

Key Performance Indicator	National	Midwest	Northeast	South	West
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Wholegoods Averages

Total Number of Invoices	74.9	73.3	91.7	66.2	86.1
Total Sales Revenue	\$214,357	\$242,050	\$290,121	\$179,709	\$165,822
Total Sales Cost	\$177,210	\$201,109	\$238,960	\$148,919	\$134,657
Total Gross Profit*	\$37,148	\$40,940	\$51,161	\$30,790	\$31,166
Gross Profit %	17.3%	16.9%	17.6%	17.1%	18.8%
Avg Revenue per Invoice	\$2,863	\$3,302	\$3,165	\$2,714	\$1,927
Avg Cost of Goods per Invoice	\$2,367	\$2,743	\$2,607	\$2,249	\$1,565
Avg Gross Profit per Invoice	\$496	\$558	\$558	\$465	\$362

Total Dealerships Included: 1459 415 242 633 168

Parts

Total Number of Invoices	759.9	650.7	741.9	811.3	856.0
Total Parts Revenue	\$72,679	\$62,361	\$79,670	\$74,423	\$81,664
Total Parts Cost of Goods	\$45,982	\$39,271	\$49,877	\$47,526	\$51,267
Total Gross Profit*	\$26,696	\$23,090	\$29,793	\$26,897	\$30,397
Gross Profit %	36.7%	37.0%	37.4%	36.1%	37.2%
Avg Revenue per Invoice	\$96	\$96	\$107	\$92	\$95
Avg Cost of Goods per Invoice	\$61	\$60	\$67	\$59	\$60
Avg Gross Profit per Invoice	\$35	\$35	\$40	\$33	\$36

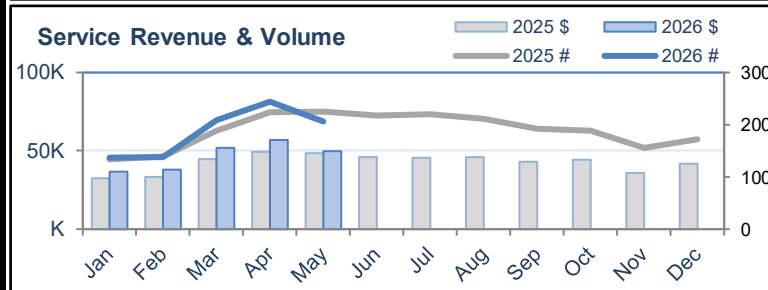
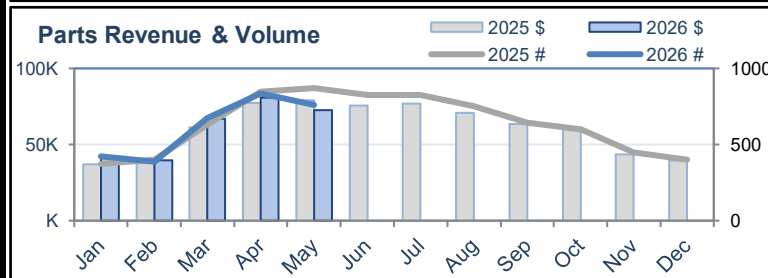
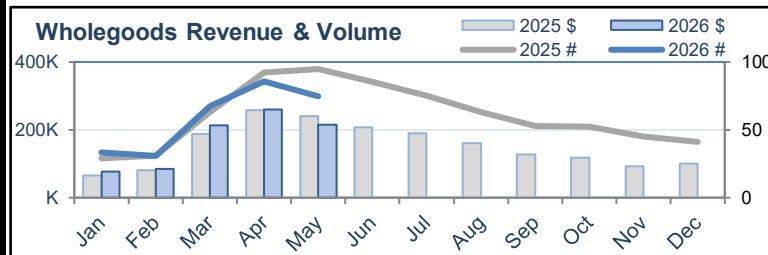
Total Dealerships Included: 1372 395 217 603 156

