



**NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.**

# SNOWSPORT INDUSTRY VIEW

## Alpine Bindings Report

**Report Date: Oct 2019**

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# All Channels Summary

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**Current Period: Oct 2019**

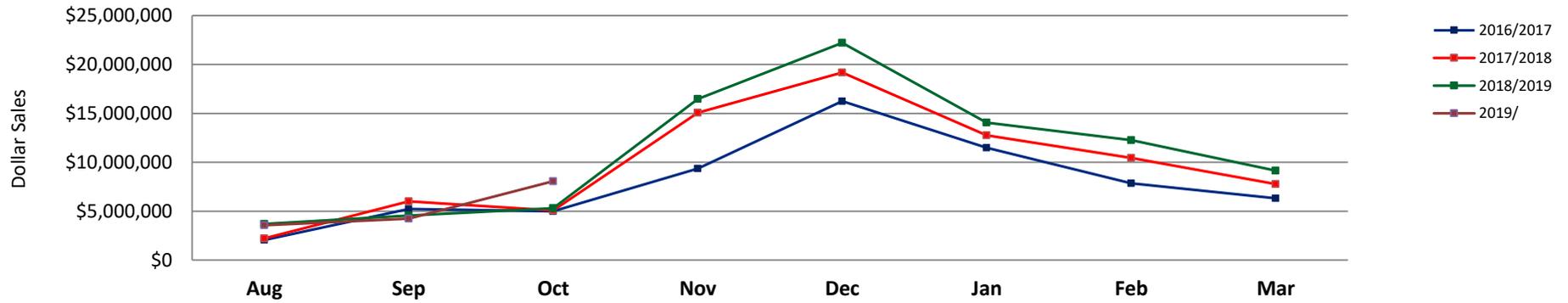
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
<b>MAX DIN 12+</b>	<b>Sales:</b> \$4,840,228 <b>Units:</b> 37% <b>Dollars:</b> 50%	↑	↑	<b>Sales:</b> \$9,439,106 <b>Units:</b> 0% <b>Dollars:</b> 9%	↓	↑
<b>MAX DIN 8-11</b>	<b>Sales:</b> \$2,737,813 <b>Units:</b> 48% <b>Dollars:</b> 55%	↑	↑	<b>Sales:</b> \$5,634,756 <b>Units:</b> 26% <b>Dollars:</b> 33%	↑	↑
<b>MAX DIN 1-7</b>	<b>Sales:</b> \$486,845 <b>Units:</b> 45% <b>Dollars:</b> 53%	↑	↑	<b>Sales:</b> \$791,892 <b>Units:</b> 12% <b>Dollars:</b> 18%	↑	↑



