

# BusinessIQ Premier Profile<sup>SM</sup>

Training guide

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### All you need to know

On the following pages, a sample Premier Profile Report from Experian is provided with detailed explanations on how to read the report and why the information is important. If you don't understand the term or its "value," refer to the glossary of terms in the back of this training guide. Once you've reviewed this guide, we're sure you'll agree that the Premier Profile Report is a valuable tool that will help you make better decisions.

## Evaluate risk at a glance

Premier Profile Report is designed to quickly highlight the information contributing to a company’s overall risk potential. The report’s unique risk dashboard highlights key performance metrics and potential high-risk alerts. Easy-to-read graphs summarize multiple data points for rapid analysis. Navigational links also are provided to quickly and easily navigate to report details.

The following page identifies key risk elements and definitions of each in relation to your analysis of the business.

### 1. Identifying information

Provides important information such as the primary business name, address, inquiry match details, unique business ID and Ultimate Parent name for businesses that are part of a corporate hierarchy. Phone number, URL and Tax ID Number are provided, when available.

- **Business Name** — the name Experian identifies as the primary name under which the business operates. When available, the legal name will display as the primary business name.
- **Verified legal name indicator** — identifies whether or not the primary name for this business is a verified legal name through a public record filing.
- **Business Identification Number (BIN)** — a unique nine-digit ID assigned to each business operating location in the BizSource<sup>SM</sup> database.
- **Doing Business as Name (DBA)** — common name under which the business operates.
- **Primary Address** — the address Experian has identified as the primary address at which the business operates.
- **Website** — Internet address for the business.
- **Tax ID** — Tax identification number for the business.

Premier Profile - CROCKER INDUSTRIES, INC

Business Name  
**CROCKER INDUSTRIES, INC**

Business Identification Number  
**555123456**

Doing Business As: CROCKER MERCANTILE

Website: [www.crockerindustries.com](http://www.crockerindustries.com)

Primary Address: 100 MAIN ST.  
PHOENIX, AZ 85012

Phone: (602)520-1221

Tax ID: XX-XXX1985

View Map

This business is the ultimate parent. See the corporate hierarchy by clicking here

Risk Dashboard

Risk Scores and Credit Limit Recommendation

Intelligence Plus

79

LOW RISK

Financial Stability Risk

32

LOW-MEDIUM RISK

Score range: 1 - 100 percentile

Credit Limit Recommendation: \$212,800

Days Beyond Terms

Company DBT

6

Industry DBT: 20

Derogatory Legal

Original Filings

5

Fraud Alerts

High Risk Alerts

0

Business Facts

Founded in 1911 and headquartered in Phoenix, AZ, Crocker Industries Incorporated (NASDAQ: CIL) is a food service company. The company operates in three segments: Restaurant Services, Convenience Store Services and Cafeteria Services. Its services include supplying fresh and frozen foods along with food related supplies.

Years on File: 35+ (FILE ESTABLISHED PRIOR TO 01/1977)

SIC Code: GROCERIES & RELATED PRODUCTS - 5149

State of Incorporation: AZ

BUSINESS SERVICES, NEC - 7399

Date of Incorporation: 4/20/1911

MEAT & FISH MARKETS - 5421

Business Type: Institutions Profit

NAICS Code: Other Grocery Related Products Wholesaler - 424410

Contacts: JOHN O. CONSUMER - CEO

General Line Grocery Wholesale - 424410

MARY JONES - PRESIDENT

Meat and Meat Product Merchant Wholesalers - 424470

JAMES SANCHEZ - CONTROLLER

14,816

Number of Employees:

\$1,676,906,000

Sales:

Yes

Public Company:

Stock Exchange & Symbol:

Fortune 1000 Ranking

National Association of Securities Dealers Inc., CIL

2015

942

2014

967

2013

968

Commercial Fraud Shield

Evaluation for: CROCKER INDUSTRIES, INC, 100 MAIN ST. PHOENIX, AZ 85012

Business Alerts

Active Business Indicator:

Experian shows this business as active

Verification Triggers

The primary Business Name, Address, and Phone Number on

Premier Profile - CROCKER INDUSTRIES, INC

1/10

- **Office of Foreign Assets Control (OFAC) or Business Victim Statement Alert** — appears when the inquiry resulted in a possible OFAC or Business Victim Statement Alert.

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- **Map/Street View Photograph** — in BusinessIQ<sup>SM</sup>, a View Map link displays a street-level photograph of the business. Where street-level photographs are unavailable, an aerial photograph of the location is displayed.
- **Ultimate Parent Name** — the name of the business that is the topmost responsible entity within the corporate hierarchy will be shown if the business is part of a larger corporate family. If the inquired upon business is the ultimate parent, a message will be displayed indicating that the business is the ultimate parent.

2. Risk Dashboard

Highlights summary elements related to risk, payment behavior, public record activity and possible fraudulent activity. The dashboard uses green, yellow and red to provide a glimpse of potential risk associated with the inquired-upon business. Details associated with each of these elements are contained within the profile.

- Intelliscore Plus<sup>SM</sup>
- Financial Stability Risk Score
- Days Beyond Terms (DBT)
- Derogatory legal filings
- Commercial Fraud Shield<sup>SM</sup>
- Credit Limit Recommendation

Premier Profile - CROCKER INDUSTRIES, INC

Business Name  
**CROCKER INDUSTRIES, INC**

Business Identification Number  
**555123456**

Doing Business As: CROCKER MERCANTILE

Website: [www.crockerindustries.com](http://www.crockerindustries.com)

Primary Address: 100 MAIN ST  
PHOENIX, AZ 85012

Phone: (602)520-1221

Tax ID: XX-XXX1985

[View Map](#)

This business is the ultimate parent. [See the corporate hierarchy by clicking here](#)

**Risk Dashboard**

Risk Scores and Credit Limit Recommendation

Days Beyond Terms

Derogatory Legal

Fraud Alerts

Intelliscore Plus

79

LOW RISK

Financial Stability Risk

32

LOW-MEDIUM RISK

Company DBT

6

Industry DBT: 20

Original Filings

5

High Risk Alerts

0

Score range: 1 - 100 percentile

Credit Limit Recommendation: \$212,800

**Business Facts**

Founded in 1911 and headquartered in Phoenix, AZ, Crocker Industries Incorporated (NASDAQ: CII), is a food service company. The company operates in three segments: Restaurant Services, Convenience Store Services and Cafeteria Services. Its services include supplying fresh and frozen foods along with food related supplies.

Years on File: 35+ (FILE ESTABLISHED PRIOR TO 01/1977)

SIC Code: GROCERIES & RELATED PRODUCTS - 5149

State of Incorporation: AZ

BUSINESS SERVICES, NEC - 7389

Date of Incorporation: 4/20/1911

MEAT & FISH MARKETS - 5421

Business Type: Institutions Profit

NAICS Code: Other Grocery Related Products Wholesaler - 424410

Contacts: JOHN Q. CONSUMER - CEO

General Line Grocery Wholesale - 424410

MARY JONES - PRESIDENT

Meat and Meat Product Merchant Wholesalers - 424470

JAMES SANCHEZ - CONTROLLER

Number of Employees: 14,816

Sales: \$1,676,906,000

Public Company: Yes

Stock Exchange & Symbol: National Association of Securities Dealers Inc., CII

Fortune 1000 Ranking

2015 942

2014 967

2013 968

**Commercial Fraud Shield**

Evaluation for: CROCKER INDUSTRIES, INC, 100 MAIN ST. PHOENIX, AZ 85012

**Business Alerts**

Active Business Indicator: Experian shows this business as active

**Verification Triggers**

The primary Business Name, Address, and Phone Number on

Premier Profile - CROCKER INDUSTRIES, INC

1/10

3. Business Facts

Provides key operational facts about the business, including years in business, annual sales, key personnel, Standard Industrial Classification (SIC) codes, North American Industry Classification System (NAICS) codes, number of employees and annual sales. This section also includes a nonprofit indicator or information specific to public companies, such as stock exchange, ticker and Fortune 1000 rankings.

