

KEY GROWTH DRIVERS

Demographic

Tailwinds



**ELISABETH
NASH**

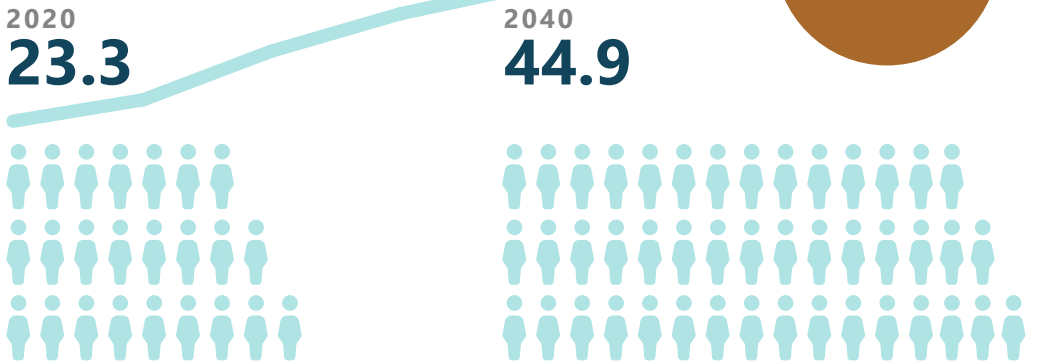
Senior Vice President
Operation Services



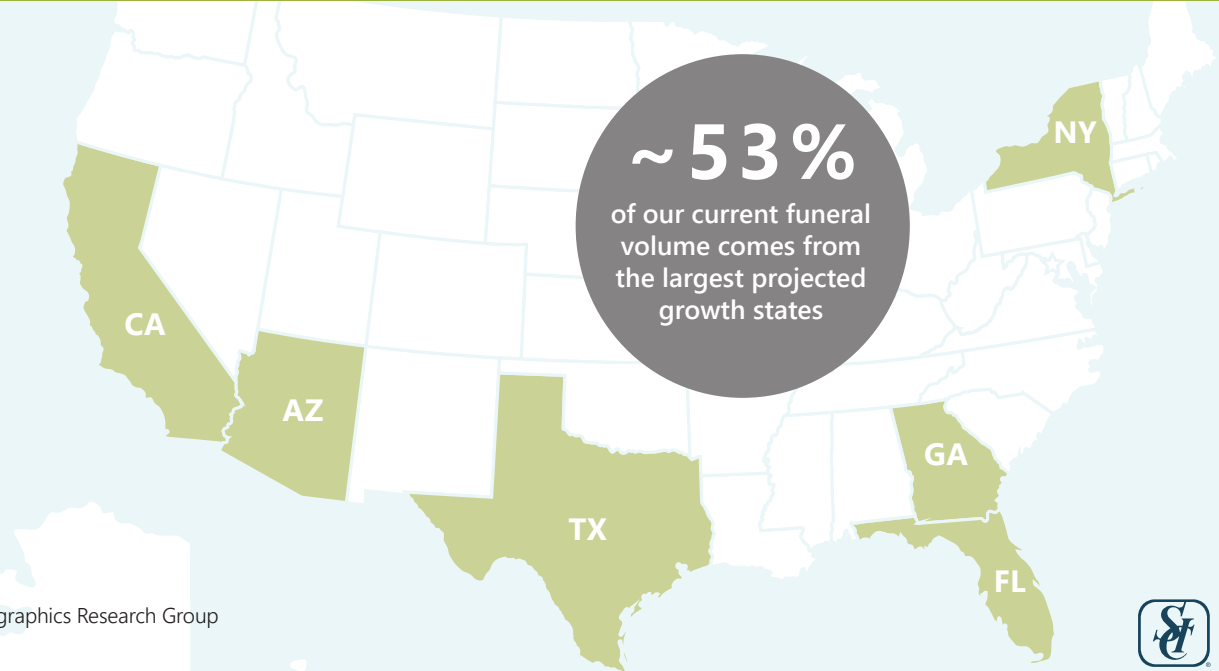
Funeral and cemetery growth coming with aging demographics

