

Fluid Power Survey Results June 2014



Highlights

Background:

• The May survey had 42 respondents comprised of 32 distributors and 10 manufacturing firms.

Summary Thoughts:

• Our monthly fluid power survey indicates sales are running up 5% in May, inline with April demand with 2Q activity accelerating (up 5%) after a softer than expected 1Q (up 3%). The current outlook of 6% implies sales will accelerate to 7-8% over the remainder of the year and sources indicate better underlying demand and strengthening backlogs support 2014 projections.

Highlights:

- The May FPDA Index produced a reading of 56.7 down from April's reading of 59.1 while the broader ISM improved in May to 55.4 up from 54.9 in April.
- Our monthly fluid power survey indicates May sales were up 5% y/y inline with April trends (adjusting for the Easter shift) as demand through the first two months of 2Q has accelerated, growing 5% y/y vs 3% y/y growth in 1Q.
- 2014 outlook is unchanged with sources forecasting 6% growth up from flattish trends in 2013 and implying sales will accelerate to 7-8% growth over the remainder of the year.

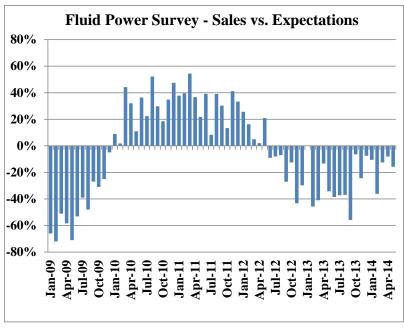
May FPDA Index

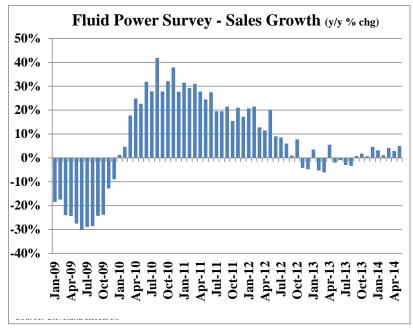
- The May FPDA Index produced a reading of 56.7 down from April's reading of 59.1. The broader ISM improved in May to 55.4 up from 54.9 in April.
- The FPDA Index is similar in construction to the widely followed ISM Purchasing Manager's Index. These are both seasonally adjusted diffusion indexes which 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	Mar-14	Apr-14	Mav-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	57.8	63.9	48.5	Slowing	Faster	1
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	57.6	55.7	57.3	Growing	Faster	48
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	59.4	56.0	54.0	Growing	Slower	6
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	59.5	61.1	59.5	Growing	Slower	6
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	57.5	52.8	50.0	Growing	Slower	8
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	60.0	65.3	58.6	Growing	Slower	5
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	53.7	52.6	65.9	Growing	Faster	12
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	56.7	57.6	56.5	Growing	Slower	10
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	47.5	40.5	47.2	Slowing	Slower	12
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	57.5	59.1	56.7	Growing	Slower	6
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	53.7	54.9	55.4	Growing	Faster	10

May Sales up 5%, Inline with April Trends

Our May fluid power survey indicates sales were up 5% y/y, inline with April trends (adjusting for the Easter shift) as demand through the first two months of 2Q has accelerated, growing 5% vs 3% y/y growth in 1Q. Sales continue to run below expectations but only marginally (net 16% of participants were below expectations in May vs 8% in April) as sources report seeing steadily improving demand. Also, better activity in land based oil & gas markets have been positive catalyst for growth over the past several months and momentum is expected to continue.





Monthly Sales Growth – May 2014

		To	tal			
	2009	2010	2011	2012	2013	2014
January	-19%	1%	32%	21%	4%	3%
February	-18%	5%	29%	22%	-5%	1%
March	-24%	18%	31%	13%	-6%	4%
April	-24%	25%	28%	12%	6%	3%
May	-28%	23%	25%	20%	-2%	5%
June	-30%	32%	28%	9%	-1%	
July	-29%	28%	20%	9%	-3%	
August	-29%	42%	20%	6%	-3%	
September	-24%	28%	22%	1%	1%	
October	-24%	32%	17%	8%	2%	
November	-13%	38%	21%	-4%	1%	
December	-9%	28%	17%	-5%	5%	

		Distri	butors			
	2009	2010	2011	2012	2013	2014
January	-16%	-6%	28%	26%	1%	3%
February	-17%	-2%	28%	24%	-6%	3%
March	-22%	12%	33%	16%	-5%	5%
April	-22%	17%	27%	10%	6%	1%
May	-27%	18%	31%	21%	-3%	4%
June	-29%	25%	27%	10%	-1%	
July	-29%	23%	23%	13%	-2%	
August	-28%	38%	25%	6%	-5%	
September	-24%	22%	29%	5%	1%	
October	-25%	22%	20%	13%	1%	
November	-14%	31%	28%	2%	2%	
December	-14%	21%	24%	4%	4%	

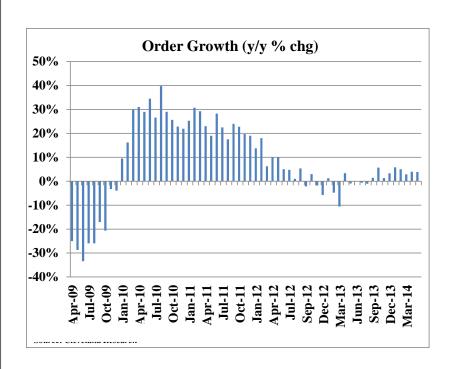
	N	Manufa	cturer	rs		
	2009	2010	2011	2012	2013	2014
January	-21%	9%	35%	17%	7%	3%
February	-18%	11%	31%	19%	-5%	-1%
March	-26%	24%	30%	10%	-7%	3%
April	-27%	32%	29%	13%	5%	4%
May	-28%	28%	18%	19%	-1%	6%
June	-32%	39%	28%	8%	0%	
July	-29%	33%	17%	5%	-4%	
August	-29%	46%	14%	6%	-2%	
September	-24%	34%	14%	-3%	1%	
October	-22%	42%	14%	3%	2%	
November	-12%	44%	15%	-10%	-1%	
December	-4%	28%	5%	-8%	5%	