Service

Total Number of Work Orders	206.6	228.4	268.6	226.8	251.5
Total Service Revenue	\$49,913	\$56,584	\$62,210	\$40,950	\$53,243
Total Service Cost of Goods	\$17,570	\$19,675	\$24,176	\$14,605	\$15,337
Total Gross Profit*	\$32,344	\$36,909	\$38,034	\$26,345	\$37,906
Gross Profit %	64.8%	65.2%	61.1%	64.3%	71.2%
Avg Revenue per Invoice	\$242	\$248	\$232	\$181	\$212
Avg Cost of Goods per Invoice	\$85	\$86	\$90	\$64	\$61
Avg Gross Profit per Invoice	\$157	\$162	\$142	\$116	\$151

Total Dealerships Included: 1275 347 198 591 138

National Averages - Historical Data

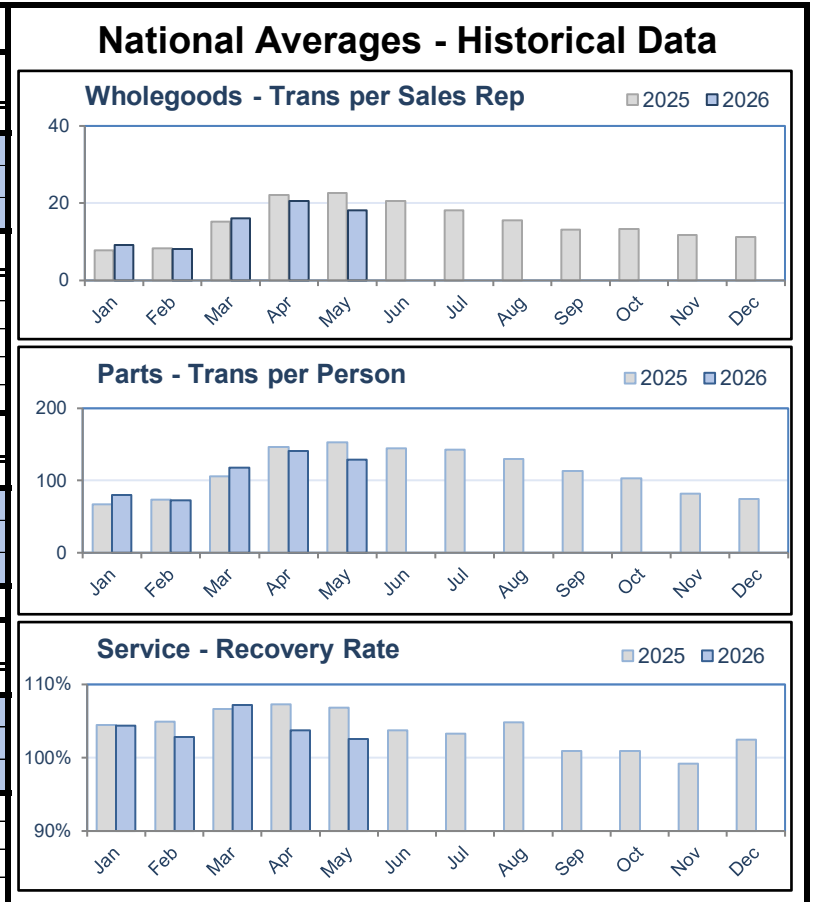


National Averages

Historical Trend		May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	12-Month Average
Wholegoods	Invoice Count	94.8	85.4	75.0	63.3	52.6	52.2	44.9	41.1	33.3	30.8	67.6	85.7	74.9	58.9
	Total Revenue	\$240,810	\$207,264	\$190,291	\$161,356	\$128,266	\$118,373	\$92,125	\$100,687	\$77,483	\$84,272	\$212,420	\$260,332	\$214,357	\$153,936
Parts	Invoice Count	870.6	823.9	825.4	751.1	642.9	600.1	447.0	402.6	421.1	387.1	673.9	835.4	759.9	630.9
	Total Revenue	\$78,899	\$75,570	\$76,816	\$71,012	\$63,568	\$60,253	\$43,315	\$39,711	\$41,633	\$39,502	\$66,886	\$81,001	\$72,679	\$60,995
Service	Invoice Count	225.1	218.2	220.2	210.7	192.0	188.3	155.8	171.8	137.0	138.4	208.7	244.1	206.6	191.0
	Total Revenue	\$48,401	\$46,026	\$45,739	\$46,015	\$42,927	\$44,424	\$35,923	\$41,573	\$36,813	\$38,012	\$52,094	\$57,146	\$49,913	\$44,717

