Analysis January 18/ February 18 / July 18

The current results show a downtrend. The EuRA Index is now **118.7** which is 5.1 points lower than last month when the result was 123.8. The results for questions 1, 2 and 3 are also down. The number of participants is slightly up.

Current EuRA Index Jan/Feb/Jul	**118.7**	
EuRA Index last month	123.8	
Increase/Decrease vs. last month	- 5.1	▼
Increase/Decrease vs. last month as %	95.9	▼
EuRA Index last year **Jan/Feb/Jul**	117.0	
Increase/Decrease vs. last year	+ 1.7	▲
Increase/Decrease vs. last year as %	101.5	▲

Current Rolling 12 Jan/Feb/Jul	**121.4**	
Rolling 12 last month	121.2	
Increase/Decrease vs. last month	+ 0.2	▲
Increase/Decrease vs. last month as %	100.2	▲
Rolling 12 EuRA Index last year **Jan/Feb/Jul**	117.0	
Increase/Decrease vs. last year	+ 4.4	▲
Increase/Decrease vs. last year as %	103.8	▲

The EuRA Index in comparable months in the previous years:

Jan 11 Feb 11 Jul 2011	110.5
Jan 12 Feb 12 Jul 2012	111.4
Jan 13 Feb 13 Jul 2013	111.9
Jan 14 Feb 14 Jul 2014	116.5
Jan 15 Feb 15 Jul 2015	113.0
Jan 16 Feb 16 Jul 2016	115.6
Jan 17 Feb 17 Jul 2017	117.0
Jan 18 Feb 18 Jul 2018	**118.7**

The average of the EuRA Index for J / F / J for the last eight years is at 114.3 which is 1.8% lower than last month.

The Rolling 12 figure for the EuRA Index is at 121.4: 0.2% higher than last month and a new record high since the beginning of the project.

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

Jan 12 Feb 12 Jul 2012	115.1
Jan 13 Feb 13 Jul 2013	110.8
Jan 14 Feb 14 Jul 2014	115.4
Jan 15 Feb 15 Jul 2015	116.1
Jan 16 Feb 16 Jul 2016	117.4
Jan 17 Feb 17 Jul 2017	117.0
Jan 17 Feb 18 Jul 2018	**121.4**

The average R12 for the last seven years is at 116.2 which is 0.1% higher than in last month.

The figures below show the indices for **Jan/Feb/Jul** per country/region:

Country / Region	Last month	Current J/F/J	▲ ▼	
UK	116.4	120.2	▲	3.8
Ireland	143.3	127.9	▼	15.4
Germany	122.7	127.6	▲	4.9
France	109.6	96.1	▼	13.5
Benelux	124.3	122.9	▼	1.4
Southern Region	110.9	104.4	▼	6.5
Nordic Region	120.0	121.6	▲	1.6
Switzerland	87.6	73.8	▼	13.8
Austria	89.9	90.2	▲	0.3
Eastern Region	83.9	88.7	▲	4.8
Total	**123.8**	**118.7**	▼	5.1

5 countries/regions show a higher result with an average of 3.1 points, 5 countries/regions show a lower result with an average of minus 10.1 points.

This month 5 countries/regions topped the average result of 118.7.

127.9	Ireland
127.6	Germany
122.9	Benelux
121.6	Nordic Region
120.2	UK

As in previous months there are graphs which illustrate how the trend is going in the individual countries/regions. The EuRA website offers a new attractive design. Have a look and get an idea of what the trends are.

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 **(Jan '18)**?

