

**FIVE QUARTER OPERATING AND FINANCIAL TREND REPORT**  
(in thousands, except per share amounts)

	Qtr 3 2016	Qtr 4 2016	Qtr 1 2017	Qtr 2 2017	Qtr 3 2017
<b>Same Store Contracts</b>					
Atneed Contracts	5,720	5,809	6,498	5,825	5,718
Preneed Contracts	1,321	1,376	1,496	1,384	1,375
Total Same Store Funeral Contracts	7,041	7,185	7,994	7,209	7,093
<b>Acquisition Contracts</b>					
Atneed Contracts	790	1,010	1,189	1,015	989
Preneed Contracts	153	178	232	198	167
Total Acquisition Funeral Contracts	943	1,188	1,421	1,213	1,156
<b>Total Funeral Contracts</b>	<b>7,984</b>	<b>8,373</b>	<b>9,415</b>	<b>8,422</b>	<b>8,249</b>
<b>Funeral Operating Revenue</b>					
Same Store Revenue	\$37,095	\$38,680	\$42,717	\$38,561	\$38,032
Acquisition Revenue	5,995	7,612	9,245	8,119	7,363
<b>Total Funeral Operating Revenue</b>	<b>\$43,090</b>	<b>\$46,292</b>	<b>\$51,962</b>	<b>\$46,680</b>	<b>\$45,395</b>
<b>Cemetery Operating Revenue</b>					
Same Store Revenue	\$11,468	\$10,800	\$10,839	\$11,935	10,748
Acquisition Revenue	977	742	909	700	761
<b>Total Cemetery Operating Revenue</b>	<b>\$12,445</b>	<b>\$11,542</b>	<b>\$11,748</b>	<b>\$12,635</b>	<b>\$11,509</b>
<b>Financial Revenue</b>					
Preneed Funeral Commission Income	\$361	\$291	\$303	\$333	\$315
Preneed Funeral Trust Earnings	1,732	1,866	1,946	1,726	1,618
Cemetery Trust Earnings	2,025	2,382	1,716	2,028	1,768
Preneed Cemetery Finance Charges	487	491	482	450	449
<b>Total Financial Revenue</b>	<b>\$4,605</b>	<b>\$5,030</b>	<b>\$4,447</b>	<b>\$4,537</b>	<b>\$4,150</b>
<b>Total Revenue</b>	<b>\$60,140</b>	<b>\$62,864</b>	<b>\$68,157</b>	<b>\$63,852</b>	<b>\$61,054</b>
<b>Field EBITDA</b>					
Same Store Funeral Field EBITDA	\$13,894	\$15,702	\$17,725	\$14,448	\$13,938
Same Store Funeral Field EBITDA Margin	37.5%	40.6%	41.5%	37.5%	36.6%
Acquisition Funeral Field EBITDA	2,431	3,128	4,014	3,082	2,419
Acquisition Funeral Field EBITDA Margin	40.6%	41.1%	43.4%	38.0%	32.9%
<b>Total Funeral Field EBITDA</b>	<b>\$16,325</b>	<b>\$18,830</b>	<b>\$21,739</b>	<b>\$17,530</b>	<b>\$16,357</b>
<b>Total Funeral Field EBITDA Margin</b>	<b>37.9%</b>	<b>40.7%</b>	<b>41.8%</b>	<b>37.6%</b>	<b>36.0%</b>
Same Store Cemetery Field EBITDA	\$3,345	\$3,331	\$3,295	\$3,343	\$2,649
Same Store Cemetery Field EBITDA Margin	29.2%	30.8%	30.4%	28.0%	24.6%
Acquired Cemetery Field EBITDA	476	262	353	190	200
Acquired Cemetery Field EBITDA Margin	48.7%	35.3%	38.8%	27.1%	26.3%
<b>Total Cemetery Field EBITDA</b>	<b>\$3,821</b>	<b>\$3,593</b>	<b>\$3,648</b>	<b>\$3,533</b>	<b>\$2,849</b>
<b>Total Cemetery Field EBITDA Margin</b>	<b>30.7%</b>	<b>31.1%</b>	<b>31.1%</b>	<b>28.0%</b>	<b>24.8%</b>
Funeral Financial EBITDA	\$1,876	\$1,947	\$2,043	\$1,787	\$1,705
Cemetery Financial EBITDA	2,441	2,799	2,087	2,418	2,107
<b>Total Financial EBITDA</b>	<b>\$4,317</b>	<b>\$4,746</b>	<b>\$4,130</b>	<b>\$4,205</b>	<b>\$3,812</b>
<b>Total Financial EBITDA Margin</b>	<b>93.7%</b>	<b>94.4%</b>	<b>92.9%</b>	<b>92.7%</b>	<b>91.9%</b>
<b>Total Field EBITDA</b>	<b>\$24,463</b>	<b>\$27,169</b>	<b>\$29,517</b>	<b>\$25,268</b>	<b>\$23,018</b>
