

GAP Pricing Comparison Declaration

Location ID: _____

Location Name: _____

In accordance with the DFW Airport desire to ensure competitive pricing, the location listed above will utilize the following method for price comparisons and will remain compliant with those prices throughout the term of the lease. DFW Airport will select which option best applies to your brand, and prior to commencement, you will be required to provide the actual locations and prices used for the competitive set.

Note: Options and comparable locations are subject to Board staff approval.

_____ **Option 1 - Airport Brands (example: Airport Spas)**

This option is for brands found only in airports. Under this method, concessionaire pricing will utilize the average price for same brand locations at other U.S. airports for comparison. Comparable locations selected must be at the three airports most similar to DFW in passenger composition and volume. Pricing may be established as a standard pricing across all locations or, if needed, pricing may be adjusted down to align with local market. For evaluations, market basket pricing of top 3 SKUs per rent category not price controlled by MSRP will be used. The DFW bottled beverage price ceiling still applies.

_____ **Option 2 - Custom Brands (example: Chef-driven concepts)**

This option is for brands developed specifically for a certain location or solicitation. Under this method, concessionaire will identify locations at the onset of the lease to be used as comparables. Locations will be based on similar concept types at DFW or within the DFW area. No more than 3 locations may be used as comparable locations. Pricing can be increased per the Board allowed amount as stated in your lease. For evaluations, market basket pricing of top 3 SKUs per rent category not price controlled by MSRP will be used. The DFW bottled beverage price ceiling still applies.

_____ **Option 3 - Unique Models (example: Convenience stores)**

This option is for brands and concepts whose street-side model is not comparable to the airport location's model based on available product offerings and/or key driver differences. Under this method, concessionaire will identify locations at the onset of the lease to be used as comparables. Locations will be based on similar concept types at DFW or within the DFW area. No more than 3 locations may be used as comparable locations. Pricing can be increased per the Board allowed amount as stated in your lease. For evaluations, market basket pricing of top 3 SKUs per rent category not price controlled by MSRP will be used. The DFW bottled beverage price ceiling still applies.

_____ **Option 4 – Franchise Brands**

This option is for franchise or corporate owned brands. Under this method, concessionaire pricing will be the average price of three of the same concept locations within the DFW region as comparables (must use any owned by you), or may provide written documentation annually from the brand assuring that prices at the DFW location will be competitive with and similar to those expected by passengers patronizing their other franchise locations. Pricing may be established as a standard pricing across all locations or, if needed, pricing may be adjusted for local market. For evaluations, market basket pricing of top 3 SKUs per rent category not price controlled by MSRP will be used. The DFW bottled beverage price ceiling still applies.

_____ **Option 5 - Local Concepts**

This option is for brands found only in the local DFW area, North Texas Region, Texas, etc. Under this method, concessionaire will utilize three of the same brand locations for comparison. No more than 3 locations may be used as comparable locations. Pricing can be increased per the Board allowed amount as stated in your lease. For evaluations, market basket pricing of top 3 SKUs per rent category not price controlled by MSRP will be used. The DFW bottled beverage price ceiling still applies.

_____ **Option 6 – Standard Model**

This option is for brands opting not to follow one of the previous options. Under this method, concessionaire will utilize three of the same or similar brand locations for comparison. No more than 3 locations may be used as comparable locations. Pricing can be increased per the Board allowed amount as stated in your lease. For evaluations, market basket pricing of top 3 SKUs per rent category not price controlled by MSRP will be used. The DFW bottled beverage price ceiling still applies.