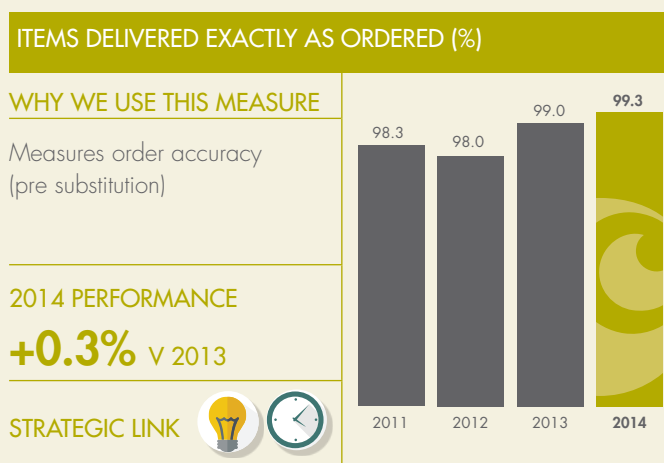
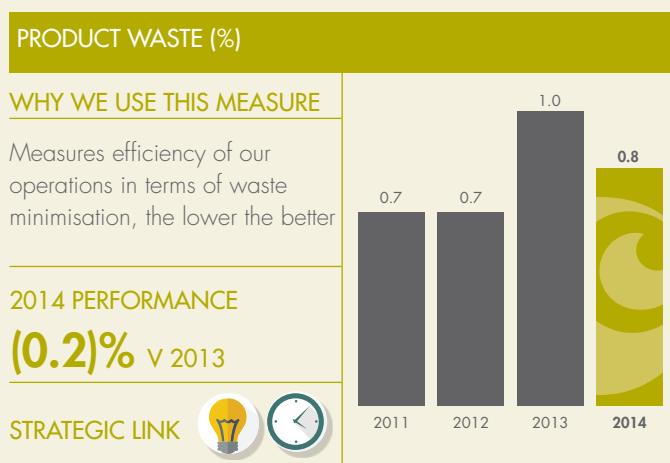
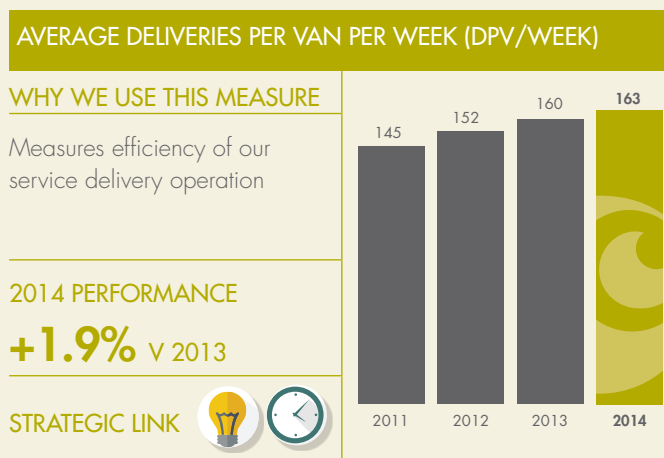
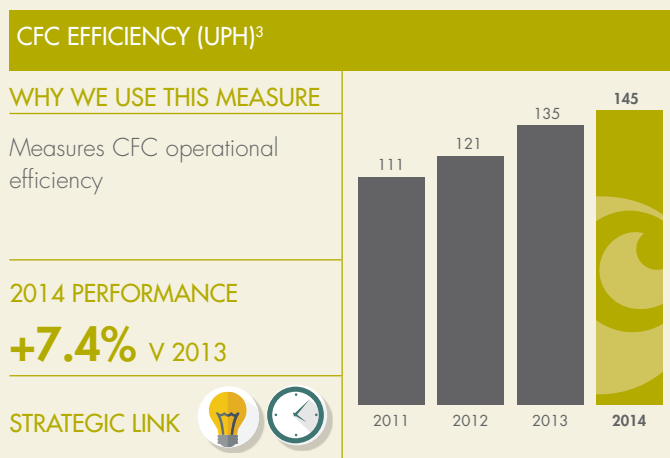
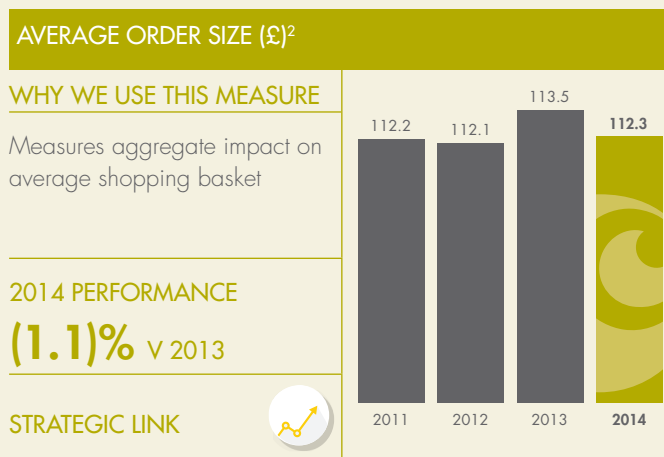
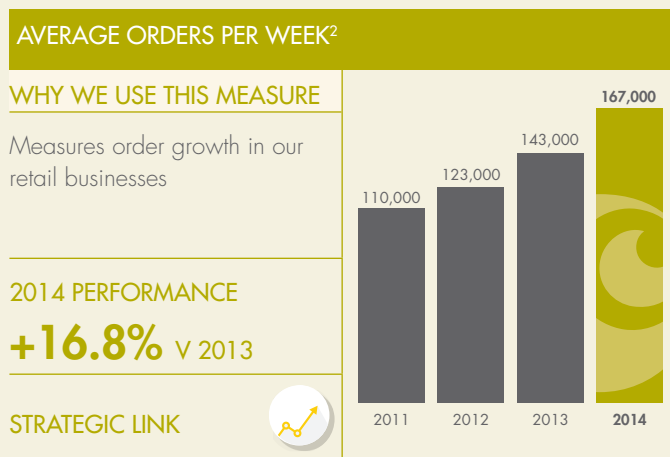


