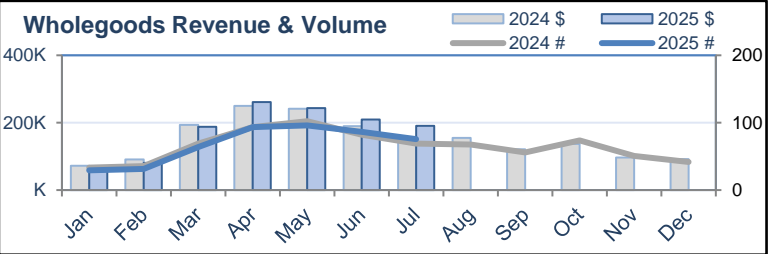
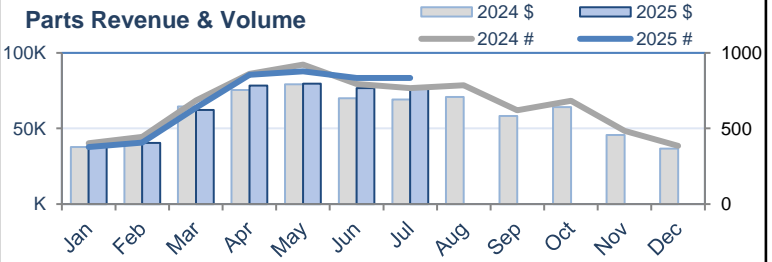
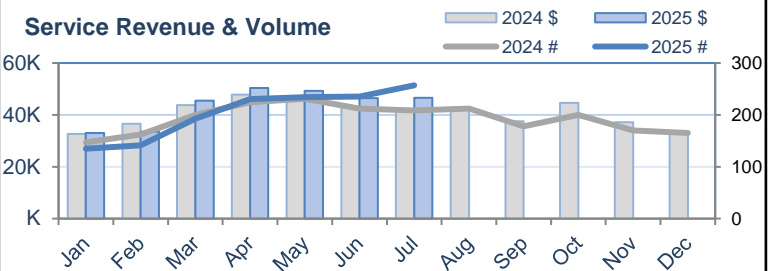
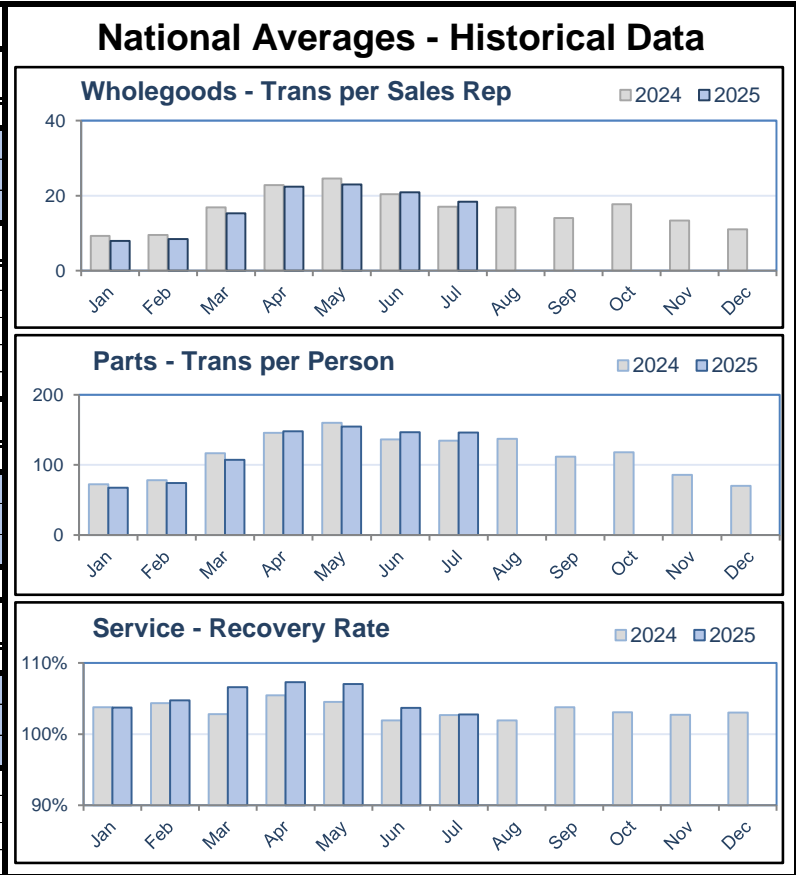


Key Performance Indicator		National	Midwest	Northeast	South	West	National Averages - Historical Data									
Wholegoods		Averages					Wholegoods Revenue & Volume									
Total Number of Invoices		75.7	64.8	70.5	85.7	73.1	 <p>Wholegoods Revenue & Volume</p> <p>Legend: 2024 \$ (light blue), 2025 \$ (dark blue), 2024 # (light grey), 2025 # (dark grey)</p> <p>Y-axis: Revenue (\$K) 0 to 400K, Volume (#) 0 to 200</p>									
Total Sales Revenue		\$190,960	\$185,615	\$175,014	\$214,652	\$135,922										
Total Sales Cost		\$157,509	\$153,889	\$143,642	\$177,462	\$109,572										
Total Gross Profit*		\$33,451	\$31,725	\$31,372	\$37,190	\$26,350										
Gross Profit %		17.5%	17.1%	17.9%	17.3%	19.4%										
Avg Revenue per Invoice		\$2,521	\$2,865	\$2,482	\$2,505	\$1,859										
Avg Cost of Goods per Invoice		\$2,079	\$2,375	\$2,037	\$2,071	\$1,498										
Avg Gross Profit per Invoice		\$442	\$490	\$445	\$434	\$360										
Total Dealerships Included:		1431	413	245	617	155										
Parts		Averages					Parts Revenue & Volume									
Total Number of Invoices		833.4	644.2	695.7	1019.9	789.1	 <p>Parts Revenue & Volume</p> <p>Legend: 2024 \$ (light blue), 2025 \$ (dark blue), 2024 # (light grey), 2025 # (dark grey)</p> <p>Y-axis: Revenue (\$K) 0 to 100K, Volume (#) 0 to 1000</p>									
Total Parts Revenue		\$77,420	\$59,438	\$73,062	\$91,433	\$75,185										
Total Parts Cost of Goods		\$48,153	\$37,431	\$46,170	\$56,328	\$46,662										
Total Gross Profit*		\$29,268	\$22,007	\$26,892	\$35,105	\$28,523										
Gross Profit %		37.8%	37.0%	36.8%	38.4%	37.9%										
Avg Revenue per Invoice		\$93	\$92	\$105	\$90	\$95										
Avg Cost of Goods per Invoice		\$58	\$58	\$66	\$55	\$59										
Avg Gross Profit per Invoice		\$35	\$34	\$39	\$34	\$36										
Total Dealerships Included:		1348	393	220	592	142										
Service		Averages					Service Revenue & Volume									
