

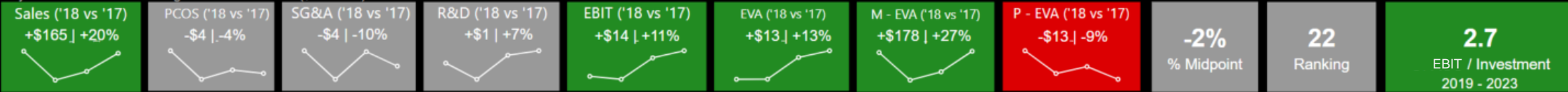


Product ABC

Business Unit ABC

Select a Product Line

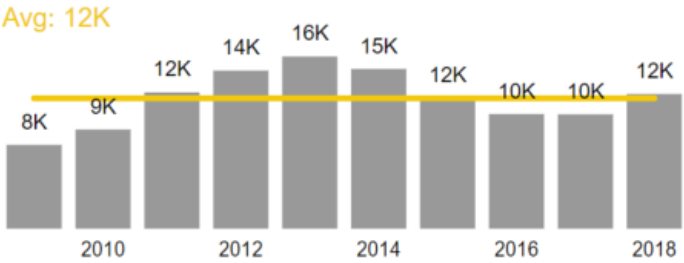
Key financials show YoY change from 2017 to 2018 (\$M and %)



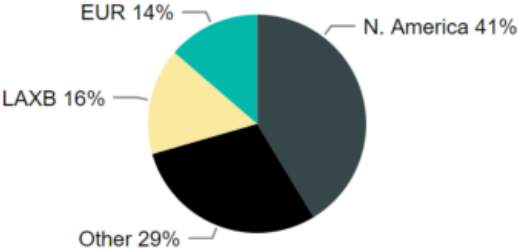
As of June, 2019

	2015	2016	2017	2018	2019	2020	2021	2022	2023
Units Sold	12,070	9,119	10,186	12,926					
Market Share	20.2%	17.6%	16.3%	15.3%					
Machine Sales	\$831	\$592	\$664	\$842	\$863	\$876	\$981	\$1,036	\$1,067
Part Sales	\$168	\$145	\$152	\$139	\$140	\$169	\$183	\$198	\$218
Total Sales	\$999	\$737	\$816	\$981	\$1,003	\$1,045	\$1,164	\$1,235	\$1,286
Variable Margin	\$288	\$234	\$285	\$305	\$317	\$338	\$366	\$366	\$389
VM %	28.8%	31.7%	34.9%	31.0%	31.6%	32.3%	31.4%	29.7%	30.3%
PCOS	\$125	\$90	\$102	\$98	\$89	\$94	\$98	\$99	\$103
SG&A	\$40	\$33	\$40	\$36	\$36	\$31	\$33	\$34	\$36
R&D	\$17	\$13	\$20	\$21	\$18	\$21	\$19	\$18	\$18
Period Cost	\$183	\$136	\$161	\$155	\$143	\$147	\$151	\$151	\$157
PC as % of Sales	18.3%	18.4%	19.8%	15.8%	14.3%	14.0%	13.0%	12.2%	12.2%
EBIT	\$95	\$89	\$131	\$145	\$172	\$191	\$215	\$215	\$232
ROS %	9.5%	12.1%	16.0%	14.8%	17.2%	18.3%	18.5%	17.4%	18.1%
EVA	\$59	\$59	\$103	\$116	\$145	\$163	\$184	\$182	\$198
EVA %	5.9%	8.0%	12.6%	11.8%	14.5%	15.6%	15.8%	14.8%	15.4%

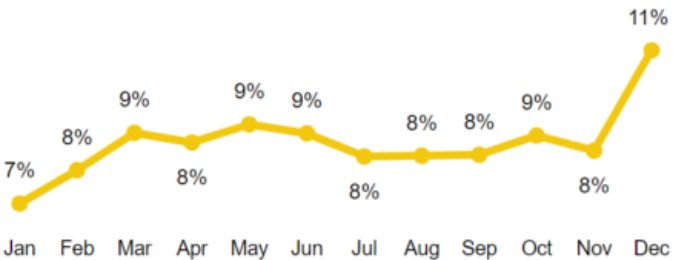
Business Cycle (Units)



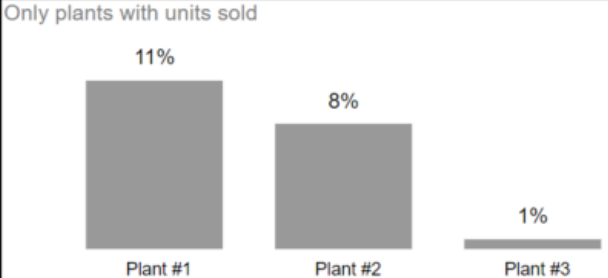
Sales by Region (2018)



