

### Analysis April 18/ May 18 / October 18

This month all four results show better figures than last month. However, all results are lower than 12 months ago and the R12 results are also lower. Where is the trend going?

The EuRA Index is at **124.2** which is 6.1 points higher than last month. As in last month the valuation for the previous month and the anticipations for the next month and the six months ahead are quite positive and optimistic which influences the Index uptrend.

<b>Current EuRA Index Apr/May/Oct</b>	<b>124.2</b>	
EuRA Index last month	118.1	
Increase/Decrease vs. last month	+ 6.1	▲
Increase/Decrease vs. last month as %	105.2	▲
<b>EuRA Index last year Apr/May/Oct</b>	<b>129.5</b>	
Increase/Decrease vs. last year	- 5.3	▼
Increase/Decrease vs. last year as %	95.9	▼

<b>Current Rolling 12 Apr/May/Oct</b>	<b>120.2</b>	
Rolling 12 last month	120.6	
Increase/Decrease vs. last month	- 0.4	▼
Increase/Decrease vs. last month as %	99.7	▼
<b>Rolling 12 EuRA Index last year Apr/May/Oct</b>	<b>118.5</b>	
Increase/Decrease vs. last year	- 1.7	▼
Increase/Decrease vs. last year as %	98.6	▼

#### The EuRA Index in comparable months in the previous years:

Apr 10 May 10 Oct 2010	109.4
Apr 11 May 11 Oct 2011	122.7
Apr 12 May 12 Oct 2012	107.8
Apr 13 May 13 Oct 2013	118.5
Apr 14 May 14 Oct 2014	119.7
Apr 15 May 15 Oct 2015	117.2
Apr 16 May 16 Oct 2016	121.6
Apr 17 May 17 Oct 2017	129.5
<b>Apr 18 May 18 Oct 2018</b>	<b>124.2</b>

The average of the EuRA Index for A / M / O for the last nine years is at 119.0 which is 1.2% higher than last month.

The Rolling 12 figure for the EuRA Index is at 120.2: 0.4% lower than last month.

#### The Rolling 12 figures for the EuRA Index in comparable months in the previous years:

Apr 11 May 11 Oct 2011	115.4
Apr 12 May 12 Oct 2012	112.6
Apr 13 May 13 Oct 2013	112.1
Apr 14 May 14 Oct 2014	116.2
Apr 15 May 15 Oct 2015	115.7
Apr 16 May 16 Oct 2016	117.9
Apr 17 May 17 Oct 2017	118.5
<b>Apr 18 May 18 Oct 2018</b>	<b>120.2</b>

The average R12 for the last eight years is at 116.1 which is 0.2% higher than last month.

The figures below show the indices for **Apr/May/Oct** per country/region:

Country / Region	Last month	Current A/M/O	▲ ▼
UK	95.2	102.3	▲ 7.1
Ireland	146.9	127.9	▼ 19.0
Germany	139.0	132.4	▼ 6.6
France	99.8	111.0	▲ 11.2
Benelux	122.9	130.9	▲ 8.0
Southern Region	105.8	114.8	▲ 9.0
Nordic Region	133.8	133.0	▼ .8
Switzerland	82.0	81.8	▼ .2
Austria	81.8	83.2	▲ 1.4
Eastern Region	96.8	94.6	▼ 2.2
<b>Total</b>	<b>118.1</b>	<b>124.2</b>	<b>▲ 6.1</b>

5 countries/regions show a higher result with an average of 7.3 points and 5 countries/regions show a lower result with an average of minus 5.8 points.

This month 4 countries/regions topped the average result of 124.2

133.0	Nordic Region
132.4	Germany
130.9	Benelux
127.9	Ireland

As in previous months there are graphs which illustrate how the trend is going in the individual countries/regions. The EuRA website offers a new attractive design. Have a look and get an idea of what the trends are.

As you know the EuRA Index is a result of weighted answers to our three questions (Result for last month multiplied by 1, result for the following month multiplied by 1.5 and result for 6 months from now multiplied by 2).

Looking at the results without weighting gives some interesting insights into the development of our industry.

The following are the average results for the three questions on a "pan-European" basis (voting from 1 to 6):

1. How do you rate the last month (**Apr '18**)?

<b>Current Result Q1 EuRA Index Apr '18</b>	<b>3.96</b>	
Result Q1 EuRA Index last month	3.77	
Increase/Decrease vs. last month	+ .19	▲
Increase/Decrease vs. last month as %	105.0	▲
Result Q 1 EuRA Index last year Apr	4.17	
Increase/Decrease vs. last year	- .21	▼
Increase/Decrease vs. last year as %	05.0	▼

<b>Current Rolling 12 for Q1 Apr '18</b>	<b>4.09</b>	
Rolling 12 Q 1 last month	4.10	
Increase/Decrease vs. last month	- .01	▼
Increase/Decrease vs. last month as %	99.8	▼
Rolling 12 Q 1 last year Apr	4.05	
Increase/Decrease vs. last year	+ .04	▲
Increase/Decrease vs. last year as %	101.0	▲

Question 1 is clearly the most important one in our research because your answer gives the most up to date judgement of how satisfied you are with your business. However, this is only relative because it does not show whether and how much the business is up or down in absolute figures.

