

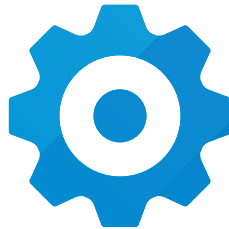


NATIONAL CENTER FOR
THE MIDDLE MARKET

MANUFACTURING

MIDDLE MARKET INDICATOR

4Q | 2020



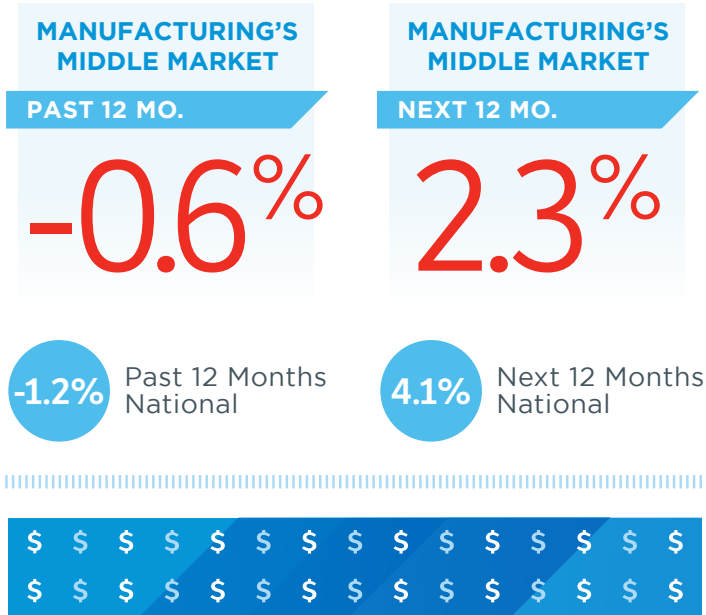
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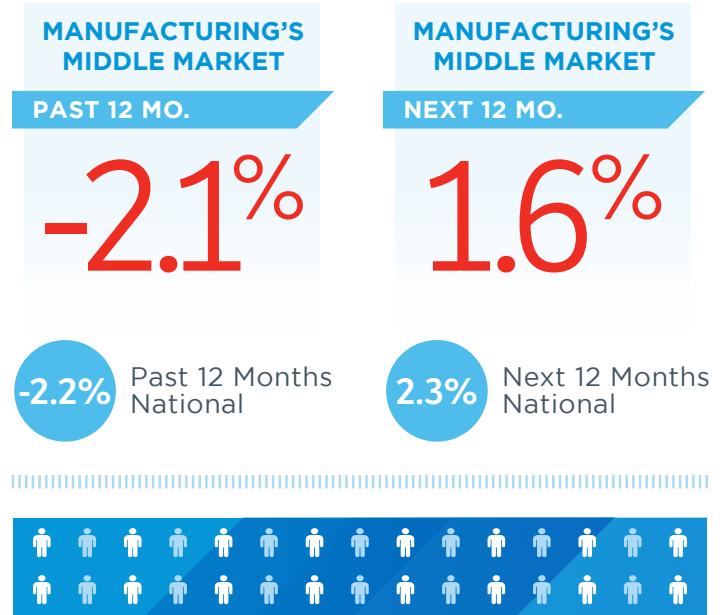
THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

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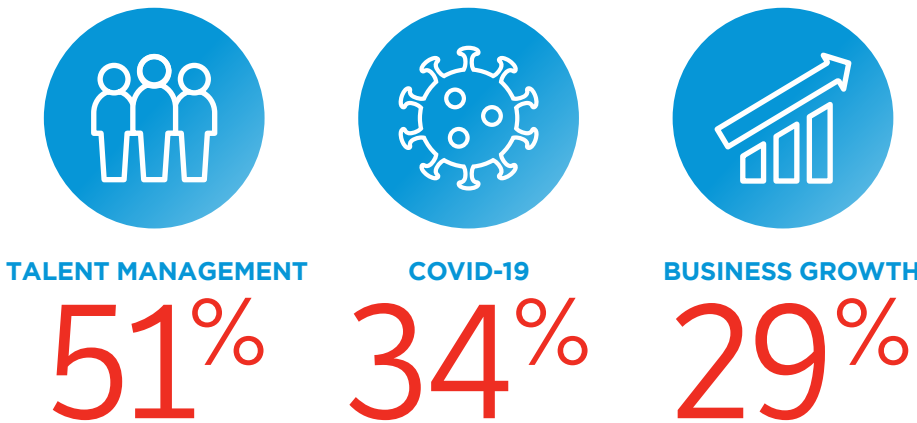
Manufacturing's Revenue Growth vs. National



Manufacturing's Employment Growth vs. National

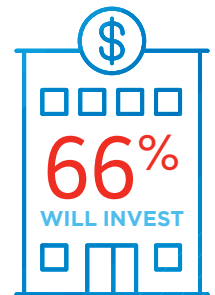


Manufacturing's Top Internal Challenges Over The Next 12 Months



Preparing For Growth Through Capital Investment

WILLINGNESS TO INVEST INCREASES SLIGHTLY AMONG MIDDLE MARKET MANUFACTURING COMPANIES COMPARED TO 63% REPORTED IN 2Q'20.



VS. NATIONAL MIDDLE MARKET

TALENT MANAGEMENT	COVID-19	FINANCIAL
50%	38%	22%

Long-Term Negative Impact of COVID-19 on Manufacturing vs. Other Industries

	ALL MIDDLE MARKET COMPANIES	BUSINESS SERVICES	MANUFACTURING	WHOLE-SALE TRADE	RETAIL TRADE	CONSTRUCTION	FINANCIAL SERVICES	HEALTH-CARE	TECHNOLOGY*
BUSINESS OPERATIONS	56%	28%	39%	44%	45%	39%	32%	39%	35%
2021 PROJECTED REVENUE	43%	34%	38%	45%	41%	50%	41%	40%	37%
SUPPLY CHAIN	43%	25%	48%	65%	44%	31%	25%	42%	40%
GROWTH INITIATIVES	41%	50%	38%	47%	46%	40%	30%	43%	38%
CUSTOMER DEMAND	39%	27%	42%	38%	38%	35%	44%	33%	36%
EMPLOYMENT (I.E., NUMBER ON STAFF)	37%	30%	35%	43%	36%	37%	24%	37%	24%
CAPITAL SPENDING	34%	30%	33%	37%	37%	37%	27%	31%	23%
PAYROLL (I.E., HOURS WORKED)	32%	21%	35%	30%	37%	32%	21%	37%	19%
WORKING CAPITAL/CASH	31%	27%	28%	26%	32%	34%	27%	36%	17%
ACCESS TO CAPITAL	30%	21%	27%	43%	36%	20%	20%	31%	27%
DIGITAL TRANSFORMATION	18%	18%	24%	17%	19%	12%	13%	20%	18%

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

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

Business Services' Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1B



REPRESENTS

3.6%

OF ALL MANUFACTURING COMPANIES

MORE THAN
22,200
BUSINESSES

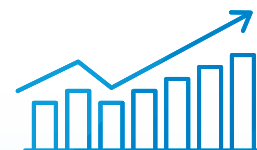


EMPLOYS

29.9%

OF THE MANUFACTURING WORKFORCE

GENERATING
\$1.1T
IN ANNUAL REVENUE



GENERATES

15.2%

OF ALL MANUFACTURING BUSINESS REVENUE

Source: 2014 D&B Data

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