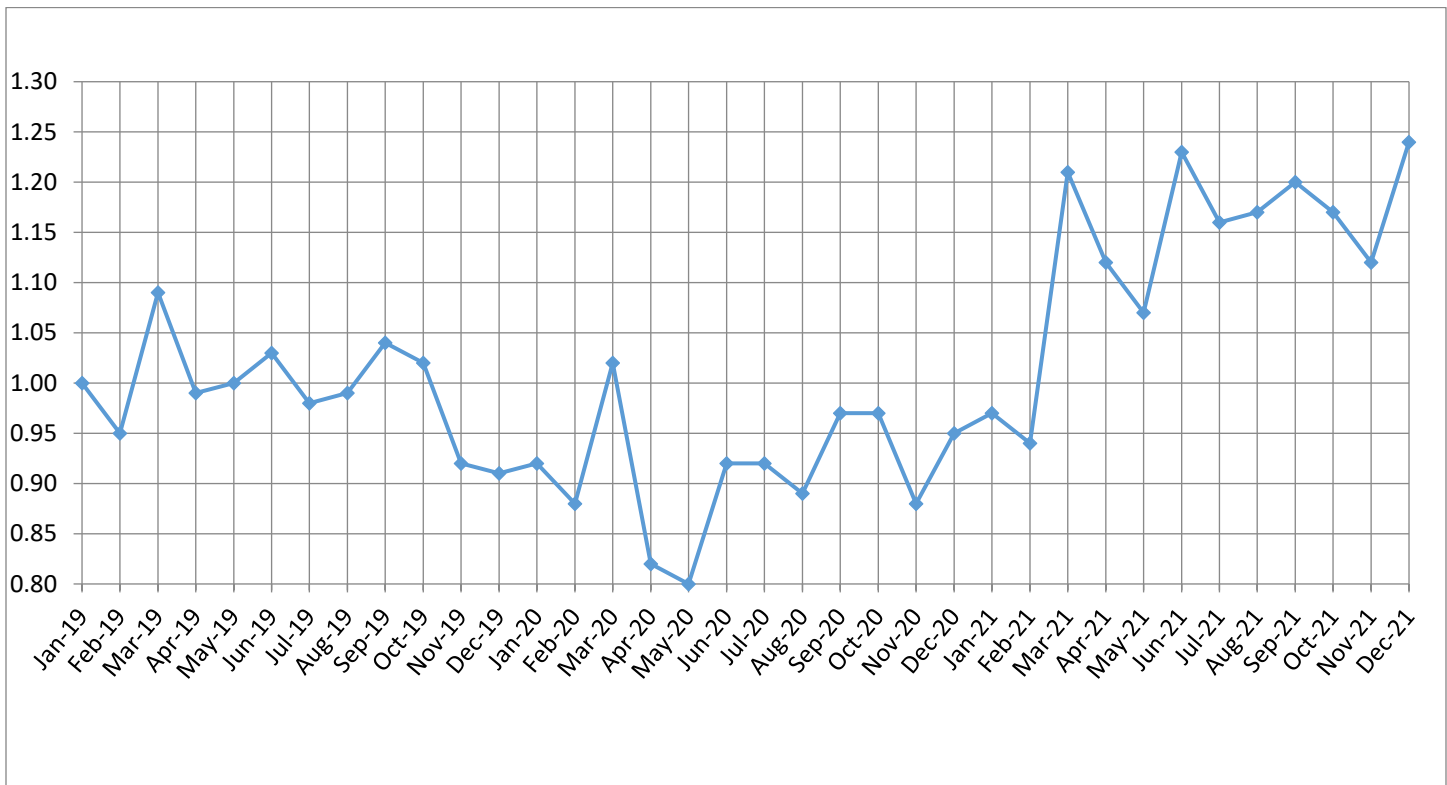


POS INDEX JANUARY 2019– DECEMBER 2021



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After contemplating POS Index measurements, it was decided to use January of 2019 as the base point. This gives us two plus years of distributor POS activity. The number of manufacturers included in the index has grown to around one hundred companies. Because of the large amount of manufacturers represented, the Budde Marketing POS Index is arguably one of the most complete benchmarks of POS activity at this time.

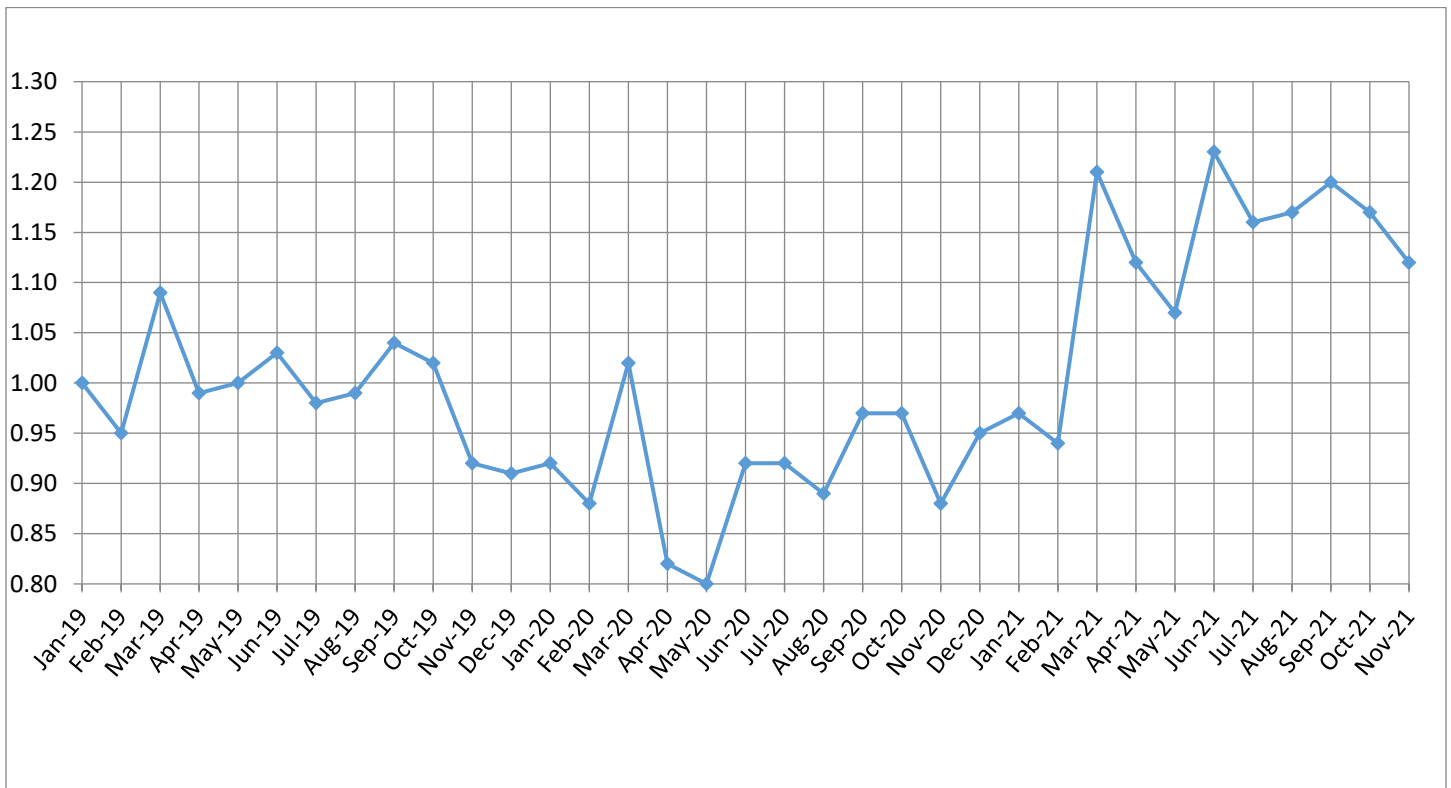
We will be using new metrics in 2022 to measure POS. Those metrics will be explained next month as we look forward to 2022. We will be increasing the number of manufacturers being polled since we have added a number of manufacturers to our customer base over the past year

December of 2021 was a banner month, with POS activity up 24% when compared to the January 2019 Index number. Because the country was deep into the pandemic in December of 2020, 2021 December was actually 29% above last year's December number. December was also 12% above November's POS number. All in all, a great month of POS activity.

This past year saw a strong rebound from the pandemic year of 2020. POS activity was 21% ahead of 2020. Each of the past ten months showed double digit growth when compared to 2020. We also anticipate a strong first quarter for 2022 and sales activity shows no signs of letting up in the near future.

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POS INDEX JANUARY 2019– NOVEMBER 2021



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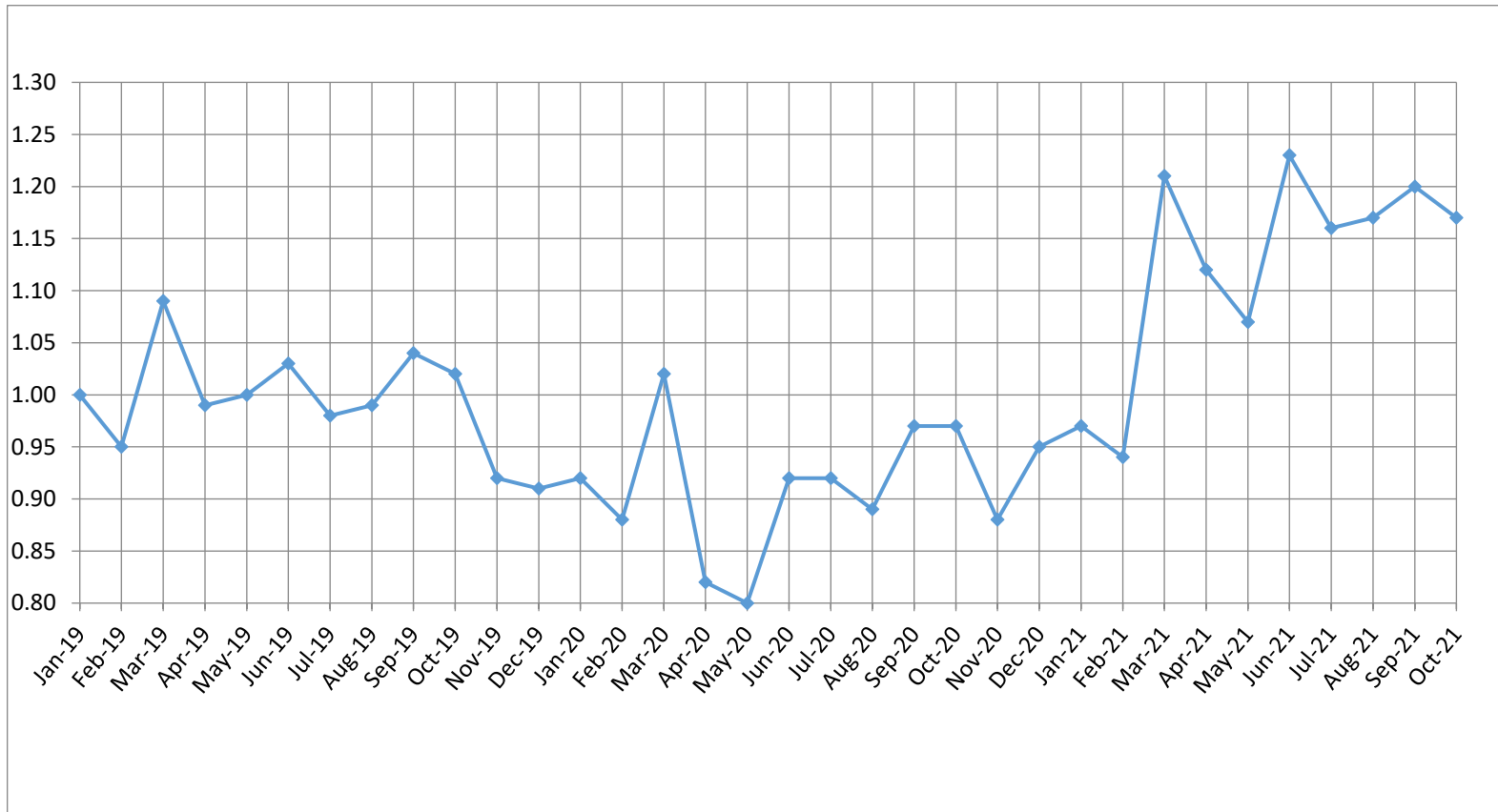
November of 2021 marked the ninth straight month of double digit growth when comparing POS to the January 2019 base point being used. November was 5% below October of 2021 but still 12% ahead of the 2019 POS Index base point. Also, November of 2020 was 24% less than November of 2021.

As we finish out 2021 POS, the year will show a strong recovery, undoubtedly somewhere around 20% ahead of the 2020 numbers when we were adversely affected with the Covid pandemic. Even though cases continue to rise at this time, POS activity has experienced a strong bounce back, and we predict this growth to continue into at least the first few months of 2022.

