

Marketing Services Segment - Internal Operating Metrics
2017 and 2018 Financial Reconciliation

<i>In thousands (unaudited)</i>	<i>Three Months Ended</i>						<i>Nine Months Ended</i>		
	<i>March 31, 2017</i>	<i>June 30, 2017</i>	<i>September 30, 2017</i>	<i>December 31, 2017</i>	<i>March 31, 2018</i>	<i>June 30, 2018</i>	<i>September 30, 2018</i>	<i>September 30, 2017</i>	<i>September 30, 2018</i>
Total net operating revenue	\$ 7,410	\$ 8,267	\$ 7,956	\$ 7,646	\$ 5,443	\$ 5,647	\$ 5,333	\$ 23,633	\$ 16,423
Less:									
Topic 606 impact	1,222	1,443	1,536	1,544	-	-	-	4,201	-
Internally Reported Operating Revenue	\$ 6,188	\$ 6,824	\$ 6,420	\$ 6,102	\$ 5,443	\$ 5,647	\$ 5,333	\$ 19,432	\$ 16,423
<u>Internally Reported Metrics</u>									
Sequential revenue growth		10.3%	-5.9%	-5.0%	-10.8%	3.7%	-5.6%		-15.5%
Year-over-year revenue growth (\$)					\$ (745)	\$ (1,177)	\$ (1,087)		
Year-over-year revenue growth					-12.0%	-17.2%	-16.9%		
Total operating costs and expense	\$ 6,820	\$ 7,478	\$ 7,120	\$ 6,768	\$ 5,525	\$ 5,269	\$ 5,081	\$ 21,418	\$ 15,875
Addback:									
Normalized 2017 expense adjustments	422	402	380	591	-	-	-	1,204	-
Less:									
Depreciation	15	21	42	37	37	37	59	78	133
Amortization	200	199	200	200	200	200	199	599	599
Severance expense	-	-	-	-	2	4	27	-	33
Topic 606 impact	1,222	1,443	1,536	1,544	-	-	-	4,201	-
Internally Reported Operating Expense	\$ 5,805	\$ 6,217	\$ 5,722	\$ 5,578	\$ 5,286	\$ 5,028	\$ 4,796	\$ 17,744	\$ 15,110
<u>Internally Reported Metrics</u>									
Internally reported operating income	\$ 383	\$ 607	\$ 698	\$ 524	\$ 157	\$ 619	\$ 537	\$ 1,688	\$ 1,313
Internally reported operating income margin	6.2%	8.9%	10.9%	8.6%	2.9%	11.0%	10.1%	8.7%	8.0%
Sequential income growth		58.5%	15.0%	-24.9%	-70.0%	294.3%	-13.2%		-22.2%
Year-over-year income growth					-59.0%	2.0%	-23.1%		