



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: Oct 2019

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All Channels Summary

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Current Period: Oct 2019

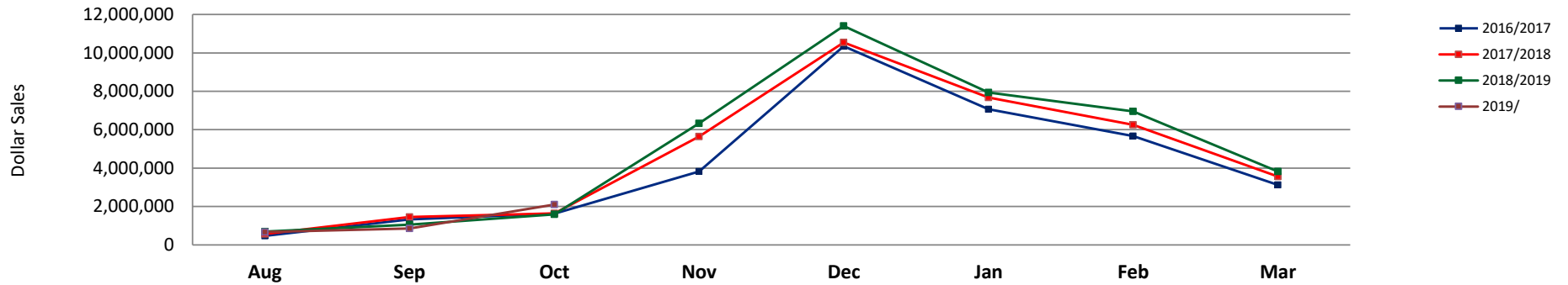
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Adjustable Poles	Sales:	\$336,355	↑	↑	Sales:	\$549,813
	Units:	100%	↑	↑	Units:	64%
	Dollars:	71%			Dollars:	44%
Alpine Poles	Sales:	\$1,539,981	↑	↑	Sales:	\$2,753,874
	Units:	15%	↑	↑	Units:	-6%
	Dollars:	25%			Dollars:	1%
Nordic Poles	Sales:	\$223,941	↑	↑	Sales:	\$324,080
	Units:	40%	↑	↑	Units:	35%
	Dollars:	35%			Dollars:	29%



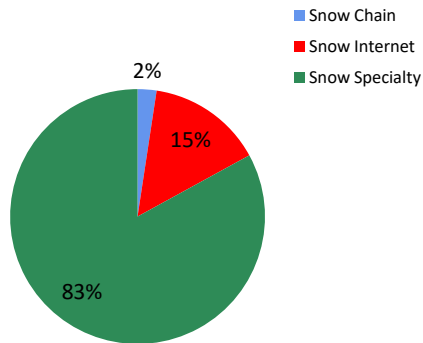
Dollar Analysis, All Poles

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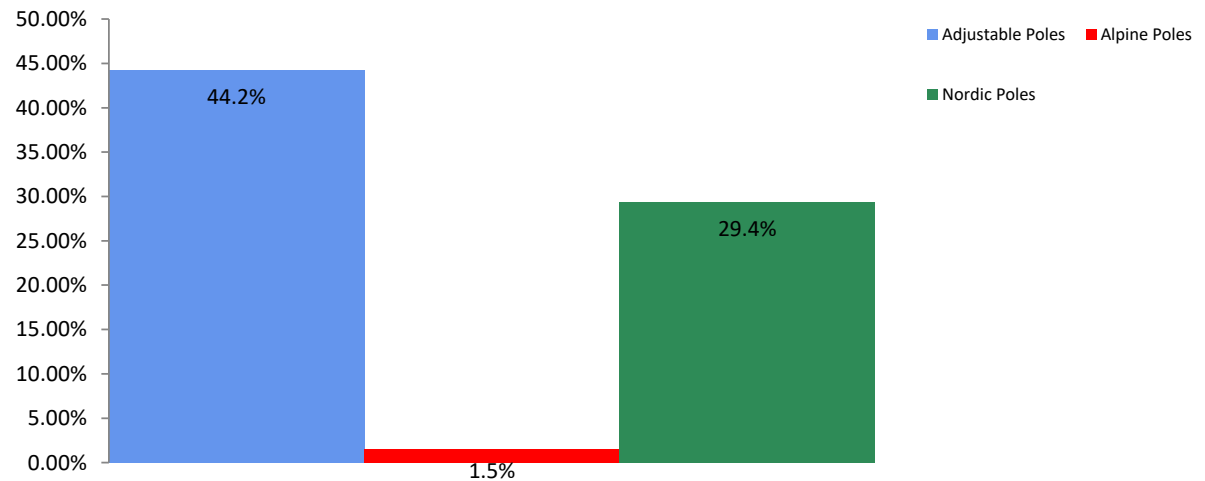
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date

