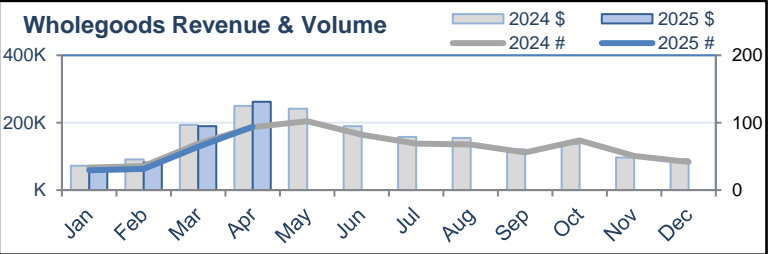
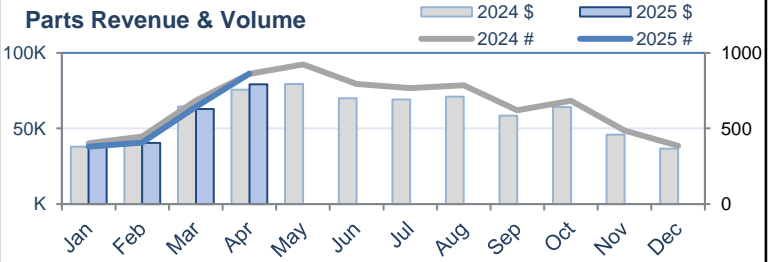
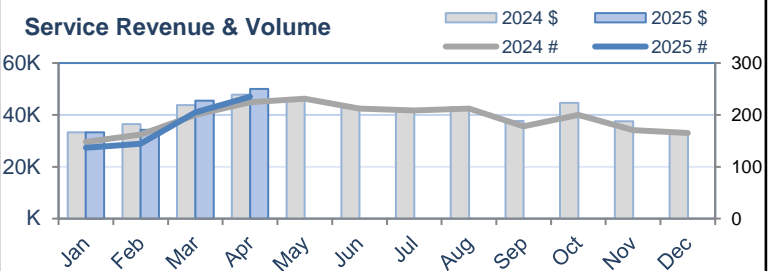
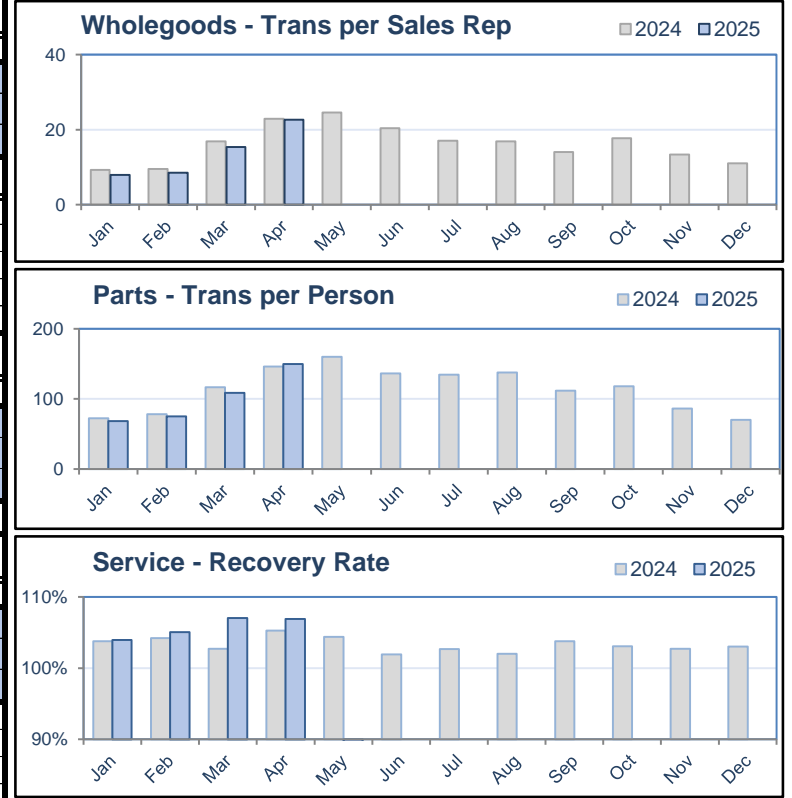


| Key Performance Indicator | | National | Midwest | Northeast | South | West | National Averages - Historical Data | | | | | | | | | |
|------------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|----------|----------|----------|-----------|-----------|------------------|--|
| Wholegoods | | Averages | | | | | Wholegoods Revenue & Volume | | | | | | | | | |
| Total Number of Invoices | | 94.0 | 85.8 | 82.8 | 99.5 | 110.9 |  <p>This chart displays monthly revenue and volume for Wholegoods from January 2024 to December 2025. Revenue is shown in thousands of dollars (K) on the left y-axis (0 to 400K), and volume is shown on the right y-axis (0 to 200). 2024 data is represented by light blue bars and a grey line, while 2025 data is shown in dark blue bars and a blue line. The chart shows a general upward trend in both metrics throughout the year.</p> | | | | | | | | | |
| Total Sales Revenue | | \$262,253 | \$283,827 | \$270,721 | \$261,725 | \$192,337 | | | | | | | | | | |
| Total Sales Cost | | \$218,698 | \$236,497 | \$225,260 | \$219,941 | \$155,089 | | | | | | | | | | |
| Total Gross Profit* | | \$43,555 | \$47,330 | \$45,461 | \$41,783 | \$37,248 | | | | | | | | | | |
| Gross Profit % | | 16.6% | 16.7% | 16.8% | 16.0% | 19.4% | | | | | | | | | | |
| Avg Revenue per Invoice | | \$2,791 | \$3,309 | \$3,270 | \$2,632 | \$1,734 | | | | | | | | | | |
| Avg Cost of Goods per Invoice | | \$2,327 | \$2,757 | \$2,721 | \$2,212 | \$1,398 | | | | | | | | | | |
| Avg Gross Profit per Invoice | | \$463 | \$552 | \$549 | \$420 | \$336 | | | | | | | | | | |
| Total Dealerships Included: | | 1417 | 410 | 242 | 610 | 154 | | | | | | | | | | |
| Parts | | Averages | | | | | Parts Revenue & Volume | | | | | | | | | |
| Total Number of Invoices | | 863.2 | 719.3 | 708.4 | 997.9 | 931.5 |  <p>This chart displays monthly revenue and volume for Parts from January 2024 to December 2025. Revenue is shown in thousands of dollars (K) on the left y-axis (0 to 100K), and volume is shown on the right y-axis (0 to 1000). 2024 data is represented by light blue bars and a grey line, while 2025 data is shown in dark blue bars and a blue line. The chart shows a general upward trend in both metrics throughout the year.</p> | | | | | | | | | |
