



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: Jan 2020

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All Channels Summary

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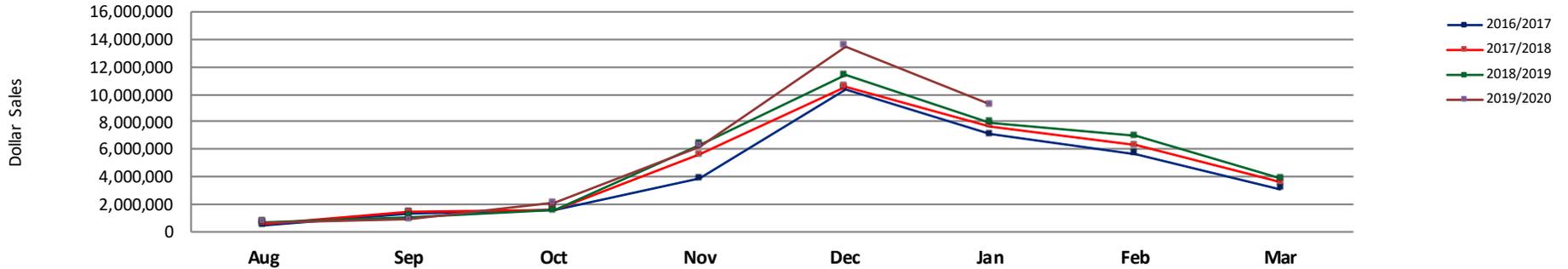
Current Period: Jan 2020

	Current Period			Season to Date				
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales		
Adjustable Poles	Sales:	\$1,169,059	↑	↑	Sales:	\$4,276,169	↑	↑
	Units:	15%			Units:	14%		
	Dollars:	15%			Dollars:	10%		
Alpine Poles	Sales:	\$7,185,921	↑	↑	Sales:	\$25,109,134	↑	↑
	Units:	17%			Units:	7%		
	Dollars:	20%			Dollars:	14%		
Nordic Poles	Sales:	\$875,385	↓	↓	Sales:	\$3,161,819	↓	↑
	Units:	-16%			Units:	-3%		
	Dollars:	-6%			Dollars:	2%		

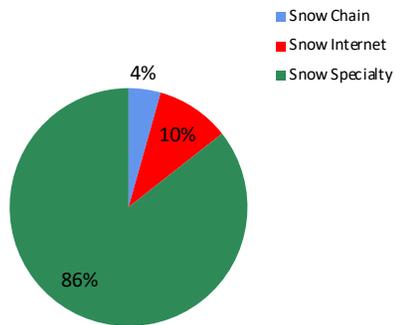


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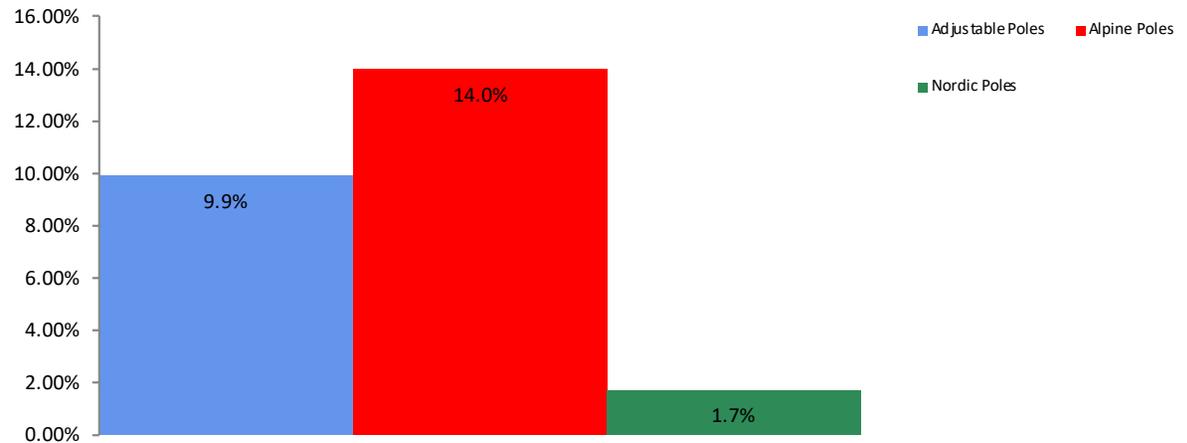
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date