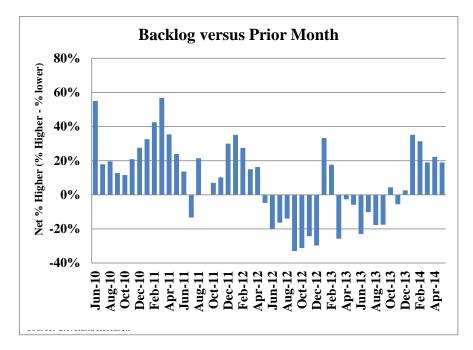
	Percent Positive / Negative Growth														
	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
Positive Sales Growth	36%	71%	35%	42%	42%	43%	34%	47%	47%	54%	69%	59%	62%	59%	53%
Flat Sales	18%	11%	15%	11%	12%	11%	10%	19%	12%	16%	11%	14%	18%	16%	18%
Negative Sales Growth	45%	18%	50%	47%	46%	46%	56%	34%	41%	30%	20%	27%	21%	24%	29%
Net % (Positive - Negative)	-9%	52%	-15%	-5%	-4%	-2%	-22%	13%	6%	24%	49%	32%	41%	35%	24%

	Results vs. Expectations														
	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	<u>Jan-14</u>	Feb-14	<u>Mar-14</u>	Apr-14	May-14 21% 42% 37% -16%
Better than expected	15%	16%	11%	13%	12%	9%	12%	28%	11%	25%	18%	11%	25%	19%	21%
In line with expectations	29%	57%	45%	36%	39%	46%	21%	38%	54%	43%	53%	42%	38%	54%	42%
Worse than expected	56%	27%	45%	51%	49%	46%	67%	34%	35%	33%	29%	47%	38%	27%	37%
Net % (Better - Worse)	-41%	-13%	-34%	-38%	-37%	-37%	-56%	-6%	-24%	-8%	-11%	-36%	-13%	-8%	-16%

Orders and Backlog Continue to Trend Positively

May orders were up 4%, inline with last month while backlog growth slowed modestly in May growing 3% vs 4% in April but distributor commentary suggests backlogs look good heading into June.





Order and Backlog Growth Trends

	Total												
	2009	2010	2011	2012	2013	2014							
January		9%	25%	14%	1%	6%							
February		16%	31%	18%	-5%	5%							
March		30%	29%	6%	-11%	3%							
April	-25%	31%	23%	10%	3%	4%							
May	-29%	29%	19%	10%	-1%	4%							
June	-33%	34%	28%	5%	0%								
July	-26%	27%	23%	5%	-1%								
August	-26%	40%	18%	5%	-1%								
September	-17%	29%	24%	-2%	1%								
October	-21%	26%	25%	3%	4%								
November	-3%	23%	20%	-2%	1%								
December	-4%	18%	18%	-6%	3%								

		Distri	butors			
	2009	2010	2011	2012	2013	2014
January		1%	25%	13%	3%	6%
February		12%	31%	19%	-7%	4%
March		29%	30%	10%	-6%	4%
April	-25%	30%	29%	8%	5%	3%
May	-27%	28%	27%	5%	-2%	5%
June	-30%	28%	33%	1%	-2%	
July	-28%	20%	25%	8%	1%	
August	-26%	34%	29%	6%	-1%	
September	-20%	29%	30%	1%	3%	
October	-21%	25%	25%	-4%	4%	
November	-2%	28%	21%	-1%	-1%	
December	-10%	27%	21%	5%	5%	

	N	A anufa	cturer	'S		
	2009	2010	2011	2012	2013	2014
January		18%	25%	15%	-1%	5%
February		21%	31%	17%	-3%	6%
March		31%	29%	3%	-15%	2%
April	-25%	32%	18%	12%	2%	5%
May	-31%	30%	12%	15%	0%	3%
June	-37%	41%	24%	10%	2%	
July	-24%	34%	20%	2%	-2%	
August	-26%	46%	7%	5%	-1%	
September	-14%	29%	19%	-5%	0%	
October	-20%	26%	23%	10%	4%	
November	-4%	17%	19%	-3%	4%	
December	3%	17%	1%	-11%	1%	

		То	tal			
	2009	2010	2011	2012	2013	2014
January			25%	22%	1%	1%
February			32%	18%	-2%	3%
March			40%	15%	-5%	2%
April			31%	16%	-6%	4%
May			25%	10%	-2%	3%
June		24%	29%	8%	-7%	
July		29%	25%	7%	-4%	
August		37%	17%	6%	-3%	
September		37%	24%	4%	-3%	
October		34%	22%	-1%	1%	
November		32%	26%	-3%	0%	
December		25%	19%	-3%	2%	

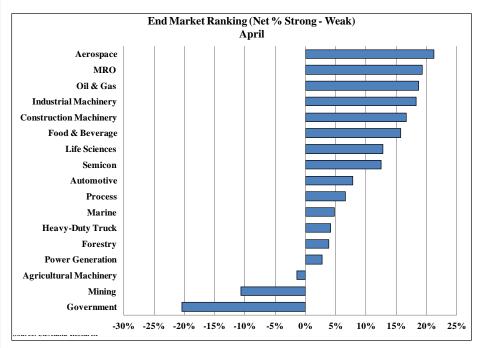
		Distri	butors			
	2009	2010	2011	2012	2013	2014
January			22%	30%	0%	1%
February			35%	22%	-2%	2%
March			39%	24%	-2%	4%
April			36%	25%	-6%	4%
May			37%	11%	-3%	4%
June		29%	32%	11%	-6%	
July		24%	29%	12%	-5%	
August		29%	36%	7%	-5%	
September		37%	33%	9%	-6%	
October		24%	26%	-4%	1%	
November		23%	29%	-3%	-2%	
December		20%	27%	2%	2%	

