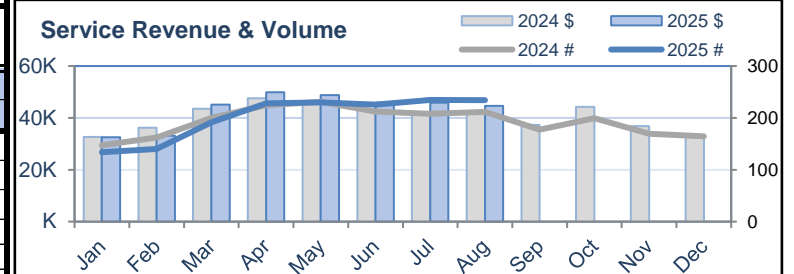
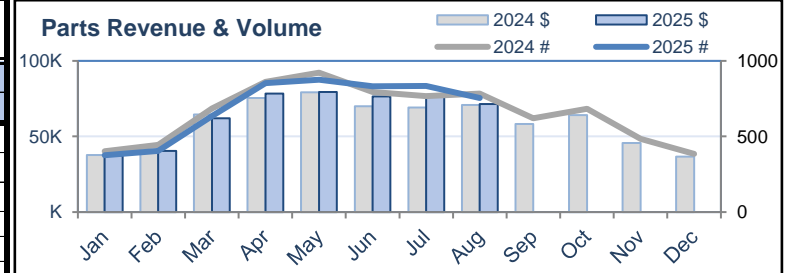
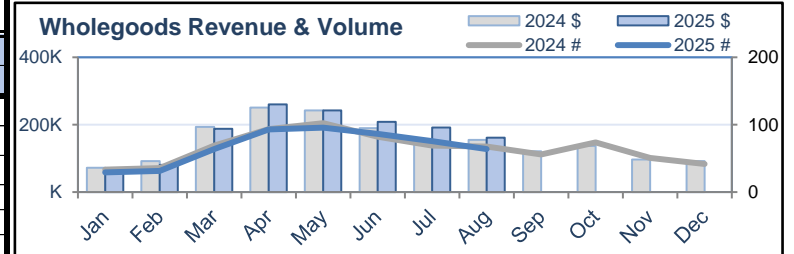


Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods					
Averages					
Total Number of Invoices	64.0	56.9	54.6	72.4	63.8
Total Sales Revenue	\$161,821	\$165,562	\$137,668	\$179,606	\$119,540
Total Sales Cost	\$133,480	\$136,753	\$113,372	\$148,855	\$95,661
Total Gross Profit*	\$28,341	\$28,808	\$24,295	\$30,751	\$23,879
Gross Profit %	17.5%	17.4%	17.6%	17.1%	20.0%
Avg Revenue per Invoice	\$2,529	\$2,908	\$2,520	\$2,481	\$1,874
Avg Cost of Goods per Invoice	\$2,086	\$2,402	\$2,075	\$2,056	\$1,500
Avg Gross Profit per Invoice	\$443	\$506	\$445	\$425	\$374
Total Dealerships Included: 1415 406 241 612 155					

Parts					
Averages					
Total Number of Invoices	755.4	594.4	595.9	931.1	695.8
Total Parts Revenue	\$71,528	\$54,711	\$62,765	\$85,844	\$70,177
Total Parts Cost of Goods	\$45,344	\$34,614	\$39,556	\$54,710	\$43,876
Total Gross Profit*	\$26,184	\$20,098	\$23,209	\$31,135	\$26,301
Gross Profit %	36.6%	36.7%	37.0%	36.3%	37.5%
Avg Revenue per Invoice	\$95	\$92	\$105	\$92	\$101
Avg Cost of Goods per Invoice	\$60	\$58	\$66	\$59	\$63
Avg Gross Profit per Invoice	\$35	\$34	\$39	\$33	\$38
Total Dealerships Included: 1339 385 214 595 144					

