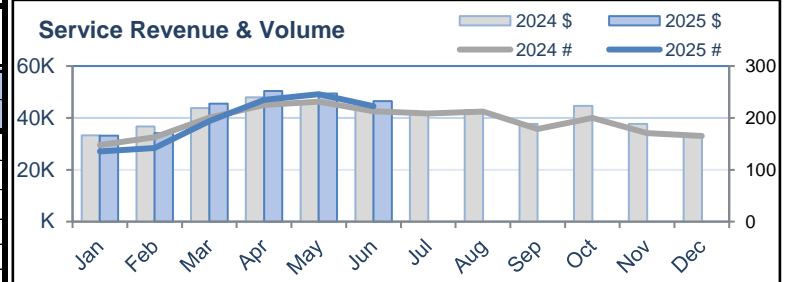
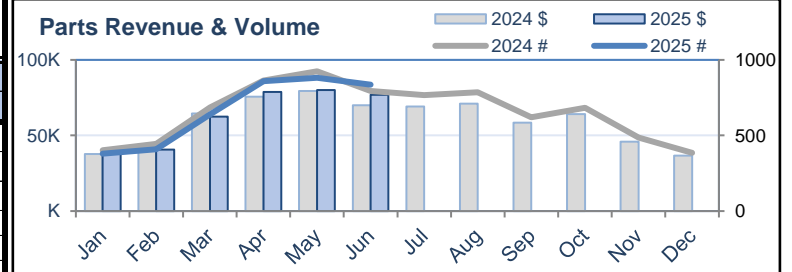
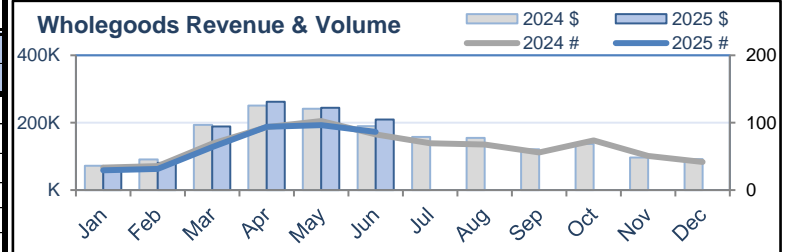


Key Performance Indicator		National	Midwest	Northeast	South	West
Wholegoods		Averages				
Total Number of Invoices		86.5	78.1	88.6	90.0	91.0
Total Sales Revenue		\$209,616	\$211,083	\$226,299	\$212,648	\$167,689
Total Sales Cost		\$173,684	\$175,222	\$188,012	\$176,655	\$135,590
Total Gross Profit*		\$35,932	\$35,861	\$38,287	\$35,993	\$32,099
Gross Profit %		17.1%	17.0%	16.9%	16.9%	19.1%
Avg Revenue per Invoice		\$2,422	\$2,704	\$2,555	\$2,363	\$1,843
Avg Cost of Goods per Invoice		\$2,007	\$2,245	\$2,123	\$1,963	\$1,490
Avg Gross Profit per Invoice		\$415	\$459	\$432	\$400	\$353
Total Dealerships Included:		1430	407	247	618	157
Parts						
Total Number of Invoices		836.0	670.4	715.8	990.3	827.3
Total Parts Revenue		\$76,918	\$60,003	\$76,170	\$87,183	\$80,705
Total Parts Cost of Goods		\$48,326	\$37,625	\$48,274	\$54,844	\$50,057
Total Gross Profit*		\$28,592	\$22,378	\$27,896	\$32,339	\$30,648
Gross Profit %		37.2%	37.3%	36.6%	37.1%	38.0%
Avg Revenue per Invoice		\$92	\$89	\$106	\$88	\$98
Avg Cost of Goods per Invoice		\$58	\$56	\$67	\$55	\$61
Avg Gross Profit per Invoice		\$34	\$33	\$39	\$33	\$37
Total Dealerships Included:		1357	388	225	596	147
Service						
Total Number of Work Orders		235.2	222.4	284.0	297.0	267.7
Total Service Revenue		\$46,430	\$48,787	\$57,134	\$42,862	\$38,247
Total Service Cost of Goods		\$16,180	\$15,929	\$21,099	\$15,241	\$12,820
Total Gross Profit*		\$30,250	\$32,859	\$36,034	\$27,622	\$25,426
Gross Profit %		65.2%	67.4%	63.1%	64.4%	66.5%
Avg Revenue per Invoice		\$197	\$219	\$201	\$144	\$143
Avg Cost of Goods per Invoice		\$69	\$72	\$74	\$51	\$48
Avg Gross Profit per Invoice		\$129	\$148	\$127	\$93	\$95
Total Dealerships Included:		1219	325	209	554	129