Comparing the selective results for April in previous years gives us the following picture:

Apr 2011	4.07	plus .10 to previous month
Apr 2012	3.60	minus .03 to previous month
Apr 2013	3.91	plus .14 to previous month
Apr 2014	3.85	plus .04 to previous month
Apr 2015	3.97	plus .02 to previous month
Apr 2016	4.17	plus .24 to previous month
Apr 2017	4.17	minus .04 to previous month
Apr <b>2018</b>	<b>3.96</b>	<b>plus .19 to previous month</b>

The 8-year-average for April '18 is 3.96 which is 2.1% higher than in March '18.

The Rolling 12 results for the last 7 years:

Apr 2011	3.98	plus .03 to previous month
Apr 2012	3.89	minus .03 to previous month
Apr 2013	3.82	plus .02 to previous month
Apr 2014	3.94	minus .01 to previous month
Apr 2015	3.93	plus .01 to previous month
Apr 2016	4.05	plus .01 to previous month
Apr 2017	4.05	same as in previous month
Apr <b>2018</b>	<b>4.09</b>	<b>minus .01 to previous month</b>

The following are this month's results compared to last month.

Country / Region	Last month	Current A/M/=	▲ ▼ %
UK	3.40	4.00	▲ 117.6
Ireland	6.00	6.00	Even
Germany	3.88	3.67	▼ 94.6
France	3.17	3.20	▲ 100.9
Benelux	3.33	3.60	▲ 108.1
Southern Region	3.38	4.25	▲ 125.7
Nordic Region	5.50	4.83	▼ 87.8
Switzerland	4.00	4.00	Even
Austria	4.00	4.33	▲ 108.3
Eastern Region	3.40	3.00	▼ 88.2
<b>Total</b>	<b>3.77</b>	<b>3.96</b>	<b>▲ 105.0</b>

This month 5 countries/regions show a higher score with an average increase of 12.1%, 3 countries/regions show a lower score with an average of minus 9.8 and 2 countries/regions are even to previous month.

The Rolling 12 for question 1 is at 4.09 which is .01 point lower than last month.

2. How do you rate the coming month (**May '18**)?

<b>Current Result Q2 EuRA Index May '18</b>	<b>4.25</b>	
Result Q2 EuRA Index last month	4.02	
Increase/Decrease vs. last month	+ .23	▲
Increase/Decrease vs. last month as %	105.7	▲
Result Q2 EuRA Index last year for May	4.41	
Increase/Decrease vs. last year	- .16	▼
Increase/Decrease vs. last year as %	96.4	▼

<b>Current Rolling 12 for Q2 May '18</b>	<b>4.05</b>	
Rolling 12 Q2 last month	4.06	
Increase/Decrease vs. last month	- .01	▼
Increase/Decrease vs. last month as %	99.8	▼
Rolling 12 Q2 last year for May	4.00	
Increase/Decrease vs. last year	+ .05	▲
Increase/Decrease vs. last year as %	101.3	▲

These are the results for the previous years:

Expectation	for May 2011	4.18	.16 higher than in previous month
	for May 2012	3.74	same as in previous month
	for May 2013	4.06	.26 higher than in previous month
	for May 2014	4.13	.10 higher than in previous month
	for May 2015:	4.04	.03 higher than in previous month
	for May 2016:	4.10	.10 higher than in previous month
	for May 2017:	4.41	.22 higher than in previous month
	<b>for May 2018:</b>	<b>4.25</b>	<b>.23 higher than in previous month</b>

Average 8 years: 4.11 which is .13 points higher than last month.

Actual Apr / Expectation May / Actual May

2011	4.07	4.18	4.18
2012	3.60	3.74	4.02
2013	3.91	4.06	3.97
2014	3.85	4.13	4.12
2015	3.97	4.04	4.14
2016	4.17	4.10	3.98
2017	4.17	4.41	4.17
<b>2018</b>	<b>3.96</b>	<b>4.25</b>	
Average	3.96	4.11	4.08

The Rolling 12 result for Question 2 is 4.05 which is .01 lower than last month.

