KEY GROWTH DRIVERS

Preneed Backlog Impact

AARON FOLEY

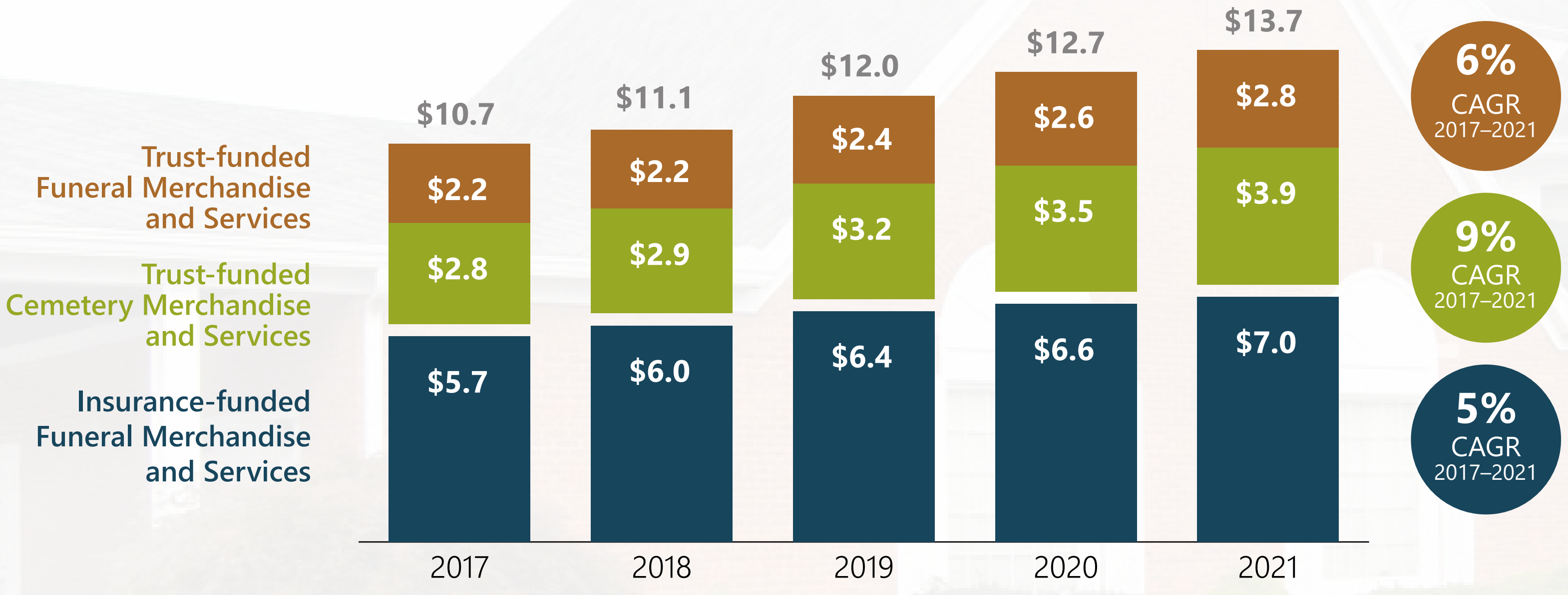
Vice President
Treasurer

STRENGTH

Preneed backlog supporting earnings growth and stability

DEFERRED REVENUE BACKLOG

$ in billions



TRUST
Supported by marketable securities and customer receivables

INSURANCE
Supported by third-party life insurance policies

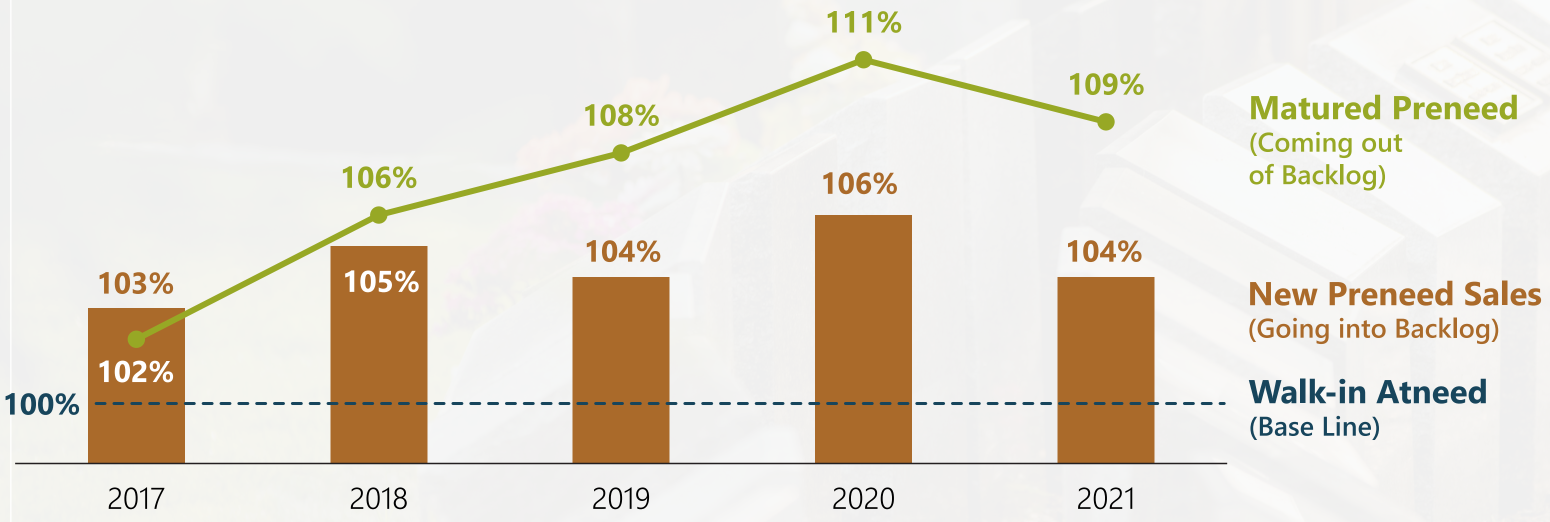
We are required by law to give preneed consumers financial assurance (either in the form of a trust investment or insurance policy, or in limited instances with the use of surety bonds, which are reflected in the trust backlog) that the monies they are placing with us today will be available at the time of need.

