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<td>IMI</td>
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<td>North America Agriculture Equipment Industry Trends Report</td>
<td>1) Get insight in demand by product category over the last year and next year, including new orders, production and work backlog, inventory levels, capital spending, exports, etc. 2) The survey is based on net rising indexes relying on executive peer knowledge within the industry 3) The survey had a 6-9 month lead on the market, be the first to know 4) Understand what part of the business cycle we are in</td>
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<td>IMI</td>
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<td>North America Equipment Components Industry Trends Report</td>
<td>Revamp the parts survey, making it more granular by breaking out various components to make the survey more insightful. Survey would be aimed solely at component manufacturers. 1) Get insight in demand by product category over the last year and next year, including new orders, production and work backlog, inventory levels, capital spending, exports, etc. 2) The survey is based on net rising indexes relying on executive peer knowledge within the industry. 3) The survey had a 6-9 month lead on the market. Be the first to know! 4) Understand what part of the business cycle we are in.</td>
<td>AG/CE</td>
<td>Included</td>
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<td>IMI</td>
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<td>Global Markets Report: Agriculture Equipment</td>
<td>Transform deliverable into Excel spreadsheet, which the member can manipulate and view by HS Code Understand demand from major markets for U.S.-made agriculture equipment worldwide by: 1) Finding key markets for your products by specific HS Code 2) Identifying local demand for your products and comparing it to the current demand from U.S. products to identify the desire for U.S. products 3) Track import and export trends worldwide. By using the export reports you will be able to tell if a local market is developing its manufacturing, whether there is demand for your products and whether the U.S. has already saturated the market 4) Easy-to-manipulate datasets and graphs in downloadable Excel 5) Historical information</td>
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<td>WG, P, C</td>
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| IMI  | Q     | Global Markets Report: Construction Equipment | Transform deliverable into Excel spreadsheet, which the member can manipulate and view by HS Code  
Understand demand from major markets for U.S.-made agriculture equipment worldwide by:  
1) Finding key markets for your products by specific HS Code  
2) Identifying local demand for your products and comparing it to the current demand from U.S. products to identify the desire for U.S. products  
3) Track import and export trends worldwide. By using the export reports you will be able to tell if a local market is developing its manufacturing, whether there is demand for your products and whether the U.S. has already saturated the market  
4) Easy-to-manipulate datasets and graphs in downloadable Excel format  
5) Historical information | CE | Included | WG, P, C | X |
| IMI  | Bi-Q  | Agriculture Equipment Market Update (Webinars) | To receive the access invitation, AEM members must enter their company’s MI contact in ADU and enroll in their respective Quarterly Industry Trends Reports Surveys.  
1) Understand your industry's current “lay of the land”  
2) Get insight into the drivers behind your industry and the hot topics that will define its future  
3) Enjoy an overview and the highlights from the AEM MI product line | AG | Included | WG, P, C | X |
| IMI  | Bi-Q  | Construction Equipment Market Update (Webinars) | To receive the access invitation, AEM members must enter their company’s MI contact in ADU and enroll in their respective Quarterly Industry Trends Reports Surveys.  
1) Understand your industry's current “lay of the land”  
2) Get insight into the drivers behind your industry and the hot topics that will define its future  
3) Enjoy an overview and the highlights from the AEM MI product line | CE | Included | WG, P, C | X |
| IMI  | Bi-A  | Agrievolution - Agritech Business Barometer | 1) Obtain global insights into the agribusiness sector  
2) Augment your strategic planning with global information on demand, inventories, hot topics, market changes, turnover, delivery times, etc.  
3) Easy-to-use presentation to quickly update executives | AG | Included | WG, P, C | X |
