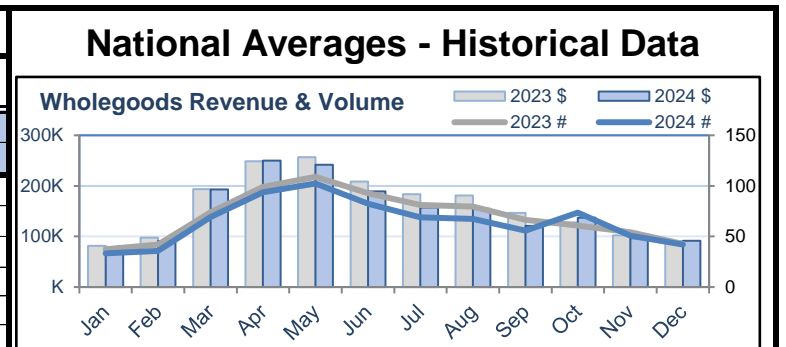
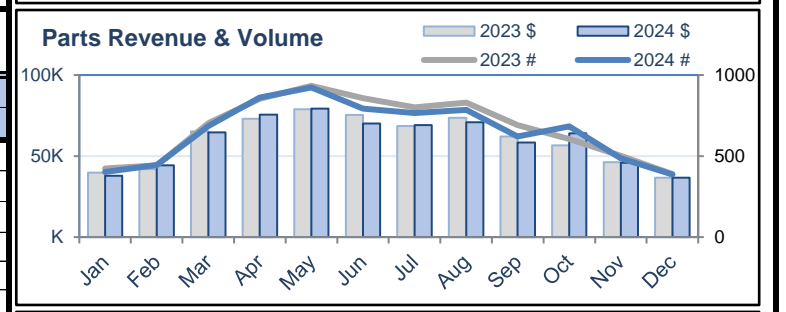


Key Performance Indicator	National	Midwest	Northeast	South	West
Wholegoods Averages					
Total Number of Invoices	41.9	36.3	38.9	41.8	59.4
Total Sales Revenue	\$91,776	\$88,294	\$112,420	\$79,349	\$113,014
Total Sales Cost	\$75,656	\$72,615	\$92,391	\$66,360	\$90,612
Total Gross Profit*	\$16,120	\$15,679	\$20,029	\$12,989	\$22,402
Gross Profit %	17.6%	17.8%	17.8%	16.4%	19.8%
Avg Revenue per Invoice	\$2,192	\$2,431	\$2,889	\$1,897	\$1,903
Avg Cost of Goods per Invoice	\$1,807	\$2,000	\$2,374	\$1,587	\$1,525
Avg Gross Profit per Invoice	\$385	\$432	\$515	\$311	\$377
Total Dealerships Included: 1305 362 235 553 154					



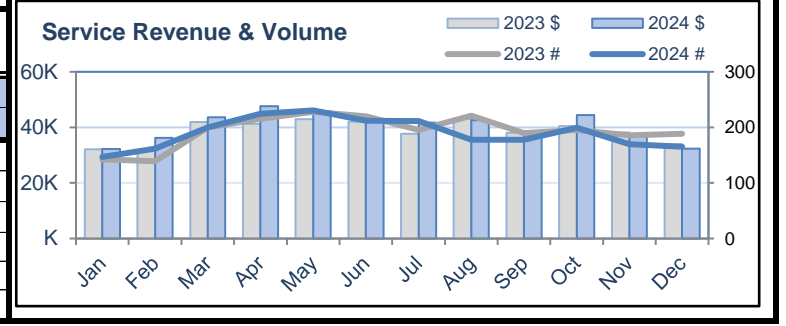
Parts

Total Number of Invoices	386.3	284.9	324.5	442.3	493.7
Total Parts Revenue	\$36,771	\$25,993	\$32,923	\$41,613	\$48,654
Total Parts Cost of Goods	\$24,090	\$16,965	\$21,497	\$27,434	\$31,484
Total Gross Profit*	\$12,681	\$9,028	\$11,425	\$14,179	\$17,170
Gross Profit %	34.5%	34.7%	34.7%	34.1%	35.3%
Avg Revenue per Invoice	\$95	\$91	\$101	\$94	\$99
Avg Cost of Goods per Invoice	\$62	\$60	\$66	\$62	\$64
Avg Gross Profit per Invoice	\$33	\$32	\$35	\$32	\$35
Total Dealerships Included: 1159 313 192 520 133					



