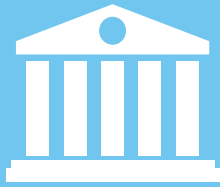




NATIONAL CENTER FOR
THE MIDDLE MARKET

FINANCIAL SERVICES MIDDLE MARKET INDICATOR

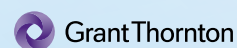


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IN COLLABORATION WITH



THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS



Financial Services' Revenue Growth vs. National

8.1%

FINANCIAL SERVICES' MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS

6.9% Past 12 Months National

5.1%

FINANCIAL SERVICES' MIDDLE MARKET GROWTH OVER THE NEXT 12 MONTHS

5.5% Next 12 Months National

Financial Services' Employment Growth vs. National

5.8%

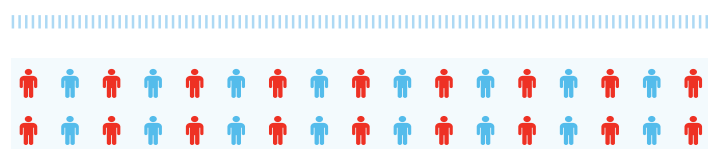
FINANCIAL SERVICES' MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS

5.4% Past 12 Months National

2.7%

FINANCIAL SERVICES' MIDDLE MARKET GROWTH OVER THE NEXT 12 MONTHS

3.4% Next 12 Months National



Financial Services' Top Internal Challenges Over The Next 3 Months



STAFF/EMPLOYEES

37%



BUSINESS GROWTH

24%



FINANCES

22%

VS. NEXT 12 MONTHS

STAFF/EMPLOYEES
34%

COSTS
13%

BUSINESS GROWTH
11%

Preparing for Growth Through Capital Investment

MIDDLE MARKET COMPANIES IN FINANCIAL SERVICES ARE POISED TO INVEST.



Financial Services' Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1 B



REPRESENTS
1.1%
OF ALL FINANCIAL
SERVICES COMPANIES

MORE THAN
8,100
BUSINESSES



EMPLOYS
28.2%
OF THE FINANCIAL
SERVICES WORKFORCE

GENERATING
\$455B
IN ANNUAL REVENUE



GENERATES
14.7%
OF ALL FINANCIAL SERVICES
BUSINESS REVENUE

Source: 2014 D&B Data

Financial Services' Percentage of Revenues Around the World



UNITED STATES
93.3%

CANADA/MEXICO
1.5%

EUROPE
2.1%

ASIA
2.2%

LATIN AMERICA
0.2%

MIDDLE EAST
0.7%

AFRICA
0.0%

OTHER
0.0%