

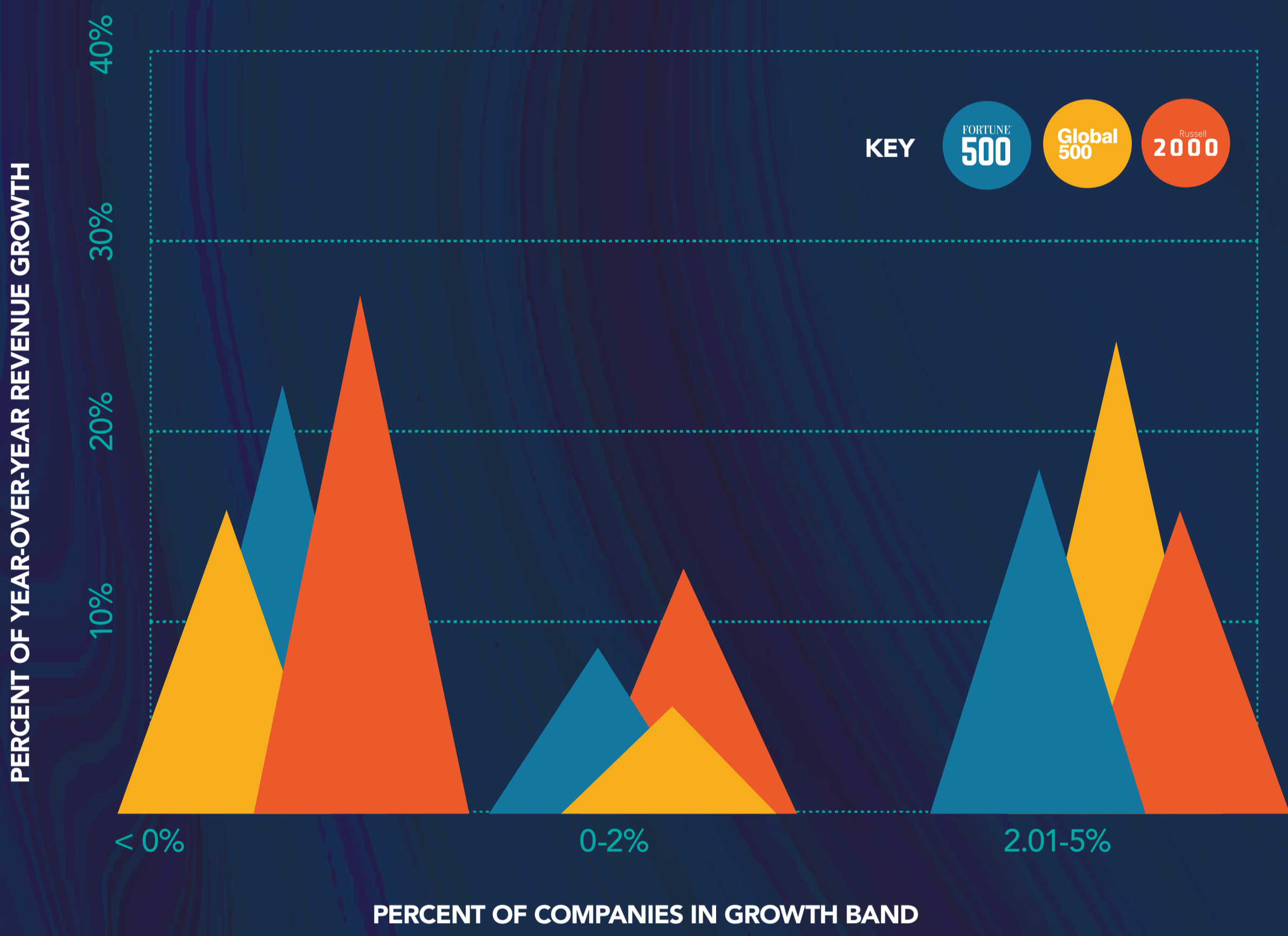
The State of Revenue Performance 2019

The top companies around the world are finally showing signs of positive growth, not seen since the 2007 and 2008 recession.

