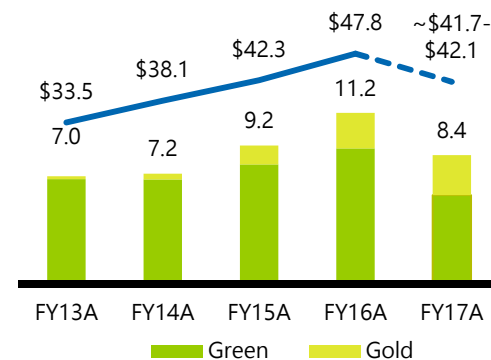
Adding orchard revenue while securing supply to post harvest and retail services

- Grew 860 hectares of kiwifruit, 45 hectares of avocado and 7 hectares of kiwiberry in FY17¹
- Produced 8.4m trays of class 1 kiwifruit in FY17²
 - Down on FY16 as industry yields were impacted by low Hayward (green) kiwifruit harvest (11.2 million FY16A)
- Services provided through orchard management, lease, and long term lease contracts with orchard owners
- Seeka operates a small number of orchards that it directly owns, or holds an ownership interest
- Developing new orchards on long-term-leased land
- Syndicating avocado orchards in the Far North

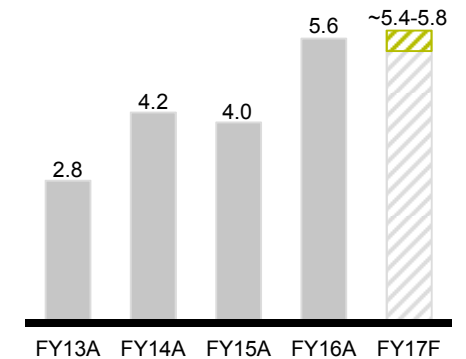
Orcharding services 33.0% of Seeka's supply base³



Orchard operations revenue and class 1 kiwifruit production^{4, 5}
NZ\$million, millions of kiwifruit trays



Orchard Division EBITDA⁶
NZ\$million



Seeka is a large kiwifruit grower through managed, and long term based operations and also grows avocados in the same arrangement

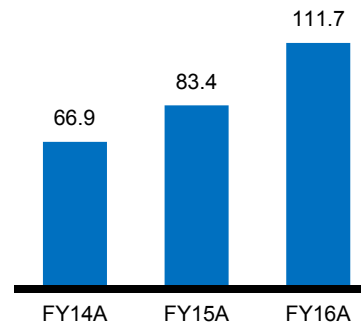
1, 2, 3. Seeka management – Orchard operations
4. FY17 production impacted by low green kiwifruit harvest
5, 6. Seeka Annual Report 2016, p7

New Zealand post harvest operations

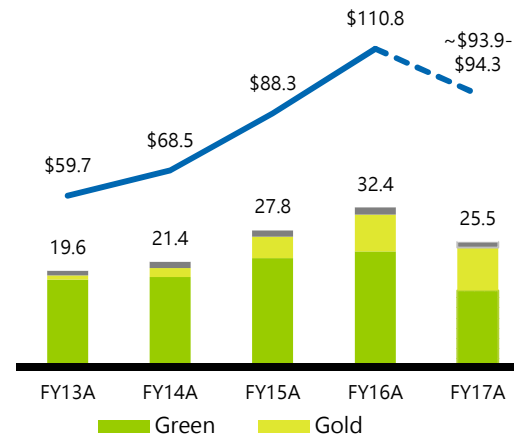
Revenue driven by the lift in New Zealand kiwifruit volumes

- Seeka manages the harvest, packing, coolstorage and supply logistics for kiwifruit, avocados and kiwiberries
- Operate seven post harvest sites
 - 1 in Northland (to be replaced)
 - 1 in the Coromandel
 - 5 in the Bay of Plenty
- Revenue driven by New Zealand kiwifruit production, which is projected to grow
- Post harvest assets at \$112 million¹ following recent infrastructure expansion
- Modern packing machinery improves site throughput and reduces labour unit costs
- Post harvest is a toll operator – more volume, more profit

