

# MEET THE MIGHTY MIDDLE MARKET

REPRESENTING

**3%**  
OF ALL  
U.S. COMPANIES†



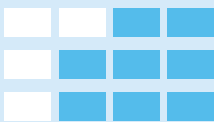
**1/3**

OF ALL  
U.S. JOBS\*



NEARLY

**33%**  
OF PRIVATE  
SECTOR GDP\*



MORE THAN

**\$10**  
TRILLION  
IN ANNUAL  
REVENUE



CONTRIBUTED

**1.2+**  
MILLION  
NEW JOBS  
2012-2013



## U.S. Middle Market Defined

ANNUAL REVENUE

**\$10 MM- \$1B**



NEARLY

**200,000**

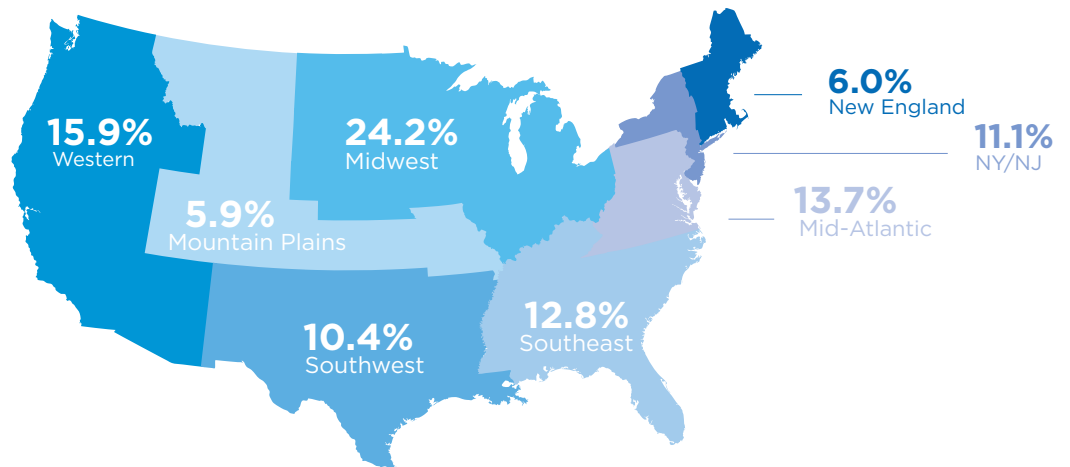
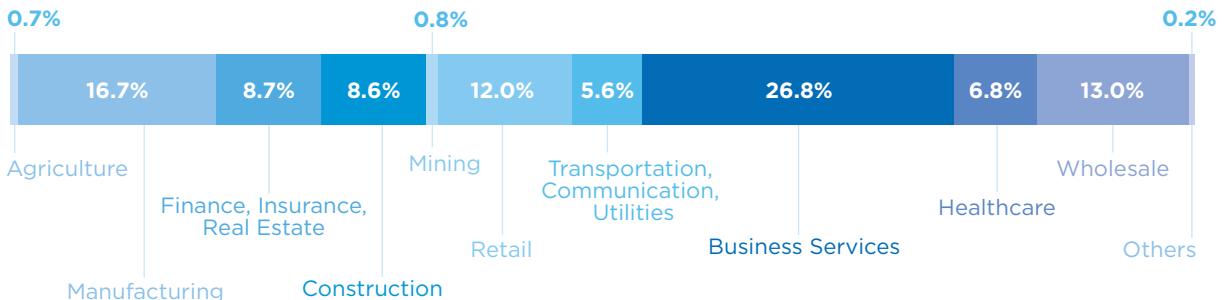
BUSINESSES\*



**5<sup>TH</sup>**  
**LARGEST**  
GLOBAL  
ECONOMY‡

## Diverse

**82%** of companies are privately held and widely dispersed across all regions and industries



## Resilient

**82%**

During the financial crisis, big business lost 3.7 million jobs, the middle market added 2.2 million jobs.\*

