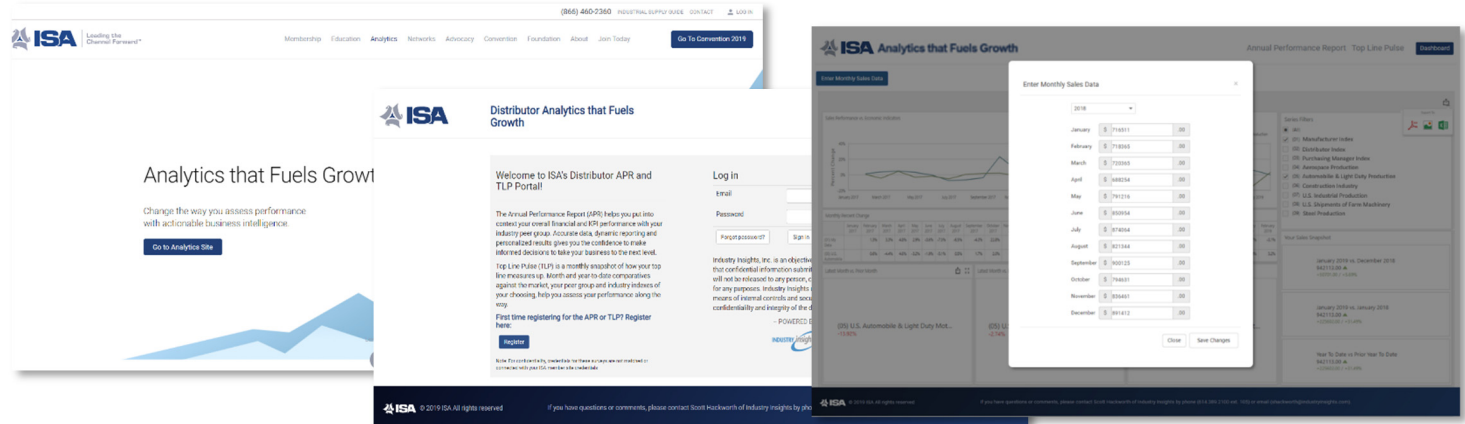


ISA's **Top Line Pulse** is a monthly snapshot of how your top line measures up. Month and year-to-date comparatives against the market, your peer group(s) and industry indexes of your choosing, help you assess your performance along the way.

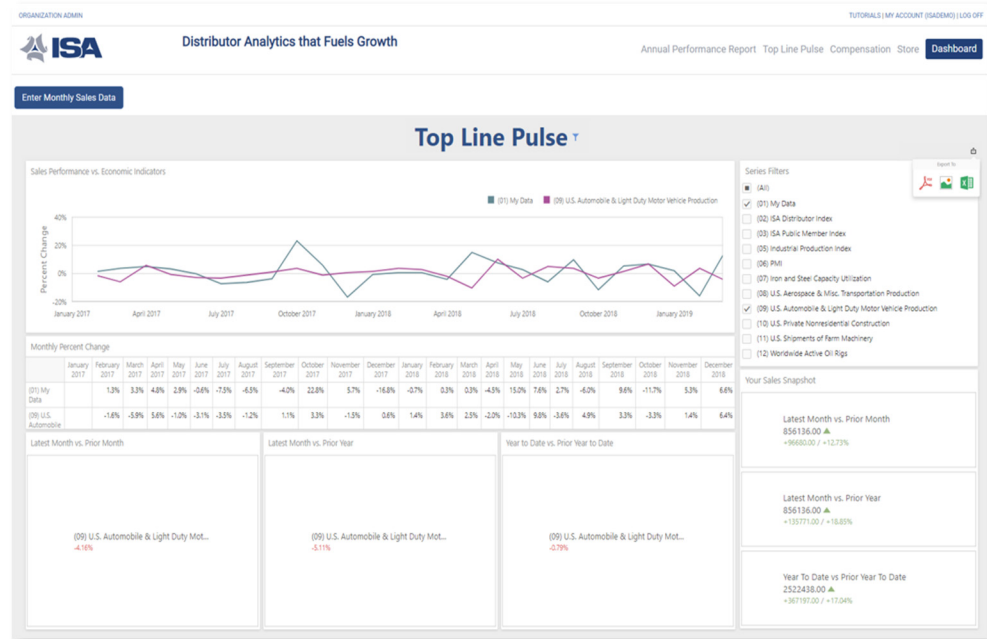
REPORTING

The Top Line Pulse is an application housed within the ISA Distributer Analytics Portal (www.ISADistAnalytics.com). Data are entered on a quarterly basis directly through the application home page.



RESULTS

The results dashboard allows users to easily visualize sales trends and identify indicators that lead, lag, or are in sync to assist strategic decisions. All results are fully exportable (Excel, PDF, etc.).



Filter Options Include:

- Your Data
- ISA Distributor/Manufacturer Index
- Public/Private ISA Distributors
- Purchasing Managers' Index (PMI)
- U.S. Industrial Production
- Automotive
- Aerospace
- Agriculture
- Steel Consumption/Industry
- Energy Upstream/Downstream
- Construction Industry

Comparison Types:

- Prior Month
- Same Month, Prior Year
- YTD vs. Prior YTD

Sales Forecasting (coming soon!)

NOTE: To ensure confidentiality, ISA has retained the services of Industry Insights, an independent research and analytics firm based in Columbus, OH. Industry Insights will distribute the survey and collect and process the survey results. Industry Insights is one of the largest and most-respected survey research firms in the country. They have processed millions of survey questionnaires and are highly sensitive to the confidential and proprietary interests of survey respondents.