*Tip: Business Facts help you better understand the history and size of the business.*

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#### 4. Commercial Fraud Shield

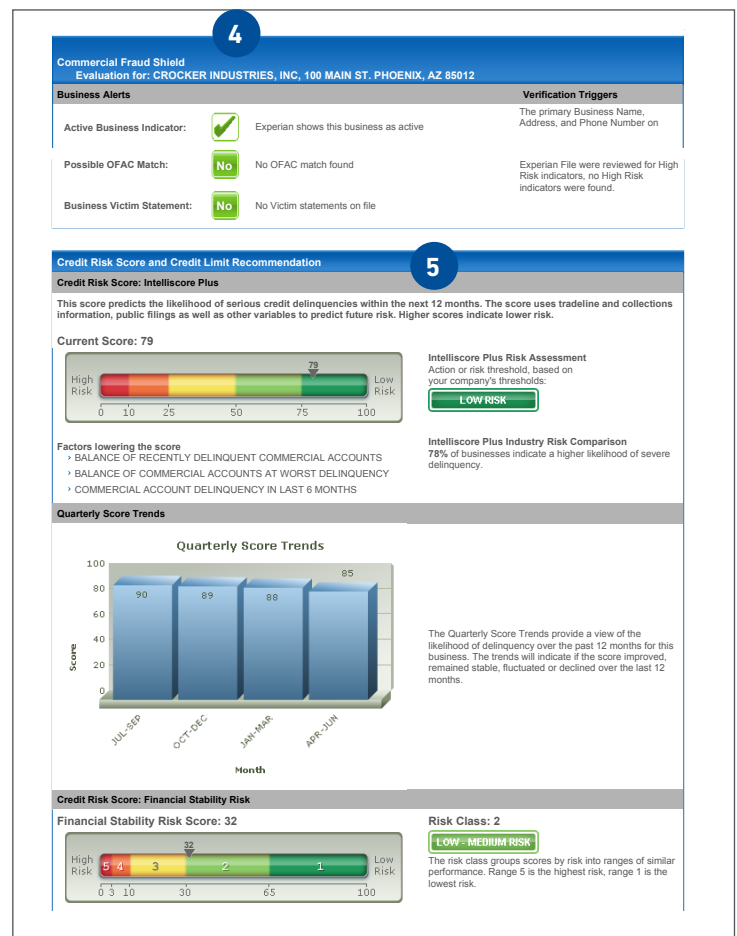
Provides a series of checks to screen for potential indicators of fraudulent activity. These checks examine potential listings on the OFAC warning list; whether or not the business is currently active; if the business is a previous victim of fraud; and whether or not there are potential inconsistencies with the business name, address, phone and Tax ID Number.

*Tip: Performing a fraud review is helpful in meeting due diligence and background check requirements related to a client's identity.*

- **Active Business Indicator** — indicates if Experian shows activity for this business within the BizSource database. To determine active status, Experian® looks at public record filings, including bankruptcy and corporate record status, trade and collection contributor reporting, and recent inquiry activity.
- **Possible OFAC Match** — screens for possible matches to the U.S. Treasury Department OFAC Specially Designated National (SDN) and Palestinian Legislative Council (PLC) lists.

*Note: Any action taken regarding a commercial entity must be based on a complete investigation of the commercial entity and not based solely on the OFAC information.*

- **Business Victim Statement** — businesses that are victims of fraud can report this to Experian. Once the fraud is reported and verified, a statement is added to the business's file.
- **Verification Triggers** — business identification details (business name, address, phone number and Tax ID) are compared against an extensive database to identify potential inconsistencies.



#### 5. Credit Risk Score and Credit Limit Recommendation

##### Credit Risk Score: Intelliscore Plus

Intelliscore Plus predicts the likelihood of seriously derogatory payment within the next 12 months.

- **Intelliscore Plus score** — provides a score from 1 to 100. One indicates high risk; 100 indicates low risk. Intelliscore Plus also has two exclusion scores. A 998 displays when there is a bankruptcy within the past two years. A 999 displays when there is not enough information to score a business.
- **Factors lowering the score** — indicates the factors most influential in lowering the score from a top value of 100.

*Tip: Factors lowering the score provide valuable insight into why a business has been assigned a particular score.*

- **Intelliscore Plus risk assessment** — provides a default risk assessment message; the field may be customized to display your company's credit policy message using customized score ranges.
- **Intelliscore Plus industry risk comparison** — determines the percentage of businesses that have a higher likelihood of becoming severely delinquent compared with this business.
- **Quarterly score trends** — the average score over the past four quarters. The quarterly score is calculated on a rolling basis. In other words, it's not tied to calendar quarters. It's based on the 12 months prior to the inquiry date.

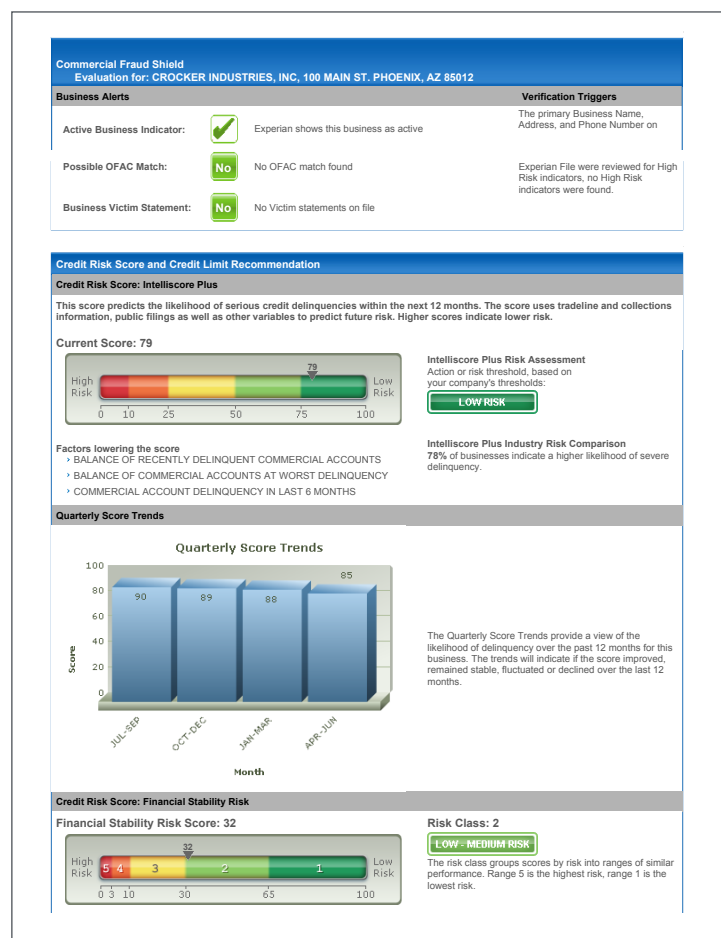
### Credit Risk Score: Financial Stability

#### Risk Score<sup>SM</sup>

Financial Stability Risk Score<sup>SM</sup> predicts the likelihood of financial stability risk within the next 12 months.

