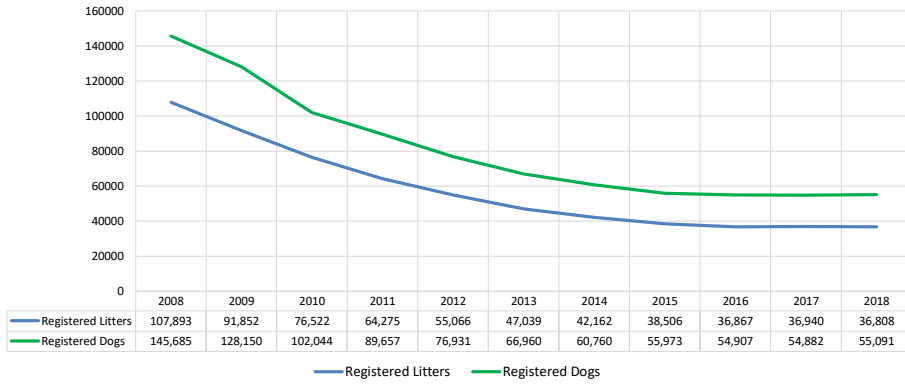


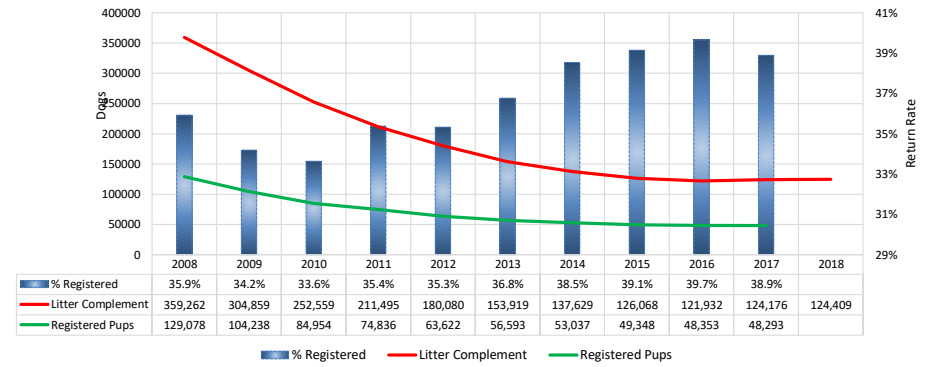
Toy Group												
Metric	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Notes
Registered Litters	107,893	91,852	76,522	64,275	55,066	47,039	42,162	38,506	36,867	36,940	36,808	# AKC litters registered each year
Litter Complement	359,262	304,859	252,559	211,495	180,080	153,919	137,629	126,068	121,932	124,176	124,409	# Pups in each year's litters (known as the "Complement")
Average Complement	3.33	3.32	3.30	3.29	3.27	3.27	3.26	3.27	3.31	3.36	3.38	Average # of pups per litter
Individually Registered Pups (to date)	129,078	104,238	84,954	74,836	63,622	56,593	53,037	49,348	48,353	48,293	34,528	# Pups from each year's litters individually registered (to date)
Actual Return Rate (to date)	35.9%	34.2%	33.6%	35.4%	35.3%	36.8%	38.5%	39.1%	39.7%	38.9%	27.8%	% Pups from each year's litters individually registered (to date)
Limited Registrations (to date)	13,479	12,181	10,419	10,293	9,739	9,387	9,846	10,518	11,128	12,062	9,786	# Limited Registrations from each year's litters (to date)
% Complement Registered Limited (to date)	3.8%	4.0%	4.1%	4.9%	5.4%	6.1%	7.2%	8.3%	9.1%	9.7%	7.9%	% Pups from each year's litters Registered as Limited (to date)
Revoked Limited (to date)	116	135	94	98	97	73	64	88	63	70	29	# Revoked Limited Dogs from each year's litters (to date)
Litters from Revoked Limited (to date)	115	128	93	92	94	73	63	86	61	68	29	Litters involving each year's Revoked Limited (to date)
Complement Bitches Bred	22,832	19,841	15,982	13,634	12,619	10,963	10,183	9,098	8,011	4,486	642	Bitches from each year's litters that have been bred (to date)
Complement Dogs Bred	12,842	10,976	8,871	7,406	6,521	5,660	5,099	4,621	4,017	2,764	465	Males from each year's litters that have been bred (to date)
Total Complement Bred (to date)	35,674	30,817	24,853	21,040	19,140	16,623	15,282	13,719	12,028	7,250	1,107	Total from each year's litters that have been bred (to date)
% Complement Bred (to date)	9.9%	10.1%	9.8%	9.9%	10.6%	10.8%	11.1%	10.9%	9.9%	5.8%	0.9%	% of each year's litters that have been bred (to date)
Complement Bitches in Conformation	5,123	4,638	4,453	4,140	4,017	3,785	3,562	3,355	3,246	3,152	1,808	# Bitches from each year's litters in Conformation (to date)