| Total Parts Revenue | | \$79,229 | \$65,414 | \$76,955 | \$88,807 | \$80,490 | | | | | | | | | | |
| Total Parts Cost of Goods | | \$50,046 | \$41,216 | \$49,095 | \$56,210 | \$49,987 | | | | | | | | | | |
| Total Gross Profit* | | \$29,183 | \$24,198 | \$27,860 | \$32,597 | \$30,503 | | | | | | | | | | |
| Gross Profit % | | 36.8% | 37.0% | 36.2% | 36.7% | 37.9% | | | | | | | | | | |
| Avg Revenue per Invoice | | \$92 | \$91 | \$109 | \$89 | \$86 | | | | | | | | | | |
| Avg Cost of Goods per Invoice | | \$58 | \$57 | \$69 | \$56 | \$54 | | | | | | | | | | |
| Avg Gross Profit per Invoice | | \$34 | \$34 | \$39 | \$33 | \$33 | | | | | | | | | | |
| Total Dealerships Included: | | 1320 | 384 | 213 | 578 | 144 | | | | | | | | | | |
| Service | | Averages | | | | | Service Revenue & Volume | | | | | | | | | |
| Total Number of Work Orders | | 235.2 | 270.0 | 296.8 | 303.4 | 284.6 |  <p>This chart displays monthly revenue and volume for Service from January 2024 to December 2025. Revenue is shown in thousands of dollars (K) on the left y-axis (0 to 60K), and volume is shown on the right y-axis (0 to 300). 2024 data is represented by light blue bars and a grey line, while 2025 data is shown in dark blue bars and a blue line. The chart shows a general upward trend in both metrics throughout the year.</p> | | | | | | | | | |
| Total Service Revenue | | \$49,978 | \$54,305 | \$63,208 | \$45,374 | \$40,482 | | | | | | | | | | |
| Total Service Cost of Goods | | \$16,883 | \$17,042 | \$23,658 | \$15,602 | \$12,229 | | | | | | | | | | |
| Total Gross Profit* | | \$33,095 | \$37,263 | \$39,549 | \$29,771 | \$28,253 | | | | | | | | | | |
| Gross Profit % | | 66.2% | 68.6% | 62.6% | 65.6% | 69.8% | | | | | | | | | | |
| Avg Revenue per Invoice | | \$212 | \$201 | \$213 | \$150 | \$142 | | | | | | | | | | |
| Avg Cost of Goods per Invoice | | \$72 | \$63 | \$80 | \$51 | \$43 | | | | | | | | | | |
| Avg Gross Profit per Invoice | | \$141 | \$138 | \$133 | \$98 | \$99 | | | | | | | | | | |
| Total Dealerships Included: | | 1131 | 281 | 182 | 539 | 128 | | | | | | | | | | |
| National Averages Historical Trend | | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 | 12-Month Average | |
| Wholegoods | Invoice Count | 93.5 | 102.2 | 82.3 | 69.2 | 67.6 | 55.7 | 73.7 | 50.8 | 41.8 | 29.3 | 31.3 | 64.1 | 94.0 | 63.5 | |
