



KEY BUSINESS INDICATORS, FIRST HALF 2024 AND FULL-YEAR 2023

Q: How sales (all sources) and real (inflation-adjusted) sales compared with year-earlier levels for SOI participants.

Indicator	Period	Average Change	Compared to Year Earlier		
			Higher	Same	Lower
Sales (all sources)	First Half 2024	1.1%	43.0%	21.0%	36.0%
	FY 2023	2.4%	59.5%	14.5%	26.0%
Real (inflation-adjusted) sales	First Half 2024	-2.7%	37.8%	8.2%	54.1%
	FY 2023	-1.2%	45.0%	5.4%	49.6%

PRE-TAX PROFITABILITY, FIRST HALF 2024

Q: How does your pre-tax profitability (pre-tax profits as a percent of sales) compare with year-earlier levels?



CAPITAL INVESTMENT PLANS

Q: Will you be making a capital investment over the next 12-18 months?



AI EXPERIENCE

Q: Overall, how has your AI experience been? Please rate from 5 to 1, where 5 is “excellent, AI has definitely been an asset,” 3 is “fair, some positives and some negatives,” and 1, is “poor, the negatives have outweighed the positives.”

