



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: Feb 2020

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All Channels Summary

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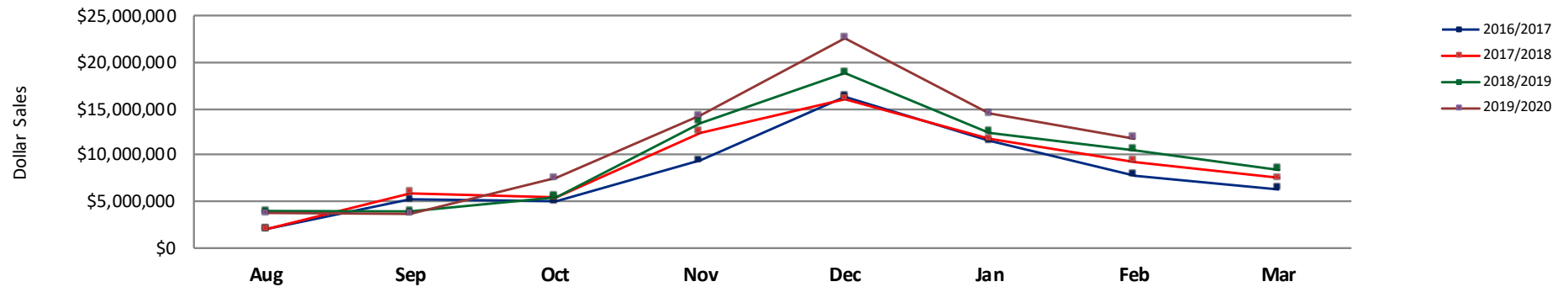
Current Period: Feb 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
MAX DIN 12+	Sales: \$7,242,896 Units: 6% Dollars: 10%	↑	↑	Sales: \$47,218,961 Units: 3% Dollars: 9%	↑	↑
MAX DIN 8-11	Sales: \$4,437,040 Units: 18% Dollars: 18%	↑	↑	Sales: \$28,445,366 Units: 19% Dollars: 23%	↑	↑
MAX DIN 1-7	Sales: \$95,290 Units: -35% Dollars: -29%	↓	↓	Sales: \$2,246,769 Units: 3% Dollars: 10%	↑	↑

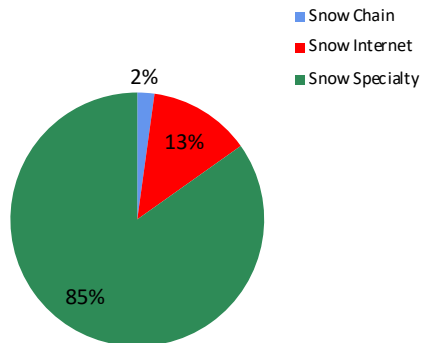


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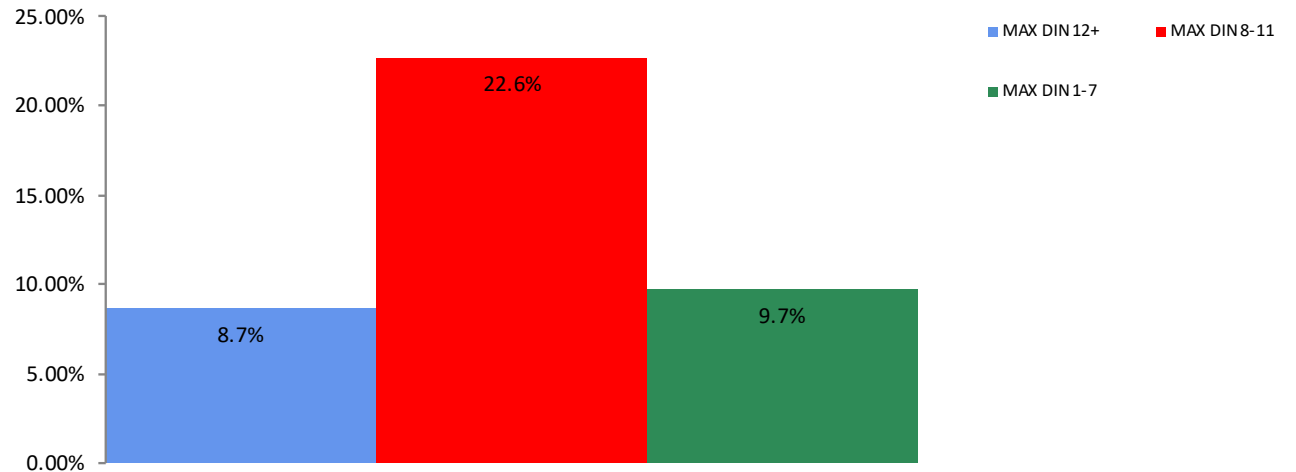
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date