Business Cycle (Machine Sales)



EBIT % by Factory



N/M: %'s not shown for sales < \$1M

2018 EBIT by Region

EBIT Calculation #1

EBIT Calculation #2

	India	N. America	Asia					Europe			S. America		TOTAL	% EBIT
	India	N. America	ANZP	ASIA	CN	IND	INDO	AME	CIS	EUR	BRZL	LAXB	TOTAL	% EBIT
Model #1	0	2											2	7%
Model #2	0	2											2	16%
Model #3	0	7											8	21%
Model #4	1	28	1	0	0	-7	1	6	-3	0	-8	26	46	7%
TOTAL	1	39	1	0	0	-7	1	6	-3	0	-8	26	57	8%
% EBIT	12%	13%	15%	8%	N/M	-10%	20%	12%	-8%	0%	-22%	23%	8%	

Click to Show Data Source & Filters



COMPANY NAME



Product ABC

Business Unit ABC

Select a Product Line

Key financials show YoY change from 2017 to 2018 (\$M and %)

Sales ('18 vs '17)
+\$165 | +20%



PCOS ('18 vs '17)
-\$4 | -4%



SG&A ('18 vs '17)
-\$4 | -10%

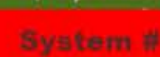


R&D ('18 vs '17)
+\$1 | +7%



System #1

EBIT ('18 vs '17)
+\$14 | +11%



EVA ('18 vs '17)
+\$13 | +13%



M - EVA ('18 vs '17)
+\$178 | +27%



P - EVA ('18 vs '17)
-\$13 | -9%



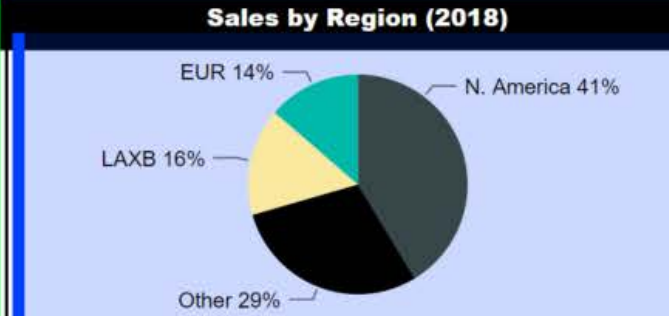
-2%
% Midpoint

22
Ranking

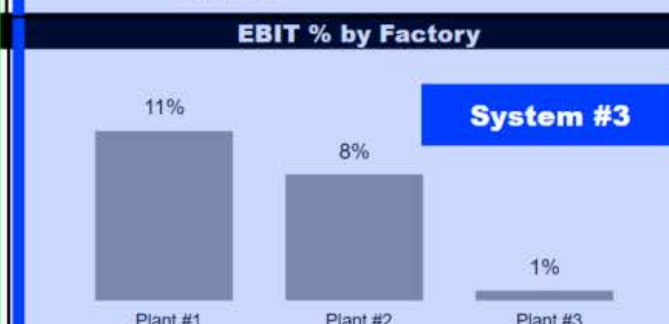
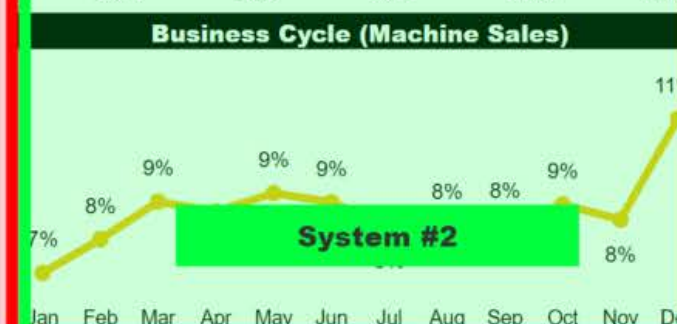
2.7
/ Investment
2019 - 2023

As of June, 2019

	2015	2016	2017	2018	2019	2020	2021	2022	2023
Units Sold	12,070	9,119	10,186	12,926	System #2				
Market Share	20.2%	17.6%	16.3%	15.3%					



Machine Sales	\$831	\$592	\$664	\$842	\$863	\$876	\$981	\$1,036	\$1,067
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EBIT Calculation #1 2018 EBIT by Region