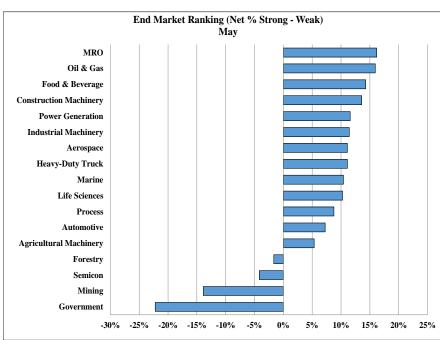
	Manufacturers												
	2009	2010	2011	2012	2013	2014							
January			28%	13%	1%	1%							
February			30%	13%	-1%	3%							
March			41%	7%	-8%	1%							
April			27%	7%	-6%	3%							
May			14%	10%	0%	2%							
June		20%	25%	6%	-7%								
July		34%	22%	3%	-3%								
August		45%	-1%	6%	-1%								
September		37%	16%	-1%	1%								
October		45%	19%	3%	0%								
November		41%	23%	-4%	1%								
December		30%	1%	-6%	1%								

Oil & Gas Activity Accelerates

End Market Highlights – Oil & Gas Activity Accelerates

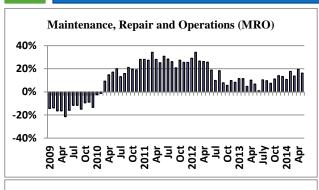
From an end market perspective 13 out of 17 end markets ranked in positive territory down slightly from 14 in April with power gen and heavy duty truck improving the most sequentially while semicon and aerospace weakened the most. MRO and oil & gas were reported as the strongest markets in May, consistent with the ramp we have seen in oil & gas over the past several months driven by increased fracking and better capital spend. Government and mining remain the weakest markets but we are hearing of some limited improvement in mining.

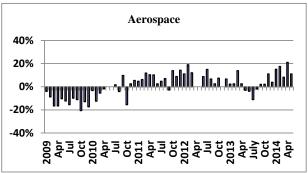


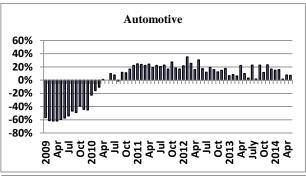


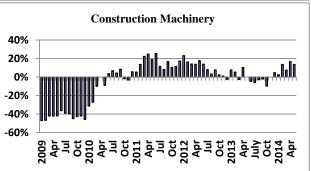
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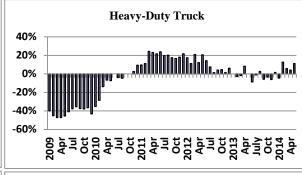
End Market Trends

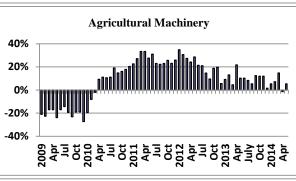


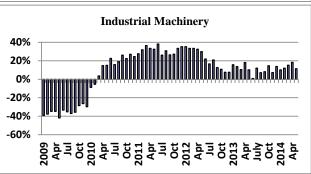


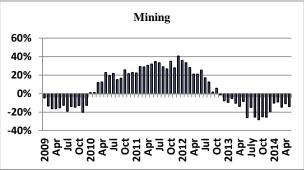


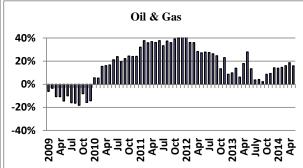




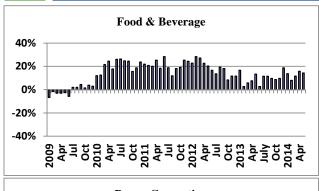


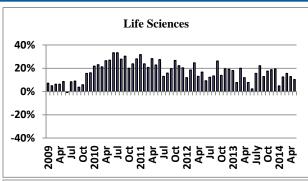


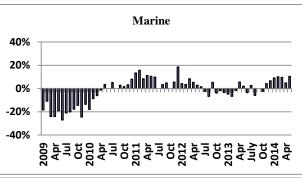


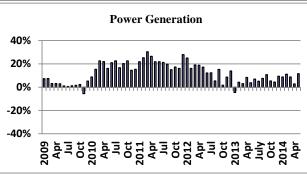


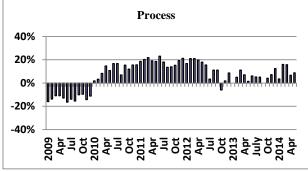
End Market Trends

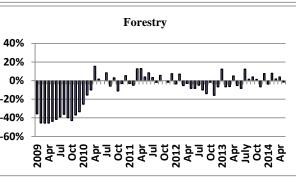


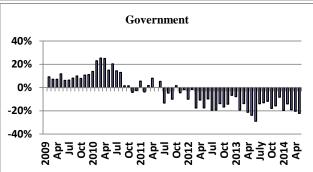


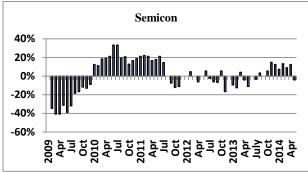






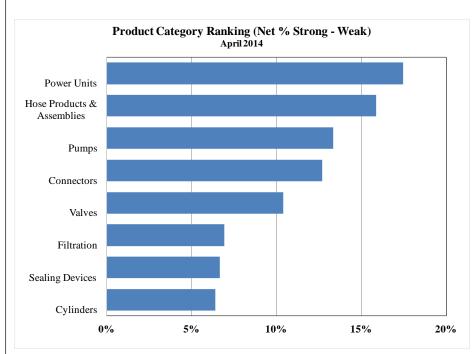


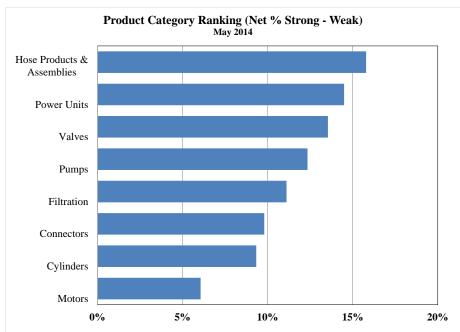




Product Category Ranking

All nine product categories were reported as relatively strong in May, inline with last month. Hose products & assemblies, power units, and valves were the strongest product categories while motors, cylinders and connectors were reported as the relative weakest product categories.