Service

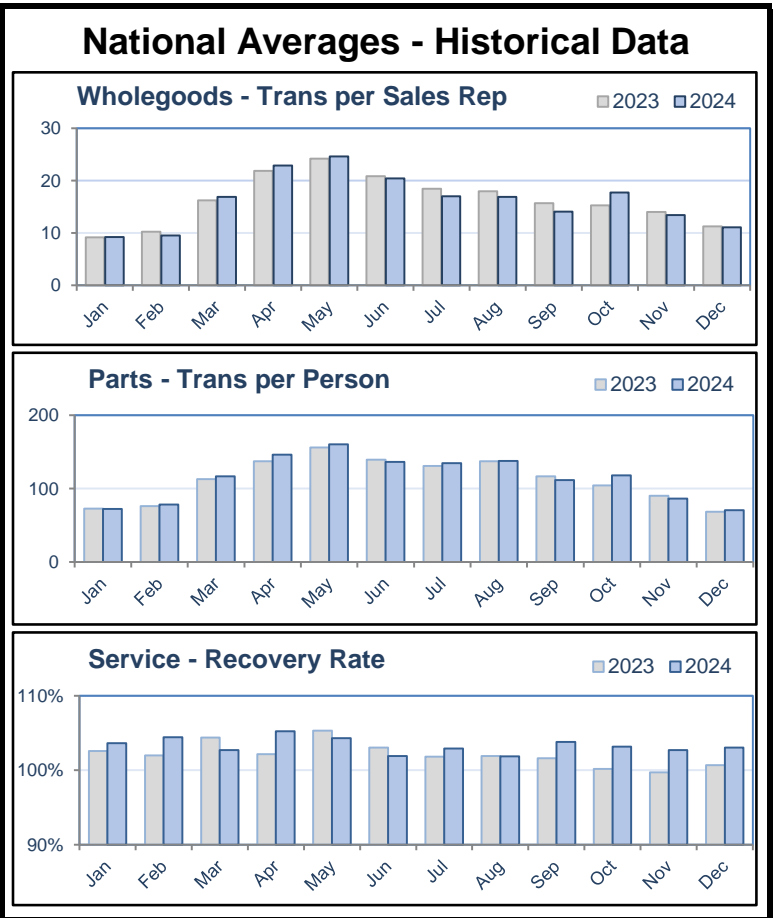
Total Number of Work Orders	165.0	166.8	191.0	149.4	185.9
Total Service Revenue	\$32,408	\$39,657	\$45,825	\$22,995	\$35,027
Total Service Cost of Goods	\$12,417	\$14,796	\$18,742	\$8,542	\$13,624
Total Gross Profit*	\$19,991	\$24,861	\$27,083	\$14,454	\$21,402
Gross Profit %	61.7%	62.7%	59.1%	62.9%	61.1%
Avg Revenue per Invoice	\$196	\$238	\$240	\$154	\$188
Avg Cost of Goods per Invoice	\$75	\$89	\$98	\$57	\$73
Avg Gross Profit per Invoice	\$121	\$149	\$142	\$97	\$115
Total Dealerships Included: 1098 273 186 511 128					



National Averages		Historical Trend												12-Month Average	
		Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	
Wholegoods	Invoice Count	42.6	33.3	35.8	69.2	93.6	102.4	82.5	69.0	67.5	55.7	73.6	50.9	41.9	64.6
	Total Revenue	\$90,805	\$71,980	\$90,991	\$193,103	\$250,114	\$241,667	\$189,371	\$157,020	\$154,634	\$120,831	\$137,273	\$96,683	\$91,776	\$149,620
Parts	Invoice Count	389.0	402.8	444.8	684.5	862.1	923.5	793.1	766.1	785.2	620.1	683.0	486.4	386.3	653.1
	Total Revenue	\$36,610	\$37,835	\$44,213	\$64,563	\$75,620	\$79,363	\$70,017	\$69,080	\$70,940	\$58,342	\$64,094	\$45,890	\$36,771	\$59,727
Service	Invoice Count	188.4	146.9	161.9	200.0	224.4	230.6	211.8	207.8	211.5	177.9	199.1	170.0	165.0	192.2
	Total Revenue	\$33,949	\$32,274	\$36,193	\$43,660	\$47,652	\$45,828	\$42,644	\$41,718	\$42,602	\$37,335	\$44,485	\$36,775	\$32,408	\$40,298

