

Current contracted marketing project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
AV21503 (MT17020)	International Avocados FY22 Singapore & Malaysia	50,000			
AV21600	Avocado Media FY22 H2	68,093			
AV21601	Avocado radio activation FY22	8,000			
AV21602	Avocado Media FY22 H2	14,181			
AV21611	Our Green Gold Creative, PR & Social FY22 campaign	65,160			
AV21612	FY23 Q1 (Jul - Sep) Always On Social	35,000			
AV21613	Avocado Recipe Development and Shoot	35,000			
AV21620/MT20620	Australian Avocado Website Mangement	11,700			
AV21800	IP Recovery Costs	-545			
AV22502	Avocado FY23 Co-Branded Partnership (EXP Only)		100,000		
AV22503	Avocado Website Admin and Maintenance Support for FY23 Marketing	11,940			
AV22600	Avocado Media FY23 Q1 (Jul-Sep)	1,127,923			
AV22601	FY23 (Oct - Jun) Avocados Paid Media	860,613			
AV22610	National Avocado Day PR & Social	154,000			
AV22611	Avocados FY23 Creative, PR and Social	480,000			
AV22630	Avocado Q5 Shopper Activity	11,775			
AV22640	International Avocados Japan FY23	200,000			
AV22641	International Avocados Hong Kong FY23	200,000			
AV22642	International Avocado Marketing	750,000			

Current contracted marketing projects

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
	Program - FY23				
AV22643	International Avocado Marketing Program - FY24	400,000	400,000		
AV23500	Avocados FY24 Domestic Marketing Adhoc Opportunities, Storage and Printing		20,000		
AV23502	Avocado FY24 Shopper POS Ad Hoc (EXP only)		50,000		
AV23601	Avocado FY24 Paid Media		2,222,000		
AV23610	Avocados FY24 PR and Social		400,000		
AV23611	Avocados FY24 Creative Development and Production - Consumer and Shopper		778,000		
MT20600	Media Strategy Planning & Buying Services (Retainer)	174,808	210,938		
MT20600	Media Strategy Planning & Buying Services (Performance)	27,267	50,766		
Total		\$4,684,915	\$4,231,704		