National Averages - Historical Data

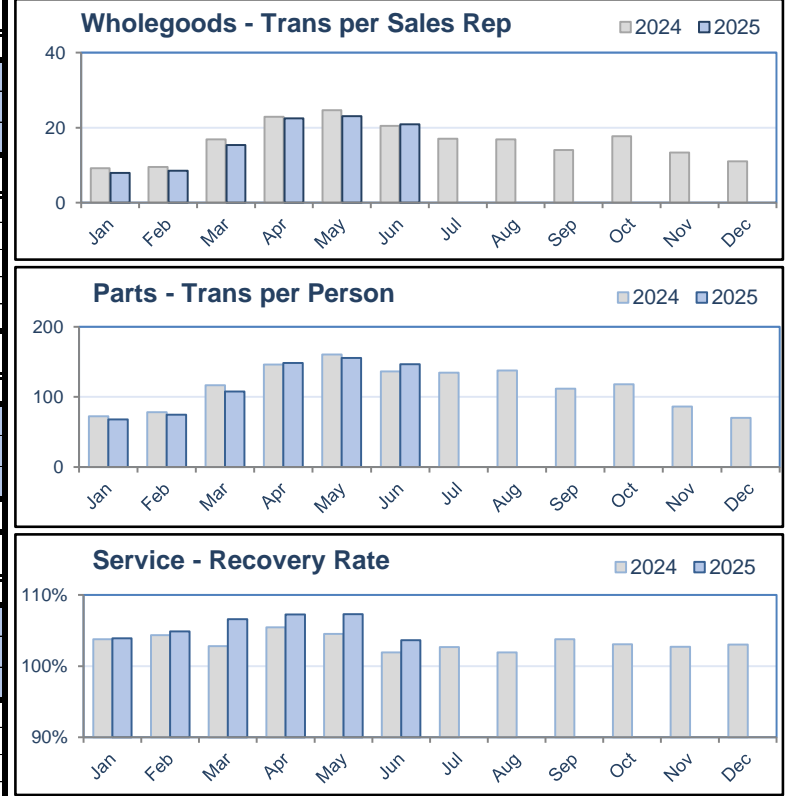


National Averages		Historical Trend													12-Month Average
		Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	
Wholegoods	Invoice Count	82.5	69.2	67.5	55.7	73.8	50.7	41.8	29.3	31.3	63.9	93.8	96.3	86.5	63.3
	Total Revenue	\$189,311	\$157,403	\$154,691	\$120,934	\$137,290	\$96,445	\$91,536	\$65,542	\$80,531	\$188,514	\$261,772	\$243,815	\$209,616	\$150,674
Parts	Invoice Count	794.1	767.3	786.2	621.5	683.2	485.7	385.5	379.7	407.9	639.3	858.6	881.7	836.0	644.4
	Total Revenue	\$70,056	\$69,175	\$70,994	\$58,453	\$64,104	\$45,834	\$36,689	\$37,850	\$40,660	\$62,408	\$78,784	\$79,993	\$76,918	\$60,155
Service	Invoice Count	212.6	208.7	212.3	178.4	200.0	170.7	165.1	135.3	142.1	194.1	233.8	242.1	222.4	192.1
	Total Revenue	\$43,189	\$42,221	\$42,877	\$37,695	\$44,685	\$37,695	\$32,915	\$33,150	\$34,083	\$45,531	\$50,424	\$49,353	\$46,430	\$41,422

