

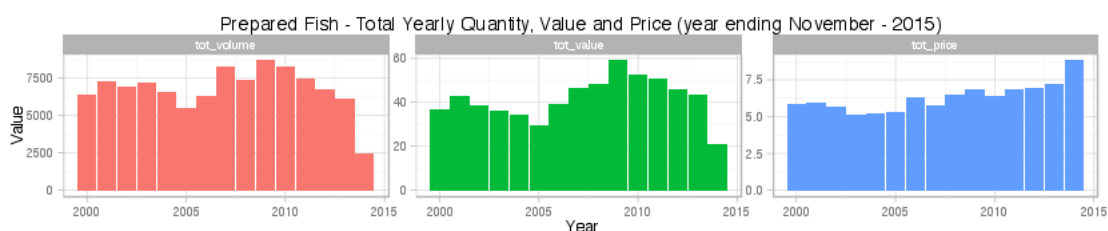
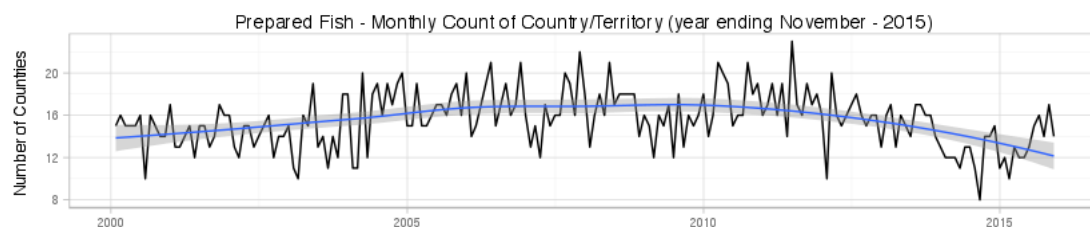
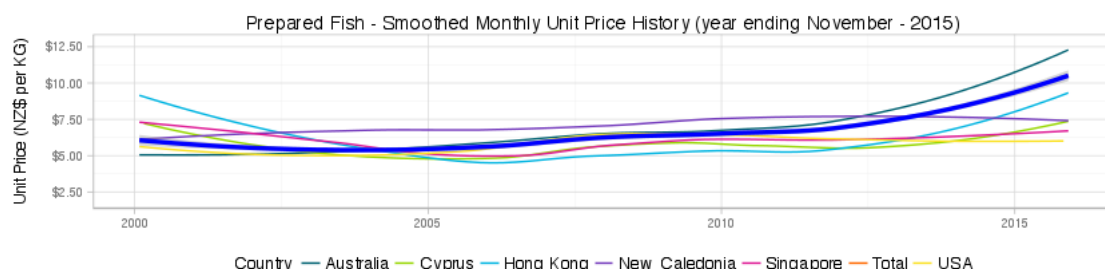
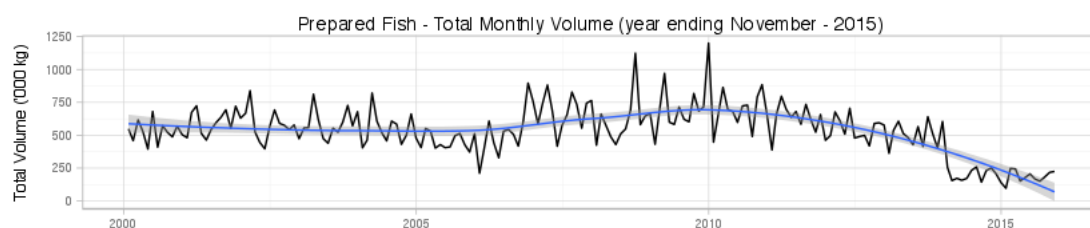
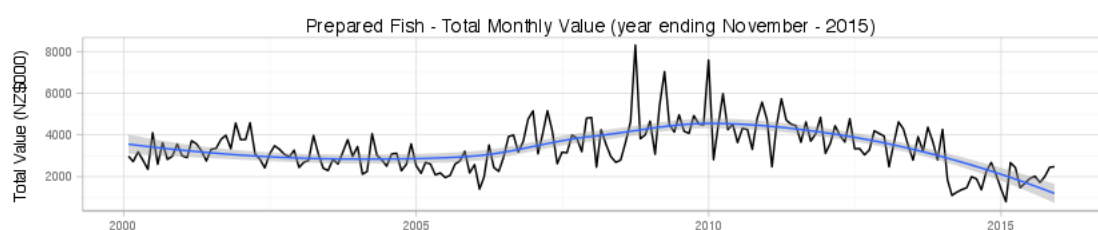


## Key Export Statistics<sup>1</sup>- Prepared Fish<sup>2</sup>

April 6, 2016

| Country       | Yearly Qty | Yearly Value | Yearly Price | 3Year CAGR(Qty) | 3Year CAGR(Value) | 3Year CAGR(Price) | Price Elasticity |
|---------------|------------|--------------|--------------|-----------------|-------------------|-------------------|------------------|
| Australia     | 1,084      | 13.2         | \$12.2       | -38.3%          | -27.2%            | 18%               | -2.1             |
| Hong Kong     | 517        | 5.7          | \$11.0       | 2.6%            | 29.2%             | 25.9%             | 0.1              |
| USA           | 282        | 1.8          | \$6.5        | -21.1%          | -16.8%            | 5.5%              | -3.8             |
| Cyprus        | 193        | 1.3          | \$6.8        | 2.6%            | 12.3%             | 9.5%              | 0.3              |
| New Caledonia | 69         | 0.5          | \$7.6        | -14.6%          | -15.7%            | -1.3%             | 11.1             |
| Singapore     | 12         | 0.1          | \$10.7       | -39.1%          | -22.2%            | 27.8%             | -1.4             |
| Other         | 49         | 0.4          | \$7.9        | -57.6%          | -52.6%            | 11.7%             | -4.9             |
| Total         | 2,206      | 23.1         | \$10.5       | -30.8%          | -20.4%            | 15%               | -2.0             |

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



<sup>1</sup>Source: Statistics New Zealand - Overseas Merchandise Trade

<sup>2</sup>Harmonised System Codes for Prepared Fish starting with: 160419, 160420.