Complement Dogs in Conformation	3,916	3,675	3,568	3,252	3,183	2,842	2,723	2,470	2,429	2,282	1,438	# Males from each year's litters in Conformation (to date)
Total Complement in Conformation (to date)	9,039	8,313	8,021	7,392	7,200	6,627	6,285	5,825	5,675	5,434	3,246	Total from each year's litters in Conformation (to date)
% Complement in Conformation (to date)	2.5%	2.7%	3.2%	3.5%	4.0%	4.3%	4.6%	4.6%	4.7%	4.4%	2.6%	% of each year's litters in Conformation (to date)
Total Complement in Companion (to date)	591	585	553	517	490	442	397	373	299	168	18	Total from each year's litters in Companion (to date)
% Complement in Companion (to date)	0.16%	0.19%	0.22%	0.24%	0.27%	0.29%	0.29%	0.30%	0.25%	0.14%	0.01%	% of each year's litters in Companion (to date)
Total Complement Placing in Performance (to date)	44	49	68	76	110	113	123	110	101	75	9	Total from each year's litters placing in Performance (to date)
% Complement Placing in Performance (to date)	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	% of each year's litters placing in Performance (to date)
AKC Dog Registrations	143,313	126,148	100,388	88,208	75,483	65,671	59,351	54,626	53,267	53,103	53,142	# Registered from AKC Litters during each year
FSS Registrations	-	-	-	-	-	-	-	-	-	-	-	# of FSS Dog Registrations each year
Conditional Registrations	1,288	1,017	735	614	512	476	575	445	517	487	406	# of Conditional Registrations each year
Open Registrations	104	2	-	7	16	-	1	-	-	-	-	# of Open Registrations each year
Foreign Registrations	980	983	921	828	920	813	833	902	1,123	1,292	1,543	# of Foreign-born Registrations each year
Total Dogs Registered	145,685	128,150	102,044	89,657	76,931	66,960	60,760	55,973	54,907	54,882	55,091	Total Dog Registrations each year
Unique Bitches Bred (each year)	90,847	83,031	69,395	58,027	49,450	42,096	37,267	33,942	32,223	31,249	30,799	Unique # bitches bred each year
Unique Dogs Bred (each year)	55,568	51,445	43,228	36,235	30,586	26,117	22,865	20,620	19,306	18,275	17,756	Unique # males bred each year
Total Bred (each year)	146,415	134,476	112,623	94,262	80,036	68,213	60,132	54,562	51,529	49,524	48,555	Unique # bred each year
Unique Bitches in Conformation (each year)	11,431	10,959	10,073	9,596	9,264	8,757	8,251	7,966	7,489	7,286	7,167	Unique # of bitches in Conformation each year