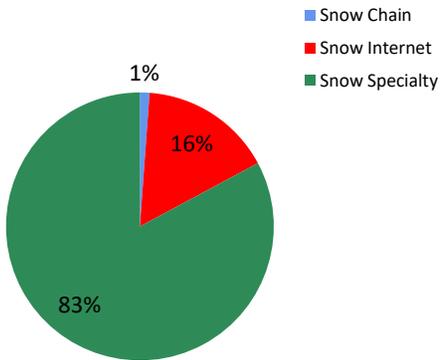
# Dollar Analysis, Alpine Bindings

**NOTE: NPDP POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPDP account representative with questions.**

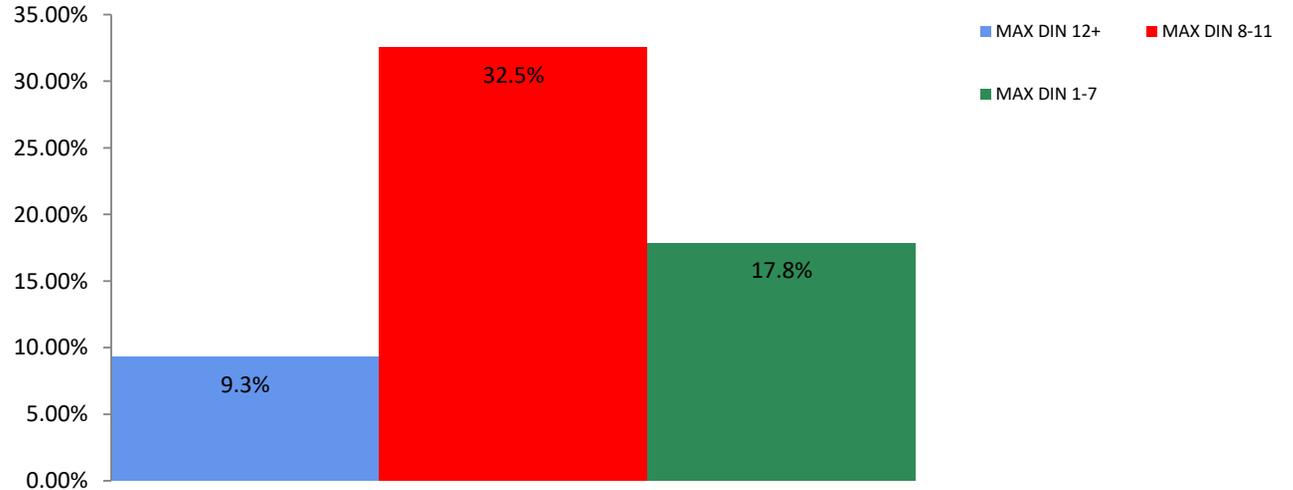
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



