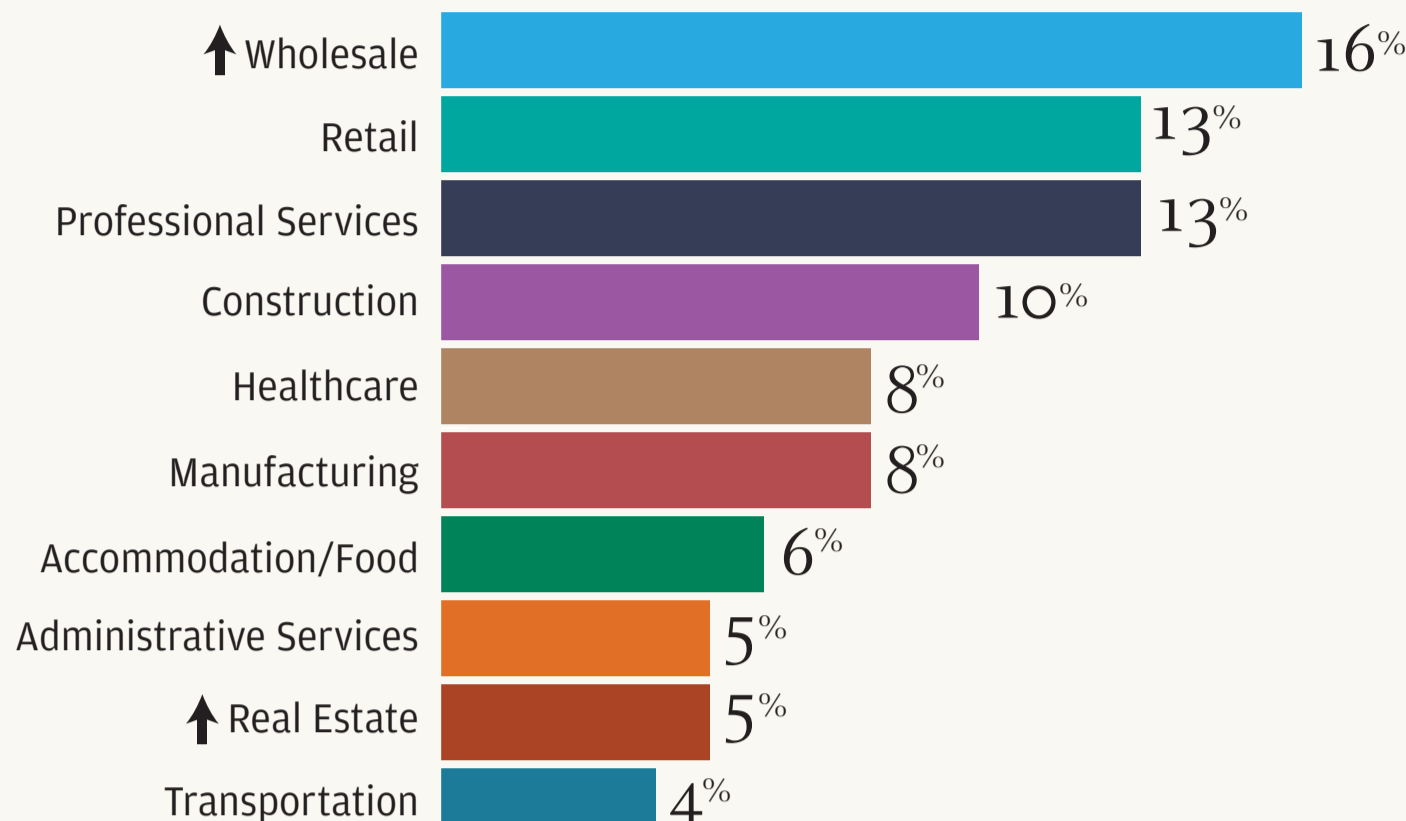


Greater Los Angeles is the 2nd largest middle market in the U.S.



