

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

	Qtr 3 2018	Qtr 4 2018	Qtr 1 2019	Qtr 2 2019	Qtr 3 2019
<b>Same Store Contracts</b>					
Atneed Contracts	6,060	6,535	6,939	6,478	6,492
Preneed Contracts	1,360	1,476	1,516	1,484	1,418
<b>Total Same Store Funeral Contracts</b>	<b>7,420</b>	<b>8,011</b>	<b>8,455</b>	<b>7,962</b>	<b>7,910</b>
<b>Acquisition Contracts</b>					
Atneed Contracts	1,108	1,188	1,234	1,209	1,198
Preneed Contracts	116	151	157	164	111
<b>Total Acquisition Funeral Contracts</b>	<b>1,224</b>	<b>1,339</b>	<b>1,391</b>	<b>1,373</b>	<b>1,309</b>
<b>Total Funeral Contracts</b>	<b>8,644</b>	<b>9,350</b>	<b>9,846</b>	<b>9,335</b>	<b>9,219</b>
<b>Funeral Operating Revenue</b>					
Same Store Revenue	\$40,189	\$43,175	\$45,319	\$41,968	\$41,470
Acquisition Revenue	7,400	8,229	8,440	8,182	7,750
<b>Total Funeral Operating Revenue</b>	<b>\$47,589</b>	<b>\$51,404</b>	<b>\$53,759</b>	<b>\$50,150</b>	<b>\$49,220</b>
<b>Cemetery Operating Revenue</b>					
Same Store Revenue	\$11,091	\$10,907	\$11,289	\$13,227	\$12,817
Acquisition Revenue	-	-	-	-	-
<b>Total Cemetery Operating Revenue</b>	<b>\$11,091</b>	<b>\$10,907</b>	<b>\$11,289</b>	<b>\$13,227</b>	<b>\$12,817</b>
<b>Financial Revenue</b>					
Preneed Funeral Commission Income	\$360	\$320	\$359	\$329	\$436
Preneed Funeral Trust Earnings	1,717	1,885	1,854	1,857	1,752
Cemetery Trust Earnings	1,392	1,434	1,251	1,623	1,446
Preneed Cemetery Finance Charges	436	420	378	395	345
<b>Total Financial Revenue</b>	<b>\$3,905</b>	<b>\$4,059</b>	<b>\$3,842</b>	<b>\$4,204</b>	<b>\$3,979</b>
<b>Total Revenue</b>	<b>\$62,585</b>	<b>\$66,370</b>	<b>\$68,890</b>	<b>\$67,581</b>	<b>\$66,016</b>
<b>Field EBITDA</b>					
Same Store Funeral Field EBITDA	\$13,788	\$15,828	\$18,032	\$15,688	\$14,994
Same Store Funeral Field EBITDA Margin	34.3%	36.7%	39.8%	37.4%	36.2%
Acquisition Funeral Field EBITDA	2,522	3,178	3,245	3,091	2,737
Acquisition Funeral Field EBITDA Margin	34.1%	38.6%	38.4%	37.8%	35.3%
<b>Total Funeral Field EBITDA</b>	<b>\$16,310</b>	<b>\$19,006</b>	<b>\$21,277</b>	<b>\$18,779</b>	<b>\$17,731</b>
<b>Total Funeral Field EBITDA Margin</b>	<b>34.3%</b>	<b>37.0%</b>	<b>39.6%</b>	<b>37.4%</b>	<b>36.0%</b>
Same Store Cemetery Field EBITDA	3,007	\$3,127	\$3,661	4,808	\$4,439
Same Store Cemetery Field EBITDA Margin	27.1%	28.7%	32.4%	36.3%	34.6%
Acquired Cemetery Field EBITDA	-	-	-	-	-
Acquired Cemetery Field EBITDA Margin	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Total Cemetery Field EBITDA</b>	<b>\$3,007</b>	<b>\$3,127</b>	<b>\$3,661</b>	<b>\$4,808</b>	<b>\$4,439</b>
<b>Total Cemetery Field EBITDA Margin</b>	<b>27.1%</b>	<b>28.7%</b>	<b>32.4%</b>	<b>36.3%</b>	<b>34.6%</b>
Funeral Financial EBITDA	\$1,776	\$1,971	\$1,946	\$1,947	\$1,922
Cemetery Financial EBITDA	1,716	1,709	1,495	1,872	1,645
<b>Total Financial EBITDA</b>	<b>\$3,492</b>	<b>\$3,680</b>	<b>\$3,441</b>	<b>\$3,819</b>	<b>\$3,567</b>
<b>Total Financial EBITDA Margin</b>	<b>89.4%</b>	<b>90.7%</b>	<b>89.6%</b>	<b>90.8%</b>	<b>89.6%</b>
<b>Total Field EBITDA</b>	<b>\$22,809</b>	<b>\$25,813</b>	<b>\$28,379</b>	<b>\$27,406</b>	<b>\$25,737</b>