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POS INDEX JANUARY 2019 – OCTOBER 2021



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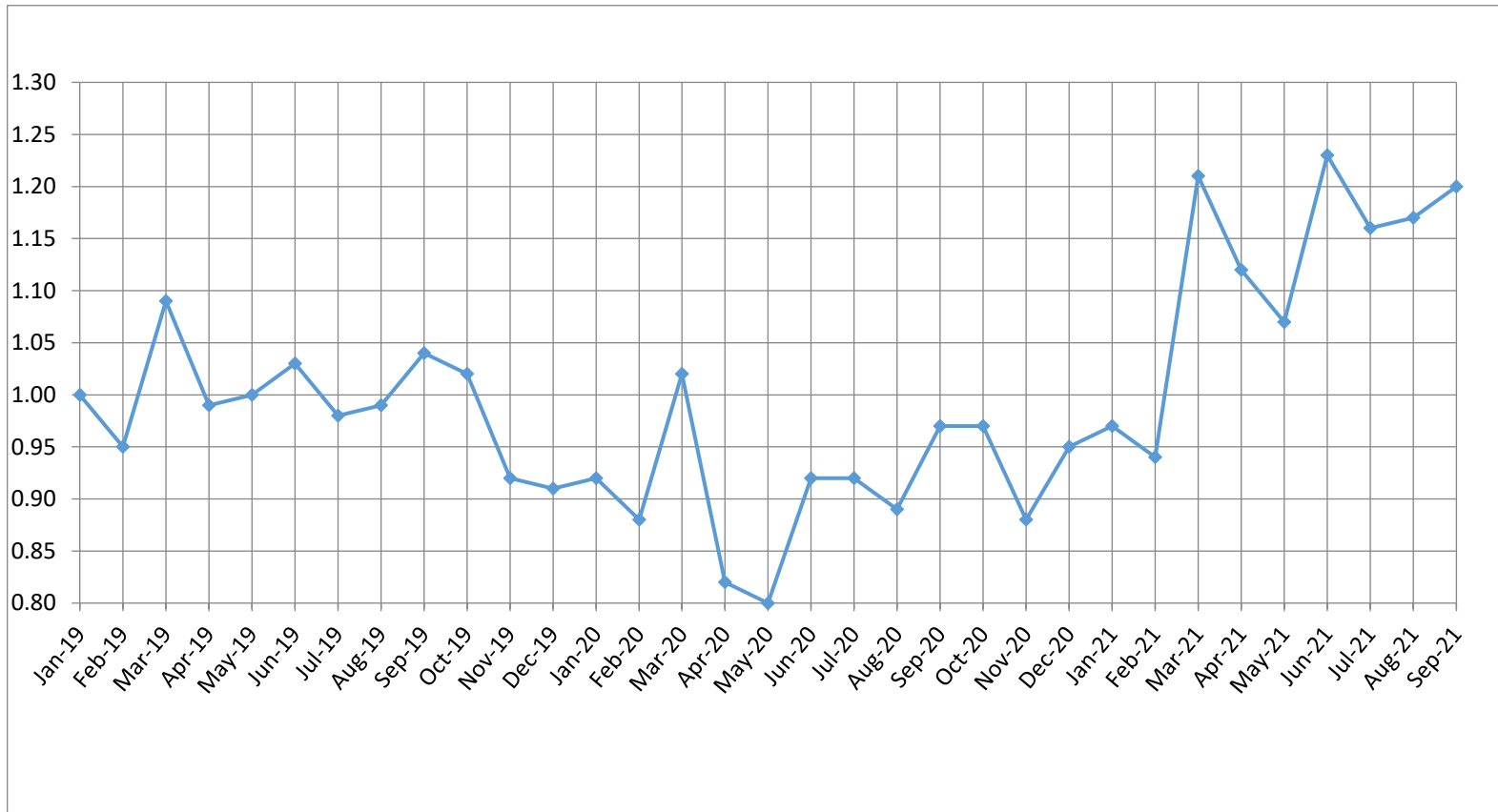
October of 2021 marked the eighth straight month of double digit growth when comparing POS to the January 2019 base point being used. October was 17% ahead of our base point. Comparing month over month for the past couple of years, this past month was 15% over 2019 and 20% over 2020 during the Covid outbreak. The first ten months of 2021 are cumulatively over 20% ahead of the same time period in 2020. Approximately 60% of the manufacturers being included in our POS Index are ahead of last month's activity.

We continue to see a very strong recovery and predict that it will continue throughout the end of this year.

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POS INDEX JANUARY 2019 – SEPTEMBER 2021



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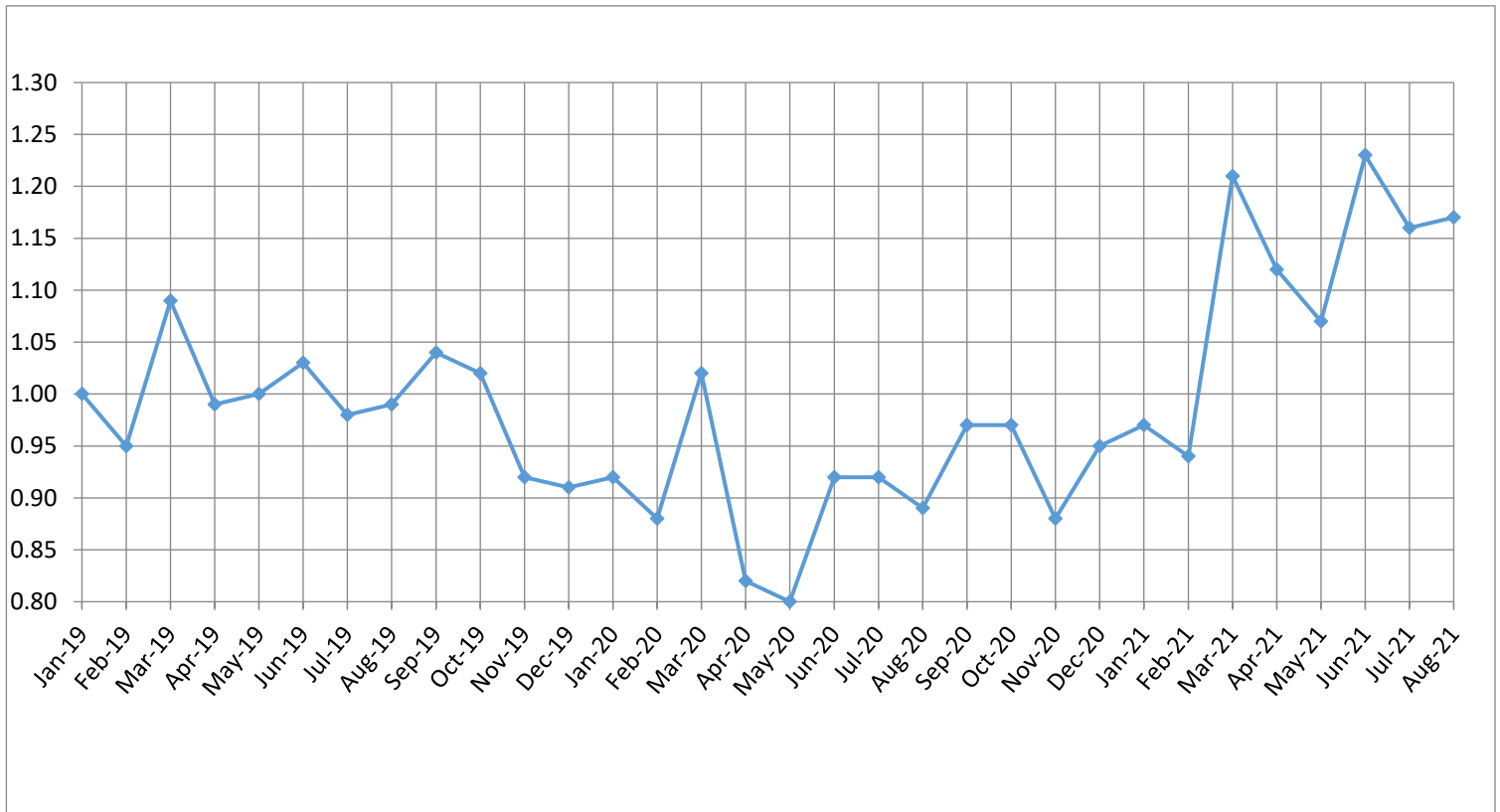
September of 2021 was another strong month for POS activity, with it being the third best month of 2021 behind March and June. This makes seven straight month where we were significantly ahead of the January 2019 Index base point. The September 2021 Index is a full 20% ahead of the January, 2019 base point August 2021 index was slightly over July 2021. Comparing month over month for the past couple of years, this past month was 16% over 2019 and 23% over 2020 during the Covid outbreak. , The first nine months of 2021 are cumulatively 22% ahead of the same time period in 2020.

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POS INDEX JANUARY 2019 – AUGUST 2021



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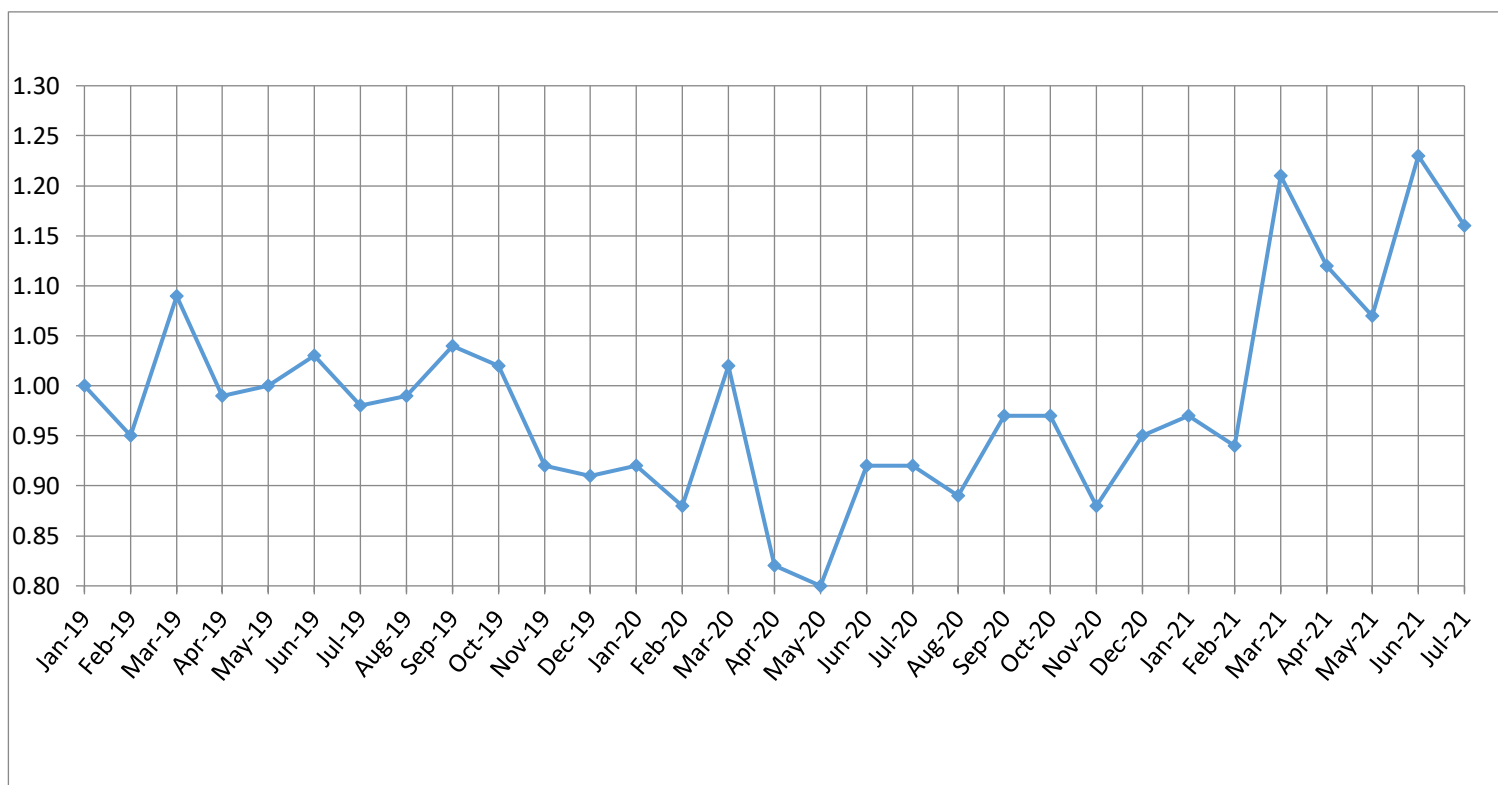
August of 2021 was more of the same as far as POS activity is concerned. This is the sixth straight month where we were significantly ahead of the January 2019 Index base point. The August 2021 index was slightly over July 2021. However, comparing month over month for the past couple of years, this past month was 18% over 2019 and 28% over 2020 since we were still mired in the effects of Covid last August. Also, the first eight months of 2021 are cumulatively 21% ahead of the same time period in 2020.

We continue to see a very strong recovery and predict that it will continue throughout the end of this year.

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POS INDEX JANUARY 2019 – JULY 2021



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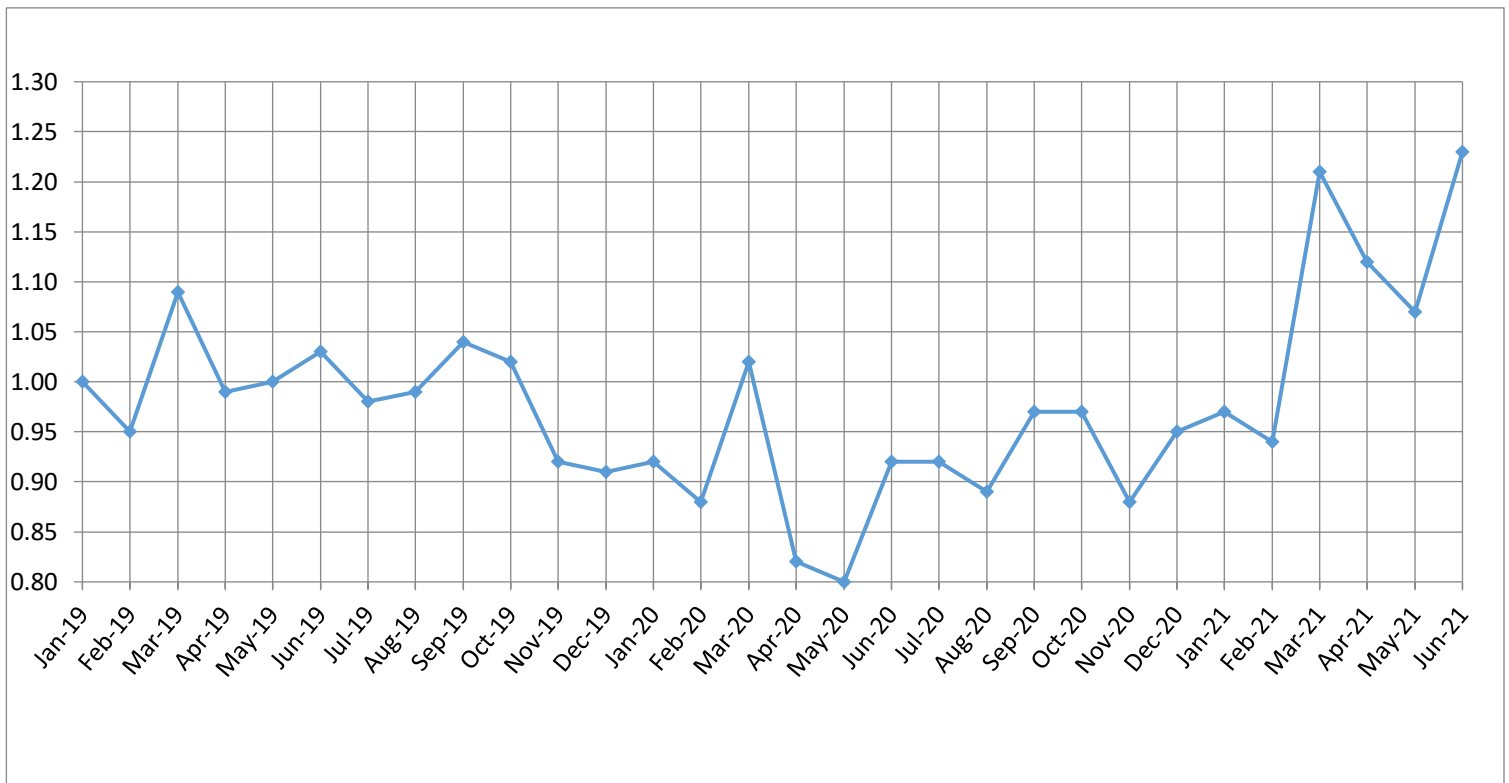
July of 2021 predictably slipped about 5% from June, 2021 record numbers; however it was still the third highest month in the year, with the July index being 16% ahead of the January 2019 base point. In comparing the first seven months of POS activity for this year, January through July is 18.3% ahead the same time in last year when we experienced our worst months due to the pandemic.

