



SANFORD

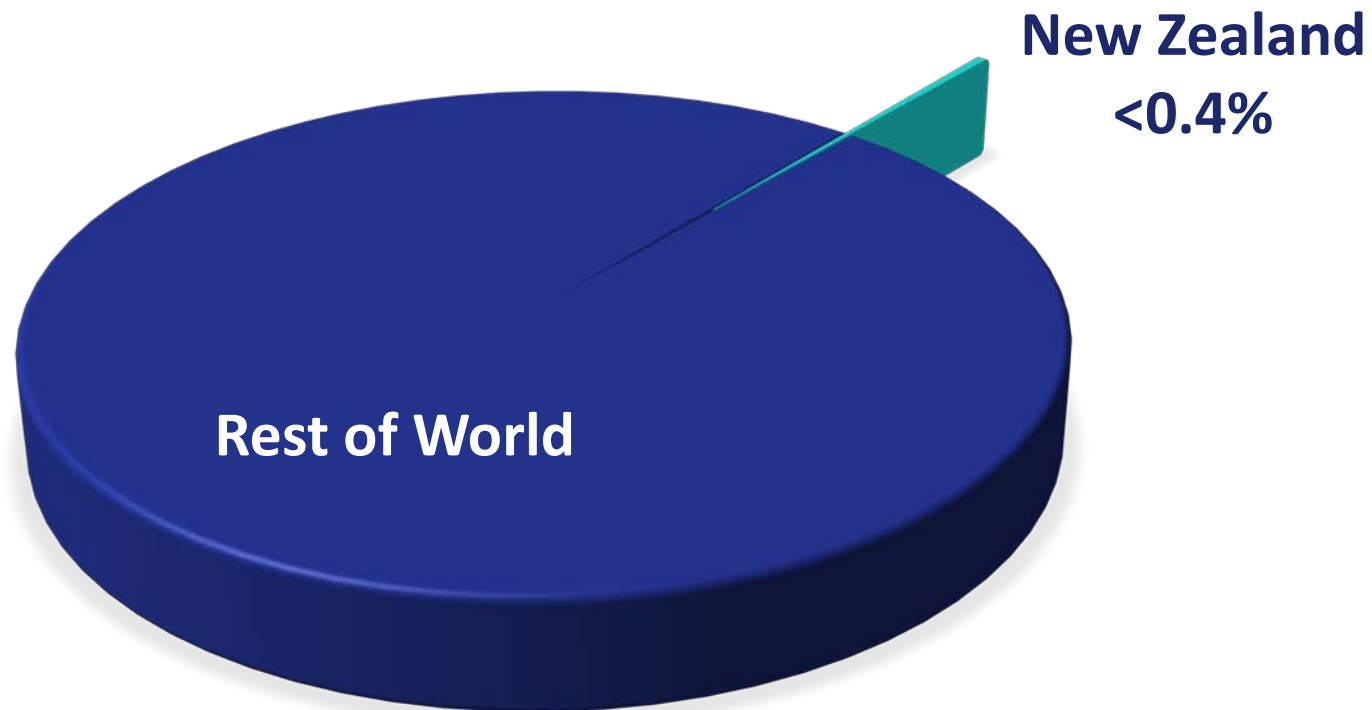
ANNUAL SHAREHOLDER MEETING AUCKLAND

16 DECEMBER 2015



**BEAUTIFUL
- NEW ZEALAND -
SEAFOOD**

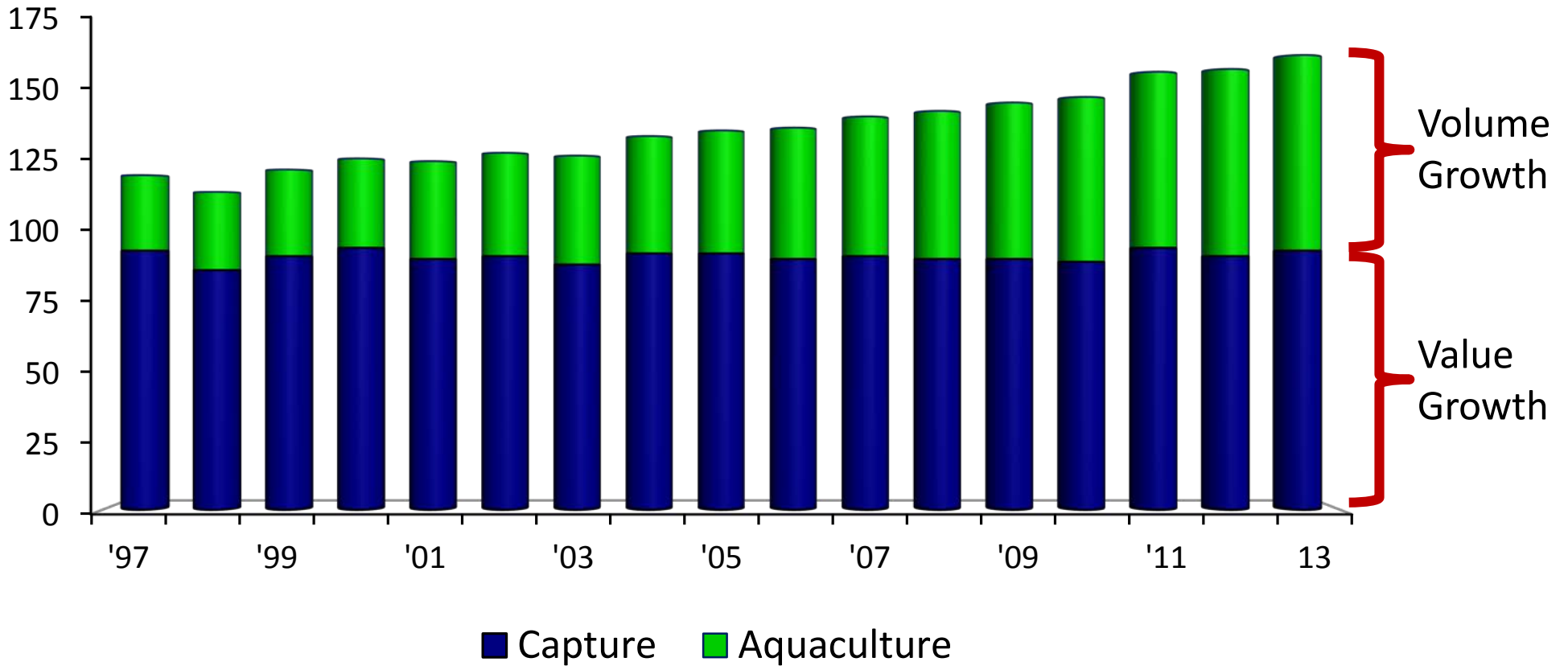
NEW ZEALAND'S TOTAL SEAFOOD INDUSTRY IS TINY FROM A GLOBAL PERSPECTIVE



Source: FAO 2015

GLOBAL FISHERIES PRODUCTION

Million MT



Source: FAO 2015

IT BEGINS



AND ENDS
WITH OUR
CUSTOMERS



**TURNING OUR
FOCUS TO FOOD**

INVESTED IN GROWTH AND ADDRESSED NON PERFORMING AREAS

Increase in Admin Expenses

- Investing in new structure, new IT platform

Exiting IPS (Tuna Fishing in South Pacific Islands)

