

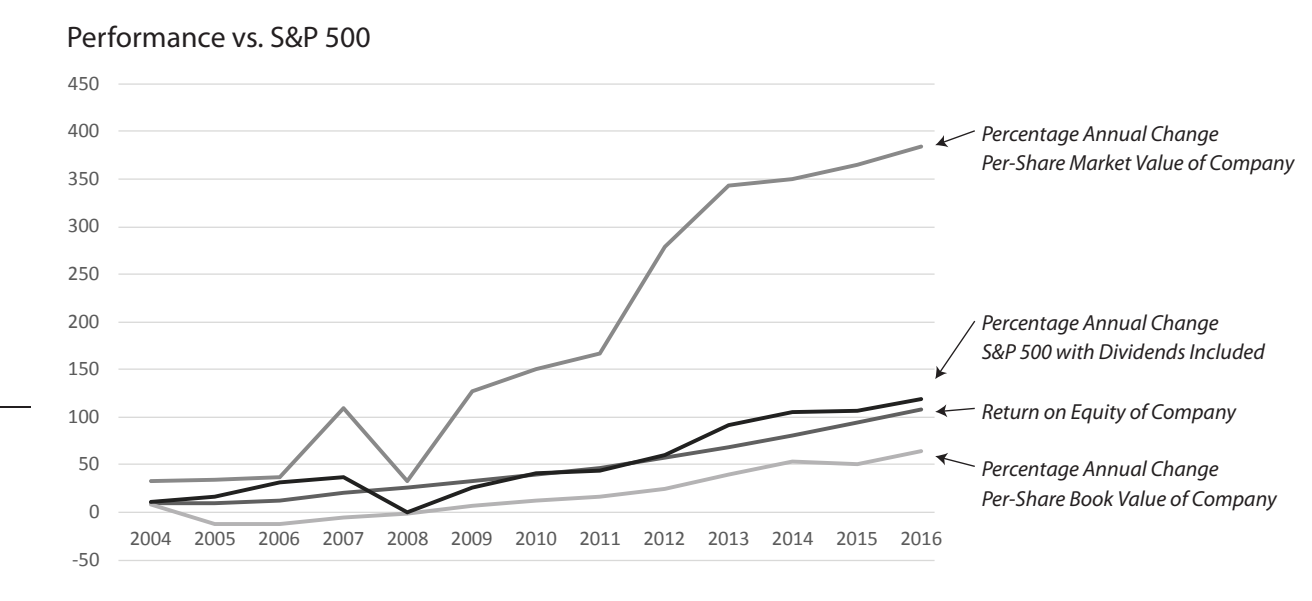
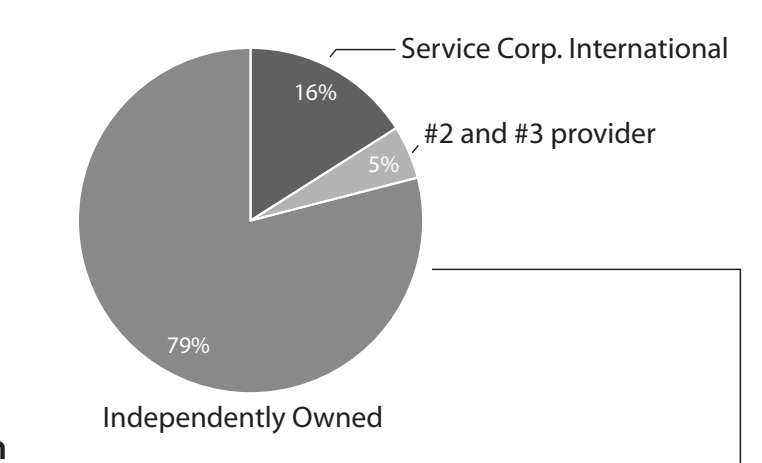
Industry Leading  
 Revenue CAGR 6.4%  
 Proforma Adjusted Consolidated EBITDA CAGR 10.8%  
 Adjusted Diluted EPS CAGR 20.4%

Small market capitalization size  
 Maximize compounding each share  
 Five to ten year timeframe  
 "coulda, woulda, shoulda bought that"