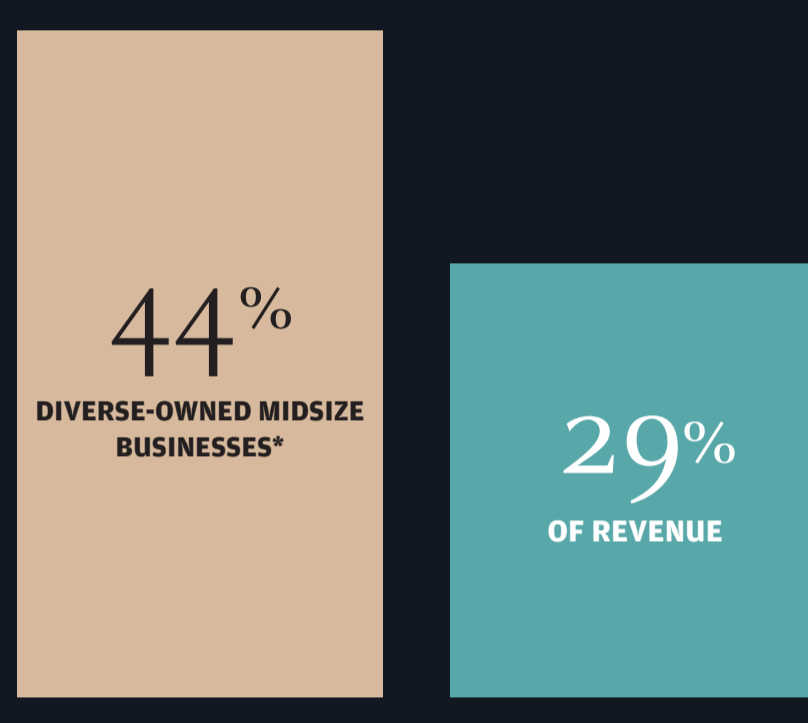
In Los Angeles, there is a greater presence of midsize businesses in the Wholesale and Real Estate industries relative to the national middle market.

Top 10 Los Angeles Midsize Business Industries



↑ Greater local presence of midsize businesses relative to national middle market

Diverse-owned midsize businesses in Los Angeles represent approximately 44% of the number of midsize businesses, but account for approximately 29% of the revenue.



Closing the revenue gap for Los Angeles diverse-owned midsize businesses presents an opportunity to generate:



**Diverse-owned* businesses includes Black-, Hispanic-, Latino(a)-, Asian-, and other people of color-owned businesses, women-owned businesses, and veteran-owned businesses.

Opportunities exist to provide more support to midsize businesses in Los Angeles.

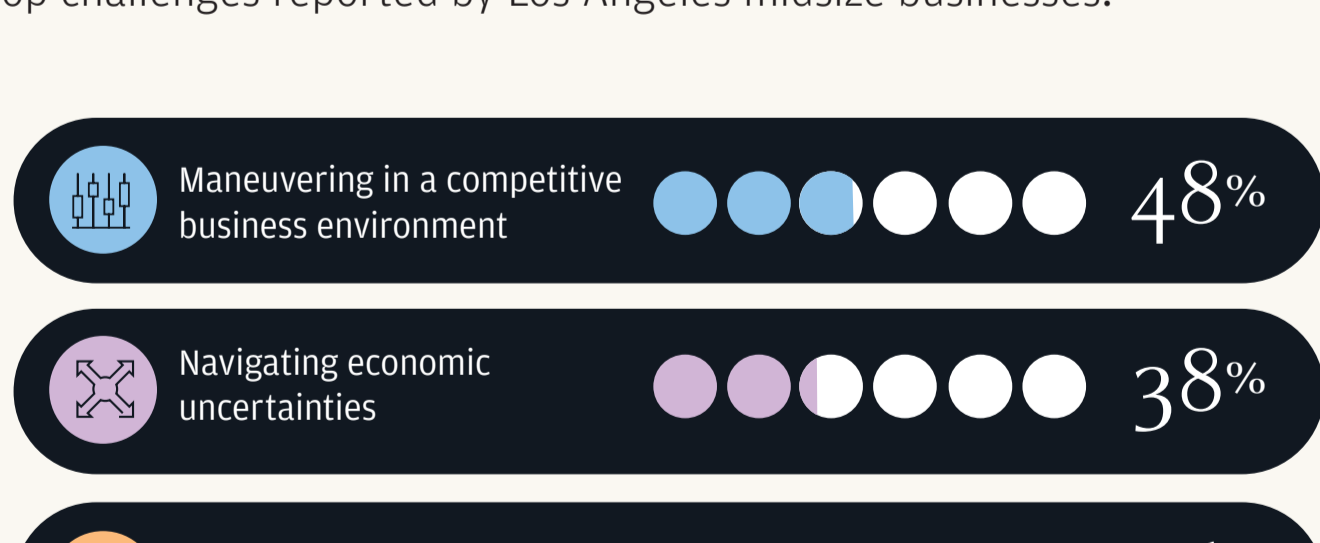
As reported by Los Angeles midsize businesses:



There is also an opportunity for additional supplier certification support (e.g., diversity, industry, safety certifications) among diverse-owned businesses in Los Angeles.



Top challenges reported by Los Angeles midsize businesses:



Top barriers to accessing advisory services reported by Los Angeles midsize businesses include:



While many midsize businesses tap into personal relationships to access new advisory support services, a quarter of diverse-owned businesses look to their banking relationships for advisory support, compared to only 10% of non-diverse-owned businesses.

