

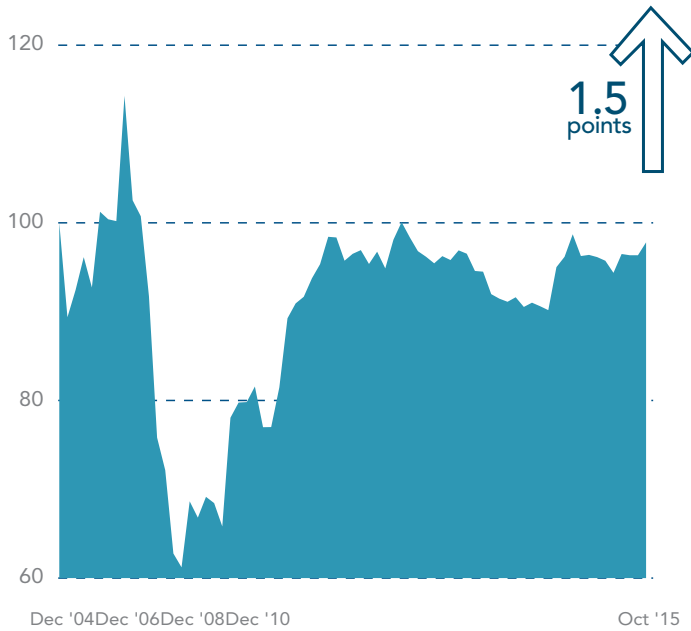
Dun & Bradstreet U.S. Economic Health Tracker

A multi-dimensional view of the U.S. Economy

NOVEMBER 2015

WWW.DNB.COM/TRACKER

SMALL BUSINESS HEALTH INDEX

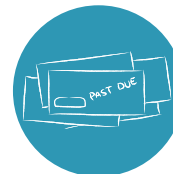


Source: D&B Global Data, Insights & Analytics



PAYMENT DELINQUENCY

↓ 12.9%



CREDIT CARD DELINQUENCY

↓ 0.1%

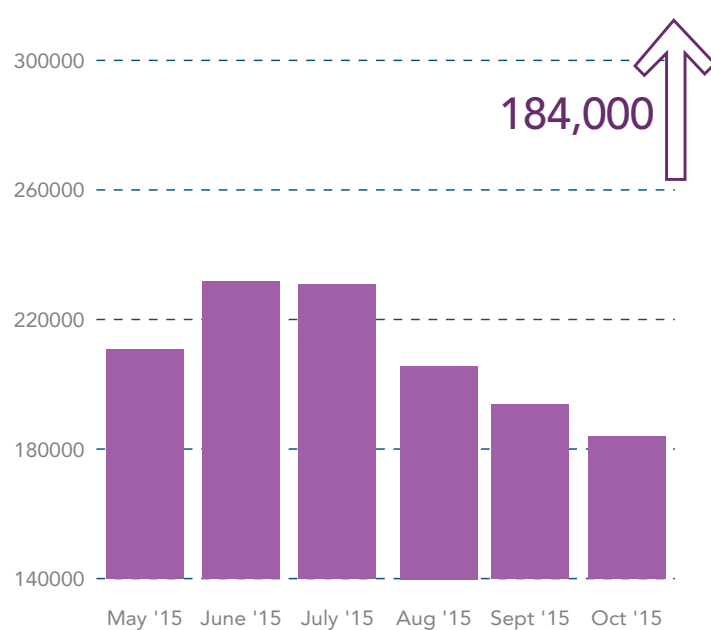


CREDIT CARD USE

↑ 0.2%

Dun & Bradstreet's Small Business Health Index surged 1.5 points during the latest reporting period, with most sectors except Manufacturing recording an upturn. The index also climbed by 8.45% on a year over year basis, showing the gradual progress in small business performance since the past year.

U.S. JOBS HEALTH



Source: D&B Global Data, Insights & Analytics



MANUFACTURING



RETAIL



REAL ESTATE



BUSINESS SERVICES



CONSTRUCTION

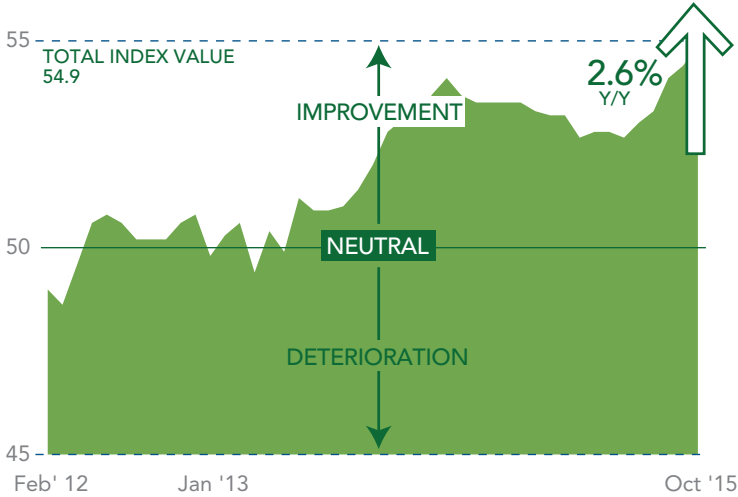


TRADE, TRANSPORTATION & UTILITIES



Dun & Bradstreet estimates 184,000 new non-farm jobs were added to U.S. payrolls in October 2015. We expect to see continuing gains in Retail and Construction, while Manufacturing registers some losses. The Business Services sector continues to expand and lead employment gains.

U.S. BUSINESS HEALTH INDEX



HOW TO READ THIS INDICATOR:

A reading of 50% represents "neutral." A reading of more than 50% reflects improvement and a reading of less than 50% reflects deterioration.

VIABILITY ↑ 3.4%

DELINQUENCY ↓ 2.9%

TOTAL LOSS ↓ 1.3%

Source: D&B Global Data, Insights & Analytics

Diminishing financial risks continued to be recorded among all active and open U.S. businesses in October as the Overall Business Health Index recorded strong sequential gains, rising 0.9% from the prior month and rising on a month-to-month basis for the fifth consecutive period. The index now sits at the highest level since the inception of the index in December 2010.

PERSPECTIVES

Dun & Bradstreet's November U.S. Economic Health Tracker shows that small business conditions have gradually improved through the year. With the exception of manufacturing, specific sectors such as services have begun to break out of their sluggish trends suggesting future growth among these verticals may be around the corner. D&B estimates 184,000 new non-farm jobs were added to U.S. payrolls in July, slightly below pace from the estimate in September. Finally, overall U.S. business health continued to show an upturn in October as the Business Health Index reached an all-time high sending a strong signal that financial risk among businesses continue to diminish.

In summary, the September Tracker reflects an economy that is stronger than a year ago. Overall, businesses appear to be in very robust health but only specific sectors of small businesses are poised to perform at a higher level.

METHODOLOGY

The **Small Business Health Index** measures year-over-year small business performance through equally weighted payment patterns and credit use. **U.S. Jobs Health** combines Small Business Health Index industry data with BLS figures to forecast monthly nonfarm payroll employment. The **U.S. Business Health Index** provides a year-over-year equally weighted average of D&B's Viability Score, Delinquency Predictor and Total Loss Predictor. The index ranges from zero (with all businesses recording high levels of risk) to 100% (with all businesses recording low levels of risk). Data available as of November 2, 2015.

To learn more, visit www.dnb.com/tracker

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