

Analysis September 18/ October 18 / March 19

All results for this month's analysis show a downtrend.

The EuRA Index is at **117.0** which is 4.6 points lower than last month.

Current EuRA Index Sep/Oct/Mar	117.0	
EuRA Index last month	121.6	
Increase/Decrease vs. last month	- 4.6	▼
Increase/Decrease vs. last month as %	96.2	▼
EuRA Index last year Sep/Oct/Mar	116.8	
Increase/Decrease vs. last year	+ 0.2	▲
Increase/Decrease vs. last year as %	100.2	▲

Current Rolling 12 Sep/Oct/Mar	120.6	
Rolling 12 last month	120.6	
Increase/Decrease vs. last month	+/- 00	
Increase/Decrease vs. last month as %	100.0	
Rolling 12 EuRA Index last year Sep/Oct/Mar	119.5	
Increase/Decrease vs. last year	+ 1.1	▲
Increase/Decrease vs. last year as %	100.9	▲

The EuRA Index in comparable months in the previous years:

Sep 10 Oct 10 Mar 2011	112.3
Sep 11 Oct 11 Mar 2012	108.8
Sep 12 Oct 12 Mar 2013	108.5
Sep 13 Oct 13 Mar 2014	114.6
Sep 14 Oct 14 Mar 2015	106.2
Sep 15 Oct 15 Mar 2016	111.4
Sep 16 Oct 16 Mar 2017	119.9
Sep 17 Oct 17 Mar 2018	116.8
Sep 18 Oct 18 Mar 2019	117.0

The average of the EuRA Index for S / O / M for the last nine years is at 112.8 which is 2.9% lower than last month.

The Rolling 12 figure for the EuRA Index is at 120.6 which is the same result as last month.

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

Sep 11 Oct 11 Mar 2012	116.1
Sep 12 Oct 12 Mar 2013	110.6
Sep 13 Oct 13 Mar 2014	114.2
Sep 14 Oct 14 Mar 2015	116.1
Sep 15 Oct 15 Mar 2016	116.0
Sep 16 Oct 16 Mar 2017	117.5
Sep 17 Oct 17 Mar 2018	119.5
Sep 18 Oct 18 Mar 2019	120.6

The average R12 for the last eight years is at 116.3 which is exactly the same result as in last month.

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

Country / Region	Last month	Current S/O/M	▲ ▼
UK	92.5	92.5	even
Ireland	114.3	146.9	▲ 32.6
Germany	133.5	119.0	▼ 14.5
France	102.9	105.9	▲ 3.0
Benelux	141.9	131.8	▼ 10.1
Southern Region	110.7	115.2	▲ 4.5
Nordic Region	139.2	132.2	▼ 7.0
Switzerland	69.6	73.2	▲ 3.6
Austria	90.2	70.1	▼ 20.1
Eastern Region	125.8	107.3	▼ 18.5
Total	121.6	117.0	▼ 4.6

4 countries/regions show a higher result with an average of 10.9 points, 5 countries/regions show a lower result with an average of minus 14.0 points and 1 country (UK) is even compared to last month.

This month 4 countries/regions topped the average result of 117.0

146.9	Ireland
132.2	Nordic Region
131.8	Benelux
119.0	Germany

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 (**September ‘18**)?

Current Result Q1 EuRA Index Sep ‘18	4.27	
Result Q1 EuRA Index last month	4.37	
Increase/Decrease vs. last month	- .02	▼
Increase/Decrease vs. last month as %	97.7	▼
Result Q 1 EuRA Index last year Sep	4.18	
Increase/Decrease vs. last year	+ .09	▲
Increase/Decrease vs. last year as %	102.2	▲

Current Rolling 12 for Q1 Sep '18	4.12	
Rolling 12 Q 1 last month	4.11	
Increase/Decrease vs. last month	+ .01	▲
Increase/Decrease vs. last month as %	100.2	▲
Rolling 12 Q 1 last year Sep	4.09	
Increase/Decrease vs. last year	+ .03	▲
Increase/Decrease vs. last year as %	100.7	▲

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 August in previous years gives us the following picture:

Sep 2010	4.10	minus .03 to previous month
Sep 2011	3.80	minus .09 to previous month
Sep 2012	3.82	minus .13 to previous month
Sep 2013	4.09	plus .09 to previous month
Sep 2014	3.66	minus .36 to previous month
Sep 2015	3.86	minus .21 to previous month
Sep 2016	4.31	plus.03 to previous month
Sep 2017	4.18	plus .14 to previous month
Sep 2018	4.27	minus .10 to previous month

The 9-year-average for September '18 is 4.01 which is 1.7% lower than August '18.

The Rolling 12 results for the last 8 years:

Sep 2011	3.96	minus .03 to previous month
Sep 2012	3.80	same as in previous month
Sep 2013	3.93	plus .02 to previous month
Sep 2014	3.89	minus .03 to previous month
Sep 2015	3.99	plus .02 to previous month
Sep 2016	4.03	plus .04 to previous month
Sep 2017	4.09	minus .01 to previous month
Sep 2018	4.12	plus .01 to previous month

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

Country / Region	Last month	Current S/O/M	▲ ▼ %
UK	4.50	4.25	▼ 94.4
Ireland	5.00	6.00	▲ 120.0
Germany	3.88	3.89	▲ 100.3
France	3.40	3.67	▲ 107.9
Benelux	5.00	5.33	▲ 106.6
Southern Region	4.25	4.25	Even
Nordic Region	5.67	5.60	▼ 98.8
Switzerland	3.75	4.13	▲ 110.1
Austria	5.25	3.67	▼ 69.9
Eastern Region	5.00	4.00	▼ 80.0
Total	4.37	4.27	▼ 97.7

This month 5 countries/regions show a higher score with an average increase of 8.9%, 4 countries/regions show a lower score with a minus of 14.2% and 1 country/region shows the same result than in previous month.