<b>Total Field EBITDA Margin</b>	<b>40.7%</b>	<b>43.2%</b>	<b>43.3%</b>	<b>39.6%</b>	<b>37.7%</b>
<b>Overhead</b>					
Total Variable Overhead	\$3,086	\$2,450	\$2,166	\$2,542	\$3,057
Total Regional Fixed Overhead	940	1,008	1,067	826	995
Total Corporate Fixed Overhead	4,545	4,991	5,732	5,381	5,234
<b>Total Overhead</b>	<b>\$8,571</b>	<b>\$8,449</b>	<b>\$8,965</b>	<b>\$8,749</b>	<b>\$9,286</b>
<b>Overhead as a percentage of Revenue</b>	<b>14.3%</b>	<b>13.4%</b>	<b>13.2%</b>	<b>13.7%</b>	<b>15.2%</b>
<b>Consolidated EBITDA</b>	<b>\$15,892</b>	<b>\$18,720</b>	<b>\$20,552</b>	<b>\$16,519</b>	<b>\$13,732</b>
<b>Consolidated EBITDA Margin</b>	<b>26.4%</b>	<b>29.8%</b>	<b>30.2%</b>	<b>25.9%</b>	<b>22.5%</b>
<b>Other Expenses and Interest</b>					
Depreciation & Amortization	\$3,807	\$3,923	\$3,847	\$4,025	\$4,002
Non-Cash Stock Compensation	342	584	836	773	785
Interest Expense	2,903	3,016	3,029	3,206	3,282
Accretion of Discount on Convertible Subordinated Notes	981	1,008	1,037	1,066	1,097
Other, Net	285	1,808	(3)	-	6
<b>Pretax Income</b>	<b>\$7,574</b>	<b>\$8,381</b>	<b>\$11,806</b>	<b>\$7,449</b>	<b>\$4,560</b>
Tax Provision	3,030	3,137	4,722	2,980	1,824
Tax Adjustment Related to Certain Discrete Items	(1,139)	1,117	-	59	(302)
<b>Net Tax Provision</b>	<b>\$1,891</b>	<b>\$4,254</b>	<b>\$4,722</b>	<b>\$3,039</b>	<b>\$1,522</b>
<b>GAAP Net Income</b>	<b>\$5,683</b>	<b>\$4,127</b>	<b>\$7,084</b>	<b>\$4,410</b>	<b>\$3,038</b>
<i>Effective Tax Rate</i>	25.0%	50.8%	40.0%	40.8%	33.4%
<b>Special Items, Net of tax except for **</b>					
Acquisition and Divestiture Expenses	-	\$120	-	-	-
Severance and Retirement Costs	793	-	-	-	-
Accretion of Discount on Convertible Subordinated Notes **	981	1,008	1,037	1,066	1,097
Loss on Sale of Assets	-	1,350	-	-	-
Natural Disaster Costs	-	-	-	-	259
<b>Sum of Special Items</b>	<b>\$1,774</b>	<b>\$2,478</b>	<b>\$1,037</b>	<b>\$1,066</b>	<b>\$1,356</b>
<b>Adjusted Net Income</b>	<b>\$7,457</b>	<b>\$6,605</b>	<b>\$8,121</b>	<b>\$5,476</b>	<b>\$4,394</b>
<b>Adjusted Net Profit Margin</b>	<b>12.4%</b>	<b>10.5%</b>	<b>11.9%</b>	<b>8.6%</b>	<b>7.2%</b>
Adjusted Basic EPS	\$0.45	\$0.40	\$0.48	\$0.33	\$0.26
Adjusted Diluted EPS	\$0.43	\$0.36	\$0.45	\$0.30	\$0.25
GAAP Basic EPS	\$0.34	\$0.25	\$0.42	\$0.26	\$0.18
GAAP Diluted EPS	\$0.33	\$0.22	\$0.39	\$0.24	\$0.17
Average Number of Basic Shares Outstanding	16,529	16,554	16,597	16,652	16,476
Average Number of Diluted Shares Outstanding	17,101	18,370	18,082	18,093	17,598
<b>Reconciliation of Consolidated EBITDA to Adjusted Consolidated EBITDA</b>					
<b>Consolidated EBITDA</b>	<b>\$15,892</b>	<b>\$18,720</b>	<b>\$20,552</b>	<b>\$16,519</b>	<b>\$13,732</b>
Acquisition and Divestiture Expenses	-	185	-	-	-
Severance and Retirement Costs	1,220	-	-	-	-
Natural Disaster Costs	-	-	-	-	398
<b>Adjusted Consolidated EBITDA</b>	<b>\$17,112</b>	<b>\$18,905</b>	<b>\$20,552</b>	<b>\$16,519</b>	<b>\$14,130</b>
<b>Adjusted Consolidated EBITDA Margin</b>	<b>28.5%</b>	<b>30.1%</b>	<b>30.2%</b>	<b>25.9%</b>	<b>23.1%</b>

