





Performance Evaluation System
Quarterly Monitoring Report
Fourth Quarter of 2018

OBJECTIVE/ MEASURE	FORMULA	WEIGHT	BASELINE 2017	1st QUARTER		2nd QUARTER		3rd QUARTER		4th QUARTER		2018			
				Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual		
SOCIAL IMPACT	SO 1	Showcase Premium Local Products to International Travelers													
	SM 1	Increase the Sales of Local Products	Sales from Local Products/Total Sales	5%	2.9%	3%	4%	3%	4%	3%	5.09%	3%	3.60%	3%	4.16
	SO 2	Contribute to Tourism Programs and Projects													
	SM 2	Increase Remittance to Fund Tourism Programs and Projects	Absolute amount	10%	--	P23.75M	P23 Million	P23.75M	P23 Million	P23.75M	P23 Million	P23.75M	20.8 Million	P95 Million	P89,858,288.95
		Sub-Total		15%											
FINANCE	SO 3	Achieve Continuous Growth and Sustainability													
	SM 3	Increase Total Revenues	Absolute amount	10%	\$213.6 Million	\$62.4 Million	\$54.5 Million	\$65 Million	\$52.9 Million	\$57.2 Million	\$48.4 Million	\$75.4 Million	\$62.1 Million	\$260 Million	\$217,909,226.15
	SM 4	Improve EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortization)	Absolute amount	10%	P171.1 Million	P48.6 Million	P73.8 Million	P56.9 Million	P31.2 Million ¹	P5.4 Million	P5.6 Million	P94.1 Million	P97,506,805	P205 Million	P264,949,732
	SM 5	Improve Budget Utilization Rate	Absolute amount	5%	87.65%	Not less than 90% but not more than 100%	92.85%	Not less than 90% but not more than 100%	88.60%	Not less than 90% but not more than 100%	81.05%	Not less than 90% but not more than 100%	68%	Not less than 90% but not more than 100%	82%
			Sub-total		25%										
CUSTOMERS	SO 4	Enhance The DFPC Brand as a Standard for Quality and Sustainable Shopping Experience													
	SM 6	Improve Top of Mind Awareness Rating	Market Survey Result	5%	49%	--	--	--	--	--	--	--	32%	Establish Baseline	32%
		Percentage of Satisfied Customers on:													
	SM 7	Increase Overall Satisfaction	Total Number of Respondents who gave a Rating of at least Satisfactory/ Total Number of Respondents	7.5%	49%	--	--	--	--	--	--	--	95.80%	93.5% (Top 2 Box)	95.80%
		Increase Availability of Promo Items	Total Number of Respondents who gave a Rating of at least Satisfactory for Availability of Promo Items/ Total Number of Respondents	2.5%	46%	--	--	--	--	--	--	--	91.30%	93.5% (Top 2 Box)	91.30%
		Ensure Value for Money of Products	Total Number of Respondents who gave a Rating of at least Satisfactory for Value for Money of Products/ Total Number of Respondents	2.5%	49%	--	--	--	--	--	--	--	90.70%	93.5% (Top 2 Box)	90.70%
Offer Competitive Prices		Total Number of Respondents who gave a Rating of at least Satisfactory for Competitive Pricing/ Total Number of Respondents	2.5%	45%	--	--	--	--	--	--	--	91.50%	91.5% (Top 2 Box)	91.50%	

	OBJECTIVE/ MEASURE	FORMULA	WEIGHT	BASELINE 2017	1st QUARTER		2nd QUARTER		3rd QUARTER		4th QUARTER		2018		
					Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
	SO 5 Address Customer Needs and Expectations														
	SM 8 Increase Market Penetration Rate	Customer Count/ Total International travelers (Arrival and Departures)	10%	The information as acceptable by GCG in the penetration of international travelers is yet to be derived from DOT.	--	--	--	--	--	--	--	--	waiting for updated report from DOT re Passenger movement data.	10%	waiting for updated report from DOT re Passenger movement data.
	Sub-Total		30%												
INTERNAL PROCESS	SO 6 Enhance Marketing Strategies														
	SM 9 Ensure Positive Return on Marketing Investment	(Previous Year's Gross Profits on Sales - Current Year's Gross Profit on Sales)/ Marketing Investment	5%		--	--	--	--	--	--	--	197%	140%	197%	
	SM 10 Increase Average Purchase per Customer	Absolute Amount	10%	\$126.41		\$107.29	--	\$113.64	--	\$101.86	--	\$125.66	\$140	\$112.15	
	SM 11 Improve Business Model	Actual Accomplishment	5%	Per the PPP Center, DFPC's issues/ proposed revisions in the TAA cannot be incorporated as it conflicts with the PDMF process established in accordance with the PDMF and ADB guidelines.	--	--	--	--	--	--	--	the TAA was submitted to DOT for Approval on August 06, 2018	Acceptance by Project Study Committee (PPP Center, DFPC and DOT) Feasibility Study and Market Sounding Report	the TAA was submitted to DOT for Approval on August 06, 2018	
	SO 7 Enhance Quality Management System														
	SM 12 Attain ISO 9001:2015 Certification	Actual Accomplishment	5%	Obtained ISO Certification 9001:2015 All Sites, All Processes	--	--	--	--	--	Pass Surveillance Audit for ISO 9001:2015	--	Obtained ISO Certification 9001:2015 All Sites, All Processes	Pass Surveillance Audit for ISO 9001:2015	Obtained ISO Certification 9001:2015 All Sites, All Processes	
	Sub-Total		25%												
LEARNING & GROWTH	SO 8 Build a Team of Highly Motivated, Competent and Productive Employees														
	SM 13 Increase Human Capital Value Added	(Net Income + PS Cost) / Total Number of Employees	5%	--	--	--	--	--	--	--	--	P57,547.43	P61,000	P57,547.43	
	TOTAL		100%												

Certified Correct:


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