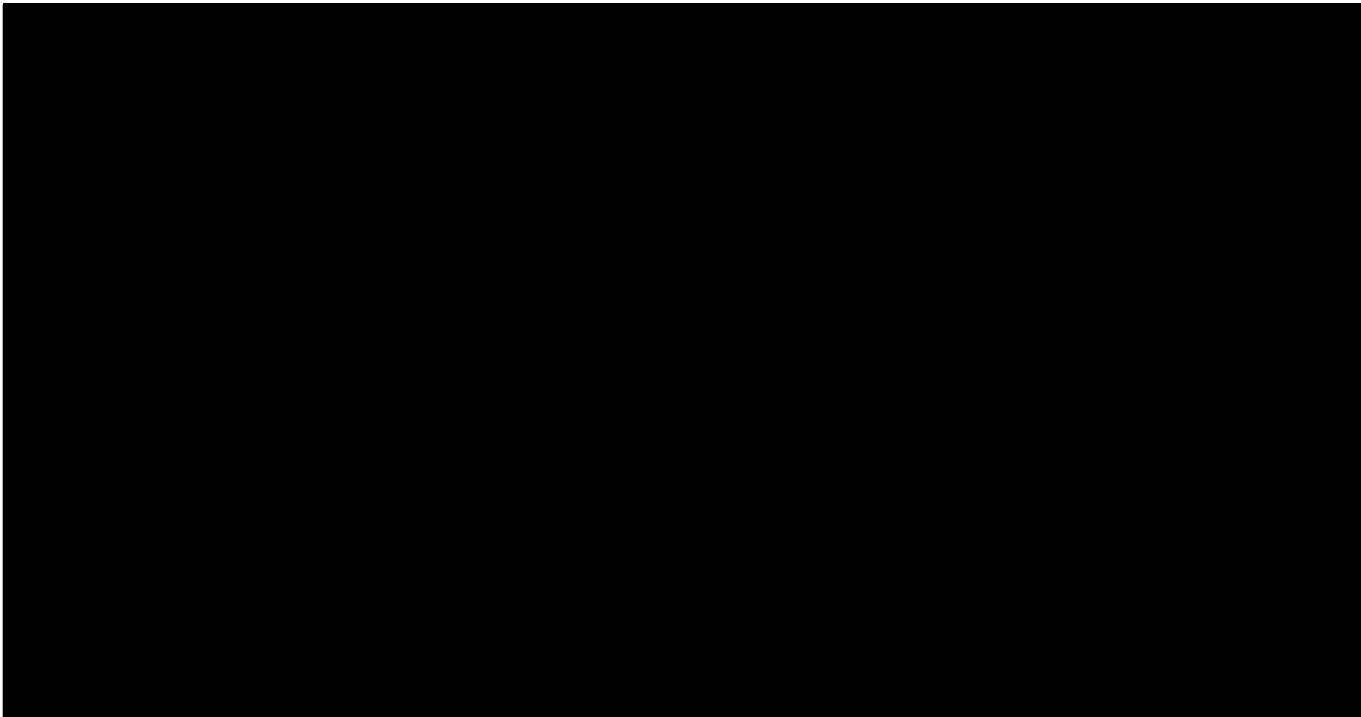


7.7 Net Promoter Score Bonus

An amount set out in **Schedule 1 Item 19** will be paid to the Consultant upon achieving an overall positive score of "Promotor" (being 9 or 10) for the Term in accordance with the Net Promoter Score Guidelines set out in **Schedule 6**.



SCHEDULE 6

DHA NET PROMOTER SCORE GUIDELINES

This information is provided as a guide only and will be managed on an ongoing basis by the DHA Sales Contract Manager.

The Net Promoter Score bonus is being introduced so DHA sales management can measure overall client satisfaction levels with Sales Reps.

How it works

The Net Promoter Score is based on the fundamental perspective that clients can be divided into three (3) categories: Promoters, Passives and Detractors.

- **Promoters** (score 9 – 10) are loyal enthusiasts who will keep buying and refer others, refuelling growth.
- **Passives** (score 7 – 8) are satisfied but unenthusiastic clients who are vulnerable to competitive offerings.
- **Detractors** (score 0 – 6) are unhappy clients who can damage your brand and impede growth through negative word-of-mouth.

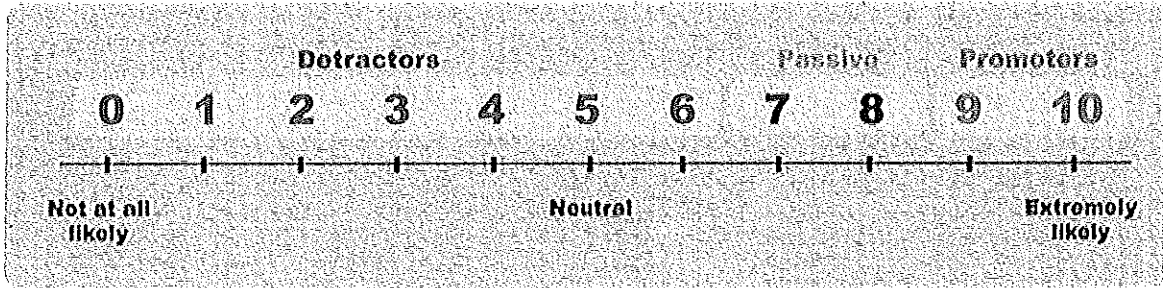
To obtain and determine a Sales Rep's Net Promoter Score, approximately thirty (30) clients (being recent Lessors and/or Bidders) will be contacted by the DHA Sales Contract Manager during the financial year. Clients will be asked a series of questions and instructed to respond with a rating of between 1 – 10 for each question.

Some examples of questions that may be asked are:

- How likely is it that you would recommend DHA to a friend or colleague based on the experience you had with (Sales Rep)?
- How would you rate (Sales Rep) in regards to keeping you informed throughout the process?
- How would you rate (Sales Rep) at being attentive to your needs?

To calculate the Sales Rep's Net Promoter Score, the percentage of clients who are regarded as Detractors will be subtracted from the percentage of clients who are regarded as Promoters (see Image 1).

IMAGE 1



$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$

Sales Reps' overall scores will be communicated to the Individual Sales Rep in June, however, progressive updates will be provided by the DHA Sales Contract Manager to each Sales Rep at Performance Reviews and from time-to-time at their discretion.