

Fluid Power Survey Results March 2014



Highlights

Background:

• The February survey had 40 respondents comprised of 33 distributors and 7 manufacturing firms.

Highlights:

- The February FPDA Index produced a reading of 55.8 down from January's reading of 63.5. Momentum moderated the most, albeit still remained positive, in the new orders, sales, and pricing indexes in the month. The broader ISM strengthened from January lows to 53.2 in February.
- Weather remained a drag in February, with sales reported up 1%, slowing from 3% last month and a net 36% of participants indicated sales fell below expectations compared to 11% last month due to bad weather.
- Orders have been running 300-400bp ahead of sales growth in Jan/Feb supporting the 6% growth forecast for 2014 (up from 5-6% prior). Backlog levels improved significantly again in February with 51% of sources reporting higher backlog sequentially vs 49% in January.
- 16 of 17 end market improved sequentially in February driven by the strong order activity. Heavy truck, forestry, and process improved the month sequentially while food & beverage was the only end market not to improve in the month.

Summary Thoughts

Strength in orders and backlogs, the broad-based improvement in end markets, and a more optimistic full year outlook all support our notion that underlying activity is improving despite the soft / weather impacted growth in January and February. Feedback on March suggests distributors are seeing demand accelerate as some of the weather delayed business appears to be recaptured.

February FPDA Index

- The February FPDA Index produced a reading of 55.8 down from January's reading of 63.5. Momentum moderated the most, albeit still remained positive, in the new orders, sales, and pricing indexes in the month. The broader ISM strengthened from January lows to 53.2 in February.
- The FPDA Index is similar in construction to the widely followed ISM Purchasing Manager's Index. These are both seasonally adjusted diffusion indexes which measure the month-to-month change in each of the categories listed below. A reading of 50 indicates no change and the further above or below 50 indicates a faster or slower rate of change.

Fluid Power Index																	
Index	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Direction	Rate of Change	Trend (months)
Sales	83.2	38.9	68.1	66.6	43.1	35.5	55.0	60.9	38.2	77.3	33.0	59.6	70.8	56.4	Growing	Slower	3
Prices	66.5	58.6	52.6	54.9	52.4	54.6	66.1	57.2	58.2	61.6	65.9	63.9	79.8	60.4	Growing	Slower	45
Orders	74.8	32.0	47.9	71.4	37.9	34.2	57.9	56.1	44.1	71.3	37.0	55.0	77.7	50.6	Growing	Slower	3
Backlog	66.7	61.3	37.9	48.4	47.1	38.5	44.9	41.1	41.3	52.2	47.2	53.0	67.6	65.7	Growing	Slower	3
Outlook	52.9	51.6	43.3	46.7	62.1	38.5	43.8	47.7	42.7	52.2	50.0	62.9	63.5	56.6	Growing	Slower	5
Inventory	54.4	50.0	53.1	45.0	40.9	46.2	45.1	47.7	51.2	55.3	39.2	48.6	55.1	55.4	Growing	Faster	2
Supplier Deliveries	54.0	58.3	47.5	51.7	46.8	54.0	53.5	55.5	57.7	58.7	58.7	62.2	51.9	55.9	Slowing	Faster	9
Employment	53.0	55.3	53.3	49.2	51.1	42.5	49.9	53.2	53.5	55.1	54.8	55.3	61.7	60.5	Growing	Slower	7
Accounts Receivable	45.6	40.3	46.7	46.6	50.0	41.0	45.0	43.0	46.5	45.5	47.2	45.6	39.7	46.1	Slowing	Slower	9
Overall FPDA Index	63.9	46.9	54.0	56.8	44.0	42.5	52.3	54.7	49.0	63.6	44.5	56.1	63.5	55.8	Growing	Slower	3
Memo: ISM PMI Index	53.1	54.2	54.2	50.7	49.0	50.9	55.4	55.7	56.2	56.4	57.3	57.0	51.3	53.2	Growing	Faster	9

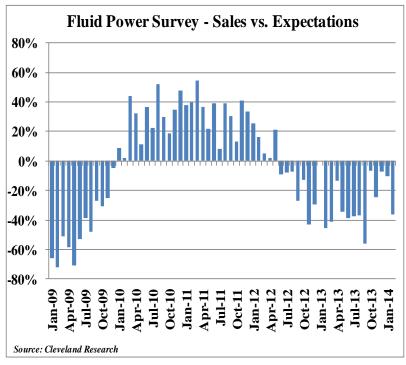
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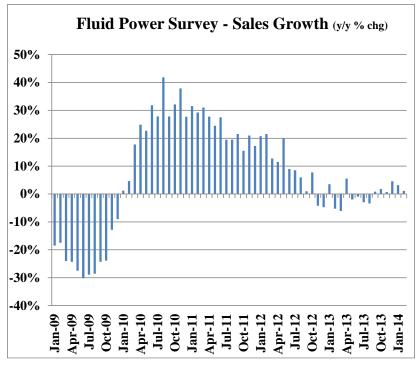
Source: FPDA Survey

February Sales Trends

Weather Continues to Pressure Demand, Sales up 1% vs 3% Growth in January

Sales continued to fall below plan in February with a net 36% of sources reporting sales came in below expectations compared to a net 11% last month due to bad weather. Sales grew 1% in February, slowing from 3% growth in January; sources indicate supplier deliveries and business closures negatively impacted sales growth in the month.