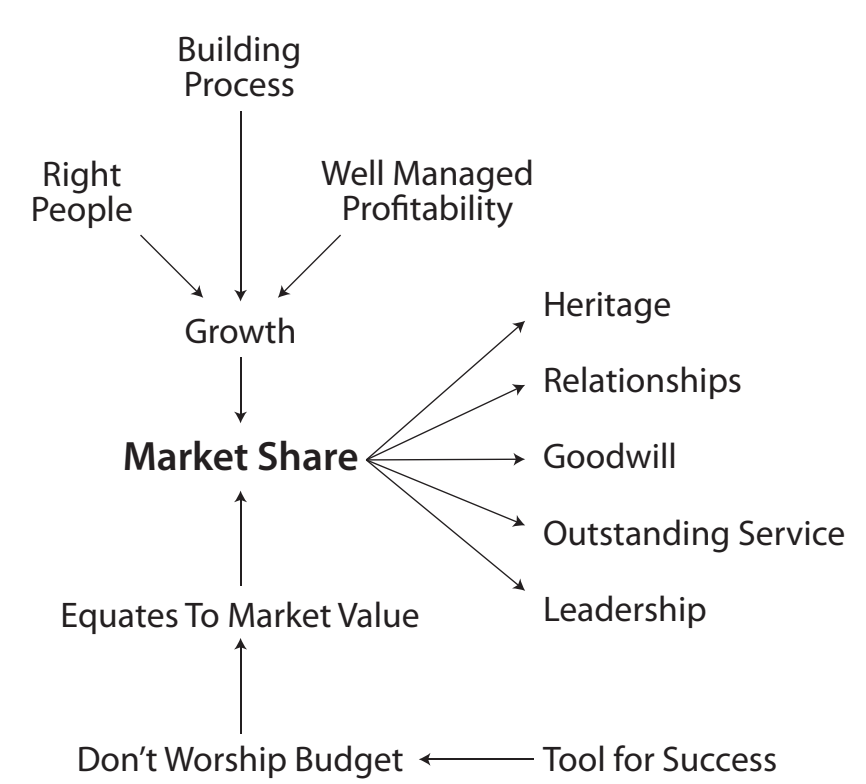
Internal growth projects  
 Share repurchases  
 Dividends  
 Debt repayment  
 Acquisitions

Investment Platform  
 Free cash flow  
 Capital allocation  
 Intrinsic share value

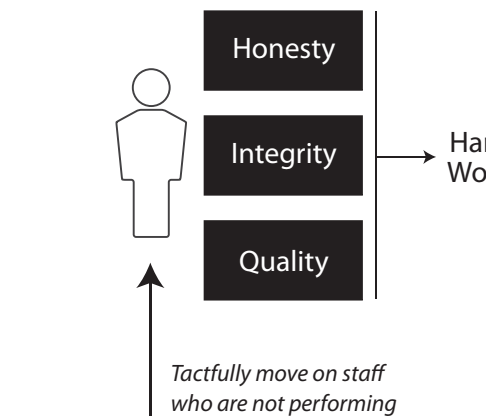
Superior Consolidation  
 World Class Operations  
 Value Creation



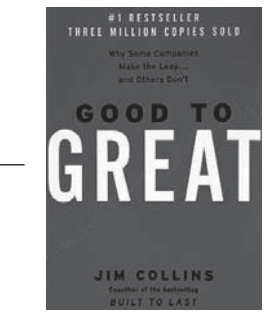
10 Year Vision  
 Most Investing - 2/5/2017 - 79% \* 19,300 funeral homes = 15,247  
 The funeral home industry is an amazingly diverse business; about 80 percent of the [19,300 funeral homes] in the U.S. are owned by families or individuals. Two companies, Carriage Services Inc. (NYSE:CSV) and StoneMort Partners (NYSE:STO), own about 5 percent. The remaining 15 percent is owned by the Houston-based Service Corp. International (NYSE:SCI).  
 If SCI has 16% and 1,502 funeral homes, 9,388 total



### Choosing The Right People



Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice  
 Choose Greatness!



Operate at peak performance  
 Take on all challenges  
 Unleash their inner fire  
 Boundless energy  
 Attack the job at hand  
 Go, go, go

### 4E Leadership Model

Energy  
 Passion  
 Integrity  
 Energizes

Drive others to perform  
 Share credit with others  
 Articulate a vision  
 Spark creativity in others  
 Stick their necks out  
 Take the blame

Edge  
 Executes

True competitor  
 Say yes or no, not maybe  
 Make really difficult decisions  
 Alter plan, when required  
 Tackle problems directly  
 Spot new innovations

Measurable results  
 Activity and productivity are different  
 Convert energy/edge into action  
 Know the competitors  
 Be credible and cost effective  
 Produce next generation of services

"Leaders aren't just born, they're made."  
 Jack Welch

Decentralized entrepreneurial operating model places operational control with local Managing Partner  
 Incentives align with standards