We continue to see a very strong recovery and predict that it will continue throughout the end of this year.

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POS INDEX JANUARY 2019 – JUNE 2021



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June of 2021 set a new record for POS activity. June 2021 was a full 25% above June of 2020 as we were just beginning to see some daylight in June of 2020. The month of June of 2021 still reported a 23% gain against the January, 2019 base point. Based on the past three months of POS activity, the industry has bounced back arguably even stronger than anticipated. About 90% of the companies included in the Index registered increases over May, which was also a strong month.

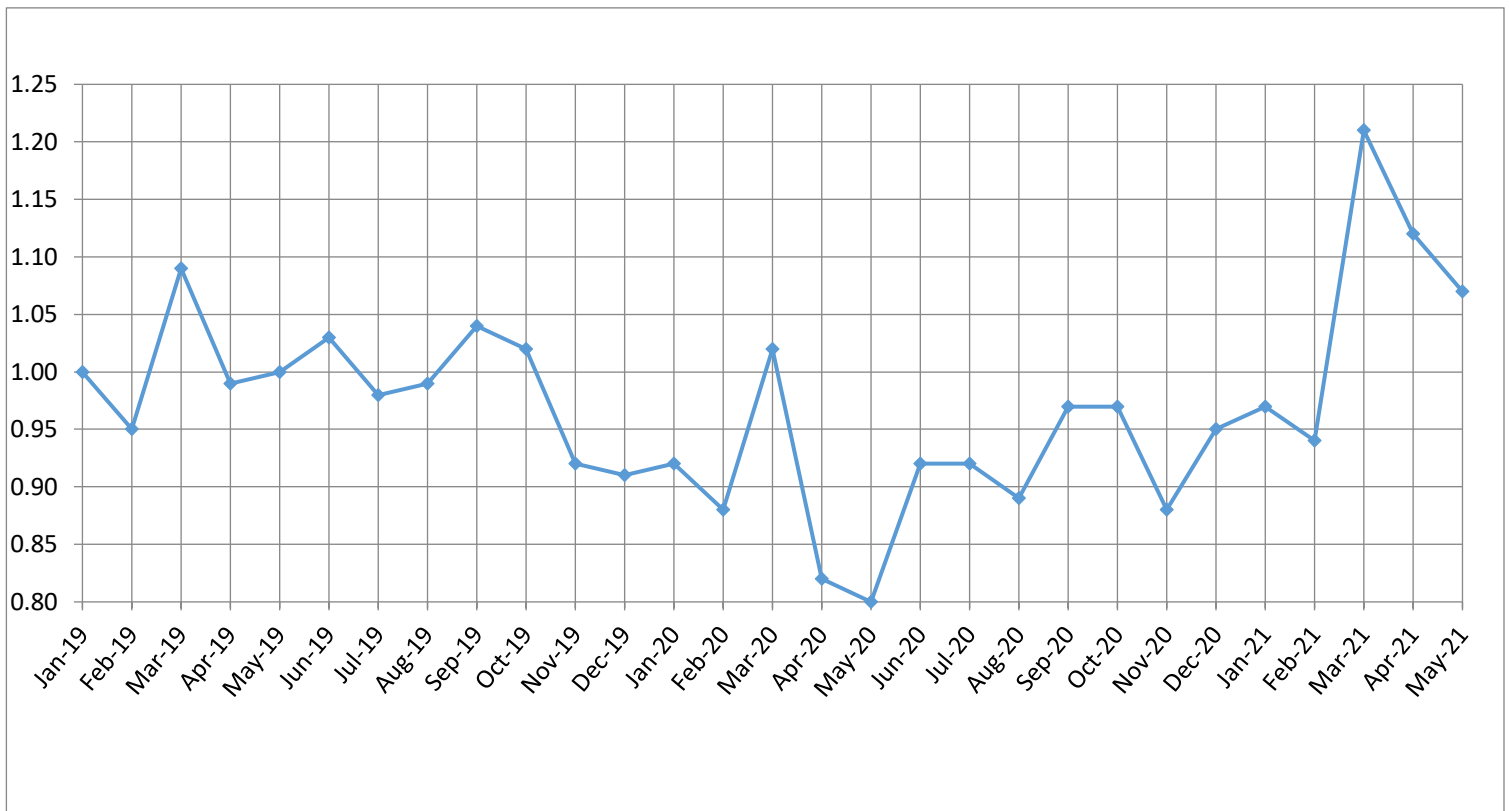
Comparing quarter to quarter, 2nd quarter of 2021 was 10% over first quarter of 2021 and a full 29% ahead of 2nd quarter of 2020. Comparing semiannual sales, the first six months of 2021 were 18% ahead of 2020's first six months.

We are seeing amazing growth in POS so far this year, and hope to see it maintained for the balance of the year.

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POS INDEX JANUARY 2019 – MAY 2021



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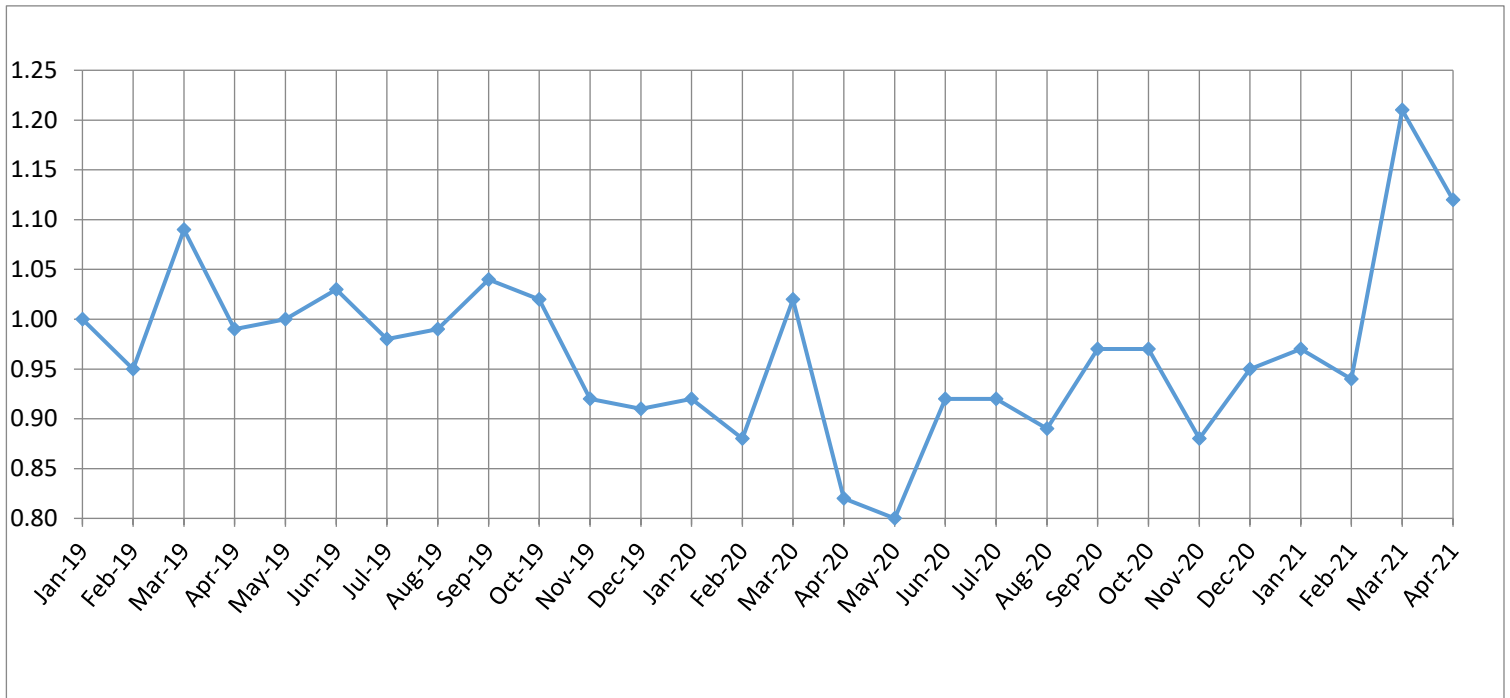
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Last May saw the lowest month in years due to the pandemic, where the POS In May of 2020 dropped over 20 points against the index. The state of the economy was in question as we wrestled with what it would take to come back from the devastating losses we were seeing. We are pleased to say that May of 2021 was a full 27% higher than May of 2020. Even though May is down from this year's March and April numbers, it's still a very healthy 7% over the POS Index. The last three months have shown significant gains in the industry.

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POS INDEX JANUARY 2019 – APRIL 2021



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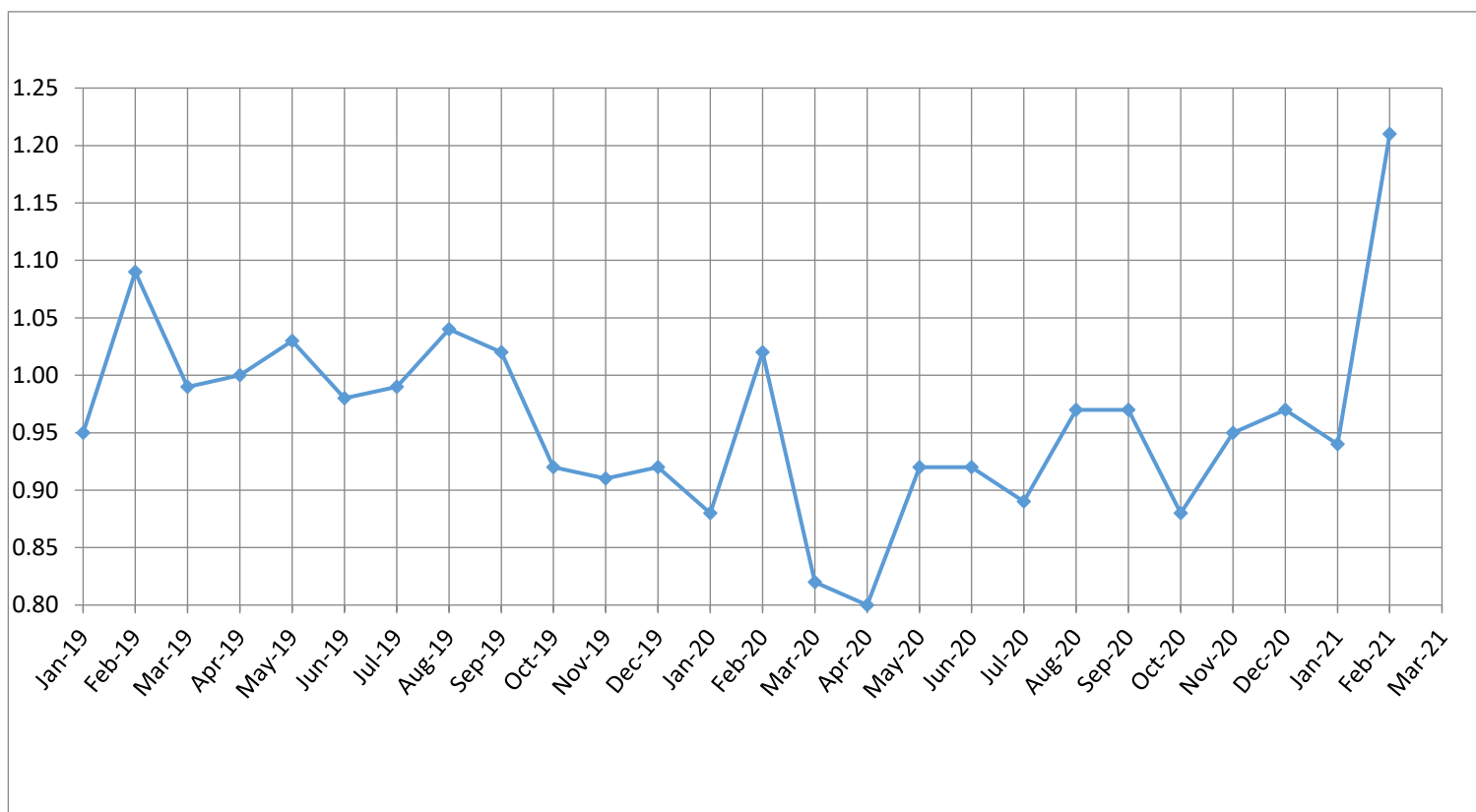
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April of 2021 dropped from the record numbers of March 2021 however it was still the second best month in the last three years. There is a significance difference in comparing this April to last April, as the Pandemic took hold during last April and May and saw 20% declines until things began to recover. April of 2021 is still 12% ahead of our January, 2019 basepoint. We expect May to continue to show positive growth in POS numbers as the industry appears to be very strong at this time.