| MICH | Bi-Q  | Agriculture Equipment Market Update (Presentations at AEM Membership-Driven Events – TF, IMA, Annual, Breakfasts, BOD meetings; Tradeshow Committees) | Offered upon request by the Membership Team or Exhibitions Team. Limited to 4 events per year. Membership Team will assist in enrolling members for MI surveys.  
1) Understand your industry's current position in the business cycle  
2) Get insight into the drivers behind your industry and the hot topics that will define its future  
3) Enjoy an overview and the highlights from the AEM MI product line | AG | Included | WG, P, C | X |
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| MICH | Bi-Q  | Construction Equipment Market Update (Presentations at AEM Membership-Driven Events – TF, IMA, Annual, Breakfasts, BOD meetings; Tradeshows Committees)Advisors, Presentations, Tradeshows | Offered upon request by the Membership Team or Exhibitions Team. Limited to 4 events per year. Membership Team will assist in enrolling members for MI surveys.  
1) Understand your industry’s current position in the business cycle  
2) Get insight into the drivers behind your industry and the hot topics that will define its future  
3) Enjoy an overview and the highlights from the AEM MI product line | CE | Included | WG, P, C | X | X |
| CCCI | EXH   | Customer Insights Survey | Limited to 4 member companies per year through combined or individual surveys. Exclusive opportunity to query AEM’s proprietary customer database and trade show attendee lists.  
1) Customized to your objectives, insights from your customers (end users or OEM) in the areas of market trends, product trends, industry issues, etc.  
2) Gain an edge on the competition by understanding your customers’ needs  
3) Supercharge your tradeshow Return on Investment (ROI)  
4) Do product research, build whitepapers or poll peer-companies on best practices or new developments in your niche market | CE (AG contingent on producer list) | Paid | WG, P, C, S (except media, assns., universities, consultants) | |
| CCCI | EXH   | Competition Insights Survey | Limited to 4 member companies per year through combined or individual surveys. Exclusive opportunity to query AEM’s proprietary manufacturer database.  
1) Customized to your objectives, insights from your competitive set in the areas of market trends, product trends, industry issues, etc.  
2) Poll peer-companies on best practices or new developments in your niche market | CE, AG | Paid | WG, P, C, S (except media, assns., universities, consultants) | |
| IQD  | Q     | Agrievolution - Tractor Reports | 1) Summary of tractor market developments (total market and higher HP segment) in units per country  
2) Additional market insights | AG | Included | WG, P, C | |
| IQD  | Q     | Agrievolution – Agriculture Equipment Indexes | 1) Gain unprecedented insights in every major region and country for balers, combines, tractors and harvesters  
2) Easy-to-manipulate datasets and graphs in downloadable Excel format  
3) Historical information | AG | Included | WG, P, C | |
| IMI  | A     | Agrievolution - Country Reports | 1) A deeper dive into each Agrievolution member country (10-12) including farm and machinery trends  
2) Easy-to-use presentation for quick updates and insights | AG | Included | WG, P, C | |
| IMI  | AN    | Executive Panelists | MI will assemble a standing group of industry executives to query on an as needed basis to obtain peer perspectives on industry issues and trends.  
Perspectives on hot topics from top executives in our industry and determine how your competition is dealing with the issues you are facing | Everyone | Included | WG, P, C | |
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<td>IMI</td>
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<td>Economist Panelists</td>
<td><em>MI will assemble a standing group of industry economists to query on an as needed basis to obtain peer perspectives on industry issues and trends.</em> Perspectives on hot topics from top economic advisors in our industry</td>
<td>Everyone</td>
<td>Included</td>
<td>WG, P, C</td>
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<td>MICC</td>
<td>AN</td>
<td>Economic Impact Studies</td>
<td><em>On an as-needed basis MI will assist DC on impact research. This information can then be published for members in a resource library.</em> Find out the impact of major economic and political events worldwide will affect your ability to do business</td>
<td>Everyone</td>
<td>Included</td>
<td>WG, P, C</td>
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<td>IMI</td>
<td>Bi-A</td>
<td>CECE Economic Bulletin</td>