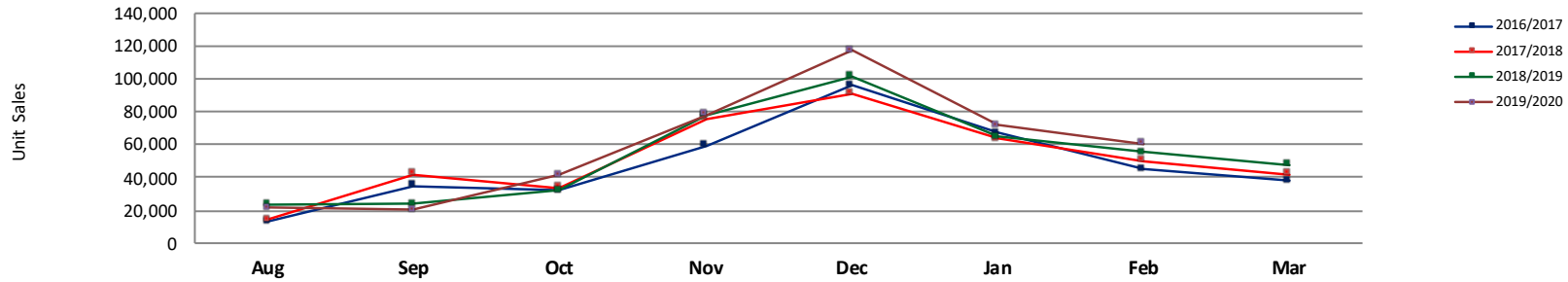




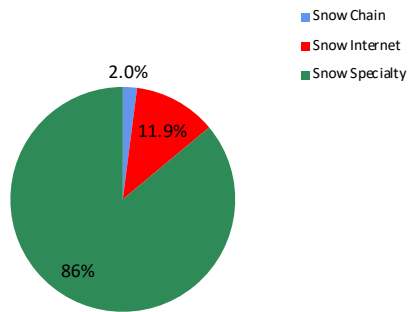
Unit Analysis, Alpine Bindings

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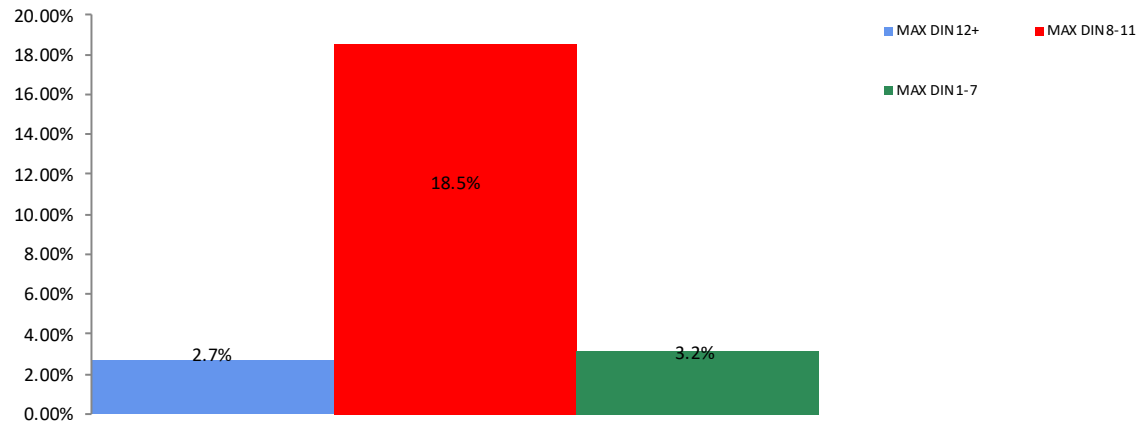
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Feb 2020

