

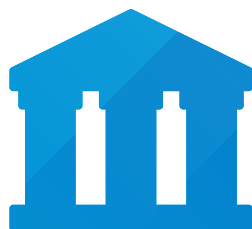


NATIONAL CENTER FOR
THE MIDDLE MARKET

FINANCIAL SERVICES

MIDDLE MARKET INDICATOR

2Q | 2020



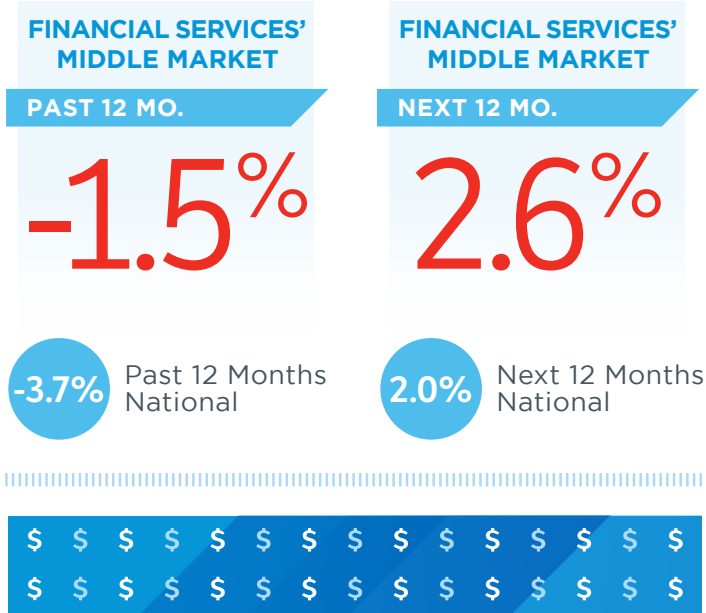
IN COLLABORATION WITH



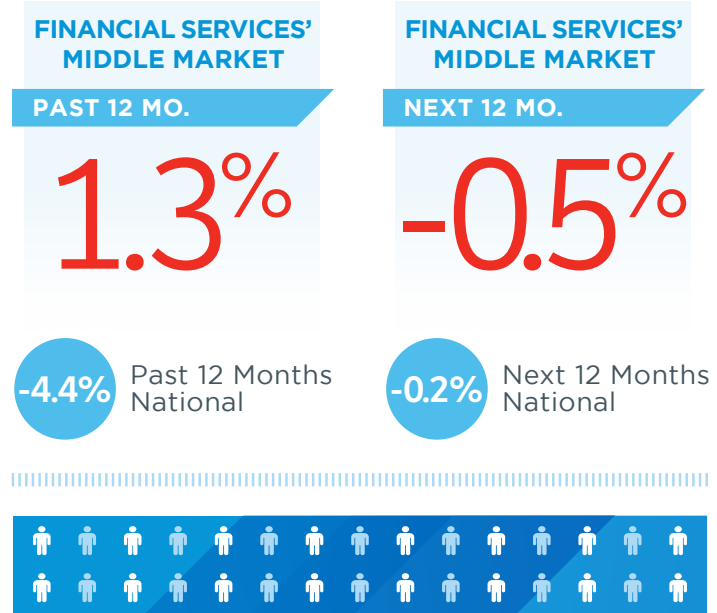
THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