*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	4.1	4.0	4.3	4.8
Monthly Transactions per Sales Rep	18.2	17.6	26.8	15.4	18.0
Monthly Revenue per Sales Rep	\$50,945	\$58,688	\$76,330	\$41,111	\$32,204
Monthly Gross Profit per Sales Rep	\$8,855	\$10,042	\$13,533	\$6,999	\$6,144
Gross Profit % - Top Product Lines (by volume)					
Lawnmower	18%	18%	18%	17%	19%
Trimmer	22%	23%	24%	21%	25%
Blower	20%	21%	20%	20%	20%
Chainsaw	21%	21%	23%	20%	22%
Implement	19%	18%	22%	17%	22%
Parts Analysis					
Total Dealerships Included:	1459	415	242	633	168
Number of Counter Personnel	6.8	6.7	6.5	6.8	7.2
Monthly Transactions per Person	129.3	114.2	162.9	127.6	126.7
Monthly Revenue per Person	\$12,065	\$10,402	\$16,777	\$11,640	\$11,326
Monthly Gross Profit per Person	\$4,618	\$3,902	\$6,418	\$4,473	\$4,468
Fill Rate	98%	98%	97%	98%	97%
Service Analysis					
Total Dealerships Included:	1372	395	217	603	156
Number of Technicians	3.7	4.0	3.1	3.7	4.1
Monthly Billed Hours per Tech.	51.1	59.4	60.1	42.4	48.8
Department Recovery Rate	103%	110%	105%	94%	97%
Tech Efficiency	106%	112%	107%	96%	104%
Total Hours Worked	252.8	249.0	295.5	194.6	359.5
Total Billed Hours	339.0	325.3	304.0	390.0	242.0
Average Completion Time (hours)	8.8	8.6	8.6	8.3	10.7
Parts to Labor Ratio	106%	95%	97%	122%	89%
Total Dealerships Included:	1275	347	198	591	138



National Averages															12-Month
Historical Trend		May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Average
Wholegoods Analysis	Transactions / rep	22.7	20.7	18.2	15.5	13.2	13.3	11.7	11.2	9.2	8.2	16.1	20.5	18.2	14.7
	Revenue / rep	\$57,616	\$49,247	\$45,329	\$38,496	\$31,737	\$29,278	\$23,459	\$26,057	\$21,342	\$22,371	\$50,142	\$61,075	\$50,945	\$37,456
	Gross Profit / rep	\$9,815	\$8,405	\$7,925	\$6,776	\$5,444	\$5,243	\$4,355	\$4,771	\$3,966	\$3,806	\$8,430	\$10,444	\$8,855	\$6,535
Parts Analysis	Transactions / person	153.0	144.5	142.9	130.1	113.0	103.2	82.0	74.6	79.7	72.8	117.6	140.9	129.3	110.9
	Revenue / person	\$13,368	\$12,689	\$12,899	\$11,760	\$10,638	\$9,916	\$7,528	\$6,971	\$7,456	\$7,131	\$11,276	\$13,062	\$12,065	\$10,283
	Gross Profit / person	\$5,128	\$4,804	\$4,916	\$4,473	\$3,932	\$3,658	\$2,798	\$2,525	\$2,782	\$2,697	\$4,380	\$5,016	\$4,618	\$3,883
	Fill Rate	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%
Service Analysis	Recovery Rate	107%	104%	103%	105%	101%	101%	99%	102%	104%	103%	107%	104%	103%	103%
	Avg Completion Time	11.7	11.6	11.9	12.0	10.3	10.2	10.5	11.5	11.7	11.4	10.3	9.3	8.8	10.8
	Tech Efficiency	110%	106%	106%	108%	105%	103%	102%	105%	108%	106%	109%	108%	106%	106%

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