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	60,803	411,852	9.6%	8.8%	\$11,775,226	\$77,911,097	12.0%	13.4%	\$193.66	\$189.17	2.2%	4.2%
MAX DIN 12+	32,970	215,149	5.9%	2.7%	\$7,242,896	\$47,218,961	9.6%	8.7%	\$219.68	\$219.47	3.4%	5.8%
MAX DIN 8-11	26,738	172,333	17.9%	18.5%	\$4,437,040	\$28,445,366	17.7%	22.6%	\$165.95	\$165.06	-0.2%	3.4%
MAX DIN 1-7	1,095	24,370	-34.5%	3.2%	\$95,290	\$2,246,769	-29.2%	9.7%	\$87.02	\$92.19	8.2%	6.4%



Specialty Topline

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Current Period: Feb 2020

Alpine Bindings Topline Specialty

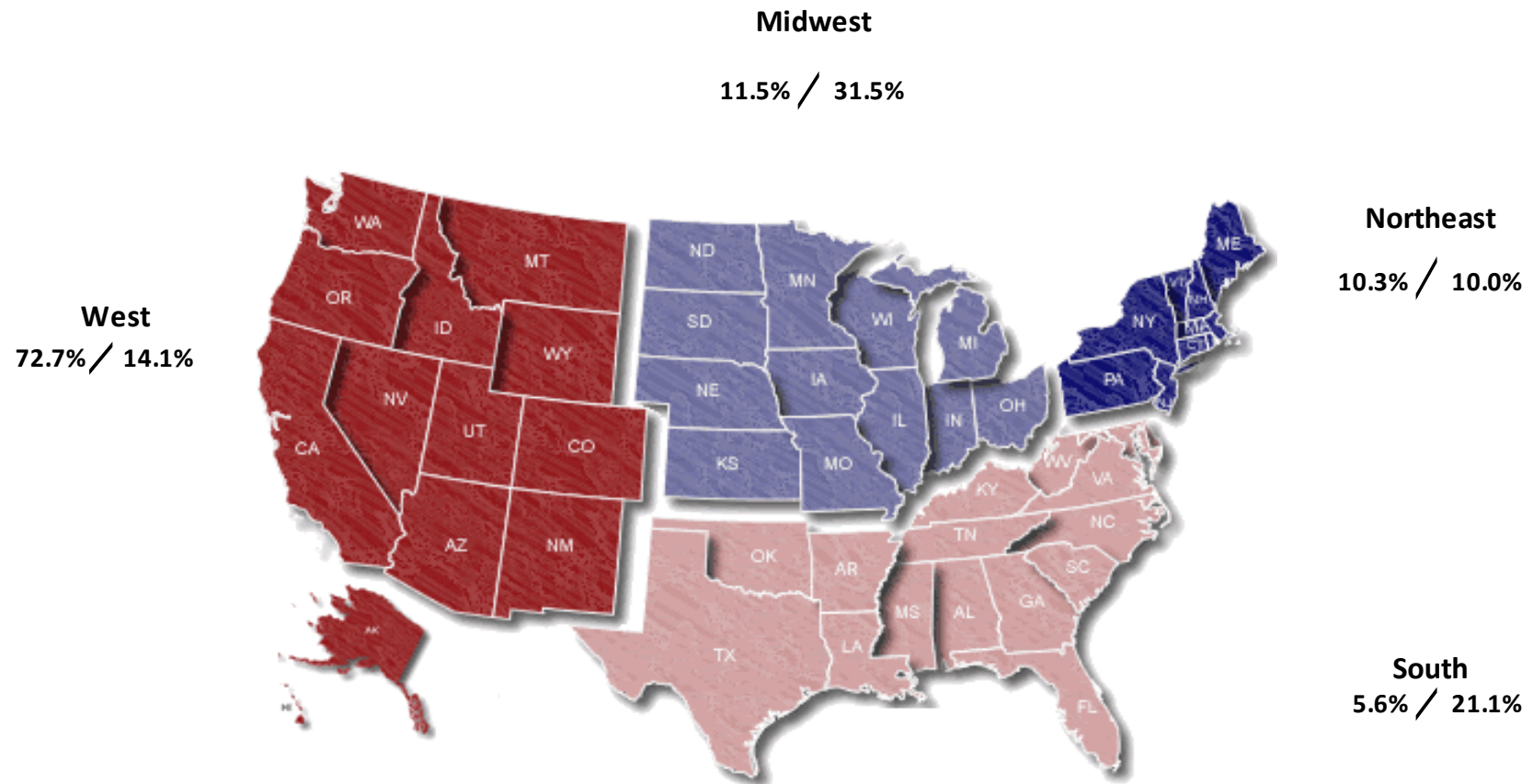
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	53,980	354,408	11.4%	11.1%	\$10,397,141	\$66,087,601	14.5%	15.8%	\$192.61	\$186.47	2.7%	4.2%
MAX DIN 12+	28,111	173,294	9.5%	6.9%	\$6,165,325	\$37,929,219	13.4%	12.8%	\$219.32	\$218.87	3.5%	5.6%
MAX DIN 8-11	24,837	157,976	17.3%	16.8%	\$4,143,727	\$26,041,231	17.9%	20.5%	\$166.84	\$164.84	0.5%	3.1%
MAX DIN 1-7	1,033	23,139	-35.9%	7.3%	\$88,090	\$2,117,150	-31.4%	13.2%	\$85.28	\$91.50	7.0%	5.4%



Specialty Regional Sales

