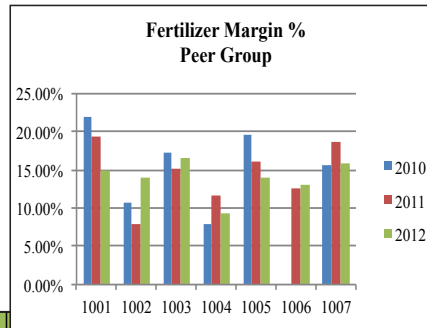
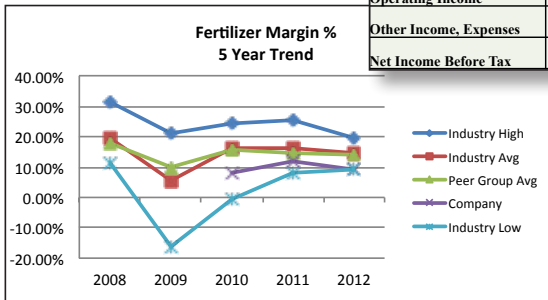


**Easy-to-use reporting tool** delivers insight on how your business compares to others in your peer group and industry, as well as your own performance year-over-year. Focus on just key metrics at-a-glance, or segment the data in a variety of different ways – you're in control!



2013 Sales Mix %	1001	1002	1003	1004	1005	1006	1007
Sales: Agronomy	28.79%	32.35%	12.85%	21.62%	14.50%	28.85%	99.45%
Sales: Feed	5.71%	1.58%	8.49%	8.24%	5.04%	1.56%	0.00%
Sales: Grain	58.39%	61.18%	65.75%	50.64%	67.01%	68.07%	0.00%
Sales: Energy	6.48%	0.00%	12.64%	18.78%			
Sales: Transportation	0.19%	0.00%	0.00%	0.48%			
Sales: Misc	0.44%	4.89%	0.27%	0.24%			
Sales: Total	100.00%	100.00%	100.00%	100.00%			

2013 % Sales	1001	1002	1003	1004	1005	1006	1007
Gross Profit	10.07%	16.20%	7.08%	10.80%	9.65%	11.37%	26.18%
Personnel Expense	3.90%	4.33%	2.67%	5.64%	3.51%	5.63%	10.60%
Depreciation and Amortization Expense	1.55%	1.68%	1.00%	1.02%	1.18%	1.59%	2.96%
Other Operating Expenses	3.58%	6.38%	2.99%	5.19%	4.41%	4.51%	13.50%
Total Expenses	9.03%	12.40%	6.66%	11.85%	9.10%	11.72%	27.07%
Operating Income	1.04%	3.81%	0.42%	-1.05%	0.55%	-0.35%	-0.89%
Other Income, Expenses	-0.12%	0.52%	1.01%	1.18%	0.23%	0.54%	4.27%
Net Income Before Tax	0.93%	4.32%	1.43%	0.14%	0.78%	0.18%	3.39%



Ongoing participation in US Prime is an investment in the long term success of both YOUR company AND the locally controlled ag-retail industry!



**Increasing Our Owners' Capabilities & Competitiveness Through Financial Benchmarking**

052715

For additional information:  
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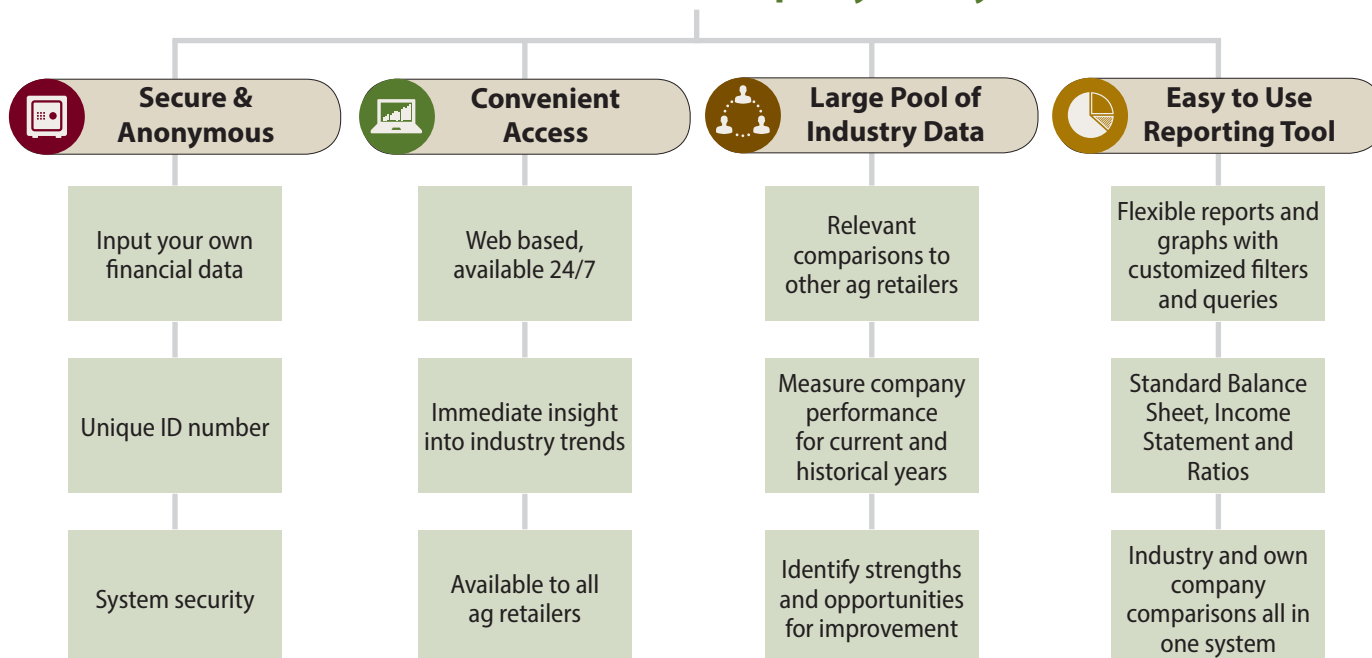
Sherri Hove 515.509.2438 | sherrihove@unitedsuppliers.com



## What if you could **quickly and easily** answer the most common financial questions and concerns United Suppliers hears from ag retailers?

- *"The competitive landscape is creating challenges in maintaining my product margins. What do the margin trends look like for other ag retailers similar to me?"*
- *"I think we do a good job on expense management, but how do I really know?"*
- *"I'm having difficulties in securing adequate financing. How does my balance sheet compare to the balance sheet of others similar to me?"*
- *"We don't have a way of measuring our company's performance from year to year."*

### Make Business Decisions with Greater Confidence and Tell Your Company Story



**US Prime** is a secure financial benchmarking tool that provides ag retailers with a relevant, **Primary** source of ag **Retail** financial information via the **Internet**, providing key industry **Metrics** and allowing the anonymous **Exchange** of data with peers.

#### Make Business Decisions with Greater Confidence

- Identify key areas of financial strength and areas for improvement
- Drive better decisions based on accurate financial data

#### Tell Your Company Story

- Capture metrics for communicating with key partners on why they should invest resources in YOUR business
- Convey your story of long-term sustainability and success to your growers, community, and employees