



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.

SNOWSPORTS INDUSTRY VIEW

All Poles Report

Report Date: Dec 2019

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All Channels Summary

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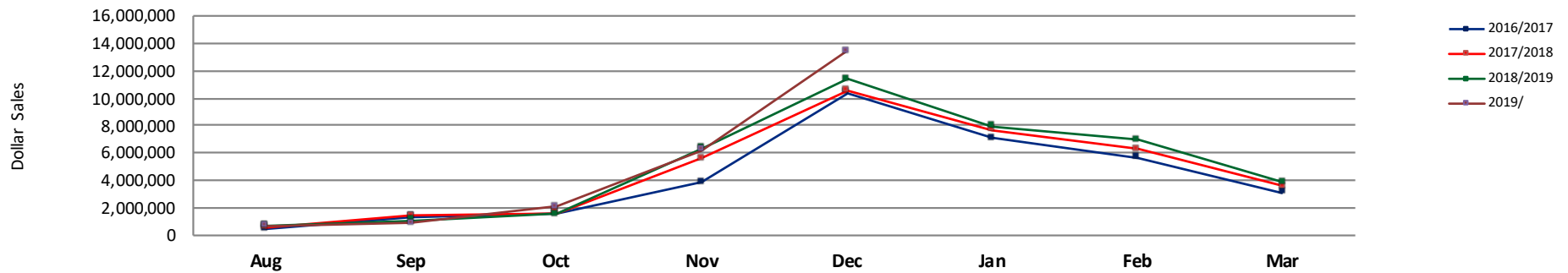
Current Period: Dec 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Adjustable Poles	Sales: \$1,724,705 Units: 14% Dollars: 13%	↑	↑	Sales: \$3,107,110 Units: 14% Dollars: 8%	↑	↑
Alpine Poles	Sales: \$10,498,345 Units: 14% Dollars: 20%	↑	↑	Sales: \$17,910,258 Units: 4% Dollars: 12%	↑	↑
Nordic Poles	Sales: \$1,220,707 Units: 13% Dollars: 6%	↑	↑	Sales: \$2,263,120 Units: 2% Dollars: 4%	↑	↑

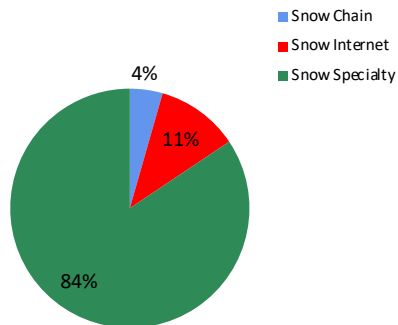


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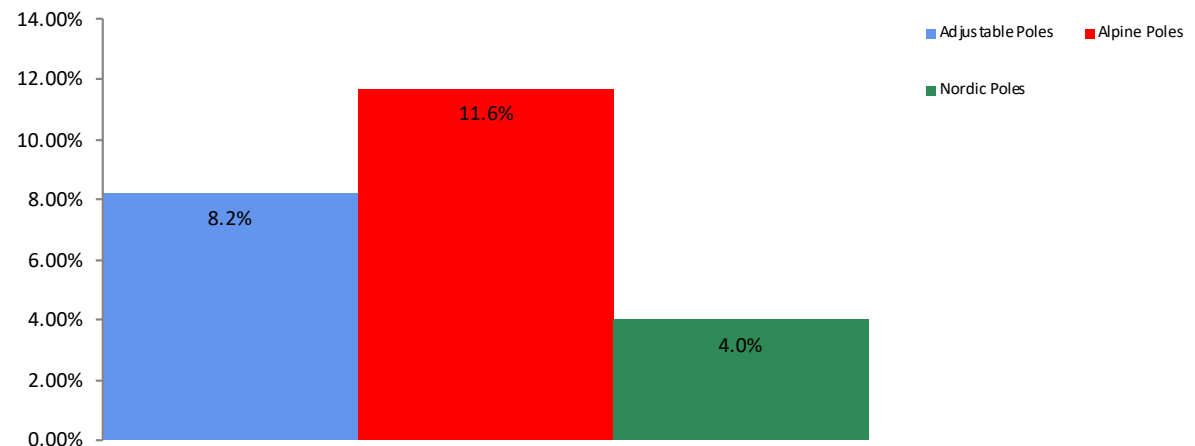
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date

