



MEMORIAL

MORTUARIES & CEMETERIES

Annual Shareholder's Meeting

June 28, 2019

2018
Financial
Results

2019 First
Quarter
Results

Customer
Focus

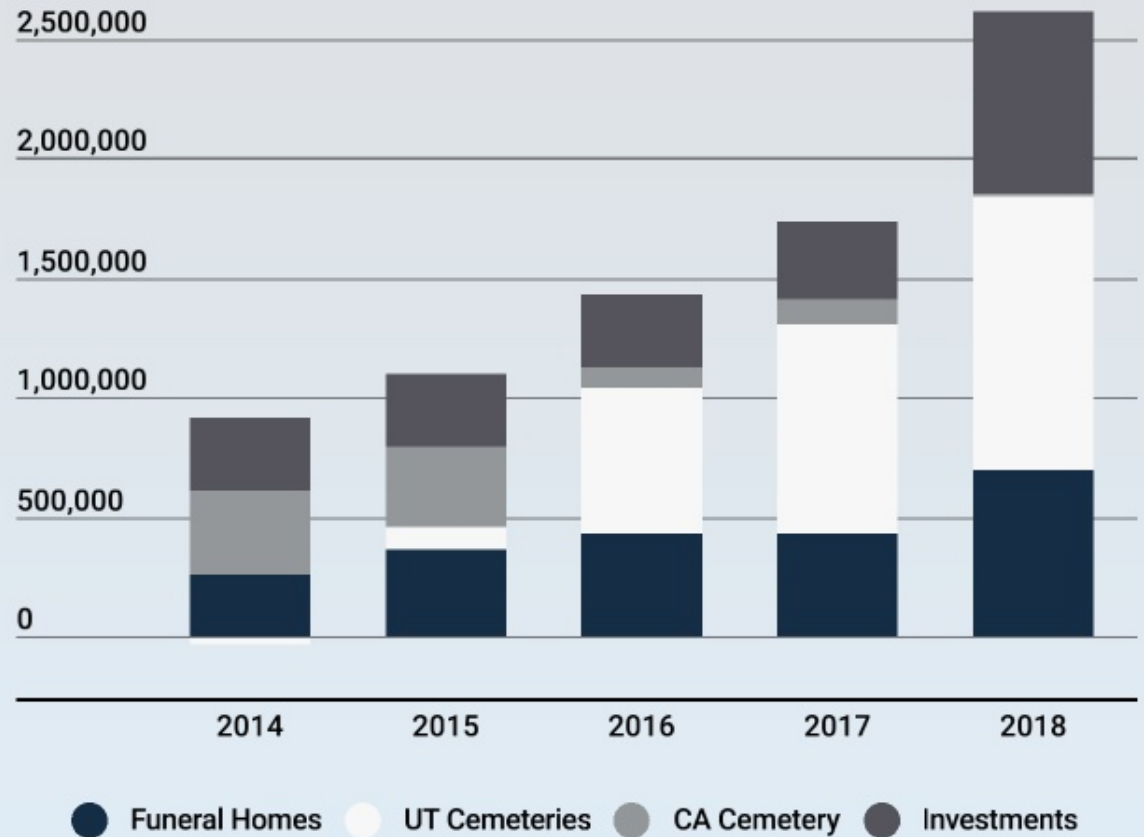
Growth

2018 Financial Results

	2018 YTD	2017 YTD	Variance	Variance %
Funeral Homes	695,055	428,584	266,471	62%
Utah Cemeteries	1,140,006	875,795	264,210	30%
Singing Hills	12,062	108,057	(95,995)	-89%
Investments	767,062	325,206	441,856	136%
Total	2,614,185	1,737,643	876,542	50%