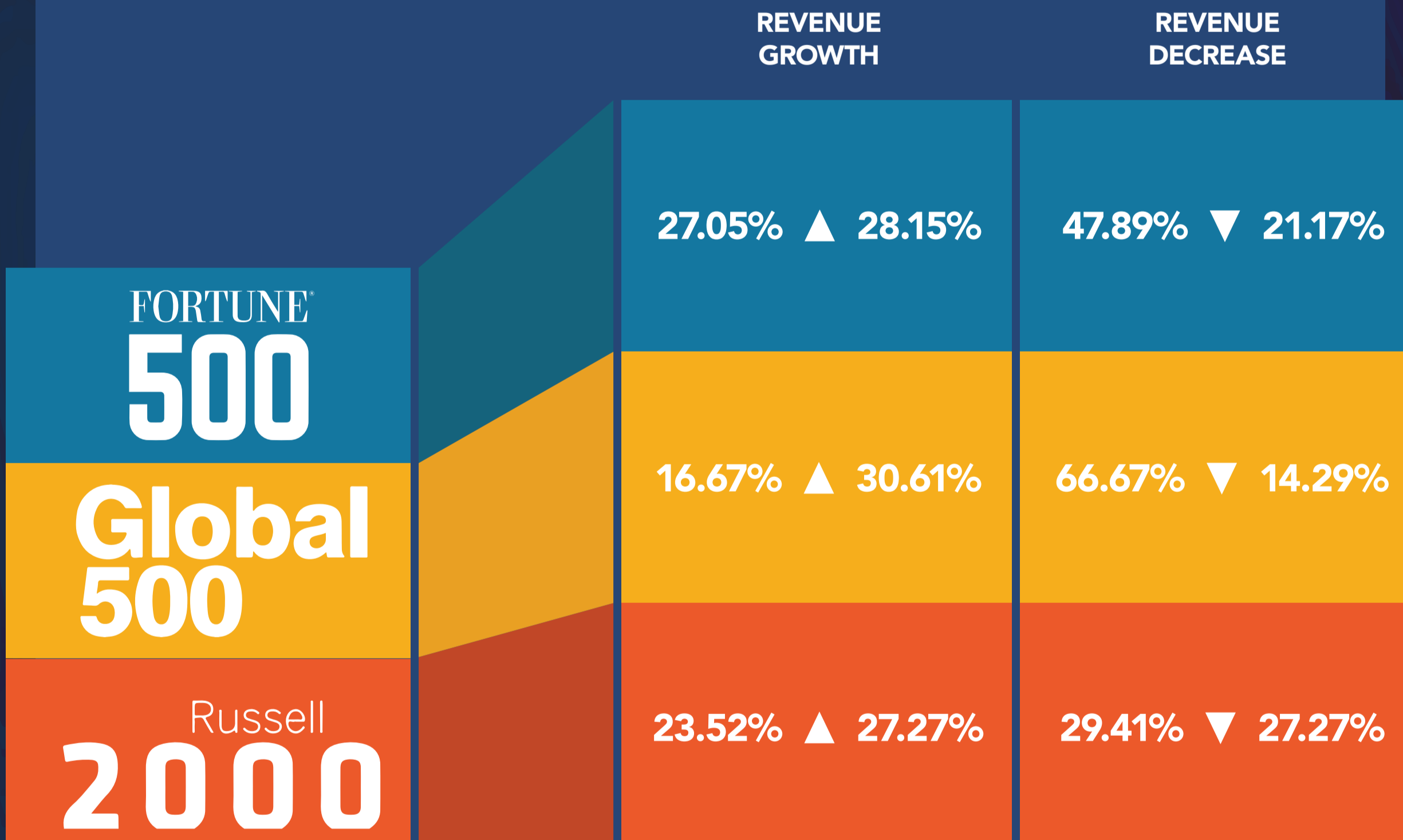
The Revenue Benchmarks



Recent Revenue Trends



Overall Revenue Growth Is Increasing While Loss Is On a Downward Trend



An Opportunity For B2B Sellers to Seek to Serve™ In the Current Economic Environment

SERVE UNDERPERFORMING BUYERS WITH SOLUTIONS MESSAGING OF:



Cost-Reduction



Productivity Improvement

SERVE WELL-PERFORMING BUYERS WITH SOLUTIONS MESSAGING OF:



New Revenue Initiatives



Acceleration and Reduced Risk Initiatives

Data compiled in 1H 2019 by Mereo LLC for the 2017-18 fiscal years. Learn more about Mereo at Mereo.co

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Sources: Data compiled from fortune500.com/fortune500, marketwatch.com and finance.yahoo.com.