



**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.**

# SNOWSPORT INDUSTRY VIEW

## Alpine Bindings Report

**Report Date: Dec 2019**

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## All Channels Summary

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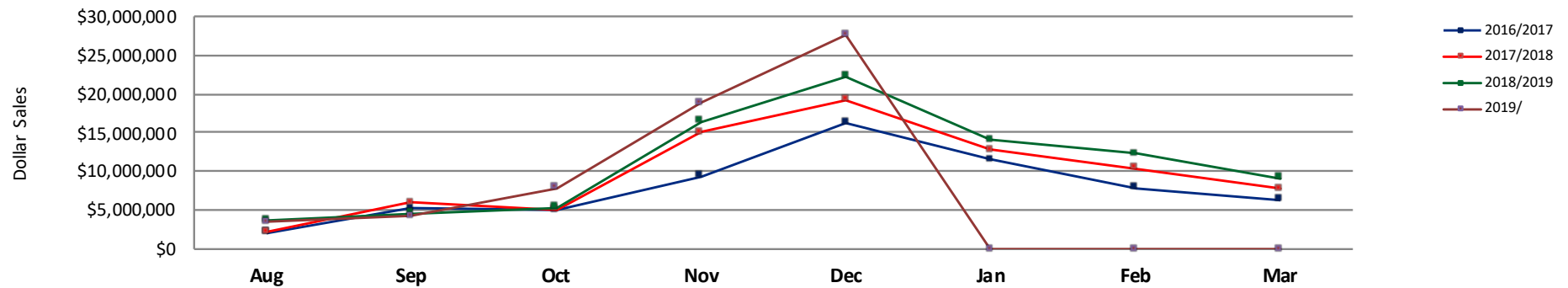
### Current Period: Dec 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
MAX DIN 12+	Sales: \$16,335,734 Units: 17% Dollars: 22%	↑	↑	Sales: \$36,248,880 Units: 7% Dollars: 13%	↑	↑
MAX DIN 8-11	Sales: \$10,520,273 Units: 25% Dollars: 28%	↑	↑	Sales: \$23,065,000 Units: 22% Dollars: 28%	↑	↑
MAX DIN 1-7	Sales: \$742,617 Units: 24% Dollars: 26%	↑	↑	Sales: \$2,639,025 Units: 19% Dollars: 27%	↑	↑

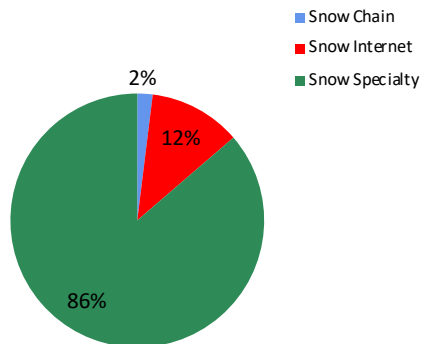


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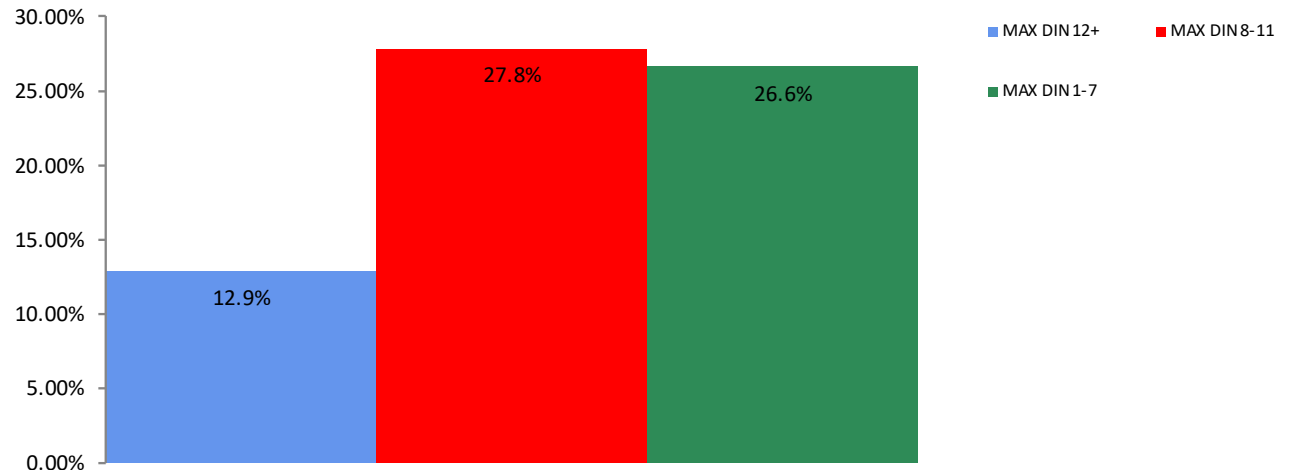
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