Current Result Q1 EuRA Index Jan '18	3.89	
Result Q1 EuRA Index last month	4.21	
Increase/Decrease vs. last month	- . 32	▼
Increase/Decrease vs. last month as %	92.4	▼
Result Q 1 EuRA Index last year Jan	4.07	
Increase/Decrease vs. last year	- .18	▼
Increase/Decrease vs. last year as %	95.6	▼

Current Rolling 12 for Q1 Jan '18	4.14	
Rolling 12 Q 1 last month	4.16	
Increase/Decrease vs. last month	- .02	▼
Increase/Decrease vs. last month as %	99.5	▼
Rolling 12 Q 1 last year Jan	4.03	
Increase/Decrease vs. last year	+ .11	▲
Increase/Decrease vs. last year as %	102.7	▲

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 January in previous years gives us the following picture:

Jan	2011	3.73	minus .32 to previous month
Jan	2012	3.83	minus .11 to previous month
Jan	2013	3.78	minus .02 to previous month
Jan	2014	3.95	plus .21 to previous month
Jan	2015	3.68	minus .45 to previous month
Jan	2016	3.77	minus .17 to previous month
Jan	2017	4.07	plus .21 to previous month
Jan	**2018**	**3.89**	**minus .32 to previous month**

The 8-year-average for January '18 is 3.84 which is 3.0% lower than in December '17.

The Rolling 12 results for the last 7 years:

Jan	2012	3.95	plus .01 to previous month
Jan	2013	3.78	minus .01 to previous month
Jan	2014	3.94	plus .01 to previous month
Jan	2015	3.94	plus .01 to previous month
Jan	2016	4.02	same as in previous month
Jan	2017	4.03	plus .02 to previous month
Jan	**2018**	**4.14**	**minus 0.2 to previous month**

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

Country / Region	Last month	Current J/F/J	▲ ▼ %
UK	4.50	5.00	▲ 111.1
Ireland	6.00	6.00	even
Germany	3.89	3.78	▼ 97.2
France	3.67	3.00	▼ 81.7
Benelux	4.00	3.50	▼ 87.5
Southern Region	4.00	3.70	▼ 92.5
Nordic Region	5.14	4.75	▼ 92.4
Switzerland	4.50	3.40	▼ 75.6
Austria	4.20	4.75	▲ 113.1
Eastern Region	2.33	2.25	▼ 96.6
Total	**4.21**	**3.89**	▼ 92.4

This month 2 countries/regions show a higher score with an average increase of 12.0%, 7 countries/regions show a lower score with an average of minus 11.6% and 1 country/region is even to previous month.

The Rolling 12 for question 1 is at 4.14 which is .02 points lower than last month but still the second highest score since the beginning of the project.

2. How do you rate the coming month **(February '18)**?

Current Result Q2 EuRA Index Feb '18	3.98	
Result Q2 EuRA Index last month	4.17	
Increase/Decrease vs. last month	- .19	▼
Increase/Decrease vs. last month as %	95.4	▼
Result Q2 EuRA Index last year for Feb	3.87	
Increase/Decrease vs. last year	+ .11	▲
Increase/Decrease vs. last year as %	102.8	▲

Current Rolling 12 for Q2 Feb '18	4.10	
Rolling 12 Q2 last month	4.09	
Increase/Decrease vs. last month	+ .01	▲
Increase/Decrease vs. last month as %	100.2	▲
Rolling 12 Q2 last year for Feb	3.95	
Increase/Decrease vs. last year	+ .14	▲
Increase/Decrease vs. last year as %	103.5	▲

These are the results for the previous years:

Expectation	for Feb 2011	3.68	.18 lower than in previous month
	for Feb 2012	3.79	.03 higher than in previous month
	for Feb 2013	3.74	.03 higher than in previous month
	for Feb 2014	3.92	.07 lower than in previous month
	for Feb 2015:	3.83	.25 lower than in previous month
	for Feb 2016:	3.86	.09 higher than in previous month
	for Feb 2017:	3.87	.03 lower than in previous month
	for Feb 2018: 3.98		**.19 lower than in previous month**

Average 8 years: 3.83 which is .08 points lower than last month.