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Source: FPDA Survey

2014 Outlook

Outlook Remains Stable at Up 6% - Implies Accelerating 2H

Sources continue to forecast 6% growth in 2014 up from flattish trends in 2013 as steadily improving market conditions are expected to drive better demand in the 2H of 2014. The current outlook implies sales should accelerate to 7-8% over the remainder of year after 3% growth YTD. Expectations for better 2H activity are supported by positive order and backlog trends with May orders up 4%, inline with last month. Backlog growth slowed modestly in May growing 3% vs 4% in April but distributor commentary suggests backlogs look good heading into June.

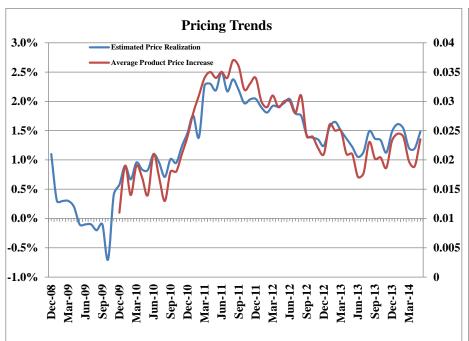
Fluid Power Outlook												
	2012	2013	2014 Outlook									
Sales Growth (y/y)	Actual Results	Actual Results	<u>Sept-13</u>	Oct-13	<u>Nov-13</u>	<u>Dec-13</u>	<u>Jan-14</u>	<u>Feb-14</u>	<u>Mar-14</u>	<u>Apr-14</u>	<u>May-14</u>	
Overall	8%	0%	3%	4-5%	<i>4-5%</i>	<i>5-6%</i>	<i>5-6%</i>	6%	6%	6%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

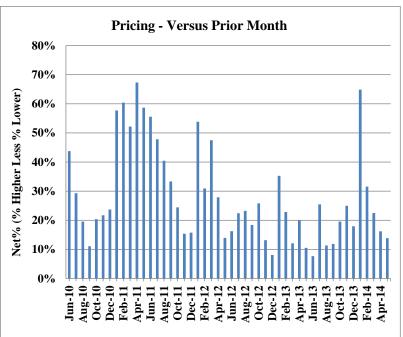
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Price Contribution Trends

Price Realization Improves in May

We are hearing that average product price increases were 2.4% in May, above the 1.9% in April as price realization improved to 1.5%, up from 1.2% in April.

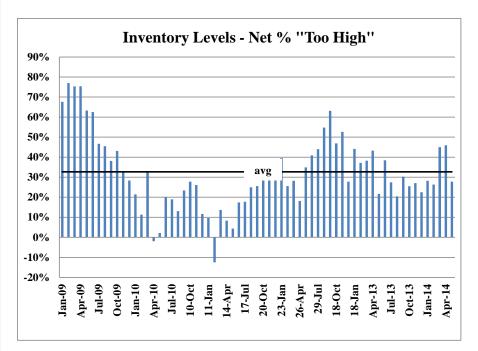


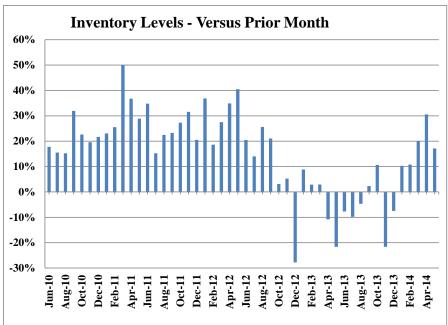


Inventory Trends

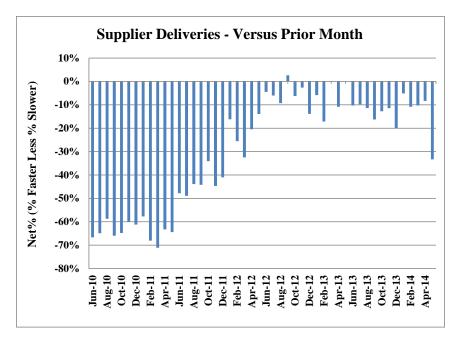
May Inventory Levels Moderate

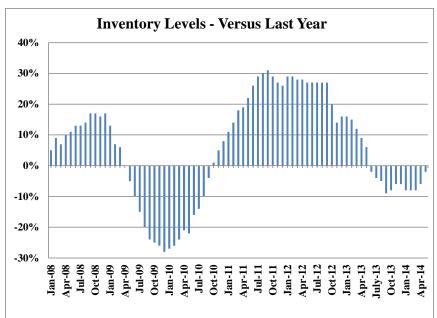
Inventories moderated in May with a net 17% of sources reporting higher inventories down from a net 31% in April. Additionally, distributors appear more comfortable with levels in May with a net 28% of participants indicating inventories were "too high", down from 46% last month and below the long run average of 33%.