The Rolling 12 for question 1 is at 4.12 which is .01 higher than in last month.

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

Current Result Q2 EuRA Index Oct '18	3.88	
Result Q2 EuRA Index last month	4.23	
Increase/Decrease vs. last month	- .35	▼
Increase/Decrease vs. last month as %	91.7	▼
Result Q2 EuRA Index last year for Oct	3.95	
Increase/Decrease vs. last year	- .07	▼
Increase/Decrease vs. last year as %	98.2	▼

Current Rolling 12 for Q2 Oct '18	4.07	
Rolling 12 Q2 last month	4.08	
Increase/Decrease vs. last month	- .01	▼
Increase/Decrease vs. last month as %	99.8	▼
Rolling 12 Q2 last year for Oct	4.02	
Increase/Decrease vs. last year	+ .05	▲
Increase/Decrease vs. last year as %	101.2	▲

These are the results for the previous years:

Expectation

for Oct 2010	3.76	.21 lower than in previous month
for Oct 2011	3.75	.15 lower than in previous month
for Oct 2012	3.75	.11 lower than in previous month
for Oct 2013	3.93	.06 lower than in previous month
for Oct 2014	3.54	.45 lower than in previous month
for Oct 2015:	3.80	.17 lower than in previous month
for Oct 2016:	4.08	.05 higher than in previous month
for Oct 2017:	3.95	sames as in previous month
for Oct 2018:	3.88	.35 lower than in previous month

Average 9 years: 3.82 which is .17 points lower than last month.

Actual Sep / Expectation Oct / Actual Oct

2010	4.10	3.76	3.83
2011	3.80	3.75	3.64
2012	3.82	3.74	3.81
2013	4.09	3.93	3.84
2014	3.66	3.54	3.82
2015	3.86	3.80	3.98
2016	4.31	4.08	4.03
2017	4.18	3.95	4.19
2018	4.27	3.88	
Average	4.01	3.82	3.89

The Rolling 12 result for Question 2 is 4.07 which is .01 points lower than in last month.

3. What are your expectations for your business in 6 months from now
(March 19)?

Current Result Q3 EuRA Index Mar '19	3.96	
Result Q3 EuRA Index last month	4.00	
Increase/Decrease vs. last month	- .04	▼
Increase/Decrease vs. last month as %	99.0	▼
Result Q3 EuRA Index last year for Mar	3.93	
Increase/Decrease vs. last year	+ .03	▲
Increase/Decrease vs. last year as %	100.8	▲

Current Rolling 12 for Q3 Mar '19	4.17	
Rolling 12 Q3 last month	4.17	
Increase/Decrease vs. last month	+/- .00	
Increase/Decrease vs. last month as %	100.0	
Rolling 12 Q3 last year for Mar	4.17	
Increase/Decrease vs. last year	+/- .00	
Increase/Decrease vs. last year as %	100.0	

Expectation	for Mar 2011	3.77	.03 lower than previous month
	for Mar 2012	3.65	.20 lower than previous month
	for Mar 2013	3.64	.24 lower than previous month
	for Mar 2014	3.82	.14 lower than previous month
	for Mar 2015	3.68	.31 lower than previous month
	for Mar 2016:	3.80	.06 higher than previous month
	for Mar 2017:	4.01	.10 higher than previous month
	for Mar 2018:	3.93	.03 lower than previous month
	for Mar 2019:	3.96	.04 lower than previous month

On average, in the last 9 years the 6-month-predictions for March are at 3.81, which is 0.10 points (2.6 %) lower than February.

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

	Pred For Mar	Result	Result	
2011	3.77	3.97	.20	higher
2012	3.65	3.63	.02	lower
2013	3.64	3.77	.13	higher
2014	3.82	3.81	.01	lower
2015	3.68	3.95	.27	higher
2016	3.80	3.93	.13	higher
2017	4.01	4.21	.20	higher
2018	3.93	3.77	.16	lower
Average	3.79	3.88	.09	higher

On average the results for March are 2.4% higher than the predictions.

The Rolling 12 result of 4.17 is the same as in the last two last months.

Participation

338 members in the various countries and/or regions could potentially participate in the EuRA Index. The figure for the EuRA Global Index is 155.

There is still a rather low participation. This month we had **51 participants in the EuRA Index, 8 more than last month**. 51 represents 15.1% of the overall potential. Although 18.6% higher than last month, this result is still **too low** for meaningful interpretations.

Many thanks to those who participated in the EuRA Index. And to those 287 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. **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 49 which is the same result as last month and 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.

Sep 18/Oct 18/Mar 19

	Potential	Actual	in %
UK	48	4	8.3
Ireland	7	1	14.3
Germany	38	9	23.7
France	40	6	15.0
Benelux	31	3	9.7
Southern Europe	68	8	11.8
Nordic Region	32	5	15.6
Switzerland	24	8	33.3
Austria	9	3	33.3
Eastern Region	41	4	8.1
Total	338	51	15.1

EuRA Global Index

11 members have participated, 3 less than in last month. Based on 155 potential participants this represents 7.1% which 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 September 2018	3.82	(previous month 3.86)
Question 2: 1-month prediction	3.55	(previous month 3.79)
Question 3: 6-month prediction	3.55	(previous month 3.86)
EuRA Global Index	80.0	(previous month: 85.1)

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 September 2018	4.27	3.82
Q 2: Prediction October 2018	3.88	3.55
Q 3: Prediction March 2019	3.96	3.55
Index	117.0	80.0

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