

POSTAL ADDRESS

PO Box 47
Te Puke 3153
New Zealand

Dear Investor,

Your company will have a new, clearer name, and a new brand.

The launch of **Seeka Limited** is an exciting event, and you'll be seeing a change in the way we look, as we pursue our bold vision to deliver excellence from the orchard right through to the market.

Our new look is a direct result of our strong growth; simply put we've been busy helping more growers get more produce to more markets. And while kiwifruit remain the foundation of our operations, we needed a clearer name and new brand to express our commitment to a growing range of stakeholders.

Our new **Seeka Limited** name doesn't change the core operations you have invested in, including being the largest producer of kiwifruit in New Zealand and Australia, and our strengths in post harvest services and supply chain management.

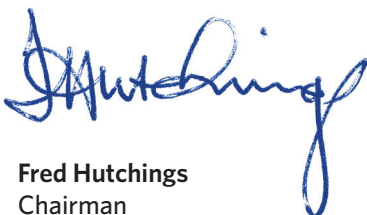
The way we communicate with you will also remain the same. If you would like to update your details, please contact Link Market Services www.linkmarketservices.co.nz, or email enquiries@linkmarketservices.co.nz, or phone **+64 9 375 5998**. The new **Seeka Limited** name will take effect on **nzx.com** and the Companies Office from Friday 28 October 2016.

At Seeka we have an outstanding team and are immensely proud of our heritage. Our new brand builds on Seeka's reputation for quality, and by living our core brand values we have the vision and the people to achieve something special.

You can find a video about our new brand at Seeka.co.nz, and hear members of the Seeka team talking about what Seeka means to us, and our commitment to providing all our stakeholders with exceptional outcomes.

As part of the Seeka community we welcome you to **Seeka Limited**. This is your opportunity to select nothing but the best; it's your place in the world to select excellence.

Yours sincerely



Fred Hutchings
Chairman
21 October 2016

How does this affect me?

Seeka Kiwifruit Industries Limited will be officially renamed Seeka Limited. As an investor, or as a supplying grower, you don't need to do anything.

Apart from the official name change, all other contact details remain the same.

New company name
Seeka Limited

Effective date
28 October 2016

Share ticker code
SEK

Website address
Seeka.co.nz