SURVIVORSHIP RATE

**70%**

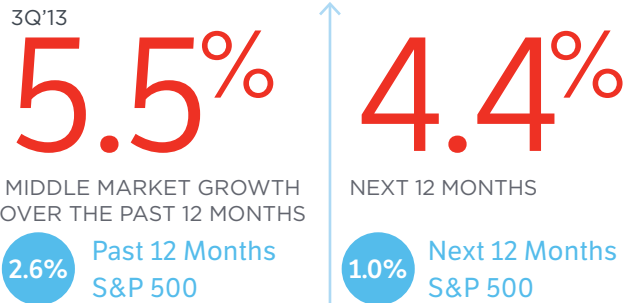
of middle market businesses have been in business **20+** YEARS

\* Source: Market that Moves America † Source: Last Available Census ‡ Source: CIA World Fact Book, National Center for the Middle Market (estimate)

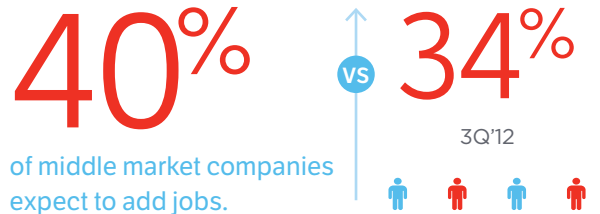
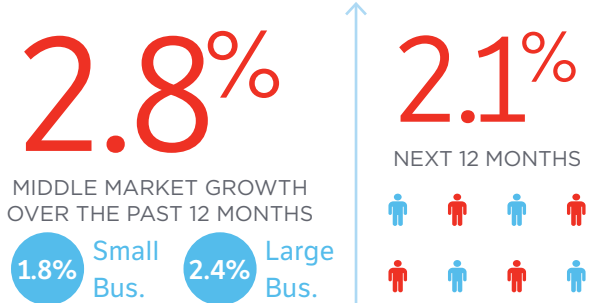
MIDDLE MARKET CONTINUES TO OUTPERFORM



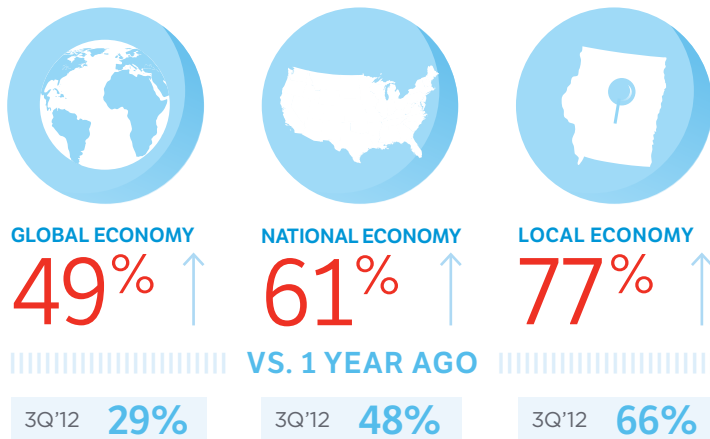
Revenue Growth > 2x S&P 500



Employment Continues to Grow

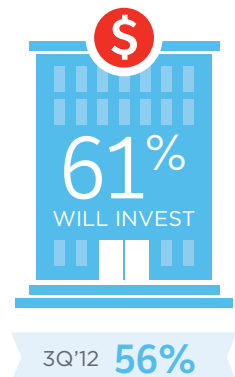


Companies more confident in the global, U.S. and local economies.



Capital investment remains steady.

Middle market companies are sending a strong message that they are poised to invest capital to add jobs, equipment, make acquisitions or train employees.



FOR MORE INFORMATION VISIT [MIDDLEMARKETCENTER.ORG](http://MIDDLEMARKETCENTER.ORG)