Inventory Levels

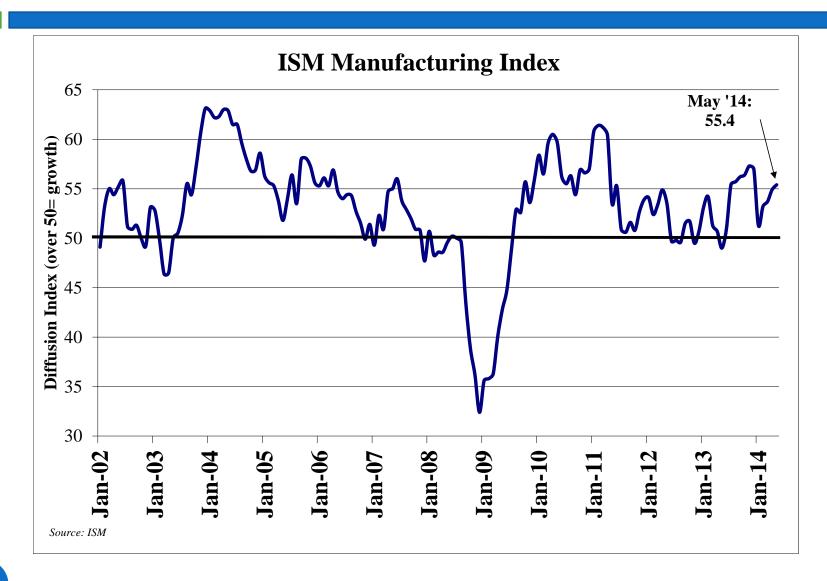




Macroeconomic Indicators

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

May ISM Slightly Better

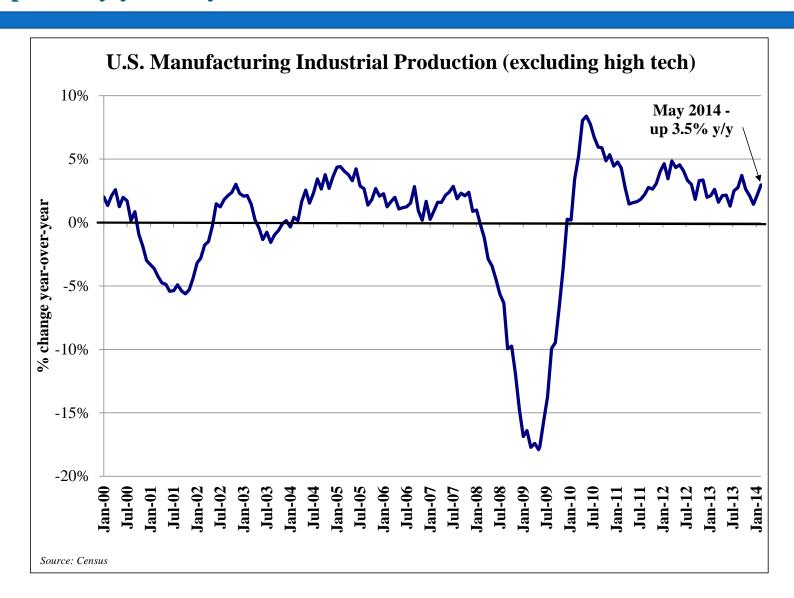


Manufacturing End Market Momentum

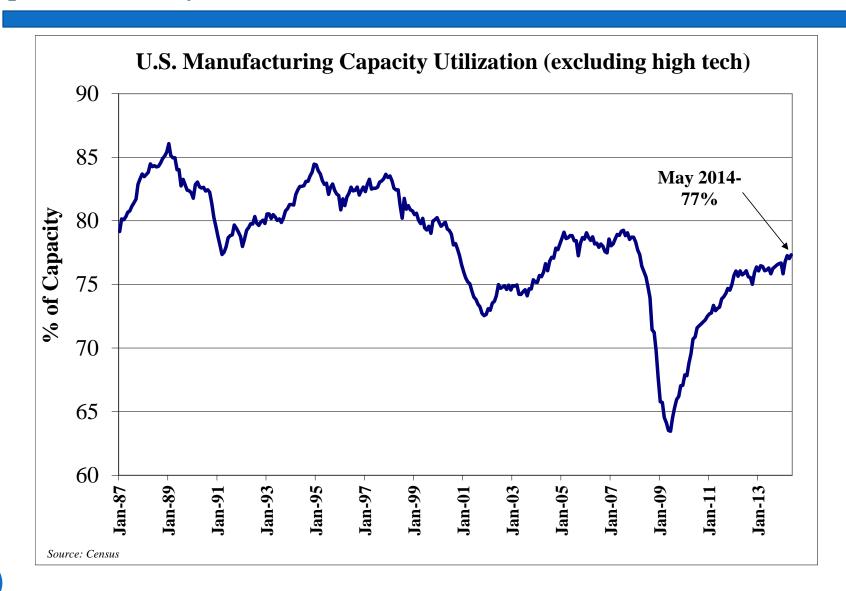
ISM Manufacturing End Market Momentum													
Major End Market	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
Apparel, leather and allied products	↑	↑	↓	\leftrightarrow	↓	↓	↓	↑	\downarrow	↓	↓	↑	↑
Chemical products	\downarrow	\downarrow	↑	1	\downarrow	\downarrow	↑	\downarrow	\downarrow	↑	↑	↑	↑
Computer and electronic products	\downarrow	\downarrow	↑	1	↑	↑	↑	↑	\downarrow	\leftrightarrow	↑	↑	↑
Electrical equipment, appliances, components	↑	↑	↑	↑	↑	↑	↑	\downarrow	↑	↑	\downarrow	↑	↑
Fabricated metal products	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Food, beverage and tobacco products	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Furniture and related products	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Machinery	↑	↑	\downarrow	↑	↑	↑	\downarrow	\downarrow	↑	↑	↑	↑	↑
Miscellaneous manufacturing	\downarrow	\leftrightarrow	\downarrow	\downarrow	\downarrow	\downarrow	↑	↑	\downarrow	\downarrow	\downarrow	↑	↑
Nonmetallic mineral products	↑	↑	↑	↑	\downarrow	↑	↑	\downarrow	\downarrow	↑	↑	\downarrow	↑
Paper products	↑	↑	↑	↑	↑	↑	↑	↑	\downarrow	↑	↑	↑	↑
Petroleum and coal products	\leftrightarrow	↑	\leftrightarrow	\leftrightarrow	↑	↑	↑	\leftrightarrow	\downarrow	\downarrow	↑	↑	↑
Plastics and rubber products	\downarrow	↑	\downarrow	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Primary metals	\downarrow	↑	↑	↑	\downarrow	\downarrow	↑	↑	↑	↑	↑	↑	↑
Printing, related support activities	↑	\leftrightarrow	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Textile mills	\leftrightarrow	\downarrow	↑	↑	\downarrow	↑	↑	↑	↑	↑	↑	↑	\leftrightarrow
Transportation equipment	\downarrow	\downarrow	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
Wood product	↑	↑	↑	↑	\leftrightarrow	↑	\downarrow	↑	↑	↑	\downarrow	↑	↑
Statistics	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
% Better	56%	67%	72%	83%	61%	78%	83%	72%	61%	78%	78%	94%	94%
Unchanged	11%	11%	6%	11%	6%	0%	0%	6%	0%	6%	0%	0%	6%
% Worse	33%	22%	22%	6%	33%	22%	17%	22%	39%	17%	22%	6%	0%
Net % of Industries Improving	22%	44%	50%	78%	28%	56%	67%	50%	22%	61%	56%	89%	94%
PMI	49.0	50.9	55.4	55.7	56.2	56.4	57.3	57.0	51.3	53.2	53.7	54.9	55.4

