



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 2019

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All Channels Summary

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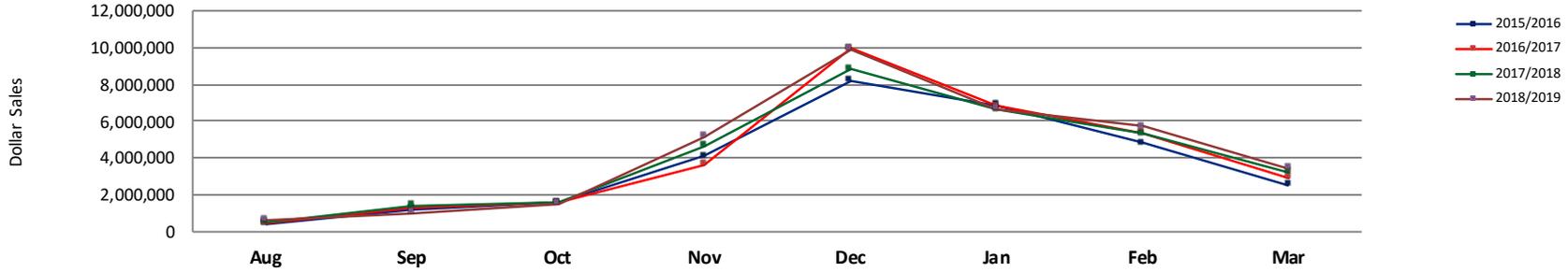
Current Period: Mar 2019

	Current Period			Season to Date				
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales		
Adjustable Poles	Sales:	\$434,450			Sales:	\$4,464,621		
	Units:	19%			Units:	4%		
	Dollars:	38%			Dollars:	18%		
Alpine Poles	Sales:	\$2,723,356			Sales:	\$25,881,963		
	Units:	-5%			Units:	-2%		
	Dollars:	1%			Dollars:	2%		
Nordic Poles	Sales:	\$289,499			Sales:	\$3,659,690		
	Units:	-9%			Units:	7%		
	Dollars:	14%			Dollars:	19%		

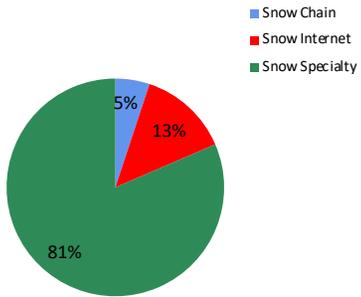


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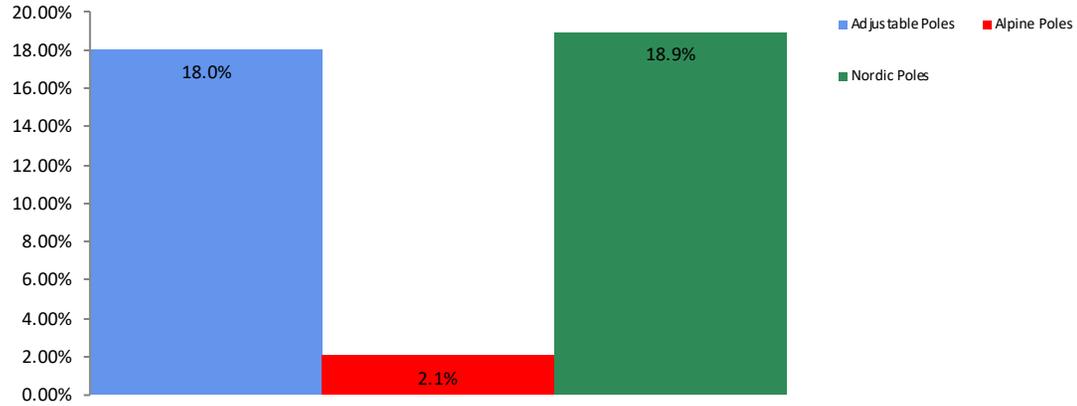
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date

