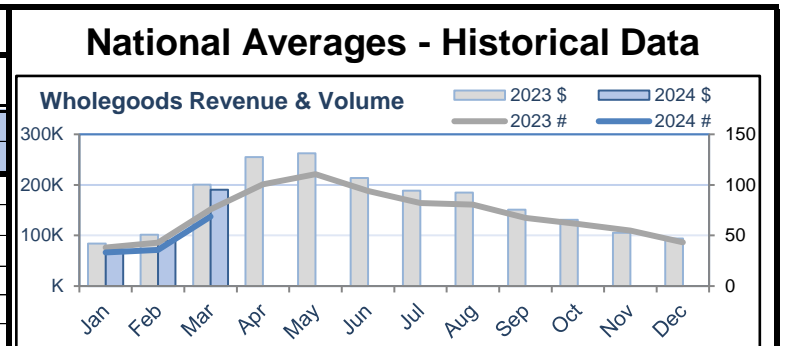
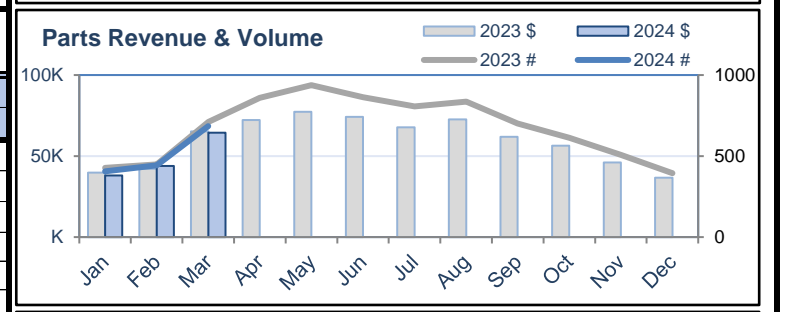


Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods Averages					
Total Number of Invoices	68.7	51.8	53.9	85.2	71.5
Total Sales Revenue	\$190,712	\$181,415	\$182,563	\$216,766	\$128,828
Total Sales Cost	\$159,078	\$151,527	\$152,742	\$181,514	\$103,618
Total Gross Profit*	\$31,634	\$29,888	\$29,820	\$35,252	\$25,211
Gross Profit %	16.6%	16.5%	16.3%	16.3%	19.6%
Avg Revenue per Invoice	\$2,777	\$3,502	\$3,387	\$2,546	\$1,801
Avg Cost of Goods per Invoice	\$2,316	\$2,925	\$2,834	\$2,132	\$1,449
Avg Gross Profit per Invoice	\$461	\$577	\$553	\$414	\$352
Total Dealerships Included: 1319 373 231 564 151					



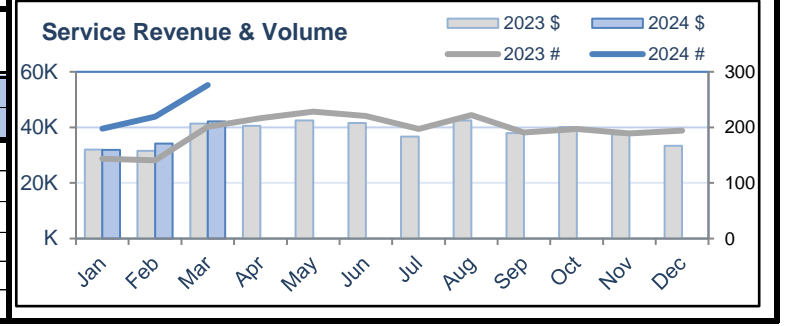
Parts

Key Performance Indicator	National	Midwest	Northeast	South	West
Parts Averages					
Total Number of Invoices	684.7	506.0	506.8	861.7	682.6
Total Parts Revenue	\$64,375	\$48,506	\$58,978	\$75,775	\$66,546
Total Parts Cost of Goods	\$40,659	\$30,689	\$38,612	\$47,444	\$41,597
Total Gross Profit*	\$23,716	\$17,817	\$20,366	\$28,330	\$24,950
Gross Profit %	36.8%	36.7%	34.5%	37.4%	37.5%
Avg Revenue per Invoice	\$94	\$96	\$116	\$88	\$97
Avg Cost of Goods per Invoice	\$59	\$61	\$76	\$55	\$61
Avg Gross Profit per Invoice	\$35	\$35	\$40	\$33	\$37
Total Dealerships Included: 1228 346 197 549 136					