- **Financial Stability Risk Score** — provides a score from 1 to 100. One indicates high risk; 100 indicates low risk. Financial Stability Risk Score also has two exclusion scores. A 998 displays when there is a bankruptcy within the past two years. A 999 displays when there is not enough information to score a business.
- **Factors lowering the score** — indicates the factors most influential in lowering the score from a top value of 100.
- **Financial Stability Risk Score risk assessment** — provides a default risk assessment message.
- **Financial Stability Risk Score industry risk comparison** — determines the percentage of businesses that have a higher likelihood of financial stability risk compared with this business.

*Tip: Highly predictive risk and financial stability scores are critical to making a fast and accurate assessment of risk.*



Credit Limit Recommendation

Compares the business against similar businesses. The credit line is based on trade information, industry, age of business and the Intelliscore Plus score. A proprietary calculation using these data elements generates the credit line recommendation for a business.

*Tip: A credit limit recommendation can be used to help set a new credit limit or modify the credit limit for an existing customer. The final decision should be based on your company's business policies.*

6. Payment and Legal Summary

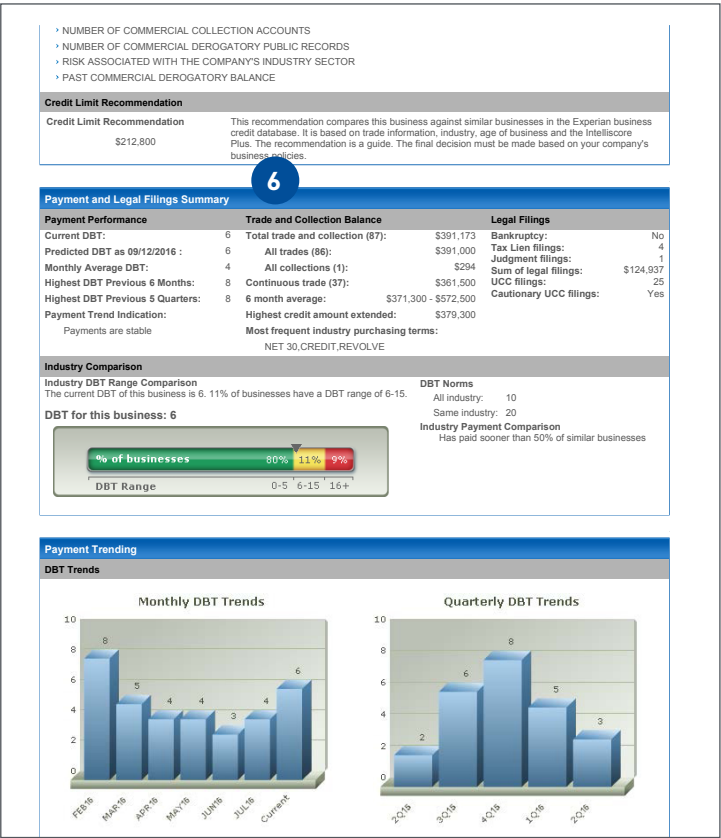
The Payment and Legal Summary provides an important snapshot of key payment performance metrics, trade balances and legal filings.

- **Payment Performance** — provides key DBT calculations, including current, predicted and previous.
  - **DBT** — dollar-weighted average number of days beyond the invoice due date a business pays its bills.

*Tip: DBT is a helpful indicator as you try to understand how soon you can expect to be paid.*

- **Trade and collections** — provides important balances, including total trade and collection balance and historical information such as high credit and six-month average balance.

*Tip: Indicates account balances and payment performance within the previous six to 12 months. This is potentially valuable information when determining how much credit to extend to the business.*



- **DBT trends** — provides monthly and quarterly views of how many days the business is paying beyond their contractual terms.
  - **Monthly DBT Trend** — the business's average DBT performance for the previous seven months.
  - **Quarterly DBT Trend** — the business's average DBT performance for the previous five quarters.

*Tip: Evaluating trends helps determine if the business is improving or declining in its payment performance. Changes in DBT over time may reveal that a business is incurring more debt or making progress in paying down outstanding balances. Long-term trending also may identify seasonal patterns that affect the business's ability to pay.*

## 7. Payment Experiences

Trade Payment and Collection Information in BusinessIQ Premier Profile<sup>SM</sup> provides a timely and accurate view of a business's credit performance and identifies accounts that were sent to a collection agency. Comprehensive payment information allows easy analysis of whether a business's ongoing payment behavior is steady, improving or declining. Trade payment information may be used to see how the inquired-upon business pays firms like yours in order to assess both the company's ability and its willingness to pay.

*Tip: Understanding the details associated with payment experiences is a smart way to analyze past payment habits on all trade accounts.*

Date Reported	Industry Cur	DBT	Business DBT	Balance	Cur	1-30	31-60	61-90	91+
CURRENT	74%	20	6	\$361,500	80%	14%	1%	5%	
JUN16	74%	20	4	\$430,000	85%	10%	4%	1%	
MAY16	74%	20	3	\$444,900	87%	11%	1%	1%	
APR16	74%	20	4	\$572,500	84%	12%	2%	2%	
MAR16	74%	20	4	\$504,400	83%	13%	2%	2%	
FEB16	74%	20	5	\$509,700	76%	22%	2%	2%	
JAN16	74%	19	8	\$495,700	76%	15%	3%	5%	1%

### Quarterly Payment Trends

Payment History - Quarterly Averages					Account Status Days Beyond Terms				
Quarter	Months	DBT	Balance	Cur	1-30	31-60	61-90	91+	

Q2 - 16	APR - JUN	3	+\$404,100	86%	11%	2%	1%		
Q1 - 16	JAN - MAR	5	+\$449,900	82%	13%	2%	3%		
Q4 - 15	OCT - DEC	8	+\$465,500	78%	13%	4%	5%		
Q3 - 15	JUL - SEP	6	+\$803,000	76%	18%	4%	2%		
Q2 - 15	APR - JUN	2	+\$692,500	88%	11%	1%			

### Collection Experiences

Date Placed	Status	Original Balance	Outstanding Balance	Date Closed	Agency	Agency Phone
02/2015	Uncollected	\$173	\$294	07/2015	RECEIVABLE MANAGEMENT SERVICES	(484)242-4000

### Trade Payment Summary

Trade Line Type	Lines Reported	DBT	Recent High Credit	Balance	Current	01-30	31-60	61-90	91+
Continuous	37	6	+\$1,417,900	+\$361,500	80%	14%	1%	5%	
New	4		\$14,100	\$9,800	100%				
Combined Trade	41	6	+\$1,432,000	+\$371,300	81%	14%	1%	4%	
Additional	45		\$165,200	\$19,700	83%	1%		5%	11%
Total Trade	86		\$1,597,200	\$391,000	83%	13%		4%	

### Trade Payment - New and Continuously Reported Trade Details

Payment Experiences (Trade Lines with an (*) after the date are newly reported)					Account Status Days Beyond Terms						
Business Category	Date Reported	Last Sale	Payment Terms	Recent High Credit	Balance	Cur	1-30	31-60	61-90	91+	Comments
ACCT SVCS	06/2016		VARIED	\$174,600	\$0						
BLDG MATRL	07/2016	05/2016	CREDIT	\$1,100	\$300	100%					
CHEMICALS	04/2016	03/2014	NET 30	\$2,300	\$2,300	100%					
COMMUNICTN	04/2016		VARIED	\$58,900	\$58,900	75%	24%	1%			ACCTCLOSE
ELEC MFG	06/2016	06/2016	VARIED	\$5,000	\$0						SATSFTRY
FACTOR	05/2016*		VARIED		\$0						
FARM SUPPL	07/2016	01/2013	CREDIT		\$0						
FINCL SVCS	07/2016	03/2016	NET 30	\$500	\$0						
FINCL SVCS	07/2016	10/2015	REVOLVE	\$284,100	\$0						
FINCL SVCS	07/2016	06/2016	VARIED	\$9,600	\$1,100	100%					ACCTCLOSE
FOOD	04/2016		VARIOUS	\$29,400	\$7,600	100%					

Premier Profile - CROCKER INDUSTRIES, INC

4/10

## Collections

Experian's commercial collections database is the largest in the world. It includes information contributed by collection agencies to Experian. Additional collections information may be found in the Comments column of the Trade Payment section of the profile. Contributed collections are retained for up to six years.

