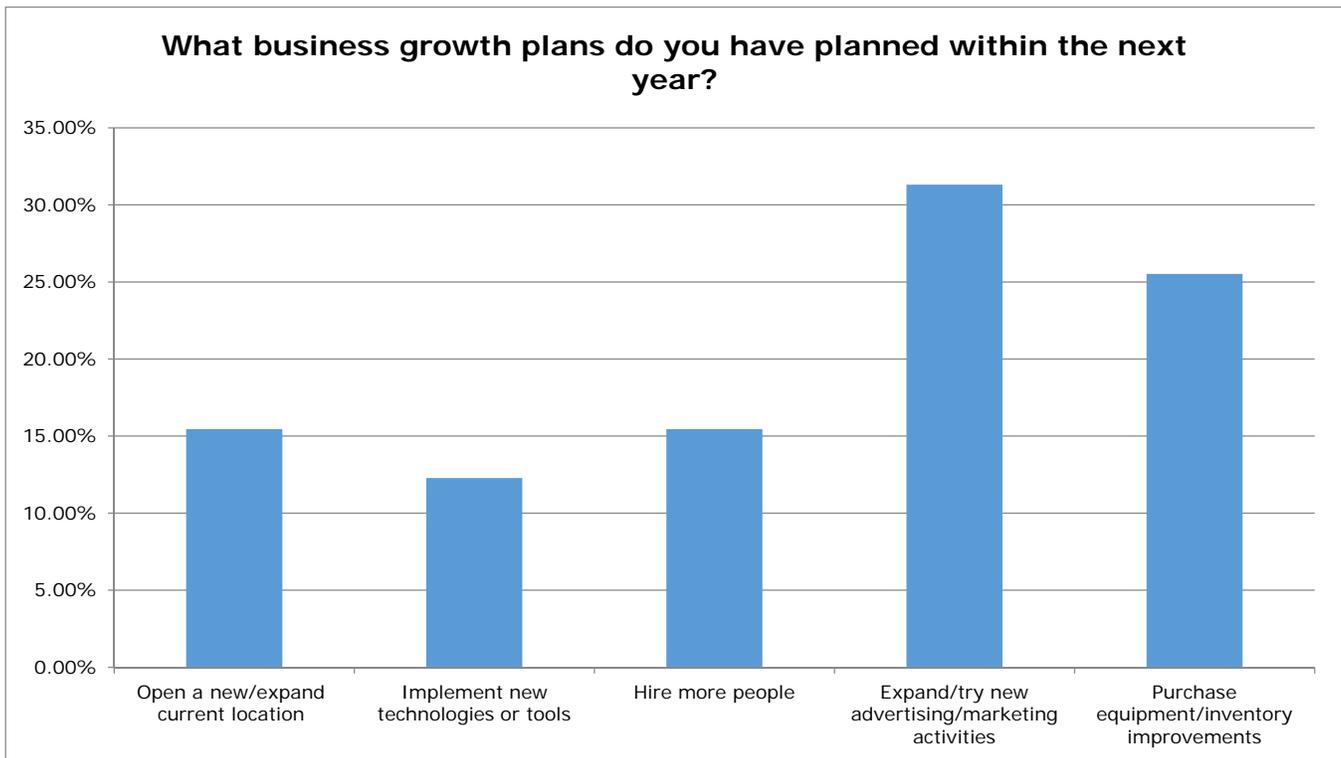


The CAN Capital inaugural Small Business Health Index, powered by SurveyMonkey™ is research effort led by CAN Capital working closely with SurveyMonkey. The Index taps into key issues and trends that can help business owners across the country to expand and grow their businesses. The data also revealed some of the challenges facing small businesses, including leveraging the right advertising and marketing strategies, attracting and retaining talent, battling big-box retailers and accessing capital.