| | Total Revenue | \$250,258 | \$241,611 | \$189,382 | \$157,473 | \$154,733 | \$120,995 | \$137,265 | \$96,506 | \$91,706 | \$65,558 | \$81,129 | \$189,349 | \$262,253 | \$148,997 | |
| Parts | Invoice Count | 862.3 | 923.7 | 794.5 | 767.2 | 786.0 | 621.0 | 683.6 | 486.4 | 385.6 | 379.9 | 406.7 | 643.8 | 863.2 | 645.1 | |
| | Total Revenue | \$75,628 | \$79,347 | \$70,105 | \$69,202 | \$71,001 | \$58,424 | \$64,167 | \$45,913 | \$36,704 | \$37,780 | \$40,414 | \$62,902 | \$79,229 | \$59,599 | |
| Service | Invoice Count | 224.6 | 231.2 | 212.4 | 208.5 | 212.3 | 178.1 | 199.8 | 170.7 | 165.3 | 136.6 | 144.6 | 204.7 | 235.2 | 191.6 | |
| | Total Revenue | \$47,784 | \$46,071 | \$43,077 | \$41,965 | \$42,898 | \$37,646 | \$44,677 | \$37,584 | \$32,804 | \$33,240 | \$34,230 | \$45,507 | \$49,978 | \$40,806 | |

*Gross Profit excludes expenses (such as payroll, advertising, etc) and accounting details (such as hold-backs, incentives, rebates, write-downs, etc)

| Key Performance Indicator | National | Midwest | Northeast | South | West |
|-------------------------------------------------------|----------|----------|-----------|----------|----------|
| Wholegoods Analysis | | | | | |
| Averages | | | | | |
| Number of Sales Reps | 4.3 | 4.1 | 3.8 | 4.5 | 4.7 |
| Monthly Transactions per Sales Rep | 22.6 | 20.6 | 25.1 | 23.2 | 21.5 |
| Monthly Revenue per Sales Rep | \$62,637 | \$69,112 | \$74,262 | \$60,692 | \$34,871 |
| Monthly Gross Profit per Sales Rep | \$10,317 | \$11,344 | \$12,480 | \$9,629 | \$6,903 |
| Gross Profit % - Top Product Lines (by volume) | | | | | |
| Lawnmower | 16% | 16% | 16% | 16% | 19% |
| Trimmer | 21% | 19% | 18% | 20% | 23% |
| Blower | 19% | 19% | 17% | 19% | 21% |
| Chainsaw | 21% | 20% | 21% | 20% | 22% |
| Split Boom | 21% | 19% | 17% | 18% | 21% |
| Parts Analysis | | | | | |
| Total Dealerships Included: | 1417 | 410 | 242 | 610 | 154 |
| Number of Counter Personnel | 6.8 | 6.7 | 6.2 | 7.0 | 7.5 |
| Monthly Transactions per Person | 149.6 | 130.6 | 164.9 | 159.8 | 136.3 |
| Monthly Revenue per Person | \$13,230 | \$11,328 | \$16,910 | \$13,706 | \$10,944 |
| Monthly Gross Profit per Person | \$4,987 | \$4,122 | \$6,312 | \$5,234 | \$4,340 |
| Fill Rate | 98% | 98% | 98% | 98% | 97% |
| Service Analysis | | | | | |
| Total Dealerships Included: | 1320 | 384 | 213 | 578 | 144 |
| Number of Technicians | 5.1 | 5.0 | 5.2 | 5.1 | 5.2 |
