Analysis August 17/ September 17 / February 18

The recent EuRA Index result is the lowest for the last 12 months: it is now **116.2** compared to 119.2 last month. There has been a general downtrend across all the three average results (last month, 1-month prediction and 6-month prediction), which has highly impacted the result for the EuRA Index.

Current EuRA Index Aug/Sep/Feb	116.2	
EuRA Index last month	119.2	
Increase/Decrease vs. last month	- 3.0	▼
Increase/Decrease vs. last month as %	97.5	▼
EuRA Index last year **Aug/Sep/Feb**	117.9	
Increase/Decrease vs. last year	- 1.7	▼
Increase/Decrease vs. last year as %	98.6	▼

Current Rolling 12 Aug/Sep/Feb	119.8	
Rolling 12 last month	119.9	
Increase/Decrease vs. last month	- 0.1	▼
Increase/Decrease vs. last month as %	99.9	▼
Rolling 12 EuRA Index last year **Aug/Sep/Feb**	116.8	
Increase/Decrease vs. last year	+ 3.0	▲
Increase/Decrease vs. last year as %	102.6	▲

The EuRA Index in comparable months in the previous years:

Aug Sep Feb	2010	115.0
Aug Sep Feb	2011	113.4
Aug Sep Feb	2012	113.6
Aug Sep Feb	2013	116.3
Aug Sep Feb	2014	116.8
Aug Sep Feb	2015	115.3
Aug Sep Feb	2016	117.9
Aug Sep Feb	**2017**	**116.2**

The average of the EuRA Index for A / S / F for the last 8 years is at 115.6 which is 2.5% lower than last month.

The Rolling 12 figure for the EuRA Index is at 119.8: 0.1% lower than last month.

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

Aug Sep Feb	2011	116.4
Aug Sep Feb	2012	110.7
Aug Sep Feb	2013	113.7
Aug Sep Feb	2014	116.8
Aug Sep Feb	2015	115.6
Aug Sep Feb	2016	116.8
Aug Sep Feb	**2017**	**119.8**

The average R12 for the last seven years is at 115.7 which is 0.1 higher than last month.

The figures below show the indices for **Aug/Sep/Feb** per country/region:

Country / Region	Last month	Current A/S/F	▲ ▼	
UK	101.8	88.4	▼	13.4
Ireland	146.9	122.4	▼	24.5
Germany	139.6	136.2	▼	3.4
France	121.2	125.8	▲	4.6
Benelux	110.7	129.5	▲	18.8
Southern Region	119.1	99.3	▼	19.8
Nordic Region	114.9	131.1	▲	16.2
Switzerland	72.2	67.0	▼	5.2
Austria	89.7	73.2	▼	16.5
Eastern Region	119.4	104.8	▼	14.6
Total	**119.2**	**116.2**	▼	3.0

3 countries/regions show a higher result, 7 countries/regions show a lower result.

This month 5 countries/regions topped the average result of 116.2.

136.2	Germany
131.1	Nordic Region
129.5	Benelux
125.8	France
122.4	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 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 **(Aug '17)**?

Current Result Q1 EuRA Index Aug '17	4.04	
Result Q1 EuRA Index last month	4.26	
Increase/Decrease vs. last month	- . 22	▼
Increase/Decrease vs. last month as %	94.8	▼
Result Q 1 EuRA Index last year Aug	4.28	
Increase/Decrease vs. last year	- .24	▼
Increase/Decrease vs. last year as %	94.4	▼

Current Rolling 12 for Q1 Aug '17	4.10	
Rolling 12 Q 1 last month	4.12	
Increase/Decrease vs. last month	- .02	▼
Increase/Decrease vs. last month as %	99.5	▼
Rolling 12 Q 1 last year Aug	3.99	
Increase/Decrease vs. last year	+ .11	▲
Increase/Decrease vs. last year as %	102.8	▲

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 August in previous years gives us the following picture:

Aug   2010   4.13   minus .15 to previous month
Aug   2011   3.89   minus .36 to previous month
Aug   2012   3.95   plus .16 to previous month
Aug   2013   4.00   minus .38 to previous month
Aug   2014   4.02   minus .19 to previous month
Aug   2015   4.07   minus .13 to previous month
Aug   2016   4.28   plus .25 to previous month
Aug   **2017   4.04   minus .22 to previous month**

The 8-year-average for August is 4.05 which is 3.1% lower than in July.

The Rolling 12 results for the last 7 years:

Aug 2011   3.99   minus .02 to previous month
Aug 2012   3.80   plus .01 to previous month
Aug 2013   3.91   plus .01 to previous month
Aug 2014   3.92   same as in previous month
Aug 2015   3.97   same as in previous month
Aug 2016   3.99   plus .02 to previous month
Aug **2017   4.10   minus 0.2 to previous month**

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

Country / Region	Last month	Current A/S/F	▲▼ %	
UK	4.43	4.00	▼	90.3
Ireland	6.00	5.00	▼	83.3
Germany	4.43	4.09	▼	92.3
France	4.00	3.83	▼	95.8
Benelux	4.00	4.33	▲	108.3
Southern Region	4.43	3.89	▼	87.8
Nordic Region	4.80	5.20	▲	108.3
Switzerland	4.20	4.00	▼	95.2
Austria	5.00	3.50	▼	70.0
Eastern Region	4.00	3.33	▼	83.3
Total	**4.26**	**4.04**	▼	94.8

This month only 2 countries/regions show a higher score with an average increase of 8.3%, 8 countries/regions show a lower score with an average of minus 12.7%.

