

RENEGOTIATED INTERIM PERFORMANCE SCORECARD 2014

DUTY FREE PHILIPPINES CORPORATION

Performance Measures					Baseline Data (if available)			Actual	Targets	
Description	Formula	Weight		Rating System ^{af}	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
MFO 1 : Operation of Duty- and Tax-free Retail Merchandising System										
Quantity 1: Number of International Airports with Duty-Free Shops/ Stores	Absolute Number	7.5%	5%	(Actual/Target) x Weight		5	6	7	9	10
Quantity 2: Number of Off-Airport Duty-Free Outlets	Absolute Number	7.5%	5%	(Actual/Target) x Weight		3	4	6	7	8
Quality: Percentage of Satisfied Customers	Number of Satisfied Customers over Total Number of Customers Surveyed	0%	10%	(Actual/Target) x Weight		No Baseline	No Baseline	No Baseline	84%	85%
Financial: Amount of Sales	Total net Sales	50%	40%	(Actual/Target) x Weight		\$192 Million	\$222 Million	\$234 Million	\$237 Million	\$235 Million
Sub-total of Weights:		65%	60%							
MFO 2: Administration of Balikbayan Special Shopping Privileges										
Quantity 1: Number of Balikbayans/ OFWs Who	Absolute Number	15%	12.5%	(Actual/Target) x Weight				7,174	21,699	22,000

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Description	Formula	Performance Measures		Rating System ^{a/}	Data Provider <i>if applicable</i>	Baseline Data <i>(if available)</i>			Actual	Targets
		Weight				2010	2011	2012	2013	2014
		2013	2014							
Availed of the One-Stop Center service										
Quantity 2: Balikbayan/ OFW Customer Count	Absolute Number	15%	12.5%	(Actual/Target) x Weight		600,452	675,626	704,491	697,307	725,000
Quality: Percentage of Satisfied Balikbayan Customers	Number of Satisfied Customers over Total Number of Customers Surveyed	0%	10%	(Actual/Target) x Weight		No Baseline	No Baseline	No Baseline	71%	76%
Sub-total of Weights:		30%	35%							
General Administrative Services										
Manualization and Certification of Core Processes		5%	5%						Store Operations Manual	Certification of Manila Arrival Airports Store Operations
Sub-total of Weights:		10%	10%							
TOTAL OF WEIGHTS:		100%	100%							

a/ But not to exceed the weight assigned per indicator

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