



Center for
AI Readiness



AI Readiness Index · Powered by Exeter Labs

NEW ZEALAND

Q2 2026

New Zealand is open about proof.

37 companies here publish proof of capability,
averaging 63 of 100.



Findable, and forthcoming

Of the five signals the index reads in New Zealand, discoverability is the one its record leans on hardest, and its companies are unusually willing to show what they can do: 37 of 169 ranked companies publish capability evidence, averaging 63 of 100 where they do. 53 reach the published APAC top 1,000 and the strongest ranks 9th. Freshness is the quietest signal here, so the openness is real and the update cycle is what would carry it further.

Every figure here measures what a company shows, not what it can do. That distance is the opportunity.

What's inside

Executive summary	3
Why visibility is the asset	4
Who is publishing proof	5
How the evidence grades	6
Where the signal is strong, and where it is not	7
Signal fingerprint	8
Readiness, and who is visible	9
Four tiers of visibility	10
The visibility ladder	11
Where the sectors stand	12
The national champions	13
How these numbers were built	14
What this report does not claim	15
What to do with a visibility score	16
About AIR APAC	17
Sources and notes	18
Where the build differs from the method	19



51

Readiness score for New Zealand.
Range 48-55.



43.1

Average visibility score across 169
scored companies. Public evidence
only.



53

Companies here that reach the
published APAC top 1,000, of 169
scored.

Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability. A company score says what it publishes, never what it can do.

EXECUTIVE SUMMARY

Open, and easy to find

Readiness 51 of 100, range 48-55.

Visibility 43.1 of 100 across 169 scored companies.

New Zealand at a glance, Q2 2026

51

Readiness score out of 100.

Range 48-55, evidence graded B.

36.0%

Of 275 companies screened in New Zealand,
too little public evidence to rank.

A low score here reflects the public record, not a company's capability. New Zealand is among the discovery leaders: of the five signals the index reads, its record leans hardest on discoverability and thinnest on freshness and authority. The conditions companies here operate under score 51, and what those companies publish scores 43.1. Of the two, the second is the one companies here control, and the quicker to change: 78% of the 169 companies with enough of a public trail to score publish no proof of capability at all.

[Companies in New Zealand are easy to find and willing to show proof, which is the harder half of the work already done.](#)

Exhibit 1. Tier mix in New Zealand

Emerging Findable Building Proven

New Zealand

69%

18%

10%

Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.



53 companies in New Zealand reach the published APAC top 1,000.

[116 of 169 are scored already, next in line for the published list.](#)

Invisible is not the same as absent

Buyers, investors and partners treat it that way. Most decisions about a company are shaped before anyone is contacted, from what they can find. The record is the only version of it most people ever meet. and here about half the market has started one, which makes the other half the addressable group rather than the verdict. In New Zealand, 99 of 275 companies screened leave too little behind to assess, which is the addressable group rather than the verdict.



Capital and customers screen before they call

Investors, corporate buyers and procurement teams build a shortlist from public material long before a meeting exists. A company absent from that material is not rejected on the merits. It never reaches the shortlist.



Partners and talent read the same record

Prospective partners, joint-venture counterparties and senior candidates all check what an organisation says about its own AI work. Silence is read as inactivity, which is often wrong and rarely without cost.



AI assistants now answer the question first

When someone asks an AI system what a company is doing with AI, the answer is assembled from public sources. A company that publishes nothing cedes its own description to whatever else the model finds.

"Most companies we look at are doing more with AI than their customers, investors and partners can see. The work is real, the evidence of it is thin, and people decide on the evidence."

Indhran Seghar

Founding Director, AIR APAC



53

Companies here reach the published APAC top 1,000.



70%

Of 169 scored rest on grade A or B evidence.



116

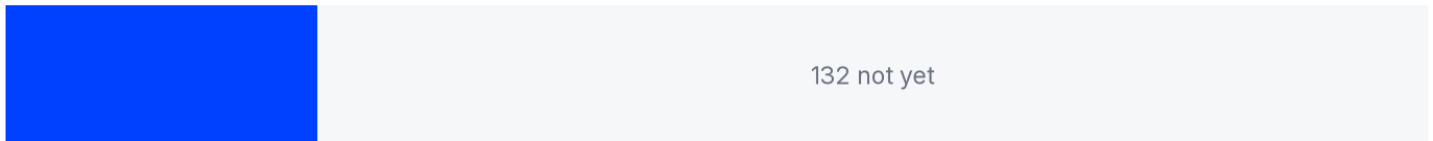
Scored already, and next in line for the published list.