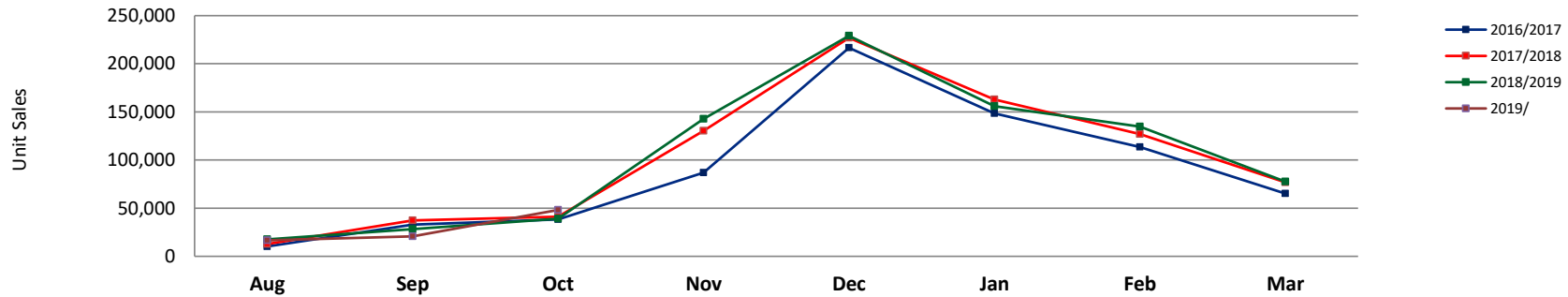




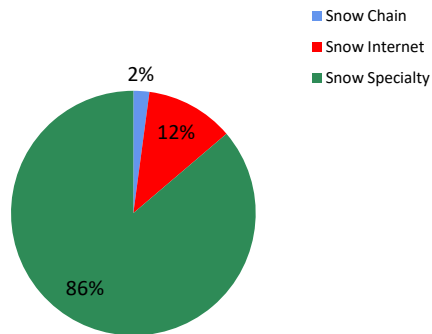
Unit Analysis, All Poles

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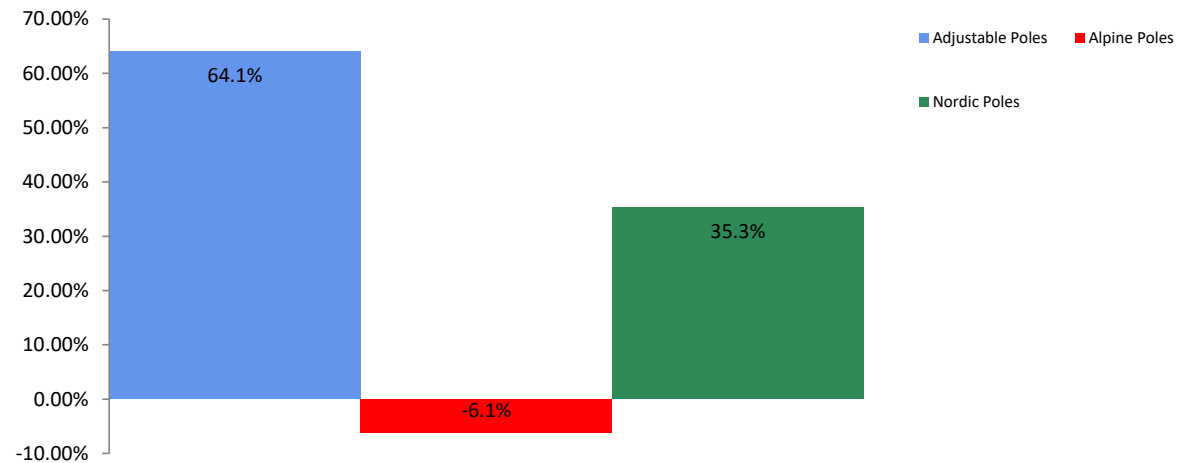
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Oct 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	48,180	85,555	23.3%	0.8%	\$2,100,277	\$3,627,767	31.8%	8.4%	\$43.59	\$42.40	7.0%	7.6%
Adjustable Poles	5,328	8,913	100.3%	64.1%	\$336,355	\$549,813	71.1%	44.2%	\$63.13	\$61.69	-14.6%	-12.1%
Alpine Poles	38,195	70,033	15.4%	-6.1%	\$1,539,981	\$2,753,874	25.2%	1.5%	\$40.32	\$39.32	8.5%	8.1%
Nordic Poles	4,657	6,609	40.2%	35.4%	\$223,941	\$324,080	34.8%	29.4%	\$48.09	\$49.04	-3.9%	-4.4%