EBIT Calculation #1

EBIT Calculation #2

	India	N. America	Asia					Europe			S. America		TOTAL	% EBIT
	India	N. America	ANZP	ASIA	CN	IND	INDO	AME	CIS	EUR	BRZL	LAXB	TOTAL	% EBIT
	0	2											2	7%
	0	2											2	16%
	0	7											8	21%
	1	28	1	0	0	-7	1	6	-3	0	-8	26	46	7%
TOTAL	1	39	1	0	0	-7	1	6	-3	0	-8	26	57	8%
% EBIT	12%	13%	15%	8%	NM			12%	-8%	0%	-22%	23%	8%	

System #3



Product ABC

Business Unit ABC

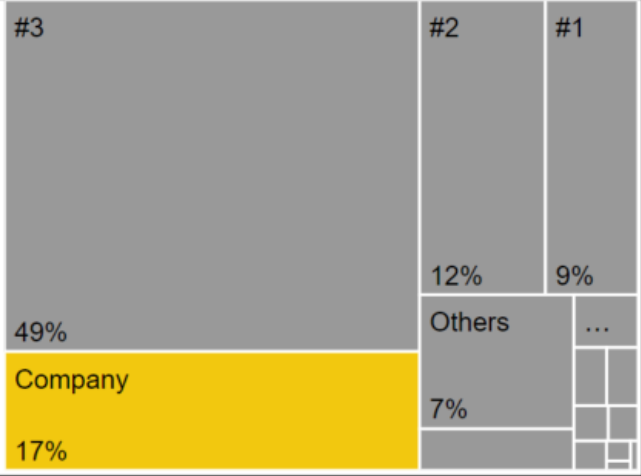
(2017)

Select a Product Line

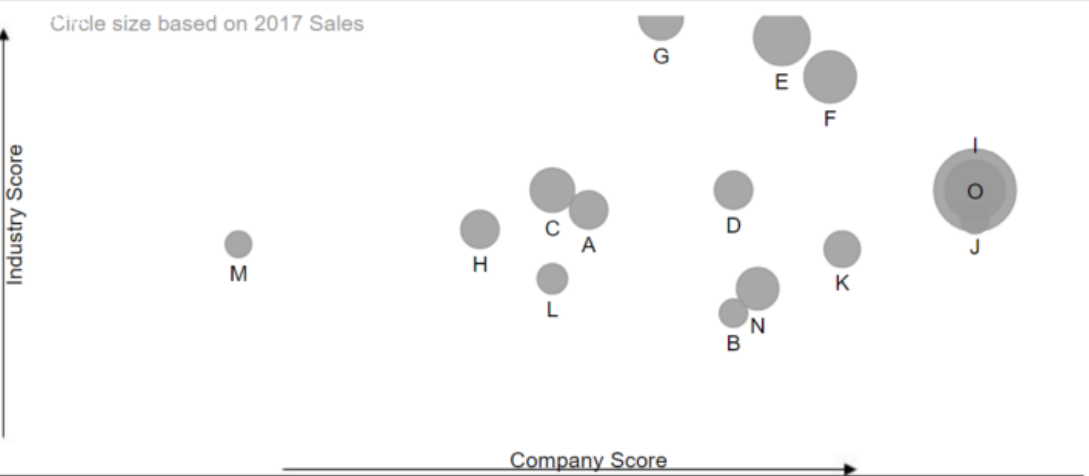
Units (% of Total) Market Share Industry Units

IND	46%	7%	28,918
NA	17%	31%	10,576
AME	12%	17%	7,282
EUR	8%	20%	5,335
LAXB	7%	41%	4,660
CIS	5%	9%	2,875
BRZL	4%	17%	2,236
ASIA	1%	18%	463
ANZP	0%	36%	292
INDO	0%	13%	260
Total	100%	17%	62,897

Unit PINS by Competitor (2017 SMO)