Who is publishing proof

37 companies in New Zealand publish capability evidence; the rest do not yet.

Exhibit B. Proof concentration in New Zealand.

37 publish proof, avg 63/100



Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.



Proof changes the quality of the record.

Capability evidence shows what was built or deployed. It gives buyers, investors and partners something concrete to evaluate, rather than another statement of intent.



22%

Of ranked companies publish capability evidence.



63

Average visibility score among those publishing proof.



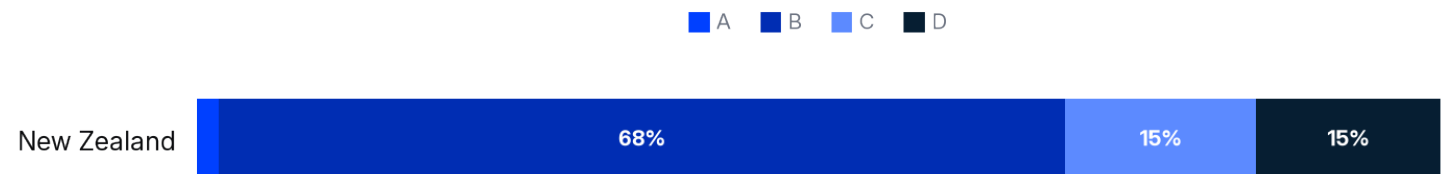
132

Ranked companies have not published capability proof yet.

How the evidence grades

How the evidence behind New Zealand's ranked companies grades out.

Exhibit C. Evidence quality mix in New Zealand.



Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.



A grade describes traceability, not capability.

Higher grades mean the public claim is easier to verify through first-party or attributable evidence. They do not certify that the underlying AI system performs well.



70%

Of ranked companies rest on grade A or B evidence.



3

Ranked companies carry the strongest evidence grade.



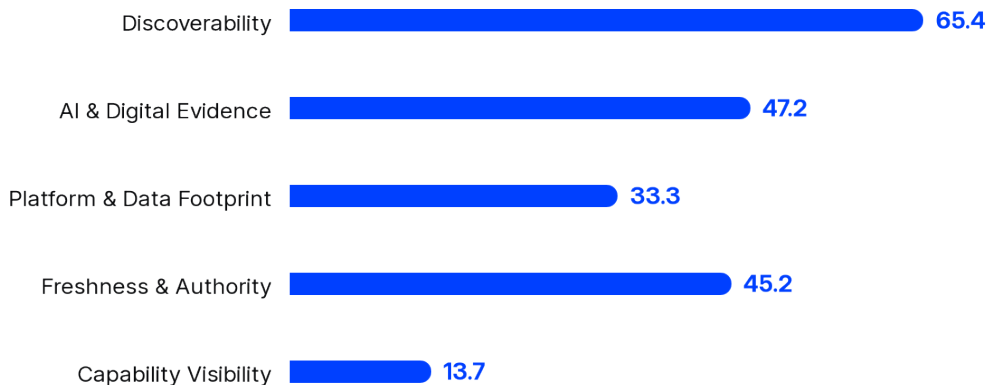
30%

Of ranked companies rely on grade C or D evidence.

New Zealand's strongest and weakest public signals

The five signals are not on one scale. Nearly every company in the index is discoverable and nearly none publishes proof of what it can do, so the longest bar below is a property of the index before it is a property of New Zealand. Read against its own other four signals, this record leans hardest on discoverability and thinnest on freshness and authority. The first is where companies here have already shown they can publish; the second is where the same effort has not yet gone, and it is the clearest place to start.

Exhibit 2. Average score by signal in New Zealand



Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.

WHAT THIS MEANS

The lean is discoverability.

