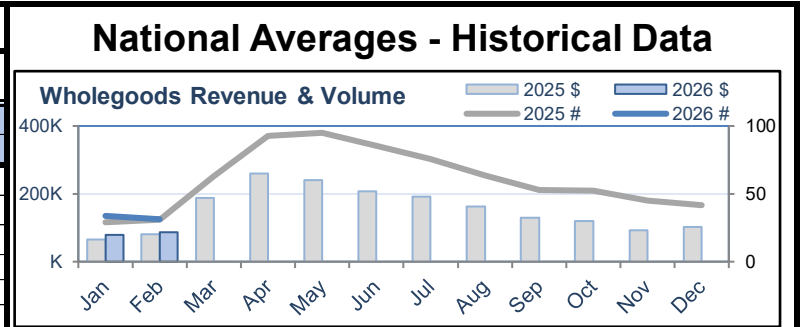
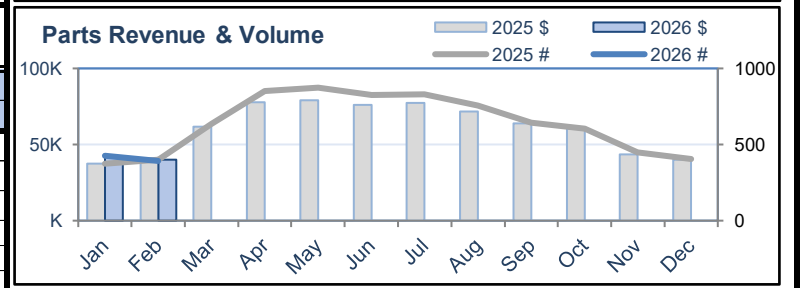


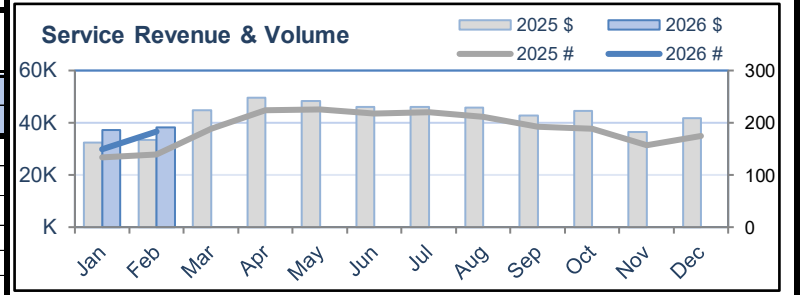
Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods Averages					
Total Number of Invoices	31.3	21.4	27.9	34.8	44.6
Total Sales Revenue	\$85,746	\$72,350	\$92,414	\$90,442	\$88,592
Total Sales Cost	\$70,844	\$59,814	\$74,292	\$75,847	\$71,927
Total Gross Profit*	\$14,902	\$12,535	\$18,122	\$14,594	\$16,664
Gross Profit %	17.4%	17.3%	19.6%	16.1%	18.8%
Avg Revenue per Invoice	\$2,741	\$3,388	\$3,309	\$2,596	\$1,986
Avg Cost of Goods per Invoice	\$2,265	\$2,801	\$2,660	\$2,177	\$1,612
Avg Gross Profit per Invoice	\$476	\$587	\$649	\$419	\$373
Total Dealerships Included: 1343 355 229 596 162					



Key Performance Indicator	National	Midwest	Northeast	South	West
Parts Averages					
Total Number of Invoices	392.0	281.6	366.0	427.4	555.5
Total Parts Revenue	\$39,929	\$31,238	\$34,291	\$42,996	\$56,564
Total Parts Cost of Goods	\$24,909	\$19,668	\$21,834	\$26,581	\$35,187
Total Gross Profit*	\$15,021	\$11,570	\$12,457	\$16,415	\$21,377
Gross Profit %	37.6%	37.0%	36.3%	38.2%	37.8%
Avg Revenue per Invoice	\$102	\$111	\$94	\$101	\$102
Avg Cost of Goods per Invoice	\$64	\$70	\$60	\$62	\$63
Avg Gross Profit per Invoice	\$38	\$41	\$34	\$38	\$38
Total Dealerships Included: 1211 338 196 532 144					



