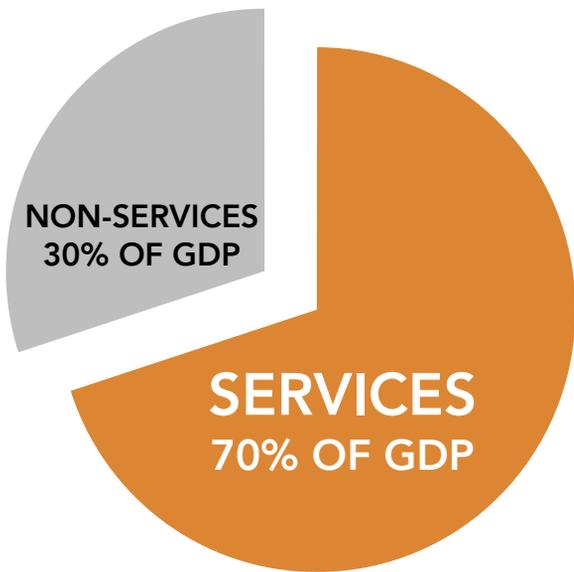




SERVICES ARE CRUCIAL FOR NEW ZEALAND'S PRODUCTIVITY

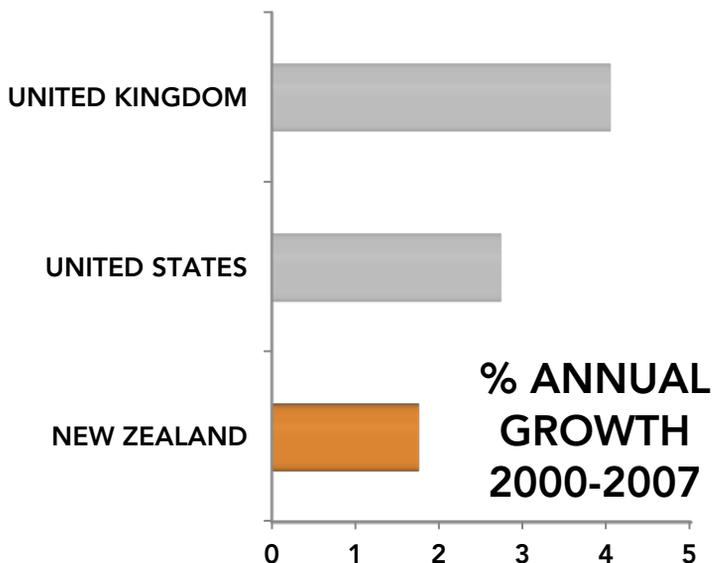
KEY FIGURES



NEW ZEALAND EXPORTS 2011/12
TOTAL VALUE \$62.2 BILLION



LABOUR PRODUCTIVITY GROWTH IN BUSINESS SECTOR SERVICES*



BUSINESSES SPEND
40% MORE
ON SERVICES
THAN ON
SALARIES

*"Business sector services" includes about 80% of New Zealand's market-provided services sector (share of GDP).