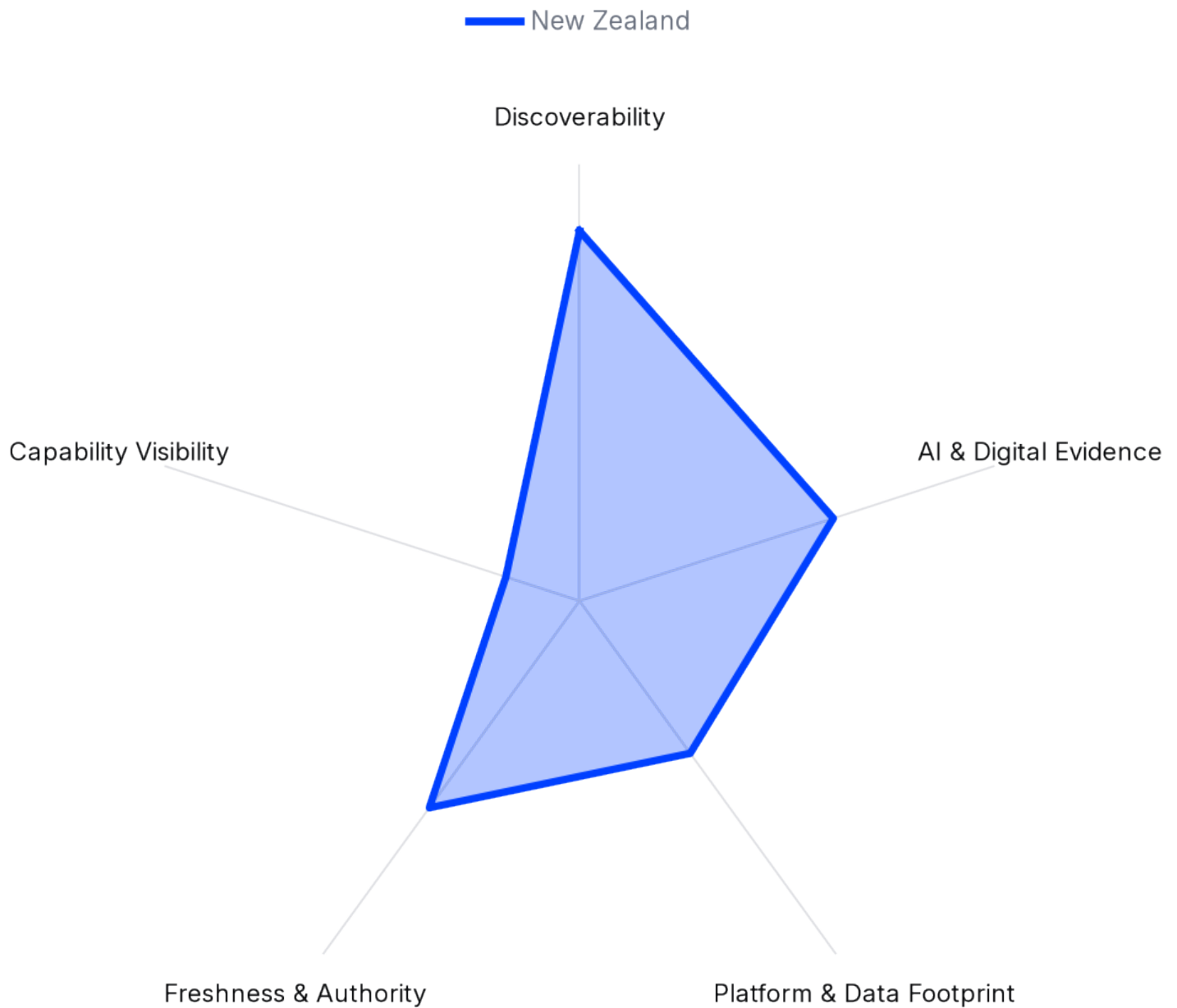
37 companies in New Zealand publish capability evidence, averaging 63 and well clear of the market. It works where it exists. The other 78% have yet to publish it, against 83% regionally.

Page 17 sets out what closing it takes: dated case studies, named leads, AI roles on a careers page. Averages cover ranked companies only. Work published only in New Zealand's own language is understated here, not absent.

Signal fingerprint

New Zealand's signal profile, dimension by dimension.

Exhibit D. Signal shape, New Zealand's five dimensions.

