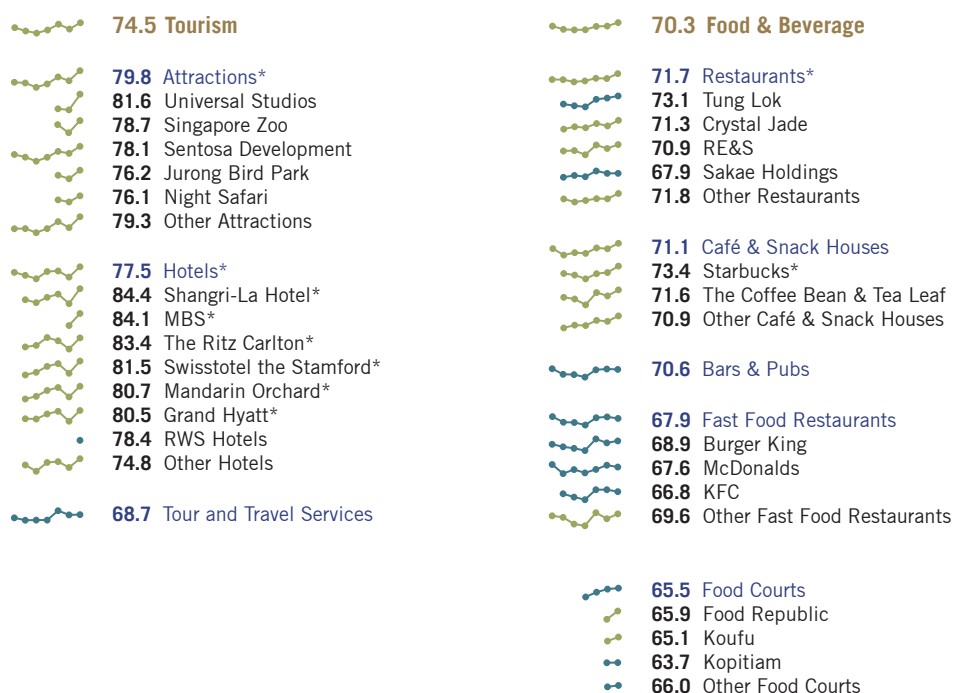


# ANNEX B



## 2013 Q3 SCORES FOOD & BEVERAGE AND TOURISM






This chart summarises the results of the CSISG 2013 satisfaction scores in the Food & Beverage and Tourism sectors at the sector, sub-sector and company levels.

The sector scores (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

\* Companies indicated with an asterisk(\*) are companies that have performed significantly above their sub-sector average.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

-  statistically significant increase in customer satisfaction from 2012 to 2013
-  statistically significant decrease in customer satisfaction from 2012 to 2013
-  no significant year-on-year change in customer satisfaction score