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POS INDEX JANUARY 2019 – MARCH 2021



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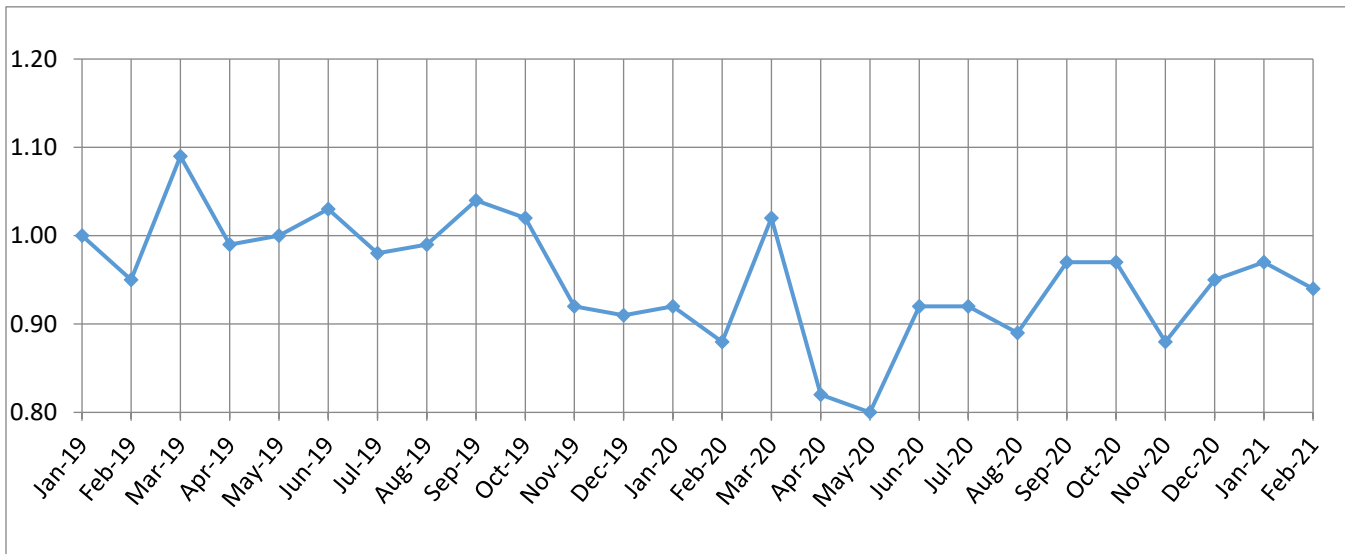
March of 2021 was a record month for our POS index. We anticipated and predicted a strong March but the growth far exceeded our expectations. March of 2021 showed a 21% increase over our base point of January of 2019. We have never seen a growth of this magnitude. April of 2021 will probably be a good month as well, but nowhere near the record growth we have seen in March.

Over half of our customers have us report their OEM business and we include it in our index, and a large amount of the growth occurred at the OEM level. Overall all but five of our companies that are included in our reporting showed a positive sales growth relative to the index.

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POS INDEX JANUARY 2019 - FEBRUARY 2021



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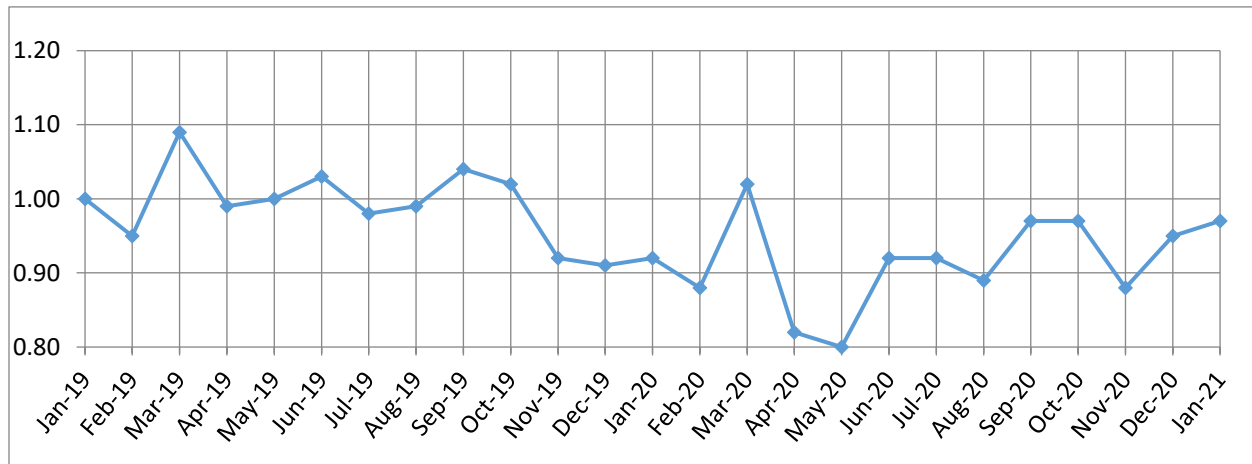
Moving into this year, there continues to be a great degree of uncertainty about what 2021 holds due to Covid 19. Great strides have been made with vaccinations now available to help stop the spread. Also, stock market continues to perform well which is a definite plus. However, the political climate is very toxic and may have an impact the economy in future months.

As far as POS activity, our benchmarks show that February of 2021 was ahead of February of 2020 by 6%. February is typically a slower month due to it being shorter in days. February, 2021 is 6% below the January 2019 index, but February is always down month vs. January and the index. February 2021 POS Index indicates a good month as a comparative to other months, even though it falls below our base point. And we expect March to be a very good month relative to the index. All positive trends.

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POS INDEX JANUARY 2019 – JANUARY 2021



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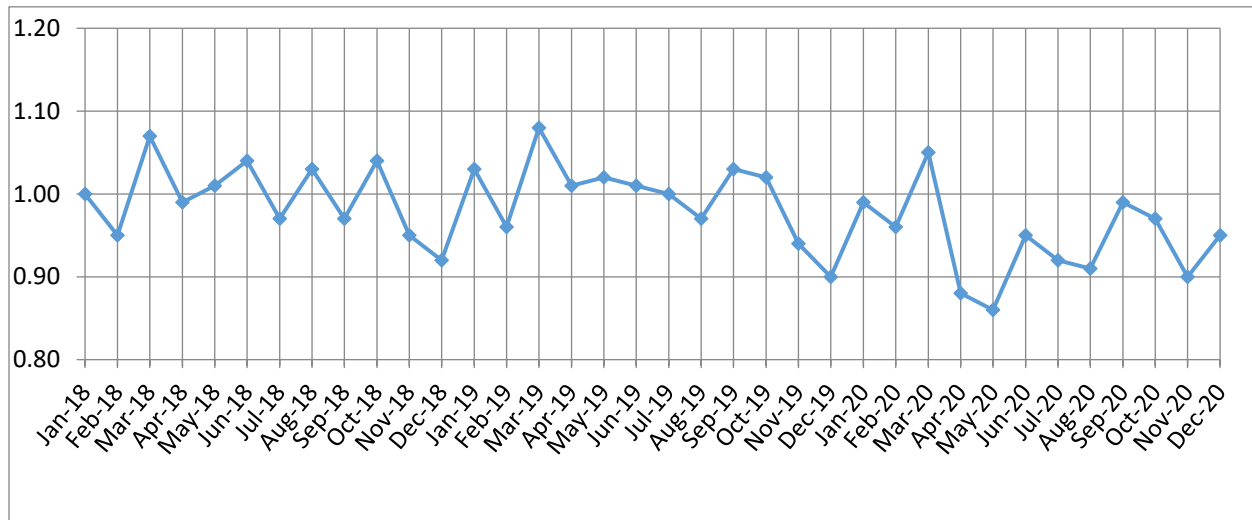
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As far as POS activity. Our benchmarks show that January of 2021 was slightly ahead of December of 2020, registering at 2% higher than December of 2020. The January 2019 base point is higher than this January's POS index. However, January of 2021 is 5% higher than January 2020, which is a positive trend. Also, over 60% of the manufacturers represented showed a positive number when comparing this month to last month.

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POS INDEX JANUARY 2018 – DECEMBER 2020



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After contemplating POS Index measurements, it was decided to continue to use January of 2018 as the base point. The number of manufacturers included in the index is still about ninety companies. The Budde Marketing POS Index is arguably the most complete benchmark of POS activity that our industry has at this time.

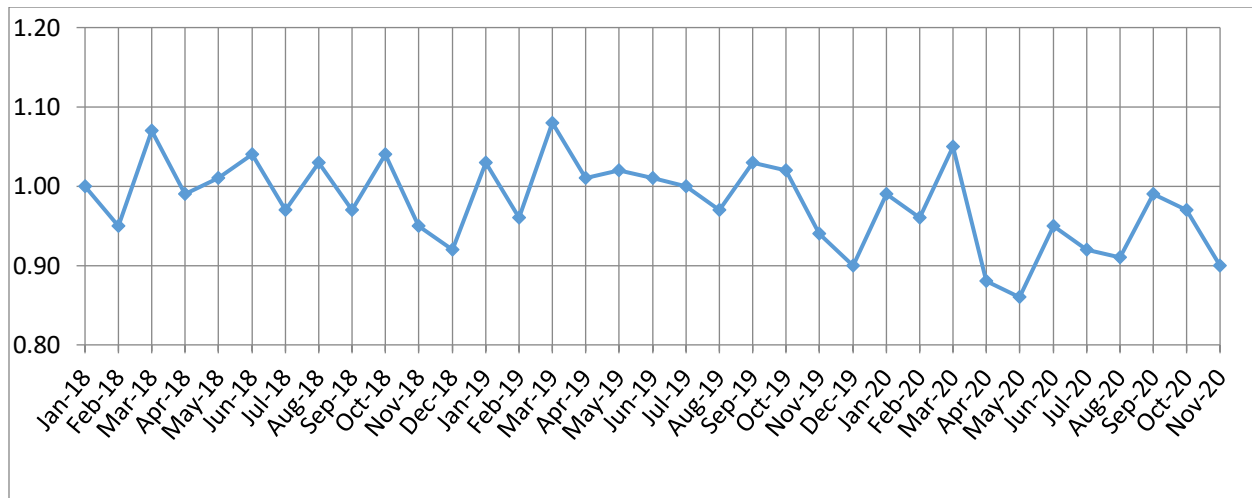
A final look at 2020 from a distributor POS perspective; the industry has endured quite a number of challenges due to Covid 19 in 2020. December of 2020 bounced back from a very soft November, improving by 5% in distributor POS. However, the year saw a decrease of 5.3% against 2019. December is always a slow month, and December of 2020 actually outperformed December of 2018 and December of 2019. We don't feel that this has any major significance in evaluating 2021 POS activity. We might add that there was only one month (March of 2020) that was actually over our POS Index base point of January, 2018. It was far from a stellar year; however the industry didn't see many of the challenges of other industries that were affected by the pandemic.

There will be new parameters established as we begin the new year, charting distributor POS based on our analytics. The base point will now become January of 2019 and as such each month will be measured against that month. Additional manufacturers will also be added to the mix.

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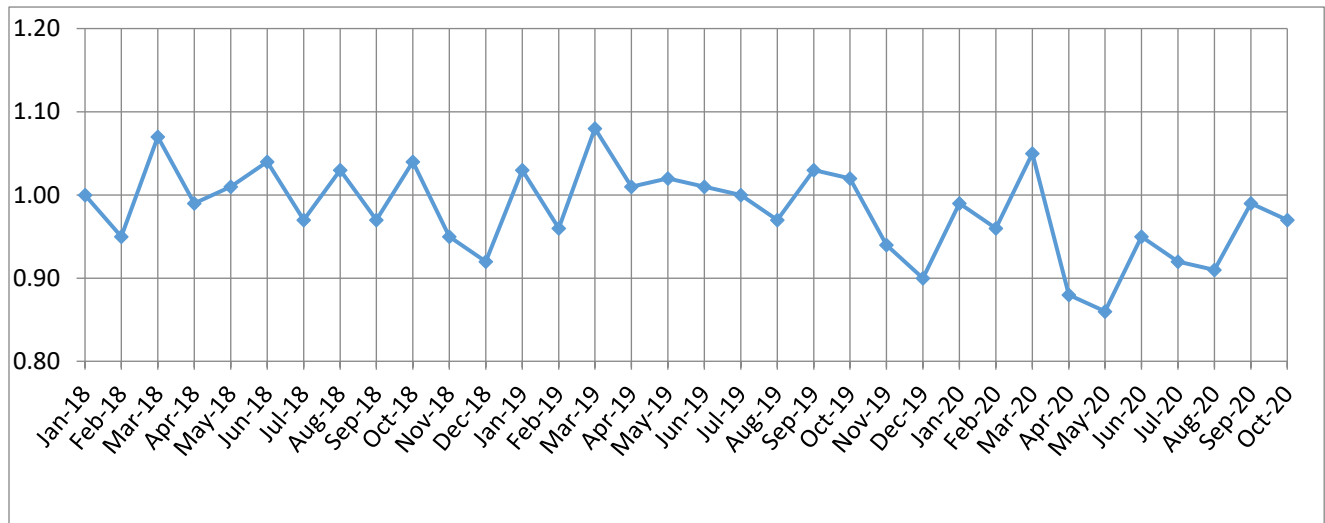
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November 2020 POS activity dipped to 10% below the index point of January of 2018, which was the sixth straight month of a negative index point. November was 7% less than October of 2020, and the third lowest number for the year. The industry had experienced some rebound the last two months, but November was a slow month for almost 90% of the companies included in the POS Index.

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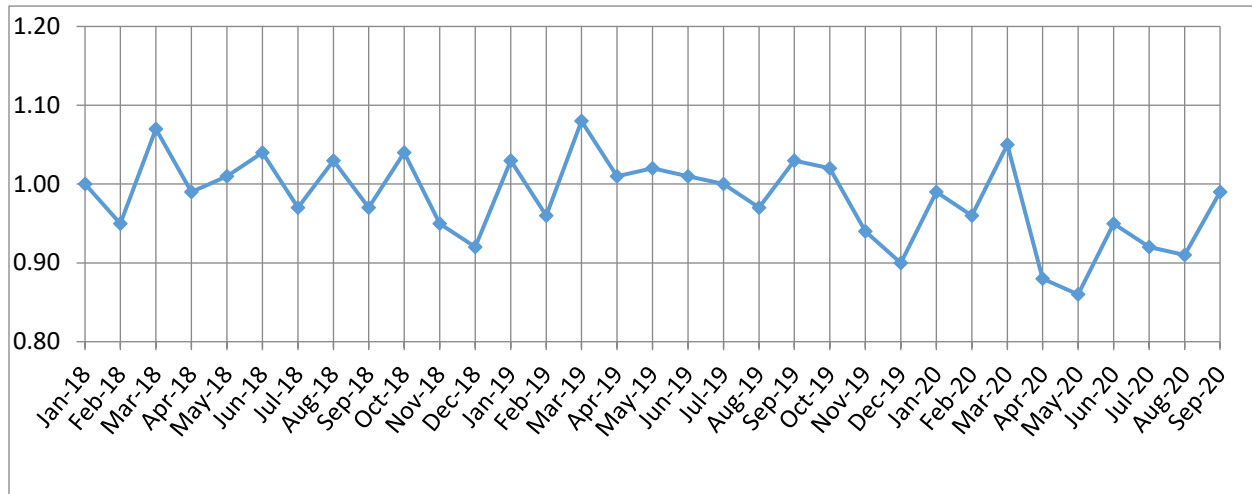
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October 2020 dipped slightly from September 2020 POS numbers, but continued to show a bit of a recovery from the early year Covid 19 affected POS. This year's number through October reflect a 7% drop when comparing first ten months of 2019 POS numbers. That being said, April through August were all down significantly and the past two months show signs of improvement, so the worst seems to be behind us for the remainder of 2020.

