

Analysis March 17/ April 17 / September 17

This month's analysis brings stunning results with one exception: The number of participants has dropped further to 47 which is a ratio of 11.5%. This data comes from a vast minority of members; it is a weak base of data and does not portray a realistic development of the industry. We know that the good results come from the 47 participants but we do not know about the situation of the other 362 members who have not sent their answers. In order to obtain more reliable results we need more members to participate.

Now to the recent figures. The EuRA Index has raised to **125.5**.

Current EuRA Index Mar/Apr/Sep	125.5	
EuRA Index last month	117.0	
Increase/Decrease vs. last month	+ 8.5	▲
Increase/Decrease vs. last month as %	107.3	▲
EuRA Index last year Mar/Apr/Sep	117.7	
Increase/Decrease vs. last year	+ 7.8	▲
Increase/Decrease vs. last year as %	106.6	▲

Current Rolling 12 Mar/Apr/Sep	117.8	
Rolling 12 last month	117.1	
Increase/Decrease vs. last month	+ 0.7	▲
Increase/Decrease vs. last month as %	100.6	▲
Rolling 12 EuRA Index last year Mar/Apr/Sep	117.6	
Increase/Decrease vs. last year	+ 0.2	▲
Increase/Decrease vs. last year as %	100.2	▲

The EuRA Index in comparable months in the previous years:

Mar Apr Sep	2011	120.0
Mar Apr Sep	2012	110.5
Mar Apr Sep	2013	112.4
Mar Apr Sep	2014	118.2
Mar Apr Sep	2015	118.0
Mar Apr Sep	2016	117.7
Mar Apr Sep	2017	125.5

The average of the EuRA Index for M/A/S for the last 7 years is at 117.5 which is 3.3% higher than last month.

The Rolling 12 figure for the EuRA Index is at 117.8: 0.6% higher than last month.

The Rolling 12 figures for the EuRA Index in comparable months in the previous years:

Mar Apr Sep	2011	114.3
Mar Apr Sep	2012	113.9
Mar Apr Sep	2013	111.2
Mar Apr Sep	2014	116.1
Mar Apr Sep	2015	115.9
Mar Apr Sep	2016	117.6
Mar Apr Sep	2017	117.8

The average for the last seven years R12 is at 115.3 which is the same result as last month.

The figures below show the indices for **Mar/Apr/Sep** per country / region:

Country / Region	Last month	Current M/A/S	▲ ▼
UK	91.6	92.5	▲ .9
Ireland	134.7	na	
Germany	126.3	141.4	▲ 15.1
France	117.2	113.9	▼ 3.3
Benelux	141.8	132.1	▼ 9.7
Southern Region	115.7	129.9	▲ 14.2
Nordic Region	121.2	128.9	▲ 7.7
Switzerland	94.9	100.0	▲ 5.1
Austria	78.4	86.1	▲ 7.7
Eastern Region	122.6	119.4	▼ 3.2
Total	117.0	125.5	▲ 8.5

6 countries/regions show a higher result, 3 countries/regions show a lower result, from 1 country we have no participants/results.

This month 4 countries/regions topped the average result of 125.5.

141.4 Germany
132.1 Benelux
129.9 Southern Region
128.9 Nordic Region

As in previous months there are graphs which illustrate how the trend is going in the individual countries/regions.

As you know the EuRA Index is a result of weighted answers to our three questions (Result for last month multiplied by 1, result for the following month multiplied by 1.5 and result for 6 months from now multiplied by 2).

Looking at the results without weighting gives some interesting insights into the development of our industry.

The following are the average results for the three questions on a “pan-European” basis (voting from 1 to 6):

1. How do you rate the last month (**March '17**)?

Current Result Q1 EuRA Index Mar '17	4.21	
Result Q1 EuRA Index last month	3.90	
Increase/Decrease vs. last month	+ .31	▲
Increase/Decrease vs. last month as %	107.9	▲
Result Q 1 EuRA Index last year Mar	3.93	
Increase/Decrease vs. last year	+ .28	▲
Increase/Decrease vs. last year as %	107.1	▲

Current Rolling 12 for Q1 Mar '17	4.05	
Rolling 12 Q 1 last month	4.03	
Increase/Decrease vs. last month	+ .02	▲
Increase/Decrease vs. last month as %	100.5	▲
Rolling 12 Q 1 last year Mar	4.04	
Increase/Decrease vs. last year	+ .01	▲
Increase/Decrease vs. last year as %	100.2	▲

Question 1 is clearly the most important one in our research because your answer gives the most up to date judgement of how satisfied you are with your business. However, this is only relative because it does not show whether and how much the business is up or down in absolute figures.