**Dollar Sales By Channel, Season to Date**



**Alpine Bindings Sales, All Stores, Season to Date**

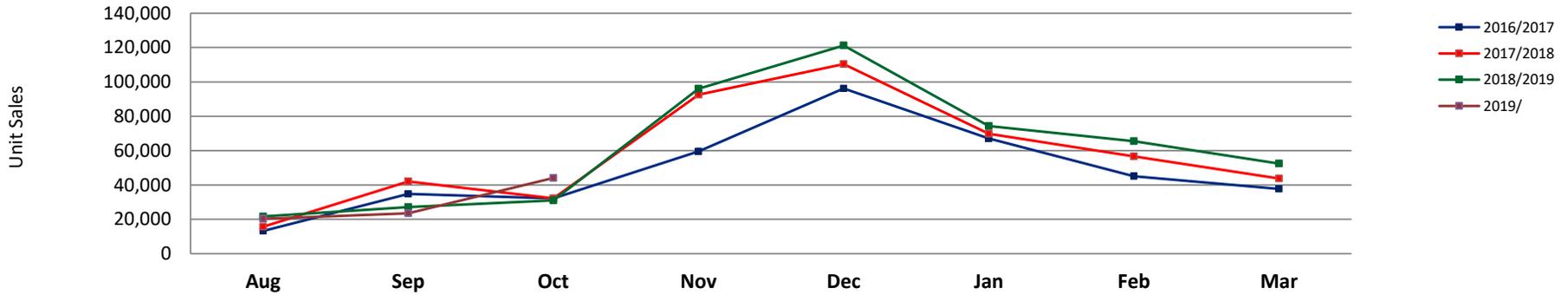




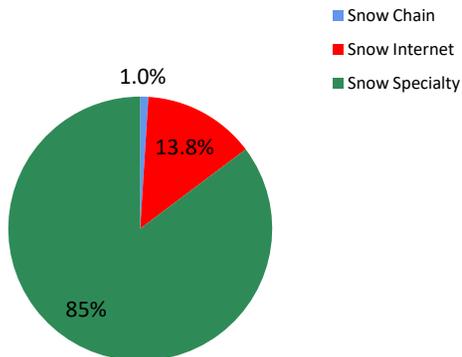
# Unit Analysis, Alpine Bindings

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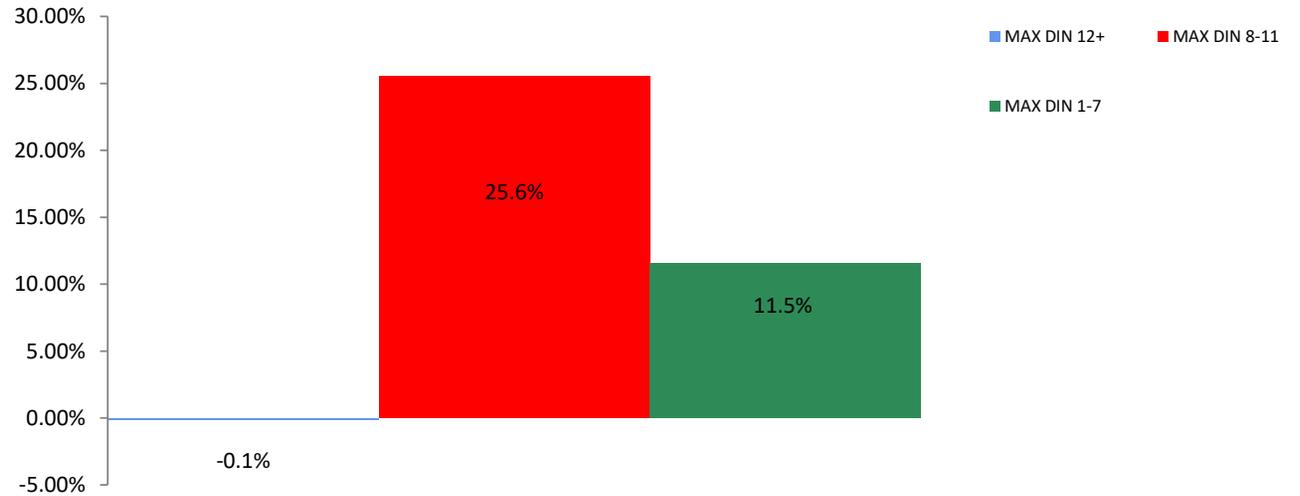
**All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold**



**Unit Sales By Channel, Season to Date**



**Alpine Bindings Sales, All Stores, Season to Date**





# All Channels Topline

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**Current Period: Oct 2019**

## Alpine Bindings Topline All Channels

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	44,095	87,974	42.3%	10.2%	\$8,064,886	\$15,865,754	51.8%	17.0%	\$182.90	\$180.35	6.7%	6.2%
MAX DIN 12+	21,469	43,471	37.3%	-0.1%	\$4,840,228	\$9,439,106	50.0%	9.3%	\$225.45	\$217.14	9.2%	9.5%
MAX DIN 8-11	17,317	35,910	48.1%	25.6%	\$2,737,813	\$5,634,756	54.9%	32.5%	\$158.10	\$156.91	4.6%	5.6%
MAX DIN 1-7	5,308	8,594	44.6%	11.6%	\$486,845	\$791,892	52.5%	17.8%	\$91.72	\$92.14	5.5%	5.6%



# Specialty Topline

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**Current Period: Oct 2019**

## Alpine Bindings Topline Specialty

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	37,159	74,998	52.0%	16.3%	\$6,612,462	\$13,141,939	60.9%	22.0%	\$177.95	\$175.23	5.9%	4.9%
MAX DIN 12+	16,504	33,857	52.6%	6.5%	\$3,698,802	\$7,249,673	65.7%	16.0%	\$224.12	\$214.13	8.6%	8.9%
MAX DIN 8-11	15,577	32,931	50.1%	26.6%	\$2,451,250	\$5,140,954	54.6%	31.3%	\$157.36	\$156.11	3.0%	3.6%
MAX DIN 1-7	5,077	8,209	56.3%	23.1%	\$462,410	\$751,313	59.1%	24.4%	\$91.08	\$91.52	1.8%	1.1%