Source: Institute for Supply Management

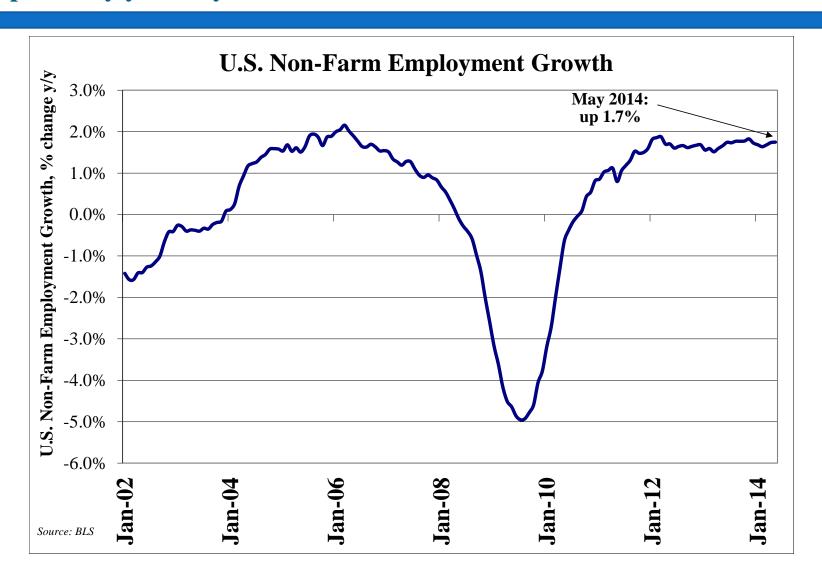
Manufacturing IP: Up 3.5% y/y in May



Capacity Utilization: Up to 77% in May



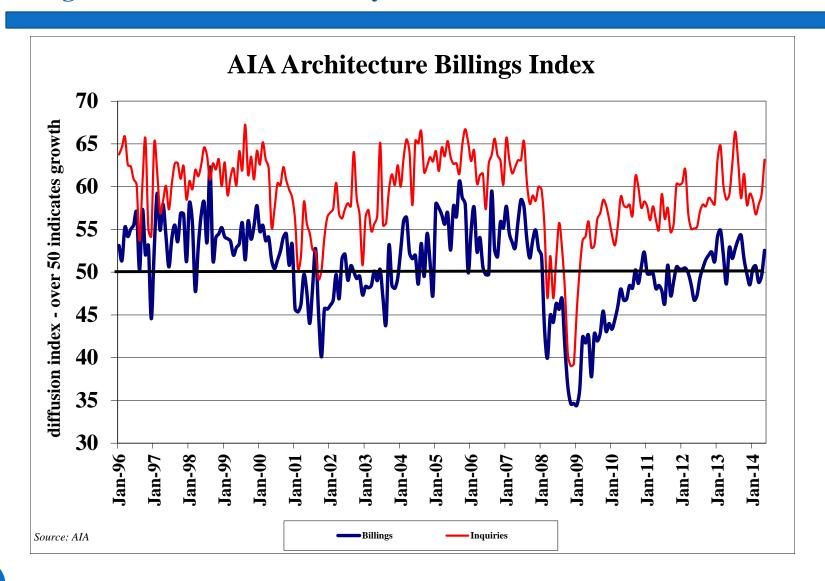
Non-Farm Employment: Up 1.7 % y/y in May



Manufacturing Employment: Up 0.9% in May



AIA Billings Index – Billings Return to Growth in May



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

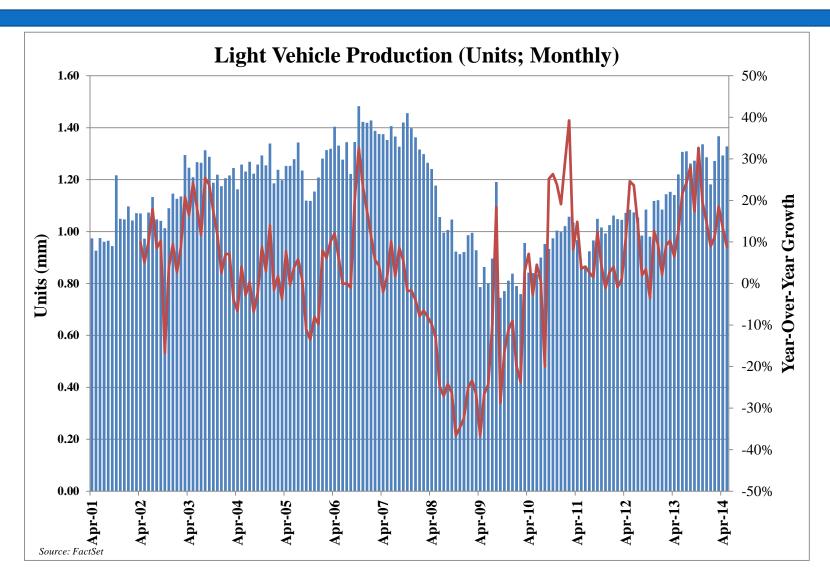
McGraw-Hill Construction Starts History and Forecast										
U.S. Starts Forecast (Value \$mm)	2008	2009	2010	2011	2012	2013	2014E	2015E	2016E	2017E
Amusement, Social and Recreational Bldgs	0%	-14%	-4%	-12%	-17%	28%	6%	18%	24%	1%
Dormitories	16%	-5%	1%	-15%	5%	-7%	3%	8%	8%	9%
Government Service Buildings	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) % change y/y	242,186 1% 1,377 -18%	168,877 -30% 773 -44%	162,640 -4% 678	165,654 2% 703 4%	158,222 -4% 774 10%	174,082 10% 845 9%	189,473 9% 943 12%	216,522 14% 1,076 14%	251,990 16% 1,220 13%	271,614 8% 1,269 4%
% change y/y			-12%							
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) % change y/y	152,486 9 %	144,769 -5%	148,329 2%	150,515 1%	162,823 8%	144,800 -11%	129,300 -11%	135,100 4%	146,900 9%	162,700 11%