LARGEST GROWTH STATES	U.S. 75+ Population 2020-2040		SCI U.S. Volume 2021	SCI Footprint	
	INCREASE (millions)	% INCREASE	% OF TOTAL FUNERAL SERVICES	NUMBER OF FUNERAL HOMES	NUMBER OF CEMETERIES
California	2.4	96%	19%	158	39
Florida	2.3	117%	13%	132	61
Texas	1.9	125%	12%	166	65
New York	0.9	63%	3%	52	N/A
Arizona	0.8	133%	4%	31	11
Georgia	0.7	113%	2%	32	18

PEOPLE AGE 75 AND OLDER (U.S. population, in millions)

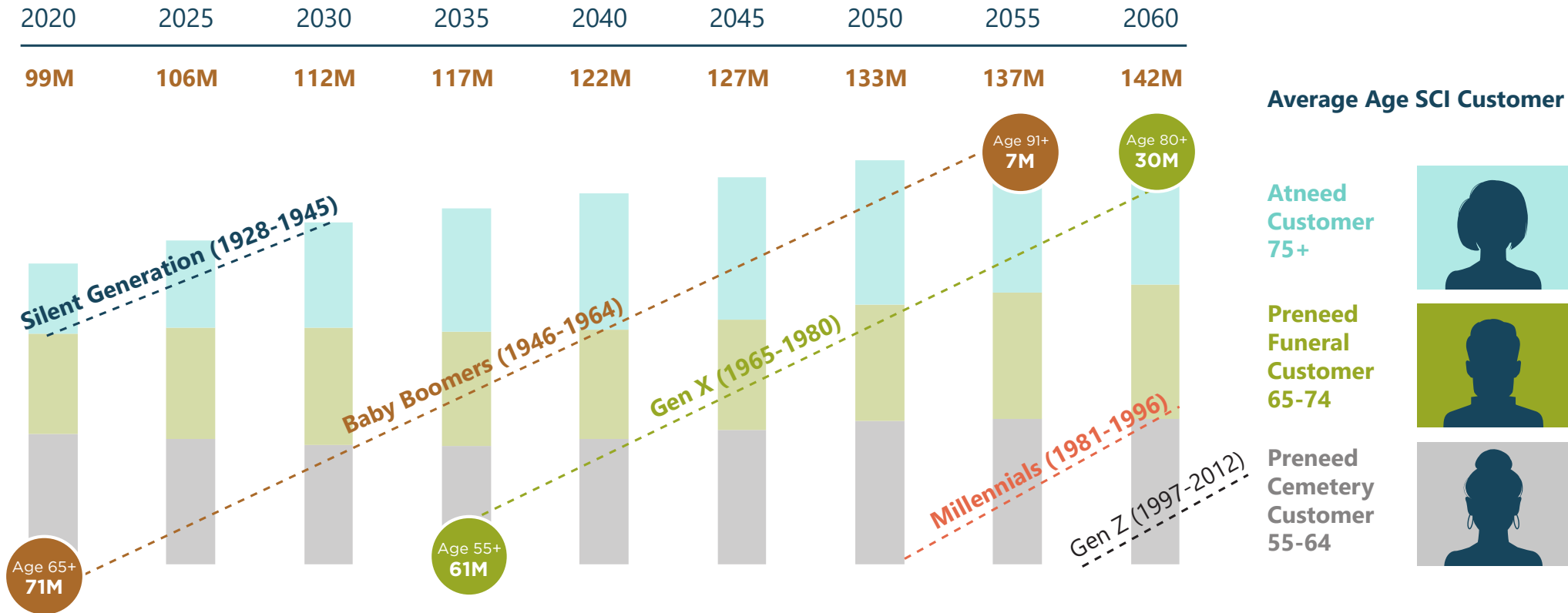


Top 6 population growth states by 2040¹ & SCI footprint²



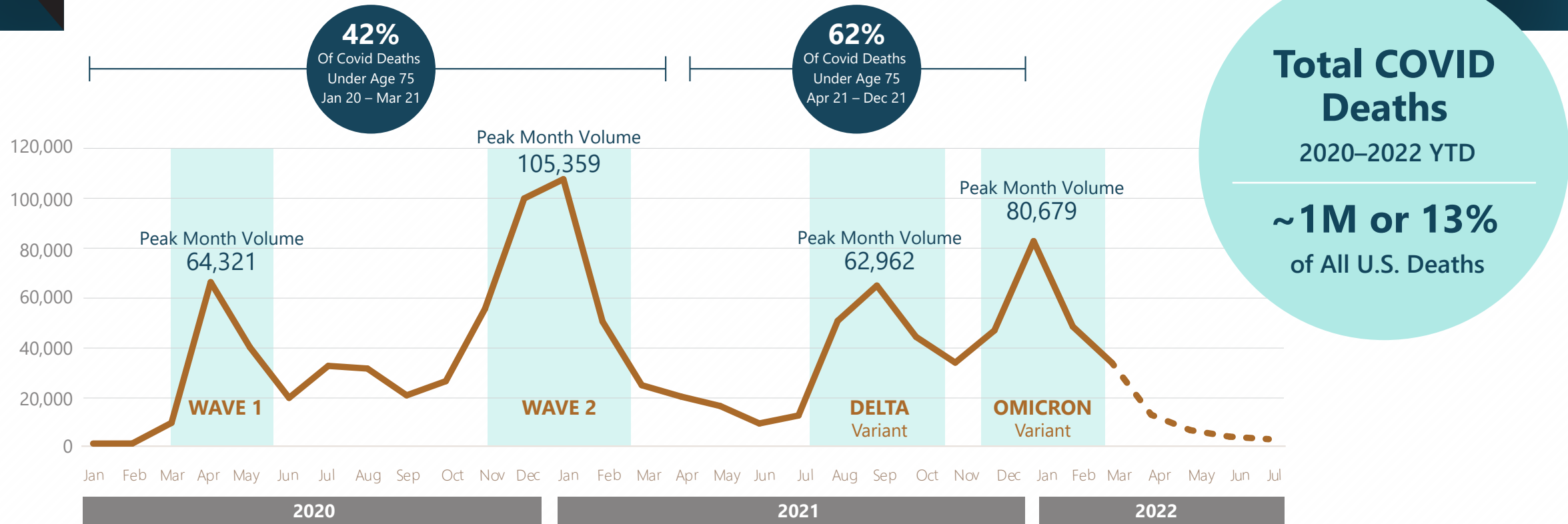
Longer-term growth expected post-Baby Boomer generation

MILLIONS OF PEOPLE AGE 55 AND OLDER (U.S. POPULATION)



COVID mortality has been significant, affecting a younger population as it progresses

U.S. COVID DEATHS



Modest COVID pull-forward impact expected

ESTIMATED SCI COVID DEATHS PULLED FORWARD INTO 2020, 2021 AND 2022 AS A PERCENTAGE OF 2019 PRE-COVID VOLUME



We expect the pull-forward of funeral volumes to mainly impact 2022 and 2023 then begin to diminish

Unfortunately, the indirect effect of COVID on mortality continues to have an impact

One of the things that we don't know is ... how the COVID pandemic will affect mortality indirectly.

ELIZABETH ARIAS, CDC



FTC Report Finds Annual Cigarette Sales Increased for the First Time in 20 Years... FEDERAL TRADE COMMISSION

We're facing a mental health crisis like we've never seen before as Covid continues... CNBC

The pandemic may have created a nation of problem drinkers... CNN HEALTH

The Pandemic Has Worsened the U.S. Obesity Epidemic... FEDERAL TRADE COMMISSION

Doctors see advanced cancer cases in the wake of pandemic-delayed screenings and treatment... CNN HEALTH

