Florida Revenue Growth vs. National

<table>
<thead>
<tr>
<th>Florida Middle Market</th>
<th>Past 12 Mo.</th>
<th>Next 12 Mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLORIDA MIDDLE MARKET</td>
<td>7.5%</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

Florida Companies Less Confident In Local Economy Than National Average

Global Economy: 57%
National Economy: 89%
Local Economy: 84%

Preparing for Growth Through Capital Investment

Willingness to Invest Increases from Last Quarter’s Reported 56%.

<table>
<thead>
<tr>
<th>Florida Middle Market</th>
<th>Past 12 Mo.</th>
<th>Next 12 Mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLORIDA MIDDLE MARKET</td>
<td>5.0%</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

VS. National Middle Market

- 68%
- 83%
- 89%
Florida’s Middle Market Defined

**ANNUAL REVENUE**

$10 MM–$1B

**NEARLY**

7,000

**BUSINESSES**

**MORE THAN**

$277B

**IN ANNUAL REVENUE**

**REPRESENTS**

0.4%

**OF ALL FLORIDA COMPANIES**

**EMPLOYS**

25%

**OF THE FLORIDA WORKFORCE**

**GENERATES**

21%

**OF ALL FLORIDA BUSINESS REVENUE**

---

Florida’s Middle Market is Diverse

**CONSTRUCTION**

11.6%

**HEALTHCARE**

9.6%

**RETAIL TRADE**

12.4%

**WHOLESALE TRADE**

14.4%

**FINANCE & INSURANCE**

6.1%

**PROFESSIONAL SERVICES**

7.8%

**MANUFACTURING**

11.3%

**TRANSPORTATION & WAREHOUSING**

3.3%

Source: 2014 D&B Data