

### Hypothesis testing

<i>Hypothesis</i>	<i>Description</i>	<i>Supported/ Rejected</i>
<i>H1</i>	Inverted U-shape relationship between PO-servitization and firm performance in early industry lifecycle phases	Supported
<i>H2a</i>	Negative relationship between PO-servitization and firm performance in the mature industry lifecycle phase	Supported
<i>H2b</i>	Inverted U-shape relationship between CO-servitization and firm performance in the mature industry lifecycle phase	Supported
<i>H3</i>	Negative moderation effect by PLC-length on the relationship between general servitization and firm performance	Rejected