Unique Dogs in Conformation (each year)	9,649	9,015	8,703	8,255	7,964	7,496	7,052	6,541	6,167	5,947	5,753	Unique # of males in Conformation each year
Total Unique in Conformation (each year)	21,080	19,974	18,776	17,851	17,228	16,253	15,303	14,507	13,656	13,233	12,920	Unique # in Conformation each year
% Change Conformation		-5.2%	-6.0%	-4.9%	-3.5%	-5.7%	-5.8%	-5.2%	-5.9%	-3.1%	-2.4%	YOY % Change Conformation total dogs
Unique Bitches in Companion (each year)	1,083	1,140	1,099	1,208	1,153	1,169	1,175	1,119	1,059	1,039	1,026	Unique # of bitches in Companion each year
Unique Dogs in Companion (each year)	1,285	1,305	1,342	1,411	1,463	1,474	1,453	1,345	1,282	1,233	1,278	Unique # of males in Companion each year
Total Unique in Companion (each year)	2,368	2,445	2,441	2,619	2,616	2,643	2,628	2,464	2,341	2,272	2,304	Unique # in Companion each year
% Change Companion		3.3%	-0.2%	7.3%	-0.1%	1.0%	-0.6%	-6.2%	-5.0%	-2.9%	1.4%	YOY % Change Companion total dogs
Unique Bitches Placing in Performance (each year)	12	10	11	10	15	33	61	89	90	148	233	Unique # of bitches placing in Performance each year
Unique Dogs Placing in Performance (each year)	33	32	25	16	15	42	73	95	115	177	295	Unique # of males placing in Performance each year
Total Unique Placing in Performance (each year)	45	42	36	26	30	75	134	184	205	325	528	Unique # placing in Performance each year
% Change Performance		-6.7%	-14.3%	-27.8%	15.4%	150.0%	78.7%	37.3%	11.4%	58.5%	62.5%	YOY % Change Performance total dogs placing
% Change YOY	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
Registered Litters	N/A	-14.9%	-16.7%	-16.0%	-14.3%	-14.6%	-10.4%	-8.7%	-4.3%	0.2%	-0.4%	These %'s are calculated to show the change each year from the previous year.
Litter Complement	N/A	-15.1%	-17.2%	-16.3%	-14.9%	-14.5%	-10.6%	-8.4%	-3.3%	1.8%	0.2%	
Registered Dogs	N/A	-12.0%	-20.4%	-12.1%	-14.2%	-13.0%	0.0%	-7.9%	-1.9%	0.0%	0.4%	
% Change Relative 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
Registered Litters	0.0%	-14.9%	-29.1%	-40.4%	-49.0%	-56.4%	-60.9%	-64.3%	-65.8%	-65.8%	-65.9%	These %'s are calculated to show the change each year compared to 2008.
Litter Complement	0.0%	-15.1%	-29.7%	-41.1%	-49.9%	-57.2%	-61.7%	-64.9%	-66.1%	-65.4%	-65.4%	
Registered Dogs	0.0%	-12.0%	-30.0%	-38.5%	-47.2%	-54.0%	-58.3%	-61.6%	-62.3%	-62.3%	-62.2%	