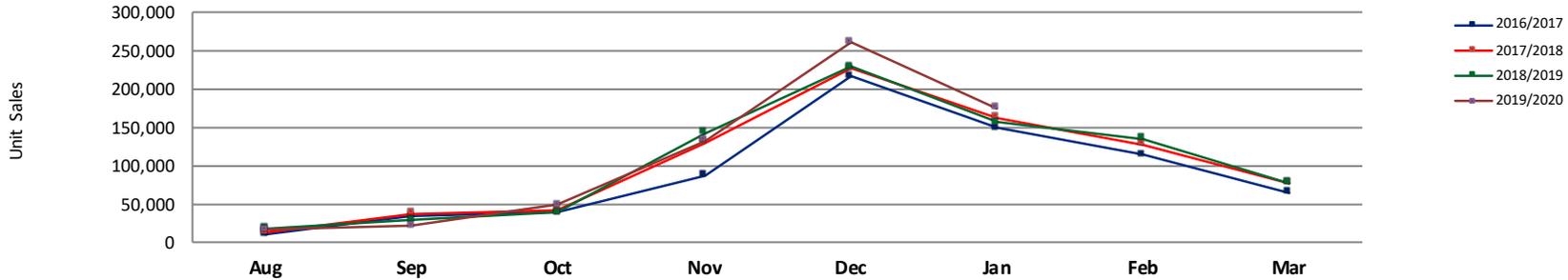




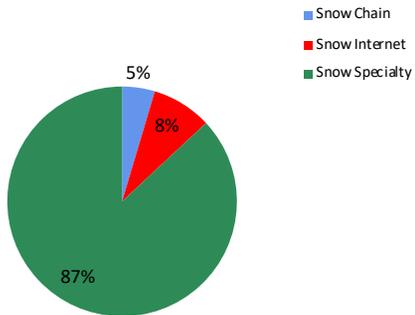
Unit Analysis, All Poles

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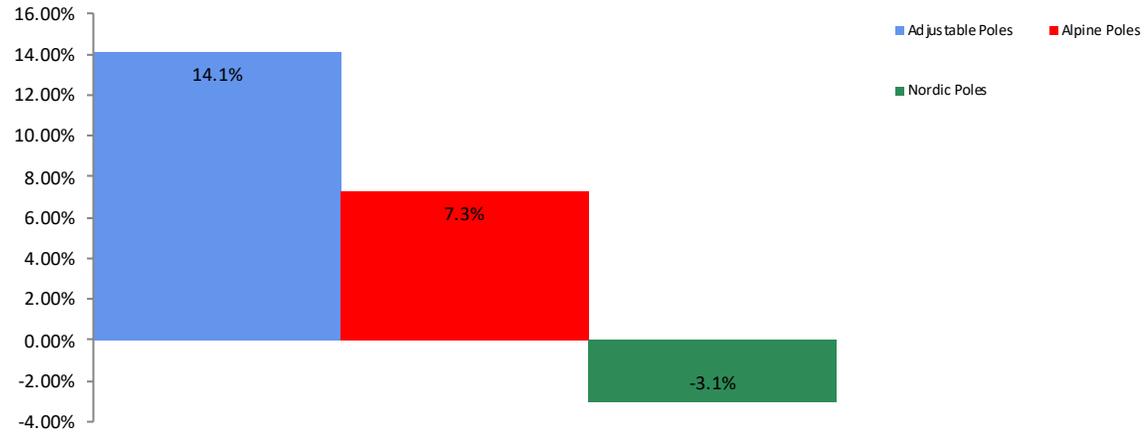
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Jan 2020

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	175,621	654,285	12.6%	6.7%	\$9,230,365	\$32,547,122	16.2%	12.1%	\$52.56	\$49.74	3.2%	5.0%
Adjustable Poles	14,058	55,681	15.3%	14.1%	\$1,169,059	\$4,276,169	14.7%	9.9%	\$83.16	\$76.80	-0.5%	-3.7%
Alpine Poles	144,262	534,744	17.1%	7.3%	\$7,185,921	\$25,109,134	20.0%	14.0%	\$49.81	\$46.96	2.4%	6.2%
Nordic Poles	17,301	63,860	-15.7%	-3.1%	\$875,385	\$3,161,819	-6.2%	1.7%	\$50.60	\$49.51	11.2%	4.9%



