



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: Nov 2019

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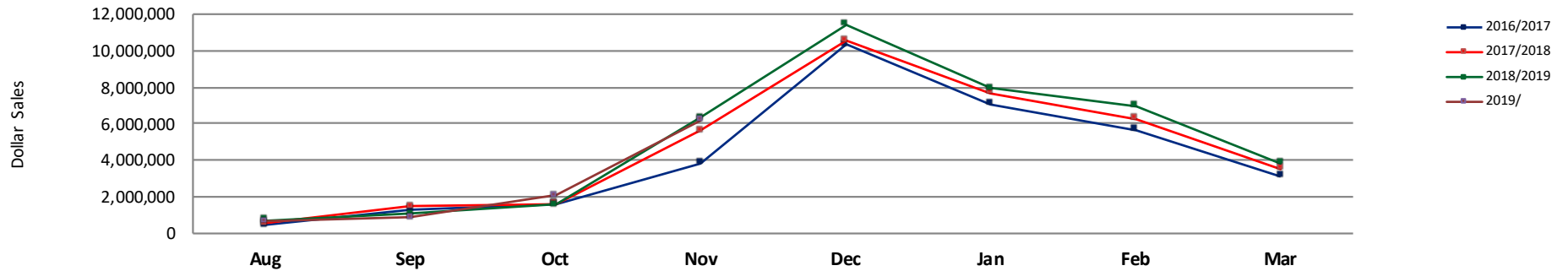
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	Current Period			Season to Date				
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales		
Adjustable Poles	Sales:	\$823,030	↓	↓	Sales:	\$1,372,842	↑	↑
	Units:	-10%			Units:	13%		
	Dollars:	-15%			Dollars:	2%		
Alpine Poles	Sales:	\$4,649,639	↓	↑	Sales:	\$7,405,266	↓	↑
	Units:	-6%			Units:	-6%		
	Dollars:	1%			Dollars:	1%		
Nordic Poles	Sales:	\$706,310	↓	↓	Sales:	\$1,030,440	↓	↑
	Units:	-24%			Units:	-11%		
	Dollars:	-8%			Dollars:	1%		

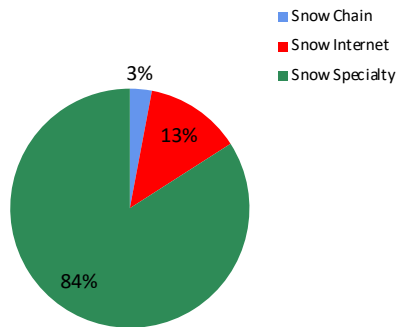


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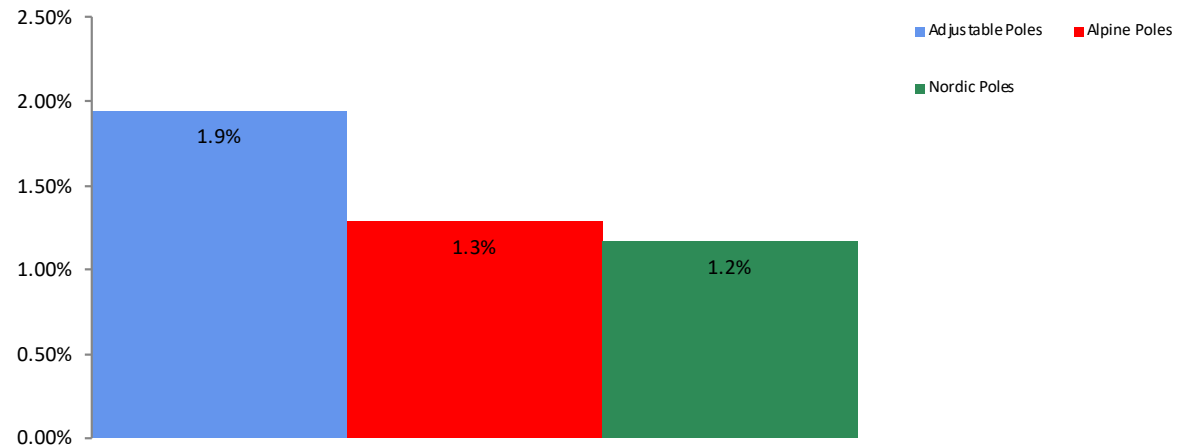
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date