Toy Group

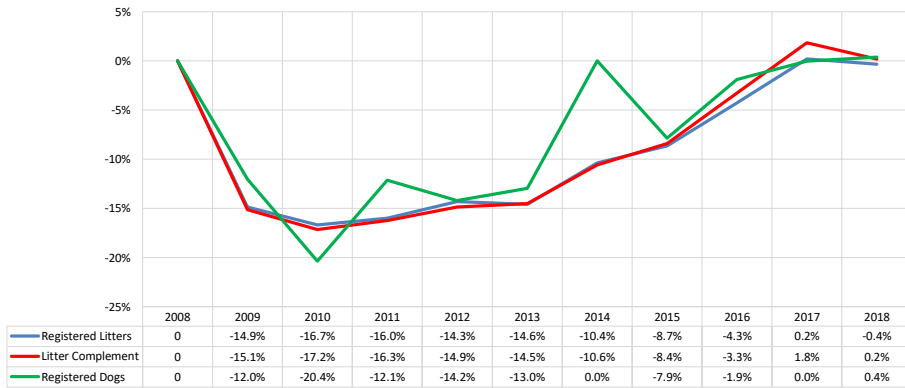
AKC Dog & Litter Registrations



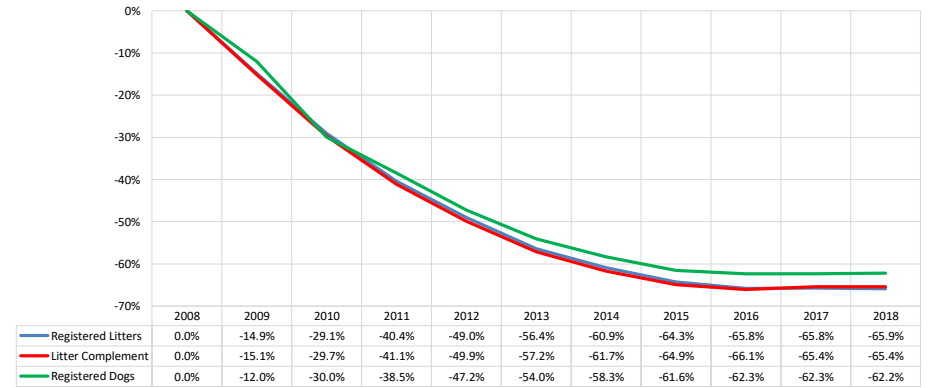
% of Each Year's Litter Complement that were Eventually Registered (2018 Register Pups to be determined)



% Change from Previous Year (YOY)

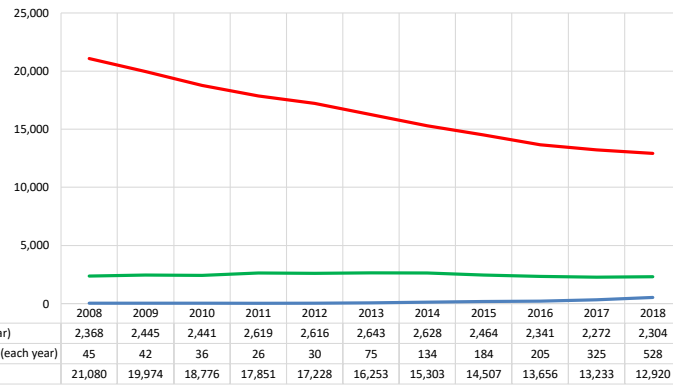


% Change Relative to 2008

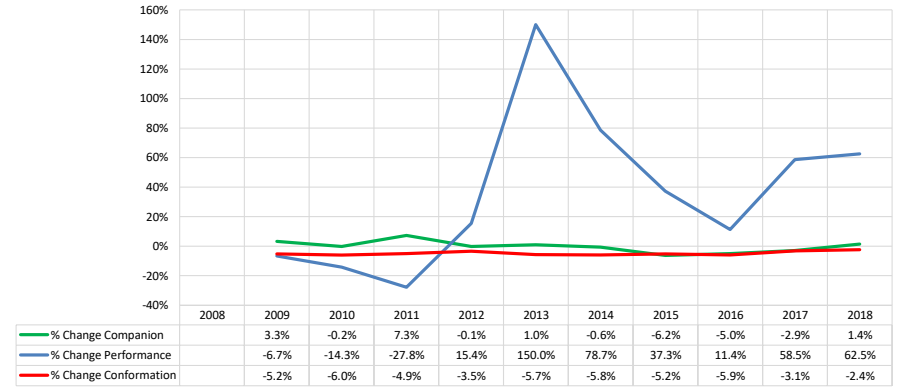


Toy Group

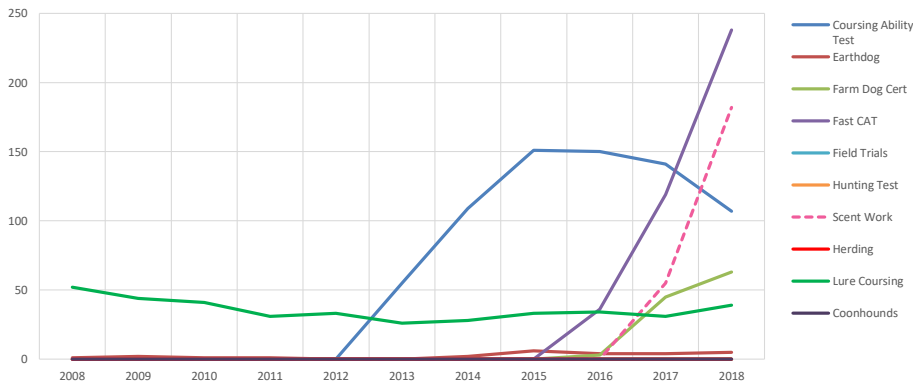
Competing: Total Unique Dogs by Sport Each Year