Enables you to identify accounts that have been placed for collections. Recent collections activity may indicate a business's inability or unwillingness to pay its financial obligations.



## Trade Payment Summary

This section is a summary of all continuous, new and additional payment experiences. The definition for each category is listed below.

*Tip: Newly reported and continuously reported tradelines provide a timely perspective on how a business is handling its current payment obligations. In addition, the distinction in tradeline types provides visibility into whether an applicant may be paying new vendors better or worse than the old vendors. Additional Payment experiences provides insight into past payment performance and recent experiences with nontrade accounts.*

## Trade Payment — New and Continuous Tradeline Details

Each tradeline represents a unique credit relationship and identifies key liabilities and encumbrances that may indicate poor performance in the past or the fact that the business currently is experiencing financial distress.

## Trade Payment — Additional Tradeline Details

This section lists tradeline experiences not updated within the past three months of the report date or nonstandard trade accounts, such as leases and bank loans representing payment information that differs from traditional trade credit accounts.

Definitions for Payment Experience section:

- **New Trade** — those tradelines that have been added to Experian's file within the past three months.
- **Continuous Trade** — those tradelines that have had at least one update in the past three months.
- **Combined Trade** — combines payment experience of new and continuously reported tradelines.

Trade Payment - New and Continuously Reported Trade Details												
Business Category	Date Reported	Last Sale	Payment Terms	Payment Experiences (Trade Lines with an (*) after the date are newly reported)		Account Status Days Beyond Terms						
				Recent High Credit	Balance	Cur	1-30	31-60	61-90	91+	Comments	
ACCT SVCS	06/2016		VARIED	\$174,600	\$0							
BLDG MATRL	07/2016	05/2016	CREDIT	\$1,100	\$300	100%						
CHEMICALS	04/2016	03/2014	NET 30	\$2,300	\$2,300	100%						
COMMUNICTN	04/2016		VARIED	\$58,900	\$58,900	75%	24%	1%			ACCTCLOSED	
ELEC MFG	06/2016	06/2016	VARIED	\$5,000	\$0						SATSFTRY	
FACTOR	05/2016*		VARIED	\$0	\$0							
FARM SUPPL	07/2016	01/2013	CREDIT	\$0	\$0							
FINCL SVCS	07/2016	03/2016	NET 30	\$500	\$0							
FINCL SVCS	07/2016	10/2015	REVOLVE	\$284,100	\$0							
FINCL SVCS	07/2016	06/2016	VARIED	\$9,600	\$1,100	100%					ACCTCLOSED	
FOOD	04/2016		VARIOUS	\$29,400	\$7,600	100%						
FOOD DISTR	07/2016			+\$100,000	+\$100,000	65%	26%			9%		
FOOD DISTR	04/2016*		VARIED	\$8,400	\$8,400	100%						
FRGHT FWRD	04/2016*		OTHER	\$700	\$700	100%						
GENERAL	03/2016	02/2016	NET 15	\$900	\$400	100%						
GENERAL	06/2016		CONTRCT	\$0	\$0							
GIFTWARE	07/2016	12/2013	NET 30	\$0	\$0						CUST 6 YR	
GIFTWARE	06/2016		CONTRCT	\$2,200	\$700	100%						
HARDWARE	06/2016	03/2016	CREDIT	\$300	\$0							
HEATNG&A/C	06/2016		NET 30	\$379,300	\$1,700	100%						
MACHINERY	05/2016	05/2016	NET 30	\$7,300	\$400	100%					CUST 8 YR	
MED SUPPLY	06/2016		VARIED	\$100	\$0							
NEWSPAPERS	03/2016	11/2012	NET 30	\$1,500	\$0						CUST 16 YR	
OFFC SUPPL	07/2016	07/2016	NET 30	\$1,100	\$300	100%					CUST 26 YR	
PACKAGING	06/2016		NET 30	\$77,500	\$73,500	100%						
PACKAGING	07/2016		NET 30	\$0	\$0						CUST 1 YR	
PLUMBING	05/2016		NET30	\$0	\$0						CUST 9 YR	
PLUMBING	05/2016		NET30	\$0	\$0							
PLUMBING	05/2016	05/2016	NET 10	\$132,500	\$52,300	91%		1%	8%			
PRNTG&PUBL	06/2016	09/2015	NET 20	\$400	\$0							
RENTALS	06/2016	05/2016	NET 30	\$4,900	\$4,900	70%	30%					
RENTALS	03/2016		NET 10	\$0	\$0							
RETL TRADE	06/2016	05/2016	CREDIT	\$300	<\$100	100%						
SAFTY PROD	04/2016		NET30	\$0	\$0						CUST 20 YR	
TEMP HELP	06/2016	05/2016	NET 7	\$2,100	\$2,000	64%	21%	21%	4%		CUST 32 YR	
TELECOM	06/2016		NET 30	\$4,200	\$3,800	100%						
TOYS&GAMES	06/2016	01/2014	VARIED	\$0	\$0							
TRANSPORTN	07/2016		NET 15	\$400	\$0							
WAREHOUSE	07/2016		CREDIT	\$0	\$0						ACCTCLOSED	
WHLSE TRAD	05/2016*		NET 30	\$5,000	\$700	100%						

- **Additional Trade Experiences** — consists of payment information on nontrade accounts such as bank loans and leases, plus tradelines not updated in the past three months. Additional trade experiences are retained for 36 months past the last update provided by an Experian trade supplier.
- **Tradeline Total** — combines payment experiences of new and continuously reported tradelines and additional payment experiences.
- **Business Category** — general industry category (or description) of the supplier to the inquired-upon business.
- **Date Reported** — date the contributor's data was taken from its accounts receivable system.
- **Last Sale** — date the supplier last sold goods to the business.
- **Payment Terms** — terms set by the supplier for when payments are expected from the business upon delivery of goods sold.

- **Recent High Credit** — highest account balance the business has carried in the past 12 months.
- **Balance** — sum of all current and past-due amounts rounded to the nearest \$100.
- **Account Status** — shows the balance owed to the reporting supplier as of the date reported. The CUR column shows the percentage of the total account balance that was current at the date reported. The remaining columns show the percentage of the total account balance that was 1 to 30 days, 31 to 60 days, 61 to 90 days, or 91 or more days past due. Balances are rounded to the nearest \$100.
- **Comments** — shows further comments on the status of the account as provided by the data supplier (e.g., WRITE OFF, PROMPT, CUST 1YR.).
- **Newly reported tradeline indicator (\*)** — an asterisk (\*) after the date reported on a tradeline shows that the tradeline has been added to Experian's business information database within the past three months.