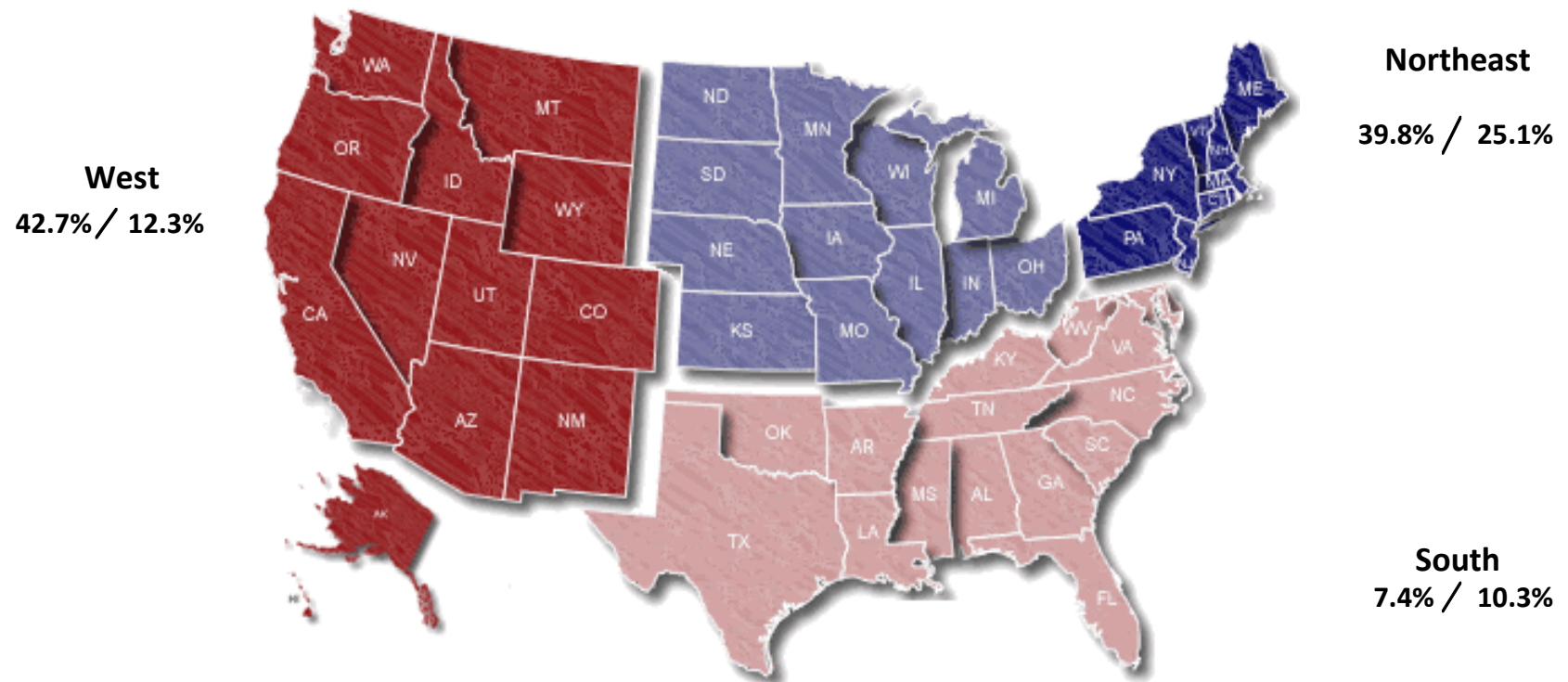
Specialty Topline

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Current Period: Oct 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	41,173	73,770	33.9%	10.3%	\$1,737,624	\$3,010,054	39.5%	12.9%	\$42.20	\$40.80	4.2%	2.4%
Adjustable Poles	3,758	6,168	188.0%	129.8%	\$195,767	\$308,073	148.1%	100.6%	\$52.09	\$49.95	-13.8%	-12.7%
Alpine Poles	33,335	61,963	24.7%	2.6%	\$1,345,542	\$2,424,132	31.0%	4.7%	\$40.36	\$39.12	5.1%	2.0%
Nordic Poles	4,080	5,639	50.6%	46.7%	\$196,315	\$277,849	40.6%	40.2%	\$48.12	\$49.27	-6.7%	-4.4%

10.2% / -15.9%



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



Chain Topline

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Current Period: Oct 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	1,442	1,806	14.4%	9.1%	\$71,384	\$87,043	24.7%	21.5%	\$49.50	\$48.20	9.2%	11.3%
Adjustable Poles	220	278	11.1%	24.1%	\$21,499	\$26,305	16.4%	28.7%	\$97.72	\$94.62	4.8%	3.7%
Alpine Poles	858	1,104	9.7%	1.9%	\$34,972	\$43,429	23.5%	14.2%	\$40.76	\$39.34	12.5%	12.1%
Nordic Poles	364	424	29.5%	21.8%	\$14,913	\$17,309	43.0%	31.2%	\$40.97	\$40.82	10.4%	7.7%



Internet Topline

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Current Period: Oct 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	5,564	9,979	-21.3%	-39.0%	\$291,269	\$530,670	0.3%	-12.6%	\$52.35	\$53.18	27.5%	43.3%
Adjustable Poles	1,349	2,467	16.6%	-2.3%	\$119,089	\$215,435	20.0%	4.0%	\$88.28	\$87.33	2.9%	6.4%
Alpine Poles	4,002	6,966	-28.4%	-47.0%	\$159,467	\$286,313	-9.0%	-20.6%	\$39.85	\$41.10	27.1%	49.8%
Nordic Poles	213	546	-35.5%	-21.1%	\$12,713	\$28,922	-20.7%	-26.2%	\$59.69	\$52.97	22.9%	-6.5%