Monthly Sales Growth – February 2014

							Fluid Po	wer Ind	lustry	- Mont	hly Sal	es Gro	wth							
		To	tal						Distri	butors					N	Manufa	cturer	S		
	2009	2010	2011	2012	2013	2014		2009	2010	2011	2012	2013	2014		2009	2010	2011	2012	2013	2014
January	-19%	1%	32%	21%	4%	3%	January	-16%	-6%	28%	26%	1%	3%	January	-21%	9%	35%	17%	7%	3%
February	-18%	5%	29%	22%	-5%	1%	February	-17%	-2%	28%	24%	-6%	3%	February	-18%	11%	31%	19%	-5%	-1%
March	-24%	18%	31%	13%	-6%		March	-22%	12%	33%	16%	-5%		March	-26%	24%	30%	10%	-7%	
April	-24%	25%	28%	12%	6%		April	-22%	17%	27%	10%	6%		April	-27%	32%	29%	13%	5%	
May	-28%	23%	25%	20%	-2%		May	-27%	18%	31%	21%	-3%		May	-28%	28%	18%	19%	-1%	
June	-30%	32%	28%	9%	-1%		June	-29%	25%	27%	10%	-1%		June	-32%	39%	28%	8%	0%	
July	-29%	28%	20%	9%	-3%		July	-29%	23%	23%	13%	-2%		July	-29%	33%	17%	5%	-4%	
August	-29%	42%	20%	6%	-3%		August	-28%	38%	25%	6%	-5%		August	-29%	46%	14%	6%	-2%	
September	-24%	28%	22%	1%	1%		September	-24%	22%	29%	5%	1%		September	-24%	34%	14%	-3%	1%	
October	-24%	32%	17%	8%	2%		October	-25%	22%	20%	13%	1%		October	-22%	42%	14%	3%	2%	
November	-13%	38%	21%	-4%	1%		November	-14%	31%	28%	2%	2%		November	-12%	44%	15%	-10%	-1%	
December	-9%	28%	17%	-5%	5%		December	-14%	21%	24%	4%	4%		December	-4%	28%	5%	-8%	5%	

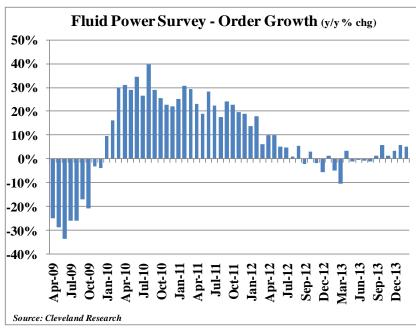
	Percent Positive / Negative Growth													
	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	<u>Jul-13</u>	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14
Positive Sales Growth	53%	26%	36%	71%	35%	42%	42%	43%	34%	47%	47%	54%	69%	59%
Flat Sales	18%	18%	18%	11%	15%	11%	12%	11%	10%	19%	12%	16%	11%	14%
Negative Sales Growth	29%	56%	45%	18%	50%	47%	46%	46%	56%	34%	41%	30%	20%	27%
Net % (Positive - Negative)	24%	-29%	-9%	52%	-15%	-5%	-4%	-2%	-22%	13%	6%	24%	49%	32%

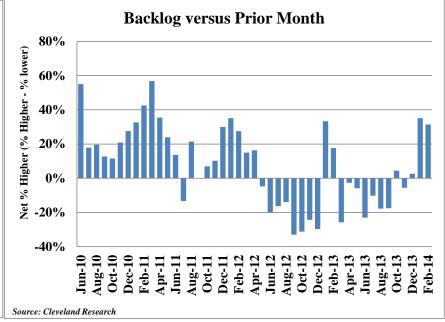
					Resu	ılts vs. Exp	ectations							
	<u>Jan-13</u>	Feb-13	Mar-13	Apr-13	May-13	<u>Jun-13</u>	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	<u>Jan-14</u>	Feb-14
Better than expected	32%	11%	15%	16%	11%	13%	12%	9%	12%	28%	11%	25%	18%	11% 42% 47% -36%
In line with expectations	35%	31%	29%	57%	45%	36%	39%	46%	21%	38%	54%	43%	53%	42%
Worse than expected	32%	57%	56%	27%	45%	51%	49%	46%	67%	34%	35%	33%	29%	47%
Net % (Better - Worse)	0%	-46%	-41%	-13%	-34%	-38%	-37%	-37%	-56%	-6%	-24%	-8%	-11%	-36%

Orders and Backlog Continue to Grow, Supporting 2014 Outlook

Incoming Orders Running 300-400bp Ahead of Out the Door Sales Growth

Orders were up 5% in February following 6% growth in January, and incoming orders have been running 300-400bp ahead of sales growth in the first two months of the year. The better order trends support growing backlogs, with meaningful improvement in February, growing 3% vs 1% last month, the highest reported growth rate since September-12. More than half (51%) of sources reported a sequential increase in backlogs in the month of February following 49% in January.