## 8. Public Record

Legal Filings identify details associated with accounts that have been placed for collections and derogatory public record filings. Filings include filing dates as well as current disposition. Filings are gathered from federal and state jurisdictions nationwide.

- **Bankruptcy** — Experian displays Chapter 7, 11 and 13 Bankruptcies on commercial credit reports. New filings are added to the Experian database within 24 hours. Experian will display a bankruptcy for nine years and nine months.
- **Tax Liens** — claims on the property or goods of a business by governmental tax agencies. Experian will display a tax lien for six years and nine months.

Legal Filings 8					
Tax Liens					
File Date	Filing Type	Status	Amount	Filing Number	Jurisdiction
09/19/2015	Federal Tax Lien	Released	\$63,600	FTL11223445	MARICOPA COUNTY SUP CT
Filed by: INTERNAL REVENUE SERVICE					
06/21/2014	Federal Tax Lien	Filed	\$63,600	FTL11223445	MARICOPA COUNTY SUP CT
Filed by: INTERNAL REVENUE SERVICE					
08/04/2012	State Tax Lien	Released	\$35	20125099232	MARICOPA COUNTY RECORDER
Filed by: STATE OF ARIZONA					
05/01/2012	State Tax Lien	Filed	\$35	201285092141	MARICOPA COUNTY RECORDER
Filed by: STATE OF ARIZONA					
04/04/2012	State Tax Lien	Filed	\$45,076	12JG013382	CLARK COUNTY RECORDER OF DEEDS
Filed by: STATE OF NEVADA					
02/14/2011	State Tax Lien	Filed	\$13,226	201148924	MARICOPA COUNTY RECORDER
Filed by: STATE OF ARIZONA					
Judgments					
File Date	Plaintiff	Status	Amount	Filing Number	Jurisdiction
04/13/2010	MAVALINA PRODUCE	Filed	\$3,000	20100000003	PHOENIX JUST COURT

Uniform Commercial Code (UCC) Filings 9						
UCC Filing Summary						
Date Range	Year	Cautionary UCCs**	Total Filed	Released / Termination	Continuous	Amended / Assigned
JUL - PRESENT	2016					
JAN - JUN	2016	1	6			
JUL - DEC	2015		5	3		
JAN - JUN	2015	1	4	1		
JUL - DEC	2014		1			
PRIOR TO JUL	2014	3	9		1	
Total		5	25	4	1	0
** Cautionary UCC Filings include one or more of the following collateral: Accounts, Accounts Receivables, Contract Rights, Hereafter Acquired Property, Inventory, Leases, Notes Receivable or Proceeds.						
UCC Details						
UCC FILED Date: 06/29/2016 Filing Number: 201600000123 Jurisdiction: ARIZONA SEC OF STATE Secured Party: STAGE COACH DIST INC AZ PHOENIX 85012 118 NW 232ND STREET			UCC FILED Date: 05/16/2016 Filing Number: 201606543914 Jurisdiction: SEC OF STATE AZ Secured Party: COYOTE GREETINGS INC AZ SCOTTSDALE 85255 12074 RIVERVIEW TER			
UCC FILED Date: 05/09/2016 Filing Number: 201600000311 Jurisdiction: ARIZONA SEC OF STATE Secured Party: STAGE COACH DIST INC AZ PHOENIX 85012 118 NW 232ND STREET			UCC FILED Date: 04/27/2016 Filing Number: 201648128539 Jurisdiction: SEC OF STATE AZ Secured Party: MONSOON STATE BANK AZ MESA 85202 483 COLLEGE PARK DR			
UCC TERMINATED Date: 02/13/2016 Filing Number: 201614581234 Original Filing Date: 11/22/2011 Original Filing Number: 200914751261 Original Filing State: AZ Jurisdiction: ARIZONA SEC OF STATE Secured Party: FOREMOST SPIRITS CORP AZ SEDONA 86339 5983 MESA VIEW CIR			UCC FILED Date: 01/30/2016 Filing Number: 201631754131 Jurisdiction: SEC OF STATE AZ Secured Party: MONSOON STATE BANK AZ MESA 85202 483 COLLEGE PARK DR			

- **Judgments** — court decisions directing a business to make payments to a plaintiff. Experian will display a judgment for six years and nine months.

*Tip: Public Record liabilities may allow others to supersede your claim to the business's assets.*

## 9. Uniform Commercial Code Filings

BusinessIQ Premier Profile notes the presence of any Uniform Commercial Code (UCC) filings. UCC filings are required whenever a company pledges assets as collateral.

- **UCC Profile** — The UCC Profile summarizes UCC filings into date ranges to provide at-a-glance views into the filing types and potential risk of the business's filings. Experian will display a UCC for five years.

Identifies lenders or financial institutions that have secured interest in a particular piece of property. Knowing what property is secured is important.

- **Cautionary UCC** — Cautionary UCC filings include one or more of the following collateral: accounts, accounts receivable, contracts, hereafter acquired inventory, leases, notes receivable or proceeds. The cautionary message is designed to highlight their presence.

The presence of cautionary UCC filings indicates that the business has pledged key assets to secure financing. Use of these critical assets may indicate that the business is under financial stress.

- **Total Filed** — total number of UCC filings for this business.
- **Released/Termination** — number of UCC filings where the secured party is no longer claiming any security interest.
- **Continuation** — number of UCC filings where the life of the UCC was extended. This occurs when the debt obligation still exists.
- **Amended/Assigned** — number of filings where a UCC was amended or assigned to another party. An amendment occurs when the debtor or secured party changes the collateral description. An assignment occurs when the secured party transfers all or a portion of its rights in the collateral to another party.

## Uniform Commercial Code (UCC) Filings

### UCC Filing Summary

Date Range	Year	Cautionary UCCs**	Total Filed	Released / Termination	Continuous	Amended / Assigned
JUL - PRESENT	2016					
JAN - JUN	2016	1	6			
JUL - DEC	2015		5	3		
JAN - JUN	2015	1	4	1		
JUL - DEC	2014		1			
PRIOR TO JUL	2014	3	9		1	
<b>Total</b>		<b>5</b>	<b>25</b>	<b>4</b>	<b>1</b>	<b>0</b>

\*\* Cautionary UCC Filings include one or more of the following collateral: Accounts, Accounts Receivables, Contract Rights, Hereafter Acquired Property, Inventory, Leases, Notes Receivable or Proceeds.