Total Number of Work Orders		257.8	250.9	281.9	318.6	258.7	 <p>Service Revenue & Volume</p> <p>Legend: 2024 \$ (light blue), 2025 \$ (dark blue), 2024 # (light grey), 2025 # (dark grey)</p> <p>Y-axis: Revenue (\$K) 0 to 60K, Volume (#) 0 to 300</p>									
Total Service Revenue		\$46,537	\$46,641	\$53,575	\$45,846	\$38,278										
Total Service Cost of Goods		\$16,221	\$15,473	\$19,633	\$16,377	\$12,043										
Total Gross Profit*		\$30,316	\$31,168	\$33,943	\$29,470	\$26,235										
Gross Profit %		65.1%	66.8%	63.4%	64.3%	68.5%										
Avg Revenue per Invoice		\$181	\$186	\$190	\$144	\$148										
Avg Cost of Goods per Invoice		\$63	\$62	\$70	\$51	\$47										
Avg Gross Profit per Invoice		\$118	\$124	\$120	\$92	\$101										
Total Dealerships Included:		1247	332	211	567	136										
National Averages Historical Trend		Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	12-Month Average	
Wholegoods	Invoice Count	69.2	67.5	55.6	73.7	50.7	41.7	29.3	31.3	63.7	93.4	95.9	86.5	75.7	63.8	
	Total Revenue	\$157,471	\$154,521	\$120,815	\$137,193	\$96,445	\$91,577	\$65,450	\$80,502	\$187,829	\$260,913	\$243,133	\$209,171	\$190,960	\$153,209	
Parts	Invoice Count	766.5	785.2	620.3	682.8	485.1	385.2	377.4	406.2	637.7	855.0	878.0	834.0	833.4	648.4	
	Total Revenue	\$69,129	\$70,909	\$58,345	\$64,062	\$45,786	\$36,663	\$37,674	\$40,547	\$62,272	\$78,469	\$79,686	\$76,734	\$77,420	\$60,714	
Service	Invoice Count	208.5	212.0	177.8	199.8	170.1	164.9	134.8	141.3	192.9	230.4	234.2	235.4	257.8	195.9	
	Total Revenue	\$42,172	\$42,814	\$37,586	\$44,644	\$37,126	\$32,867	\$33,043	\$33,471	\$45,467	\$50,331	\$49,248	\$46,452	\$46,537	\$41,632	

*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	4.2	3.9	3.9	4.5	4.5
Monthly Transactions per Sales Rep	18.4	16.1	21.2	19.7	15.2
Monthly Revenue per Sales Rep	\$45,573	\$45,521	\$47,484	\$49,655	\$26,501
Monthly Gross Profit per Sales Rep	\$7,980	\$7,877	\$8,580	\$8,485	\$5,291
Gross Profit % - Top Product Lines (by volume)					
Lawnmower	17%	16%	16%	16%	19%
Trimmer	24%	19%	18%	20%	23%
Blower	22%	19%	17%	19%	21%
Chainsaw	23%	20%	21%	20%	22%
Split Boom	23%	19%	17%	18%	21%
Parts Analysis					
Total Dealerships Included:	1431	413	245	617	155