Order and Backlog Growth Trends

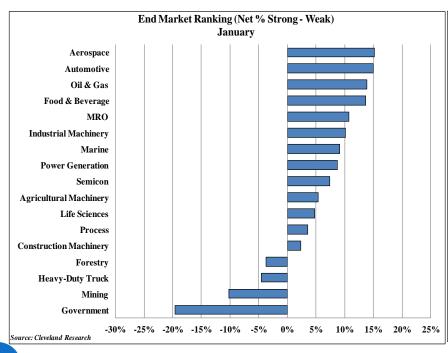
							Fluid Po	wer Ind	ustry -	Month	ıly Ord	ler Gro	wth							
		To	tal						Distri	butors					ľ	Manufa	cturer	S		
	2009	2010	2011	2012	2013	2014		2009	2010	2011	2012	2013	2014		2009	2010	2011	2012	2013	2014
January		9%	25%	14%	1%	6%	January		1%	25%	13%	3%	6%	January		18%	25%	15%	-1%	5%
February		16%	31%	18%	-5%	5%	February		12%	31%	19%	-7%	4%	February		21%	31%	17%	-3%	6%
March		30%	29%	6%	-11%		March		29%	30%	10%	-6%		March		31%	29%	3%	-15%	
April	-25%	31%	23%	10%	3%		April	-25%	30%	29%	8%	5%		April	-25%	32%	18%	12%	2%	
May	-29%	29%	19%	10%	-1%		May	-27%	28%	27%	5%	-2%		May	-31%	30%	12%	15%	0%	
June	-33%	34%	28%	5%	0%		June	-30%	28%	33%	1%	-2%		June	-37%	41%	24%	10%	2%	
July	-26%	27%	23%	5%	-1%		July	-28%	20%	25%	8%	1%		July	-24%	34%	20%	2%	-2%	
August	-26%	40%	18%	5%	-1%		August	-26%	34%	29%	6%	-1%		August	-26%	46%	7%	5%	-1%	
September	-17%	29%	24%	-2%	1%		September	-20%	29%	30%	1%	3%		September	-14%	29%	19%	-5%	0%	
October	-21%	26%	25%	3%	4%		October	-21%	25%	25%	-4%	4%		October	-20%	26%	23%	10%	4%	
November	-3%	23%	20%	-2%	1%		November	-2%	28%	21%	-1%	-1%		November	-4%	17%	19%	-3%	4%	
December	-4%	18%	18%	-6%	3%		December	-10%	27%	21%	5%	5%		December	3%	17%	1%	-11%	1%	

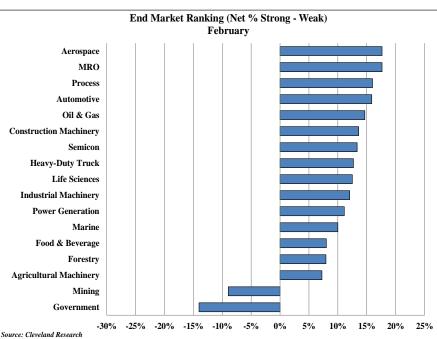
	Fluid Power Industry - Monthly Backlog Growth																			
		To	tal						Distri	butors					N	Manufa	cturer	S		
	2009	2010	2011	2012	2013	2014		2009	2010	2011	2012	2013	2014		2009	2010	2011	2012	2013	2014
January			25%	22%	1%	1%	January			22%	30%	0%	1%	January			28%	13%	1%	1%
February			32%	18%	-2%	3%	February			35%	22%	-2%	2%	February			30%	13%	-1%	3%
March			40%	15%	-5%		March			39%	24%	-2%		March			41%	7%	-8%	
April			31%	16%	-6%		April			36%	25%	-6%		April			27%	7%	-6%	
May			25%	10%	-2%		May			37%	11%	-3%		May			14%	10%	0%	
June		24%	29%	8%	-7%		June		29%	32%	11%	-6%		June		20%	25%	6%	-7%	
July		29%	25%	7%	-4%		July		24%	29%	12%	-5%		July		34%	22%	3%	-3%	
August		37%	17%	6%	-3%		August		29%	36%	7%	-5%		August		45%	-1%	6%	-1%	
September		37%	24%	4%	-3%		September		37%	33%	9%	-6%		September		37%	16%	-1%	1%	
October		34%	22%	-1%	1%		October		24%	26%	-4%	1%		October		45%	19%	3%	0%	
November		32%	26%	-3%	0%		November		23%	29%	-3%	-2%		November		41%	23%	-4%	1%	
December		25%	19%	-3%	2%		December		20%	27%	2%	2%		December		30%	1%	-6%	1%	

End Markets Accelerate in February

Broad End Market Improvement in February

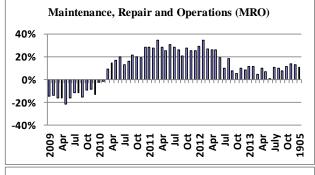
From an end market perspective, all but one end market gained momentum in February from January levels due to strong order trends, and growing backlogs despite weaker than expected sales growth due to poor weather conditions. The most notable progress was seen in heavy duty truck end markets, followed by forestry and process markets. Aerospace remained the strongest reported market in February followed by MRO and process while mining and government continued to be the reported weakest. Food & beverage was the only end market that did not improve sequentially. Interestingly, we are hearing of some improvement in land based O&G markets which had previously been softening in 2H13.

