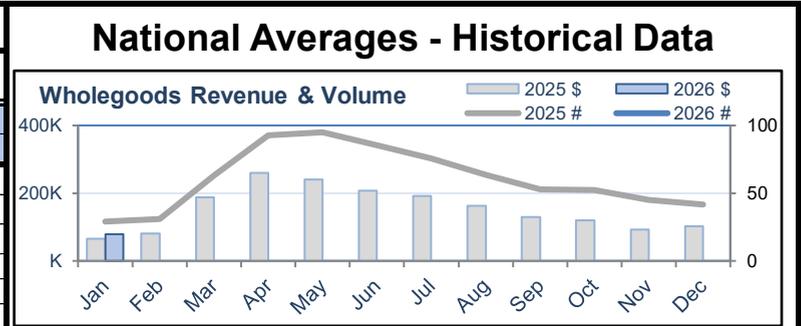
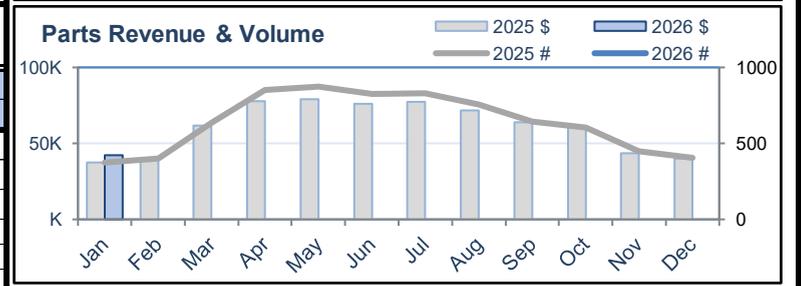


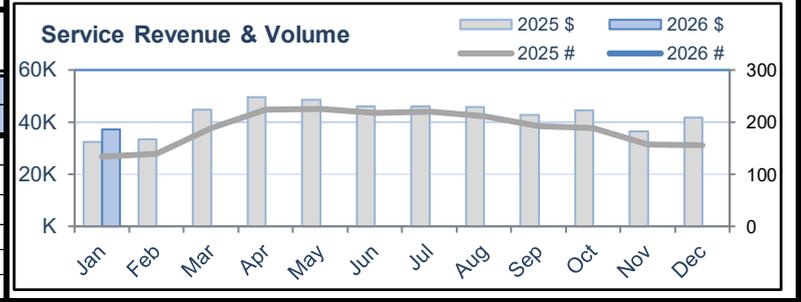
Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods Averages					
Total Number of Invoices	33.8	22.8	40.5	34.2	48.1
Total Sales Revenue	\$78,880	\$64,695	\$112,453	\$72,515	\$85,772
Total Sales Cost	\$64,016	\$52,464	\$89,918	\$59,564	\$69,097
Total Gross Profit*	\$14,864	\$12,231	\$22,535	\$12,950	\$16,675
Gross Profit %	18.8%	18.9%	20.0%	17.9%	19.4%
Avg Revenue per Invoice	\$2,335	\$2,836	\$2,778	\$2,121	\$1,782
Avg Cost of Goods per Invoice	\$1,895	\$2,300	\$2,221	\$1,742	\$1,435
Avg Gross Profit per Invoice	\$440	\$536	\$557	\$379	\$346
Total Dealerships Included: 1368 376 237 600 154					



Key Performance Indicator	National	Midwest	Northeast	South	West
Parts Averages					
Total Number of Invoices	426.3	310.3	460.0	452.3	550.5
Total Parts Revenue	\$42,170	\$32,200	\$42,189	\$44,835	\$55,544
Total Parts Cost of Goods	\$27,133	\$20,761	\$26,770	\$29,167	\$35,014
Total Gross Profit*	\$15,037	\$11,439	\$15,419	\$15,667	\$20,530
Gross Profit %	35.7%	35.5%	36.5%	34.9%	37.0%
Avg Revenue per Invoice	\$99	\$104	\$92	\$99	\$101
Avg Cost of Goods per Invoice	\$64	\$67	\$58	\$64	\$64
Avg Gross Profit per Invoice	\$35	\$37	\$34	\$35	\$37
Total Dealerships Included: 1235 337 206 546 144					