3. What are your expectations for your business in 6 months from now (October 18)?

<b>Current Result Q3 EuRA Index Oct '18</b>	<b>4.40</b>	
Result Q3 EuRA Index last month	4.19	
Increase/Decrease vs. last month	+ .21	▲
Increase/Decrease vs. last month as %	105.0	▲
Result Q3 EuRA Index last year for Oct	4.58	
Increase/Decrease vs. last year	- .18	▼
Increase/Decrease vs. last year as %	96.1	▼

<b>Current Rolling 12 for Q3 Oct '18</b>	<b>4.17</b>	
Rolling 12 Q3 last month	4.18	
Increase/Decrease vs. last month	- .01	▼
Increase/Decrease vs. last month as %	99.8	▼
Rolling 12 Q3 last year for Oct	4.11	
Increase/Decrease vs. last year	+ .06	▲
Increase/Decrease vs. last year as %	101.5	▲

Expectation	for Oct 2011	4.25	.02 higher than previous month
	for Oct 2012	3.70	.18 lower than previous month
	for Oct 2013	4.12	.21 higher than previous month
	for Oct 2014	4.18	.01 higher than previous month
	for Oct 2015:	4.00	.09 lower than previous month
	for Oct 2016:	4.19	.11 higher than previous month
	for Oct 2017:	4.58	.18 higher than previous month
	<b>for Oct 2018:</b>	<b>4.40</b>	<b>.21 higher than previous month</b>

On average, in the last 8 years the 6-month-predictions for October are at 4.18, which is 0.06 points (1.5 %) higher than for September.

When comparing the 6-month-predictions for Oct with the actual results for Oct we see the following picture:

	Pred For Oct	Result Oct	Result	
2011	4.25	3.64	.61	lower
2012	3.70	3.81	.11	higher
2013	4.12	3.84	.28	lower
2014	4.18	3.82	.36	lower
2015	4.00	3.98	.02	lower
2016	4.19	4.03	.16	lower
2017	4.58	4.19	.39	lower
Average	4.15	3.90	.25	lower

On average the results for September are 6.0% lower than the predictions.

The Rolling 12 result of 4.17 is .01 points lower than last month.

## Participation

357 members in the various countries and/or regions could potentially participate in the EuRA Index. The figure for the EuRA Global Index is 172.

There is no significant change with the rather low participation. This month we had **53 participants in the EuRA Index, 6 more than last month**. 53 represents 14.8% of the overall potential. Although showing a slight increase this result is still too low for meaningful interpretations.

Many thanks to those who participated in the EuRA Index. And to those 304 who have not, we would like - once again – to repeat our appeal to invest 3 minutes (at most) to fill in our research next time. We are not giving up! **Your participation would benefit the entire association**. The more members take part, the better and more meaningful the results will be.

The “Rolling 12” result for the participants is still at 51 which is the **lowest R12 score since the beginning of the project**.

The following table shows the number of potential participants, the number of actual participants and the percentage of participation. The members in the countries/regions can draw their own conclusions to see where there is room for improvement.

### Apr/May/Oct 18

	Potential	Actual	in %
UK	51	5	9.8
Ireland	8	1	12.5
Germany	41	9	22.0
France	41	5	12.2
Benelux	35	5	14.3
Southern Europe	72	8	11.1
Nordic Region	34	6	17.6
Switzerland	24	8	33.3
Austria	9	3	33.3
Eastern Region	42	3	7.1
Total	357	53	14.8

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## **EuRA Global Index**

14 members have participated, same number as last month. Based on 172 potential participants this represents 8.1% which is by far not enough to enable us to obtain reliable results. Our appeal is that more members join those who are already supporting this project.

Thank you to those who participated by answering our 3 questions and investing 2 (or 3 ??) minutes of their time. In order to make this project even more meaningful we look forward to getting more responses from these 6 regions:

- Europe (only RMC input, all other members participate in the EuRA Index)
- North America
- South America
- Africa
- Middle East
- Australasia

Here are the key figures for the EuRA Global Index

Question 1: Result April 2018	3.57	(previous month 3.79)
Question 2: 1-month prediction	3.71	(previous month 4.07)
Question 3: 6-month prediction	3.86	(previous month 4.29)
EuRA Global Index	83.1	(previous month 91.1)

The comparison with the EuRA Index is still not very viable, however, these are the figures:

	<u>EuRA Index</u>	<u>EuRA Global Index</u>
Q 1: Result April 2018	3.96	3.57
Q 2: Prediction May 2018	4.25	3.71
Q 3: Prediction October 2018	4.40	3.86
Index	124.2	83.1

It is very unfortunate that the available collated data does not allow a reliable and meaningful picture of the development of our industry.

The same applies to the comparison of EuRA Index and EuRA Global Index. A higher participation would allow a much more meaningful analysis.

**Therefore and once again comes our “mantra” (maybe we can talk it over in Dubrovnik):**

**Please support the EuRA Index and EuRA Global Index by investing 3 minutes (at most) to answer the three questions. Please support “your” EuRA.**

Many thanks to all participants.

Best regards  
Tad Zurlinden & Helmut Berg  
CEO & EuRA Analyst