



**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**

**Copyright 2018. The NPD Group, Inc. All Rights Reserved. Proprietary and Confidential Property of NPD and its Affiliates, Licensed for Use by NPD Clients Only:** Access to and use of this proprietary and confidential information is limited by the terms and conditions of a client license agreement with NPD. Any unauthorized use or disclosure, including with retailers, violates your company's license and is strictly prohibited. Please contact your NPD Account Manager if you have any questions.



# Table of Contents

Table of Contents	
Table Of Contents	2
<a href="#">Summary</a>	3
<a href="#">Dollar Analysis, Alpine Bindings</a>	4
<a href="#">Unit Analysis, Alpine Bindings</a>	5
<a href="#">All Channels Topline</a>	6
<a href="#">Specialty Topline</a>	7
<a href="#">Specialty Regional Sales</a>	8
<a href="#">Chain Topline</a>	9
<a href="#">Internet Topline</a>	10



# All Channels Summary

**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.**

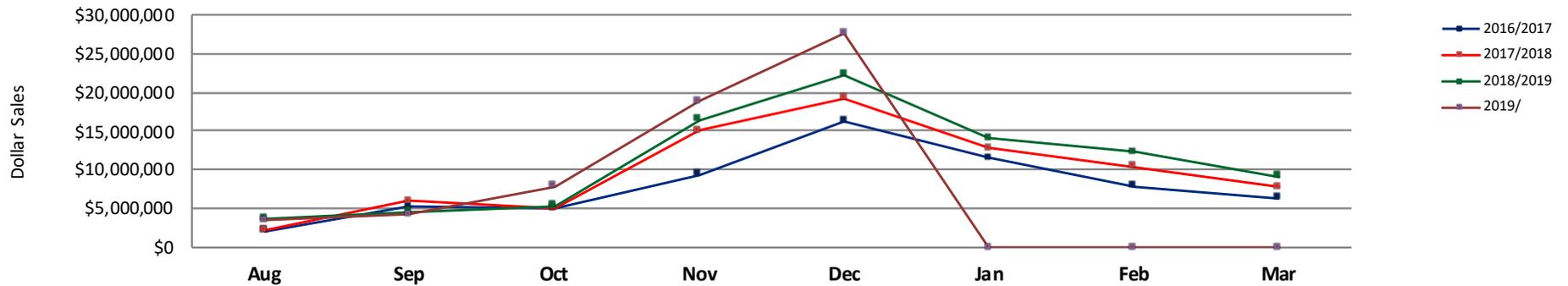
## Current Period: Dec 2019

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

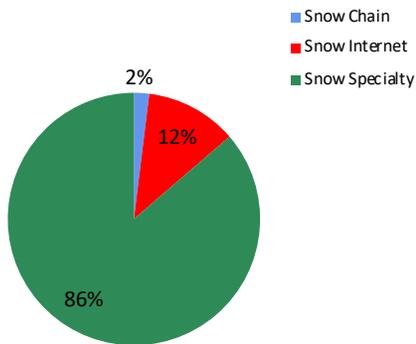


**NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.**

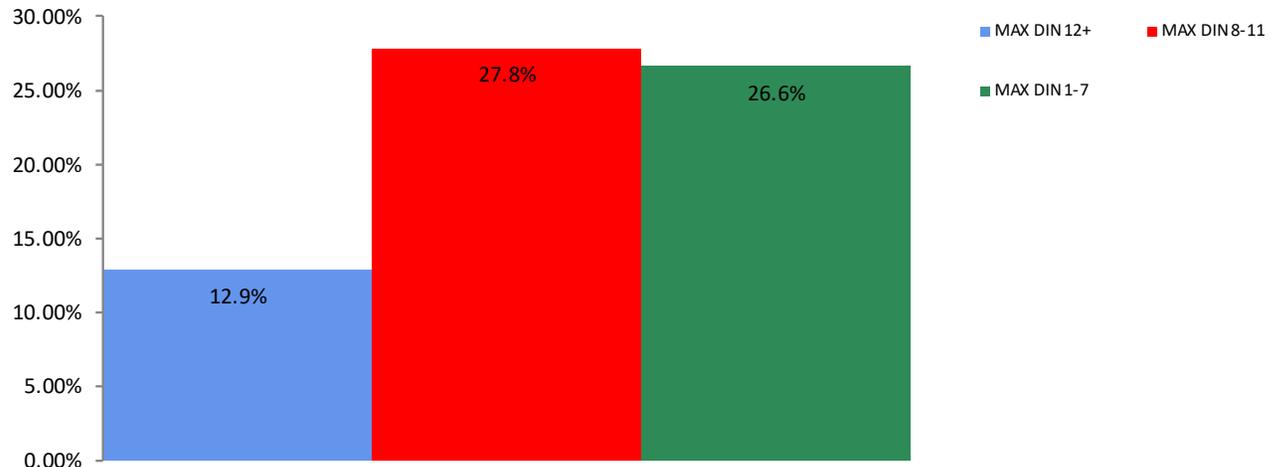
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



