NEW ZEALAND RURAL LAND COM

SUSTAINABLE AOTEAROA

Fee Structure + Comparison

Initial Public Offering of Shares in New Zealand Rural Land Company Limited

16 November 2020

New Zealand Rural Land Company Limited is the issuer of shares under this offer. A product disclosure statement is available for this offer and it can be obtained online at: www.nzrlcshareoffer.co.nz.



Listing on:

Lead Manager:





DISCLAIMER

New Zealand Rural Land Company Limited ("NZRLC") is the issuer of the shares to be issued under the offer to which this advertisement relates ("Shares"). A product disclosure statement (PDS) for the offer, which sets out the terms and conditions of the offer, is available, and can be obtained at www.companiesoffice. co.nz/disclose, offer number OFR12993.

Nothing in this advertisement ("Advertisement") constitutes an invitation to subscribe for, or an offer of shares, securities or financial products to any person, in any country in which it would be unlawful to do so. You should read and consider the PDS in full and consult your financial, legal, taxation or other professional advisers before making a decision to acquire any shares. Any person wishing to acquire Shares will need to complete the application form that accompanies the PDS or complete the application form online at www.nzrlcshareoffer.co.nz.

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Capitalised terms used in this Advertisement and not otherwise defined have the meanings given to them in the PDS.

Application has been made to NZX Limited ("NZX") for permission to quote the Shares on the NZX Market and all the requirements of NZX relating thereto that can be complied with on or before the date of this Document have been duly complied with. However, the Shares have not yet been approved for trading and NZX accepts no responsibility for any statement in this Document. NZX is a licensed market operator and the NZX Market is a licensed market, each regulated under the Financial Markets Conduct Act 2013.



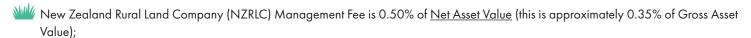
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Fee Structure

Fees	ees % Per Annum				
Management Fee	0.50% per annum of Net Asset Value				
Transaction Fee	1.25% of Acquisition / Divestment Values				
Performance Fee	10% of NAV growth, calculated annually via independent valuations, paid in shares at NAV (50% escrowed for 5 years). High water mark applies.				



NZRLC will have the lowest management fee compared to all other NZX listed property vehicles (see comparison table on next page);

MZRLC will use an external management company instead of employing its own staff and incurring its own costs associated with finding tenants and properties and managing these properties and completing transactions - this gives investors transparency and certainty about what it will be paying for these costs and services.

The Manager will pay for all costs of due diligence (including failed due diligence), conveyancing, valuations, and independent consultant reports required for the acquisition (and divestment) of properties;

The Manager does not receive any fees until it has an unconditional contract to acquire assets in place.

NZRLC costs should be limited to:

Maintenance CAPEX + Other CAPEX;

Independent Director Costs;

BDO - Accounting Services;

PwC - Audit Services;

Deloitte - Taxation Advice

Duncan Cotterill - Legal Services & Company Secretarial Service;

Link - Share Registry;

MZX - listing fees; and

峰 Any independent advice the Independent Directors may seek on behalf of the company + shareholders.

NZRLM services provided under management contract:

Property Sourcing & Due Diligence

Procuring tenants, maintaining relationships

Transactional management and execution

Governance Support (incl. Companies Office and NZX requirements)

Reporting to stakeholders and directors

Shareholder communications & NZX reporting

All communication and coordination of capital work (when and if required)

Monitoring of lessee obligations

Regular property inspections and reporting to the board on any matters arising from such inspections

Please see next page for a comparison of NZRLC fees with other NZX Listed Property Vehicles and Agricultural Investments

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NZX Listed Property Vehicles & MyFarm Orchard Offer vs NZRLC Fee Comparison