*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	3.6	3.5	3.4	3.6	4.3
Monthly Transactions per Sales Rep	11.1	9.2	12.6	11.2	12.6
Monthly Revenue per Sales Rep	\$23,213	\$22,065	\$31,876	\$20,999	\$20,694
Monthly Gross Profit per Sales Rep	\$4,048	\$3,926	\$5,834	\$3,318	\$4,241
Gross Profit % - Top Product Lines (by volume)					
Blower	21%	19%	17%	19%	21%
Chainsaw	21%	20%	21%	20%	22%
Implement	19%	18%	20%	18%	22%
Yard Equipment	16%	16%	16%	18%	19%
Snowblower	21%	18%	17%	18%	23%
Parts Analysis					
Total Dealerships Included:	1305	362	235	553	154
Number of Counter Personnel	6.1	6.0	5.8	6.1	6.9
Monthly Transactions per Person	70.5	57.9	82.6	71.4	79.2
Monthly Revenue per Person	\$6,412	\$5,113	\$7,912	\$6,447	\$7,183
Monthly Gross Profit per Person	\$2,256	\$1,786	\$2,757	\$2,259	\$2,627
Fill Rate	99%	100%	99%	98%	98%
Service Analysis					
Total Dealerships Included:	1159	313	192	520	133
Number of Technicians	4.6	4.4	4.6	4.5	5.1
Monthly Billed Hours per Tech.	1377.8	301.2	702.9	2778.6	142.5
Department Recovery Rate	103%	107%	110%	95%	95%
Tech Efficiency	106%	109%	112%	98%	106%
Total Hours Worked	182.7	196.2	156.3	129.8	391.3
Total Billed Hours	16939.2	3188.8	4590.0	36598.4	792.8
Average Completion Time (hours)	16.7	15.2	18.9	16.6	17.4
Parts to Labor Ratio	100%	80%	90%	121%	90%
Total Dealerships Included:	1098	273	186	511	128



National Averages		Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	12-Month Average
Wholegoods Analysis	Transactions / rep	11.2	9.2	9.5	16.9	22.9	24.6	20.4	17.0	16.9	14.1	17.7	13.4	11.1	16.1
	Revenue / rep	\$23,844	\$19,618	\$24,025	\$47,502	\$60,753	\$57,043	\$46,335	\$37,848	\$37,240	\$29,907	\$32,834	\$24,560	\$23,213	\$36,740
	Gross Profit / rep	\$4,234	\$3,605	\$4,052	\$7,887	\$10,254	\$9,710	\$8,036	\$6,592	\$6,490	\$5,311	\$5,931	\$4,512	\$4,048	\$6,369
Parts Analysis	Transactions / person	68.5	72.2	78.3	116.7	146.1	160.3	136.4	134.6	137.6	111.7	118.2	86.2	70.5	114.1
	Revenue / person	\$6,246	\$6,452	\$7,418	\$10,721	\$12,467	\$13,361	\$11,733	\$11,697	\$12,063	\$10,142	\$10,707	\$7,818	\$6,412	\$10,083
	Gross Profit / person	\$2,268	\$2,382	\$2,789	\$4,037	\$4,730	\$5,124	\$4,451	\$4,427	\$4,560	\$3,721	\$4,004	\$2,834	\$2,256	\$3,776
	Fill Rate	99%	99%	99%	99%	99%	99%	98%	99%	102%	99%	100%	99%	99%	99%
Service Analysis	Recovery Rate	101%	104%	104%	103%	105%	104%	102%	103%	102%	104%	103%	103%	103%	103%
	Avg Completion Time	16.5	16.8	16.1	14.0	13.2	11.7	12.4	13.3	12.9	14.1	14.1	14.5	16.7	14.2
	Tech Efficiency	106%	107%	107%	105%	108%	107%	104%	106%	105%	107%	105%	105%	106%	106%

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