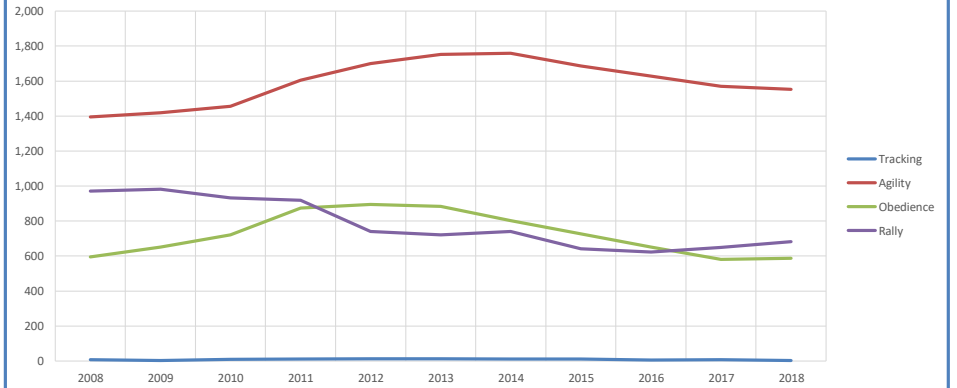
Competing: % Change Unique Total Dogs Year over Year by Sport



Performance: Total Unique Dogs Placing

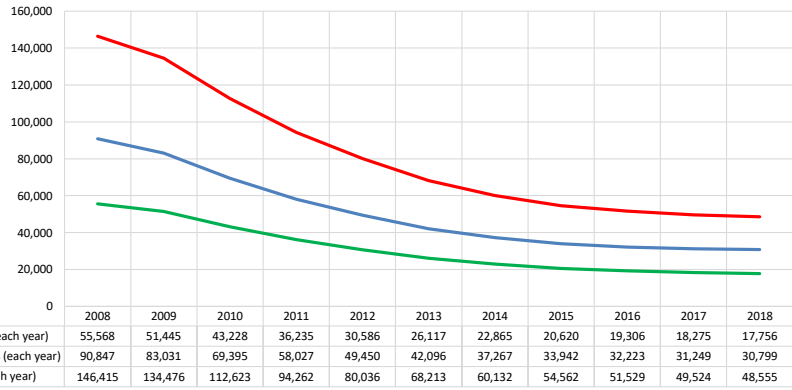


Companion: Total Unique Dogs Entered

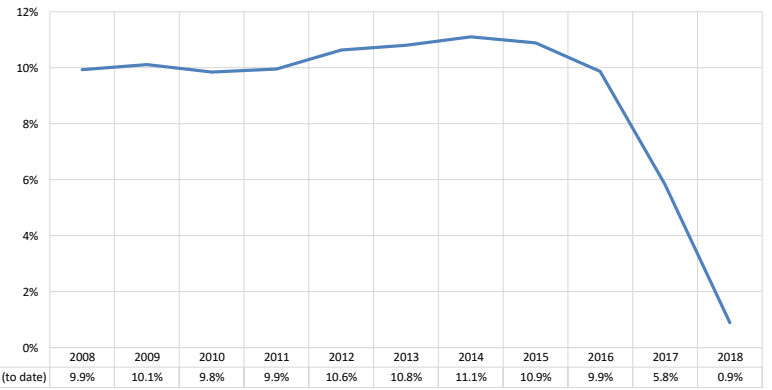


Toy Group

Breeding: Unique Individual Dogs & Bitches Bred Each Year



% of Each Year's Litter Complement that have been Bred (to date)



Competing: % of Each Year's Litter Complement in Competition