- Halved the loss from the IPS business in 2015

Impaired Australian Fishing Quota

- Insufficient quota to be economic

Shut Christchurch Mussel Operation

- Poor mussel growth and supply, integrated into Havelock plant

New Corporate Identity

- Rebranding and public relations

UNCOMPROMISING CARE CREATES THE SANFORD DIFFERENCE



**FINEST
SOURCE**



**UNCOMPROMISING
CARE**





**BEAUTIFUL
- NEW ZEALAND -
SEAFOOD**



SANFORD

**BEAUTIFUL
- NEW ZEALAND -
SEAFOOD**



BUILDING THE SANFORD BRAND

www.sanford.co.nz

Facebook 

Twitter 

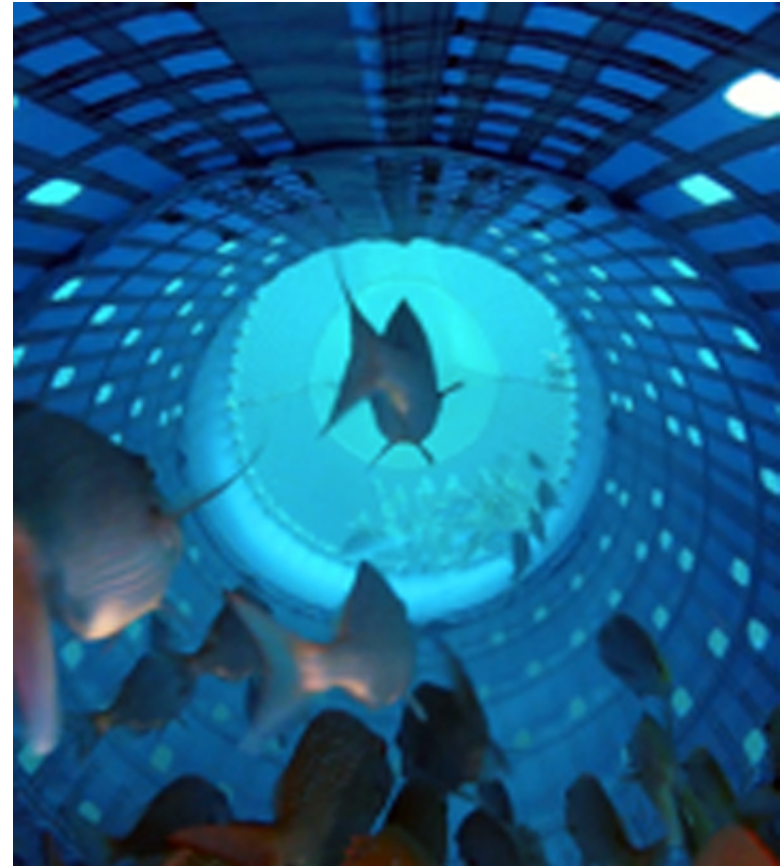


PRECISION SEAFOOD HARVESTING: CREATING A BETTER FISHERY

PGP between 3 fishing companies
and Plant & Food Research

Ongoing trials within the inshore and
offshore sectors

Encouraging results indicating
significant flesh quality and
environmental benefits



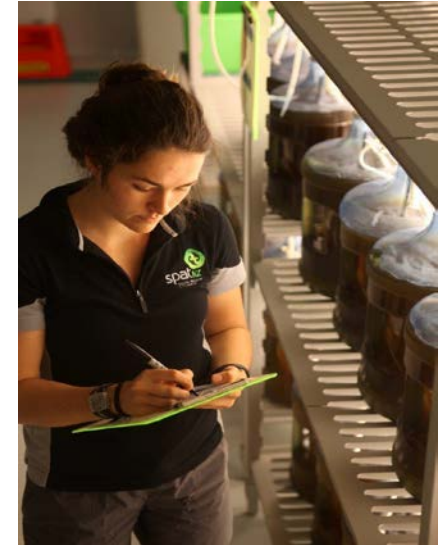
<https://www.youtube.com/watch?v=oeSFjLxyUi0>



