

Key Performance Indicator	National	Midwest	Northeast	South	West
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Wholegoods	Averages				
Total Number of Invoices	84.2	73.7	89.8	83.9	102.2
Total Sales Revenue	\$192,097	\$190,662	\$222,926	\$183,719	\$177,447
Total Sales Cost	\$158,529	\$158,508	\$183,885	\$152,367	\$140,974
Total Gross Profit*	\$33,568	\$32,154	\$39,042	\$31,353	\$36,473
Gross Profit %	17.5%	16.9%	17.5%	17.1%	20.6%
Avg Revenue per Invoice	\$2,281	\$2,588	\$2,483	\$2,190	\$1,736
Avg Cost of Goods per Invoice	\$1,882	\$2,152	\$2,048	\$1,816	\$1,379
Avg Gross Profit per Invoice	\$399	\$436	\$435	\$374	\$357

Total Dealerships Included:	1369	382	250	580	157
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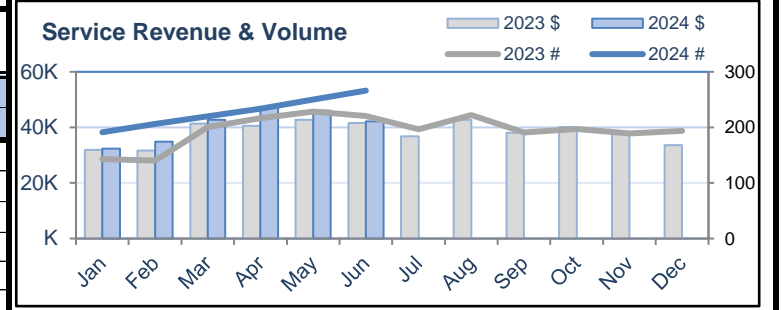
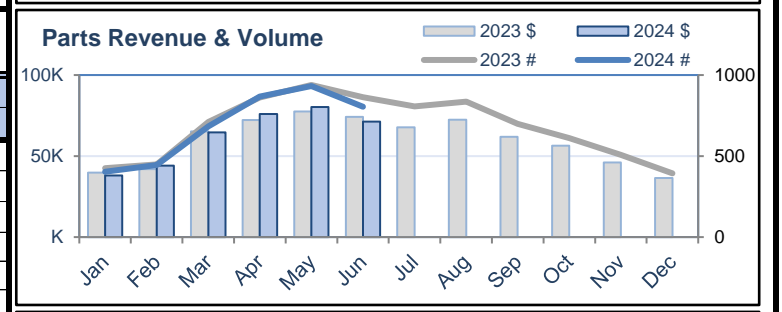
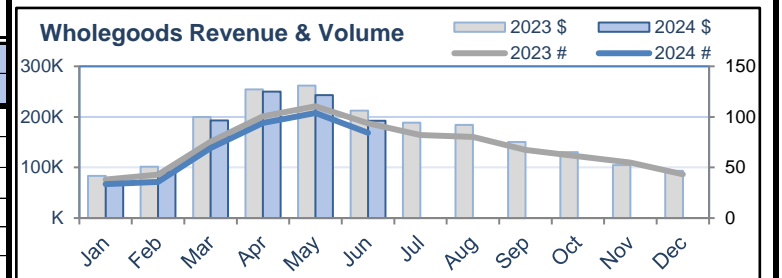
Parts					
Total Number of Invoices	804.1	654.0	712.0	937.9	812.5
Total Parts Revenue	\$71,181	\$57,194	\$71,599	\$79,571	\$73,708
Total Parts Cost of Goods	\$44,934	\$36,415	\$45,985	\$49,870	\$45,925
Total Gross Profit*	\$26,247	\$20,780	\$25,615	\$29,701	\$27,783
Gross Profit %	36.9%	36.3%	35.8%	37.3%	37.7%
Avg Revenue per Invoice	\$89	\$87	\$101	\$85	\$91
Avg Cost of Goods per Invoice	\$56	\$56	\$65	\$53	\$57
Avg Gross Profit per Invoice	\$33	\$32	\$36	\$32	\$34