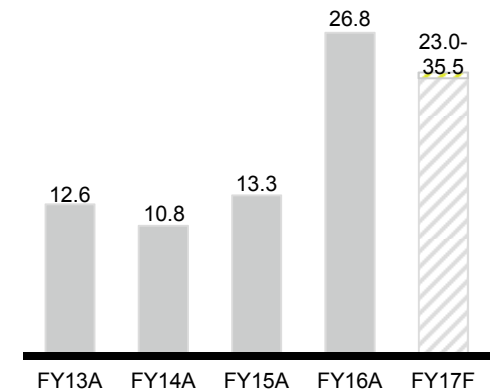
Post harvest assets²
NZ\$million



Post harvest revenue and packed kiwifruit volumes^{3, 4}
NZ\$million, millions of kiwifruit trays



Post harvest EBITDA⁵
NZ\$million



1, 2. Seeka Annual Report 2016, Segment information, p21. Book value

3. FY17 impacted by low green kiwifruit harvest

4, 5. Seeka Annual Report 2016, p6

Seeka Australia

Seeka Australia is Australia's largest kiwifruit and nashi grower

- Seeka Australia acquired Bunbartha Fruit Packers in 2015 for AUD\$23.3m¹
- Land, orchards and post harvest facilities in Shepparton, Australia
- Access to water: 2,650 mega litres of high priority and temporary water shares²
- Produce kiwifruit, nashi, pears, and stone fruit
- New green, red and gold kiwifruit developments
- EBITDA forecast to increase as new developments come into production
- Seeka Australia's EBITDA margin increasing from 6.8% in 2016 to ~17% in 2017³
- Seeka Australia sells domestically and exports to Europe and Asia

Own 9 orchards with 505 hectares of land⁶

- 228 hectares in production
- 63 hectares in development
- 151 hectares with development potential

Seeka Australia fully controls the orchard to market value chain

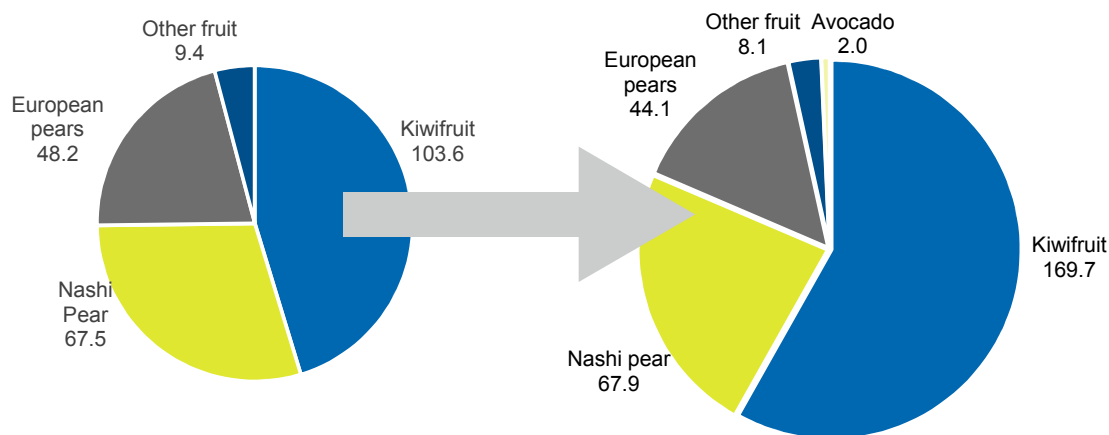


Development programme⁷

- **AUD\$8 million being invested over the next 4 years**
- Adds a further 61 hectares of kiwifruit
- Adds 2 hectares of avocados
- Ongoing renewal of European pear varieties
- EBITDA potential of AUD\$9m by 2024
- A further 40 hectares being prepared for syndication (bare land orchard development)