# OUR KEY PERFORMANCE INDICATORS

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 18 (using the strategic link icons shown).



1. 2012 figures are on 52 week basis.  
2. Refers to Ocado.com orders and includes standalone orders for Fetch.co.uk and Sizzle.co.uk  
3. Mature CFC operations (CFC is considered mature if it had been open 12 months by the start of the reporting period).  
4. 2014 hypermarket SKU count is a snapshot taken from the Ocado website on 09/12/2014.

### DELIVERIES ON TIME OR EARLY (%)

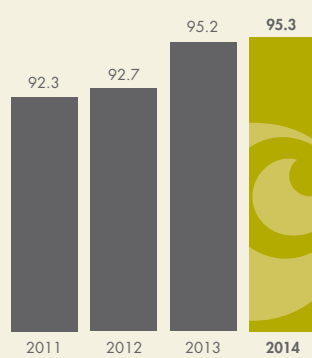
#### WHY WE USE THIS MEASURE

Measures timeliness of our delivery operations

#### 2014 PERFORMANCE

**+0.1%** v 2013

#### STRATEGIC LINK



### ACTIVE CUSTOMER BASE

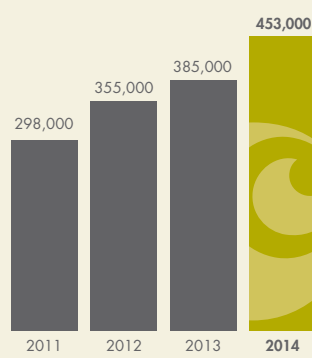
#### WHY WE USE THIS MEASURE

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

#### 2014 PERFORMANCE

**+17.7%** v 2013

#### STRATEGIC LINK



### SKU COUNT (HYPERMARKET)<sup>4</sup>

#### WHY WE USE THIS MEASURE

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

#### 2014 PERFORMANCE

**+26.5%** v 2013

#### STRATEGIC LINK