Funeral homes and cemeteries purchased after December 31, 2012 are referred to as "Acquired" in our Trend Report. This classification of acquisitions has been important to management and investors in monitoring the results of these businesses and to gauge the leveraging performance contribution that a selective acquisition program can have on total company performance. The presentation below highlights the impact of the 2012 Acquired Portfolio that moved from Acquired to Same Store beginning January 1, 2017.

	Qtr 1 2016	Qtr 2 2016	Qtr 3 2016	Qtr 4 2016	YTD December 2016
<b>Revenue</b>					
2012 Acquired Portfolio	\$4,115	\$3,728	\$3,740	\$3,670	\$15,253
<b>EBITDA</b>					
2012 Acquired Portfolio	\$1,759	\$1,460	\$1,492	\$1,405	\$6,116

The tables above include the use of certain financial measures that are not GAAP measures. The Non-GAAP financial measures are presented for additional information and are reconciled to their most comparable GAAP measures below. We define our Non-GAAP measures as "Adjusted" which is reflected on our Five Quarter Operating and Financial Metrics Trend Report.

**Reconciliation of GAAP Net Income to Adjusted Net Income for**

	Qtr 3 2016	Qtr 4 2016	Qtr 1 2017	Qtr 2 2017	Qtr 3 2017
GAAP Net Income	\$5,683	\$4,127	\$7,084	\$4,410	\$3,038
Special Items, Net of tax	1,774	2,478	1,037	1,066	1,356
Adjusted Net Income	\$7,457	\$6,605	\$8,121	\$5,476	\$4,394

**Reconciliation of GAAP Basic Earnings Per Share to Adjusted Basic Earnings Per Share for the five quarter period (thousands):**

	Qtr 3 2016	Qtr 4 2016	Qtr 1 2017	Qtr 2 2017	Qtr 3 2017
GAAP Basic EPS	\$0.34	\$0.25	\$0.42	\$0.26	\$0.18
Effect of Special Items	0.11	0.15	0.06	0.07	0.08
Adjusted Basic EPS	\$0.45	\$0.40	\$0.48	\$0.33	\$0.26

**Reconciliation of GAAP Diluted Earnings Per Share to Adjusted Diluted Earnings Per Share for the five quarter period (thousands):**

	Qtr 3 2016	Qtr 4 2016	Qtr 1 2017	Qtr 2 2017	Qtr 3 2017
GAAP Diluted EPS	\$0.33	\$0.22	\$0.39	\$0.24	\$0.17
Effect of Special Items	0.10	0.14	0.06	0.06	0.08
Adjusted Diluted EPS	\$0.43	\$0.36	\$0.45	\$0.30	\$0.25

**Reconciliation of GAAP Net Income to Adjusted Consolidated EBITDA for the five quarter period (thousands):**

	Qtr 3 2016	Qtr 4 2016	Qtr 1 2017	Qtr 2 2017	Qtr 3 2017
GAAP Net Income	\$5,683	\$4,127	\$7,084	\$4,410	\$3,038
Net Tax Provision	1,891	4,254	4,722	3,039	1,522
Pretax Income	\$7,574	\$8,381	\$11,806	\$7,449	\$4,560
Interest Expense	2,903	3,016	3,029	3,206	3,282
Accretion of Discount on Convertible Subordinated Notes	981	1,008	1,037	1,066	1,097
Non-Cash Stock Compensation	342	584	836	773	785
Depreciation & Amortization	3,807	3,923	3,847	4,025	4,002
Other, Net	285	1,808	(3)	-	6
Special Items	1,220	185	-	-	398
Adjusted Consolidated EBITDA	\$17,112	\$18,905	\$20,552	\$16,519	\$14,130
Revenue	\$ 60,140	\$ 62,864	\$ 68,157	\$ 63,852	\$ 61,054
Adjusted Consolidated EBITDA Margin	28.5%	30.1%	30.2%	25.9%	23.1%