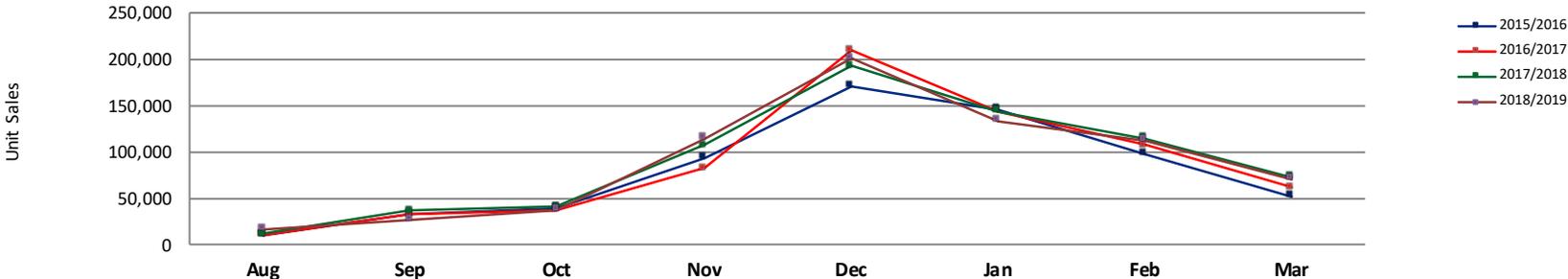




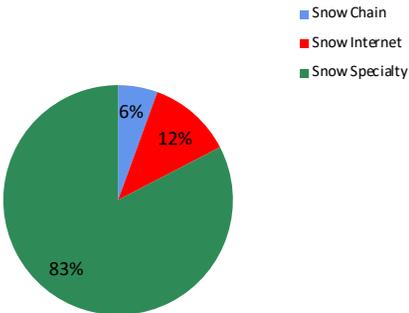
Unit Analysis, All Poles

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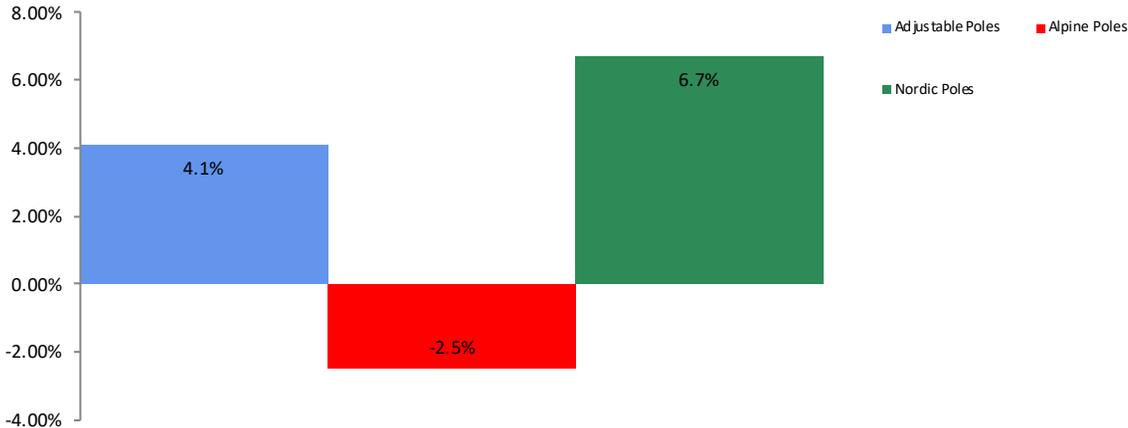
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Poles Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 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	70,195	713,152	-3.3%	-1.0%	\$3,447,305	\$34,006,274	5.8%	5.6%	\$49.11	\$47.68	9.4%	6.6%
Adjustable Poles	5,808	56,933	19.0%	4.1%	\$434,450	\$4,464,621	37.9%	18.0%	\$74.80	\$78.42	15.9%	13.4%
Alpine Poles	58,518	573,575	-4.5%	-2.5%	\$2,723,356	\$25,881,963	1.3%	2.1%	\$46.54	\$45.12	6.1%	4.7%
Nordic Poles	5,869	82,644	-8.5%	6.7%	\$289,499	\$3,659,690	13.7%	18.9%	\$49.33	\$44.28	24.3%	11.5%



Specialty Topline

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Current Period: Mar 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	60,674	589,099	-0.4%	2.3%	\$2,912,056	\$27,701,177	5.9%	8.1%	\$48.00	\$47.02	6.4%	5.6%
Adjustable Poles	2,684	28,247	-12.7%	-10.2%	\$197,684	\$2,009,693	12.2%	8.9%	\$73.65	\$71.15	28.6%	21.3%
Alpine Poles	53,032	494,883	0.7%	2.3%	\$2,466,016	\$22,681,749	4.4%	6.0%	\$46.50	\$45.83	3.7%	3.7%
Nordic Poles	4,958	65,969	-4.3%	9.4%	\$248,356	\$3,009,735	18.0%	25.4%	\$50.09	\$45.62	23.3%	14.6%