Net Income Trends by Source





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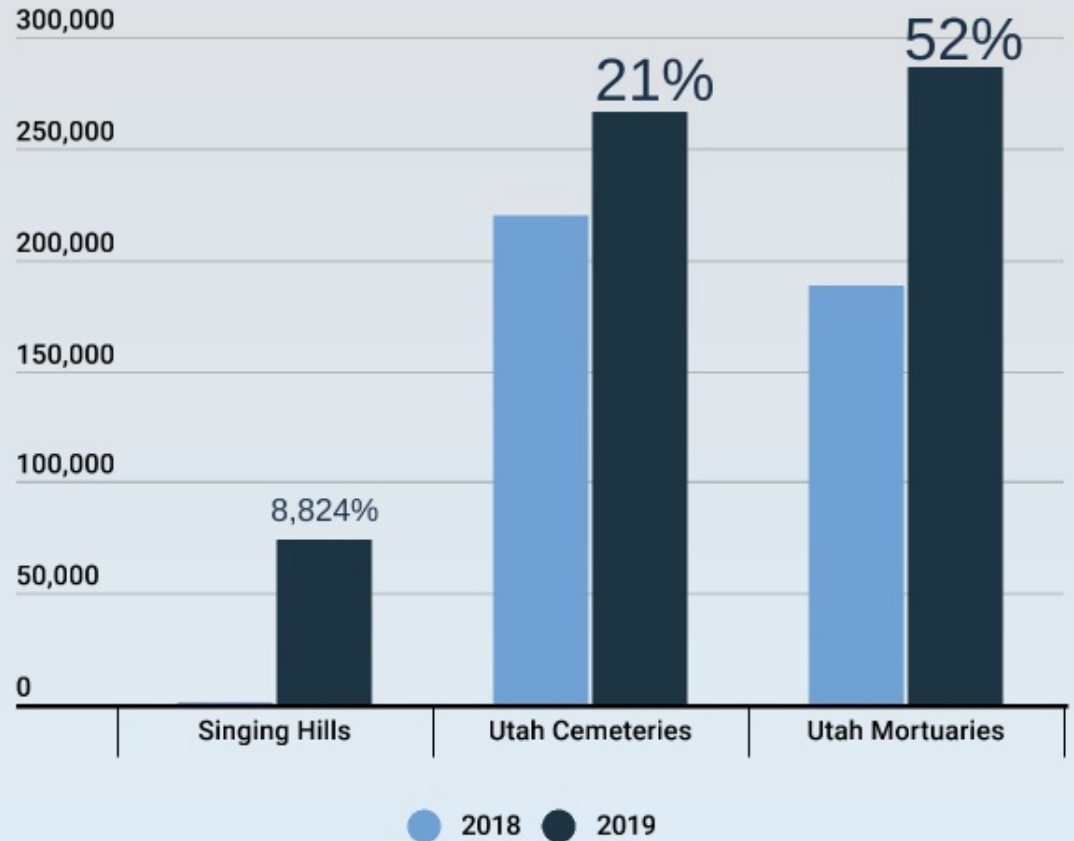
Growth

First Quarter 2019 Financial Results

	2019	2018		
	YTD	YTD	Variance	Variance %
Total Funeral Homes	286,406	188,101	98,305	52%
Utah Cemeteries	266,198	219,726	46,473	21%
Singing Hills	74,159	831	73,328	8824%
Operating Unit Total	626,763	408,658	218,106	53%
Investments	180,606	474,525	(293,919)	-62%
NET INCOME BEFORE TAXES	807,369	883,183	\$ (75,813.19)	-9%



First Quarter 2019 Financial Results





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2018

BEST OF STATE
FUNERAL SERVICES



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2019

BEST OF STATE
FUNERAL SERVICES



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Net Promoter Score (NPS)



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Ask the customer, "On a scale from 1-10, how likely would you be to recommend our funeral home to others?"

Then "net" the "9" & "10" responses against the "1" through "6" responses.