Total Dealerships Included:	1316	373	227	565	151
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Service					
Total Number of Work Orders	266.2	233.3	282.5	283.2	252.8
Total Service Revenue	\$42,186	\$44,928	\$50,446	\$38,530	\$37,048
Total Service Cost of Goods	\$15,152	\$15,645	\$19,630	\$13,746	\$12,482
Total Gross Profit*	\$27,034	\$29,282	\$30,816	\$24,784	\$24,566
Gross Profit %	64.1%	65.2%	61.1%	64.3%	66.3%
Avg Revenue per Invoice	\$158	\$193	\$179	\$136	\$147
Avg Cost of Goods per Invoice	\$57	\$67	\$69	\$49	\$49
Avg Gross Profit per Invoice	\$102	\$125	\$109	\$88	\$97

Total Dealerships Included:	1189	321	209	526	133
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National Averages - Historical Data

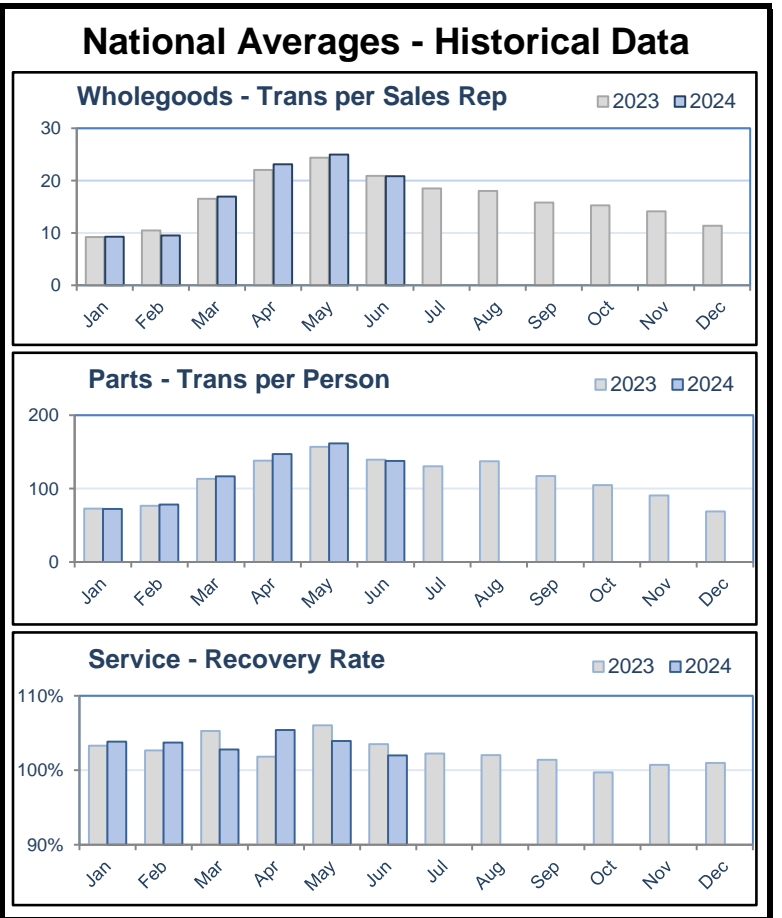


National Averages Historical Trend

		Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	12-Month Average
Wholegoods	Invoice Count	93.8	82.1	80.2	67.2	61.2	54.8	43.2	33.6	35.8	69.3	94.0	103.9	84.2	67.4
	Total Revenue	\$212,466	\$188,391	\$184,296	\$150,568	\$130,077	\$104,838	\$93,699	\$72,166	\$90,929	\$193,213	\$250,161	\$243,208	\$192,097	\$157,804
Parts	Invoice Count	863.2	807.1	835.6	698.9	611.6	506.6	393.6	403.3	444.1	684.2	866.6	932.3	804.1	665.7
	Total Revenue	\$74,281	\$67,755	\$72,546	\$61,795	\$56,325	\$46,056	\$36,529	\$37,985	\$44,180	\$64,641	\$76,032	\$80,264	\$71,181	\$59,608
Service	Invoice Count	220.3	196.7	221.9	190.8	197.1	189.1	193.9	191.3	206.1	219.8	233.8	249.9	266.2	213.1
	Total Revenue	\$41,628	\$36,830	\$42,739	\$38,040	\$40,078	\$37,561	\$33,618	\$32,311	\$34,814	\$42,788	\$47,242	\$46,051	\$42,186	\$39,521

