

## MTG Data Card Worksheet

**NOTE:** Some contacts have multiple decision making roles (i.e. Job Codes) and thus, are counted in more than one job code below.

| <b>MTG Job Code Segmentation</b><br><a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a>   | <b># Contacts</b> |
|--|-------------------|
| <b>TRAINING CONTACTS</b>   | <b>23,365</b>     |
| <b>T</b> Training/Leadership/Organizational Development (CLO, VP Training, Director of Training & Development, VP Education, Culture There are <u>many</u> different titles within this group) | 14,349            |
| <b>CC</b> Call Center Training   | 129               |
| <b>CR</b> Customer Service Training  | 519               |
| <b>EL</b> E-learning   | 828               |
| <b>EX</b> External Training  | 1,035             |
| <b>ITT</b> IT Training   | 2,822             |
| <b>J</b> Safety/Compliance Training  | 1,530             |
| <b>ST</b> Sales Training   | 2,153             |
| <b>HR CONTACTS</b>   | <b>23,224</b>     |
| <b>H</b> Human Resources (CHRO, Director, EVP, Chief People Officer There are <u>many</u> different titles within this group)  | 10,611            |
| <b>B</b> Benefits/Total Rewards  | 1,237             |
| <b>R</b> Recruiting/Talent Acquisition   | 4,573             |
| <b>TM</b> Talent Manager   | 6,803             |
| <b>MEETING &amp; EVENT PLANNING</b>  | <b>3,104</b>      |
| <b>MP</b> Meeting Planner  | 2,904             |
| <b>TS</b> Trade Show Manager/Planner/Specialist  | 200               |
| <b>SUSTAINABILITY/SOCIAL RESPONSIBILITY</b>  | <b>1,224</b>      |
| <b>SR</b> Corporate Sustainability/ Social Responsibility (*NEW)   | 1,224             |
| <b>OTHER</b>   | <b>14,463</b>     |
| <b>C</b> Communications  | 2,266             |
| <b>IT</b> Information Technology CIO/Dir IT  | 4,468             |
| <b>M</b> Marketing   | 3,711             |
| <b>S</b> Sales VP's/Directors/Mgr.   | 2,434             |
| <b>U</b> University  | 1,584             |
| <b>NOTE:</b> MTG Total Solution database includes all job codes except MP, TS, SR  | <b>34,594</b>     |

| <b>MTG Revenue Ranges</b><br><a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a> | <b># Contacts</b> |
|---|-------------------|
| \$1B+   | 19,965            |
| \$500MM - \$999.9MM   | 4,857             |
| \$50MM - \$499.9MM  | 8,746             |
| \$0 - \$49.9MM  | 979               |
| N/A   | 47                |

| <b>MTG Employee Size Ranges</b><br><a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a> | <b># Contacts</b> |
|---|-------------------|
| 10,000+   | 12,002            |
| 1000 - 9999   | 16,874            |
| 500 - 999   | 2,927             |
| 1 - 499   | 2,647             |
| N/A   | 144               |

| <b>MTG Vertical Market Segmentation</b><br><a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a> | <b># Contacts</b> |
|---|-------------------|
| Aerospace/Defense   | 415               |
| Automotive & Transport  | 688               |
| Banking   | 977               |
| Beverages   | 349               |
| Biotechnology   | 104               |
| Chemicals   | 838               |
| Computer Hardware   | 642               |
| Computer Software & Services  | 1,600             |
| Conglomerates   | 101               |
| Consumer Products   | 1,551             |
| Diversified Services  | 2,870             |
| Drugs   | 883               |
| Electronics   | 1,323             |
| Energy  | 758               |
| Financial Services  | 1,365             |
| Food  | 1,368             |
| Health Products & Services  | 3,205             |
| Insurance   | 1,521             |
| Leisure   | 1,606             |
| Manufacturing   | 2,405             |
| Materials & Construction  | 1,347             |
| Media   | 1,018             |
| Metals & Mining   | 503               |
| Real Estate   | 675               |
| Retail  | 2,071             |
| Schools & Educational Services  | 523               |
| Specialty Retail  | 807               |
| Telecommunications  | 891               |
| Tobacco Products  | 74                |
| Transportation  | 996               |
| Utilities   | 1,107             |
| N/A   | 13                |
| <b>Total Contacts</b>   | <b>34,594</b>     |

| <b>MTG State Segmentation</b><br><a href="http://www.MentorTechGroup.com">www.MentorTechGroup.com</a> | <b># Contacts</b> |
|---|-------------------|
| AK  | 55                |
| AL  | 309               |
| AR  | 190               |
| AZ  | 477               |
| CA  | 3,713             |
| CO  | 715               |
| CT  | 609               |
| DC  | 278               |

|                                |               |
|--------------------------------|---------------|
| DE                             | 61            |
| FL                             | 1,268         |
| GA                             | 1,291         |
| HI                             | 39            |
| IA                             | 247           |
| ID                             | 72            |
| IL                             | 2,078         |
| IN                             | 590           |
| KS                             | 254           |
| KY                             | 265           |
| LA                             | 188           |
| MA                             | 1,520         |
| MD                             | 489           |
| ME                             | 104           |
| MI                             | 784           |
| MN                             | 987           |
| MO                             | 790           |
| MS                             | 89            |
| MT                             | 22            |
| NC                             | 862           |
| ND                             | 36            |
| NE                             | 236           |
| NH                             | 99            |
| NJ                             | 1,465         |
| NM                             | 36            |
| NV                             | 139           |
| NY                             | 2,620         |
| OH                             | 1,473         |
| OK                             | 218           |
| OR                             | 300           |
| PA                             | 1,597         |
| RI                             | 166           |
| SC                             | 271           |
| SD                             | 47            |
| TN                             | 701           |
| TX                             | 2,859         |
| UT                             | 262           |
| VA                             | 941           |
| VT                             | 54            |
| WA                             | 556           |
| WI                             | 711           |
| WV                             | 40            |
| WY                             | 4             |
| PR                             | 5             |
| Canada                         | 1,208         |
| N/A                            | 4             |
| <b>TOTAL U.S. &amp; CANADA</b> | <b>34,594</b> |