### UCC Details

<b>UCC FILED Date:</b> 06/29/2016 <b>Filing Number:</b> 20160000123 <b>Jurisdiction:</b> ARIZONA SEC OF STATE <b>Secured Party:</b> STAGE COACH DIST INC AZ PHOENIX 85012 118 NW 232ND STREET	<b>UCC FILED Date:</b> 05/16/2016 <b>Filing Number:</b> 201606543914 <b>Jurisdiction:</b> SEC OF STATE AZ <b>Secured Party:</b> COYOTE GREETINGS INC AZ SCOTTSDALE 85255 12074 RIVERVIEW TER
<b>UCC FILED Date:</b> 05/09/2016 <b>Filing Number:</b> 201600000311 <b>Jurisdiction:</b> ARIZONA SEC OF STATE <b>Secured Party:</b> STAGE COACH DIST INC AZ PHOENIX 85012 118 NW 232ND STREET	<b>UCC FILED Date:</b> 04/27/2016 <b>Filing Number:</b> 201648128539 <b>Jurisdiction:</b> SEC OF STATE AZ <b>Secured Party:</b> MONSOON STATE BANK AZ MESA 85202 483 COLLEGE PARK DR
<b>UCC TERMINATED Date:</b> 02/13/2016 <b>Filing Number:</b> 201614591234 <b>Original Filing Date:</b> 11/22/2011 <b>Original Filing Number:</b> 200914751261 <b>Original Filing State:</b> AZ <b>Jurisdiction:</b> ARIZONA SEC OF STATE <b>Secured Party:</b> FOREMOST SPIRITS CORP AZ SEDONA 86339 5983 MESA VIEW CIR	<b>UCC FILED Date:</b> 01/30/2016 <b>Filing Number:</b> 201631754131 <b>Jurisdiction:</b> SEC OF STATE AZ <b>Secured Party:</b> MONSOON STATE BANK AZ MESA 85202 483 COLLEGE PARK DR
<b>UCC FILED Date:</b> 01/03/2016 <b>Filing Number:</b> 2016 1144303 <b>Jurisdiction:</b> SEC OF STATE DELAWARE <b>Secured Party:</b> BMS CREDIT LLC NEW YORK 10030 1 NORTH GATLE DRIVE <b>Collateral:</b> EQUIP, AFTER ACQUIRED PROP, UNDEFINED	<b>UCC FILED Date:</b> 12/14/2015 <b>Filing Number:</b> 201554918532 <b>Jurisdiction:</b> ARIZONA SEC OF STATE <b>Secured Party:</b> IWIN FOODS, LLC ID IDAHO FALLS 83401 125 CANYON FORT DR
<b>UCC FILED Date:</b> 11/22/2016 <b>Filing Number:</b> 201540005983 <b>Jurisdiction:</b> ARIZONA SEC OF STATE <b>Secured Party:</b> FOREMOST SPIRITS CORP AZ SEDONA 86339 5983 MESA VIEW CIR	<b>UCC FILED Date:</b> 11/14/2015 <b>Filing Number:</b> 201551904321 <b>Jurisdiction:</b> ARIZONA SEC OF STATE <b>Secured Party:</b> IWIN FOODS, LLC ID IDAHO FALLS 83401 125 CANYON FORT DR

[View Additional UCC Details](#)

## Commercial Finance Relationships

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### Banking Relationships

**Financial Institution:** DESERT NATIONAL BANK  
**Address:** 45 S SONORA BREEZE PHOENIX AZ 85012  
**Phone:** (602) 520-1100  
**Account Type:** UNDISCLOSED  
**Date Opened:** 12/20/2015  
**Account Rating:** NO COMMENT AS OF 06/16/2016

## 10. Commercial Finance Relationships

**Commercial Finance Relationships** — This portion of the BusinessIQ Premier Profile provides banking and insurance information. Additional financial information also may be found within the Trade Payment Information section of the profile.

*Tip: Identify financial partners associated with the business or verify business relationships.*

More detailed information, including performance, is available through our Small Business Credit Share<sup>SM</sup> program. For additional information on this program, contact your Experian account representative.

## 11. Additional Business Facts

BusinessIQ Premier Profile provides an in-depth look at the business you are evaluating. From how long the business has been in operation and other legal names under which the business operates to corporate hierarchy and competitors, these details provide background on whom you are conducting business.

- **Corporate Registration** — details may include state of incorporation, incorporation date, charter number, current status, most recent filing date, and name and address of the registered agent.
- **Business License Filings** — insight into ownership, names under which the business operates and how long they are licensed to operate.
- **Additional DBA Names** — many businesses operate under multiple legal names. This section contains a list of other legal names under which this business operates.
- **Competitors** — list of businesses this business competes against in the market.
- **Corporate Linkage** — linkage occurs when one business has financial and legal responsibility for another. Common linkage identifiers are used to identify these relationships.  
  
Corporate Linkage enables businesses to make better decisions through the identification of relationships within a corporate family.
- **Ultimate Parent** — topmost responsible member of the family tree.
- **Immediate Parent** — parent refers to a business with a subsidiary. The Immediate Parent is the parent company for the business that is the subject of the profile.

Commercial Finance Relationships

Banking Relationships

Financial Institution: DESERT NATIONAL BANK  
Address: 45 S SONORA BREEZE PHOENIX AZ 85012  
Phone: (602) 520-1100  
Account Type: UNDISCLOSED  
Date Opened: 12/20/2015  
Account Rating: NO COMMENT AS OF 06/16/2016

Additional Business Facts

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Corporate Registration

THE FOLLOWING INFORMATION WAS PROVIDED BY THE STATE OF ARIZONA.  
State of Origin: AZ  
Date of Incorporation: 04/20/2015  
Current Status: Active  
Business Type: Institutions - Unknown  
Charter Number: 665433

Competitors

OMNI FOODS, INC

Corporate Linkage

Business Name	Location	BIN
The inquired upon business, CROCKER INDUSTRIES, INC, is the Ultimate Parent		
CROCKER INDUSTRIES, INC	100 MAIN ST - PHOENIX AZ	312845017
Subsidiaries of the inquired upon business:		
ABC COMPANY INC	478 ANTON BLVD - COSTA MESA, CA	862731479
FOOD, INC	26843 LONE STAR WY - MCKINNEY, TX	394021789
Branches of the inquired upon business:*		
CROCKER INDUSTRIES, INC	101 1ST AVENUE - MCKINNEY, TX	378655532

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Inquiries

Summary of Inquiries

Business Category	JUL16	JUN16	MAY16	APR16	MAR16	FEB16	JAN16	DEC15	NOV15
ADV TV				1					
BUREAU				1					
CREDITUNION								1	
FACTOR				1					
HOUSEWARES						1			
TELECOM					1				
TRANSPORTN	1						1		
UTILITY					1				
Totals	1		3	2	1	1	1	1	

Premier Profile - CROCKER INDUSTRIES, INC

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Premier Profile - CROCKER INDUSTRIES, INC

8/10

- **Branches/Alternate addresses** — additional locations or alternate addresses for the business that is the subject of this profile.
- **Subsidiaries** — businesses of which the subject of this profile owns more than 50 percent.

## 12. Inquiries

- **Inquiries** — provide a summary of all inquiries made on the business within the past nine months.
- Assess whether the company is actively seeking credit and identify the types of businesses that have been submitting inquiries on the business.

### 13. Company Financial Information

Company Financial Information provides objective data on the financial health of the business if it is a publicly held company.

- **Balance sheet** — a balance sheet is a company's statement of assets, liabilities and net worth. Information is included for up to three fiscal years. You can analyze the current statement or conduct up to a three-year trend analysis of key financial items.

Assets are broken down into two categories:

- **Current assets** — cash and assets of the business that are likely to be converted to cash in the next 12 months.
- **Noncurrent assets** — assets of the company that are not expected to be converted to cash in the next 12 months, such as buildings, real estate, fixtures and equipment.

Liabilities also are broken down into two categories:

- **Current liabilities** — debts the company owes that will likely be paid in the next 12 months, such as accounts payable, current amounts due on long-term debt and accrued taxes.
- **Long-term liabilities** — debts of the company that are due beyond the next 12 months, such as the amount of a bank loan that is due beyond the next 12 months.

Net worth is calculated by subtracting the company's total liabilities from its total assets.

