

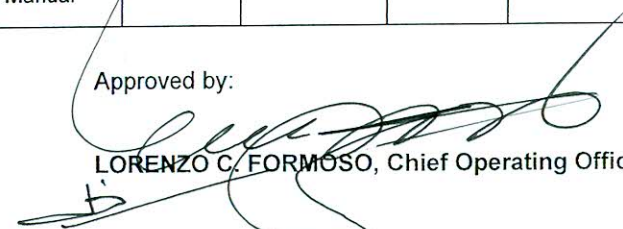
DUTY FREE PHILIPPINES CORPORATION
MONITORING REPORT OF PERFORMANCE TARGETS 2014
Based on the Renegotiated Interim Performance Scorecard 2014

Objective	Description	Formula	Baseline	2014								
				1st Quarter		2nd Quarter		Revised Full Year Target	3rd Quarter		4th Quarter	
			2013	Target	Actual	Target	Actual		Target	Actual	Target	Actual
Operation of Duty- and Tax-Free Retail Merchandising System	Financial 1: Amount of Sales	Total Net Sales	\$237M		\$53.9M		\$56.5M		\$49.3M	\$235M (Total)	4 th Qtr \$69.5M Total \$229M	
	Quantity 1: Number of International Airports with Duty Free Shops/Stores	Total Number of International Airports with Duty Free Shops/ Stores	9	10 out of 10	1 Laguindingan Airport Store	10 out of 10	--		10 out of 10	--	10 out of 10	10 out of 10
	Quantity 2: Number of Off-Airports Duty Free Outlets	Absolute Number	7	7	--	7	--		7	--	8	7
	Quality: Percentage of Satisfied Customers	Number of Satisfied Customer over Total Number of Customers (surveyed)	84%	--	--	--	--		--	--	85%	88%
Administration of Balikbayan Special Shopping Privileges	Quantity 1: Number of Balikbayans/ OFWs who availed of the one-stop shop center service		21,699	5,000	4,970	10,500	5,264		16,000	4,309	22,000	4 th Qtr 4,482 Total 19,025
	Quantity 2: Balikbayan/OFW Customer Count	Absolute Number	697,307	--	174,474 (adjusted)	--	186,074 (adjusted)			161,821	725,000 (revised)	4 th Qtr 205,964 Total 728,327
	Quality: Percentage of Satisfied Balikbayan Customers	Number of Satisfied Customer over Total Number of Customers (surveyed)	71%	--	--	--	--				76%	92%
General Administration & Support Services	Manualization and Certification of Core Processes		Store Operations Manual	1	Completed		Completed		Completed		Certification of Manila Arrival Airports Store Operations	Completed

Certified Correct:


RUFINO G. PARFAN, Finance Division Manager

Approved by:


LORENZO C. FORMOSO, Chief Operating Officer

DFPC INTERIM PERFORMANCE SCORECARD 2014

INDICATOR	WEIGHT	2013 BASELINE	2014 TARGET	2014 ACTUAL	RATING
MFO 1 – Operation of Duty and Tax-Free Retail Merchandising System					
<i>Quantity 1</i> Number of international airports with Duty Free shops/stores	5%	9 out of 10	10	10	5%
<i>Quantity 2</i> Number of Off-Airport Duty Free outlets	5%	7	8	7	4.38%
<i>Quality</i> Percentage of Satisfied Customers	10%	84%	85%	88%	10%
<i>Financial</i> Amount of Sales (in Million USD)	40%	\$237M	\$235M	\$229M	39%
MFO 2 – Administration of Balikbayan Special Shopping Privileges					
<i>Quantity 1</i> Number of Balikbayans/OFWs who availed of the One-Stop Center service	12.5%	21,699	22,000	19,025	10.81%
<i>Quantity 2</i> Balikbayan/OFW count	12.5%	720,000	725,000	728,327	12.5%
<i>Quality</i> Percentage of Satisfied Balikbayan Customers	10%	71%	76%	92%	10%
General Administrative Services					
Manualization and Certification of Core Processes	5%	Certification of Manila Arrival Airports Store Operations		Completed	5%
TOTAL	100%				96.69%