Included below are Topline Results:

Priming the Pump for Growth

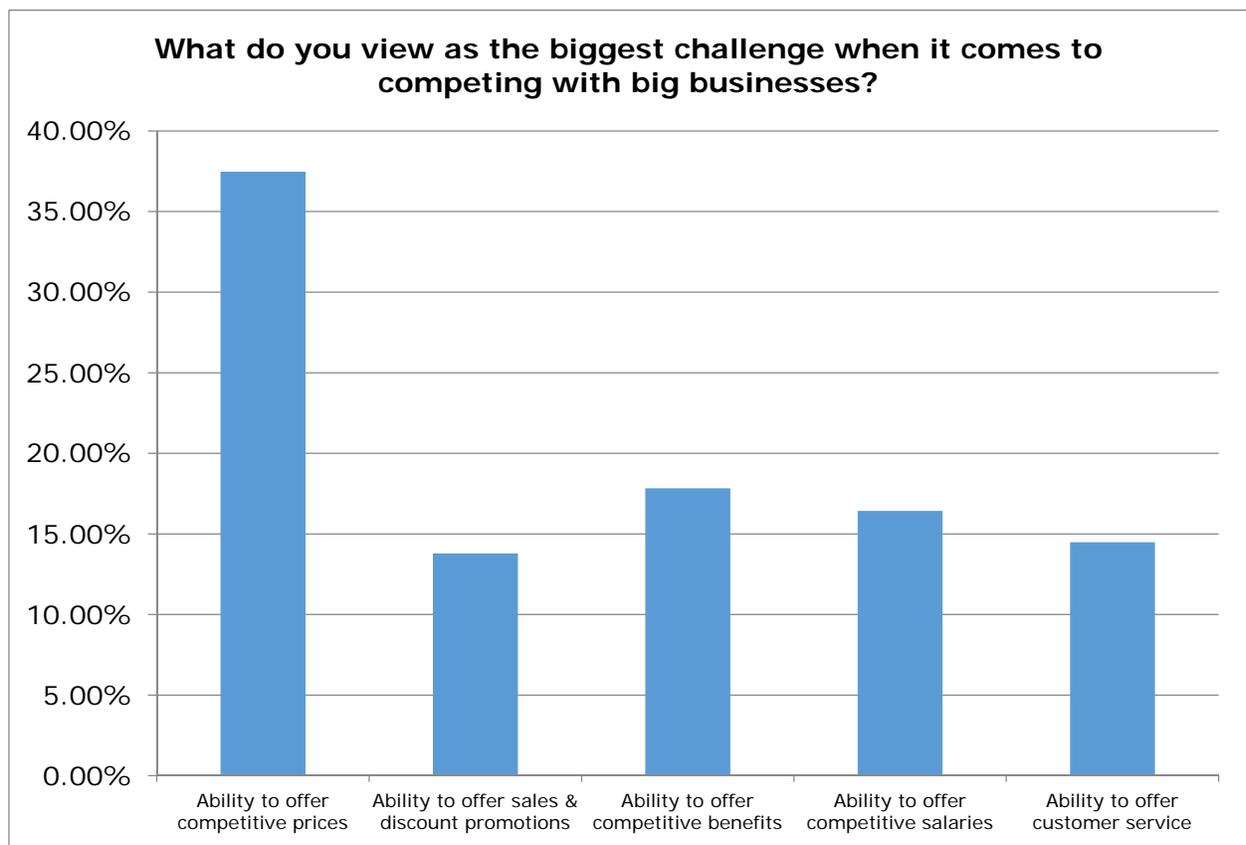
- **Survey data shows that small businesses are preparing for growth with almost a third (31 percent) looking to expand and/or try new forms of advertising/marketing activities (such as online ads, email marketing, etc.).**



- Over one quarter (26 percent) of small business owners plan to purchase equipment and/or make inventory investments over the next year.