### Standards Operating Model



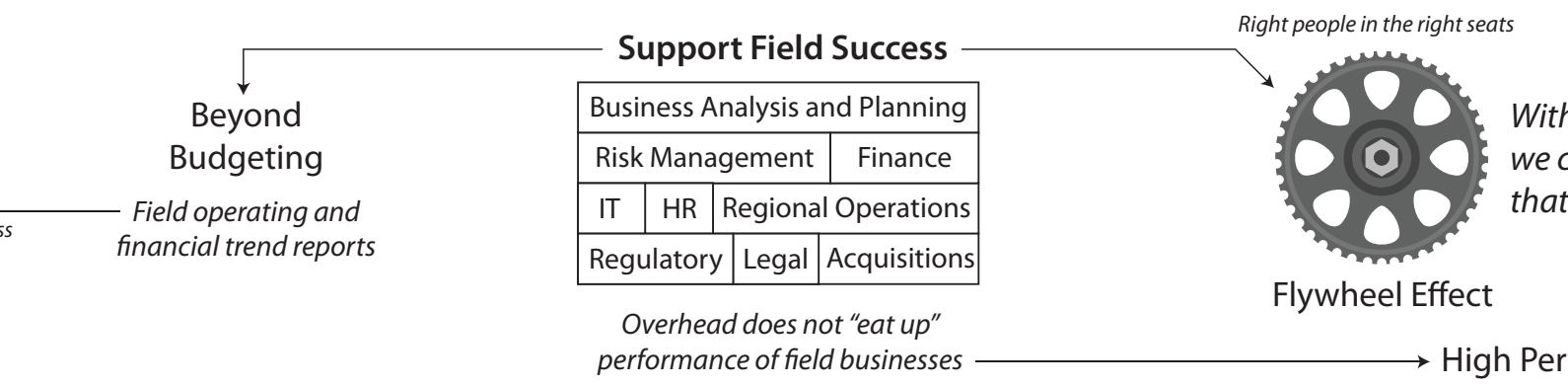
Build a "protective cultural moat" around company's earning power

Quantitative Metrics: 50% (short term)  
 Qualitative Metrics: 50% (long term)

We are committed to being the most professional, ethical, and highest quality funeral and cemetery service organization in our industry.

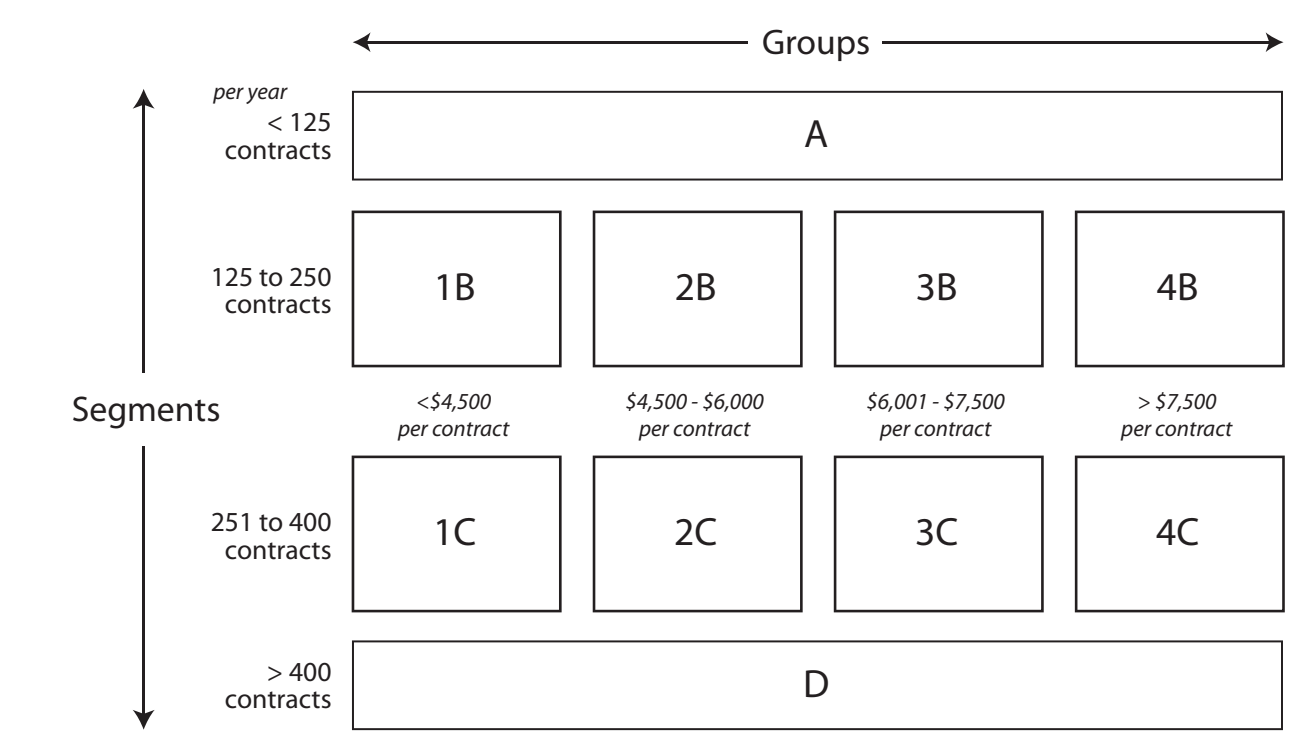
Making Leadership Development a Top Priority  
 Enhance, Extend, Expand - Execution is Everything