Base Management Fee Performance	Asset Plus Ltd. (NZX:APL) 0.50% of total assets (less cash) up to \$500m, plus 0.40% thereafter 10% of performance above the S&P/NZX gross property index, capped at 5% of annual	Trust (NZX:GMT) 0.50% of total assets (other than cash, debtors and development land) up to \$500m, plus 0.40% thereafter 10% of performance above the S&P/NZX gross property index, capped at 5% of annual	Investore Property Ltd. (NZX:IPL) 0.55% of property value up to \$750m, plus 0.45% thereafter 10% of total shareholder returns above 10% and below 15% with a cap of 0.2% of the value of investment	Precinct Properties New Zealand Ltd (NZX:PCT) 0.55% of property value up to \$1,000m, plus 0.45% between \$1,000 and \$1,500, plus 0.35% thereafter 10% of total return outperformance above the \$&P/NZX50 benchmark with a fee cap of 0.5% of market	Vital Healthcare Property Trust (NZX:VHP) 0.65% of average total assets up to \$1bn, plus 0.55% to \$2bn, plus 0.45% to \$3bn, to 0.40% thereafter 10% of the average annual increase in NTA of the Trust over the preceding two years.	Colebrook Orchard MyFarm 0.50% of the value of assets under management. 5% share of any capital gain on the sale	NZRLC 0.50% of Net Asset Value 10% of asset appreciation from cost basis calculated annually, paid in shares at
Performance Fee	outperformance. Both outperformance and underperformance is carried forward (max 2 years)	outperformance. Both outperformance and underperformance is carried forward (in perpetuity)v	properties. Both outperformance and underperformance is carried forward (max 2 years) Absolute	capitalisation. Both outperformance and underperformance is carried forward (max 2 years) Relative	The management and incentive fees are capped at 1.75% of the gross value of the Trust	of the Syndicate assets, if any. Absolute	NAV (50% escrowed for 5 years). High water mark applies. Absolute
Performance Fee	Cash	Paid in units	Cash	Cash	Paid in units	Cash	Paid in Shares
General Additional Services	Legal administration fees charged at applicable hourly rates (\$100–\$300) subject to a maximum amount of \$1,200 per deal	On agreed commercial terms	Accounting services fee of \$250,000 per year	Additional Services are not included within the base management fees. The fees for these services will be detailed within the Remuneration Report	Can charge other fees but this is subject to a cap of 1.75% of total assets	4.0% of the value of the amount underwritten (MyFarm reserves the right to take up to 50% of the underwrite). One-off set up expenses including legal costs, an independent evaluation, a horticultural consultant and other due diligence reports and advertising.	-
Property Management Fee	1.50% of gross property income	1.0% to 3.0% of gross annual rent depending on complexity of the property	\$10,000 per year per property	Separately agreed	1.0% to 2.0% of gross annual rent depending on the number of tenants at the property	-	-
Transaction Fee	1.0% on purchase price for acquisitions only	Between 0% to 1%, agreed by independent directors	0.50% of the sale price	1.0% (where no agent is involved) and up to 1.0% when an agent is involved	1.5% on purchase price and 1.0% on the sale price less any third party agent costs	4.15% of the price of purchasing the Orchard and Zespri Shares if any	1.25% on all acquisitions and divestments.
Leasing Fees	12–15% of gross rental dependent on lease term (12% for less than 3 years, +1% for an additional year, up to 15%)	New leases: 13% to 19% of gross rental. Existing customers and renewals reduce to 50%, or 25% if an agent is involved	8.0% of the annual gross rental payable under new lease arrangements	New leases: 11% to 20% of annual rental income. Renewals: 25%–75% of the level for new leases based on the level of engagement	New leases: 11–20% of annual rental income. Renewals: 50% of the level for new leases Market Reviews: 10% of first year rent increase	-	\$30,000 per lease. (Note: a lease may encompass multiple properties)
Capital Expenditure Fees	3.5% of development cost	3.5% of the total project cost, plus a project management fee of up to 1.5% of total cost	4.0% of the cost of any development, project or other work of capital nature (includes R&M)	Up to 4.0% of development cost	4.0% of project cost less any third party development management fees	-	-



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