Comparing the selective results for March in previous years gives us the following picture:

Mar	2011	3.97	plus .28 to previous month
Mar	2012	3.63	minus .03 to previous month
Mar	2013	3.77	plus .06 to previous month
Mar	2014	3.81	plus .10 to previous month
Mar	2015	3.95	plus .23 to previous month
Mar	2016	3.93	plus .02 to previous month
Mar	2017	4.21	plus .31 to previous month

The 7-year-average for March is 3.90. This is 3.7% higher than in February.

The Rolling 12 results for the last 7 years:

Mar 2011	3.95	
Mar 2012	3.92	minus .03 to previous month
Mar 2013	3.80	plus .01 to previous month
Mar 2014	3.95	plus .01 to previous month
Mar 2015	3.92	plus .01 to previous month
Mar 2016	4.04	same as in previous month
Mar 2017	4.05	plus .02 to previous month

The following are this month's results compared to last month.

Country / Region	Last month	Current M/A/S	▲ ▼ %
UK	3.60	4.00	▲ 111.1
Ireland	5.50	na	na
Germany	3.44	4.31	▲ 125.3
France	3.56	3.35	▼ 94.1
Benelux	4.33	4.50	▲ 103.9
Southern Region	4.00	4.86	▲ 121.5
Nordic Region	5.00	5.50	▲ 110.0
Switzerland	4.50	5.00	▲ 111.1
Austria	3.00	3.75	▲ 125.0
Eastern Region	3.50	3.50	100.0
Total	3.90	4.21	▲ 107.9

7 countries/regions show a higher score with an average increase of 15.4%,
1 country/region shows a lower score with an average of minus 5.9%, 1 country/region
shows the same score as last month and Ireland unfortunately shows no score at all.

The Rolling 12 for question 1 is at 4.05 which is 0.02 points higher than for last month.

2. How do you rate the coming month (April '17)?

Current Result Q2 EuRA Index Apr '17	4.19	
Result Q2 EuRA Index last month	4.08	
Increase/Decrease vs. last month	+ .11	▲
Increase/Decrease vs. last month as %	102.7	▲
Result Q2 EuRA Index last year for Apr	4.01	
Increase/Decrease vs. last year	+ .18	▲
Increase/Decrease vs. last year as %	104.5	▲

Current Rolling 12 for Q2 Apr '17	3.98	
Rolling 12 Q2 last month	3.96	
Increase/Decrease vs. last month	+ .02	▲
Increase/Decrease vs. last month as %	100.5	▲
Rolling 12 Q2 last year for Apr	3.98	
Increase/Decrease vs. last year	+/- .00	
Increase/Decrease vs. last year as %	100.0	

These are the results for the previous years:

Expectation	for Apr 2011	4.02	.14 higher than in previous month
	for Apr 2012	3.74	.16 higher than in previous month
	for Apr 2013	3.80	same as in previous month
	for Apr 2014:	4.03	.22 higher than in previous month
	for Apr 2015:	4.01	.19 higher than in previous month
	for Apr 2016:	4.01	.14 higher than in previous month
	for Apr 2017:	4.19	.11 higher than in previous month

Actual Mar / Expectation Apr / Actual Apr

2011	3.97	4.02	4.07
2012	3.63	3.74	3.60
2013	3.77	3.80	3.91
2014	3.81	4.03	3.85
2015	3.95	4.01	3.97
2016	3.93	4.01	4.17
2017	4.21	4.19	
Average	3.90	3.97	3.93

The Rolling 12 result for Question 2 is 3.98 – .02 higher than in last month.