<b>Total Field EBITDA Margin</b>	<b>36.4%</b>	<b>38.9%</b>	<b>41.2%</b>	<b>40.6%</b>	<b>39.0%</b>
<b>Overhead</b>					
Total Variable Overhead	\$1,410	\$3,571	\$1,721	\$2,431	\$2,460
Total Regional Fixed Overhead	903	977	1,001	1,028	1,062
Total Corporate Fixed Overhead	5,230	4,930	4,877	4,726	4,925
<b>Total Overhead</b>	<b>\$7,543</b>	<b>\$9,478</b>	<b>\$7,599</b>	<b>\$8,185</b>	<b>\$8,447</b>
<b>Overhead as a percentage of Revenue</b>	<b>12.1%</b>	<b>14.3%</b>	<b>11.0%</b>	<b>12.1%</b>	<b>12.8%</b>
<b>Consolidated EBITDA</b>	<b>\$15,266</b>	<b>\$16,335</b>	<b>\$20,780</b>	<b>\$19,221</b>	<b>\$17,290</b>
<b>Consolidated EBITDA Margin</b>	<b>24.4%</b>	<b>24.6%</b>	<b>30.2%</b>	<b>28.4%</b>	<b>26.2%</b>
<b>Other Expenses and Interest</b>					
Depreciation & Amortization	\$4,516	\$4,330	\$4,323	\$4,597	\$4,435
Non-Cash Stock Compensation	915	3,659	585	518	513
Interest Expense	6,285	6,346	6,328	6,296	6,283
Accretion of Discount on Convertible Subordinated Notes	246	231	57	60	61
Gain on Early Extinguishment of Debt	-	(434)	-	-	-
Other, Net	347	893	13	(175)	236
<b>Pretax Income</b>	<b>\$2,957</b>	<b>\$1,310</b>	<b>\$9,474</b>	<b>\$7,925</b>	<b>\$5,762</b>
Tax Provision	897	413	2,506	2,096	1,524
Tax Adjustment Related to Certain Discrete Items	159	1,225	99	103	17
<b>Net Tax Provision</b>	<b>\$1,056</b>	<b>\$1,638</b>	<b>\$2,605</b>	<b>\$2,199</b>	<b>\$1,541</b>
<b>GAAP Net Income/(Loss)</b>	<b>\$1,901</b>	<b>(\$328)</b>	<b>\$6,869</b>	<b>\$5,726</b>	<b>\$4,221</b>
<i>Effective Tax Rate</i>	35.7%	125.0%	27.5%	27.7%	26.7%
<b>Special Items, Net of tax except for **</b>					
Performance Awards Cancellation Write-off	-	\$2,594	-	-	-
Accretion of Discount on Convertible Subordinated Notes **	246	231	57	60	61
Net Gain on Early Extinguishment of Debt	-	(343)	-	-	-
Loss on Sale of Business and Other Costs	277	162	-	-	75
Goodwill and Other Impairments	-	805	-	-	577
Gain on Insurance Reimbursements	-	-	-	-	(504)
Natural Disaster Costs	-	345	-	-	-
Tax Adjustment Related to Certain Discrete Items **	-	1,225	-	-	-
<b>Sum of Special Items</b>	<b>\$523</b>	<b>\$5,019</b>	<b>\$57</b>	<b>\$60</b>	<b>\$209</b>
<b>Adjusted Net Income</b>	<b>\$2,424</b>	<b>\$4,691</b>	<b>\$6,926</b>	<b>\$5,786</b>	<b>\$4,430</b>
<b>Adjusted Net Profit Margin</b>	<b>3.9%</b>	<b>7.1%</b>	<b>10.1%</b>	<b>8.6%</b>	<b>6.7%</b>
Adjusted Basic EPS	\$0.13	\$0.29	\$0.37	\$0.31	\$0.25
Adjusted Diluted EPS	\$0.13	\$0.29	\$0.37	\$0.31	\$0.25
GAAP Basic EPS	\$0.10	\$0.02	\$0.37	\$0.31	\$0.24
GAAP Diluted EPS	\$0.10	\$0.02	\$0.37	\$0.31	\$0.24
Average Number of Basic Shares Outstanding	19,060	18,772	18,057	17,959	17,737
Average Number of Diluted Shares Outstanding	19,161	18,838	18,097	17,988	17,768
<b>Reconciliation of Consolidated EBITDA to Adjusted Consolidated EBITDA</b>					
Consolidated EBITDA	\$15,266	\$16,335	\$20,780	\$19,221	\$17,290
Natural Disaster Costs	-	437	-	-	-
<b>Adjusted Consolidated EBITDA</b>	<b>\$15,266</b>	<b>\$16,772</b>	<b>\$20,780</b>	<b>\$19,221</b>	<b>\$17,290</b>
<b>Adjusted Consolidated EBITDA Margin</b>	<b>24.4%</b>	<b>25.3%</b>	<b>30.2%</b>	<b>28.4%</b>	<b>26.2%</b>

