



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: Mar 2020

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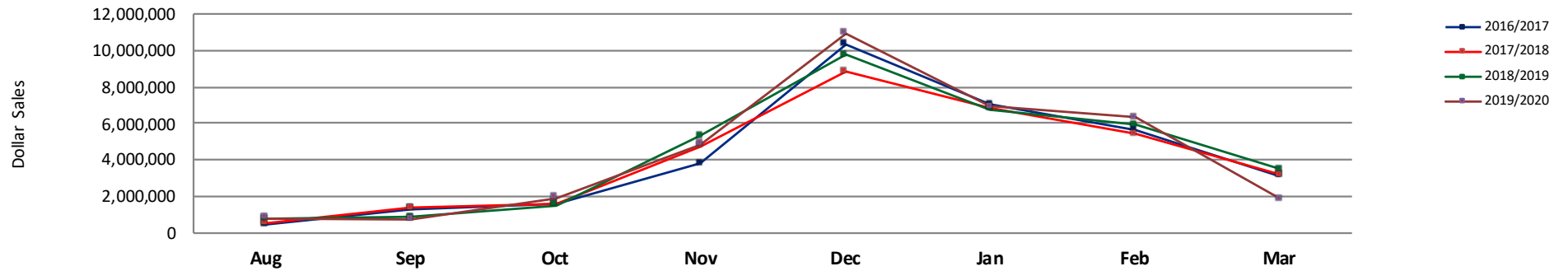
All Channels Summary

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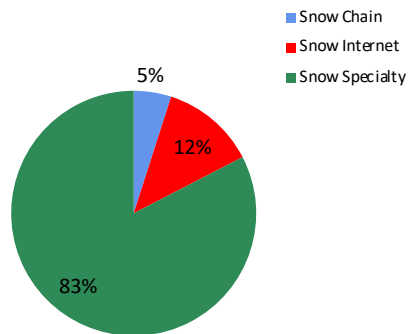
Current Period: Mar 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Adjustable Poles	Sales:	\$380,785	↓	Sales:	\$6,002,734	↑
	Units:	-20%	↓	Units:	16%	↑
	Dollars:	-22%		Dollars:	13%	
Alpine Poles	Sales:	\$1,329,343	↓	Sales:	\$25,047,351	↓
	Units:	-48%	↓	Units:	-5%	↓
	Dollars:	-50%		Dollars:	-1%	
Nordic Poles	Sales:	\$187,392	↓	Sales:	\$3,375,782	↓
	Units:	-32%	↓	Units:	-14%	↓
	Dollars:	-49%		Dollars:	-14%	

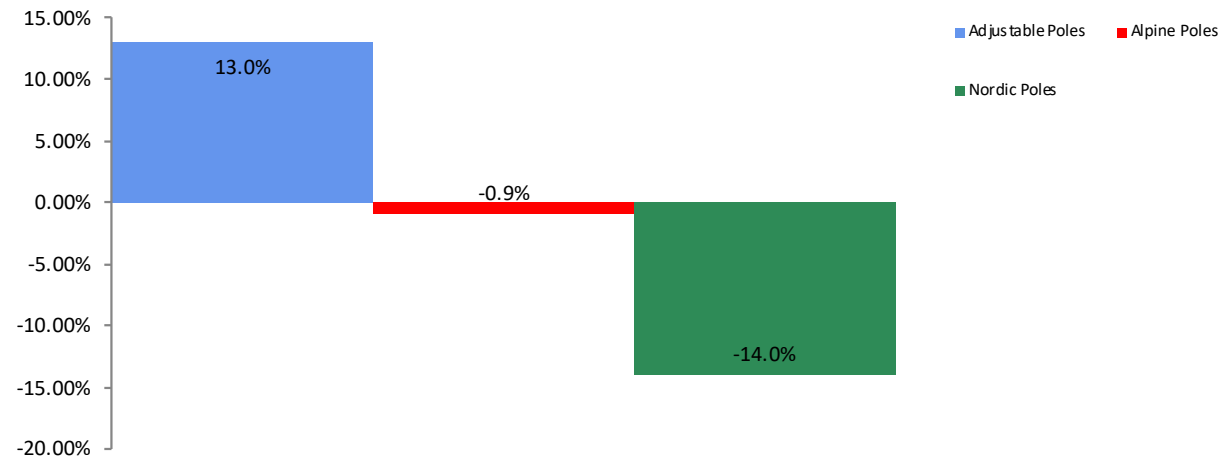
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