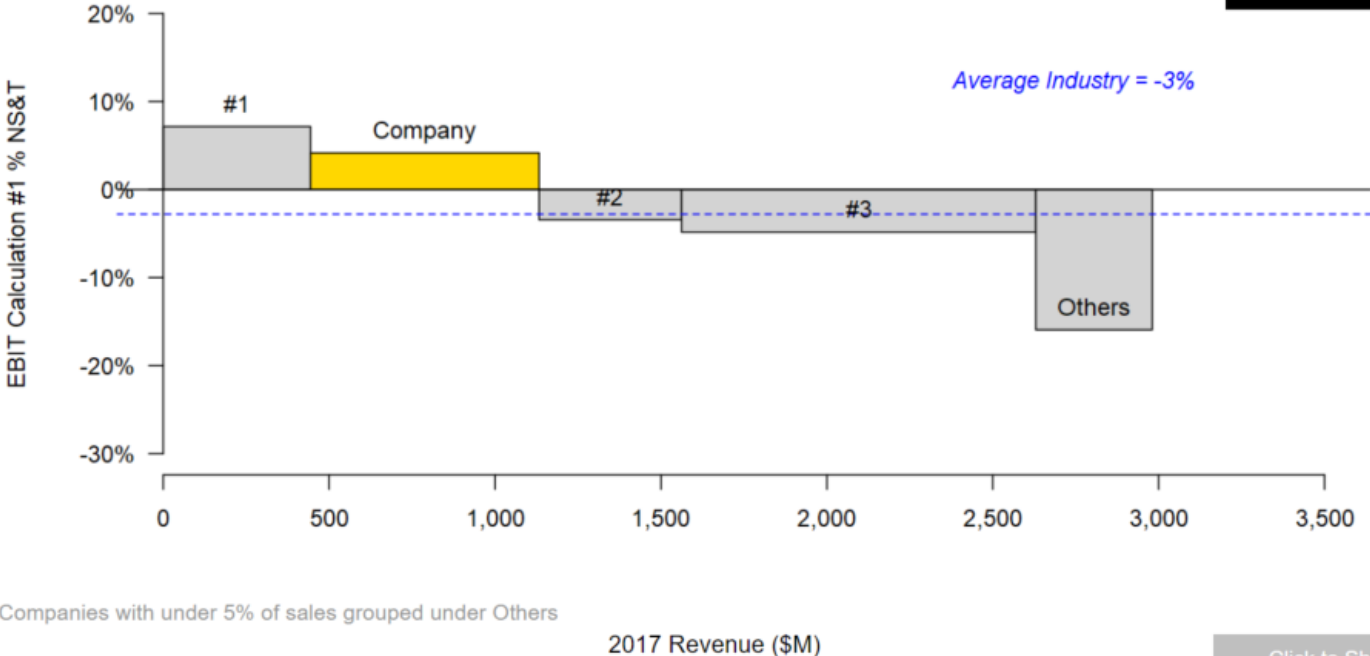


2018 Consultant Analysis



Select a region above to filter PINS and waterfall charts

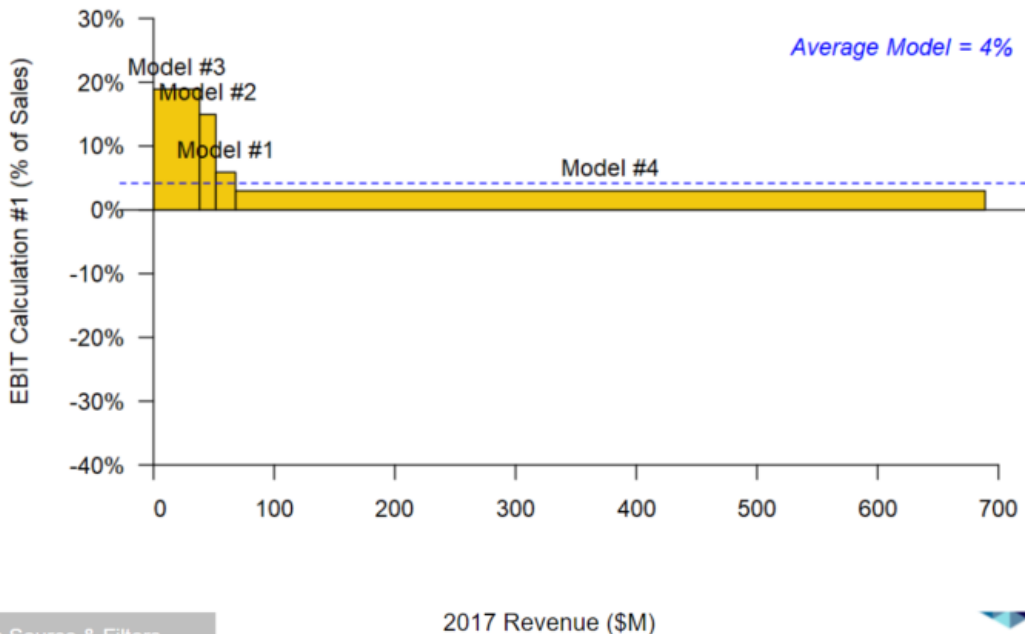
EBIT and Revenue by Competitor (2017)



Metric

EBIT Calculation #1

EBIT by Model (2017)



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