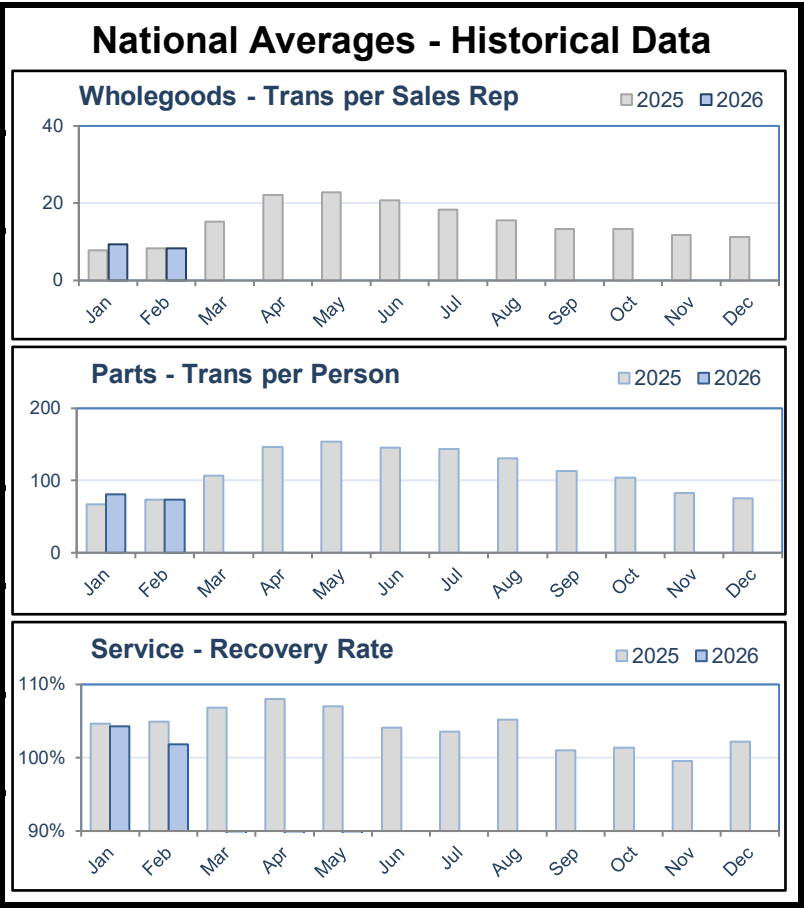
Key Performance Indicator	National	Midwest	Northeast	South	West
Service Averages					
Total Number of Work Orders	183.1	159.3	177.7	191.3	209.1
Total Service Revenue	\$38,242	\$41,200	\$40,691	\$33,259	\$48,869
Total Service Cost of Goods	\$13,294	\$14,727	\$15,428	\$11,752	\$13,900
Total Gross Profit*	\$24,948	\$26,473	\$25,263	\$21,508	\$34,969
Gross Profit %	65.2%	64.3%	62.1%	64.7%	71.6%
Avg Revenue per Invoice	\$209	\$259	\$229	\$174	\$234
Avg Cost of Goods per Invoice	\$73	\$92	\$87	\$61	\$66
Avg Gross Profit per Invoice	\$136	\$166	\$142	\$112	\$167
Total Dealerships Included: 1154 301 161 552 138					



National Averages Historical Trend		Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	12-Month Average
Wholegoods	Invoice Count	31.1	63.2	92.5	95.0	85.6	75.5	63.6	52.8	52.5	45.1	41.4	33.7	31.3	61.0
	Total Revenue	\$80,362	\$187,671	\$259,154	\$241,286	\$207,728	\$191,452	\$162,240	\$128,923	\$118,873	\$92,839	\$101,391	\$78,510	\$85,746	\$154,651
Parts	Invoice Count	401.9	633.2	849.4	873.5	827.5	831.7	756.4	645.5	603.6	449.4	405.0	426.3	392.0	641.1
	Total Revenue	\$40,016	\$61,723	\$77,750	\$79,175	\$75,907	\$77,431	\$71,522	\$63,807	\$60,616	\$43,535	\$39,950	\$42,093	\$39,929	\$61,120
Service	Invoice Count	139.4	188.8	224.1	225.4	218.2	220.3	210.8	191.9	188.9	157.0	175.1	149.2	183.1	194.4
	Total Revenue	\$33,331	\$44,685	\$49,567	\$48,417	\$45,926	\$46,035	\$45,818	\$42,884	\$44,540	\$36,423	\$41,871	\$37,158	\$38,242	\$43,464

