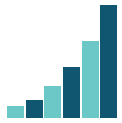


FAMILY BUSINESS

Our Economic Backbone

OUTPERFORMERS



Compared to management-controlled businesses, family businesses have almost twice the revenue growth, 30% higher return on assets, and 40% higher shareholder return.

CHEERFUL GIVERS



Family businesses engage in higher levels of philanthropic activity, donate more to local causes, and are more likely to volunteer in their communities.

SAFE INVESTMENTS



Family businesses have a lower cost of borrowing, indicating they are safer investments with better long-term prospects.

IMPACTFUL REVENUE



Revenues from family businesses account for: 66% of CA GDP
66% of US GDP

MAJOR EMPLOYERS



Family businesses employ: 64% of CA workforce
80% of the US workforce

INNOVATIVE PARTNERS



Over 1/3 of Fortune 500 companies are family-owned businesses.
Family business create 85% of all new jobs.