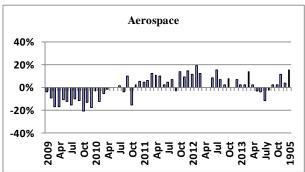


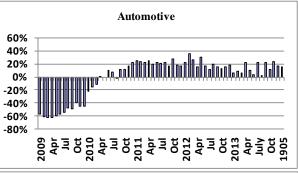


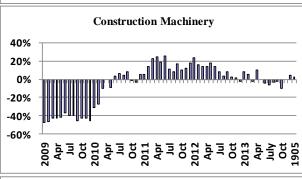
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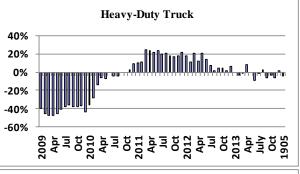
End Market Trends

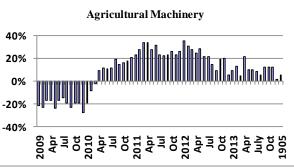




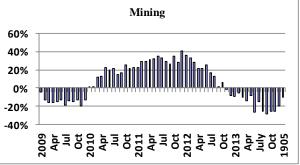


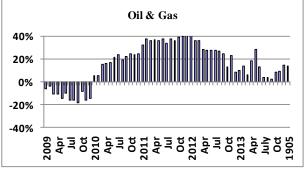




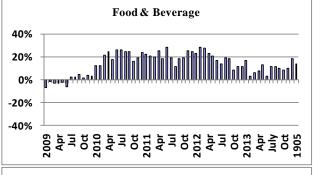


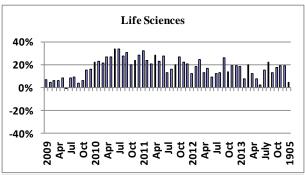


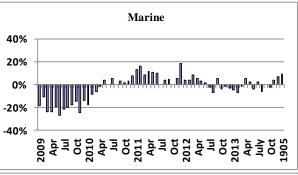


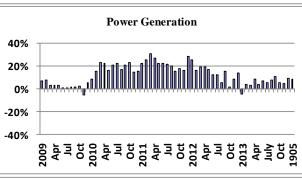


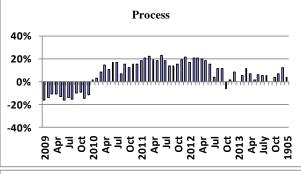
End Market Trends

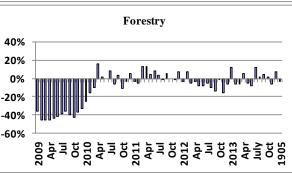


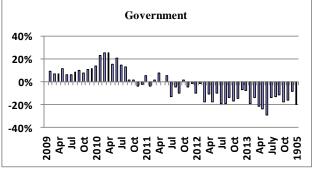


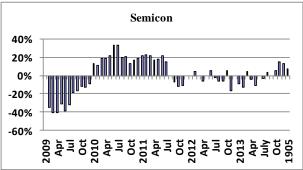






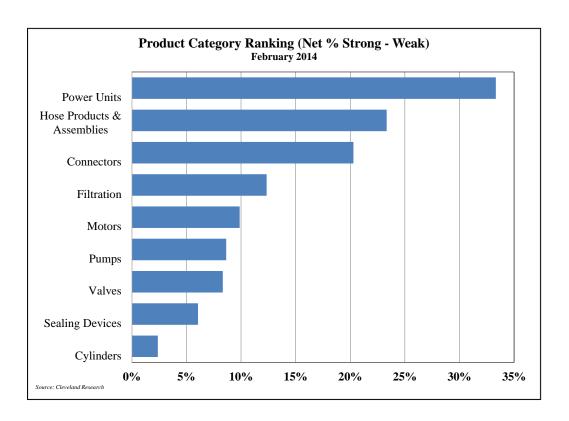






Product Category Ranking

For the first time this month, we asked about relative strength of nine product categories. All nine product categories were reported as relatively strong in the month of February. Power units, hose products & assemblies, and connectors were the strongest product categories while pumps, valves, sealing devices and cylinders were reported as the relative weakest product categories.



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Source: FPDA Survey

2014 Outlook

2014 Outlook Now Looking Up 6%, Slightly Higher than the 5-6% Prior Forecast

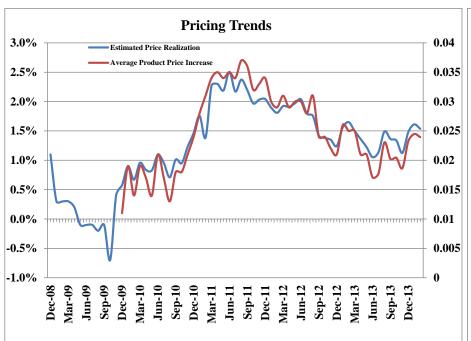
Sources in our fluid power survey appear slightly more optimistic about 2014 vs 30 days ago and are now expecting 6% growth, up from the previous expectations of 5-6% growth and up from flat trends in 2013. Despite challenging weather conditions, our sources are increasingly optimistic driven by the continued strong order activity and growing backlogs. Sources report seeing better activity across a wide range of markets and we are hearing that land based O&G markets are beginning to improve with both MRO and OE activity picking up over the past two months.