3. What are your expectations for your business in 6 months from now
(September '17)?

Current Result Q3 EuRA Index Sep '17	4.40	
Result Q3 EuRA Index last month	4.36	
Increase/Decrease vs. last month	+ .04	▲
Increase/Decrease vs. last month as %	100.9	▲
Result Q3 EuRA Index last year for Sep	4.08	
Increase/Decrease vs. last year	+ .32	▲
Increase/Decrease vs. last year as %	107.8	▲

Current Rolling 12 for Q3 Sep '17	4.08	
Rolling 12 Q3 last month	4.06	
Increase/Decrease vs. last month	+ .02	▲
Increase/Decrease vs. last month as %	100.5	▲
Rolling 12 Q3 last year for Sep	4.04	
Increase/Decrease vs. last year	+ .04	▲
Increase/Decrease vs. last year as %	101.0	▲

Expectation	for Sep 2011	4.23	.20 higher than for previous month
	for Sep 2012	3.88	.10 lower than for previous month
	for Sep 2013	3.91	.03 lower than for previous month
	for Sep 2014:	4.17	.03 higher than for previous month
	for Sep 2015:	4.09	.09 higher than for previous month
	for Sep 2016:	4.08	.09 higher than for previous month
	for Sep 2017:	4.40	.04 higher than for previous month

On average, in the last 7 years the predictions for September are at 4.11, which is 1.06 points (34.8%) higher than for August.

When comparing the 6-month-predictions for September with the actual results for September we see the following picture:

	Pred For Sep	Result Sep	Result	
2012	4.23	3.80	.43	lower
2012	3.88	3.82	.06	lower
2013	3.91	4.09	.18	higher
2014	4.17	3.66	.51	lower
2015	4.09	3.86	.23	lower
2016	4.08	4.31	.23	higher
Average	4.06	3.92	.14	lower

On average the results for September are 3.4% lower than the predictions.

The Rolling 12 result of 4.08 is .02 points higher as in the last month.

Participation

This month we had **47 participants, 1 less than last month.**

409 members in the various countries and/or regions could potentially participate in the EuRA Index.

For Mar/Apr/Sep 17 we had **47 participants**. 47 represent only 11.5% of the overall potential. Many thanks to those who participated. And to those 362 who have not, we like to once again repeat our appeal to invest 3 minutes (the most) to fill in our research next time. We are not giving up! **Your participation would benefit the entire association.** The more members take part, the better and more meaningful the results will be.

The "Rolling 12" result for the participants is now at 56 which is 3 points lower than last month and **marks the lowest R 12 score since the beginning of the project.**

The following table shows the number of potential participants, the number of actual participants and the percentage of participation. The members in the countries/regions can draw their own conclusions to see where there is room for improvement.

Mar/Apr/Sep 17

	Potential	Actual	in %
UK	58	5	8.6
Ireland	10	0	0.0
Germany	46	13	28.3
France	50	8	16.0
Benelux	51	4	7.8
Southern Europe	74	7	9.5
Nordic Region	38	2	5.3
Switzerland	28	2	7.1
Austria	9	4	44.4
Eastern Region	45	2	4.4
Total	409	47	11.5

EuRA Global Index

16 members have participated, same number than last month. This is by far not enough to enable us to obtain reliable results. Our appeal is that more members join those who are already supporting this project.

Thank you to those who participated by answering our 3 questions and investing 2 (or 3 ??) minutes of their time. In order to make this project even more meaningful we look forward to getting more responses from these 6 regions:

- Europe (only RMC input, all other members participate in the EuRA Index)
- North America
- South America
- Africa
- Middle East
- Australasia

Here are the key figures for the EuRA Global Index

Question 1:	Result Mar 2017	4.06	(previous month 3.69)
Question 2:	1-month prediction	4.12	(previous month 4.00)
Question 3:	6-month prediction	4.19	(previous month 4.38)
EuRA Global Index		81.8	(previous month 90.9)

The comparison with the EuRA Index is still not very viable, however, these are the figures:

	<u>EuRA Index</u>	<u>EuRA Global Index</u>
Q 1: Result Mar 2017	4.21	4.06
Q 2: Prediction April 2017	4.19	4.12
Q 3: Prediction September 2017	4.40	4.19
Index	125.5	81.8

It is very unfortunate that the available collated data does not allow a reliable and meaningful picture of the development of our industry.

The same applies to the comparison of EuRA Index and EuRA Global Index. A higher participation would allow a much more meaningful analysis.

Therefore and once again comes our "mantra:

"Please support the EuRA Index and EuRA Global Index by investing 3 minutes (at most) to answer the three questions. Please support "your" EuRA."

Many thanks to all participants.

Best regards
Tad Zurlinden & Helmut Berg
CEO & EuRA Analyst