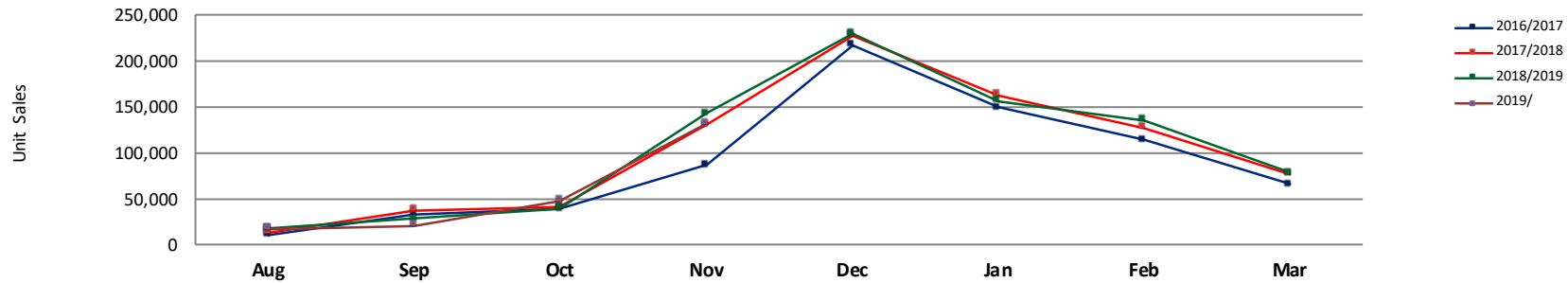




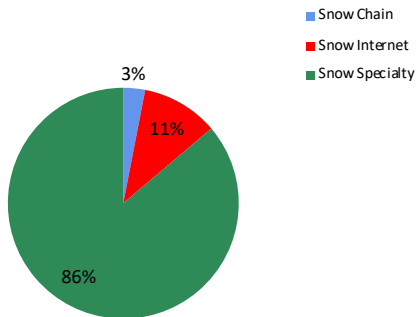
Unit Analysis, All Poles

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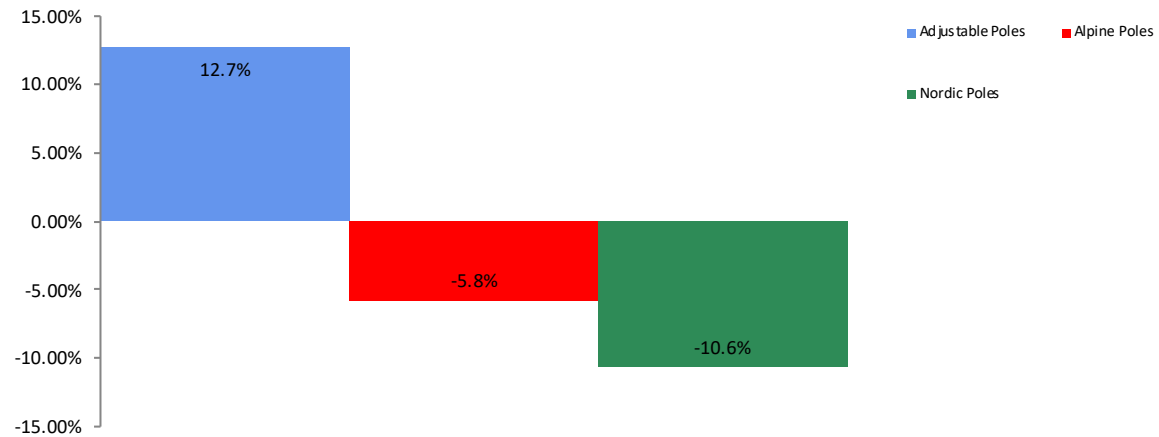
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Nov 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	131,338	216,937	-8.1%	-4.8%	\$6,178,979	\$9,808,548	-2.4%	1.4%	\$47.05	\$45.21	6.2%	6.5%
Adjustable Poles	11,372	20,285	-9.6%	12.7%	\$823,030	\$1,372,842	-14.9%	1.9%	\$72.37	\$67.68	-5.9%	-9.6%
Alpine Poles	106,668	176,742	-5.6%	-5.8%	\$4,649,639	\$7,405,266	1.2%	1.3%	\$43.59	\$41.90	7.1%	7.5%
Nordic Poles	13,298	19,910	-23.5%	-10.6%	\$706,310	\$1,030,440	-8.0%	1.2%	\$53.11	\$51.75	20.3%	13.2%