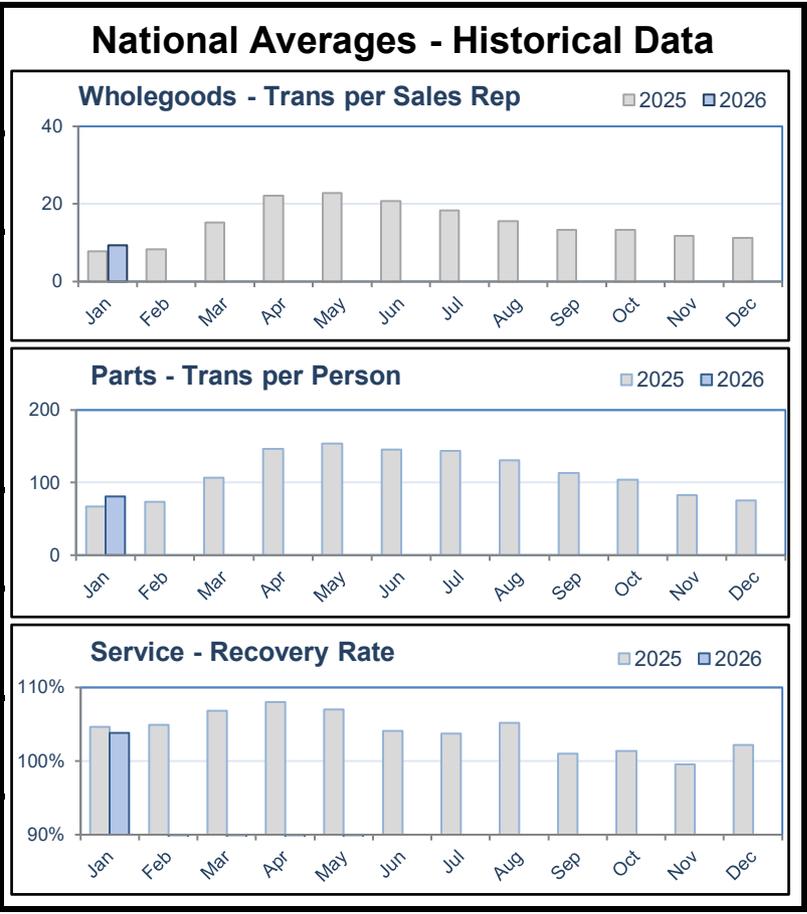
Key Performance Indicator	National	Midwest	Northeast	South	West
Service Averages					
Total Number of Work Orders	158.9	153.8	209.5	175.2	212.8
Total Service Revenue	\$37,322	\$43,756	\$48,243	\$31,851	\$32,730
Total Service Cost of Goods	\$13,248	\$15,589	\$17,961	\$11,141	\$11,223
Total Gross Profit*	\$24,074	\$28,167	\$30,281	\$20,710	\$21,507
Gross Profit %	64.5%	64.4%	62.8%	65.0%	65.7%
Avg Revenue per Invoice	\$235	\$284	\$230	\$182	\$154
Avg Cost of Goods per Invoice	\$83	\$101	\$86	\$64	\$53
Avg Gross Profit per Invoice	\$151	\$183	\$145	\$118	\$101
Total Dealerships Included: 1102 284 154 533 129					



National Averages Historical Trend													12-Month Average		
		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	
Wholegoods	Invoice Count	29.0	31.1	63.2	92.5	95.0	85.6	75.5	63.6	52.8	52.5	45.2	41.4	33.8	61.0
	Total Revenue	\$65,227	\$80,362	\$187,673	\$259,154	\$241,286	\$207,728	\$191,452	\$162,240	\$128,923	\$118,950	\$92,891	\$101,391	\$78,880	\$154,244
Parts	Invoice Count	374.0	401.9	633.2	849.4	873.5	827.5	831.7	756.4	645.5	603.6	449.7	405.0	426.3	642.0
	Total Revenue	\$37,262	\$40,016	\$61,723	\$77,750	\$79,175	\$75,907	\$77,431	\$71,522	\$63,807	\$60,616	\$43,569	\$39,950	\$42,170	\$61,136
Service	Invoice Count	133.6	139.4	188.8	224.1	225.3	218.1	220.3	210.8	191.9	188.9	157.0	155.1	158.9	189.9
	Total Revenue	\$32,479	\$33,331	\$44,685	\$49,567	\$48,478	\$45,942	\$46,117	\$45,818	\$42,884	\$44,540	\$36,423	\$41,871	\$37,322	\$43,081