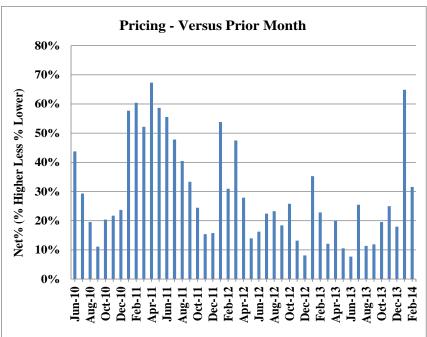
	Fluid Power Outlook														
	2012	2013	2014 Outlook												
Sales Growth (y/y)	Actual Results	Actual Results	<u>Sept-13</u>	Oct-13	<u>Nov-13</u>	<u>Dec-13</u>	<u>Jan-14</u>	<u>Feb-14</u>							
Overall	8%	0%	3%	4-5%	4-5%	<i>5-6%</i>	<i>5-6%</i>	6%							
Distributors	8%	0%	4%	5%	4-5%	6%	7%	6%							
Manufacturers	8%	0%	3%	4%	3%	5%	4%	6%							

Source: Cleveland Research

Price Contribution Trends

• Average product prices increased to 2.4% in February, inline with results in January and up slightly from the 2.3% December. Price realization stayed roughly the same at ~1.5% compared to 1.6% in January.

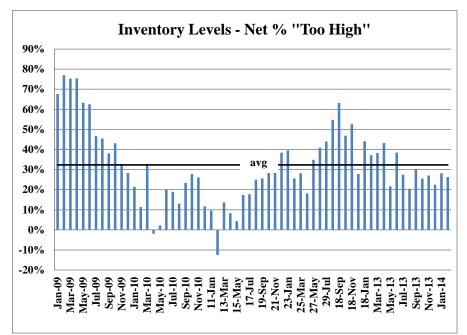


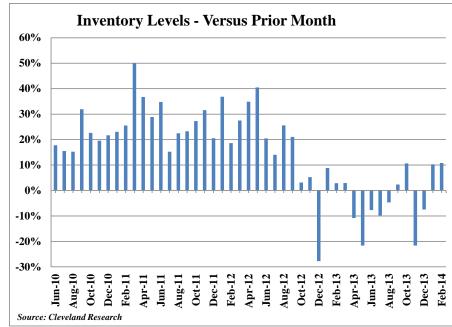


Inventory Trends

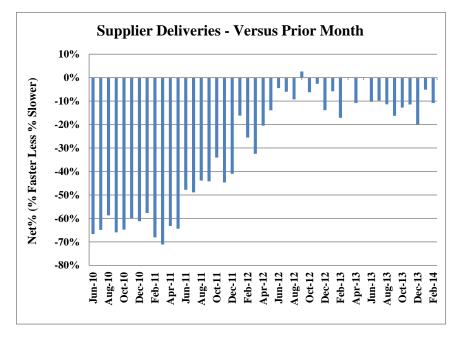
Inventories Remain Inline with January Trends

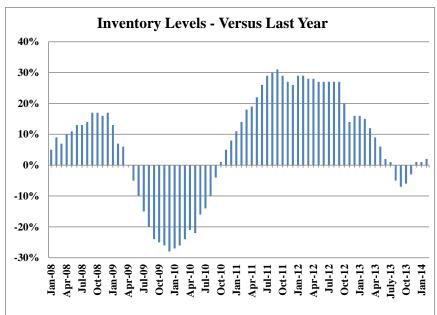
February inventory levels remained relatively unchanged with a net 11% of sources reporting higher inventories vs a net 10% in January. Distributors appear comfortable with current levels with a net 26% of sources indicating that inventories were "too high" down marginally from the net 28% last month. Sources indicate inventories are right sized at this time but anticipate bringing levels up slowly as sales volumes improve.





Inventory Levels

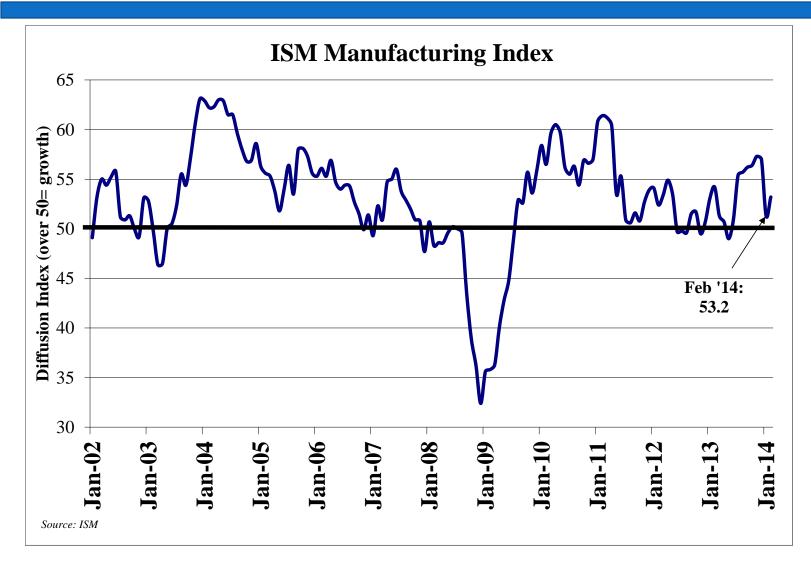




Macroeconomic Indicators

ISM, Industrial Production, Capacity Utilization, Non-Res Construction Forecasts, Resi Construction Indicators, Commodity Prices, Heavy Truck & Automotive Data