Seeka Australia producing hectares 2017⁴

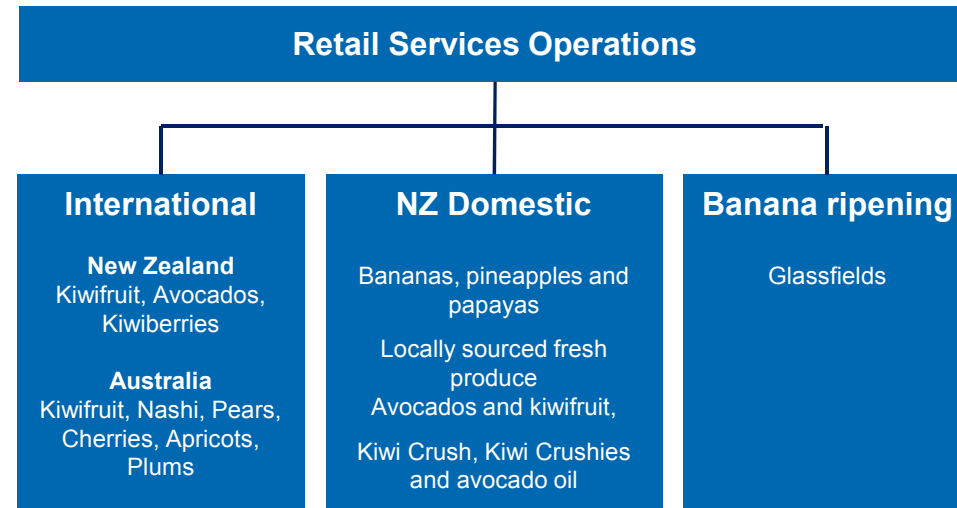
Seeka Australia producing hectare 2022 target⁵



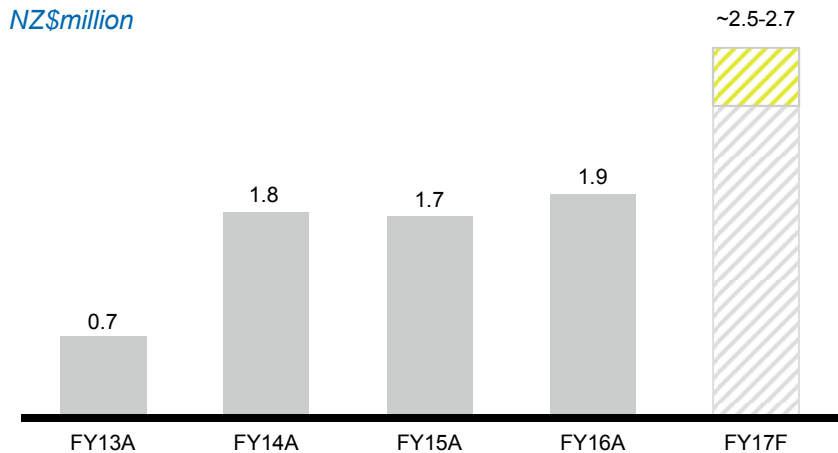
Retail services

Seeka's retail services business markets produce from group operations

- Marketing domestically and for export kiwifruit, avocados and other products under Seeka's own brand
- Importing produce and tropical fruit for the New Zealand market and ripening fruit ready for retail
- Marketing product from Seeka's Delicious Nutritious Food Company which turns waste into premium functional food for hospitals and retail



Retail Services EBITDA¹
NZ\$million



Appendix



Risks and mitigants

Risks to production		
Climate	<ul style="list-style-type: none"> • Every year, there is a risk of adverse weather events • These could damage orchards (e.g. via flooding), damage crops (e.g. via hail) or affect crop yields • In Australia there is risk of drought which would reduce water available for crops and would heighten the risk of fires 	Seeka actively seeks to mitigate climate risk: <ul style="list-style-type: none"> • Geographical dispersion of orchards • Crop protection measures (e.g. frost protection) • Access to weather and frost forecasting technology • Good communication with orchard managers • Seeka owns permanent water rights in Australia
Disease and pests	<ul style="list-style-type: none"> • Plant stock and crops could be damaged or destroyed by disease or pests • Residue could be found on fruit post harvest • Disease / pests could lead to crops being unable to be sold, closure of overseas markets, loss of market share and revenue • A quarantine pest could be located in a fruit production or handling region e.g. the Queensland Fruit Fly 	Seeka actively seeks to mitigate disease and pest risk: <ul style="list-style-type: none"> • Geographic separation of orchards • Orchard hygiene program and spraying / pest control program • Bio-security controls to prevent introduction of disease / vectors to orchards • Active management of fruit drop on the ground specifically works to minimise the risk of PSA to fire blight pears
Crop yields	<ul style="list-style-type: none"> • Yield variability needs to be managed to maximise profitability • Variability in yields can be due to excessive operating costs or poor management practises • Inter-orchard variability and inter-region variability 	Seeka actively seeks to mitigate the variability of crop yields: <ul style="list-style-type: none"> • Innovation in growing practises • Production forecasting • Optimised orchard locations and fertiliser application programs
Strategic risks		
Industry structure	<ul style="list-style-type: none"> • Zespri's single desk could be continued its efficient operating lifespan • International trading standards and regulations could negatively impact Seeka through restrictive laws and regulations; punitive tax regimes; product recalls or similar 	Seeka actively works to maintain international trading standards and international market access whilst minimising financial risk; <ul style="list-style-type: none"> • Monitoring political activity and policy development; and regular audit and review of systems to ensure compliance with standards, law and regulation
Government / political risk	<ul style="list-style-type: none"> • Imposition of restrictive laws and regulation; punitive tax regimes; and inappropriate bylaws would negatively impact Seeka 	Seeka actively seeks to have a positive influence on relevant policy and regulation through; <ul style="list-style-type: none"> • Active involvement in industry associations; regular submissions on relevant legislation; and actively building relationships with regulators
Risks to property		
Fire	<ul style="list-style-type: none"> • Premises occupied or owned by Seeka could be burned down and the contents destroyed 	To reduce the risk of fire Seeka has: <ul style="list-style-type: none"> • Approved protection equipment including smoke and fire detectors, alarms, sprinklers, fire hoses and extinguishers • Employ a third party company to regularly service and maintain fire detection equipment
Physical security	<ul style="list-style-type: none"> • Premises, property and assets are exposed to risk of unlawful entry, theft and criminal damage • In the event of the above there could be loss of critical equipment 	To improve physical security Seeka has: <ul style="list-style-type: none"> • Taken appropriate security measures to prevent unauthorised access • Installed monitored alarms in buildings and a program to increase security of fencing at sites • Access to technology equipment and systems is restricts to authorised persons