The tables above include the use of certain financial measures that are not GAAP measures. The Pro Forma Adjusted results are presented for additional information and are reconciled to their most comparable GAAP measures below. These reconciliations are also presented in our Third Quarter Earnings Release dated October 28, 2019.

Reconciliation of Net Income to Pro Forma Adjusted Net Income for the five quarter period (in thousands):

	Qtr 3 2018	Qtr 4 2018	Qtr 1 2019	Qtr 2 2019	Qtr 3 2019
Net Income	\$2,200	(\$2,658)	\$6,525	\$4,862	\$577
Total Provision for Income Taxes	1,187	1,556	2,676	2,146	947
Income Before Income Taxes	3,387	(1,102)	9,201	7,008	1,524
Adjusted For:					
Interest Expense	-	-	-	-	-
Severance and Retirement Costs	-	1,435	217	611	298
Litigation Reserve	-	1,000	125	356	94
Divestiture of Funeral Home Business	-	-	-	-	3,840
Divested EBITDA	(430)	(23)	(69)	(50)	6
Pro Forma Adjusted Income Before Income Taxes	\$2,957	\$1,310	\$9,474	\$7,925	\$5,762
Pro Forma Adjusted Total Provision for Income Taxes	1,056	1,638	2,605	2,199	1,541
Pro Forma Adjusted Net Income	\$1,901	(\$328)	\$6,869	\$5,726	\$4,221

Reconciliation of Field EBITDA to Pro Forma Adjusted Field EBITDA and Pro Forma Adjusted Consolidated EBITDA for the five quarter period (in thousands):

	Qtr 3 2018	Qtr 4 2018	Qtr 1 2019	Qtr 2 2019	Qtr 3 2019
Field EBITDA	\$23,239	\$25,836	\$28,323	\$27,100	\$25,731
Adjusted For:					
Litigation Reserve	-	-	125	356	-
Divested EBITDA	(430)	(23)	(69)	(50)	6
Pro Forma Adjusted Field EBITDA	\$22,809	\$25,813	\$28,379	\$27,406	\$25,737
Total Overhead Costs	7,543	11,913	7,816	8,796	8,839
Adjusted For:					
Litigation Reserve	-	(1,000)	-	-	(94)
Severance and Retirement Costs	-	(1,435)	(217)	(611)	(298)
Pro Forma Adjusted Consolidated EBITDA	\$15,266	\$16,335	\$20,780	\$19,221	\$17,290
Revenue	\$64,241	\$66,517	\$69,081	\$67,752	\$66,125
Adjusted For:					
Divested Revenue	(1,656)	(147)	(191)	(171)	(109)
Pro Forma Adjusted Revenue	\$62,585	\$66,370	\$68,890	\$67,581	\$66,016
Pro Forma Adjusted Field EBITDA Margin	36.4%	38.9%	41.2%	40.6%	39.0%
Pro Forma Adjusted Consolidated EBITDA Margin	24.4%	24.6%	30.2%	28.4%	26.2%

Reconciliation of GAAP Diluted Earnings Per Share to Pro Forma Adjusted Diluted Earnings Per Share for the five quarter period:

	Qtr 3 2018	Qtr 4 2018	Qtr 1 2019	Qtr 2 2019	Qtr 3 2019
GAAP Diluted Earnings Per Share	\$0.11	(\$0.14)	\$0.36	\$0.27	\$0.03
Special Items	0.03	0.37	0.02	0.04	0.25
Pro Forma Adjustments	(0.01)	0.06	(0.01)	-	(0.03)
Pro Forma Adjusted Diluted Earnings Per Share	\$0.13	\$0.29	\$0.37	\$0.31	\$0.25