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

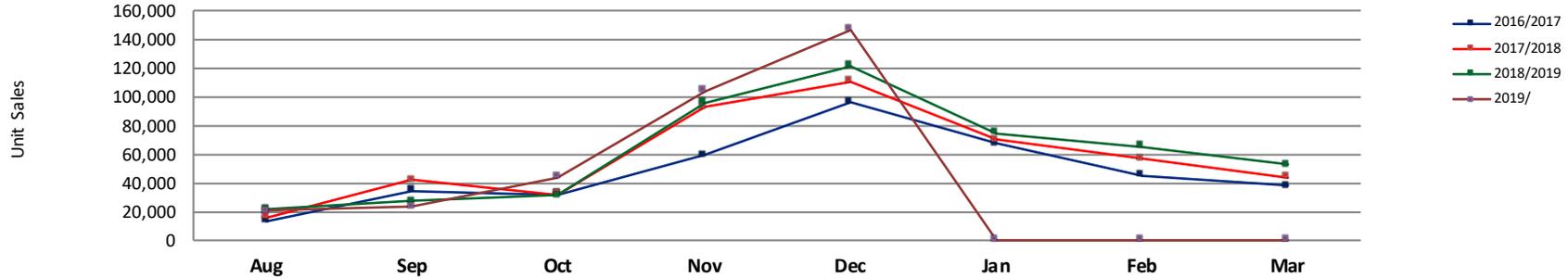




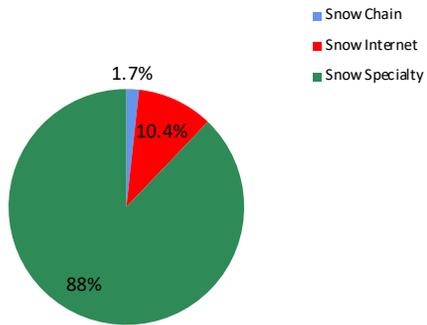
# Unit Analysis, Alpine Bindings

**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.**

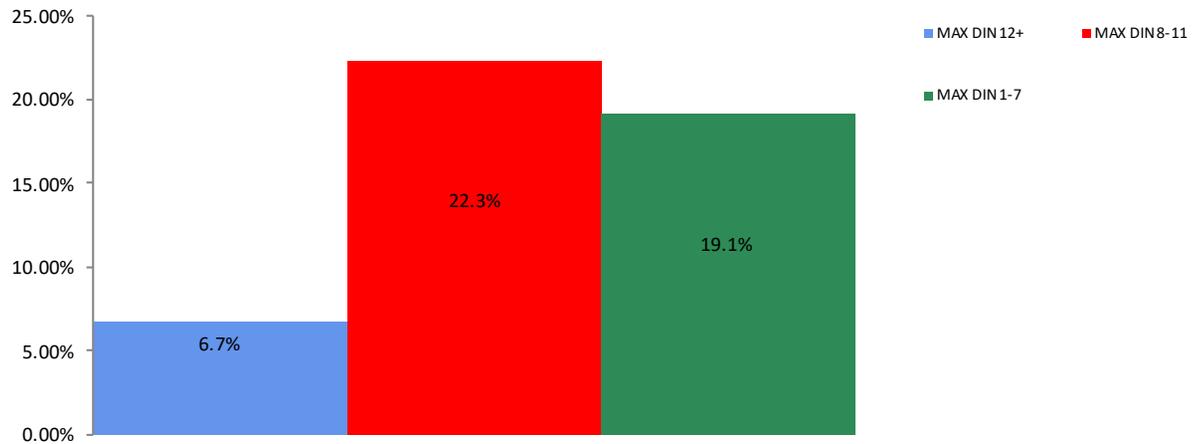
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date