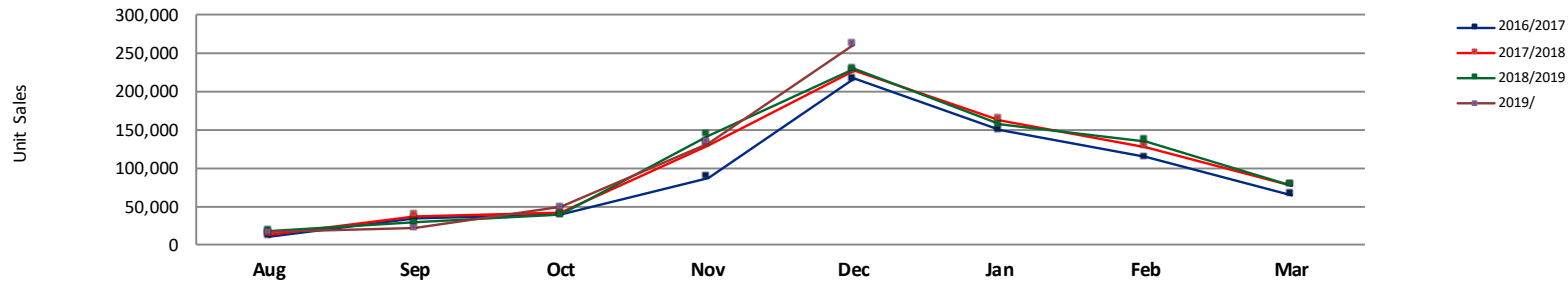




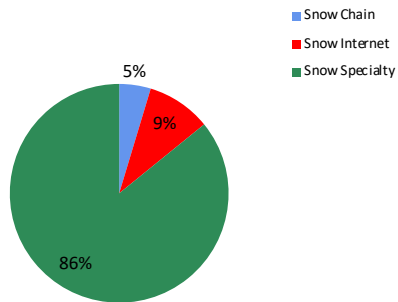
Unit Analysis, All Poles

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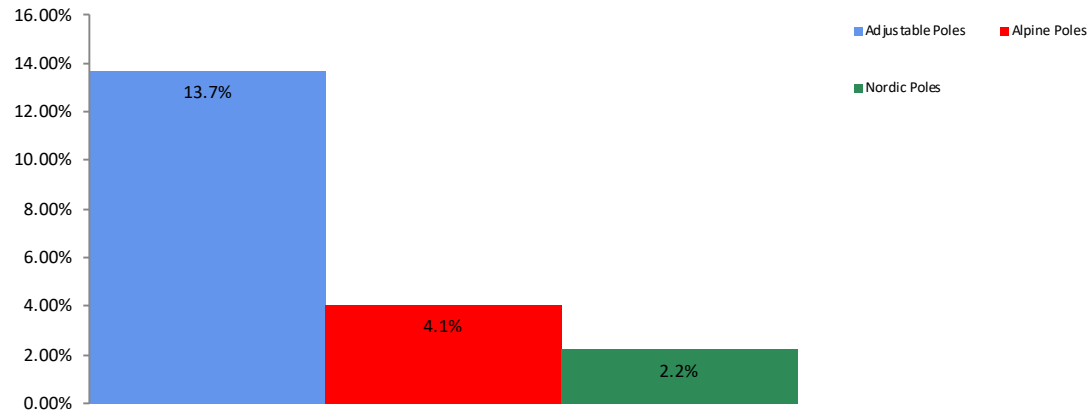
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Dec 2019

All Poles 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
All Poles	260,589	478,343	13.6%	4.7%	\$13,443,757	\$23,280,488	17.8%	10.4%	\$51.59	\$48.67	3.6%	5.5%
Adjustable Poles	21,238	41,623	14.1%	13.7%	\$1,724,705	\$3,107,110	13.3%	8.2%	\$81.21	\$74.65	-0.7%	-4.8%
Alpine Poles	213,238	390,351	13.7%	4.1%	\$10,498,345	\$17,910,258	20.2%	11.6%	\$49.23	\$45.88	5.7%	7.3%
Nordic Poles	26,113	46,369	13.2%	2.2%	\$1,220,707	\$2,263,120	5.6%	4.0%	\$46.75	\$48.81	-6.7%	1.7%