*Tip: The balance sheet can help you understand a firm's financial strength and can provide indications of a company's near- and long-term solvency. Tracking these financial indicators can help you analyze whether a company is likely to become financially stronger or weaker.*

Corporate Financial Information <span>13</span>			
Balance sheet for fiscal year ending: DEC 31 Data current through: 12/31/2015 (\$ Thousands)			
	2015	2014	2013
Cash and equivalent	57,730	17,803	13,606
Receivables - net	26,043	19,857	23,045
Inventory	23,526	25,920	31,087
Other current assets	12,306	13,344	12,522
<b>Total current assets</b>	<b>119,605</b>	<b>76,924</b>	<b>80,260</b>
Fixed assets - net	900,878	961,974	1,002,692
Investments	27,620	23,032	15,936
Other assets	46,218	47,227	48,760
<b>Total assets</b>	<b>1,094,321</b>	<b>1,109,157</b>	<b>1,147,648</b>
Debt due in 1 year	13,571	40,905	93,904
Notes payable	0	0	0
Accounts payable	30,418	29,322	32,220
Taxes payable	10,793	8,708	9,867
Other current liabilities	116,330	114,521	109,814
<b>Total current liabilities</b>	<b>171,112</b>	<b>193,456</b>	<b>245,805</b>
Long term debt	135,716	149,287	176,192
Other liabilities	123,383	128,257	127,945
Net worth	664,110	638,157	597,706
<b>Total liab. and net worth</b>	<b>1,094,321</b>	<b>1,109,157</b>	<b>1,147,648</b>
Operating statement for fiscal year ending: APR 29 Data current through: 04/29/2015 (\$ Thousands)			
	2015	2014	2013
Net sales	1,676,906	1,726,804	1,750,512
Cost of goods sold	509,849	516,667	537,085
Gross income on sales	1,167,057	1,210,137	1,213,427
Expenses	1,087,384	1,113,811	1,197,366
Pre-tax income	79,673	96,326	16,061
Taxes	25,510	25,998	21,207
After tax income	54,163	70,328	-5,146
Extraord. inc. & discont'd ops	0	0	0
Net income	54,163	70,328	-5,146
Critical data and ratios for fiscal year ending: APR 29 Data current through: 04/29/2015 (\$ Thousands)			
	2015	2014	2013
Net worth	664,110	638,157	597,706
Net working capital	-51,507	-116,532	-165,545

Premier Profile - CROCKER INDUSTRIES, INC

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- **Operating statement** — also known as a profit and loss statement, the operating statement provides details of a company's sales, cost of sales, operating expenses and net profit/loss.

*Tip: An operating statement can quickly help you understand whether a company is profitable or not. By looking at operating statement trends, you can quickly determine whether the company's revenues are growing or declining and at what rate. Improvements or reductions in gross profit margin and operating expenses also can provide valuable insights into how well a company is managing its costs relative to its revenue. Finally, knowing whether a company is experiencing profitable operations over time can provide a strong indicator of the company's near-and long-term viability.*

- **Critical data and ratios** — this information helps you understand the relationship between key balance sheet items and how those ratios change over time. Financial ratios typically are divided into three categories:

- **Solvency ratios** — these ratios provide an indication of a company's ability to generate cash. They focus mainly on the current assets and current liabilities balance sheet items.
  - Current ratio provides a good indication of how much cash a company has or can expect to generate from selling inventory in relation to its obligations that are expected to be paid over the next 12 months.
  - Average days sales outstanding gives an indication of how quickly a company collects on its receivables and therefore is a further indicator of a company's ability to generate cash.
- **Debt ratios** — these ratios demonstrate how leveraged a business is.
  - A high debt-to-equity ratio indicates that the company owes more than it actually owns of the business.
  - A low debt-to-equity ratio indicates a company owns more of the business than it owes.

Understanding whether a company is highly leveraged or not is a very important part of any credit analysis, and it is essential to understanding how to manage the credit relationship.

- **Operating ratios** — these ratios provide insight into a company's ability to run a profitable and sustainable business.

Corporate Financial Information			
Balance sheet for fiscal year ending: DEC 31			
Data current through: 12/31/2015 (\$ Thousands)			
	2015	2014	2013
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Net worth	664,110	638,157	597,706
Net working capital	-51,507	-116,532	-165,545

Premier Profile - CROCKER INDUSTRIES, INC

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- The ratio of net profit to net sales provides insight into the company's ability to generate a healthy profit margin. By looking at this ratio trend over three years, it becomes quickly apparent whether a company, even if profitable, is maintaining sufficiently strong profit margins to remain financially viable in the long term.
- The ratio of net income to net worth provides insight into how well a company is growing the net worth of the business from operations and if there is a sufficient return to finance the business from operations or if additional borrowing may be required.

## Glossary

### Account Status

Account balance and aging of that account as of the last date reported.

*Provides you with a summary of the business's credit activities by trade relationship.*

### Additional Trade Details

Consists of payment information on nontrade accounts such as bank loans and leases, plus tradelines not updated in the past three months.

*Shows the most current information regarding periodic installment payments and can be indicative of payment problems in the recent past.*

### Balance

Dollar sum of all current and past-due amounts rounded to the nearest \$100.

*Lets you see the amount of debt the business is carrying with other suppliers.*

### Bankruptcies

Legal processes by which the company's assets are liquidated or by which the company seeks protection from creditors.

*Makes you aware of financial distress.*

### Business Category

General industry category (or description) of the supplier to the inquired-upon business.

*Enables you to identify whether the supplier is a primary or secondary supplier and allows you to compare the business's payment habits across industries.*

### Business Facts

Provides key operational facts about the business, including years in business, annual sales, key personnel, SIC codes, NAICS codes, number of employees and annual sales. This section also includes a nonprofit indicator or information specific to public companies, such as stock exchange, ticker and Fortune 1000 rankings.

### Business Identification Number

A unique nine-digit ID assigned to each business operating location in the BizSource database.

*This persistent ID allows BizSource to track all information associated with a business over time, even with address or name changes.*

*Information about the business's background is used to further identify the company requesting credit.*

### Business Victim Statement

Businesses that are victims of fraud can report this to Experian. Once the fraud is reported and verified, a statement is added to the business's file.

*When evaluating a business that was a victim of fraud, it's important to make sure the information you are reviewing is factual. When there is a question, contacting the business directly for proof may be helpful.*

### Cautionary UCC

Cautionary UCC filings include one or more of the following collateral: accounts, accounts receivable, contracts, hereafter acquired inventory, leases, notes receivable or proceeds. The cautionary message is designed to highlight their presence.

*The presence of cautionary UCC filings indicates that the business has pledged key assets to secure financing.*

*Use of these critical assets may indicate that the business is under financial stress.*

### Combined Trade

Combines payment experience of new and continuously reported tradelines.

*The significance of identifying newly reported versus continuously reported tradelines is that an applicant may be paying new vendors better or worse than the old vendors.*



## Glossary (continued)

### Comments

Additional explanations of account status as provided by the data supplier (e.g., WRITE OFF, PROMPT, CUST 1 YR.).

*Can help you make a more informed credit decision by highlighting the most derogatory information.*

### Commercial Fraud Shield

Provides a series of checks to screen for potential indicators of fraudulent activity.

*Performing a fraud review is helpful in meeting due diligence and background check requirements related to a client's identity.*

### Company Financial Information

Financial information provided on publicly held U.S. businesses. Also may include in-depth business background information on privately held firms.

*Provides you with an in-depth analysis into a business's history and allows you to gauge its financial strength in relation to its payment habits.*

### Continuously reported tradeline or continuously reported

Those tradelines that have had at least one update in the past three months.