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As the third quarter of 2020 comes to an end, the POS numbers reflect some recovery. Third quarter ends up about 5% from 2nd quarter 2020 POS. September 2020 was the best POS month since March, and 8% ahead of August POS numbers.

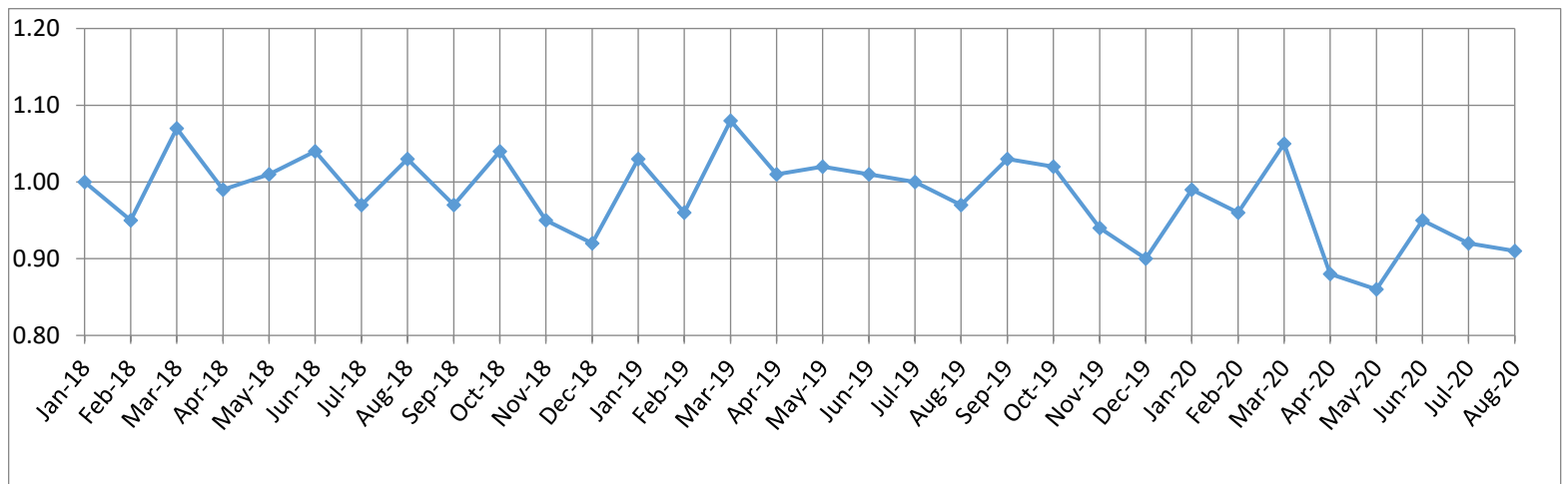
However, September of 2020 falls 1% below our base point of January, 2018, and we still have a way to go when comparing 2019 to 2020. The first nine months of 2019 were 6% greater than the first nine months of 2020.

September of 2020 showed positive signs on an overall basis as we continue to recover from the impact of Covid 19 on the POS industry. However, it goes without saying that the election could have a significant effect either way for the balance of the year as far as POS activity is concerned.

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POS INDEX JANUARY 2018 – AUGUST 2020



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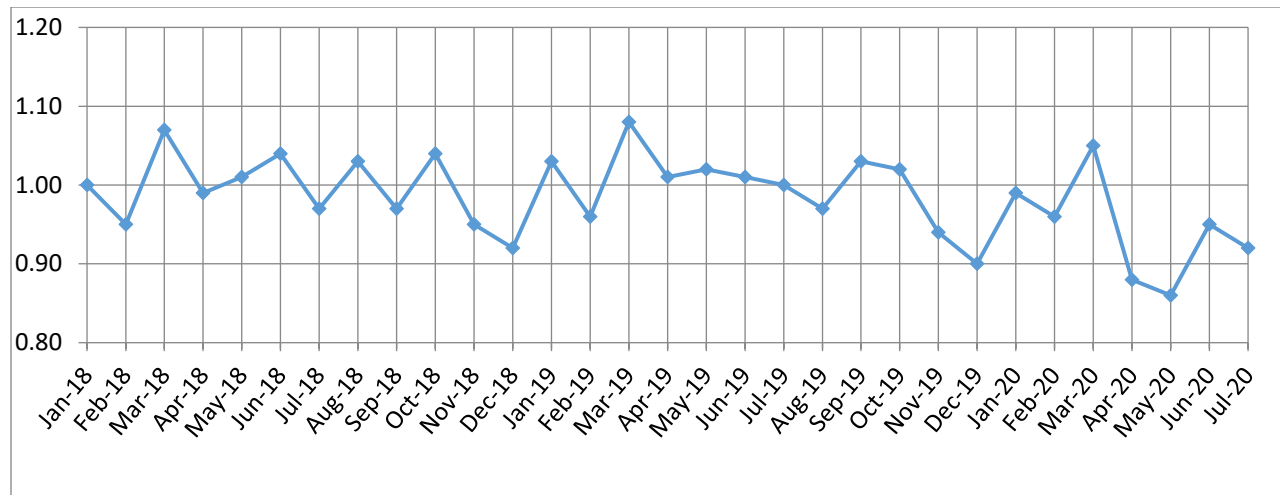
August POS numbers were down slightly from July POS, 1% below last month's POS. This number represents a 6% loss vs. same month last year, and a 9% dip from the POS Index of January, 2018. Year over year numbers indicate that the first eight months of 2019 was 7% higher than 2020.

We continue to see the market rebounding which should have a positive effect on the industry. However, it goes without saying that the election could have a significant effect either way for the balance of the year as far as POS activity is concerned.

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POS INDEX JANUARY 2018 – JULY 2020



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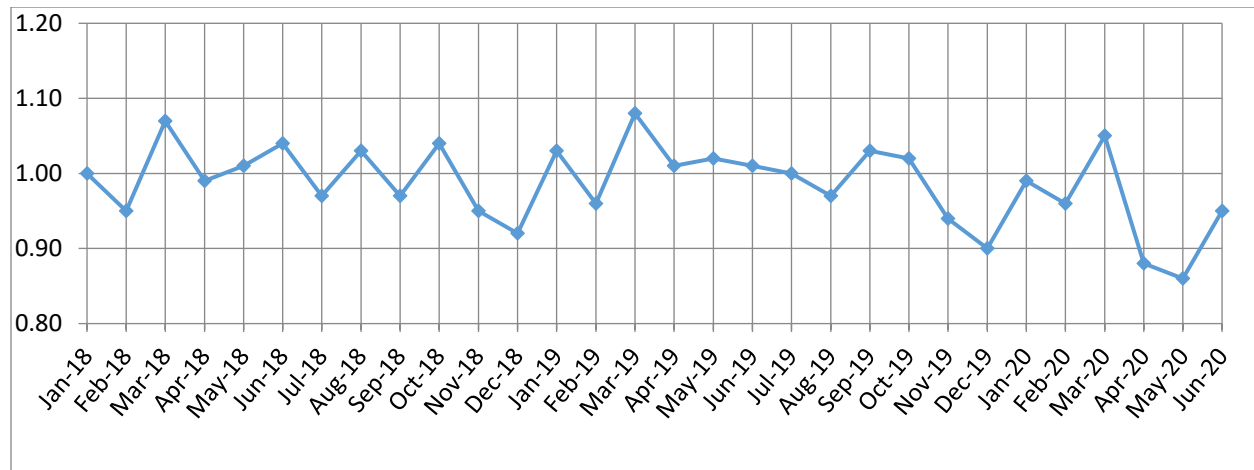
POS numbers slowed down a bit for July; keep in mind that July is typically a slower month for POS activity. That being said, July was still 8% lower than July of last year, 5% lower than July of 2018 and 8% below the index base point of January of 2018. On a positive note, July was 6% above the worst month of the year (May) and the stock market continues to improve.

There still is a great deal of uncertainty for 2020 POS for the balance of the year due to it being an election year and with the Coronavirus affecting the economy. Forecasting 2020 POS remains a questionable exercise.

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POS INDEX JANUARY 2018 – JUNE 2020



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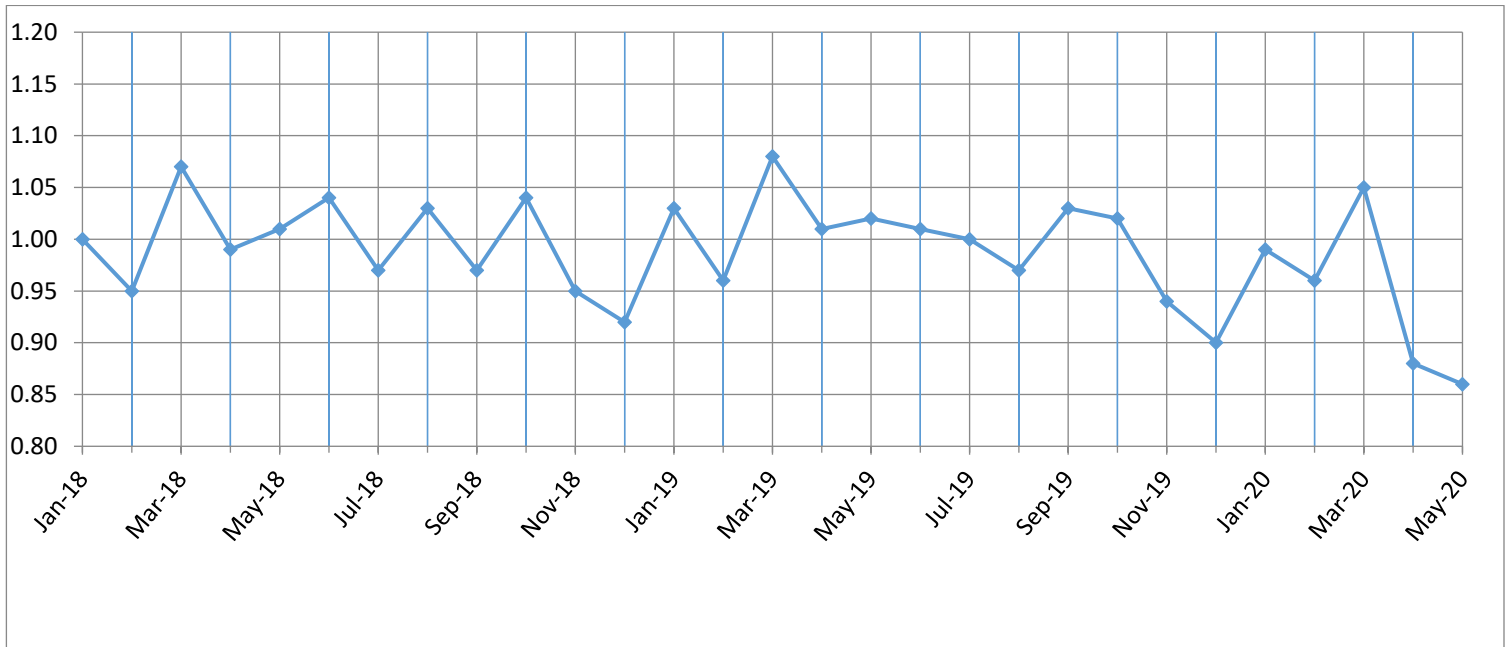
POS numbers continued to climb as the economy starts to open up a bit. Over 80% of the companies reported growth over May, 2020 numbers. June of 2020 is 9% higher than May of 2020. That being said, the industry POS is still down 6% vs. June of 2019 and 5% below the January, 2018 index base point. However, it is evident that things are improving.

There continues to be a great deal of uncertainty for 2020 POS due to it being an election year and with the Coronavirus affecting the markets. Forecasting 2020 POS remains a questionable exercise at this time. On a positive note, since the economy continued to open in June we should expect to see better numbers for July and August POS as the stock market shows improvement.

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POS INDEX JANUARY 2018 – MAY 2020



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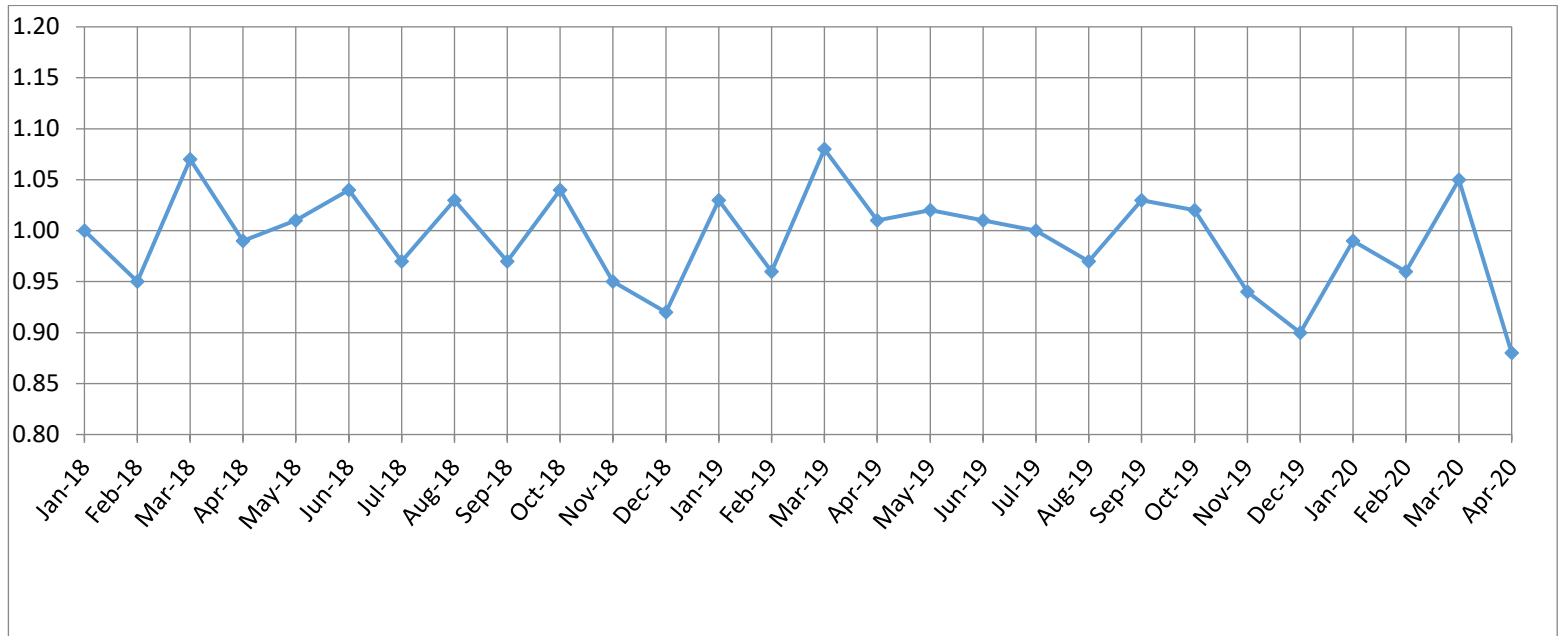
May of 2020 was 14% below index number of January, 2018, and 16% below May, 2019 numbers, and 2% below April 2020. May was the lowest POS number in the last three years. About 80% of the companies represented in our POS Index study showed decreases in May of 2020.