*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	3.3	3.5	3.8
Monthly Transactions per Sales Rep	9.3	6.6	13.1	9.1	11.1
Monthly Revenue per Sales Rep	\$21,654	\$18,939	\$32,892	\$19,753	\$18,307
Monthly Gross Profit per Sales Rep	\$4,018	\$3,569	\$6,436	\$3,399	\$3,768
Gross Profit % - Top Product Lines (by volume)					
Chainsaw	22%	22%	22%	22%	22%
Snowblower	22%	21%	22%	22%	17%
Blower	20%	22%	20%	20%	21%
Implement	22%	23%	22%	21%	20%
Lawnmower	16%	15%	14%	16%	17%
Parts Analysis					
Total Dealerships Included:	1368	376	237	600	154
Number of Counter Personnel	6.1	5.9	5.9	6.1	6.5
Monthly Transactions per Person	80.8	62.0	113.1	78.2	88.9
Monthly Revenue per Person	\$7,553	\$6,081	\$9,653	\$7,432	\$8,494
Monthly Gross Profit per Person	\$2,818	\$2,167	\$3,561	\$2,800	\$3,358
Fill Rate	98%	99%	97%	98%	97%
Service Analysis					
Total Dealerships Included:	1235	337	206	546	144
Number of Technicians	3.4	3.7	2.8	3.4	3.7
Monthly Billed Hours per Tech.	2166.4	6569.3	594.5	46.8	47.8
Department Recovery Rate	104%	106%	111%	103%	87%
Tech Efficiency	108%	109%	115%	105%	98%
Total Hours Worked	224.4	239.8	215.0	152.9	405.3
Total Billed Hours	27819.6	84800.9	6966.8	570.2	330.9
Average Completion Time (hours)	11.6	12.6	11.0	10.4	13.7
Parts to Labor Ratio	94%	83%	77%	111%	87%
Total Dealerships Included:	1102	284	154	533	129



National Averages		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	12-Month Average
Wholegoods Analysis	Transactions / rep	7.8	8.4	15.2	22.2	22.7	20.7	18.3	15.6	13.2	13.3	11.8	11.3	9.3	15.2
	Revenue / rep	\$17,233	\$21,364	\$44,898	\$61,662	\$57,722	\$49,333	\$45,396	\$38,686	\$31,878	\$29,374	\$23,576	\$26,348	\$21,654	\$37,658
	Gross Profit / rep	\$3,093	\$3,560	\$7,274	\$10,159	\$9,837	\$8,425	\$7,930	\$6,807	\$5,472	\$5,269	\$4,381	\$4,830	\$4,018	\$6,497
Parts Analysis	Transactions / person	66.9	73.6	106.4	146.8	153.5	145.3	143.8	131.0	113.4	103.8	82.5	75.0	80.8	113.0
	Revenue / person	\$6,358	\$7,096	\$10,098	\$12,978	\$13,416	\$12,759	\$12,975	\$11,840	\$10,672	\$9,977	\$7,569	\$7,012	\$7,553	\$10,329
	Gross Profit / person	\$2,351	\$2,643	\$3,784	\$4,910	\$5,145	\$4,829	\$4,946	\$4,503	\$3,944	\$3,679	\$2,812	\$2,543	\$2,818	\$3,880
	Fill Rate	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%
Service Analysis	Recovery Rate	105%	105%	107%	108%	107%	104%	104%	105%	101%	101%	100%	102%	104%	104%
	Avg Completion Time	17.2	15.9	14.9	13.2	11.7	11.6	11.9	12.0	10.2	10.1	10.4	11.3	11.6	12.1
	Tech Efficiency	106%	108%	111%	111%	110%	106%	106%	108%	105%	104%	103%	105%	108%	107%

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