For Example

- 100 responses
 - 70 that answered "9" or "10"
 - 10 that answered 1 - 6
 - 20 that answered "7" or "8"
- NPS score would be 60% (70%-10%)

Net Promoter Score (NPS)

**Memorial Mortuaries
and Cemeteries = 69%**



Benchmarks - NPS Leaders

USAA = 79%
Costco = 78%
Nordstrom = 75%
Apple = 72%
Amazon = 69%
Southwest = 66%
Trader Joe's = 63%
Marriott = 62%
Netflix = 50%
Trip Advisor = 34%



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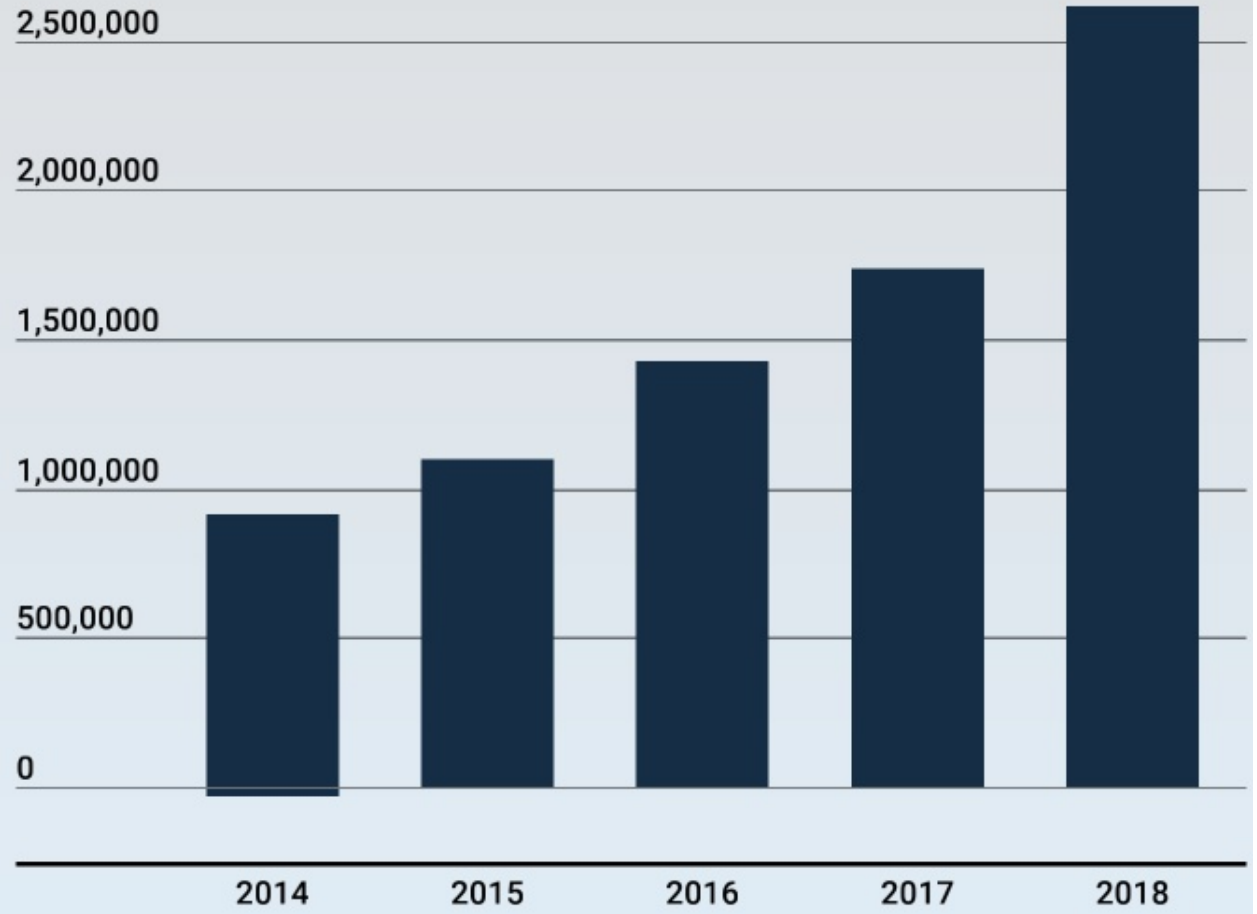
Probst Family Funeral Home & Heber Valley Funeral Home

- Acquisition closed on February 15, 2019.
- Two Locations:
 - Probst Family Funeral Home (Midway - Leased).
 - Heber Valley Funeral Home (Heber).
- Served 186 Families in 2018 - about 15% of Memorial in 2018.



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Future Growth



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