Specialty Topline

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Current Period: Jan 2020

All PolesTopline Specialty

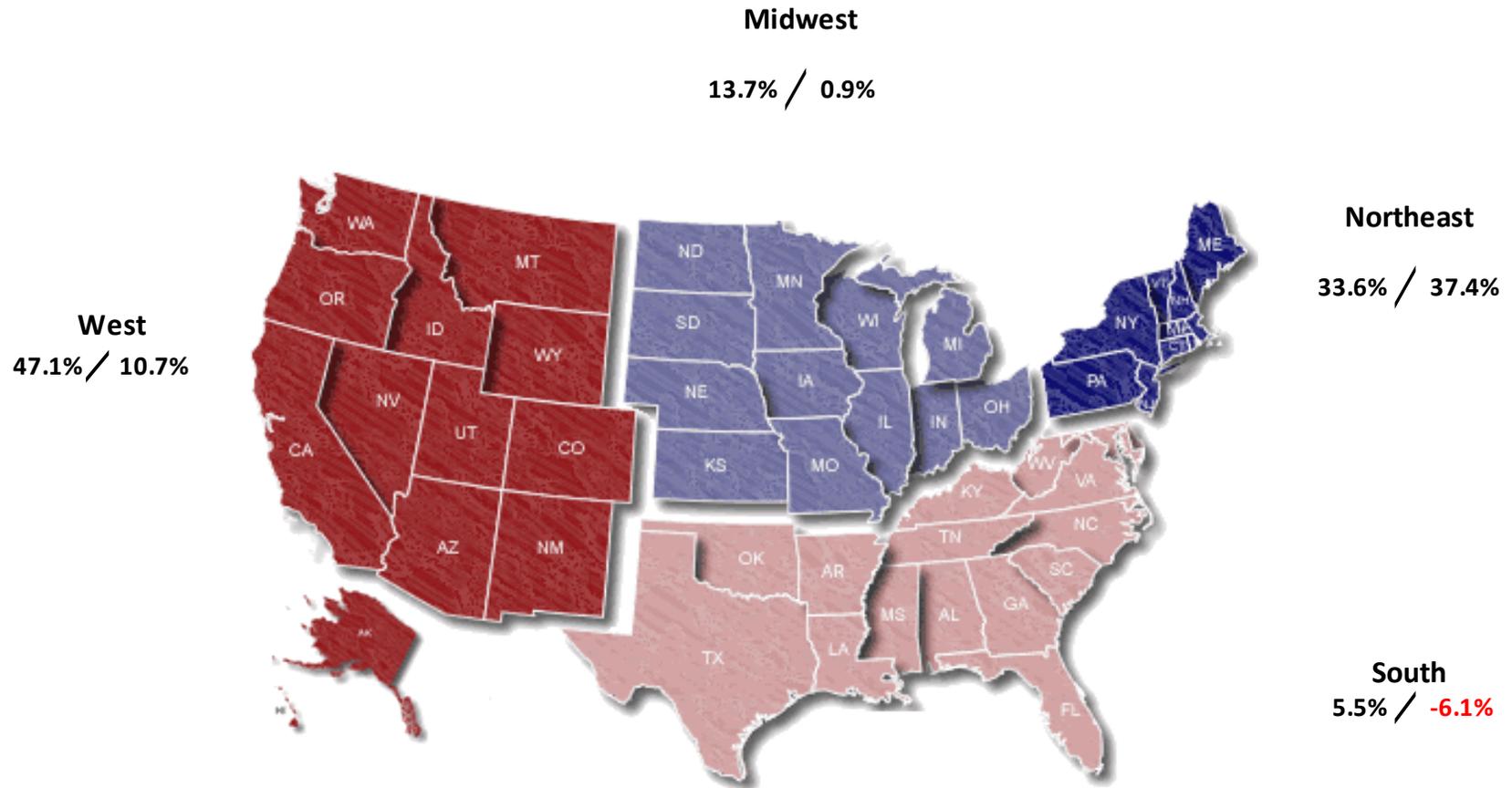
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Poles	157,923	568,855	15.6%	11.0%	\$8,173,333	\$27,855,386	18.9%	15.5%	\$51.76	\$48.97	2.8%	4.1%
Adjustable Poles	10,593	37,352	28.2%	33.7%	\$816,209	\$2,567,107	26.4%	23.7%	\$77.05	\$68.73	-1.4%	-7.5%
Alpine Poles	133,476	481,016	19.9%	11.1%	\$6,645,257	\$22,706,725	22.2%	16.6%	\$49.79	\$47.21	2.0%	4.9%
Nordic Poles	13,854	50,487	-18.4%	-2.7%	\$711,867	\$2,581,554	-10.1%	1.2%	\$51.38	\$51.13	10.2%	4.1%



Specialty Regional Sales

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Current Period: Jan 2020



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



Chain Topline

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Current Period: Jan 2020

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	7,824	30,135	-10.8%	-7.4%	\$388,722	\$1,420,609	2.8%	1.7%	\$49.68	\$47.14	15.2%	9.8%
Adjustable Poles	938	3,600	-22.3%	-22.6%	\$97,413	\$352,167	-13.0%	-15.0%	\$103.85	\$97.82	11.9%	9.7%
Alpine Poles	4,567	17,787	-12.6%	-9.1%	\$193,206	\$724,169	5.9%	5.8%	\$42.30	\$40.71	21.2%	16.3%
Nordic Poles	2,319	8,748	-0.8%	4.9%	\$98,103	\$344,273	16.9%	15.4%	\$42.30	\$39.35	17.9%	10.0%



Internet Topline

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Current Period: Jan 2020

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	9,874	55,294	-6.3%	-18.5%	\$668,310	\$3,271,128	-3.1%	-7.3%	\$67.68	\$59.16	3.3%	13.7%
Adjustable Poles	2,527	14,729	-7.0%	-9.2%	\$255,437	\$1,356,896	-2.3%	-3.1%	\$101.08	\$92.12	5.0%	6.7%
Alpine Poles	6,219	35,940	-6.0%	-21.8%	\$347,457	\$1,678,240	-6.3%	-10.0%	\$55.87	\$46.70	-0.4%	15.0%
Nordic Poles	1,128	4,625	-6.3%	-18.0%	\$65,416	\$235,992	13.6%	-9.5%	\$57.99	\$51.03	21.2%	10.4%