There continues to be a great deal of uncertainty for 2020 POS due to it being an election year and with the Coronavirus affecting the markets; forecasting 2020 POS remains a questionable exercise at this time. On a positive note, since the economy was partially opened in May we should start to see better numbers for June and July POS.

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POS INDEX JANUARY 2018 – APRIL 2020



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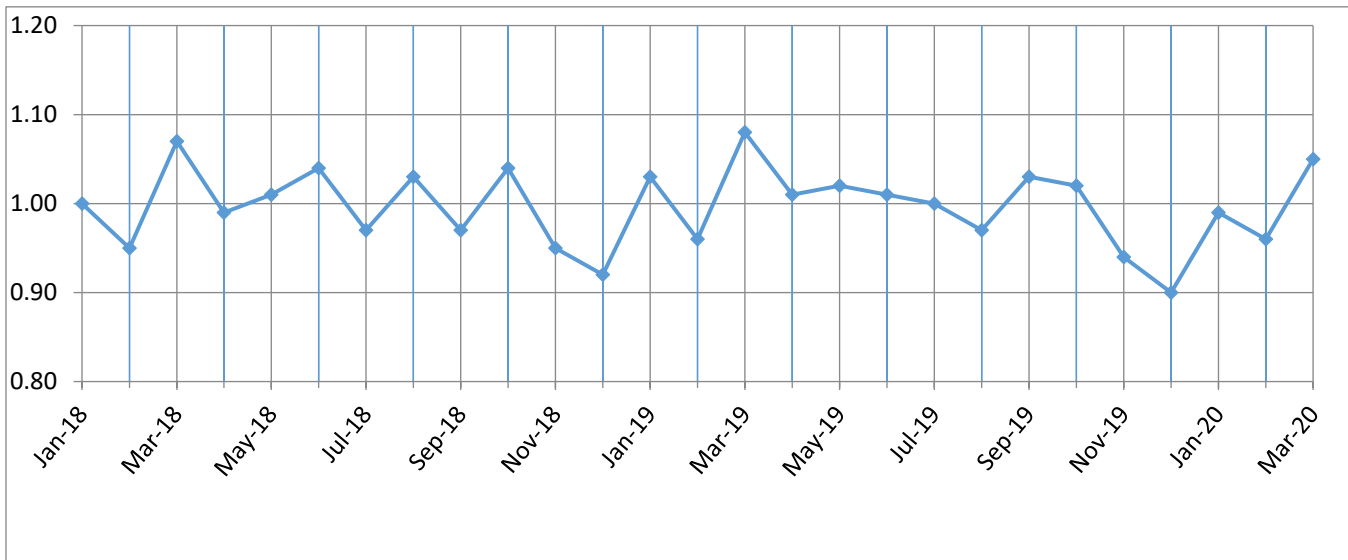
April of 2020 was down significantly, which truthfully was not a surprise based on the current Covid 19 issues that our country and the world are experiencing. April of 2020 was 12% below index number of January, 2018, 16.5% below March, 2020 and 21% below April of 2019. About 90% of the companies represented in our POS Index study showed decreases in April of 2020.

There continues to be a great deal of uncertainty for 2020 POS due to it being an election year and with the Coronavirus affecting the markets; forecasting 2020 POS remains to be a questionable exercise at this time. On a positive note, since the economy was partially opened in May we should start to see better numbers for June and July POS.

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POS INDEX JANUARY 2018 – MARCH 2020



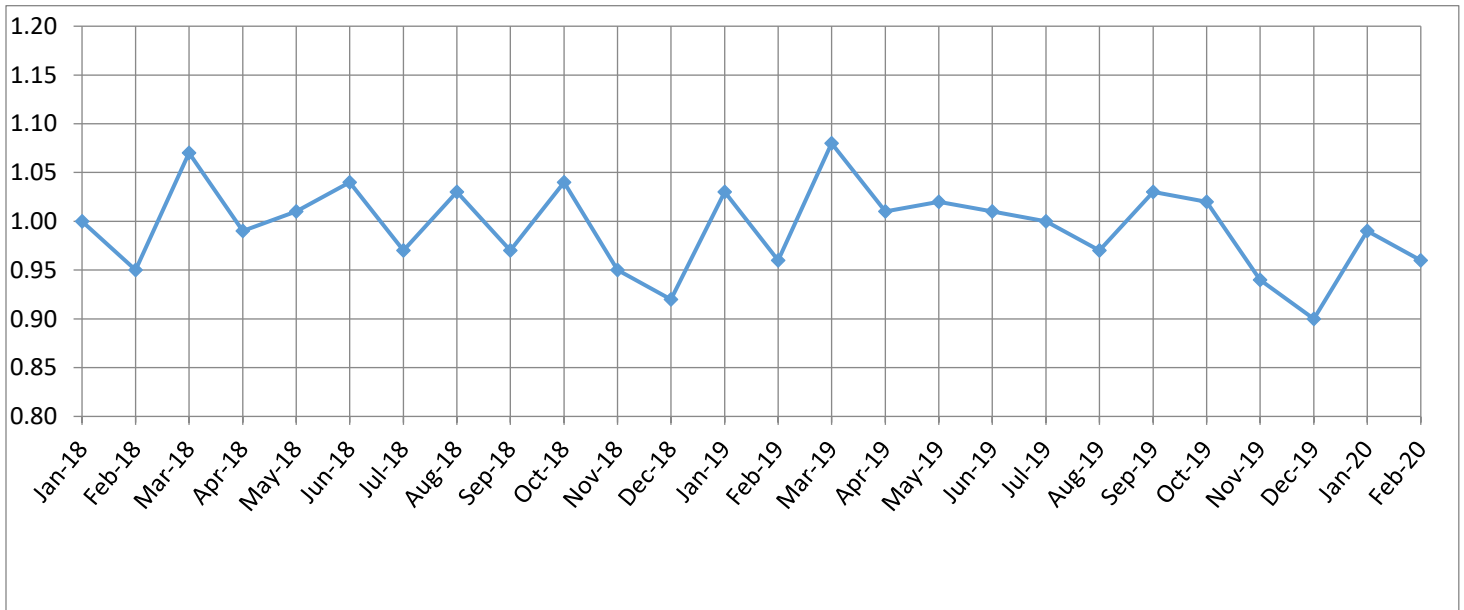
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March was the best month of 2020, however, this is consistent with previous years where March is always a strong month. When comparing March 2019 to 2020, POS numbers are actually down a little over 3%. In 2020 the 1st quarter POS is down about 2% from the first quarter 2019. The POS numbers are down slightly, but compared to other industries the electronic distribution world is doing well during this unprecedented pandemic, which has seen record unemployment. April could show deeper reductions in POS as the pandemic's economic impact gained a stronger grip on the economy.

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POS INDEX JANUARY 2018 – FEBRUARY 2020



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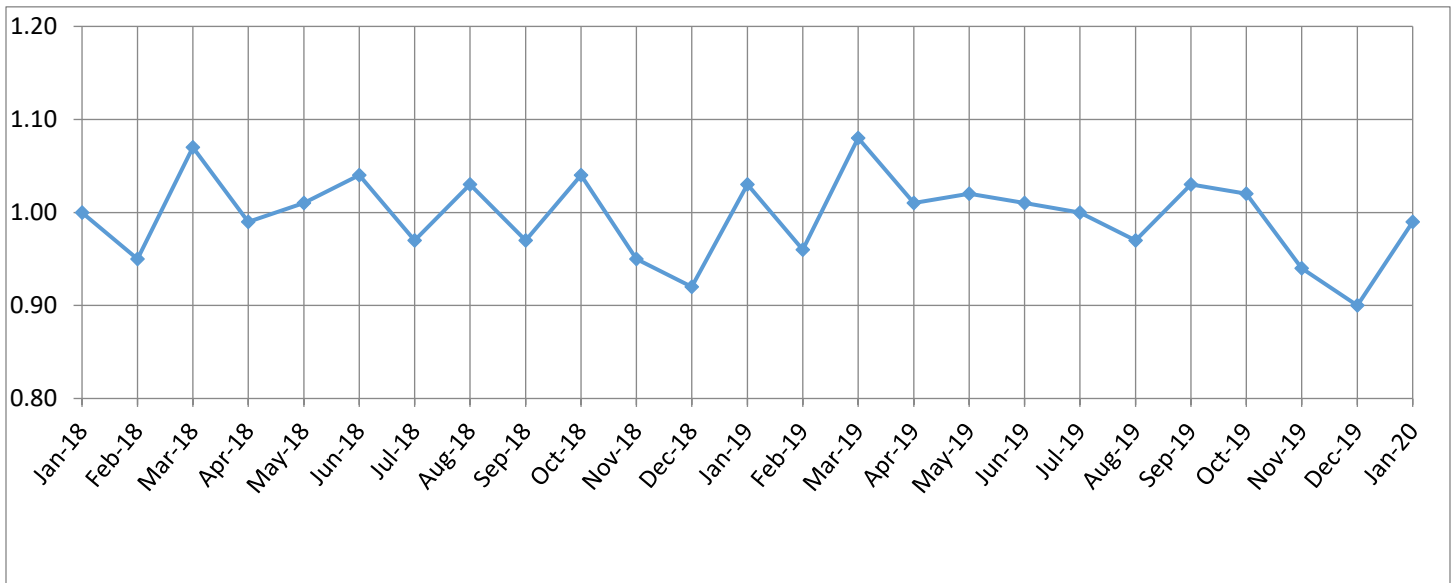
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February of 2020 was slightly down from January, 2020 numbers. However, it is up less than 1% vs. February of 2019 and 3% up comparing the month to February of 2018. Also, February of 2020 is bounced back from November and December 2019, a full 9% above low November numbers. However January of 2020 is still 1% below the January 2018 index being used. Also January of 2020 is 4% below January of 2019. About 50% of the companies included in the Index were up in February of 2020 There continues to be a lot of uncertainty for 2020 POS due to it being an election year and with the Coronavirus affecting the markets. A good amount of manufactured goods are dependent on China. Forecasting 2020 POS is literally impossible at this time. We also expect March POS to be down significantly as the Coronavirus maintains its stronghold on our economy.

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POS INDEX JANUARY 2018 – JANUARY 2020



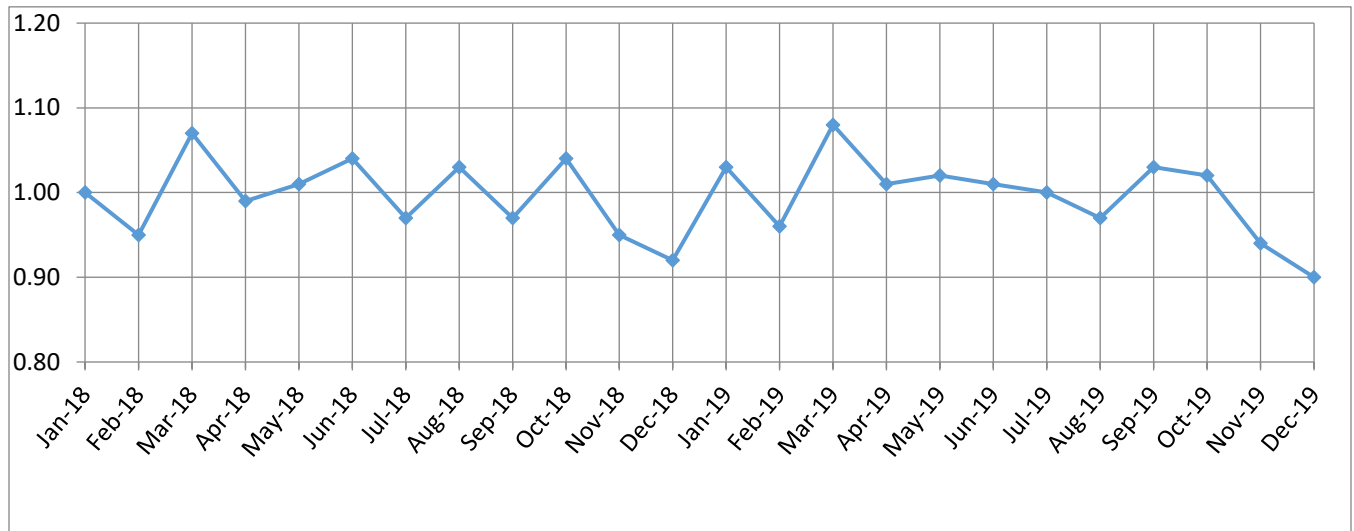
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January of 2020 bounced back from November and December 2019, a full 9% above low November numbers. However January of 2020 is still 1% below the January 2018 index being used. Also January of 2020 is 4% below January of 2019. On a positive note, many more manufacturers showed an increase vs a decrease POS. December of 2019 had about 75% of the companies being represented showing negative numbers, and in January of 2020 more than half showed gains. There is obviously a lot of uncertainty for 2020 POS due to it being an election year and with the Coronavirus affecting the markets. A good amount of manufactured goods are dependent on China. Forecasting 2020 POS is difficult at best.

