



## DUTY FREE PHILIPPINES CORPORATION

Performance Measures					Baseline Data (if available)			Targets		
Description	Formula	Weight		Rating System <sup>al</sup>	Data Provider if applicable	2010	2011	2012	2013	2014
		2013	2014							
<b>MFO 1 : Operation of Duty- and Tax-free Retail Merchandising System</b>										
<b>Quantity 1:</b> 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
<b>Quantity 2:</b> Number of Off-Airport Duty-Free Outlets	Absolute Number	7.5%	5%	(Actual/Target) x Weight		3	4	6	7	8
<b>Quality:</b> 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%
<b>Financial:</b> Amount of Sales	Total net Sales	50%	40%	(Actual/Target) x Weight		\$192 Million	\$222 Million	\$234 Million	\$240 Million	\$246 Million
<b>Sub-total of Weights:</b>		<b>65%</b>	<b>60%</b>							

Performance Measures					Baseline Data (if available)			Targets		
Description	Formula	Weight		Rating System <sup>al</sup>	Data Provider if applicable	2010	2011	2012	2013	2014
		2013	2014							
<b>MFO 2: Administration of Balikbayan Special Shopping Privileges</b>										
<b>Quantity 1:</b> 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
<b>Quantity 2:</b> Balikbayan/ OFW Customer Count	Absolute Number	15%	12.5%	(Actual/Target) x Weight		600,452	675,626	704,491	720,000	735,000
<b>Quality:</b> 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%
<b>Sub-total of Weights:</b>		<b>30%</b>	<b>35%</b>							



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

a/ But not to exceed the weight assigned per indicator