



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

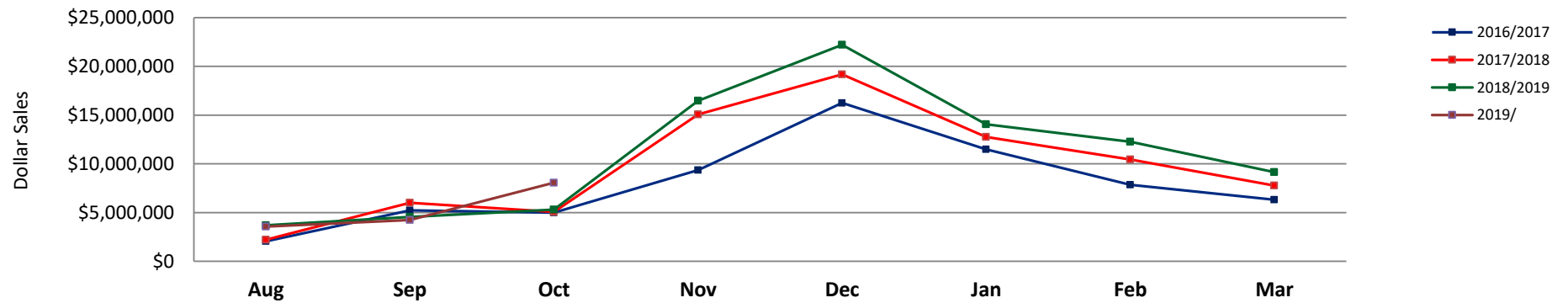
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
MAX DIN 12+	Sales: \$4,840,228 Units: 37% Dollars: 50%	↑	↑	Sales: \$9,439,106 Units: 0% Dollars: 9%	↓	↑
MAX DIN 8-11	Sales: \$2,737,813 Units: 48% Dollars: 55%	↑	↑	Sales: \$5,634,756 Units: 26% Dollars: 33%	↑	↑
MAX DIN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



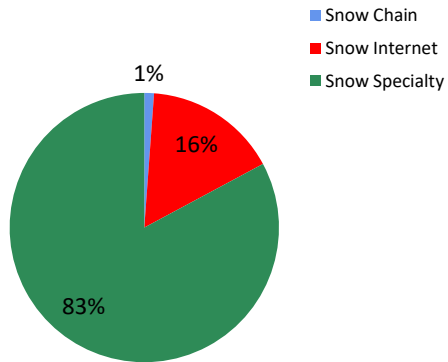
Dollar Analysis, Alpine Bindings

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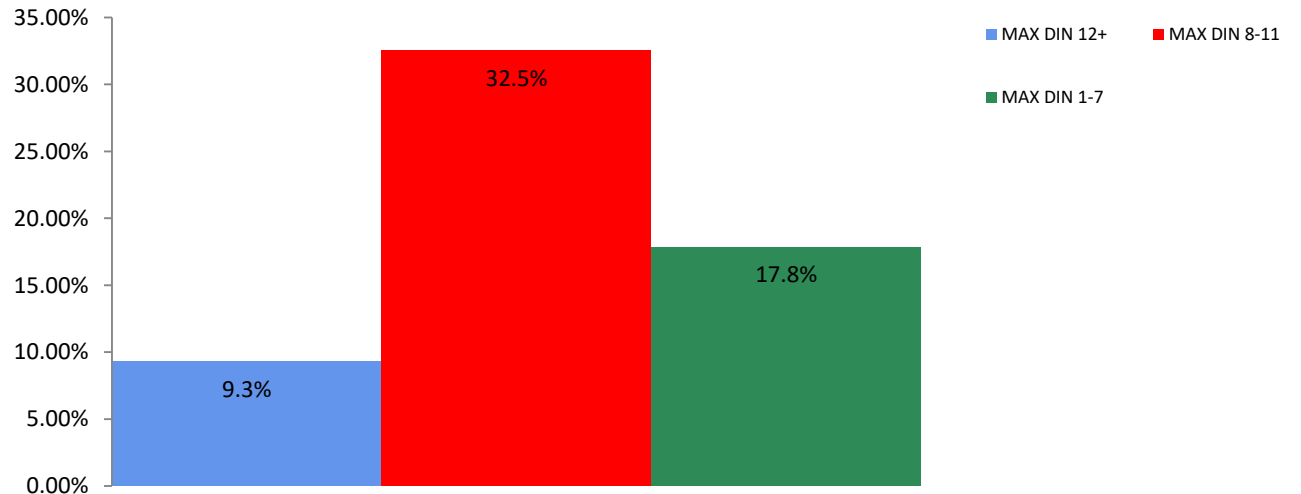
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date

