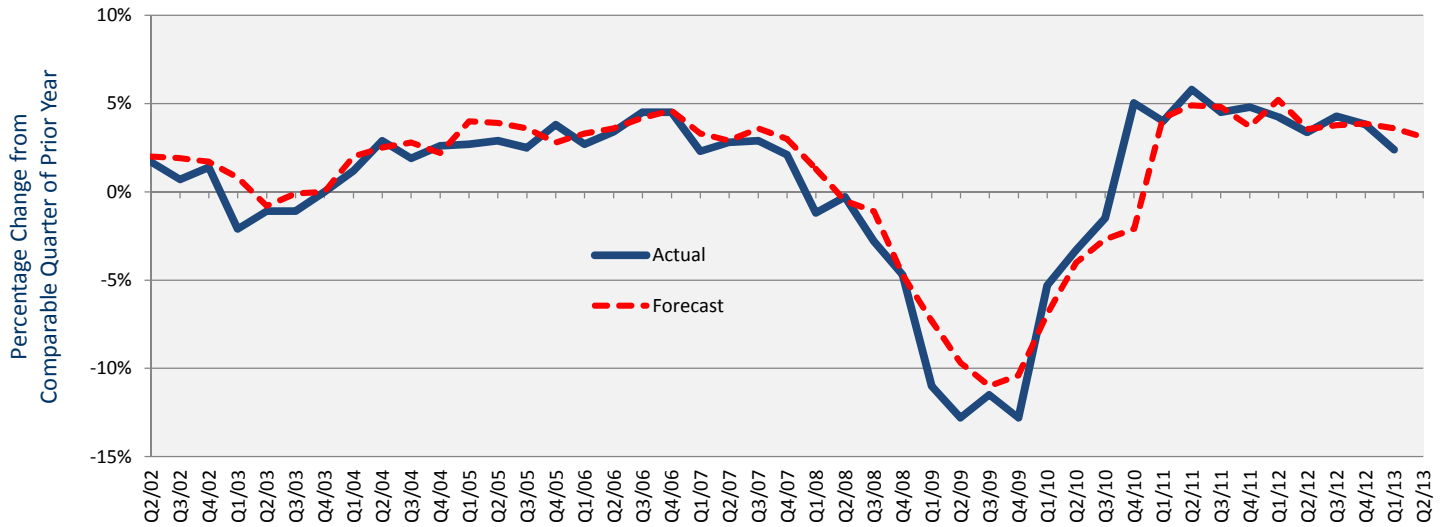


# MAFSI businessbarometer

The industry's definitive non-food sales/trend indicator  
Q1/13 Report

## Overall Sales Per Quarter



## Q1/13 MBB Indicates Industry Is In A Soft Patch

*Further indications, however, show that the pipeline is filling; Q2 forecast at 3.1%*

Overall sales for Q1/13 compared to Q1/12 increased by 2.4%, down from a gain of 3.8% last quarter and 4.3% the previous quarter. An increase of 3.6% had been forecast. In short we continue to grow but at a decreasing rate.

In fact, the market has grown for 10 consecutive quarters.

By product type, supplies rose 3.9%, tabletop by 2.7% and equipment by 2.3% while furnishings shrank by -0.1%. Our forecast for second quarter 2013 growth has been lowered to 3.1%.

U.S. sales by region were pretty consistent at 4.0% in the South, 3.6% in the Northeast, 2.5% in Midwest and 1.8% in the West, while Canada was strongest at 4.7%. There is strong evidence to suggest that the market is just "taking a

breather." Forty-eight percent of reps (compared to 44% and 39% in previous quarters) report they are quoting more and only 21% report less quoting (compared to 22% and 27% in previous quarters.)

More consultant activity has been reported by 39% of reps (compared to 32% and 25% in previous quarters) and only 10% see less consultant activity (compared to 17% and 25% in previous quarters).

This means the pipeline is filling. A positive outlook was in the air at the just completed NRA Show by all segments of our industry. The best approach is to move forward in a slow and steady manner but be prepared to hit the accelerator.

*Compiled and written by Michael R. Posternak, PBAC.*

**MAFSI Business Confidence Index for 2nd Quarter 2013**  
Apr 1 - Jun 30 compared to 2nd Quarter 2012

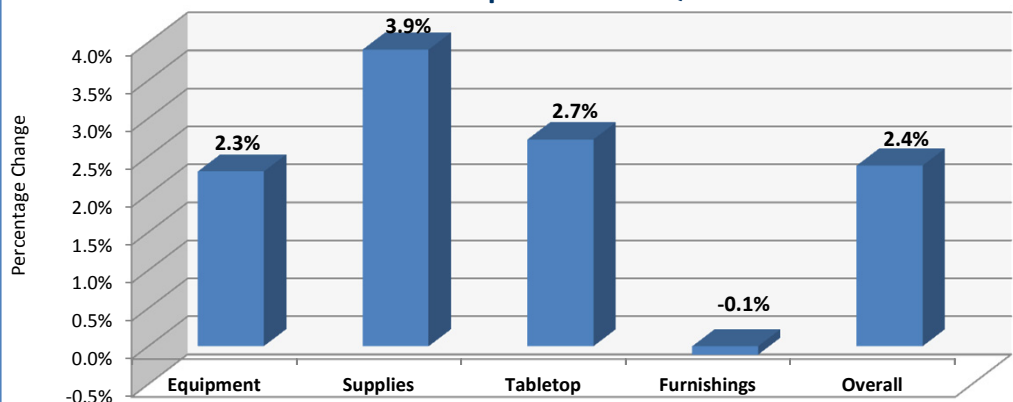
**All Regions**  
**3.1%**

**MAFSI Business Confidence Index for 2013**  
Compared to 2012

**Overall**  
**4.7%**

## 1st Quarter 2013 Overall Sales

Jan 1 - Mar 31 compared to 1st Quarter 2012



# MAFSI businessbarometer

## Projected 2nd Quarter 2013 Sales Percentage Change

Apr 1 - Jun 30 compared to 2nd Quarter 2012

**Q1/13 Report**

**Northeast**

3.6%

**South**

4.0%

**Midwest**

2.5%

**West**

1.8%

**Canada**

4.7%

## Projected 2013 Overall Sales Percentage Change Forecast

Compared to Overall Sales for 2012

**Northeast**

5.3%

**South**

2.6%

**Midwest**

4.0%

**West**

5.9%

**Canada**

5.5%

## 1st Quarter 2013 Overall Sales Percentage Change

Jan 1 - Mar 31 compared to 1st Quarter 2012