SANFORD

SPATNZ

Opening of new hatchery for Greenshell mussels in Nelson in April 2015



Enabling selective breeding and predictive supply of spat

<http://www.spatnz.co.nz>



KOREAN CHARTER VESSELS

Improved quota utilisation

Working conditions aligned with NZ requirements

Transparency

Longstanding relationships



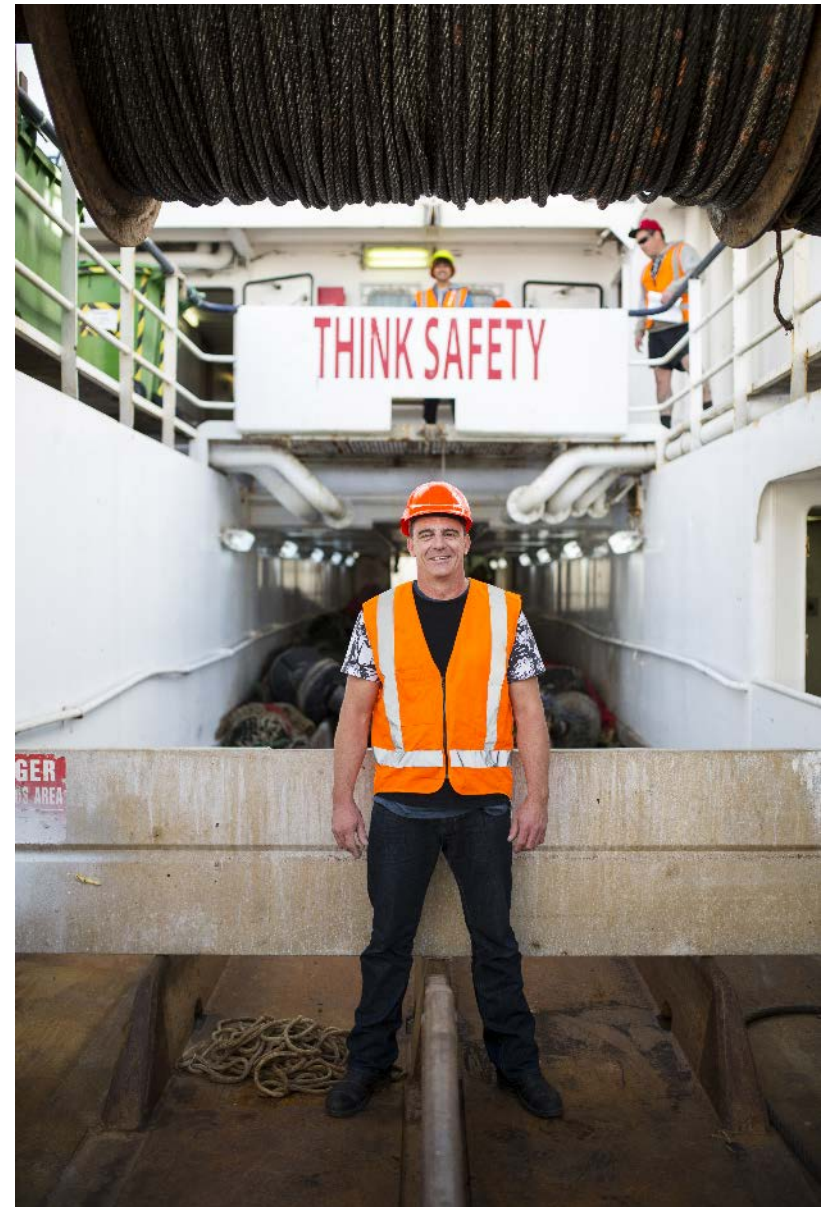
HEALTH & SAFETY

Compliance Manager

Health & Safety Coordinators at all sites

MOSS Certification across the fleet

Awareness creation



SANFORD

FRESH VS. FROZEN

1. 'Focus on Fresh'

2. Frozen

- > Increasing 'Added Value'
- > Decreasing 'Commodity'



Sanford Greenshell™ Mussel powder is produced from specially selected and freshly harvested Greenshell™ Mussels. Modern low temperature process technologies ensure the nutritional value is maintained.

- ▶ For joint health and mobility.
- ▶ Supports connective tissue.

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Ph. +64 (9) 379 4720. www.sanford.co.nz

BATCH NO
050614
BEST BEFORE
AUG 2017

9 416112 710002

GREENSHELL™ MUSSEL POWDER

TESTED - PREMIUM QUALITY
100% NATURAL PROCESS

JOINT & MOBILITY SUPPORT

120 x 500mg CAPSULES DIETARY SUPPLEMENT

Directions (for adults): Take 2 capsules daily, preferably with meals.
Store in a cool dry place away from direct sunlight.

Supplement Facts
Serving Size: 2 x 500mg capsules.
Servings per Container: 60

	Amount per Serving
Greenshell™ mussel powder	1000mg
Other Ingredients: Capsule (Gelatin).	

Take **only** as directed. For children or if you are pregnant, breastfeeding or taking any medications consult your doctor before use. Discontinue use and consult your doctor if any adverse reactions occur. Do not use if seal under the cap is missing or broken. **Contains shellfish** (Greenshell™ Mussels).

Made in New Zealand from local and imported ingredients.



HERE'S HOW IT ALL COMES TOGETHER:

OUR PROMISE TO CUSTOMERS

At Sanford we passionately care every step of the way, from sea to serving, about delivering beautiful New Zealand seafood.

OUR VISION

To be the best seafood company in the world

WHAT WE'LL DO

- Optimise value of raw materials
- Create a culture of innovation
- Consistently produce quality products
- Enhance our brand

HOW WE'LL DO IT

Uncompromising care – with extra servings of passion and integrity



SANFORD

THANK YOU