Service

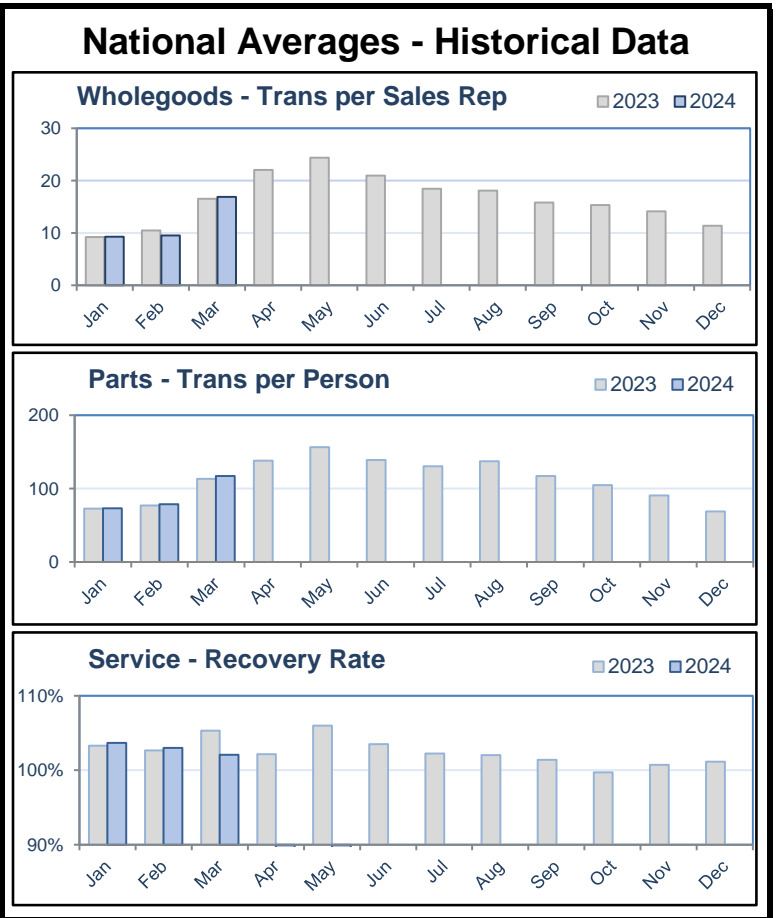
Key Performance Indicator	National	Midwest	Northeast	South	West
Service Averages					
Total Number of Work Orders	276.2	232.6	270.8	301.1	277.4
Total Service Revenue	\$42,112	\$41,535	\$51,355	\$40,201	\$36,656
Total Service Cost of Goods	\$14,452	\$13,488	\$19,411	\$13,823	\$11,317
Total Gross Profit*	\$27,660	\$28,047	\$31,944	\$26,378	\$25,339
Gross Profit %	65.7%	67.5%	62.2%	65.6%	69.1%
Avg Revenue per Invoice	\$152	\$179	\$190	\$134	\$132
Avg Cost of Goods per Invoice	\$52	\$58	\$72	\$46	\$41
Avg Gross Profit per Invoice	\$100	\$121	\$118	\$88	\$91
Total Dealerships Included: 1094 273 192 512 117					



National Averages		Historical Trend												12-Month Average	
		Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24		Mar-24
Wholegoods	Invoice Count	75.7	100.5	110.6	94.1	82.1	80.4	67.4	61.3	54.8	43.2	33.2	35.6	68.7	69.3
	Total Revenue	\$200,484	\$254,965	\$262,776	\$213,600	\$188,649	\$185,087	\$151,110	\$130,685	\$105,077	\$93,930	\$71,333	\$89,599	\$190,712	\$161,460
Parts	Invoice Count	710.4	859.8	937.7	863.1	807.3	836.5	700.2	612.2	507.6	394.4	405.9	443.3	684.7	671.1
	Total Revenue	\$65,310	\$72,254	\$77,404	\$74,291	\$67,780	\$72,646	\$61,902	\$56,390	\$46,152	\$36,611	\$38,075	\$43,980	\$64,375	\$59,322
Service	Invoice Count	201.1	216.7	228.3	220.5	196.9	222.1	191.0	197.1	189.3	194.4	197.7	219.5	276.2	212.5
	Total Revenue	\$41,349	\$40,591	\$42,500	\$41,576	\$36,722	\$42,510	\$37,922	\$40,074	\$37,510	\$33,417	\$31,933	\$34,174	\$42,112	\$38,420

