

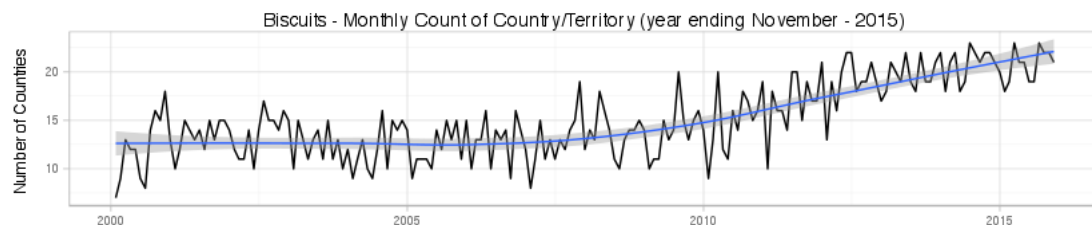
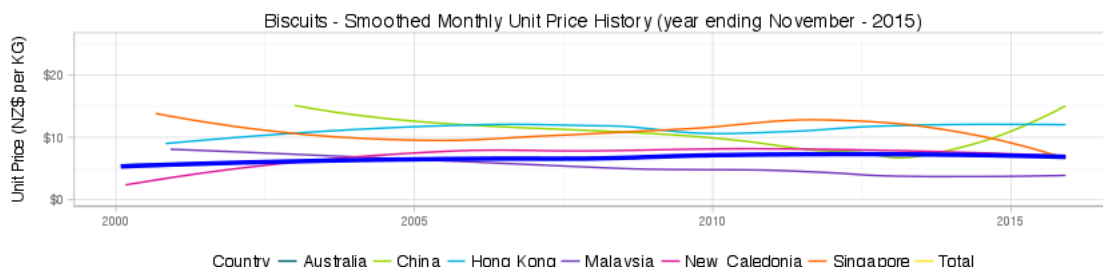
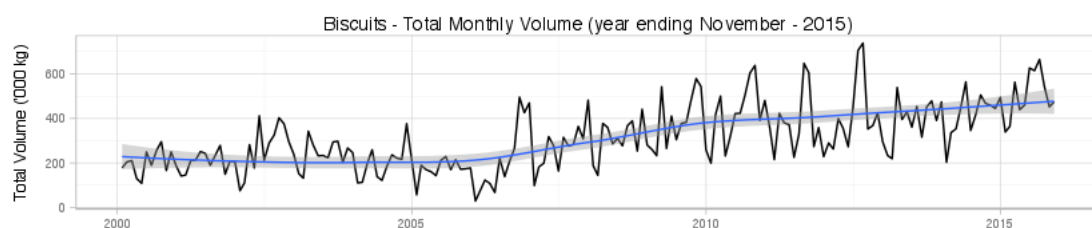
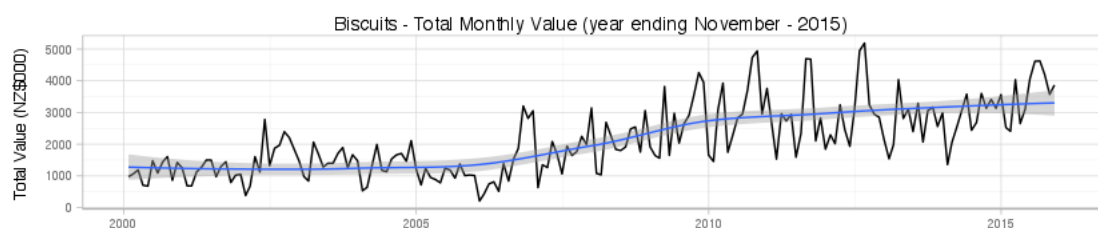


Key Export Statistics¹- Biscuits²

April 6, 2016

Country	Yearly Qty	Yearly Value	Yearly Price	3Year CAGR(Qty)	3Year CAGR(Value)	3Year CAGR(Price)	Price Elasticity
Australia	5,024	35.3	\$7.0	5.6%	2.8%	-2.6%	-2.2
China	170	2.4	\$13.9	29.7%	65%	27.2%	1.1
Hong Kong	67	1.1	\$16.7	62%	81.9%	12.3%	5.1
Malaysia	230	0.8	\$3.7	8.1%	7.9%	-0.2%	-47.2
New Caledonia	109	0.8	\$7.4	14.9%	15.2%	0.2%	79.9
Singapore	106	0.5	\$4.9	114.1%	76.6%	-17.5%	-6.5
Other	334	2.3	\$6.8	5.4%	5.9%	0.5%	11.0
Total	6,040	43.2	\$7.2	7.1%	5.9%	-1.1%	-6.4

Top 6 Biscuits Markets for year ending November - 2015: Quantity('000 kg) Value(NZ\$Mill), Price and their last 3-Year Growth Rates



¹Source: Statistics New Zealand - Overseas Merchandise Trade

²Harmonised System Codes for Biscuits starting with: 190530, 190531, 190590.