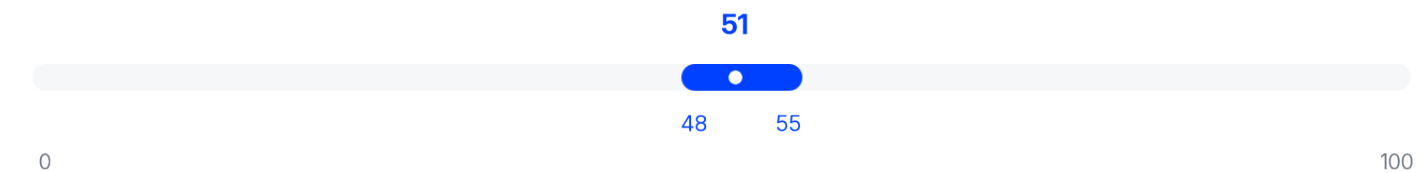


Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.

New Zealand's readiness, and who is visible

New Zealand scores 51, within a range of 48-55 on evidence we grade B. Read it as this market's own country context, not as a position against its neighbours: markets were not sourced to a common depth, so a gap between two of these scores does not have a reliable direction. The range is set by how much country evidence we can verify, and it narrows as that coverage improves.

Exhibit 3. New Zealand's readiness score and range, out of 100



Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.

The ten most visible companies in New Zealand

APAC	Company	Score	Grade	Sector
#9	Genesis Energy	75	B	Manufacturing
#17	Orion Health	72	B	Tech/Fintech
#23	PwC New Zealand	71	B	Professional Services
#41	Fisher Funds	69	B	Financial Services
#51	Gallagher Group	68	B	Manufacturing
#90	Fidelity Life	65	B	Financial Services
#105	Parrot Analytics	65	B	Professional Services
#159	ASB Bank	62	B	Financial Services
#203	Syft Technologies	62	B	Tech/Fintech
#208	Tower Insurance	62	B	Financial Services

Ranks are region-wide, not New Zealand-only. Score is the visibility score (RPS in the dataset). Evidence grades run A to D. Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.

The most visible company here ranks 9th in the region. Financial Services companies take 4 of the 10 highest individual places, more than any other sector.

Four tiers, and where companies in New Zealand sit

A tier is a position in the published regional ranking, not a grade anyone awards. It says how much of a company's AI work a buyer or an investor can verify, and nothing at all about whether that work is any good.



Tier 1
Proven

6

Region rank 1-100. Publishing enough, recently enough, and across enough of the five signals that the public record alone establishes an AI position.



Tier 2
Building

17

Region rank 101-400. A consistent public trail, usually strong on two or three signals and thin on evidence of hiring.



Tier 3
Findable

30

Region rank 401-1,000. Credibly active and possible to verify, but sparse enough that it takes a deliberate search to find.



Tier 4
Emerging

116

Ranked beyond 1,000. Clears the evidence threshold but does not reach the published list. Real companies, scored and unlisted, and the largest group in almost every market.

6 of the 169 companies in New Zealand that clear the threshold reach tier 1, and 116 are emerging, 69% of those scored. Emerging is the normal state of the region, and the group standing closest to the tier above.



Moving up a tier is a disclosure decision, not a technology one, because every signal this index reads is something a company already controls.



70%

Of scored companies rest on grade A or B evidence.



53

Reach the published regional top 1,000, of 169 scored.



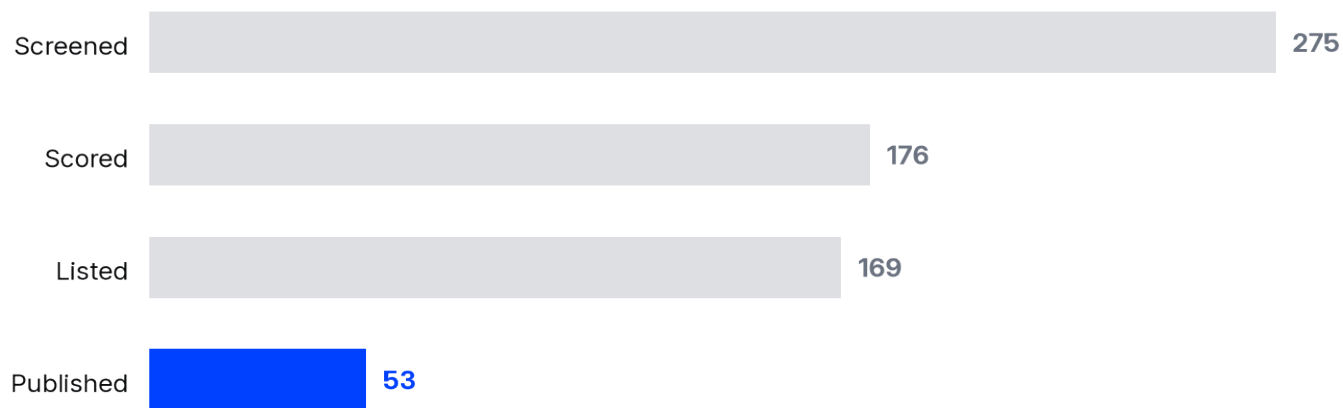
36.0%

Of 275 screened leave too little to score.