*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	3.9	3.7	3.5	4.2	4.2
Monthly Transactions per Sales Rep	16.9	13.0	16.6	19.8	16.2
Monthly Revenue per Sales Rep	\$47,539	\$45,821	\$52,668	\$51,621	\$28,688
Monthly Gross Profit per Sales Rep	\$7,921	\$7,521	\$8,754	\$8,410	\$5,811
Gross Profit % - Top Product Lines (by volume)					
Lawnmower	16%	16%	18%	15%	18%
Blower	19%	21%	19%	18%	21%
Chainsaw	21%	21%	20%	20%	23%
Trimmer	20%	19%	19%	18%	22%
Split Boom	18%	22%	17%	19%	20%
Parts Analysis					
Total Dealerships Included:	1319	373	231	564	151
Number of Counter Personnel	6.6	6.3	6.2	6.8	7.2
Monthly Transactions per Person	117.0	95.0	114.1	135.6	102.3
Monthly Revenue per Person	\$10,701	\$8,733	\$12,345	\$11,773	\$8,998
Monthly Gross Profit per Person	\$4,015	\$3,213	\$4,306	\$4,538	\$3,522
Fill Rate	99%	100%	99%	98%	98%
Service Analysis					
Total Dealerships Included:	1228	346	197	549	136
Number of Technicians	4.9	4.6	4.8	5.0	5.4
Monthly Billed Hours per Tech.	756.5	683.3	101.0	1232.9	243.3
Department Recovery Rate	102%	103%	105%	99%	101%
Tech Efficiency	105%	104%	107%	103%	104%
Total Hours Worked	212.3	254.5	186.5	161.2	333.7
Total Billed Hours	7247.0	8604.0	431.4	10386.4	3145.1
Average Completion Time (hours)	14.1	14.6	19.7	11.1	14.8
Parts to Labor Ratio	101%	80%	99%	121%	85%
Total Dealerships Included:	1094	273	192	512	117



National Averages													12-Month		
Historical Trend													Average		
	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24		
Wholegoods Analysis	Transactions / rep	16.5	22.1	24.4	20.9	18.5	18.1	15.8	15.3	14.1	11.4	9.3	9.5	16.9	16.4
	Revenue / rep	\$45,386	\$57,362	\$59,685	\$49,159	\$43,399	\$41,864	\$36,125	\$32,517	\$26,451	\$24,818	\$19,733	\$23,871	\$47,539	\$38,544
	Gross Profit / rep	\$7,916	\$10,139	\$10,583	\$8,638	\$7,513	\$7,390	\$6,392	\$5,843	\$4,857	\$4,400	\$3,628	\$4,034	\$7,921	\$6,778
Parts Analysis	Transactions / person	113.4	138.1	156.4	139.1	130.5	137.3	117.3	104.9	90.8	69.0	73.2	78.6	117.0	112.7
	Revenue / person	\$10,160	\$11,336	\$12,619	\$11,645	\$10,691	\$11,584	\$10,018	\$9,394	\$7,920	\$6,166	\$6,510	\$7,407	\$10,701	\$9,666
	Gross Profit / person	\$3,790	\$4,277	\$4,768	\$4,270	\$4,036	\$4,274	\$3,660	\$3,385	\$2,818	\$2,212	\$2,394	\$2,772	\$4,015	\$3,573
	Fill Rate	98%	98%	98%	98%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%
Service Analysis	Recovery Rate	105%	102%	106%	104%	102%	102%	101%	100%	101%	101%	104%	103%	102%	102%
	Avg Completion Time	15.1	13.2	11.8	12.6	12.7	13.2	13.8	14.0	15.1	16.6	16.7	16.0	14.1	14.1
	Tech Efficiency	109%	106%	110%	107%	106%	106%	106%	104%	103%	106%	107%	106%	105%	106%

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