Senior management team

Michael Franks
CEO

More than 20 years commercial experience and has held numerous senior finance roles. Joined Seeka in 2003 as Chief Financial Officer. Appointed CEO in 2006.



Stuart McKinstry
Chief Financial Officer
Chartered accountant, with more than 25 years experience in accounting and 18 years experience in the kiwifruit industry. Became CFO in 2006



Rob Towgood
Commercial Manager
Works on the interface with the Seeka Australian operations; also responsible for planning and construction of new infrastructure in New Zealand.



Jason Swain
GM Information Services
19 years experience in agribusiness, spent 10 years in Post-Harvest operations before moving into the Information Systems Division



Kate Bryant
GM Supply
Joined Seeka in 2015, and has had 19 years experience in the kiwifruit industry, focussing on the kiwifruit supply chain



Kevin Halliday
GM Post Harvest
Joined Seeka in 2003 through the acquisition of Eleos, Kevin has significant experience in kiwifruit supply chain management.



Simon Wells
GM Orchards
20 years experience in management in kiwifruit industry; having owned both a kiwiberry and avocado orchard. Joined Seeka in 2007



Ray Hook
GM Retail Services
Joined Seeka in April 2014 following the completion of the Glassfields (NZ) acquisition. Extensive experience in senior management especially in agribusiness



Annmarie Lee
GM Growers
30 years experience in the kiwifruit industry, with 25 years owning a kiwifruit orchard. Joined Seeka in 2005



Board members

Fred Hutchings
Independent Chairman
Appointed September 2012.
Extensive commercial and business experience as a partner of PwC for 27 years. Chair of Tui Products and a director of Speirs Group and Spiers Limited.



Cecilia Tarrant
Independent Director
Elected April 2017.
Professional company director, with directorships on Fletcher Building, Payments NZ, and chair of Government Superannuation Fund.



Martyn Brick
Director
Elected April 2013.
Extensive experience in agribusiness having worked in rural banking, finance and horticulture. Former director of Te Awanui Huka Pak.



John Burke
Director
Appointed April 2012.
Extensive agribusiness experience including in kiwifruit, having been the general manager of KVH and CEO of Te Awanui Huka Pak.



Ashley Waugh
Independent Director
Appointed May 2014.
Extensive experience in fresh foods industry, and was CEO of Australia's National Foods until its merger with Lion Nathan in 2009.



Amiel Diaz
Director
Appointed August 2009.
30 years executive management experience in the fresh produce industries. Head of the Philippine subsidiaries of Farminid Corporation.



Peter Ratahi Cross
Director
Chair of several Trust Boards throughout the Eastern North Island. Chair of Te Awanui Huka Pak and Ngā Tūkairangi Trust, the largest Māori kiwifruit grower.



