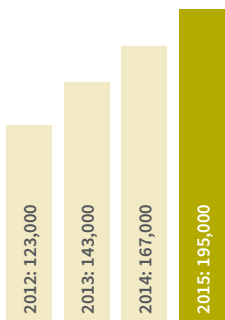


10. Key Performance Indicators

We measure the achievements of our strategic objectives through the use of qualitative assessments and monitoring the performance of quantitative key performance indicators ("KPIs"). Each KPI links to one or more of our strategic objectives set out on page 16 (using the strategic link icons shown).

Average Orders per Week



Why we use this measure

Measures order growth in our retail businesses

2015 performance

+16.8% v2014

Strategic link



Average Order Size (£)



Why we use this measure

Measures aggregate impact on average shopping basket

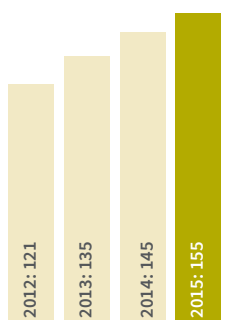
2015 performance

-2.1% v2014

Strategic link



CFC Efficiency (UPH)



Why we use this measure

Measures CFC operational efficiency

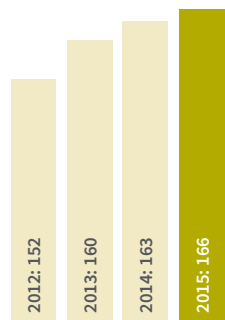
2015 performance

+6.9% v2014

Strategic link



Average Deliveries per Van per Week (DPV/WEEK)



Why we use this measure

Measures efficiency of our service delivery operation

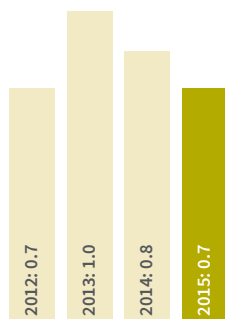
2015 performance

+1.8% v2014

Strategic link



Product Waste (%)



Why we use this measure

Measures efficiency of our operations in terms of waste minimisation: the lower the better

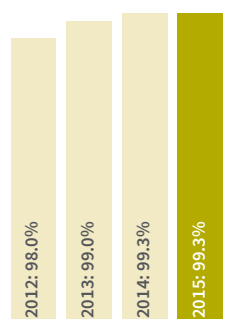
2015 performance

+0.1% v2014

Strategic link



Items Delivered Exactly as Ordered (%)



Why we use this measure

Measures order accuracy (pre substitution)

2015 performance

+0.0% v2014

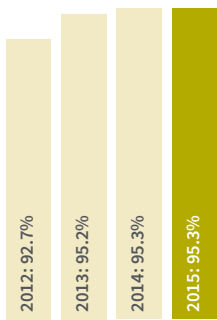
Strategic link



 Read about Our Strategy on pages 16 to 23

 Read about How We Manage Our Risks on pages 38 to 41

Deliveries on Time or Early (%)



Why we use this measure

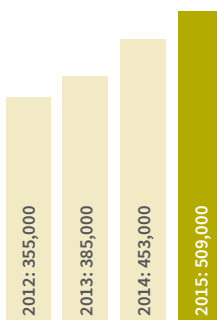
Measures timeliness of our delivery operations

2015 performance
+0.0% v2014

Strategic link



Active Customer Base



Why we use this measure

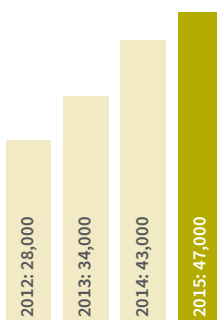
Measures growth in our core customers who shopped in the last 12 weeks

2015 performance
+12.4% v2014

Strategic link



SKU Count (Hypermarket)



Why we use this measure

Measures growth in range offered at Ocado.com, not including standalone sites

2015 performance
+9.3% v2014

Strategic link