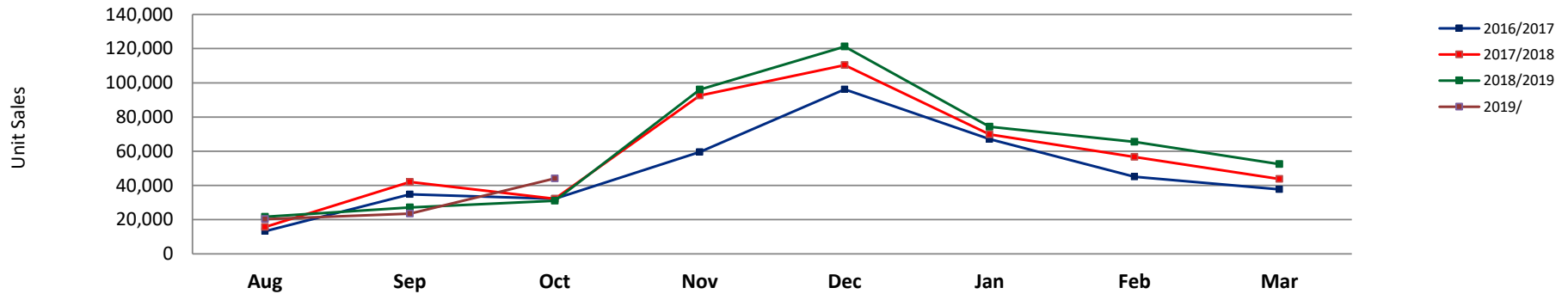




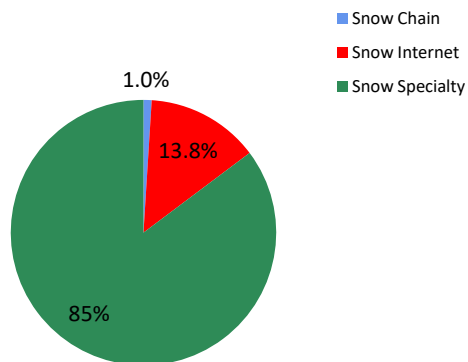
Unit Analysis, Alpine Bindings

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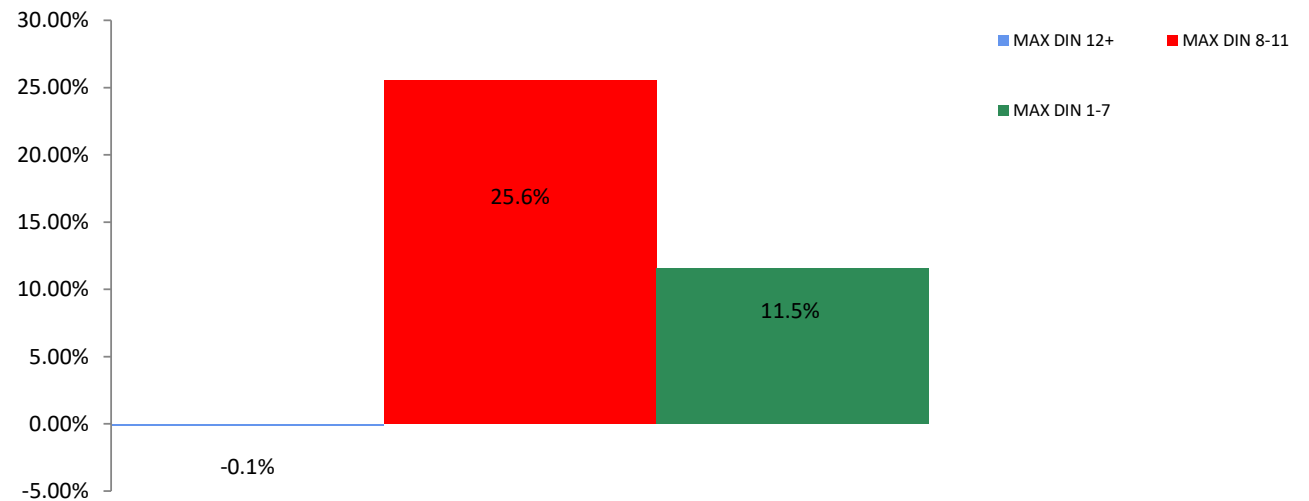
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



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

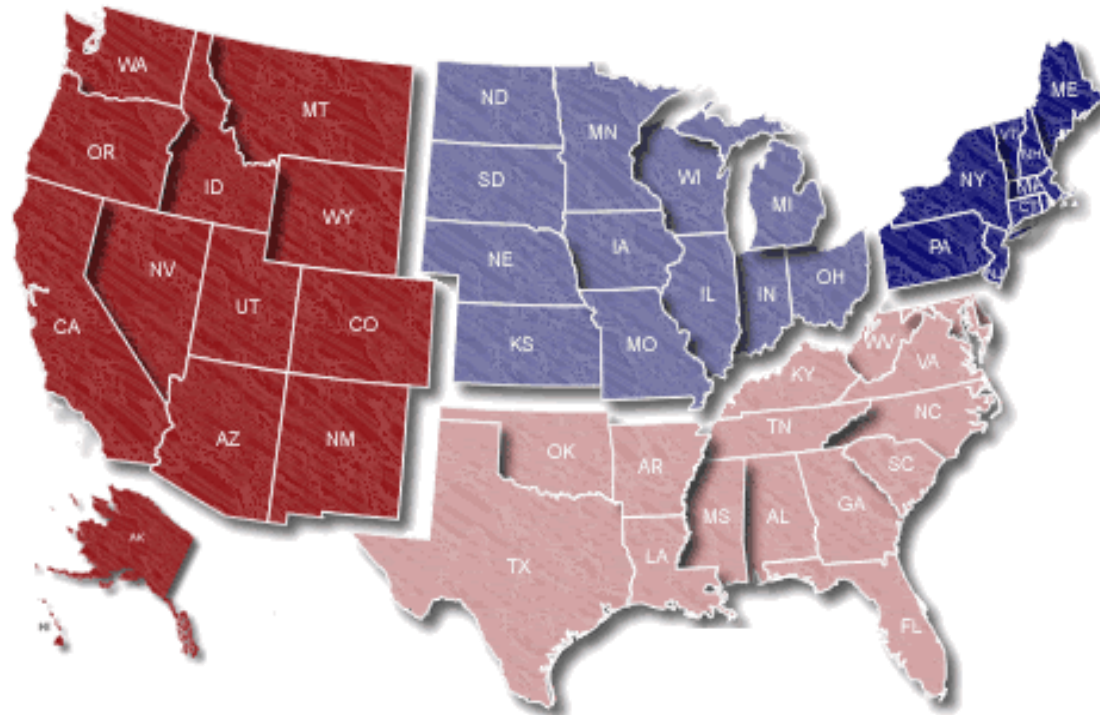
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Midwest

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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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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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%