*Identifies those tradelines that have the most current and relevant information for a credit decision.*

### Corporate Linkage

Linkage occurs when one business has financial and legal responsibility for another. Common linkage identifiers are used to identify these relationships.

*Corporate Linkage enables businesses to make better decisions through the identification of relationships within a corporate family.*

### Credit limit recommendation

The recommendation compares the business against similar businesses. The credit line is based on trade information, industry, age of business and the Intelliscore Plus score. These data elements are then utilized in a proprietary calculation that generates the credit line potential for a business.

*A credit limit recommendation can be used to help set a new credit limit or modify the credit limit for an existing customer. The final decision should be based on your company's business policies.*

### Current

Percentage of account that is paid within terms set by a supplier.

*Allows you to determine if the company pays other suppliers on time.*

### Date reported

The month that the supplier's data was taken from its accounts receivable system.

*Shows you the most current data in Experian's file.*

### Days Beyond Terms (DBT)

Dollar-weighted average number of days beyond the invoice due date a business pays its bills.

$$DBT = (Total\ 1 \times 15) + (Total\ 2 \times 45) + (Total\ 3 \times 75) + (Total\ 4 \times 105)$$

Total dollars outstanding

Total 1 = Total dollars in aged category 1 to 30 days

Total 2 = Total dollars in aged category 31 to 60 days

Total 3 = Total dollars in aged category 61 to 90 days

Total 4 = Total dollars in aged category 91 or more days

*Provides a single dollar-weighted average for determining payment status, expressed as the average number of days past "invoice due" date. This is not a subjective rating determined by one individual.*



## Glossary (continued)

### DBT norms

Compares the average number of days late the business's industry is paying all continuously reported tradelines and the average DBT for all industries.

*Provides a point of reference for comparison purposes, giving the business's DBT more context.*

### Federal, State and County Tax Liens

Represents claims on the property or goods of a business by governmental tax agencies.

*Allows you to determine whether the business has a legal requirement to pay past tax obligations before its other payments.*

### File established date

Date the first tradelines were contributed and the file was created within Experian's database.

*Shows you the number of years Experian has been collecting data on the business.*

### Financial Stability Risk Score

Financial Stability Risk Score<sup>SM</sup> predicts the likelihood of financial stability risk within the next 12 months.

*Helps you determine the risk of business failure*

### Fortune 1000 Ranking

Provides three-year history of Fortune 1000 rankings.

*Provides insight into current and past rankings of the largest U.S. businesses.*

### Immediate Parent

Parent refers to a business with a subsidiary. The Immediate Parent is the parent company for the business that is the subject of the profile.

*Provides insight into the corporate family tree.*

### Intelliscore Plus

Predicts the likelihood of seriously derogatory payment within the next 12 months.

*When used in conjunction with the Financial Stability Risk Score, you can determine if a business is likely to pay or is at risk of default*

### Inquiry information

Lists the number of inquiries and types of businesses making inquiries on the company within the past nine months.

*Helps you determine if the business is expanding or if current suppliers are limiting their access, forcing the business to shop for new suppliers.*

### Judgments

Court decisions directing a business to make payments to a plaintiff; abstract judgments differ only in that they are prepared by the court recorder's office.

*Shows you if the business is responsible for any payments on a legal matter that can impact its cash flow.*

### Last Sale

Date of last sale to the trade contributor

*Lets you see the most recent sale date to the supplier.*

### Leasing Relationships

A lease is an agreement wherein, over the term of the lease, the owner permits the use of an asset in exchange for a series of payments.

### Legal Filings

Commercial public record information filed with the U.S. legal system.

*Shows you the business's legal liabilities, which may affect its ability to pay.*

## Glossary (continued)

### Matching Branch Address and BIN

The branch address and BIN of the business location that most closely match the inquiry.

*Identifies other locations of a business and provides additional visibility into how your inquiry matched against the Experian database.*

### Monthly Payment Trends

View of current month and previous six-month summary of payment behavior changes. Continuously reported tradelines are used to calculate trending.

### North American Industry Classification System (NAICS)

Provides up to three industry identifications using the NAICS.

*Identifies the industry of the business. This information can be used when making risk assessments.*

### New Tradeline Reported or Newly Reported

Those tradelines that have been added to Experian's file within the past three months.

*Identifies the most recently added tradelines. Helps to identify how new information may affect conclusions about past payment behavior.*

### Non-profit Indicator

Indicates that the inquired-upon business is a nonprofit. Experian obtains nonprofit information from Corporate Record filings.

*To receive a nonprofit designation, businesses must follow a strict set of operational guidelines.*

### Office of Foreign Assets Control (OFAC)

Screens for possible matches to the U.S. Treasury Department OFAC SDN and PLC lists.

*Any action taken regarding a commercial entity must be based on a complete investigation of the commercial entity and not based solely on the OFAC information.*

### Payment Terms

Terms set by the suppliers.

*Can be used to determine what credit terms to set.*

### Monthly Payment Trends

Historical record of the business's payment practices in the past six months based on continuously reported information.

*Shows you if the business's payment behavior is improving or deteriorating.*

### Phone Number

Primary phone number of the inquired-upon company.

*Allows you to validate the account and gives you immediate access to the business for more investigation or for collection purposes.*

### Primary Business Name

The name Experian identifies as the primary name under which the business operates. When available, the legal name will display as the primary business name.

*When the primary business name is identified as a legal name, the verified legal name indicator will display.*

### Public Company Indicator

Indicates this business is traded publicly.

*These companies follow a strict set of guidelines for reporting financials to their shareholders.*

### Quarterly Payment Trends

A five-quarter (15-month) summary of all the trade experiences reported to Experian for a particular business. Continuously reported tradelines are used to calculate trending.

*Provides evaluation of long-term payment behavior and the company's ability to generate sustained cash flow.*

## Glossary (continued)

### Quarterly Score Trends

The average score over the past four quarters. The quarterly score is calculated on a rolling basis. In other words, it's not tied to calendar quarters. It's based on the 12 months prior to the inquiry date.

### Recent High Credit

Highest account balance the business has carried in the past 12 months.

*Shows you the highest amount of credit other suppliers have extended.*

### Standard Industrial Classification (SIC Code)

The SIC code assigned by the government for a business's primary business activity.

*Identifies the industry of the business. This information can be used when making risk assessments.*

### Subsidiaries

Businesses of which the inquired upon business owns more than 50 percent.

*Larger organizations tend to have more complex corporate structures, which often include subsidiaries.*

### Total Trade

Combines payment experiences of new and continuous tradelines and additional payment experiences.

*Provides insight into how a business is handling its current and previous payment experiences.*

### Trade Payment Summary

This section is a summary of all trade (new, continuous and additional) and collection experiences.

*Understanding the details associated with payment experiences is a smart way to analyze payment habits.*

### Ultimate Parent

Topmost responsible member of the family tree.

*Corporate structures range in complexity. A family tree may be a simple structure with just branches or a complex subsidiary structure.*

### Uniform Commercial Code (UCC) filings and amendments

UCC filings, which are required whenever a business pledges an asset as collateral.

*Identifies collateral. Gives you additional bank or financing references and may signal financial instability (i.e., the number of filings pledged with noncapital assets).*

### Verified Legal Name Indicator

Present when the primary name for this business is a verified legal name through a public record filing.

*Businesses may operate under various aliases; however, the legal name is the official name the business is registered under with various governmental agencies.*