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POS INDEX JANUARY 2018 – DECEMBER 2019



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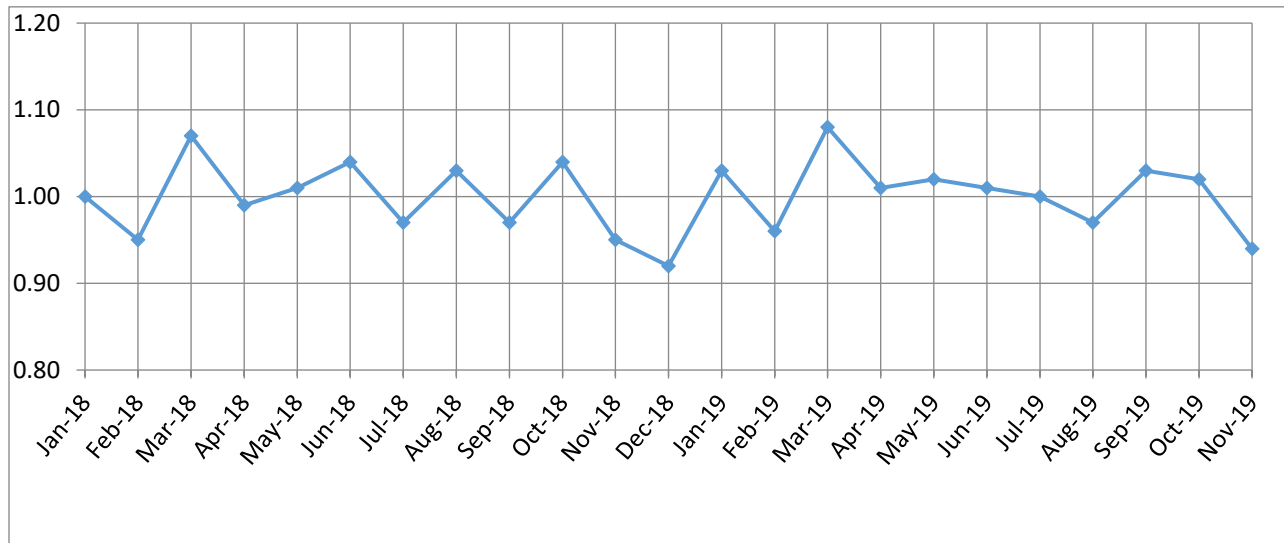
When starting a new calendar year, our index is structured so that the new base point is the beginning of the previous year. Therefore, January of 2018 now becomes the new base point. The number of manufacturers included in the index is up to over ninety companies. The Budde Marketing POS Index is arguably the most complete benchmark of POS activity that our industry has at this time.

We close 2019 with the worst month that we've seen over the last two years, with December of 2019 running 10% below the January 2018 index being used. Two thirds of the companies represented were down in December. Once again, over 75% of companies included in the index were down for the month. December is usually the lowest POS month of the year however. December of 2019 was only 1% lower than December of 2018, so it's not unexpected that the year finishes on a downward turn. That being said, we fully expect January to be a much better month.

Year over year numbers reflect a very flat year 2019. The uptick in 2019 is less than .5% when compared to 2018. New benchmarks will be set in 2020 for our POS Index, with January of 2019 being the base point.

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POS INDEX JANUARY 2018 – NOVEMBER 2019



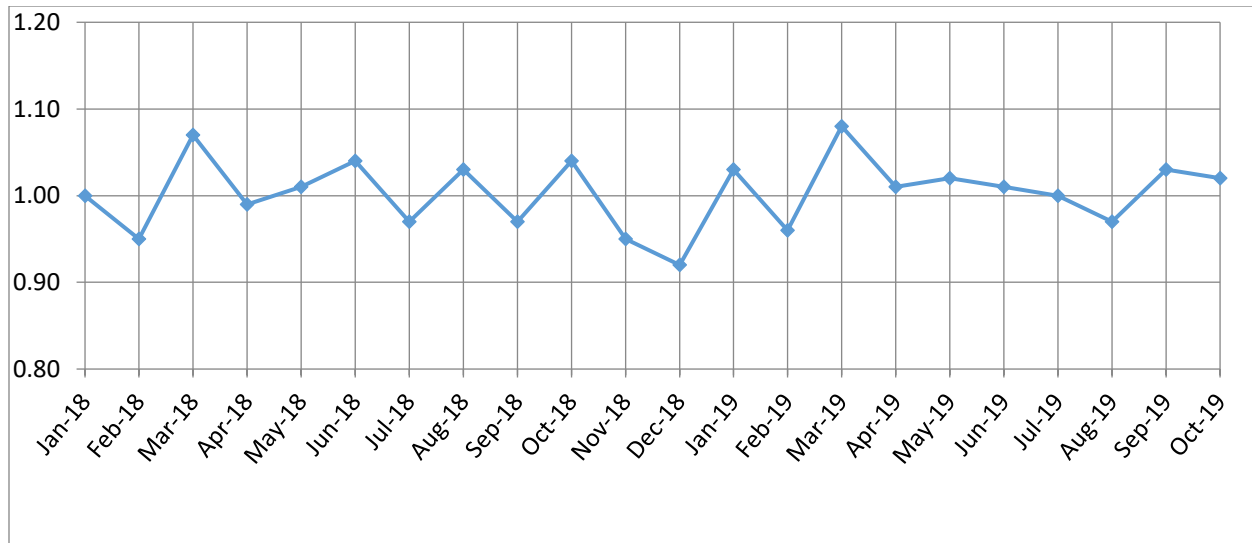
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November of 2019 was the slowest month for all of 2019. Over 75% of companies included in the index were down for the month. November of 2019 was just 1% below November of 2018 numbers, but 6% below the index being used (January of 2018) and 8% down from October of 2019. We anticipate much of the same in December as we close out the year. Yearend totals will be available for analysis next month.

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POS INDEX JANUARY 2018 – OCTOBER 2019



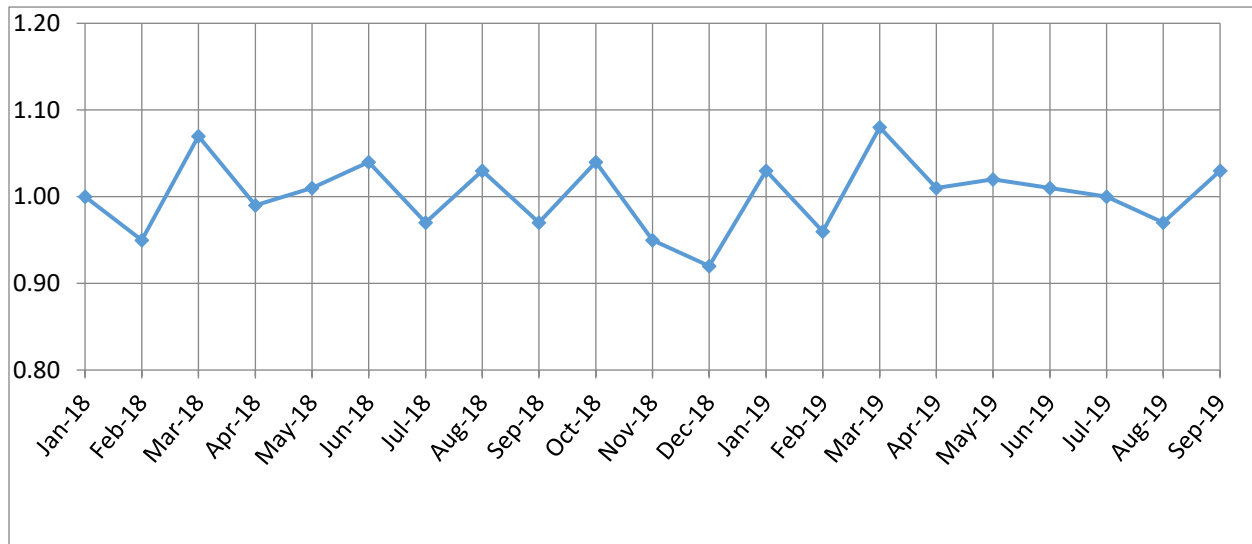
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October of 2019 continued slight improvement from the summer doldrums, coming in 2% over the index, however, October of 2018 was about 2% better than October of this year. This year is running parallel to 2018 numbers. About 55% of the companies represented continue to be over their 2018 POS numbers, albeit ever so slightly collectively.

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POS INDEX JANUARY 2018 – SEPTEMBER 2019



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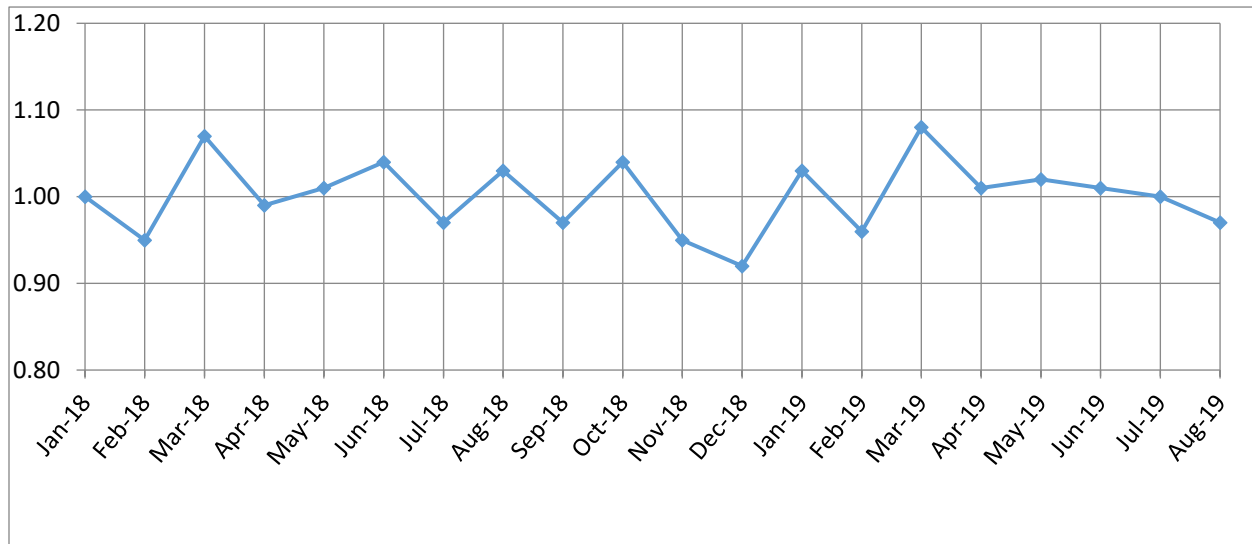
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September of 2019 bounced back from the previous four months and showed a 6% increase over the September 2018 POS numbers. September of 2019 was the second best month of the year, and 3% above the index. This year however is still collectively just 1% over 2018. It is too soon to ascertain whether or not September is a trend showing an uptick or simply a single strong month.

About 55% of the companies represented are ahead of last year and 45% are behind last year POS numbers.

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POS INDEX JANUARY 2018 – AUGUST 2019



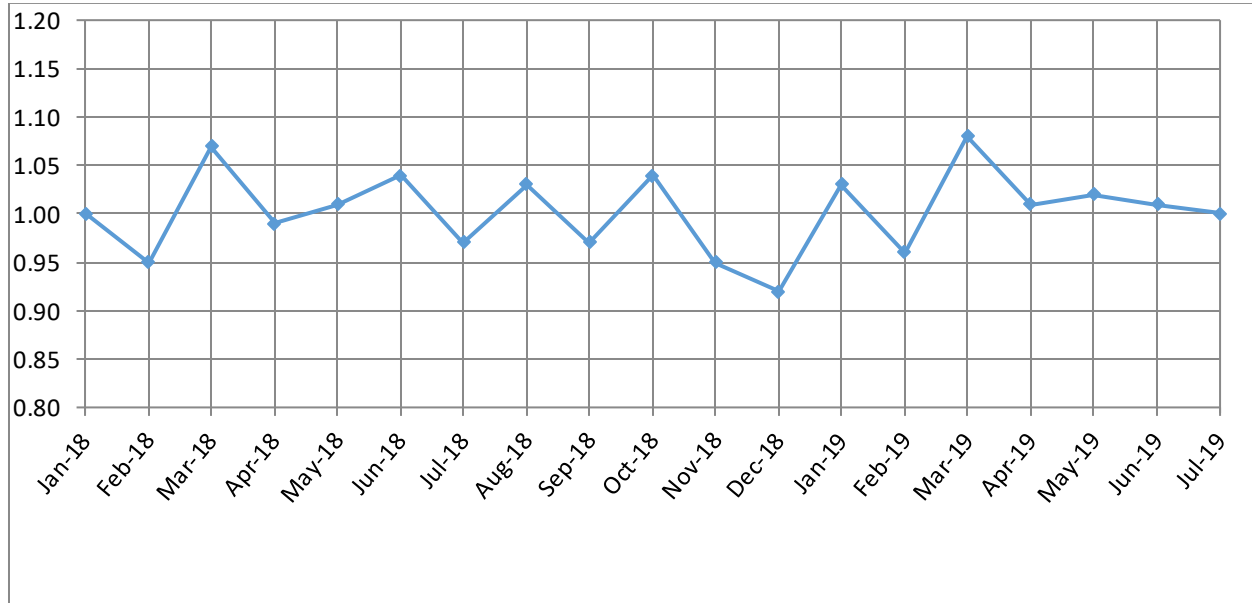
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August of 2019 was the fourth month in a row that POS numbers have declined. August of 2018 was the second largest month of 2018 and August of 2019 is the second lowest month of this year. August of 2019 is 6% below August 2018 POS. August of 2019 is also 3% below the POS base point of January of 2018. The decrease in POS this year collectively is not dramatic, but it remains trending in the wrong direction. About half of the companies represented are ahead of last year and half behind last year.

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POS INDEX JANUARY 2018 – JULY 2019



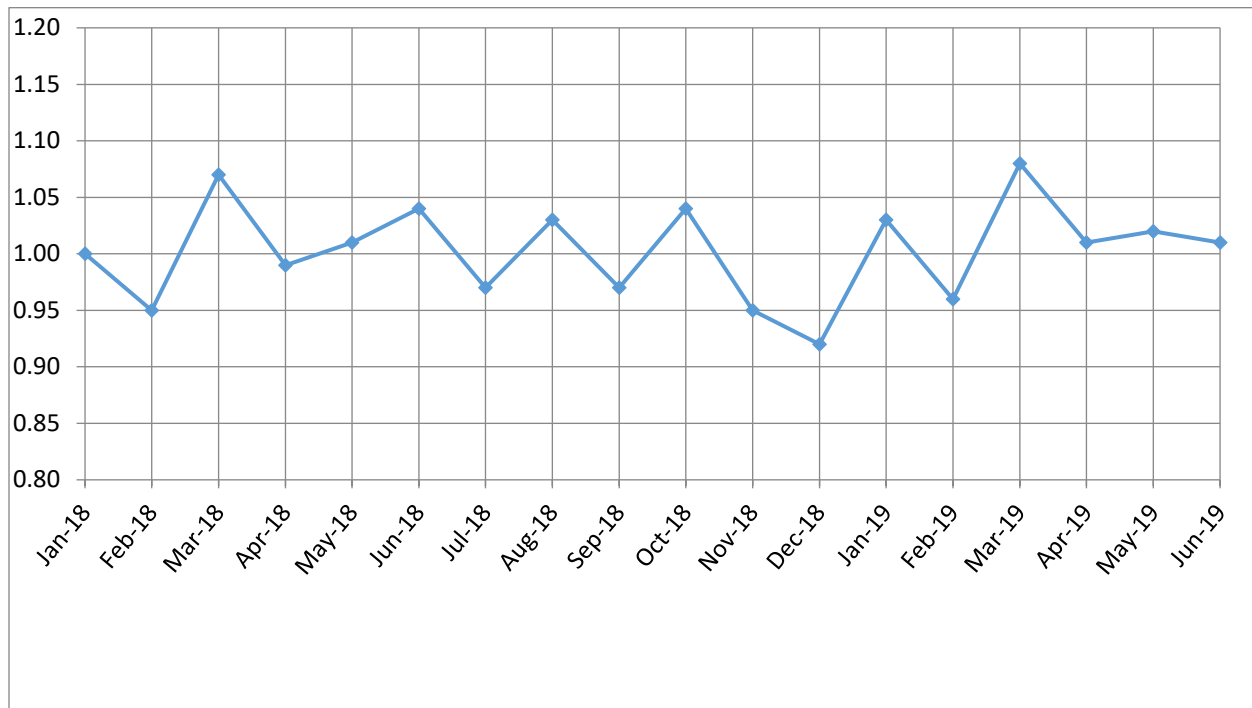
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July of 2019 continues to show flat POS numbers. The last four months combined show a less than 1% growth vs. the index point. Sustained growth has slowed to a halt in 2019. There is no decrease when comparing year over year, but not growth either. Also, more than half of the companies represented were down this year vs. last year.