**Dollar Sales By Channel, Season to Date**



**Alpine Bindings Sales, All Stores, Season to Date**

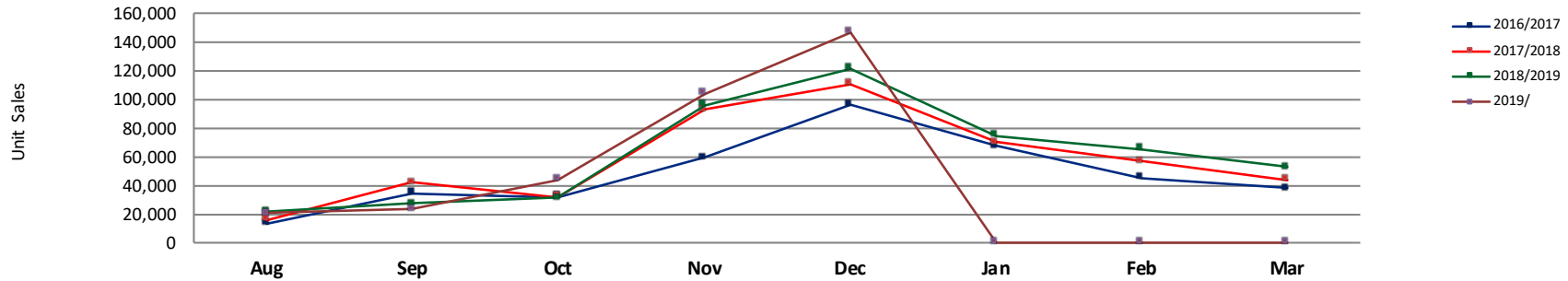




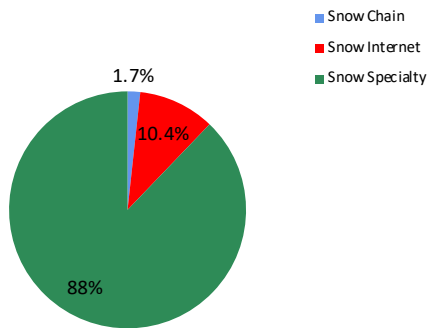
## Unit Analysis, Alpine Bindings

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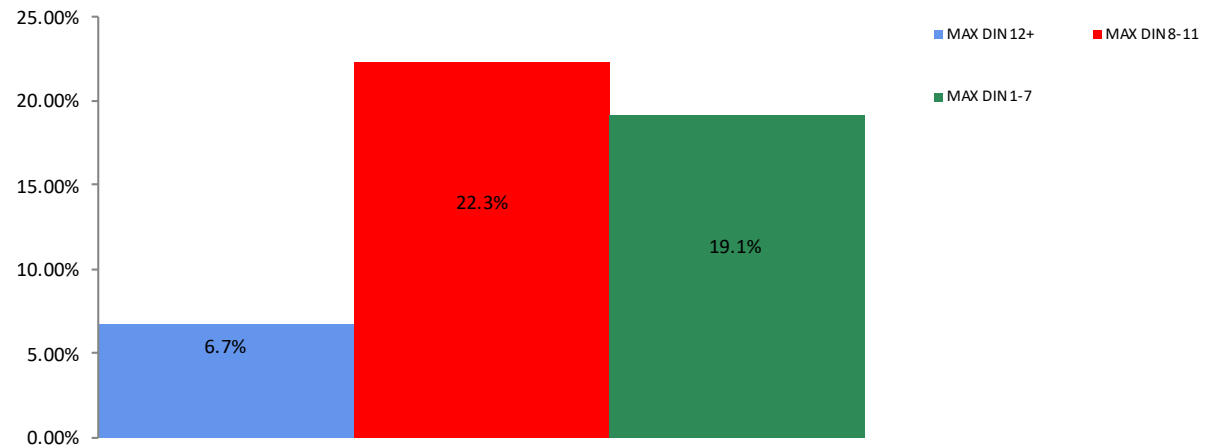
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date