Changes and Challenges

- The Affordable Care Act was named as one regulation that small business owners (33 percent) said had/will have an effect on their businesses.
- **Thirty-seven percent of small business owners view the ability to offer competitive prices as their *biggest challenge* when competing with big businesses, with ability to offer competitive benefits for employees coming in second at 18 percent.**



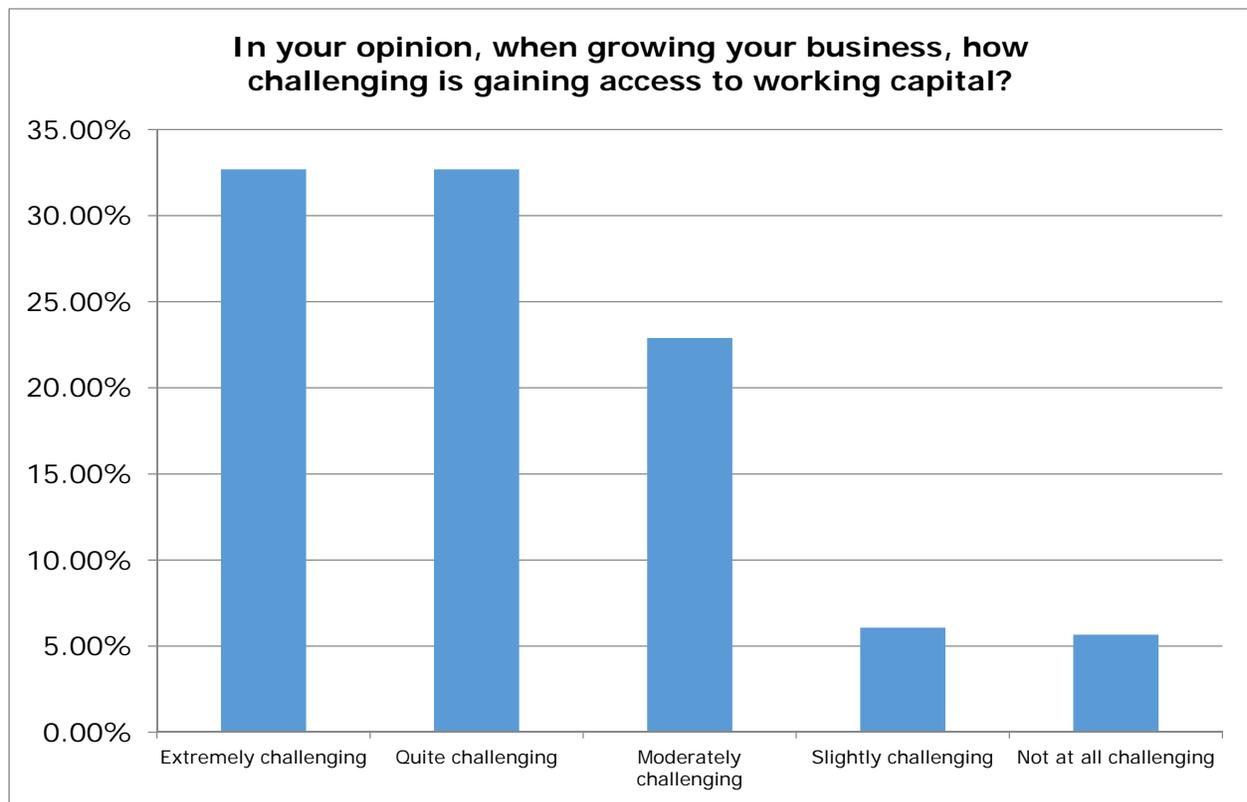
In terms of potential threats, thirty-four percent of small business owners shared that the *biggest threat* to small businesses today is rising employment costs.

- This trend also impacts hiring, with 31 percent of small business owners saying that the greatest hiring obstacle is being able to offer a competitive

salary, followed by the ability to offer an attractive health insurance/benefits package (29 percent).