	Actual Jan /	Expectation Feb /	Actual Feb
2011	3.73	3.68	3.69
2012	3.83	3.79	3.66
2013	3.78	3.74	3.71
2014	3.95	3.92	3.71
2015	3.68	3.83	3.72
2016	3.77	3.86	3.91
2017	4.07	3.87	3.90
2018	**3.89**	**3.98**	
Average	3.84	3.83	3.76

The Rolling 12 result for Question 2 is 4.10 which is .01 higher than last month and the new highest score since the beginning of the project.

3. What are your expectations for your business in 6 months from now **(July 18)**?

Current Result Q3 EuRA Index Jul '18	4.20	
Result Q3 EuRA Index last month	4.29	
Increase/Decrease vs. last month	- .09	▼
Increase/Decrease vs. last month as %	97.9	▼
Result Q3 EuRA Index last year for Jul	4.06	
Increase/Decrease vs. last year	+ .14	▲
Increase/Decrease vs. last year as %	103.4	▲

Current Rolling 12 for Q3 Jul '18	4.23	
Rolling 12 Q3 last month	4.21	
Increase/Decrease vs. last month	+ .02	▲
Increase/Decrease vs. last month as %	100.5	▲
Rolling 12 Q3 last year for Jul	4.02	
Increase/Decrease vs. last year	+ .21	▲
Increase/Decrease vs. last year as %	105.2	▲

Expectation   for Jul 2011   3.88   .15 lower than previous month
                  for Jul 2012   3.82   .04 higher than previous month
                  for Jul 2013   3.91   .04 higher than previous month
                  for Jul 2014   4.05   .01 lower than previous month
                  for Jul 2015:   3.99   .12 lower than previous month
                  for Jul 2016:   4.12   .03 higher than previous month
                  for Jul 2017:   4.06   .09 lower than previous month
                  for Jul 2018:   4.20   .09 lower than previous month

On average, in the last 8 years the 6-month-predictions for July are at 4.00, which is 0.05 points (1.2%) lower than for June.

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

	Pred For Jul	Result Jul	Result	
2011	3.88	4.25	.37	higher
2012	3.82	3.79	.03	lower
2013	3.91	4.38	.47	higher
2014	4.05	4.21	.16	higher
2015	3.99	4.20	.21	higher
2016	4.12	4.03	.09	lower
2017	4.06	4.26	.20	higher
Average	3.97	4.16	.19	higher

On average the results for June are 4.8% higher than the predictions.

The Rolling 12 result of 4.23 is .02 points higher than last month and marks another record high result since the beginning of the project.

Participation

357 members in the various countries and/or regions could potentially participate in the EuRA Index. The figure for the EuRA Global Index is 172.

We still struggle with rather low participation. This month we had **54 participants in the EuRA Index, 2 more than last month**. 54 represents 15.1% of the overall potential. This result is too low for meaningful interpretations.

Many thanks to those who participated in the EuRA Index. And to those 303 who have not, we would like - once again – to repeat our appeal to invest 3 minutes (at 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 still at 51 which is the **lowest R12 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.

Jan/Feb/Jul 18

	Potential	Actual	in %
UK	51	5	9.8
Ireland	8	1	12.5
Germany	41	9	22.0
France	41	6	14.6
Benelux	35	2	5.7
Southern Europe	72	10	13.9
Nordic Region	34	8	23.5
Switzerland	24	5	20.8
Austria	9	4	44.4
Eastern Region	42	4	9.5
Total	357	54	15.1

EuRA Global Index

Only 9 members have participated, 1 less than last month. Based on 172 potential participants this represents 5.2%; this participation 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 January 2018	3.78	(previous month 3.80)
Question 2:	1-month prediction	3.89	(previous month 4.00)
Question 3:	6-month prediction	4.00	(previous month 4.30)
EuRA Global Index		86.8	(previous month 90.7)

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

	EuRA Index	EuRA Global Index
Q 1: Result January 2018	3.89	3.78
Q 2: Prediction February 2018	3.98	3.89
Q 3: Prediction July 2018	4.20	4.00
Index	118.7	86.8

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