Service					
Averages					
Total Number of Work Orders	234.1	224.4	248.6	285.7	241.3
Total Service Revenue	\$44,591	\$45,276	\$49,510	\$43,237	\$40,949
Total Service Cost of Goods	\$15,658	\$14,614	\$18,194	\$15,786	\$13,846
Total Gross Profit*	\$28,933	\$30,662	\$31,316	\$27,451	\$27,103
Gross Profit %	64.9%	67.7%	63.3%	63.5%	66.2%
Avg Revenue per Invoice	\$191	\$202	\$199	\$151	\$170
Avg Cost of Goods per Invoice	\$67	\$65	\$73	\$55	\$57
Avg Gross Profit per Invoice	\$124	\$137	\$126	\$96	\$112
Total Dealerships Included: 1256 346 204 574 130					

National Averages - Historical Data

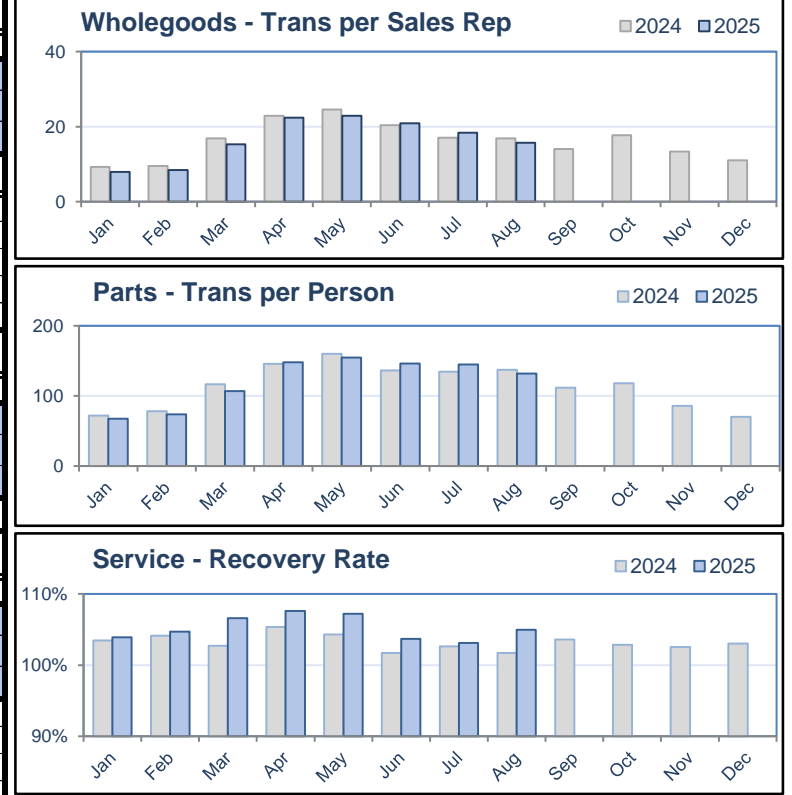


National Averages														12-Month	
Historical Trend		Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Average
Wholegoods	Invoice Count	67.5	55.6	73.7	50.7	41.7	29.2	31.2	63.6	93.2	95.6	86.3	75.8	64.0	63.4
	Total Revenue	\$154,988	\$121,127	\$137,193	\$96,566	\$91,577	\$65,319	\$80,473	\$187,607	\$260,264	\$242,374	\$208,822	\$191,600	\$161,821	\$153,729
Parts	Invoice Count	784.9	620.0	682.5	484.8	385.0	376.1	404.5	634.5	853.9	875.5	832.2	833.7	755.4	644.8
	Total Revenue	\$70,897	\$58,332	\$64,045	\$45,765	\$36,651	\$37,544	\$40,398	\$62,034	\$78,412	\$79,492	\$76,595	\$77,521	\$71,528	\$60,693
Service	Invoice Count	211.8	177.6	199.3	169.7	164.5	133.8	140.4	191.4	227.9	230.2	225.3	234.6	234.1	194.1
	Total Revenue	\$42,537	\$37,304	\$44,288	\$36,805	\$32,652	\$32,573	\$33,108	\$45,067	\$49,927	\$48,839	\$45,902	\$45,902	\$44,591	\$41,413

