

DUTY FREE PHILIPPINES CORPORATION

| Performance Measures | | | | | Baseline Data <i>(if available)</i> | | | Targets | | |
|---|---|------------|------------|-----------------------------|--|---------------|---------------|---------------|--------------------|-------------------------|
| Description | Formula | Weight | | Rating System ^{al} | 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 out of 10 | 10 out of 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 | Establish Baseline | Establish Baseline + 5% |
| Financial: Amount of Sales | Total net Sales | 50% | 40% | (Actual/Target) x Weight | | \$192 Million | \$222 Million | \$234 Million | \$240 Million | \$246 Million |
| Sub-total of Weights: | | 65% | 60% | | | | | | | |

| Performance Measures | | | | | Baseline Data (if available) | | | Targets | | |
|--|--|------------|------------|-----------------------------|---------------------------------|-------------|-------------|-------------|-----------------------|-------------------------------|
| Description | Formula | Weight | | Rating System ^{a/} | Data Provider if applicable | 2010 | 2011 | 2012 | 2013 | 2014 |
| | | 2013 | 2014 | | | | | | | |
| MFO 2: Administration of Balikbayan Special Shopping Privileges | | | | | | | | | | |
| Quantity 1: Number of Balikbayans/ OFWs Who Availed of the One-Stop Center service | Absolute Number | 15% | 12.5% | (Actual/Target) x Weight | | | | 7,174 | 18,000 | 22,000 |
| Quantity 2: Balikbayan/ OFW Customer Count | Absolute Number | 15% | 12.5% | (Actual/Target) x Weight | | 600,452 | 675,626 | 704,491 | 720,000 | 735,000 |
| 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 | Establish Baseline | Establish Baseline + 5% |
| Sub-total of Weights: | | 30% | 35% | | | | | | | |




| Performance Measures | | | | | Baseline Data (if available) | | | Targets | | |
|---|---------|-------------|-------------|-----------------------------|---------------------------------|------|------|---------|-------------------------|-----------------------------------|
| Description | Formula | Weight | | Rating System ^{a/} | Data Provider if applicable | 2010 | 2011 | 2012 | 2013 | 2014 |
| | | 2013 | 2014 | | | | | | | |
| General Administrative Services | | | | | | | | | | |
| Manualization and Certification of Core Processes | | 5% | 5% | | | | | | Store Operations Manual | Certification of Store Operations |
| Sub-total of Weights: | | 10% | 10% | | | | | | | |
| TOTAL OF WEIGHTS: | | 100% | 100% | | | | | | | |

a/ But not to exceed the weight assigned per indicator