*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	4.0	4.4	4.7
Monthly Transactions per Sales Rep	20.9	18.1	27.0	21.0	17.6
Monthly Revenue per Sales Rep	\$49,649	\$49,648	\$61,448	\$49,703	\$30,981
Monthly Gross Profit per Sales Rep	\$8,477	\$8,483	\$10,603	\$8,242	\$6,043
Gross Profit % - Top Product Lines (by volume)					
Lawnmower	17%	16%	16%	16%	19%
Trimmer	22%	19%	18%	20%	23%
Blower	21%	19%	17%	19%	21%
Chainsaw	21%	20%	21%	20%	22%
Split Boom	22%	19%	17%	18%	21%
Parts Analysis					
Total Dealerships Included:	1430	407	247	618	157
Number of Counter Personnel	6.9	6.7	6.3	7.0	7.7
Monthly Transactions per Person	146.7	119.3	163.4	165.6	117.5
Monthly Revenue per Person	\$12,929	\$10,215	\$16,400	\$13,939	\$10,708
Monthly Gross Profit per Person	\$4,881	\$3,814	\$6,061	\$5,272	\$4,307
Fill Rate	98%	98%	98%	98%	97%
Service Analysis					
Total Dealerships Included:	1357	388	225	596	147
Number of Technicians	5.2	5.0	5.2	5.2	5.2
Monthly Billed Hours per Tech.	218.6	337.9	403.2	73.7	165.3
Department Recovery Rate	104%	108%	106%	102%	90%
Tech Efficiency	106%	111%	110%	102%	90%
Total Hours Worked	193.3	230.7	187.4	153.1	236.9
Total Billed Hours	2748.5	4158.7	5154.6	1204.4	1171.4
Average Completion Time (hours)	11.6	10.5	13.9	10.7	13.9
Parts to Labor Ratio	106%	94%	100%	122%	91%
Total Dealerships Included:	1219	325	209	554	129

National Averages - Historical Data



National Averages														12-Month Average
Historical Trend														
	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	
Wholegoods Analysis	Transactions / rep	20.4	17.0	16.9	14.1	17.7	13.4	11.0	7.9	8.5	15.3	22.5	23.0	20.9
	Revenue / rep	\$46,324	\$37,935	\$37,249	\$29,924	\$32,851	\$24,511	\$23,167	\$17,373	\$21,625	\$45,309	\$62,292	\$58,181	\$49,649
	Gross Profit / rep	\$8,039	\$6,615	\$6,496	\$5,315	\$5,931	\$4,505	\$4,044	\$3,128	\$3,605	\$7,370	\$10,268	\$9,927	\$8,477
Parts Analysis	Transactions / person	136.4	134.6	137.6	111.8	118.1	86.1	70.3	68.1	74.8	107.7	148.6	155.5	146.7
	Revenue / person	\$11,725	\$11,696	\$12,056	\$10,155	\$10,703	\$7,808	\$6,402	\$6,474	\$7,191	\$10,238	\$13,156	\$13,575	\$12,929
	Gross Profit / person	\$4,448	\$4,429	\$4,558	\$3,726	\$4,004	\$2,830	\$2,252	\$2,383	\$2,677	\$3,831	\$4,959	\$5,217	\$4,881
Service Analysis	Fill Rate	98%	99%	102%	99%	100%	99%	99%	98%	98%	98%	98%	98%	98%
	Recovery Rate	102%	103%	102%	104%	103%	103%	104%	105%	107%	107%	107%	107%	104%
	Avg Completion Time	12.5	13.4	12.9	14.1	14.0	14.6	16.7	17.3	15.9	14.8	13.1	11.8	11.6
	Tech Efficiency	104%	106%	105%	107%	105%	105%	106%	106%	108%	111%	110%	110%	106%

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