# Specialty Regional Sales

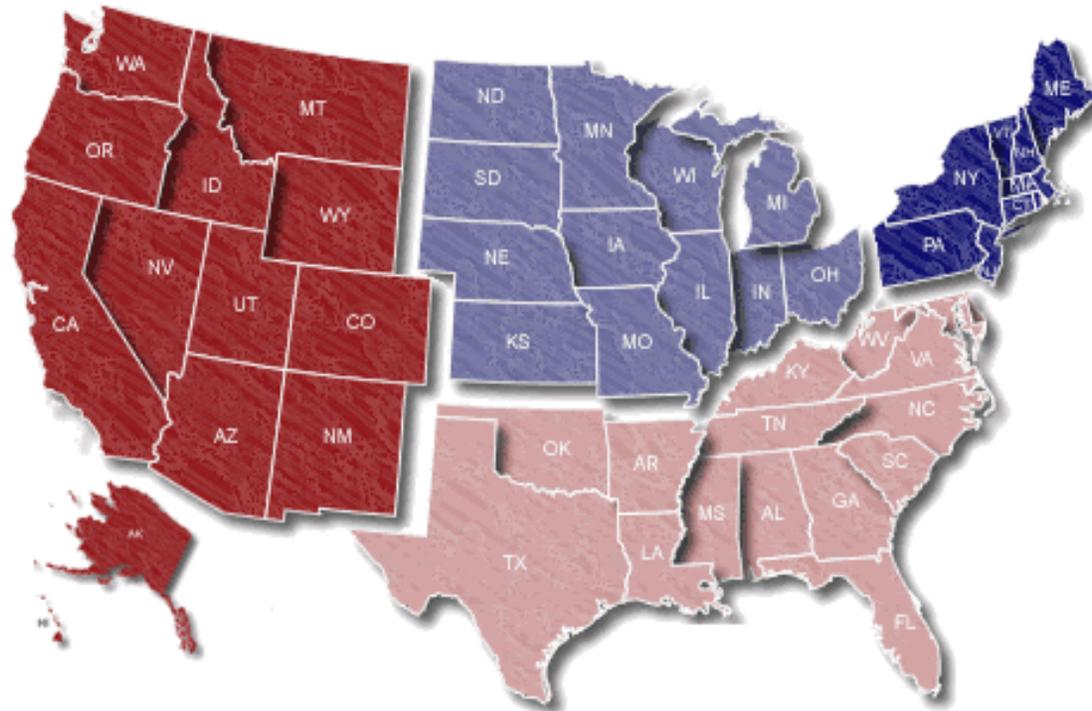
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Current Period: Oct 2019

## Midwest

10.4% / 28.8%

**West**  
49.6% / 10.6%



## Northeast

35.2% / 37.7%

## South

4.8% / 37.9%

Percent of Specialty Sales by Region and Percent Change of Dollar Sales, Season to Date



# Chain Topline

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**Current Period: Oct 2019**

## Alpine Bindings Chain

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	681	872	26.3%	10.0%	\$144,722	\$184,005	35.3%	21.7%	\$212.51	\$211.01	7.1%	10.7%
MAX DIN 12+	393	512	-2.7%	-19.1%	\$94,610	\$122,567	11.9%	-1.8%	\$240.74	\$239.39	15.0%	21.4%
MAX DIN 8-11	285	351	114.3%	122.2%	\$49,984	\$60,727	126.2%	133.1%	\$175.38	\$173.01	5.5%	4.9%
MAX DIN 1-7	3	10	50.0%	400.0%	\$129	\$710	-54.9%	148.3%	\$43.00	\$71.00	-69.9%	-50.3%



# Internet Topline

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**Current Period: Oct 2019**

## Alpine Bindings Internet

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	6,255	12,105	4.0%	-16.9%	\$1,307,702	\$2,539,810	19.2%	-3.6%	\$209.07	\$209.81	14.5%	16.0%
MAX DIN 12+	4,572	9,102	3.6%	-18.0%	\$1,046,816	\$2,066,866	15.1%	-8.5%	\$228.96	\$227.08	11.1%	11.6%
MAX DIN 8-11	1,455	2,628	23.4%	7.7%	\$236,580	\$433,075	48.1%	40.2%	\$162.60	\$164.79	20.0%	30.2%
MAX DIN 1-7	228	375	-45.7%	-63.7%	\$24,306	\$39,869	-14.1%	-41.1%	\$106.61	\$106.32	58.3%	62.2%