

KPI Summary Table

Appendix 1

		2017		2018		2019		2020	
Code	KPI	Period 1	Period 2	Period 1	Period 2	Period 1	Period 2	Period 1	Period 2
C1	Cardholder Growth Rate	-1.69	-3.34	2.4	1.17	-6.08	-2.93	-58.17	-81.67
C2	Total Twelve Month Active Cardholders	230,993	220,071	245,878	237,567	239,390	244,336	231,217	214,241
C3	Economic Benefit Per Cardholder	N/A	N/A	N/A	490.55	N/A	498.44	N/A	286.54
C4	New Cardholder Referral Rate	N/A	N/A	N/A	N/A	N/A	N/A	N/A	18.96
E1	Average Applicants Per Job Posting	62.4	33.79	66.35	39.72	96.51	72.89	47.04	78
E2	Employee Turnover Rate	0.0073	0.0073	0.0199	0.0217	0.0074	0.0093	0.0093	0.0079
E3	New Employee Referral Ratio	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3.2
E4	Active Cardholder to Full Time Equivalent Ratio	501.88	476.85	532.73	516.7	516.03	526.55	498.54	461.71