Feb ISM Ticks Up from January Lows



Manufacturing End Market Momentum

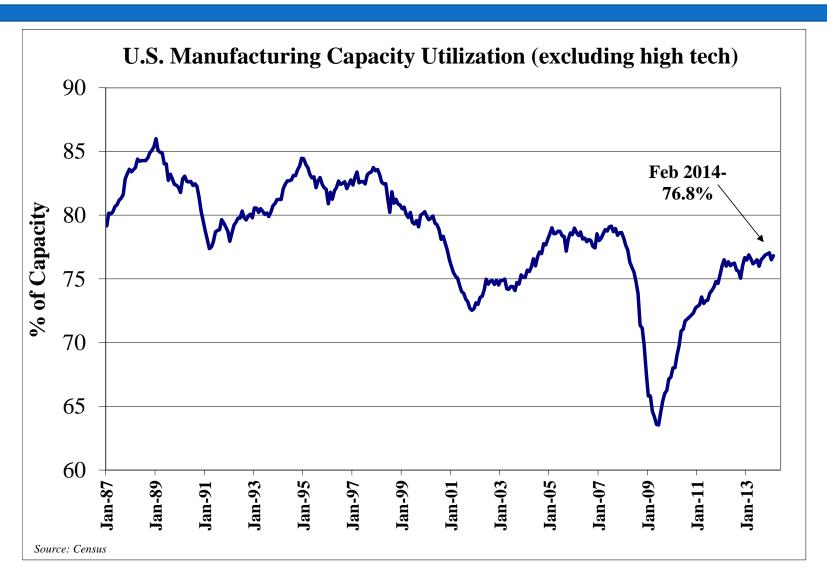
			IS	M Manuf	acturing	End Mar	ket Mome	entum							
Major End Market	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14
Apparel, leather and allied products	↓	↑	↑	↑	↑	↑	↑	↓	\leftrightarrow			↓	1	↓	\downarrow
Chemical products	\downarrow	\downarrow	\downarrow	\downarrow	↑	\downarrow	\downarrow	↑	↑	\downarrow	\downarrow	↑	\downarrow	\downarrow	↑
Computer and electronic products	↑	\downarrow	\downarrow	↑	↑	\downarrow	\downarrow	↑	↑	↑	↑	↑	↑	\downarrow	\leftrightarrow
Electrical equipment, appliances, components	\downarrow	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	\downarrow	↑	↑
Fabricated metal products	\downarrow	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Food, beverage and tobacco products	↑	↑	↑	↑	\downarrow	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Furniture and related products	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Machinery	\downarrow	↑	↑	\downarrow	↑	↑	↑	\downarrow	↑	↑	↑	\downarrow	\downarrow	↑	↑
Miscellaneous manufacturing	\downarrow	↑	↑	↑	\leftrightarrow	\downarrow	\leftrightarrow	\downarrow	\downarrow	\downarrow	\downarrow	↑	↑	\downarrow	\downarrow
Nonmetallic mineral products	\downarrow	\downarrow	↑	↑	\leftrightarrow	↑	↑	↑	↑	\downarrow	↑	↑	\downarrow	\downarrow	↑
Paper products	↑	\leftrightarrow	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	\downarrow	↑
Petroleum and coal products	↑	↑	↑	\downarrow	\leftrightarrow	\leftrightarrow	↑	\leftrightarrow	\leftrightarrow	↑	↑	↑	\leftrightarrow	\downarrow	\downarrow
Plastics and rubber products	\downarrow	↑	↑	↑	\leftrightarrow	\downarrow	↑	\downarrow	↑	↑	↑	↑	↑	↑	↑
Primary metals	↑	↑	↑	↑	\downarrow	\downarrow	↑	↑	↑	\downarrow	\downarrow	↑	↑	↑	↑
Printing, related support activities	\leftrightarrow	↑	↑	↑	↑	↑	\leftrightarrow	↑	↑	↑	↑	↑	↑	↑	↑
Textile mills	\leftrightarrow	↑	\downarrow	\leftrightarrow	\leftrightarrow	\leftrightarrow	\downarrow	↑	↑	\downarrow	↑	↑	↑	↑	↑
Transportation equipment	\downarrow	↑	↑	↑	↑	\downarrow	\downarrow	↑	↑	↑	↑	↑	↑	↑	↑
Wood product	↑	\downarrow	↑	↑	\downarrow	↑	↑	↑	1	\leftrightarrow	\uparrow	\downarrow	↑	1	1
Statistics	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14
% Better	39%	72%	83%	78%	56%	56%	67%	72%	83%	61%	78%	83%	72%	61%	78%
Unchanged	11%	6%	0%	6%	28%	11%	11%	6%	11%	6%	0%	0%	6%	0%	6%
% Worse	50%	22%	17%	17%	17%	33%	22%	22%	6%	33%	22%	17%	22%	39%	17%
Net % of Industries Improving	-11%	50%	67%	61%	39%	22%	44%	50%	78%	28%	56%	67%	50%	22%	61%
PMI	50.7	53.1	54.2	51.3	50.7	49.0	50.9	55.4	55.7	56.2	56.4	57.3	57.0	51.3	53.2