STRENGTH

Funeral averages going into and coming out of backlog supporting sales average growth

CORE FUNERAL SALES AVERAGES

Comparable, Excluding SCI Direct



~$10B

Funeral Backlog

70% INSURANCE | 30% TRUST

Presold funeral merchandise and services, which will be recognized upon delivery driving future profits

~4.5x

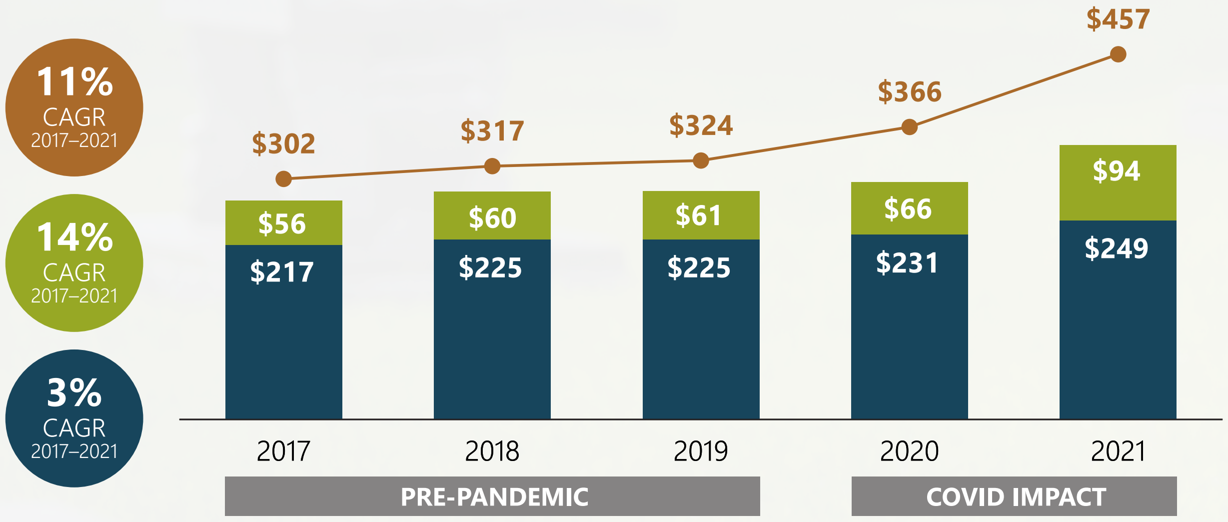
CURRENT FUNERAL REVENUES

Cemetery backlog positioned to drive future revenue growth

RECOGNIZED MERCHANDISE & SERVICE REVENUE PRENEED MERCHANDISE & SERVICE SALES Comparable

$ in millions

- PRENEED MERCHANDISE & SERVICE SALES
- RECOGNIZED PRENEED MERCHANDISE & SERVICE TRUST INCOME
- RECOGNIZED MERCHANDISE & SERVICE REVENUE



~$4B 100% TRUST Cemetery Backlog

Presold cemetery merchandise and services, which will be recognized upon delivery driving future profits

Cemetery backlog trust income has grown at a CAGR of 14% and should continue providing support with compounding effects of strong markets

10-year Cemetery Merchandise & Service Trust accumulated return of 10.3% at December 31, 2021

~6x CURRENT ATNEED & PRENEED MERCHANDISE & SERVICE REVENUE

STRENGTH

Our preneed strategy and backlog are structured to drive earnings and cash flow growth

MAIN DRIVERS

HIGHER-QUALITY CONTRACT SALES PRODUCTION

TRUST INVESTMENT RETURNS SUPPORTING FUTURE GROWTH

INCREASING CEMETERY BACKLOG RECOGNITION

Strength in our backlog could easily drive increases in our sales average and cemetery recognition assumptions