Entity	Level	2007	2008	2009	2010	2011	2012	2013	2013/2012 Year-on-Year Change	2013/2012 Year-on-Year % Change
<b>FOOD &amp; BEVERAGE</b>	<b>Sector</b>	<b>67.7</b>	<b>65.4</b>	<b>65.0</b>	<b>65.1</b>	<b>67.5</b>	<b>67.7</b>	<b>70.3</b>	<b>2.58</b>	<b>3.8%</b>
Bars & Pubs	Sub-sector	68.2	68.4	65.0	64.8	66.9	69.4	70.6	1.29	1.9%
Cafes & Snack Bars	Sub-sector	67.3	62.7	64.4	63.9	67.8	67.2	71.1	3.94	5.9%
The Coffee Bean & Tea Leaf	Company	NM	66.3	65.1	60.9	69.7	67.3	71.6	4.25	6.3%
Starbucks	Company	NM	68.1	67.0	64.3	68.0	68.8	73.4	4.55	6.6%
Other Cafes and Snack Bars	Company	NM	62.3	64.3	64.0	67.7	67.0	70.9	3.88	5.8%
<b>Fast Food Restaurants</b>	<b>Sub-sector</b>	<b>68.4</b>	<b>64.4</b>	<b>64.2</b>	<b>62.4</b>	<b>67.6</b>	<b>68.2</b>	<b>67.9</b>	<b>-0.31</b>	<b>-0.5%</b>
Burger King	Company	66.5	64.7	63.6	62	70.3	67.5	68.9	1.33	2.0%
KFC	Company	NM	65.3	62.9	61.1	68.2	68.2	66.8	-1.46	-2.1%
McDonalds	Company	69.4	62.9	65.8	63.4	65.9	68.9	67.6	-1.35	-2.0%
Other Fast Food Restaurants	Company	68.2	67.1	62.3	61.1	70.4	66.1	69.6	3.41	5.2%
<b>Food Courts</b>	<b>Sub-sector</b>	<b>NM</b>	<b>NM</b>	<b>NM</b>	<b>59.2</b>	<b>62.6</b>	<b>64.8</b>	<b>65.5</b>	<b>0.74</b>	<b>1.1%</b>
Food Republic	Company	NM	NM	NM	NM	NM	60.0	65.9	5.85	9.7%
Kopitiam	Company	NM	NM	NM	NM	NM	63.6	63.7	0.09	0.1%
Koufu	Company	NM	NM	NM	NM	NM	62.2	65.1	2.97	4.8%
Other Food Courts	Company	NM	NM	NM	NM	NM	65.0	66.0	1.05	1.6%
<b>Restaurants</b>	<b>Sub-sector</b>	<b>67.5</b>	<b>67.4</b>	<b>65.8</b>	<b>66.5</b>	<b>68.4</b>	<b>68.2</b>	<b>71.7</b>	<b>3.48</b>	<b>5.1%</b>
Crystal Jade	Company	NM	65.0	66.7	66.0	69.0	67.3	71.3	3.99	5.9%
RE&S	Company	NM	66.3	66.6	63.6	70.6	68.1	70.9	2.74	4.0%
Sakae Holdings	Company	NM	65.1	66.4	65.5	69.6	67.9	67.9	0.04	0.1%
Tung Lok	Company	NM	67.3	66.1	65.3	70.7	71.6	73.1	1.51	2.1%
Other Restaurants	Company	NM	67.9	65.7	66.8	68.1	68.0	71.8	3.78	5.6%
<b>TOURISM</b>	<b>Sector</b>	<b>71.0</b>	<b>68.6</b>	<b>67.1</b>	<b>69.3</b>	<b>73.5</b>	<b>70.0</b>	<b>74.5</b>	<b>4.51</b>	<b>6.4%</b>
<b>Attractions</b>	<b>Sub-sector</b>	<b>71.5</b>	<b>71.0</b>	<b>67.9</b>	<b>70.3</b>	<b>75.3</b>	<b>72.6</b>	<b>79.8</b>	<b>7.24</b>	<b>10.0%</b>
Jurong BirdPark	Company	NM	NM	NM	NM	72.6	70.1	76.2	6.12	8.7%
Night Safari	Company	NM	NM	NM	NM	73.2	71.7	76.1	4.42	6.2%
Sentosa	Company	72.3	70.4	67.5	70.3	74.5	73.1	78.1	5.01	6.9%
Singapore Zoo	Company	NM	NM	NM	NM	76.6	70.8	78.7	7.88	11.1%
Universal Studios	Company	NM	NM	NM	NM	75.7	74.9	81.6	6.73	9.0%
Other Attractions	Company	70.7	70.8	67.9	70.8	75.8	71.5	79.3	7.72	10.8%
<b>Hotels</b>	<b>Sub-sector</b>	<b>73.5</b>	<b>71.4</b>	<b>68.9</b>	<b>74.1</b>	<b>74.5</b>	<b>70.1</b>	<b>77.5</b>	<b>7.36</b>	<b>10.5%</b>
Grand Hyatt	Company	NM	74.6	74.4	78.0	79.9	72.8	80.5	7.66	10.5%
Mandarin Orchard	Company	NM	71.6	73.5	77.7	79.8	73.1	80.7	7.54	10.3%
Marina Bay Sands	Company	NM	NM	NM	NM	75.5	75.5	84.1	8.58	11.4%
The Ritz Carlton	Company	NM	76.9	78.0	83.6	81.3	75.4	83.4	7.99	10.6%
RWS Hotels	Company	NM	NM	NM	NM	NM	NM	78.4	NA	NA
Shangri-La Hotel	Company	NM	76.5	74.4	78.2	80.5	73.7	84.4	10.71	14.5%
Swissotel the Stamford	Company	NM	74.6	77.0	79.2	79.7	72.8	81.5	8.69	11.9%
Other Hotels	Company	NM	70.3	65.8	72.1	72.7	68.5	74.8	6.31	9.2%
<b>Tour &amp; Travel Services</b>	<b>Sub-sector</b>	<b>66.4</b>	<b>64.7</b>	<b>64.8</b>	<b>64.8</b>	<b>71.5</b>	<b>68.5</b>	<b>68.7</b>	<b>0.17</b>	<b>0.3%</b>

NM: Not Measured

NA: Not Applicable