Specialty Topline

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Current Period: Nov 2019

All PolesTopline Specialty

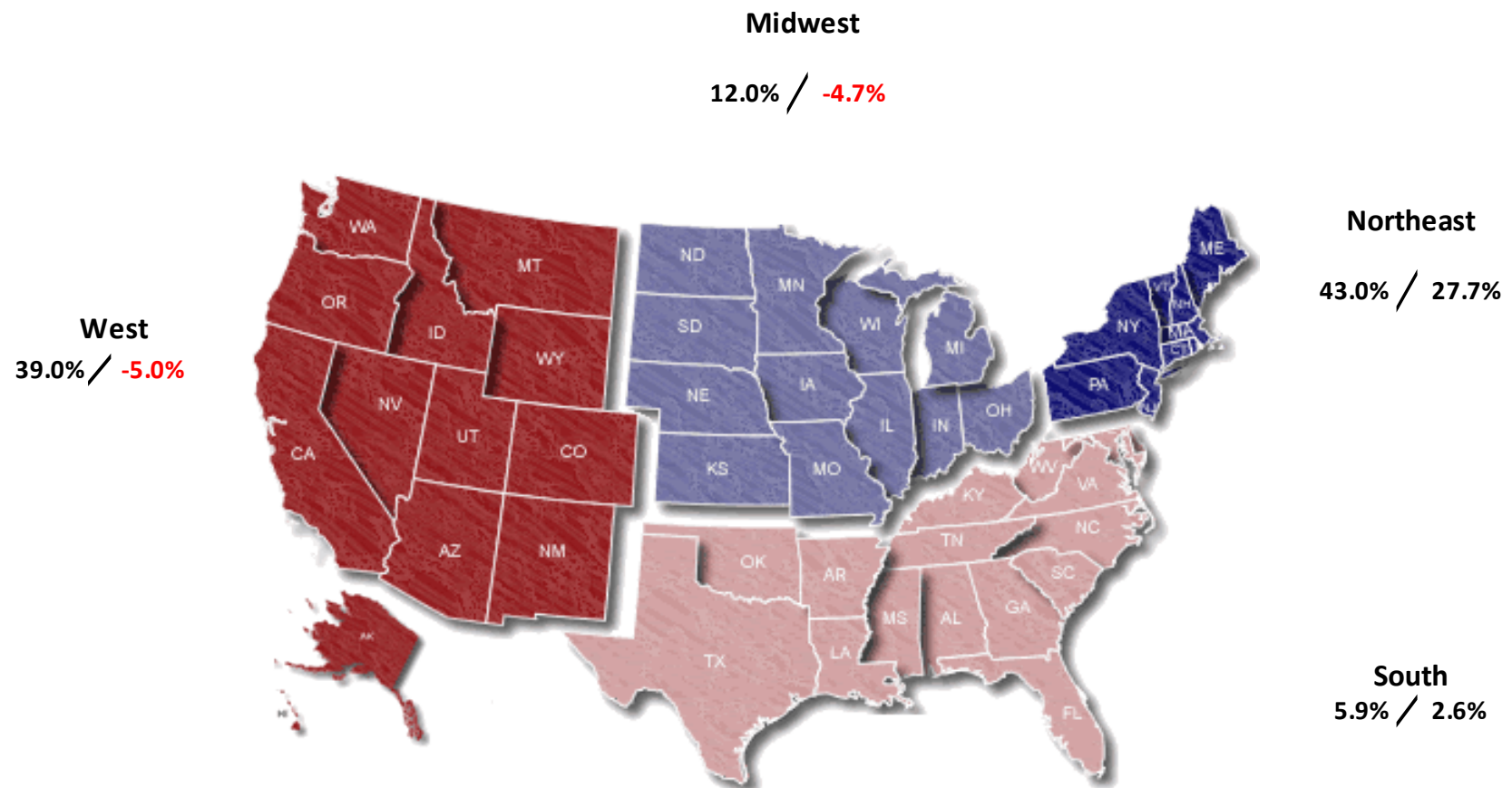
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
All Poles	113,198	186,994	-1.8%	2.6%	\$5,234,404	\$8,245,038	4.3%	7.3%	\$46.24	\$44.09	6.3%	4.6%
Adjustable Poles	7,106	13,273	19.3%	54.1%	\$451,669	\$759,742	3.3%	29.1%	\$63.56	\$57.24	-13.4%	-16.2%
Alpine Poles	94,791	156,781	-0.3%	0.8%	\$4,160,357	\$6,585,069	5.7%	5.3%	\$43.89	\$42.00	6.1%	4.5%
Nordic Poles	11,301	16,940	-20.6%	-6.2%	\$622,378	\$900,227	-3.4%	6.9%	\$55.07	\$53.14	21.6%	14.0%



Specialty Regional Sales

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Current Period: Nov 2019



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



Chain Topline

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Current Period: Nov 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	4,796	6,611	-24.6%	-17.5%	\$203,321	\$290,838	-21.5%	-12.1%	\$42.39	\$43.99	4.1%	6.6%
Adjustable Poles	499	777	-41.9%	-28.3%	\$44,558	\$70,863	-37.9%	-23.2%	\$89.29	\$91.20	6.8%	7.1%
Alpine Poles	3,116	4,226	-19.9%	-15.0%	\$113,943	\$157,796	-12.4%	-6.1%	\$36.57	\$37.34	9.4%	10.5%
Nordic Poles	1,181	1,608	-26.7%	-17.9%	\$44,820	\$62,179	-21.7%	-11.7%	\$37.95	\$38.67	6.8%	7.6%



Internet Topline

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Current Period: Nov 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	13,343	23,332	-37.3%	-38.0%	\$741,254	\$1,272,673	-29.8%	-23.5%	\$55.55	\$54.55	12.0%	23.4%
Adjustable Poles	3,767	6,235	-34.6%	-24.9%	\$326,803	\$542,238	-28.7%	-18.6%	\$86.75	\$86.97	9.0%	8.4%
Alpine Poles	8,760	15,735	-37.2%	-42.0%	\$375,339	\$662,401	-29.2%	-25.7%	\$42.85	\$42.10	12.7%	28.0%
Nordic Poles	816	1,362	-47.6%	-39.4%	\$39,112	\$68,034	-41.4%	-35.8%	\$47.93	\$49.95	11.8%	6.0%