*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	3.3	3.0	3.0	3.6	3.8
Monthly Transactions per Sales Rep	8.3	5.8	8.9	9.0	10.6
Monthly Revenue per Sales Rep	\$22,612	\$18,644	\$27,565	\$23,972	\$19,354
Monthly Gross Profit per Sales Rep	\$3,876	\$3,260	\$5,142	\$3,778	\$3,794
Gross Profit % - Top Product Lines (by volume)					
Chainsaw	22%	21%	22%	21%	23%
Blower	19%	21%	20%	19%	21%
Lawnmower	16%	16%	15%	15%	16%
Snowblower	21%	19%	22%	23%	23%
Implement	20%	21%	21%	19%	18%
Parts Analysis					
Total Dealerships Included:	1343	355	229	596	162
Number of Counter Personnel	6.1	5.8	5.9	6.2	6.5
Monthly Transactions per Person	73.6	56.6	81.1	78.6	85.0
Monthly Revenue per Person	\$7,190	\$5,911	\$7,362	\$7,669	\$8,196
Monthly Gross Profit per Person	\$2,722	\$2,177	\$2,707	\$2,937	\$3,225
Fill Rate	98%	98%	97%	98%	98%
Service Analysis					
Total Dealerships Included:	1211	338	196	532	144
Number of Technicians	3.3	3.4	2.6	3.3	3.7
Monthly Billed Hours per Tech.	45.1	52.8	53.3	37.3	42.4
Department Recovery Rate	102%	108%	107%	98%	89%
Tech Efficiency	105%	110%	110%	100%	96%
Total Hours Worked	223.7	230.5	213.3	174.5	339.3
Total Billed Hours	284.1	295.0	227.8	318.4	207.0
Average Completion Time (hours)	11.3	12.7	9.3	10.3	13.3
Parts to Labor Ratio	98%	86%	83%	116%	87%
Total Dealerships Included:	1154	301	161	552	138



National Averages		Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	12-Month Average
Wholegoods Analysis	Transactions / rep	8.4	15.2	22.2	22.7	20.7	18.3	15.6	13.2	13.3	11.8	11.3	9.3	8.3	15.2
	Revenue / rep	\$21,364	\$44,908	\$61,662	\$57,722	\$49,333	\$45,396	\$38,686	\$31,878	\$29,360	\$23,573	\$26,348	\$21,554	\$22,612	\$37,753
	Gross Profit / rep	\$3,560	\$7,278	\$10,159	\$9,837	\$8,425	\$7,930	\$6,807	\$5,472	\$5,266	\$4,379	\$4,830	\$4,006	\$3,876	\$6,522
Parts Analysis	Transactions / person	73.6	106.4	146.8	153.5	145.3	143.8	131.0	113.4	103.8	82.4	75.0	80.7	73.6	113.0
	Revenue / person	\$7,096	\$10,098	\$12,978	\$13,416	\$12,759	\$12,975	\$11,840	\$10,672	\$9,977	\$7,564	\$7,012	\$7,531	\$7,190	\$10,334
	Gross Profit / person	\$2,643	\$3,784	\$4,910	\$5,145	\$4,829	\$4,946	\$4,503	\$3,944	\$3,679	\$2,810	\$2,543	\$2,809	\$2,722	\$3,885
	Fill Rate	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%
Service Analysis	Recovery Rate	105%	107%	108%	107%	104%	104%	105%	101%	101%	100%	102%	104%	102%	104%
	Avg Completion Time	15.9	14.9	13.2	11.7	11.6	11.9	12.0	10.2	10.1	10.4	11.3	11.5	11.3	11.7
	Tech Efficiency	108%	111%	111%	110%	106%	106%	108%	105%	104%	103%	105%	109%	105%	107%

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