The visibility ladder

From 275 screened to 53 published: the funnel behind New Zealand’s ranked table.

Exhibit E. The visibility ladder in New Zealand.



Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.



Each step is a different filter, not a ranking.
 Screened is the sourced universe. Scored is what left enough public trail to read. Listed merges a group scored under several web domains into one row. Published is the regional top 1,000.



275

Companies sourced in this market before any filter applies.



7

Rows merged where one group was scored under several web domains.



31%

Of listed companies reach the published regional top 1,000.

Where the sectors stand

The five sectors with the strongest average visibility in New Zealand.

Exhibit F. Sector strengths in New Zealand.



Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.



A sector score is a publishing habit, not an adoption rate.
It says how visibly an industry writes up its AI work in public, English-language sources.
It does not say how much of that work is under way.



47.7

Mean visibility in Financial Services, the strongest of these five.



5.7

Points separate that sector from the fifth on this page.



148

Ranked companies sit inside these five sectors.

The national champions

The ten most visible companies in New Zealand, coloured by evidence grade.

Exhibit G. National champions in New Zealand, top ten by visibility.



Source: AIR APAC AI Readiness Pulse, Q2 2026 (v0.2A). Scores measure public evidence, not verified capability.



This is a ranking of records, not of companies.

A company reaches this table by publishing what it does with AI where it can be found.

One absent from it may be doing more, and saying less.



67.1

Average across these ten. Every ranked company here averages 43.1.



0

Of the ten rest on grade A evidence, the most traceable the index reads.



4 of 10

Of the ten are in financial services.

How New Zealand's numbers were built

Three steps produce every figure in this report. Most readers only ever see the third. The first two are where the honest limits live.

1. What we look at, and only what we look at

Every New Zealand score is built from public material: company sites, regulatory filings, job postings and third-party coverage. Nothing is inferred and nothing is self-reported, so no company can improve its position by telling us it deserves to. We search in English, so work published only in another language is undercounted, and we carry that as a known blind spot rather than correcting it quietly.

2. The threshold, where most companies stop

Of 275 companies screened in New Zealand, 36.0% leave too little public material to score at all, against 42.3% across the region. They are not ranked low. They are not ranked. They receive no score, no tier, and appear in no table in this report.

3. The score, and what it is a score of

The 176 companies that clear the threshold receive a visibility score, which measures how much of their AI work is publicly evident and never whether that work is any good. A company here can be genuinely capable and still score low, and the distance between the two is the finding. Tables here show 169 rows, because where one group is scored under several web domains only its strongest row is listed.



A missing score is not a low score.

It is the most common misreading of this index, which is why the threshold gets a step of its own above.

What this report does not claim

Printed with the findings rather than in an appendix at the back.

Known blind spots in this market

New Zealand carries 2 this cycle: evidence is gathered from English-language search, likely undercounting local-language activity; below the full three-source-block coverage standard. Each is a direction we know the number leans in. The country evidence behind the readiness score is graded B on source coverage of macro=1, enterprise=1.

A high score means published, not proven

A high visibility score means a company publishes a lot that can be found about its AI work. It does not mean the work is good, in production, or making money. A company here running serious AI quietly will score low here, and it should: this index reads the public record and nothing else.

What would change these numbers

Three things, all scheduled and all documented on page 21. Fuller source coverage per market, which is what currently sets the width of every readiness range. Validating the coverage weighting behind those ranges, which is a stopgap in this edition. And merging companies that operate several web domains, so one group cannot appear twice. Nothing here was audited inside a company, and no verified-readiness score is published this cycle. Next edition: Q3 2026.



99

Companies screened and left unranked. That is a missing record, not a low score.



51

Scored companies rest on grade C or D evidence and carry more uncertainty than the rest.