Source: Institute for Supply Management

Manufacturing IP: Up 1.2% in February



Capacity Utilization: Up to 76.8% in February



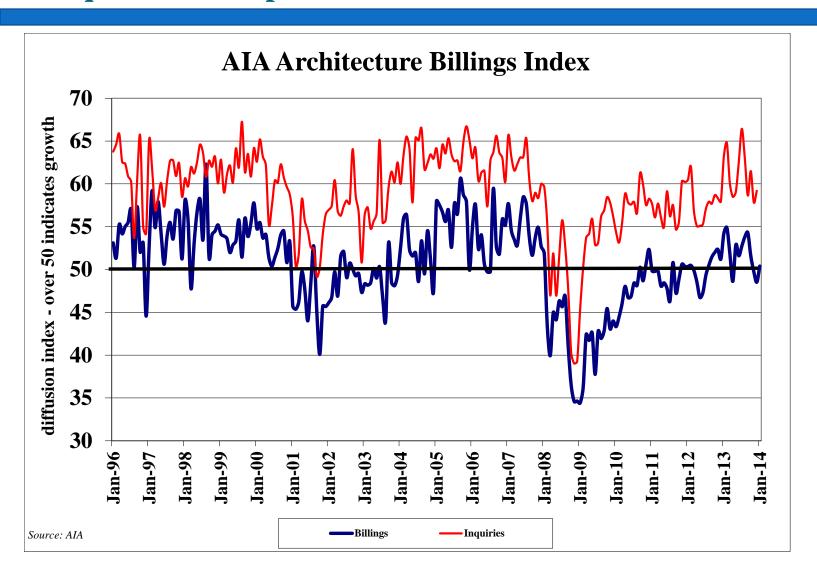
Non-Farm Employment: Up 1.6% y/y in February



Manufacturing Employment: Up 0.5% in February



AIA Billings Index – New Inquiries Tick up in Jan



McGraw Hill Updates Forecast

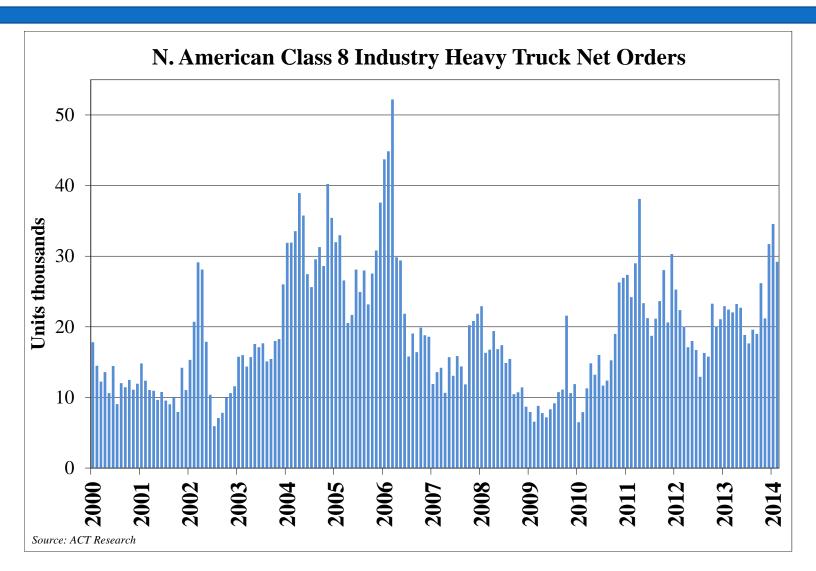
• McGraw Hill recently increased its 2014 non-residential building starts forecast (in dollars) to up 9% y/y from 8% growth 90-days ago, and the up 12% y/y forecast for non-residential building starts in square footage is unchanged. The most positive revisions are in the religious buildings, office/bank buildings, warehouses, dorms, government buildings, and hospitals categories, while the forecast for hotels/motels and parking garages declined the most from the prior forecast. The current forecast anticipates growth in non-residential building starts will accelerate in 2015 and 2016, to 14% and 16% growth, respectively. The chart on the next page details the current forecast from McGraw Hill.