Specialty Regional Sales

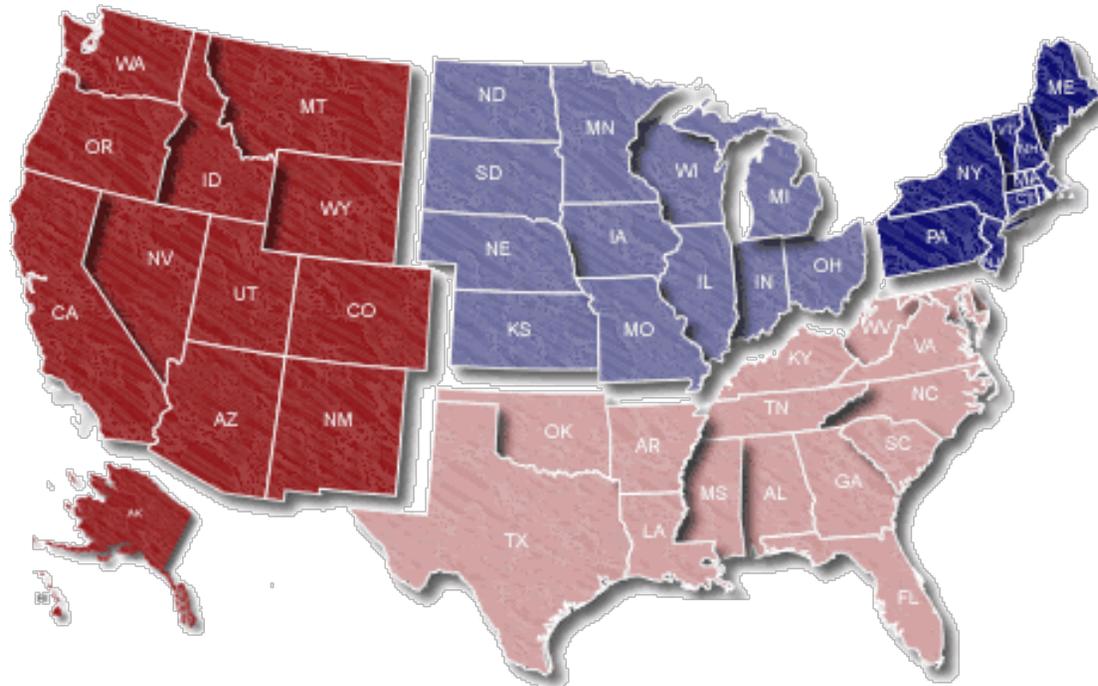
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Midwest

20.8% / 11.8%

West
41.6% / 3.2%



Northeast
29.8% / 12.6%

South
7.8% / 8.6%

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



Chain Topline

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Current Period: Mar 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	2,440	39,648	83.2%	22.9%	\$103,950	\$1,730,524	84.2%	23.7%	\$42.60	\$43.65	0.6%	0.7%
Adjustable Poles	724	6,850	546.4%	69.1%	\$44,533	\$578,814	503.1%	62.8%	\$61.51	\$84.50	-6.7%	-3.7%
Alpine Poles	1,392	22,919	53.1%	20.5%	\$49,054	\$814,870	25.5%	11.0%	\$35.24	\$35.55	-18.0%	-7.9%
Nordic Poles	324	9,879	4.2%	7.6%	\$10,363	\$336,840	4.0%	8.9%	\$31.98	\$34.10	-0.2%	1.3%



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	7,083	84,406	-31.4%	-24.9%	\$431,300	\$4,574,573	-4.9%	-11.7%	\$60.89	\$54.20	38.7%	17.5%
Adjustable Poles	2,400	21,837	41.8%	13.7%	\$192,233	\$1,876,114	46.1%	18.6%	\$80.10	\$85.91	3.1%	4.3%
Alpine Poles	4,095	55,773	-46.9%	-34.5%	\$208,286	\$2,385,344	-27.6%	-26.1%	\$50.86	\$42.77	36.3%	12.8%
Nordic Poles	588	6,796	-36.3%	-14.7%	\$30,781	\$313,115	-9.8%	-14.9%	\$52.35	\$46.07	41.6%	-0.3%