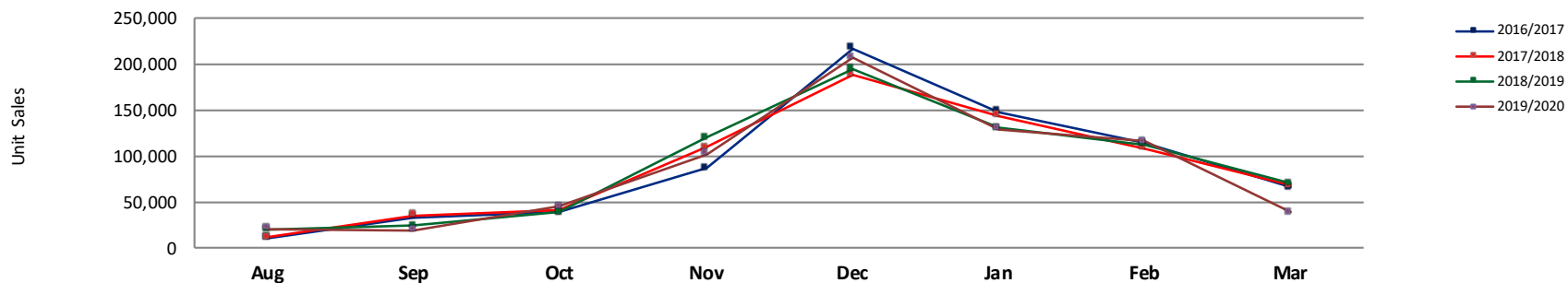
Dollar Sales By Channel, Season to Date



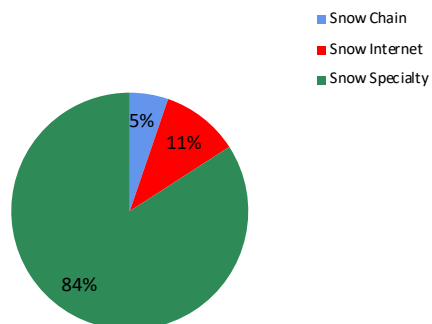
All Poles Sales, All Stores, Season to Date



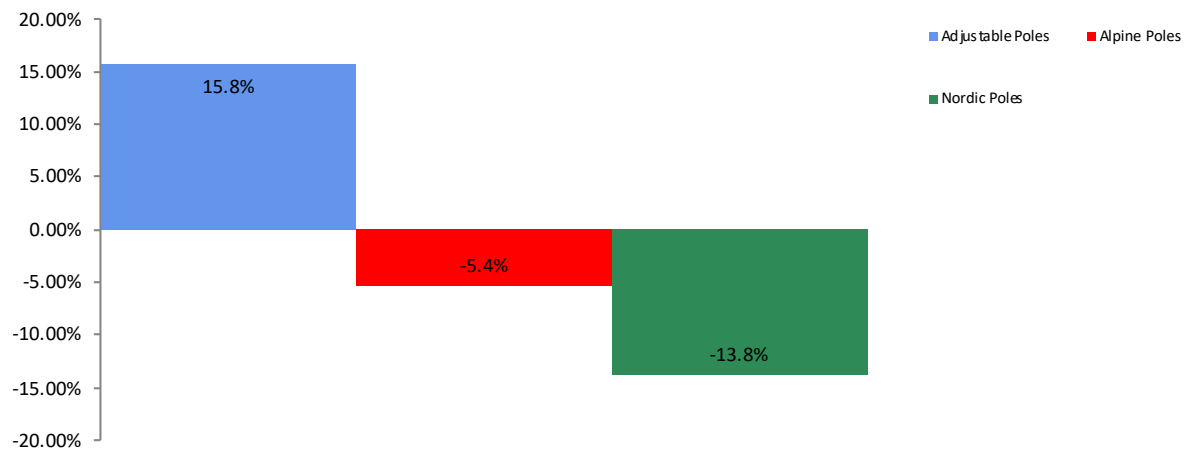
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 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	38,669	676,937	-44.1%	-4.4%	\$1,897,520	\$34,425,867	-45.7%	-0.3%	\$49.07	\$50.86	-2.8%	4.3%
Adjustable Poles	5,072	77,237	-20.4%	15.8%	\$380,785	\$6,002,734	-21.6%	13.0%	\$75.08	\$77.72	-1.4%	-2.4%
Alpine Poles	28,651	526,267	-48.4%	-5.4%	\$1,329,343	\$25,047,351	-49.7%	-0.9%	\$46.40	\$47.59	-2.5%	4.7%
Nordic Poles	4,946	73,433	-32.3%	-13.8%	\$187,392	\$3,375,782	-48.8%	-14.0%	\$37.89	\$45.97	-24.4%	-0.2%