| Monthly Billed Hours per Tech. | 180.5 | 172.5 | 467.8 | 78.8 | 127.0 |
| Department Recovery Rate | 107% | 116% | 109% | 100% | 97% |
| Tech Efficiency | 110% | 118% | 111% | 103% | 106% |
| Total Hours Worked | 211.1 | 242.5 | 234.0 | 162.5 | 226.2 |
| Total Billed Hours | 2138.4 | 1680.7 | 5659.1 | 1333.6 | 776.2 |
| Average Completion Time (hours) | 13.2 | 13.3 | 17.7 | 11.3 | 13.5 |
| Parts to Labor Ratio | 98% | 81% | 83% | 119% | 84% |
| Total Dealerships Included: | 1131 | 281 | 182 | 539 | 128 |

National Averages - Historical Data



| National Averages | | | | | | | | | | | | | | | 12-Month |
|---------------------|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Historical Trend | | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 | Average |
| Wholegoods Analysis | Transactions / rep | 22.9 | 24.6 | 20.4 | 17.0 | 16.9 | 14.1 | 17.7 | 13.4 | 11.0 | 7.9 | 8.5 | 15.4 | 22.6 | 15.8 |
| | Revenue / rep | \$60,843 | \$57,128 | \$46,433 | \$37,953 | \$37,219 | \$29,922 | \$32,846 | \$24,527 | \$23,224 | \$17,413 | \$21,817 | \$45,538 | \$62,637 | \$36,388 |
| | Gross Profit / rep | \$10,265 | \$9,727 | \$8,046 | \$6,615 | \$6,487 | \$5,313 | \$5,930 | \$4,508 | \$4,054 | \$3,141 | \$3,632 | \$7,411 | \$10,317 | \$6,265 |
| Parts Analysis | Transactions / person | 146.1 | 160.2 | 136.5 | 134.6 | 137.6 | 111.8 | 118.2 | 86.2 | 70.4 | 68.3 | 74.9 | 108.5 | 149.6 | 113.1 |
| | Revenue / person | \$12,457 | \$13,348 | \$11,734 | \$11,700 | \$12,058 | \$10,149 | \$10,712 | \$7,821 | \$6,405 | \$6,485 | \$7,194 | \$10,321 | \$13,230 | \$10,096 |
| | Gross Profit / person | \$4,725 | \$5,119 | \$4,452 | \$4,430 | \$4,558 | \$3,724 | \$4,008 | \$2,834 | \$2,253 | \$2,386 | \$2,678 | \$3,861 | \$4,987 | \$3,774 |
| | Fill Rate | 99% | 99% | 98% | 99% | 102% | 99% | 100% | 99% | 99% | 98% | 98% | 98% | 98% | 99% |
| Service Analysis | Recovery Rate | 105% | 104% | 102% | 103% | 102% | 104% | 103% | 103% | 103% | 104% | 105% | 107% | 107% | 104% |
| | Avg Completion Time | 13.2 | 11.7 | 12.5 | 13.4 | 12.9 | 14.1 | 14.0 | 14.5 | 16.7 | 17.3 | 15.9 | 14.9 | 13.2 | 14.3 |
| | Tech Efficiency | 108% | 107% | 104% | 106% | 105% | 107% | 105% | 105% | 106% | 106% | 108% | 111% | 110% | 107% |

Number of sales reps, counter personnel and technicians based on number of unique user ID's entered during the reporting period