Non-Res Starts: Forecast

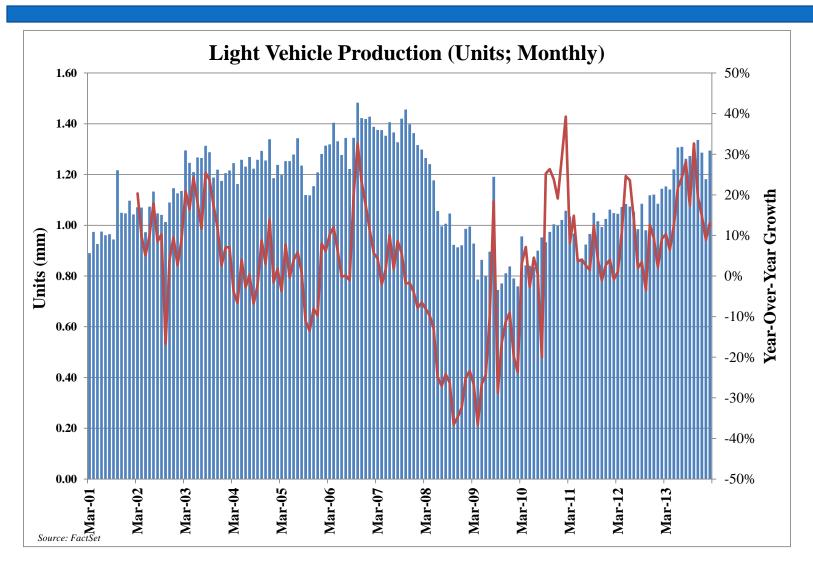
N	AcGraw-Hi	ll Construc	tion Starts l	History an	d Forecas	t				
U.S. Starts Forecast (Value \$mm)	2008	2009	2010	2011	2012	2013	2014E	2015E	2016E	2017E
Amusement, Social and Recreational Bldgs	0%	-14%	-4%	-12%	-17%	28%	6%	18%	24%	1%
Dormitories	16%	-5%	1%	-15%	5%	-7%	3%	8%	8%	9%
Government Service Buildings	7%	15%	-32%	-14%	-9%	-24%	-6%	13%	11%	14%
Hospitals and Other Health Treatment	23%	-33%	16%	-7%	-3%	-4%	4%	14%	17%	10%
Hotels and Motels	-9%	-64%	-28%	58%	25%	31%	11%	21%	12%	-7%
Manufacturing Plants, Warehouses, Labs	44%	10%	-5%	74%	-25%	42%	7%	8%	14%	3%
Miscellaneous Nonresidential Buildings	19%	16%	29%	-29%	-10%	1%	7%	15%	14%	5%
Office and Bank Buildings	-15%	-28%	-18%	-3%	0%	21%	18%	19%	16%	11%
Parking Garages and Automotive Services	-21%	-47%	9%	26%	22%	25%	12%	12%	8%	1%
Religious Buildings	-5%	-7%	-29%	-10%	-10%	-5%	1%	10%	12%	17%
Schools, Libraries, and Labs (nonmfg)	9%	-17%	-3%	-11%	-12%	1%	4%	11%	23%	17%
Stores and Restaurants	-27%	-40%	-5%	3%	15%	6%	15%	21%	17%	4%
Warehouses (excl. manufacturer owned)	-22%	-58%	-16%	23%	27%	33%	27%	12%	8%	-3%
Nonresidential Building Starts (\$mm) % change y/y Nonresidential Building Starts (sqr ft)	242,186 1% 1,377	168,877 -30% 773	162,640 -4% 678	165,654 2% 703	158,222 -4% 774	174,082 10% 845	189,473 9% 943	216,522 14% 1.076	251,990 16% 1,220	271,614 8% 1,269
% change y/y	-18%	-44%	-12%	4%	10%	9%	12%	14%	13%	4%
Single Family Housing Starts % change y/y	1,203 - 42 %	951 -21 %	978 3%	905 -7%	1,146 27%	1,424 24 %	1,762 24 %	2,248 28%	2,687 20 %	2,614 -3%
Nonbuilding Starts (bridges, highways, etc, \$mm)	152,486 9 %	144,769 -5%	148,329 2%	150,515 1%	162,823 8%	144,800 <i>-11%</i>	129,300 -11%	135,100 4%	146,900 9 %	162,700 11%

Source: MHC (1Q14 fcst)

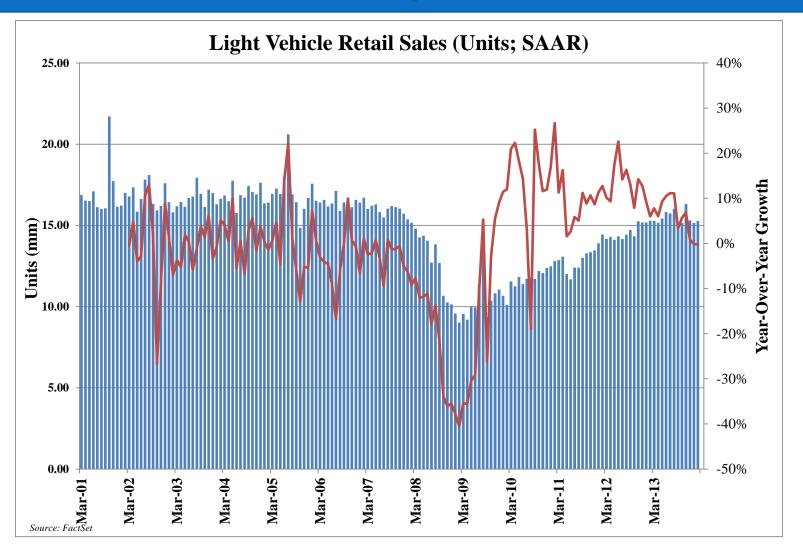
Heavy Truck Orders ~29k Units in February



Light Vehicle Production up 13% y/y in Feb

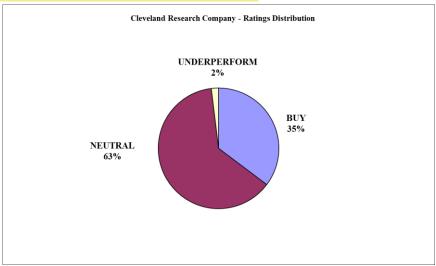


Light Vehicle Retail Sales ~15.3 mm SAAR in February



Disclosures

Important disclosures can be found at: www.cleveland-research.com/clients/disclosures



Disclosures

Buy: The stock's return is expected to exceed the market due to superior fundamentals and positive catalysts.

Underperform: The stock's total return is expected to underperform the market due to weak fundamentals and a lack of catalysts.

Neutral: The stock is expected to be in line with the market due to full valuation and/or a lack of catalysts.

Valuation and Risk: Price targets are established under various valuation methods including P/E, P/S, EV/EBITDA on financial estimates based on forward earnings. Price targets are not established for every stock. The price target's effectiveness may be affected by various outside factors. Risk assessments can be found in the most recent research on these stocks.

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