

OBJECTIVES/KPIs FOR 2013

<u>Detail KPI/Objective</u>		<u>Measure</u>	<u>Target Date</u>	<u>Weighting</u>	<u>Achievement</u>
1.	Quarterly completion of all market, pricing and specification analysis and intelligence	Presentation & briefing document issued	4 issued quarterly	20%	
2.	Develop digital competitor library including update on key messages	Publically available through Resources Drive plus six bi-monthly updates	August 2013	15%	
3	Product Profiles for all Celotex products and applications	Ready for presentation at relevant RSMs with supporting materials	March 2013	15%	
4.	Implementation of BIM into Celotex specification service offering	Live on National BIM Library & Celotex website	40 products live in April with remainder live by June	20%	
5.	Accreditation for FR5000 for use in above 18m applications	Test report and launched to sales team	December 2013	20%	
6	One CPD & territory visit per ASM	Contact report	December 2013	10%	
<i>Achievement</i>				<i>100%</i>	

Date: PE January 2013