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POS INDEX JANUARY 2018 – JUNE 2019



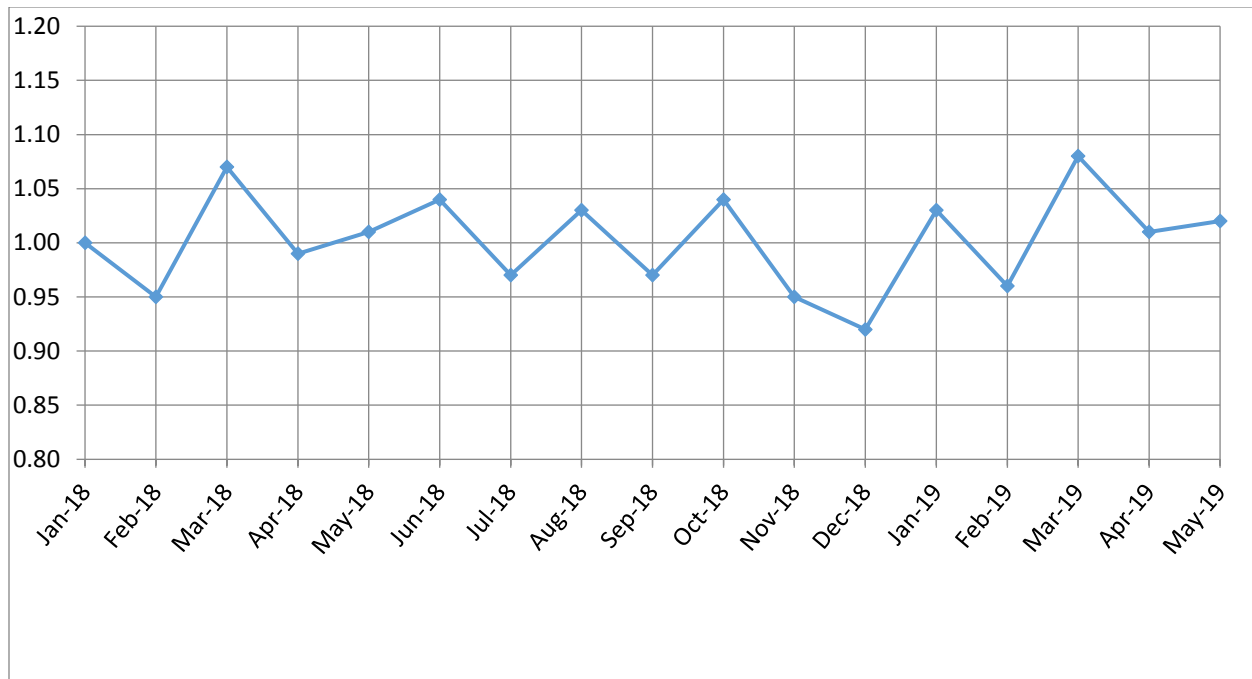
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June of 2019 was back at April numbers and off 3% based on last June's POS data point. First half of 2019 shows a very slight decrease of less than 1%, vs. 2018 first half numbers. It appears that sustained growth has continued to slow down somewhat. About 60% of manufacturers that were included in the POS Index were down slightly vs. same time last year.

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POS INDEX JANUARY 2018 – MAY 2019



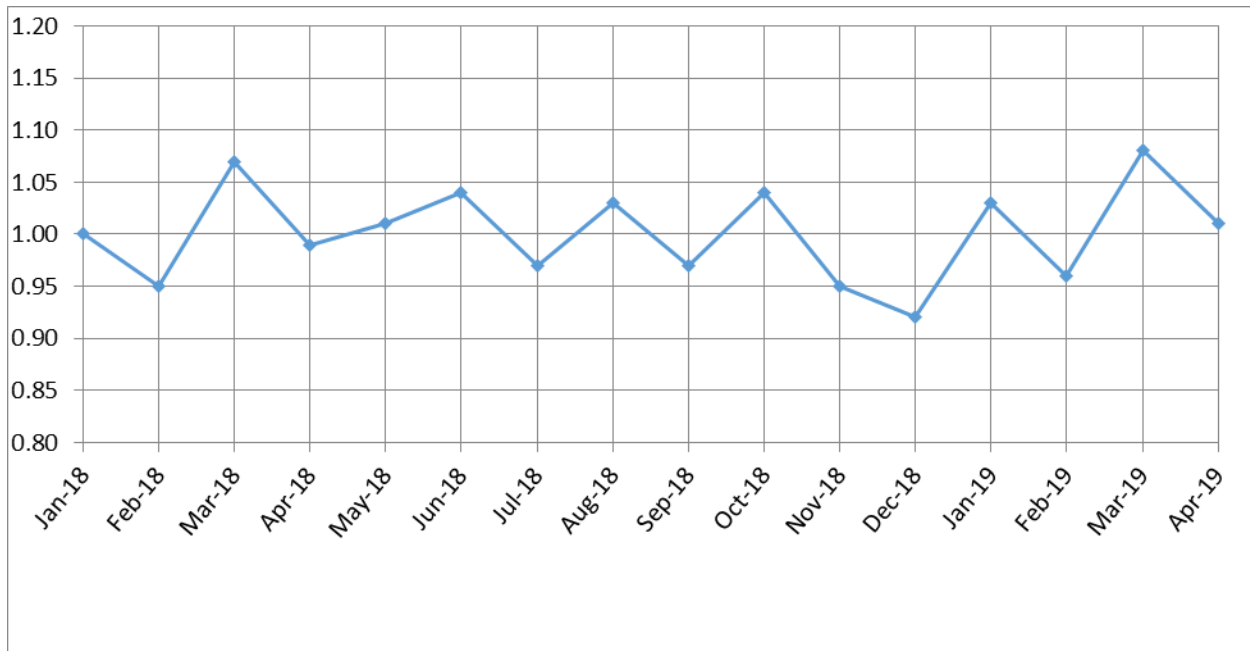
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May of 2019 was up only 1% when compared to April 2019 POS numbers. When comparing May of 2019 vs. May of 2018, growth is also at 1%. 2019 POS activity is showing about at 2018 levels, indicating a flat year through five months. It appears that sustained growth has slowed down somewhat.

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POS INDEX JANUARY 2018 – APRIL 2019



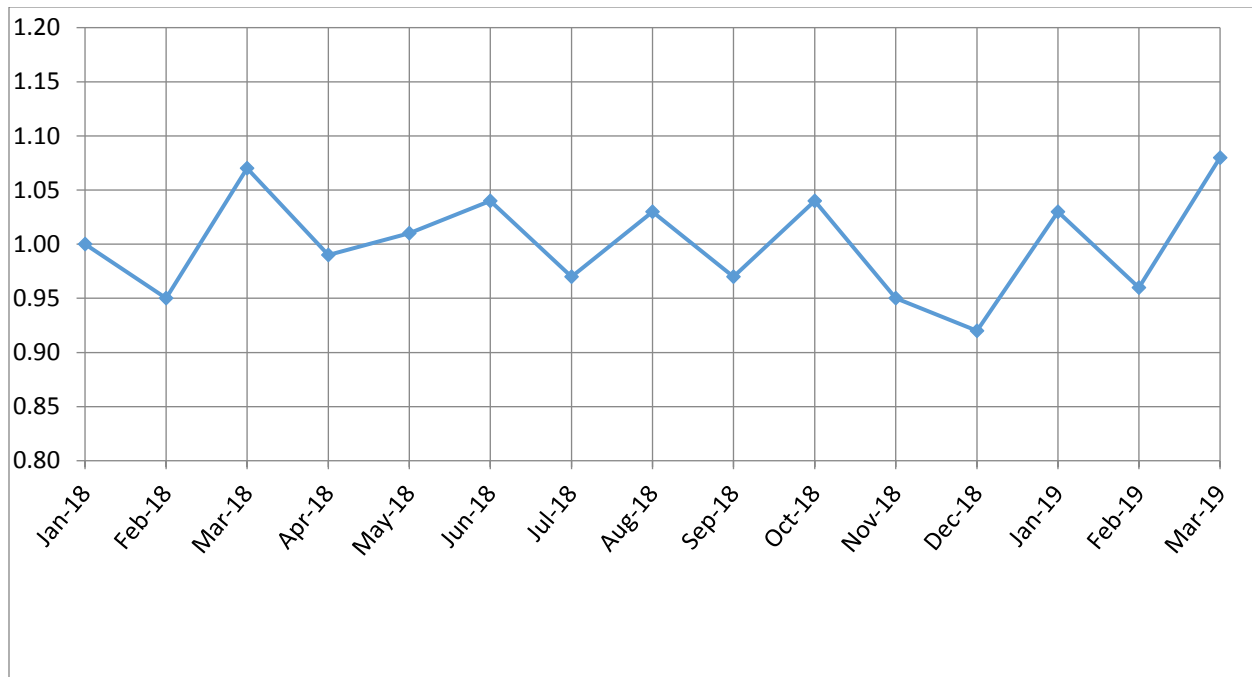
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April of 2019 showed a decrease against March of 2019, which is always the trend based on many years of reporting the index. When comparing April of 2019 vs. April of 2018, only a very slight increase is noted, and base point of January of 2018 indicates only a 1% increase in April. Growth for the first four month is only up slightly vs. first four months of last year, at a run rate of just 1.5% higher this year compared to last year. May's POS activity will be a very important indicator of what to expect for the balance of the year.

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POS INDEX JANUARY 2018 – MARCH 2019



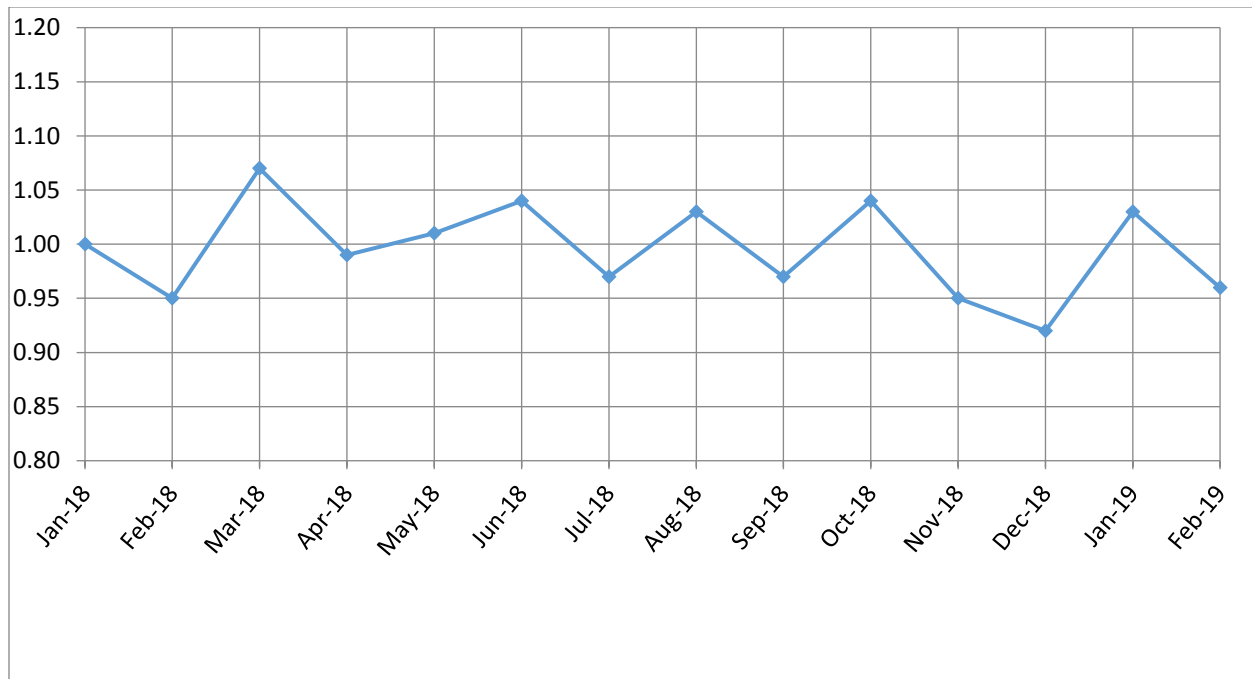
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As we predicted, March of 2019 bounced back nicely. The increase for the month was 12% greater than February numbers and 9% greater than January 2018's basepoint. Even more significant, March of 2019 was slightly higher than March of 2018, and the highest POS month so far when comparing the past fifteen months. First quarter cumulative POS is 2% greater this year compared to the same time last year. Not a significantly large growth number, but certainly 2019 is headed in the right direction.

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POS INDEX JANUARY 2018 – FEBRUARY 2019



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February of 2019 is down 7% vs. January of 2019. However, that is the normal trend when comparing any month of January to the month of February. A better rationalization is same month last year to this year, and February of 2019 is just slightly up vs. February of 2018. We expect March to be a strong month. Typically it is one of the best months of the year.

Budde Marketing's DTAM report charting POS sales and the outlook for 2019 will be available this month for anyone wishing to look at larger trends in the industry. If interested, please go to info@buddemarketing.com to purchase a copy.