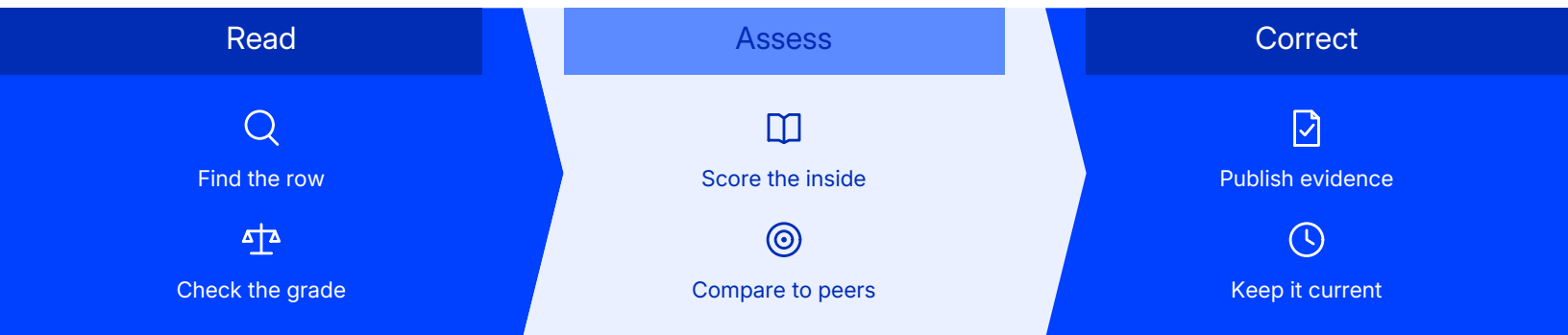


2

Known blind spots in this market, each published rather than quietly corrected.

What to do with a visibility score

A visibility score is something a company here can move, because every signal behind it is something it already controls. Three steps separate it from a record that shows what it is actually doing.



Start with the company's own row

Every scored company in New Zealand appears in the dataset with its five signal scores and an evidence grade. A grade C or D row is usually a company that has not said much, not a company that has not done much.



Then measure what this cannot see

This index reads the outside only. Leadership alignment, governance, data quality and workforce capability are invisible to it by design, and that is where the real answer sits.



Correct the record on purpose

Proof of capability is the region's weakest signal, because companies announce intent faster than they show work. Job posts, named leads and dated case studies move the score honestly.



None of this requires a new AI programme.
It requires publishing the one that already exists.



FIND YOUR OWN ROW

airapac.org/research

Dataset, method and corrections,
published in full.

About AIR APAC

An independent, vendor-neutral center for AI readiness in Asia Pacific. Ready people. Reliable processes. Trusted data.

The technology for AI adoption is mature. Most organisations are not. AIR APAC prepares organisations across people, process and data before they commit capital, and publishes the evidence base that informs that work.

Three principles

01

Neutrality

The Center is vendor-agnostic. It does not sell software and takes no commissions from technology vendors. Its role is to say whether an organisation is ready to adopt, not what it should buy.

02

Evidence

Opinion is insufficient for strategic decisions. This index is one output of a standing public-signal dataset on organisational maturity across APAC. Guidance is benchmarked against evidence, not theory.

03

Context

Frameworks written elsewhere do not always translate to Southeast Asia, North Asia or Oceania. The Center works inside the regulatory and institutional dynamics that define the region.

What the Center publishes



Research

This index, the per-market context benchmarks and the methodology behind both.



Programs

Certification and executive education on the human layer of AI adoption.



Advisory

Readiness assessment covering what public evidence structurally cannot see.

Research and advisory work rests on standing executive, academic, technology and advisory councils, none of which carry vendor sponsorship. Exeter Labs is the engineering arm behind the evidence infrastructure; readiness guidance never depends on buying its software.

Sources and notes

Provenance

Index	AIR APAC AI Readiness Pulse, Q2 2026.
Algorithm	ai_readiness_public_signal_v02b
Run	2026-Q2, generated 2026-08-01.
Method	docs/COUNTRY_READINESS_TRIANGULATION_METHOD_2026Q2.md and airapac.org/research/methodology .
Next edition	Q3 2026. Corrections received before that run are applied in it.
Coverage	5,820 companies screened region-wide, 3,359 of them scored, across 22 markets. 3,232 rows after merging multi-domain duplicates for display.
This market	275 companies screened in New Zealand, 176 scored and 99 not, 169 rows shown, 53 listed.