Source: MHC (1Q14 fcst)

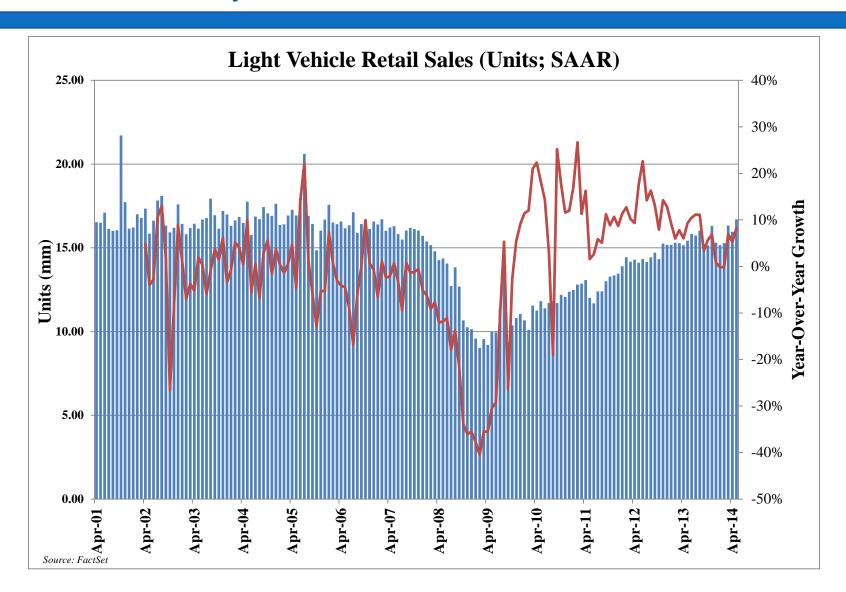
Heavy Truck Orders Tick Up to ~26k Units in May



Light Vehicle Production up 9% y/y in May

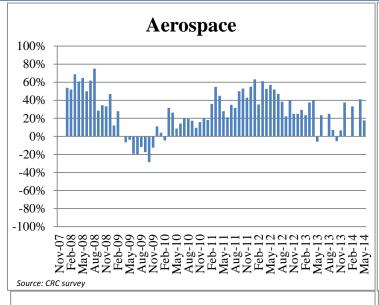


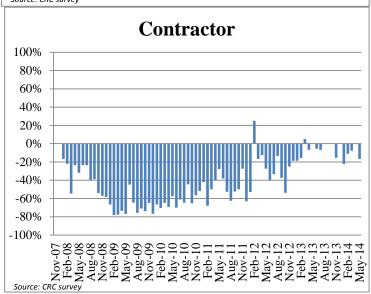
Light Vehicle Retail Sales ~16.7mm SAAR in May