The Rolling 12 for question 1 is at 4.10 which is .02 points lower than last month but still the second highest R12 result for Question 1 ever.

2. How do you rate the coming month **(September '17)**?

Current Result Q2 EuRA Index Sep '17	3.95	
Result Q2 EuRA Index last month	3.93	
Increase/Decrease vs. last month	+ .02	▲
Increase/Decrease vs. last month as %	100.5	▲
Result Q2 EuRA Index last year for Sep	4.03	
Increase/Decrease vs. last year	- .08	▼
Increase/Decrease vs. last year as %	96.8	▼

Current Rolling 12 for Q2 Sep '17	4.03	
Rolling 12 Q2 last month	4.04	
Increase/Decrease vs. last month	- .01	▼
Increase/Decrease vs. last month as %	99.8	▼
Rolling 12 Q2 last year for Sep	3.95	
Increase/Decrease vs. last year	+ .08	▲
Increase/Decrease vs. last year as %	102.0	▲

These are the results for the previous years:

Expectation   for Sep 2011   3.90   same as in previous month
for Sep 2012   3.85   .06 higher than in previous month
for Sep 2013   3.99   .39 lower than in previous month
for Sep 2014: 3.99   .17 lower than in previous month
for Sep 2015: 3.97   .03 lower than in previous month
for Sep 2016: 4.03   .08 higher than in previous month
for Sep 2017: 3.95   .02 higher than in previous month

Average 7 years: 3.95 which is 0.07 points lower than last month.

Actual Aug / Expectation Sep / Actual Sep

2011	3.89	3.90	3.80
2012	3.95	3.85	3.82
2013	4.00	3.99	4.09
2014	4.02	3.99	3.66
2015	4.07	3.97	3.86
2016	4.28	4.03	4.31
2017	**4.04**	**3.95**	
Average	4.04	3.95	3.92

The Rolling 12 result for Question 2 is 4.03 which is .01 lower than last month. On the other hand it is the second highest R12 result for Q2 ever.

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

Current Result Q3 EuRA Index Feb '18	3.96	
Result Q3 EuRA Index last month	4.09	
Increase/Decrease vs. last month	- .13	▼
Increase/Decrease vs. last month as %	96.8	▼
Result Q3 EuRA Index last year for Feb	3.91	
Increase/Decrease vs. last year	+ .05	▲
Increase/Decrease vs. last year as %	101.3	▲

Current Rolling 12 for Q3 Feb '18	4.18	
Rolling 12 Q3 last month	4.17	
Increase/Decrease vs. last month	+ .01	▲
Increase/Decrease vs. last month as %	100.2	▲
Rolling 12 Q3 last year for Feb	4.03	
Increase/Decrease vs. last year	+ .15	▲
Increase/Decrease vs. last year as %	103.7	▲

Expectation for Feb 2012 3.85 .33 lower than for previous month
for Feb 2013 3.88 .14 higher than for previous month
for Feb 2014 3.96 .10 lower than for previous month
for Feb 2015: 3.99 .27 lower than for previous month
for Feb 2016: 3.86 .02 higher than for previous month
for Feb 2017: 3.91 .01 higher than for previous month
for Feb 2018: 3.96   .13 lower than for previous month

On average, in the last 7 years the 6-month-predictions for February are at 3.92, which is 0.09 points (2.2 %) lower than for January.

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

	Pred For Feb	Result Feb	Result	
2011	3.80	3.69	.11	lower
2012	3.85	3.66	.19	lower
2013	3.88	3.71	.17	lower
2014	3.96	3.71	.25	lower
2015	3.99	3.72	.27	lower
2016	3.86	3.91	.05	higher
2017	3.91	3.90	.01	lower
Average	3.89	3.76	.13	lower

On average the results for February are 3.3% lower than the predictions.

The Rolling 12 result of 4.18 is .01 points higher than last month and marks another highest result since the beginning of the project.

Participation

349 members in the various countries and/or regions could potentially participate in the EuRA Index. The figure for the EuRA Global Index is 158.

This month we had **55 participants in the EuRA Index, 9 more than last month**. 55 represents only 15.8% of the overall potential.

Many thanks to those who participated in the EuRA Index. And to those 294 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 at 53 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.

Aug/Sep/Feb 18

	Potential	Actual	in %
UK	51	6	11.8
Ireland	8	1	12.5
Germany	36	11	30.6
France	38	6	15.8
Benelux	38	3	7.9
Southern Europe	68	9	13.2
Nordic Region	33	5	15.2
Switzerland	24	6	25.0
Austria	9	2	22.2
Eastern Region	44	6	13.6
Total	349	55	15.8

EuRA Global Index

14 members have participated, 2 less than last month. Based on 158 potential participants this represents 8.9%; this participation 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 August 2017   4.07   (previous month 3.56)
Question 2:   1-month prediction   4.00   (previous month 3.81)
Question 3:   6-month prediction   4.14   (previous month 4.00)

EuRA Global Index   90.5   (previous month 85.3)

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

	EuRA Index	EuRA Global Index
Q 1: Result August 2017	4.04	4.07
Q 2: Prediction September 2017	3.95	4.00
Q 3: Prediction February 2018	3.96	4.14
Index	116.2	90.5

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":

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