## All Channels Topline

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**Current Period: Dec 2019**

Alpine Bindings 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
Alpine Bindings	146,471	338,206	20.9%	13.8%	\$27,598,624	\$61,952,905	24.3%	18.6%	\$188.42	\$183.18	2.8%	4.1%
MAX DIN 12+	74,391	167,217	17.3%	6.7%	\$16,335,734	\$36,248,880	21.8%	12.9%	\$219.59	\$216.78	3.8%	5.7%
MAX DIN 8-11	63,970	143,229	24.9%	22.3%	\$10,520,273	\$23,065,000	28.2%	27.8%	\$164.46	\$161.04	2.7%	4.5%
MAX DIN 1-7	8,110	27,760	23.7%	19.1%	\$742,617	\$2,639,025	25.8%	26.6%	\$91.57	\$95.07	1.7%	6.3%



## Specialty Topline

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Current Period: Dec 2019

### Alpine Bindings Topline Specialty

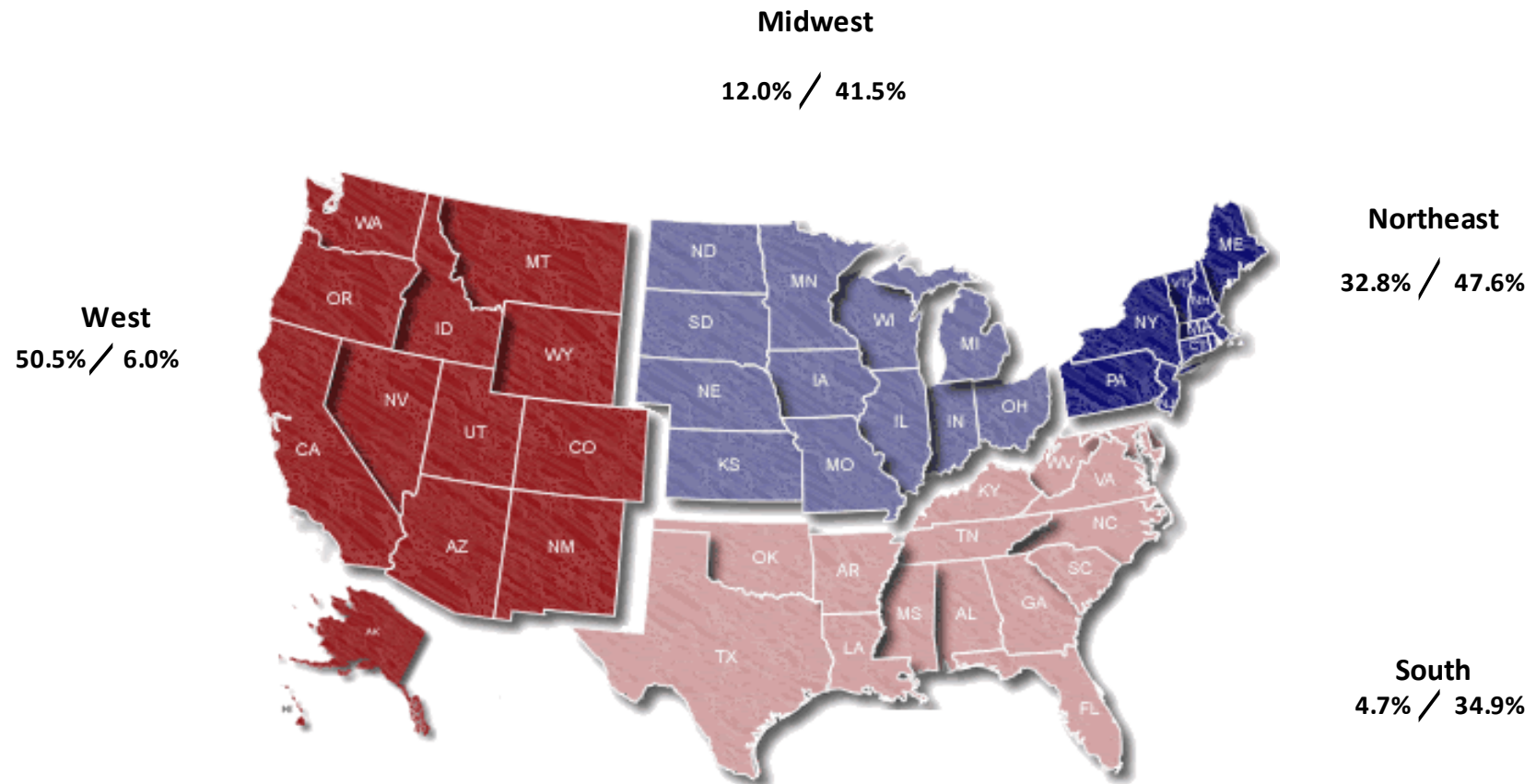
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	128,259	297,051	19.5%	17.5%	\$23,889,832	\$53,473,142	23.2%	22.2%	\$186.26	\$180.01	3.1%	4.0%
MAX DIN 12+	61,063	136,854	17.2%	12.5%	\$13,448,683	\$29,545,664	22.2%	18.7%	\$220.24	\$215.89	4.2%	5.5%
MAX DIN 8-11	59,384	133,359	21.2%	21.6%	\$9,727,879	\$21,383,275	24.2%	26.3%	\$163.81	\$160.34	2.5%	3.9%
MAX DIN 1-7	7,812	26,838	25.2%	25.3%	\$713,270	\$2,544,204	28.7%	32.1%	\$91.30	\$94.80	2.8%	5.4%