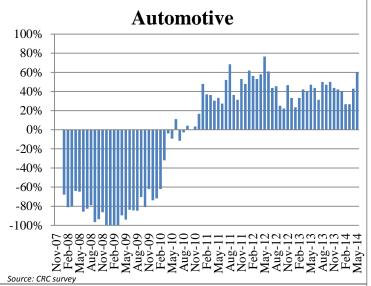


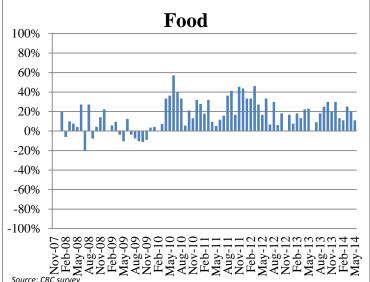
Appendix

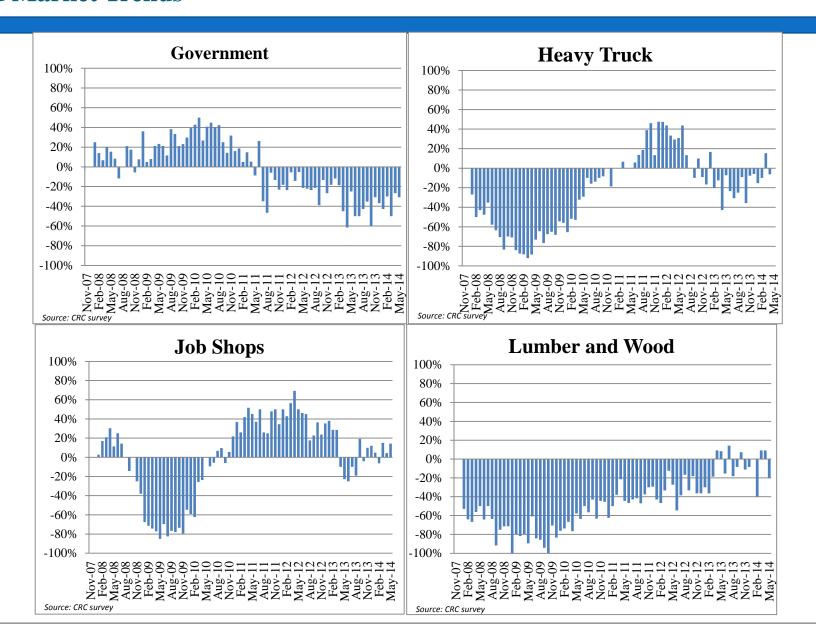
Long term end market trends

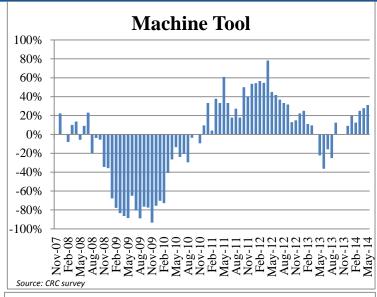


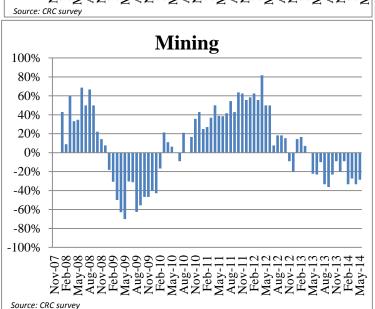


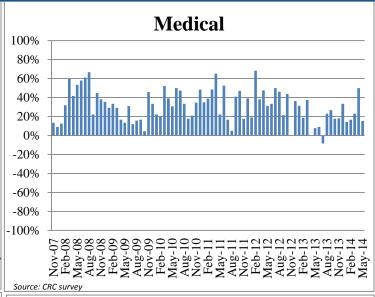


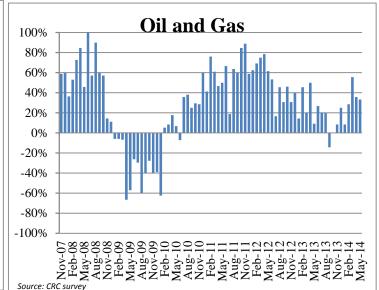


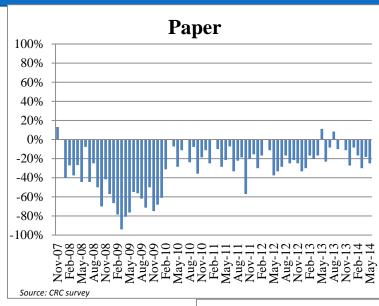


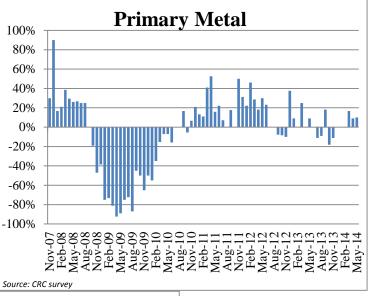


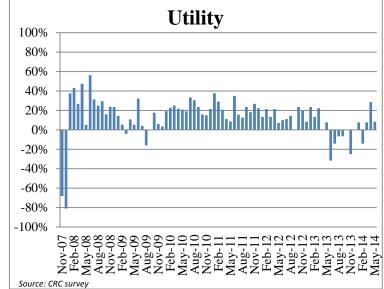




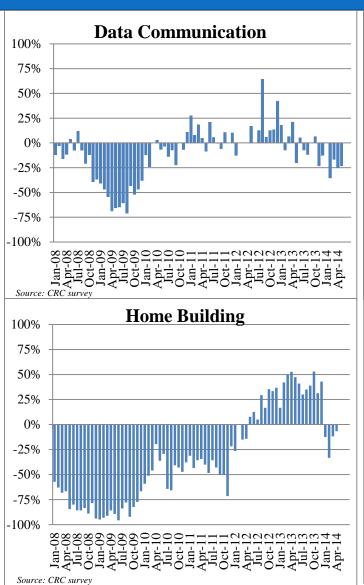


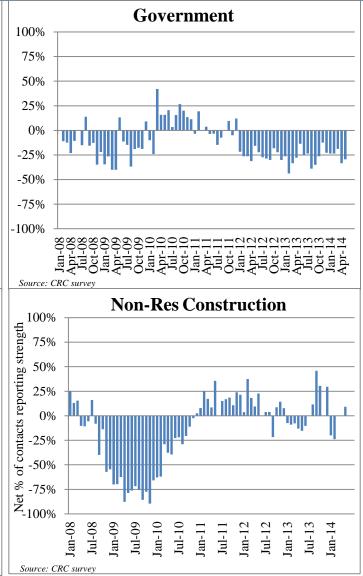




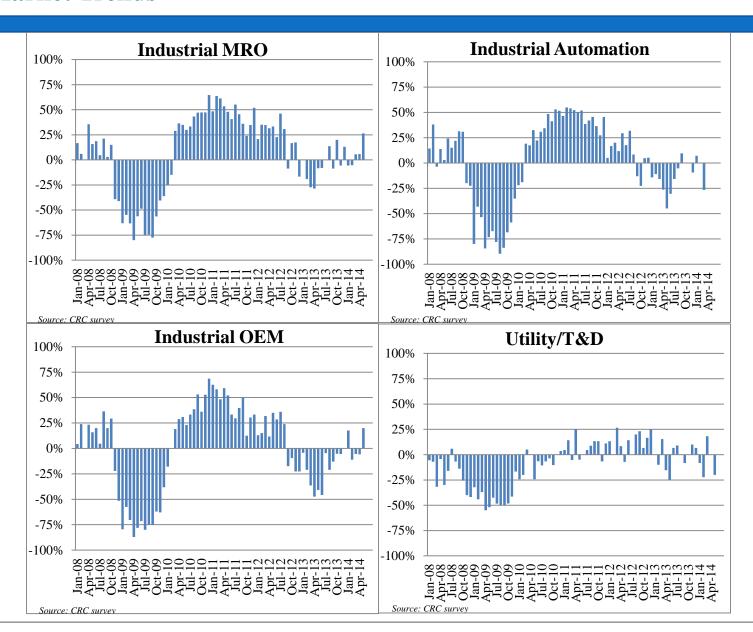


Electrical Survey End Market Trends



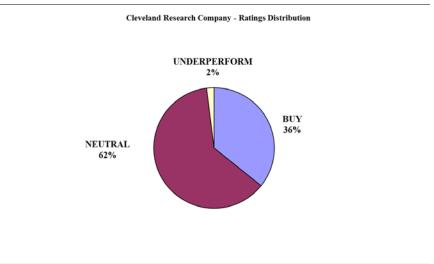


Electrical Survey End Market Trends



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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