Number of Counter Personnel	6.9	6.6	6.4	7.1	7.4
Monthly Transactions per Person	146.0	120.3	153.6	168.7	111.0
Monthly Revenue per Person	\$13,146	\$10,478	\$15,246	\$14,899	\$9,994
Monthly Gross Profit per Person	\$5,024	\$3,892	\$5,711	\$5,782	\$3,940
Fill Rate	98%	98%	97%	98%	97%
Service Analysis					
Total Dealerships Included:	1348	393	220	592	142
Number of Technicians	5.2	5.1	5.2	5.2	5.3
Monthly Billed Hours per Tech.	195.4	297.9	364.8	74.1	124.1
Department Recovery Rate	103%	106%	106%	98%	99%
Tech Efficiency	106%	110%	110%	101%	99%
Total Hours Worked	196.7	232.1	193.1	158.7	228.0
Total Billed Hours	2613.1	3879.5	4938.3	1244.2	885.1
Average Completion Time (hours)	12.1	10.8	14.1	11.3	15.1
Parts to Labor Ratio	107%	92%	102%	125%	87%
Total Dealerships Included:	1247	332	211	567	136



National Averages															12-Month
Historical Trend															Average
		Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	
Wholegoods Analysis	Transactions / rep	17.0	16.9	14.0	17.7	13.4	11.0	7.9	8.5	15.3	22.4	23.0	20.9	18.4	15.8
	Revenue / rep	\$37,934	\$37,222	\$29,927	\$32,829	\$24,511	\$23,192	\$17,339	\$21,591	\$45,211	\$62,077	\$58,210	\$49,753	\$45,573	\$37,286
	Gross Profit / rep	\$6,615	\$6,493	\$5,314	\$5,928	\$4,505	\$4,049	\$3,123	\$3,597	\$7,349	\$10,232	\$9,921	\$8,496	\$7,980	\$6,416
Parts Analysis	Transactions / person	134.4	137.5	111.7	118.1	86.0	70.3	67.5	74.3	107.4	148.0	154.9	146.6	146.0	114.0
	Revenue / person	\$11,684	\$12,044	\$10,143	\$10,697	\$7,806	\$6,398	\$6,428	\$7,163	\$10,227	\$13,109	\$13,545	\$12,928	\$13,146	\$10,303
	Gross Profit / person	\$4,423	\$4,553	\$3,722	\$4,002	\$2,828	\$2,250	\$2,371	\$2,669	\$3,825	\$4,942	\$5,207	\$4,884	\$5,024	\$3,857
Service Analysis	Fill Rate	99%	102%	99%	100%	99%	99%	98%	98%	98%	98%	98%	98%	98%	99%
	Recovery Rate	103%	102%	104%	103%	103%	103%	104%	105%	107%	107%	107%	104%	103%	104%
	Avg Completion Time	13.4	12.9	14.1	14.0	14.6	16.7	17.3	15.9	14.9	13.2	11.8	11.6	12.1	14.1
	Tech Efficiency	106%	105%	107%	105%	105%	106%	106%	108%	111%	110%	110%	106%	106%	107%

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