Specialty Topline

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Current Period: Mar 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	30,135	569,500	-49.3%	-1.9%	\$1,404,852	\$28,428,120	-52.3%	1.4%	\$46.62	\$49.92	-5.8%	3.4%
Adjustable Poles	2,420	52,672	-25.6%	39.9%	\$157,938	\$3,751,660	-35.9%	33.2%	\$65.26	\$71.23	-13.9%	-4.8%
Alpine Poles	23,951	459,900	-52.0%	-3.2%	\$1,120,170	\$22,036,284	-52.8%	0.2%	\$46.77	\$47.92	-1.8%	3.5%
Nordic Poles	3,764	56,928	-40.7%	-15.8%	\$126,744	\$2,640,176	-60.6%	-17.9%	\$33.67	\$46.38	-33.7%	-2.4%

Specialty Regional Sales

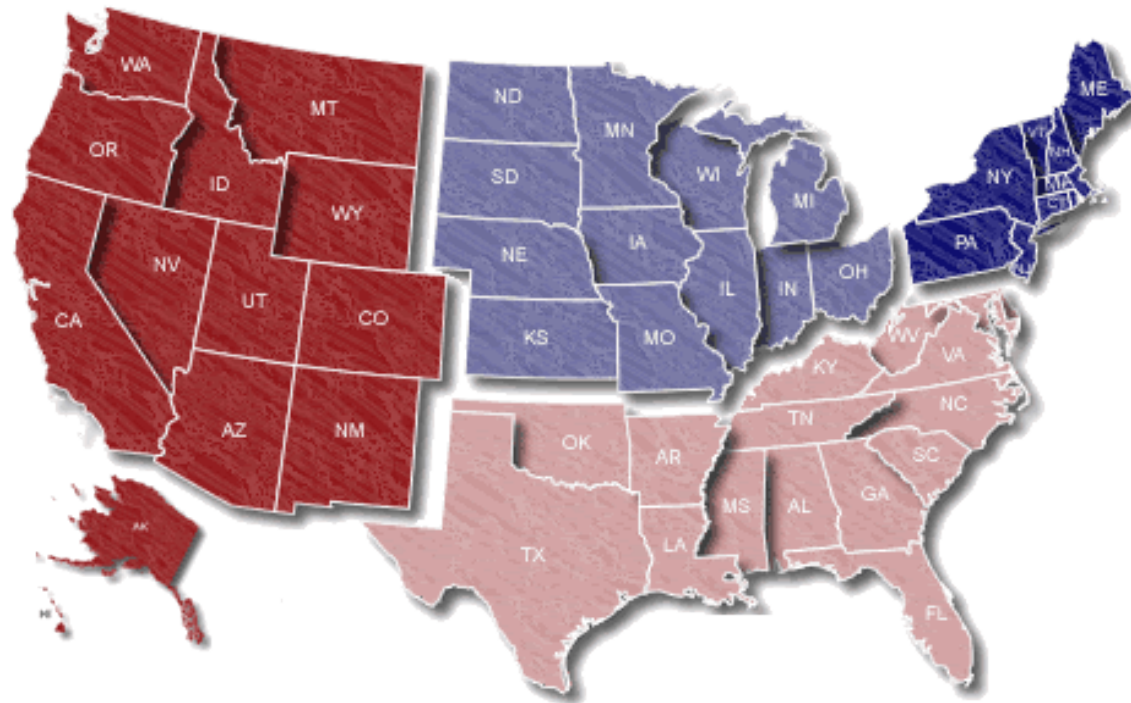
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Current Period: Mar 2020

Midwest

14.5% / -5.1%

West
62.7% / 2.2%



Northeast

16.6% / 15.5%

South

6.2% / -17.9%

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



Chain Topline

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Current Period: Mar 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	804	35,524	-67.8%	-15.8%	\$44,184	\$1,704,012	-58.6%	-6.8%	\$54.96	\$47.97	28.6%	10.7%
Adjustable Poles	195	4,526	-73.3%	-34.3%	\$20,062	\$448,856	-55.2%	-22.8%	\$102.88	\$99.17	67.3%	17.5%
Alpine Poles	430	20,803	-69.9%	-16.5%	\$17,406	\$850,237	-65.4%	-2.7%	\$40.48	\$40.87	15.0%	16.5%
Nordic Poles	179	10,195	-47.5%	-1.9%	\$6,716	\$404,919	-42.5%	8.7%	\$37.52	\$39.72	9.6%	10.8%



Internet Topline

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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	7,730	71,912	6.9%	-15.9%	\$448,483	\$4,293,735	1.1%	-8.0%	\$58.02	\$59.71	-5.4%	9.4%
Adjustable Poles	2,457	20,038	2.6%	-9.7%	\$202,785	\$1,802,218	4.5%	-5.8%	\$82.53	\$89.94	1.8%	4.3%
Alpine Poles	4,269	45,564	1.4%	-18.9%	\$191,767	\$2,160,830	-11.5%	-10.6%	\$44.92	\$47.42	-12.7%	10.2%
Nordic Poles	1,004	6,310	61.7%	-12.3%	\$53,931	\$330,687	65.8%	-2.3%	\$53.72	\$52.41	2.6%	11.4%