CHUBB®

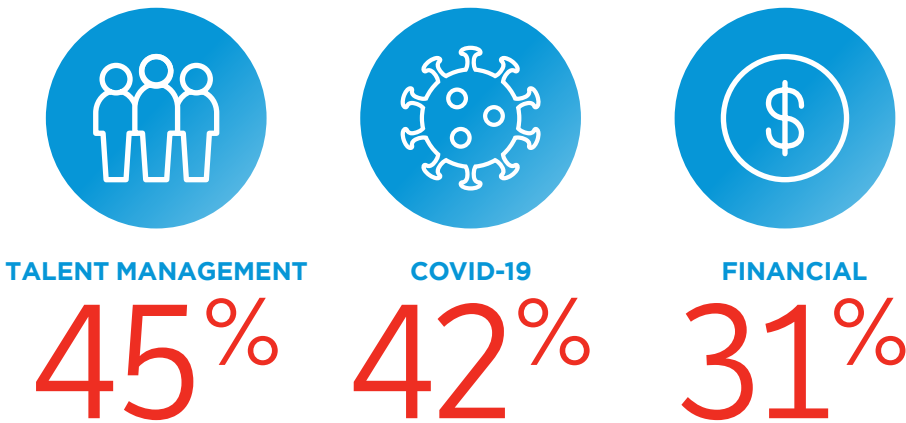
Financial Services' Revenue Growth vs. National



Financial Services' Employment Growth vs. National



Financial Services' Top Internal Challenges Over The Next 3 Months



Capital Investment Plans on Hold Amid Cautious Outlook



VS. NEXT 12 MONTHS

Talent Management	Financial	Costs
41%	16%	12%

Immediate Negative Impact of COVID-19 on Financial Services vs. Other Industries

	ALL MIDDLE MARKET COMPANIES	BUSINESS SERVICES	MANUFACTURING	WHOLE-SALE TRADE	RETAIL TRADE	CONSTRUCTION	FINANCIAL SERVICES	HEALTH-CARE	TECHNOLOGY*
2020 PROJECTED REVENUE	57%	52%	47%	62%	47%	48%	54%	55%	42%
BUSINESS OPERATIONS	56%	43%	47%	57%	56%	55%	54%	58%	36%
CUSTOMER DEMAND	54%	49%	47%	61%	51%	39%	48%	52%	43%
GROWTH INITIATIVES	52%	50%	43%	59%	47%	43%	51%	52%	38%
SUPPLY CHAIN	47%	31%	52%	59%	48%	47%	29%	47%	39%
EMPLOYMENT (I.E., NUMBER ON STAFF)	45%	42%	36%	36%	48%	51%	33%	49%	37%
PAYROLL (I.E., HOURS WORKED)	43%	34%	33%	36%	57%	38%	32%	44%	30%
WORKING CAPITAL/CASH	42%	44%	27%	42%	48%	27%	35%	47%	32%
CAPITAL SPENDING	42%	39%	28%	38%	46%	27%	39%	47%	31%
ACCESS TO CAPITAL	29%	27%	18%	30%	34%	13%	25%	33%	24%
DIGITAL TRANSFORMATION	25%	20%	18%	24%	37%	13%	27%	29%	17%

Percent of respondents stating they expect a minor or major immediate negative impact from COVID-19

*Includes companies also represented in other industries, e.g., computer manufacturers, IT services, healthcare, fintech.

Financial Services' Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1B



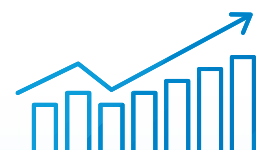
REPRESENTS
1.1%
OF ALL FINANCIAL SERVICES COMPANIES

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

Copyright © 2020 The Ohio State University. All rights reserved. This publication provides general information and should not be used or taken as business, financial, tax, accounting, legal, or other advice, or relied upon in substitution for the exercise of your independent judgment. For your specific situation or where otherwise required, expert advice should be sought. The views expressed in this publication reflect those of the authors and contributors, and not necessarily the views of The Ohio State University or any of their affiliates. Although The Ohio State University believes that the information contained in this publication has been obtained from, and is based upon, sources The Ohio State University believes to be reliable, The Ohio State University does not guarantee its accuracy, and it may be incomplete or condensed. The Ohio State University makes no representation or warranties of any kind whatsoever in respect of such information. The Ohio State University accepts no liability of any kind for loss arising from the use of the material presented in this publication.