Capitalizing on Capital

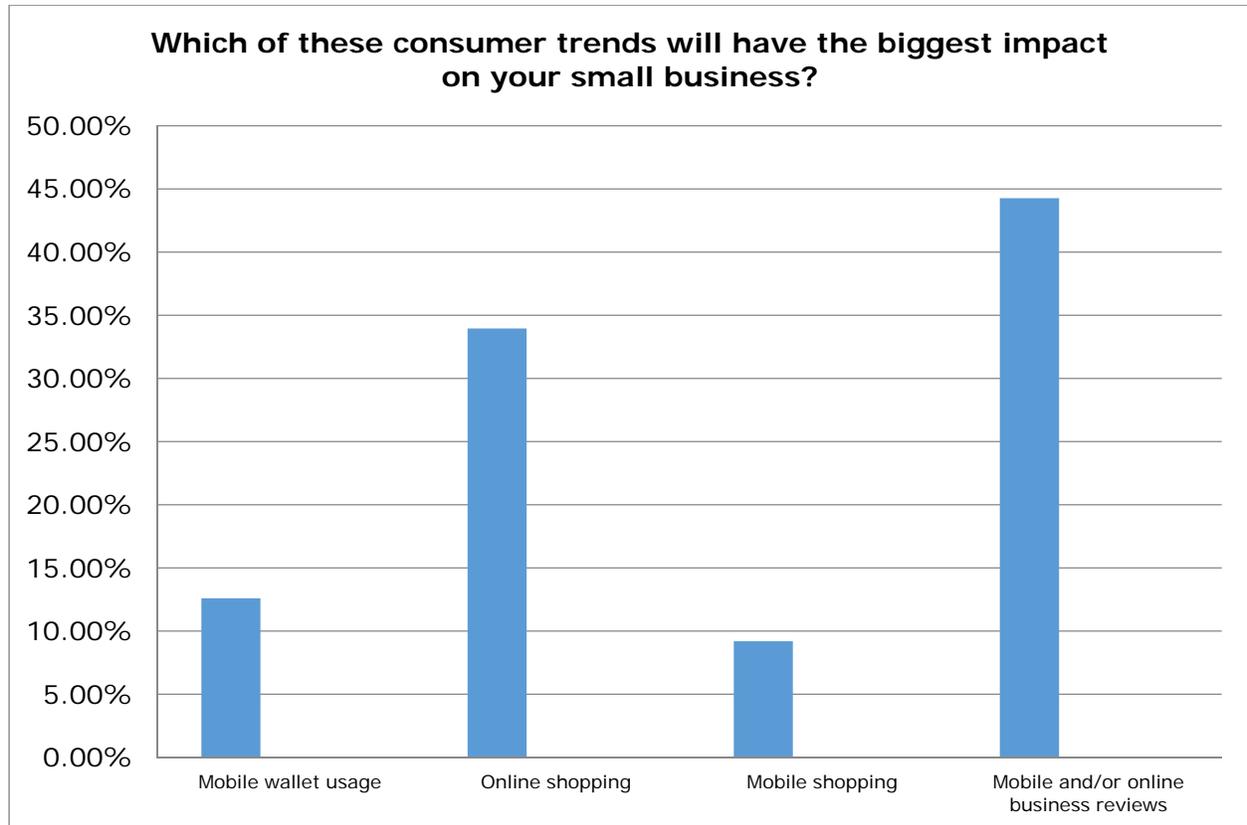
- Forty-five percent of small business owners surveyed anticipate needing external capital to run their small business in the next year.
- **65 percent of small businesses say that gaining access to working capital is *quite* or *extremely* challenging.**



- While 30 percent of small business owners say that the *easiest* way to obtain funding/working capital is applying for a bank loan, more of them (40 percent) have actually been more successful in securing funding/working capital from friends and/or family than from a bank (27 percent).

Consumer/Mobile Trends

- **Mobile and/or online business reviews are the number one consumer trend that small business owners (44 percent) say will have an impact on their business.**



- Online shopping came in second as the other top consumer trend that small business owners (34 percent) say will have an impact on their business.
- Forty-One percent of small businesses have not optimized their business website for all mobile devices.