Method decisions and open limits

Declined. Derivative Oxford/IMF meta-indices. Conditionally open. Independent sources that fill Taiwan, Hong Kong or Macau; without them grade A is unreachable, but markets are not frozen at grade C. Measured, not corrected. None yet; recency and local-language effects remain deferred. What none of this fixes. Depth and evidence-density overlap still closes cross-market comparison.

Note

Scores in this report are a measure of publicly observable evidence. They are not an audit, not a certification, and not a statement about any organisation's internal capability, financial performance or prospects. An organisation may run substantial AI programmes and score low here if it does not publish them; the reverse is equally possible.

Ranks are region-wide and are given only to companies that clear the evidence threshold. Absence from this report is not evidence of absent activity. Evidence is gathered in English, so activity published only in another language is systematically undercounted, and that limit is published as a known blind spot rather than corrected silently.

The country readiness score (CERS in the dataset) is a separate measure from a company's visibility score (RPS) and is never added to it. Cross-market comparison is not licensed for this edition because sourcing depth and public evidence density are confounded.

AIR APAC does not accept technology vendor funding and takes no commission on any product referenced in this report. Corrections to any published row are accepted at airapac.org and applied in the following quarterly cycle.

How to cite

AIR APAC (2026). AI Readiness Pulse: New Zealand, Q2 2026. Center for AI Readiness in Asia Pacific. Retrieved from airapac.org/research.

Where the build differs from the written method

This page is for reviewers and is deliberately technical. Every build differs from its specification somewhere; these are the places this one does, recorded by the build itself and reproduced without editing.

01

coverage_quality (cov_q)

Specified. Section 15.1 lambda uses cov_q but does not define it.

Built. Proxy cov_q = $0.5 * \text{share}(\text{companies with evidence_confidence A/B}) + 0.5 * \min(1, n_{\text{effective}}/50)$. This stopgap silently drives lambda and therefore CERS; it is not validated. Replace when real coverage data exists.

02

services_class R/O/C/P

Specified. Section 7 requires multi-signal classification; warns name regex catches ~5/738.

Built. Implemented as NAME-ONLY word-boundary heuristic for precision. HIGH precision, LOW recall.

Consequence: the company-level services_class_factor penalty (O->0.5, R->0.0) rarely fires, so the company-level BPO correction relies primarily on (a) the evidence-based company_hiring_intent_factor (official-careers vs third-party job-board counts, which still fires for all rows) and (b) the country posting-bias factor (macro CRP-derived). The offshore-hub hiring dampening is therefore partly macro, not fully company-level. Disclosed per Section 0.1.

03

CERS precision

Specified. Section 12 says publish bands, not false precision.

Built. CERS published as integer plus a band spanning the k=75/150/300 sensitivity results. Precise sensitivity values are retained in the audit JSON.

04

evidence_confidence A/B/C-D

Specified. Section 12.1 needs official/third-party/job evidence grading.

Built. Heuristic from all per-dimension evidence URL host classification + dimension scores. Not validated.

NOT_BUILT - aer_score_or_null is NULL for all rows. The Salesforce/Access Partnership Business AI Readiness source now provides an enterprise/business block for 12 APAC economies, but company evidence confidence and services/entity classification remain heuristic and the full >=3-block CRP v0.2 coverage standard is not met. adjusted_rps (hiring-corrected) and cap_rules_applied are published as audit intermediates, not as company AER.

New Zealand, Q2 2026

Companies in New Zealand are easy to find and willing to show proof, which is the harder half of the work already done.



99

Companies here that buyers and investors cannot assess at all.



116

Scored but unlisted, and closest to moving up a tier.



37

Companies here already publishing proof of capability, averaging 63.

[READ THE FULL INDEX](#)

airapac.org/research

Nothing in this report rests on a source a reader cannot check.



The index

Every listed company, with its five signal scores and evidence grade.



The method

How each signal is weighted, where the threshold sits, and how the readiness score is built.



Corrections

Dispute a row any time. Applied in the Q3 2026 edition.



WORK WITH AIR APAC

airapac.org/scorecard

Readiness advisory and executive programs.
No software, and no vendor commissions.