# All Channels Topline

**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.**

**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

**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.**

**Current Period: Dec 2019**

## Alpine Bindings Topline Specialty

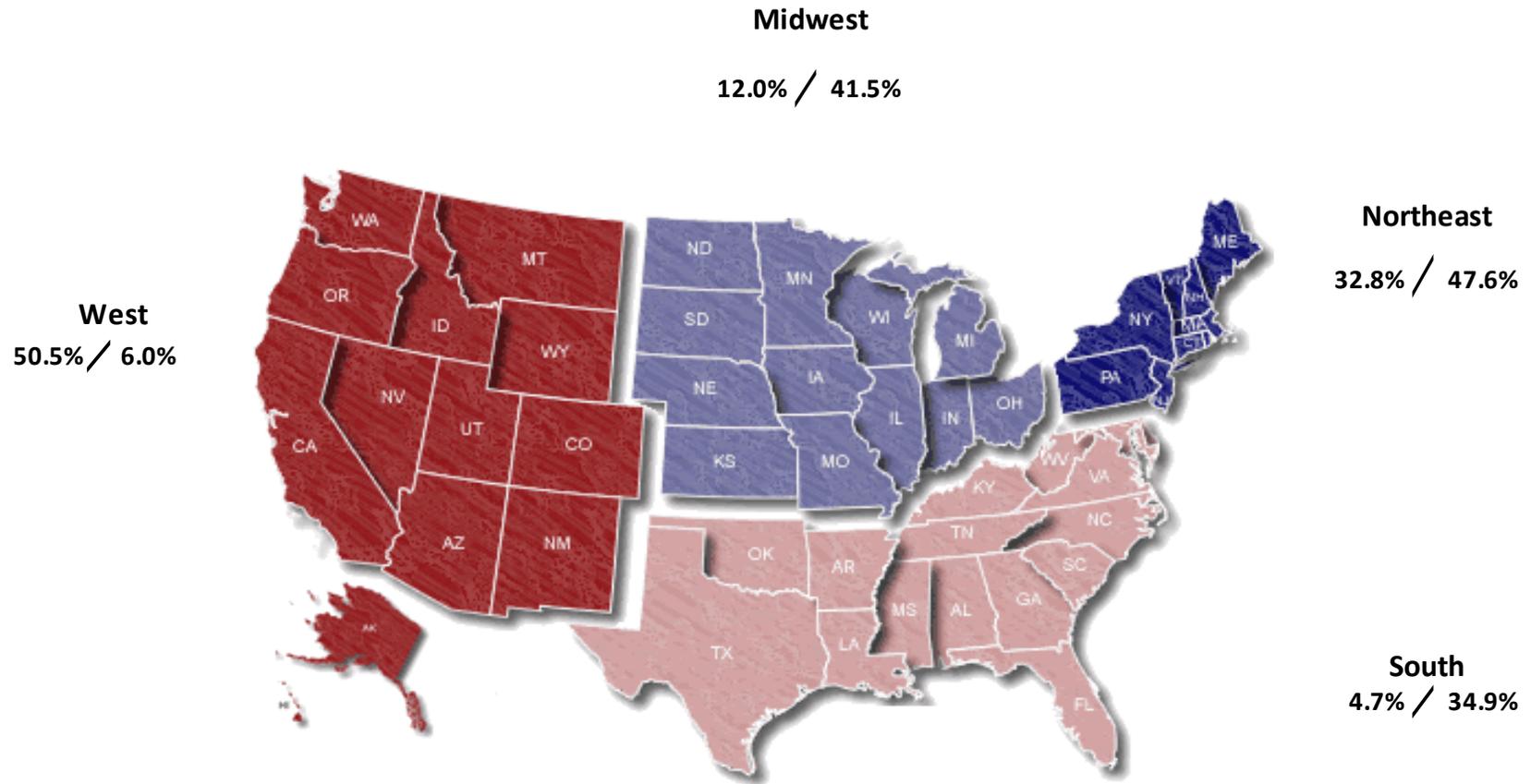
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	128,259	297,051	19.5%	17.5%	\$23,889,832	\$53,473,142	23.2%	22.2%	\$186.26	\$180.01	3.1%	4.0%
MAX DIN 12+	61,063	136,854	17.2%	12.5%	\$13,448,683	\$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

**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.**

Current Period: Dec 2019



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



# Chain Topline

**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.**

**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

**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.**

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%