<td><em>In exchange for the highlights from AEM’s North America Construction Equipment Industry Trends Report, CECE shares this bulletin with AEM.</em> AEM members gain exclusive access into the highlights of CECE members’ perspectives on the European construction equipment markets as well as the macro economic environment.</td>
<td>CE</td>
<td>Included</td>
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<td>IMI</td>
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<td>ARTBA’s CE Index</td>
<td><em>In exchange for AEM’s annual contribution to ARTBA, ARTBA generates the following report exclusively for AEM members. Reintroduce CE stock index on MI web page.</em> A weighted index tracking a grouping of publically trade CE AEM members and comparing their stock price performance against the S&amp;P500 average.</td>
<td>CE</td>
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<td>IQD</td>
<td>Q</td>
<td>Dashboards/Toolkit – under development</td>
<td>In partnership with a paid or trade third-party vendor, mixing external information with historical survey IMI and IQDs. Through PowerBI, members can access key data (tied to CE indexes and Stats platform). 1) Get access to historical and forecasting data for macro-economic, construction and agricultural indicators 2) “Nichify” your selection by picking leading Indicators for your niche markets. 3) Easily accessible and easy to manipulate through a Power BI dashboard</td>
<td>AG/CE</td>
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<td>MI Consulting - Leading Indicators</td>
<td><em>In partnership with a paid or trade third-party vendor, a service that helps AEM members identify the economic and industry indicators that are specific to their niche markets.</em> 1) Utilize the wealth of old economic data and understand how it impacts your business 2) Identify the leading indicators that drive your industry 3) Obtain the data and integrate into your forecasting process</td>
<td>AG/CE</td>
<td>Beta</td>
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<td>IQD</td>
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<td>MI Consulting - Forecast Center</td>
<td><em>In partnership with a ITR, a service that helps AEM Members forecast their production numbers / shipments.</em> 1) Understanding your leading indicators, you can now forecast your production 2) Easy-to-manipulate data 3) AEM Discount</td>
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| IQD  | Q     | AG Chartbook | Oxford Economics provides AEM with a quarterly AG presentation that focusses:  
1) macro-economic drivers  
2) industry forecasts for the US and Globally  
3) market evolution  
4) global events impacting the industry.  
From the chartbook, members will be able to identify indicator relationships to create custom forecasts and enable their organizations to assess the evolution of the US markets, tie it to trends in key industry segments that drive it and understand how that connects to the broader economy.  
With each release, Oxford economics will host a 30 minute conference call for AEM Members with one of their industry economists. This will present an opportunity to learn the narratives around the numbers and ask questions regarding any changes to the forecasts. | AG     | Included | WG, P, C |
| IQD  | Q     | CE Chartbook | Oxford Economics provides AEM with a quarterly CE presentation that focusses:  
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With each release, Oxford economics will host a 30 minute conference call for AEM Members with one of their industry economists. This will present an opportunity to learn the narratives around the numbers and ask questions regarding any changes to the forecasts. | CE     | Included | WG, P, C |
| IQD  | Q     | AEM ITR Monthly Economic Insights | ITR Provides AEM with a short macro-economic advisor which include:  
- Current event articles  
- U.S. Market Specific updates  
- U.S. State Opportunity Index  
- Snap Shot of U.S. Macroeconomic Indicators  
- Answers to Readers questions  
- Federal Reserve Overview | Everyone | Included | WG, P, C |
**Product Category Key**

- IMI = Industry Market Insights
- IQD = Industry Quantitative Data
- CCCI = Center for Customer & Competitor Insights
- MICH = MI Content Highlights (public facing content in Advisor, Ag Advisor, news releases, etc.)

**Frequency Key**

- EXH = AEM Exhibitions cycle
- A = Annual
- Bi-A = Bi-annual
- Q = Quarterly
- M = Monthly
- W = Weekly
- AN = As Needed

**Sector**

- AG = Agricultural Equipment
- CE = Construction Equipment

**Target**

- WG = Whole Goods
- P = Portables
- C = Components

**P+ = Participation Extras**