*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	3.8	4.4	4.7
Monthly Transactions per Sales Rep	20.8	18.1	27.8	19.6	20.6
Monthly Revenue per Sales Rep	\$47,046	\$46,827	\$61,953	\$44,016	\$35,036
Monthly Gross Profit per Sales Rep	\$8,155	\$7,822	\$11,084	\$7,369	\$7,204
Gross Profit % - Top Product Lines (by volume)					
Lawnmower	17%	16%	16%	16%	19%
Trimmer	23%	19%	18%	20%	23%
Chainsaw	21%	20%	21%	20%	22%
Blower	20%	19%	17%	19%	21%
Split Boom	21%	19%	17%	18%	21%
Parts Analysis					
Total Dealerships Included:	1369	382	250	580	157
Number of Counter Personnel	7.0	6.8	6.4	7.1	7.9
Monthly Transactions per Person	137.7	116.2	162.0	148.7	113.0
Monthly Revenue per Person	\$11,874	\$9,669	\$15,729	\$12,264	\$10,069
Monthly Gross Profit per Person	\$4,504	\$3,536	\$5,758	\$4,770	\$4,019
Fill Rate	98%	99%	99%	98%	98%
Service Analysis					
Total Dealerships Included:	1316	373	227	565	151
Number of Technicians	5.1	4.8	5.0	5.2	5.6
Monthly Billed Hours per Tech.	179.7	302.8	258.4	65.6	165.6
Department Recovery Rate	102%	104%	104%	100%	97%
Tech Efficiency	104%	107%	105%	104%	97%
Total Hours Worked	193.0	214.7	181.4	147.6	302.3
Total Billed Hours	1524.6	2043.3	1880.7	1064.4	1358.6
Average Completion Time (hours)	12.4	11.7	14.8	11.6	13.2
Parts to Labor Ratio	106%	94%	102%	123%	85%
Total Dealerships Included:	1189	321	209	526	133



National Averages		Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	12-Month Average
Wholegoods Analysis	Transactions / rep	20.9	18.5	18.0	15.8	15.3	14.1	11.4	9.3	9.5	16.9	23.1	25.0	20.8	16.5
	Revenue / rep	\$48,915	\$43,340	\$41,687	\$36,027	\$32,307	\$26,367	\$24,763	\$19,771	\$24,055	\$47,521	\$60,995	\$57,596	\$47,046	\$38,456
	Gross Profit / rep	\$8,603	\$7,508	\$7,360	\$6,377	\$5,805	\$4,840	\$4,390	\$3,632	\$4,068	\$7,899	\$10,298	\$9,814	\$8,155	\$6,679
Parts Analysis	Transactions / person	139.2	130.6	137.3	117.2	104.9	90.8	68.9	72.3	78.2	116.6	147.0	161.6	137.7	113.6
	Revenue / person	\$11,645	\$10,701	\$11,576	\$10,013	\$9,395	\$7,913	\$6,156	\$6,460	\$7,396	\$10,702	\$12,547	\$13,499	\$11,874	\$9,853
	Gross Profit / person	\$4,271	\$4,041	\$4,273	\$3,659	\$3,386	\$2,816	\$2,209	\$2,389	\$2,785	\$4,030	\$4,757	\$5,173	\$4,504	\$3,669
	Fill Rate	98%	99%	99%	99%	99%	99%	99%	99%	99%	100%	99%	99%	98%	99%
Service Analysis	Recovery Rate	104%	102%	102%	101%	100%	101%	101%	104%	104%	103%	105%	104%	102%	102%
	Avg Completion Time	12.5	12.6	13.2	13.8	14.0	15.1	16.6	16.9	16.2	14.0	13.2	11.8	12.4	14.1
	Tech Efficiency	107%	106%	106%	106%	104%	103%	106%	107%	107%	105%	108%	107%	104%	106%

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