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



Chain Topline

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Current Period: Feb 2020

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	851	8,418	-22.8%	9.8%	\$153,889	\$1,695,222	-33.2%	9.5%	\$180.83	\$201.38	-13.5%	-0.3%
MAX DIN 12+	339	4,265	-53.8%	-17.8%	\$83,060	\$1,019,310	-49.3%	-8.4%	\$245.01	\$238.99	9.7%	11.3%
MAX DIN 8-11	491	3,972	39.1%	66.6%	\$68,984	\$659,480	6.0%	55.7%	\$140.50	\$166.03	-23.8%	-6.6%
MAX DIN 1-7	20	181	33.3%	92.6%	\$1,845	\$16,433	29.9%	42.5%	\$92.25	\$90.79	-2.6%	-26.0%



Internet Topline

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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	5,973	49,026	0.6%	-5.7%	\$1,224,195	\$10,128,274	1.8%	0.7%	\$204.95	\$206.59	1.2%	6.8%
MAX DIN 12+	4,521	37,590	-4.6%	-11.0%	\$994,511	\$8,270,432	-1.3%	-5.2%	\$219.98	\$220.02	3.4%	6.4%
MAX DIN 8-11	1,410	10,386	22.4%	32.9%	\$224,329	\$1,744,656	18.1%	49.2%	\$159.10	\$167.98	-3.5%	12.2%
MAX DIN 1-7	42	1,050	-12.5%	-46.7%	\$5,355	\$113,185	11.2%	-31.5%	\$127.50	\$107.80	27.1%	28.6%