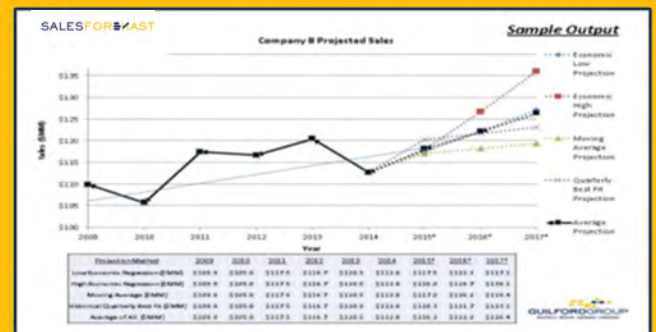


## Find Out Which Macroeconomic Indicators Drive Sales or Markets

Online software that supplements your internal forecasts with custom econometric models based on which macroeconomic indicators drive sales or market sectors

### SalesForecast Features:

- Can be used for a sector, the market, company sales, a division, or product line
- Identifies which macroeconomic indicators drive sales
- Correlates historical data with 30+ key economic indicators through statistical analysis
- Projects trends using several regression methodologies, presenting a range of forecasts for comparison to “bottom up” internal forecast
- Enables one-quarter lead and lag for indicators
- Allows you to test sensitivities
- Automatically updates indicators



# Here's How SalesForekast Can Help You:

SALESFOREKAST

1. It's as easy as entering your historical data

**Create Forecast**

SalesForekast requires a minimum of 16 quarter sales figures to calculate projections.

**Enter Sales Data**

Select Start Year for Sales Data:  
2011

Select Start Quarter for Sales Data:  
1

	Q1	Q2	Q3	Q4
2011	145	147	152	157
2012	160	158	155	158
2013	161	142	158	152
2014	162	165	163	166
2015	170	171	173	175
2016				

Create Cancel

2. Co-relates historical data with 30+ economic indicators

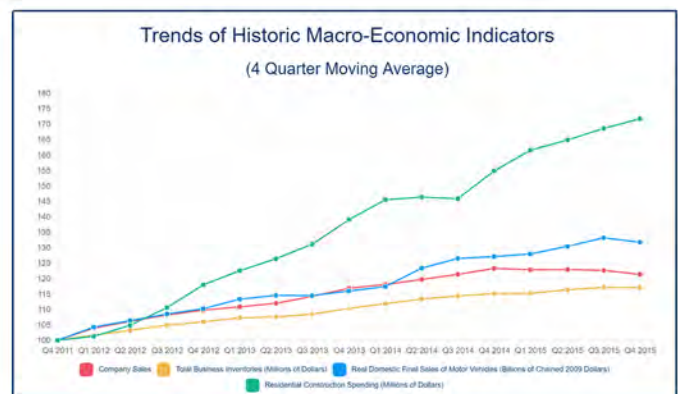
**Macro Economic Indicators with Highest Correlations**

Macro Economic Indicator	Correlation	2016 Forecast		2017 Forecast		2018 Forecast	
		Low	High	Low	High	Low	High
★ Total Business Inventories (Millions of Dollars)	0.99	0.6%	0.8%	0.6%	1.3%	0.6%	1.3%
★ All Urban CPI (Current Series)(Index 1982=1984 = 100)	0.98	1.6%	2.4%	2.3%	3.0%	2.4%	3.6%
★ Industrial Production (Index 2007 = 100)	0.97	2.6%	3.4%	2.6%	2.9%	2.6%	2.9%
★ Private Nonresidential Fixed Investment (Billions of Chained 2009 Dollars)	0.97	5.6%	6.2%	5.6%	6.2%	5.0%	6.2%
★ Employment, Manufacturing (Thousands of Employees)	0.97	-0.5%	-0.1%	-0.5%	-0.1%	-0.5%	-0.1%
★ Real Domestic Final Sales of Motor Vehicles (Billions of Chained 2009 Dollars)	0.97	2.6%	3.8%	2.4%	3.8%	2.4%	3.8%
★ Residential Construction Spending (Millions of Dollars)	0.96	7.0%	9.2%	7.0%	7.0%	6.0%	7.0%
★ Total Commercial Construction Spending (Millions of Dollars)	0.96	10.4%	11.0%	8.8%	10.4%	8.0%	10.4%
★ Employment, Services (Thousands of Persons)	0.94	0.7%	1.5%	0.7%	1.5%	0.7%	1.5%
★ Real GDP (Billions of Chained 2009 Dollars)	0.93	2.5%	2.8%	2.8%	2.8%	2.6%	2.7%
★ Personal Consumption: Food Services (Billions of Chained 2009 Dollars)	0.93	1.6%	2.1%	1.4%	2.2%	1.6%	2.2%
★ Healthcare Spending (Billions of Chained 2009 Dollars)	0.85	5.7%	5.8%	5.7%	5.8%	5.7%	5.8%

Show All Indicators

3. Identifies which economic indicators drive sales or markets

4. Forecasts based on independent forecasts for these indicators



5. Presenting a range of forecasts for comparison to your internal efforts