U.S. overdose deaths increased almost 30% last year during pandemic... CNBC

Traffic deaths are surging during the pandemic... NY TIMES

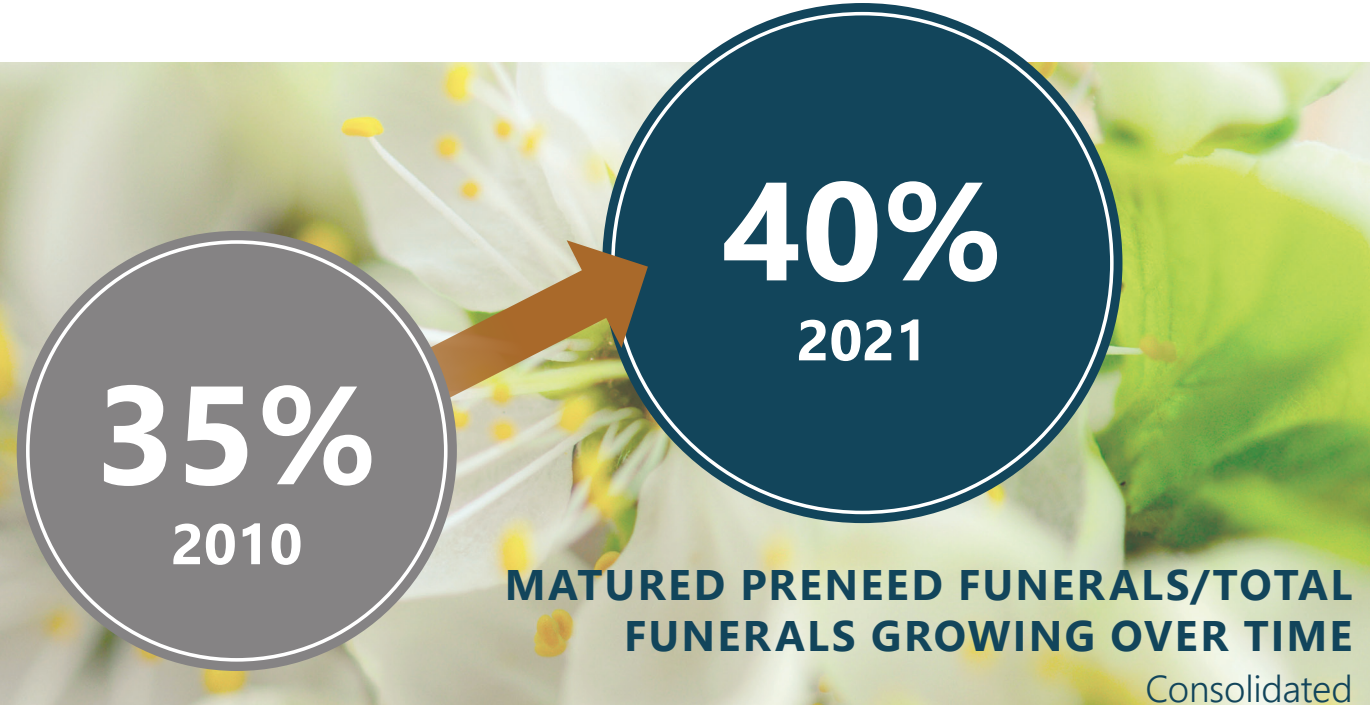
Heart disease and diabetes deaths climbed amid Covid, CDC says... NBC NEWS

The Pandemic Has Made Many Seniors Less Active... NY TIMES

Preneed strategy also supporting volume growth

We believe we are more active and effective than our competitors at building a high-quality funeral backlog

Our sophisticated marketing approach is proactively targeting consumers, generating incremental leads with lower atneed cannibalization rates



We anticipate growth in future volume market share

Favorable conditions exist for future volume growth

MAIN DRIVERS



**AGING
DEMOGRAPHICS**

**MODERATION
OF COVID
PULL-FORWARD**

**PRENEED DRIVING
MARKET SHARE**

These drivers could easily increase our current assumptions for funeral volume and cemetery atneed production