*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	4.1	3.8	3.6	4.3	4.4
Monthly Transactions per Sales Rep	15.7	13.9	17.5	16.8	13.2
Monthly Revenue per Sales Rep	\$38,803	\$41,059	\$38,866	\$41,115	\$23,777
Monthly Gross Profit per Sales Rep	\$6,830	\$7,119	\$6,998	\$7,076	\$4,849
Gross Profit % - Top Product Lines (by volume)					
Lawnmower	17%	16%	16%	16%	19%
Trimmer	24%	19%	18%	20%	23%
Blower	21%	19%	17%	19%	21%
Chainsaw	23%	20%	21%	20%	22%
Split Boom	23%	19%	17%	18%	21%
Parts Analysis					
Total Dealerships Included:	1415	406	241	612	155
Number of Counter Personnel	6.7	6.5	6.1	7.0	7.3
Monthly Transactions per Person	131.9	108.5	138.6	151.9	102.2
Monthly Revenue per Person	\$11,919	\$9,456	\$13,644	\$13,454	\$9,611
Monthly Gross Profit per Person	\$4,542	\$3,500	\$5,091	\$5,214	\$3,735
Fill Rate	98%	99%	98%	98%	97%
Service Analysis					
Total Dealerships Included:	1339	385	214	595	144
Number of Technicians	5.1	5.0	5.1	5.1	5.3
Monthly Billed Hours per Tech.	243.3	324.1	578.8	75.2	150.3
Department Recovery Rate	105%	113%	106%	99%	96%
Tech Efficiency	108%	117%	108%	101%	101%
Total Hours Worked	200.9	223.8	196.5	156.9	296.0
Total Billed Hours	3086.5	3967.8	6697.5	1208.9	2335.4
Average Completion Time (hours)	12.1	10.6	14.5	11.6	14.3
Parts to Labor Ratio	108%	93%	99%	127%	91%
Total Dealerships Included:	1256	346	204	574	130

National Averages - Historical Data



National Averages														12-Month Average
Historical Trend														
	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	
Wholegoods Analysis	Transactions / rep	16.9	14.0	17.7	13.4	11.0	7.9	8.5	15.3	22.4	22.9	20.8	18.4	15.7
	Revenue / rep	\$37,340	\$29,982	\$32,829	\$24,541	\$23,192	\$17,301	\$21,563	\$45,114	\$62,017	\$58,018	\$49,634	\$45,668	\$38,803
	Gross Profit / rep	\$6,517	\$5,326	\$5,928	\$4,509	\$4,049	\$3,116	\$3,596	\$7,348	\$10,228	\$9,892	\$8,472	\$7,981	\$6,830
Parts Analysis	Transactions / person	137.4	111.6	118.0	85.9	70.3	67.3	73.9	106.7	147.8	154.5	146.4	144.9	131.9
	Revenue / person	\$12,040	\$10,142	\$10,695	\$7,803	\$6,396	\$6,411	\$7,133	\$10,176	\$13,109	\$13,528	\$12,919	\$13,107	\$11,919
	Gross Profit / person	\$4,551	\$3,721	\$4,001	\$2,826	\$2,250	\$2,364	\$2,660	\$3,812	\$4,943	\$5,207	\$4,883	\$5,011	\$4,542
Service Analysis	Fill Rate	102%	99%	100%	99%	99%	98%	98%	98%	98%	98%	98%	98%	98%
	Recovery Rate	102%	104%	103%	103%	103%	104%	105%	107%	108%	107%	104%	103%	105%
	Avg Completion Time	12.9	14.2	14.0	14.6	16.7	17.2	15.9	14.9	13.2	11.8	11.6	12.0	12.1
	Tech Efficiency	105%	107%	104%	105%	106%	106%	107%	111%	110%	110%	106%	106%	108%

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