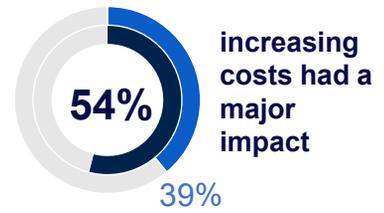
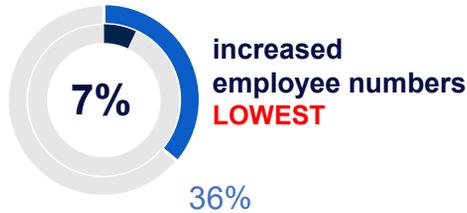
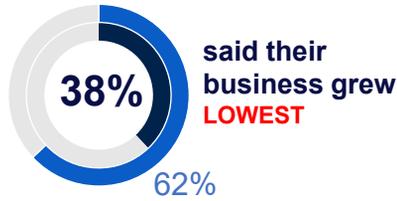




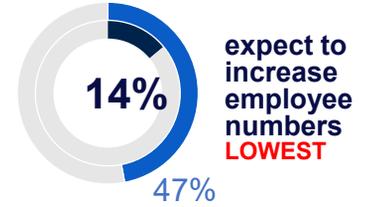
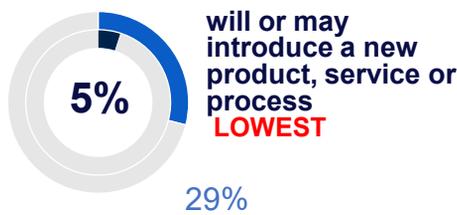
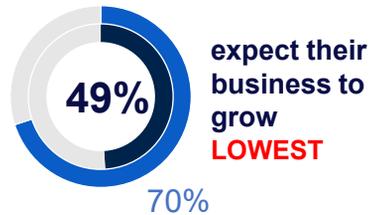
New Zealand continues to rank at or near the bottom of the 11 Asia-Pacific markets surveyed across key indicators of business growth, innovation, hiring and technology adoption

Performance in 2025

New Zealand | Asia-Pacific average



Outlook for 2026



Technology adoption



32% earned more than 10 per cent of revenue from online sales
LOWEST

Asia-Pacific average 68%



26% found investments in technology improved profitability
LOWEST

Asia-Pacific average 56%



Computer equipment was the top technology investment New Zealand



Artificial Intelligence was top tech investment Asia Pacific

Demographics



Businesses led by under-40 owners were nearly 3 x more likely to grow than those led by over-60s (71% vs 25%)

Recommendations



Encourage younger New Zealanders to start a business or acquire an existing one



Lift technology adoption through bundled digital support programs



Develop a comprehensive small business strategy to lift performance