Specialty Topline

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Current Period: Dec 2019

All PolesTopline Specialty

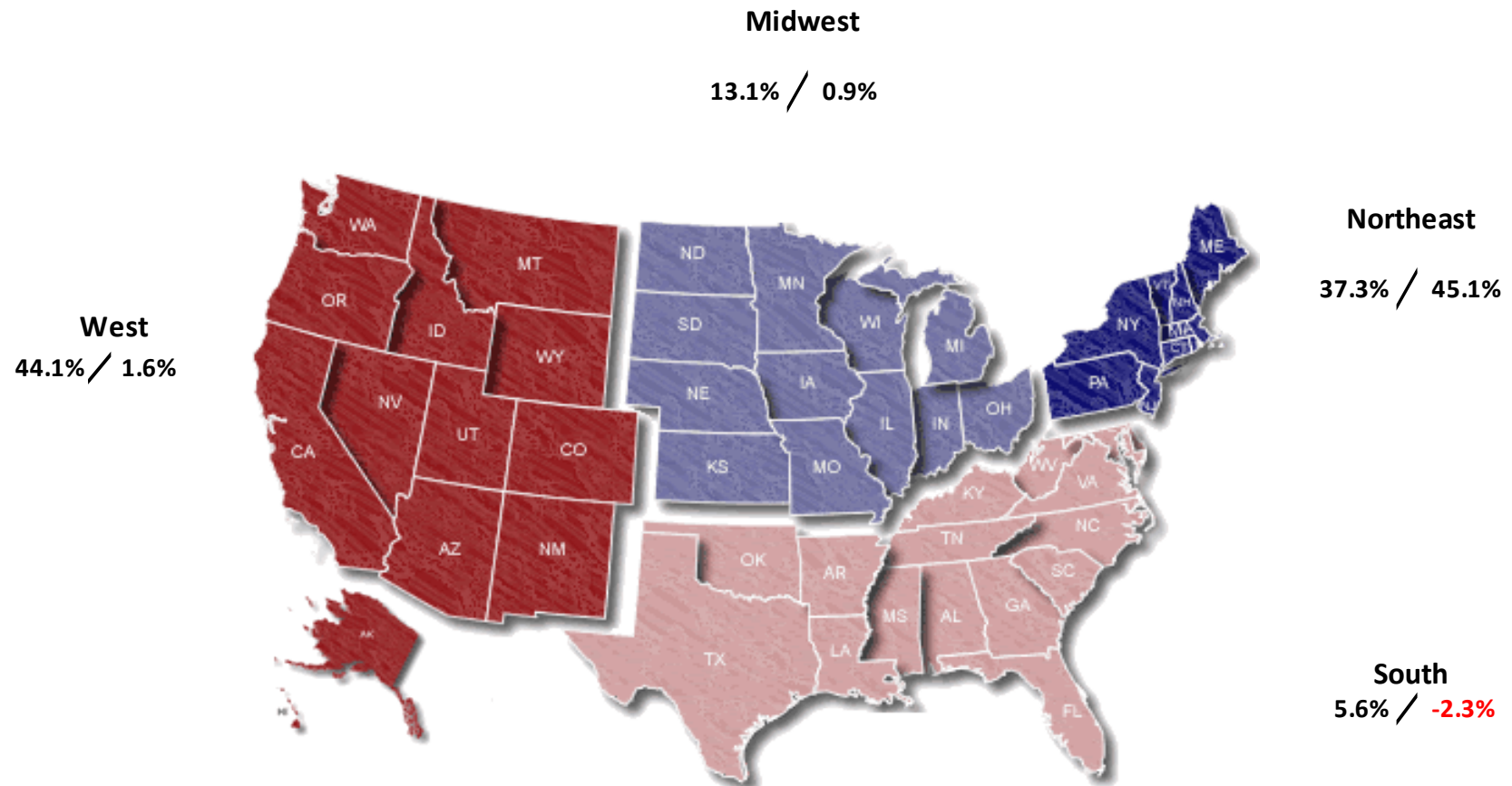
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Poles	223,661	410,635	15.3%	9.2%	\$11,405,735	\$19,647,228	19.4%	14.0%	\$51.00	\$47.85	3.5%	4.4%
Adjustable Poles	13,435	26,759	21.9%	36.1%	\$985,747	\$1,750,897	17.4%	22.4%	\$73.37	\$65.43	-3.7%	-10.1%
Alpine Poles	190,720	347,430	14.9%	8.1%	\$9,473,841	\$16,049,957	21.5%	14.3%	\$49.67	\$46.20	5.8%	5.7%
Nordic Poles	19,506	36,446	15.8%	4.4%	\$946,147	\$1,846,374	3.3%	5.0%	\$48.51	\$50.66	-10.8%	0.6%



Specialty Regional Sales

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Current Period: Dec 2019



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



Chain Topline

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Current Period: Dec 2019

All Poles 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
All Poles	15,079	22,300	-4.2%	-6.2%	\$718,536	\$1,031,072	4.5%	1.2%	\$47.65	\$46.24	9.1%	7.9%
Adjustable Poles	1,864	2,662	-21.0%	-22.7%	\$182,074	\$254,754	-13.4%	-15.8%	\$97.68	\$95.70	9.6%	8.9%
Alpine Poles	8,682	13,209	-7.2%	-7.8%	\$362,032	\$530,148	8.4%	5.6%	\$41.70	\$40.14	16.8%	14.5%
Nordic Poles	4,533	6,429	12.4%	7.2%	\$174,430	\$246,170	21.6%	14.8%	\$38.48	\$38.29	8.1%	7.1%



Internet Topline

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Current Period: Dec 2019

All Poles 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
All Poles	21,849	45,408	11.3%	-20.7%	\$1,319,485	\$2,602,188	12.5%	-8.3%	\$60.39	\$57.31	1.1%	15.7%
Adjustable Poles	5,938	12,202	13.5%	-9.7%	\$556,884	\$1,101,459	17.7%	-3.3%	\$93.78	\$90.27	3.7%	7.1%
Alpine Poles	13,836	29,712	13.3%	-24.4%	\$662,471	\$1,330,153	9.9%	-11.0%	\$47.88	\$44.77	-3.0%	17.8%
Nordic Poles	2,075	3,494	-4.8%	-21.3%	\$100,130	\$170,576	3.8%	-16.0%	\$48.26	\$48.82	9.0%	6.7%