### Operational Support Center



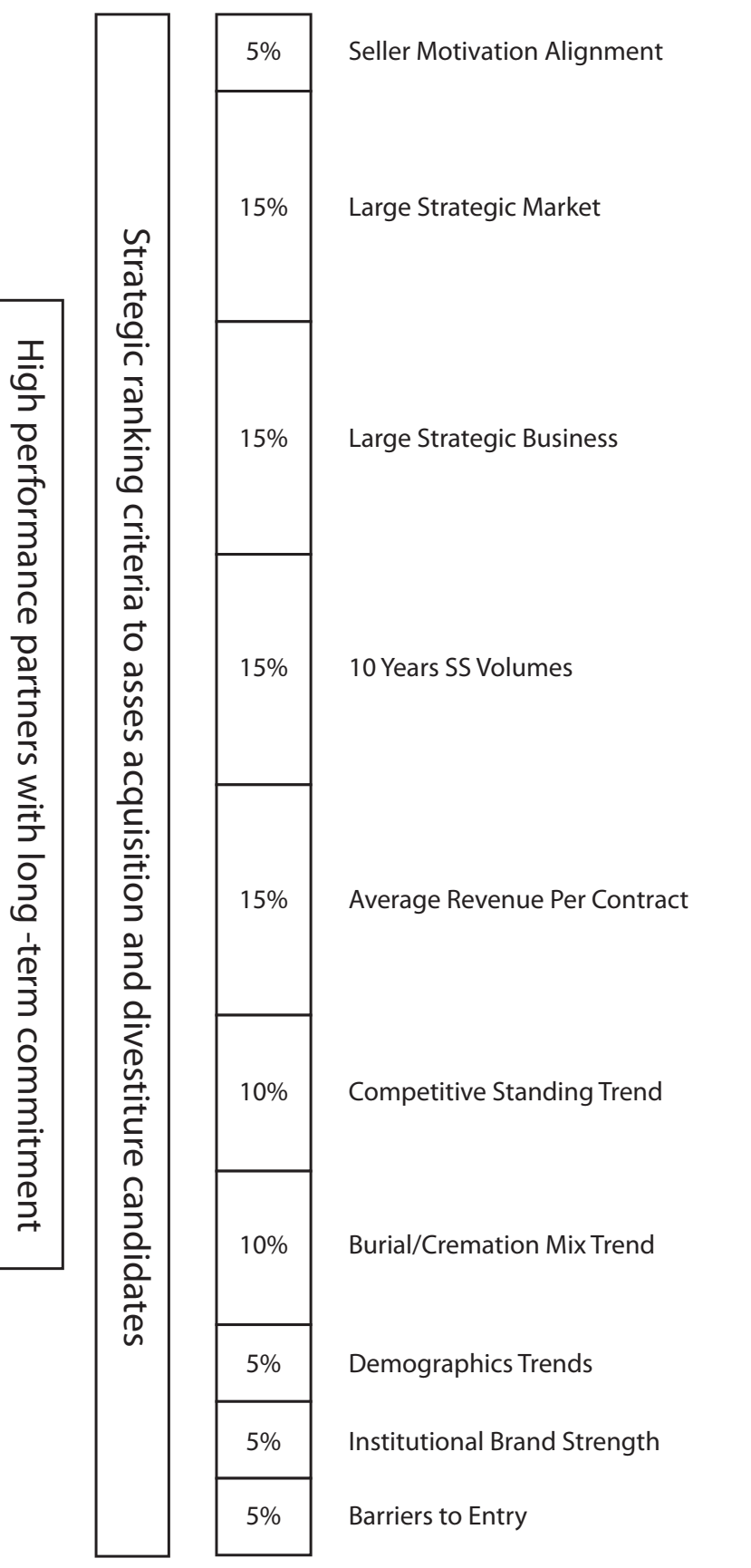
Partnership  
 Most important jobs are Managing Partners within the local businesses

### Funeral Standards Grouping



High Performance Culture Framework  
 Flattened organizational structure  
 Eliminate numerous bureaucratic layers  
 associated politics  
 perks and meaningless titles  
 burdensome reporting  
 complex policies and procedures  
 endless corporate process oriented initiatives

### Strategic Acquisition Model



Attractive for succession planning  
 60-70% growth in Field EBITDA driven by acquisition activity

Affiliate  
 With the best independents  
 Large & strategic markets  
 Demographically attractive