## Specialty Regional Sales

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Current Period: Dec 2019



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





# Chain Topline

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Current Period: Dec 2019

Alpine Bindings 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
Alpine Bindings	3,376	5,831	24.5%	16.5%	\$693,256	\$1,208,621	26.4%	21.2%	\$205.35	\$207.28	1.5%	4.0%
MAX DIN 12+	1,754	3,153	-1.7%	-8.2%	\$416,374	\$750,721	8.1%	3.5%	\$237.39	\$238.10	10.0%	12.8%
MAX DIN 8-11	1,541	2,550	75.5%	69.4%	\$269,062	\$446,280	72.0%	69.4%	\$174.60	\$175.01	-2.0%	0.0%
MAX DIN 1-7	82	127	64.0%	95.4%	\$7,820	\$11,620	10.1%	34.1%	\$95.37	\$91.50	-32.9%	-31.3%



# Internet Topline

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Current Period: Dec 2019

## Alpine Bindings 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
Alpine Bindings	14,835	35,325	32.9%	-10.3%	\$3,015,536	\$7,271,141	32.8%	-3.1%	\$203.27	\$205.84	-0.1%	8.0%
MAX DIN 12+	11,574	27,210	21.4%	-13.9%	\$2,470,677	\$5,952,494	22.0%	-8.3%	\$213.47	\$218.76	0.5%	6.5%
MAX DIN 8-11	3,045	7,320	124.1%	23.0%	\$523,332	\$1,235,445	141.6%	43.1%	\$171.87	\$168.78	7.8%	16.4%
MAX DIN 1-7	216	795	-19.1%	-56.5%	\$21,527	\$83,202	-25.4%	-44.4%	\$99.66	\$104.66	-7.8%	27.8%