



**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: Jan 2020**

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## All Channels Summary

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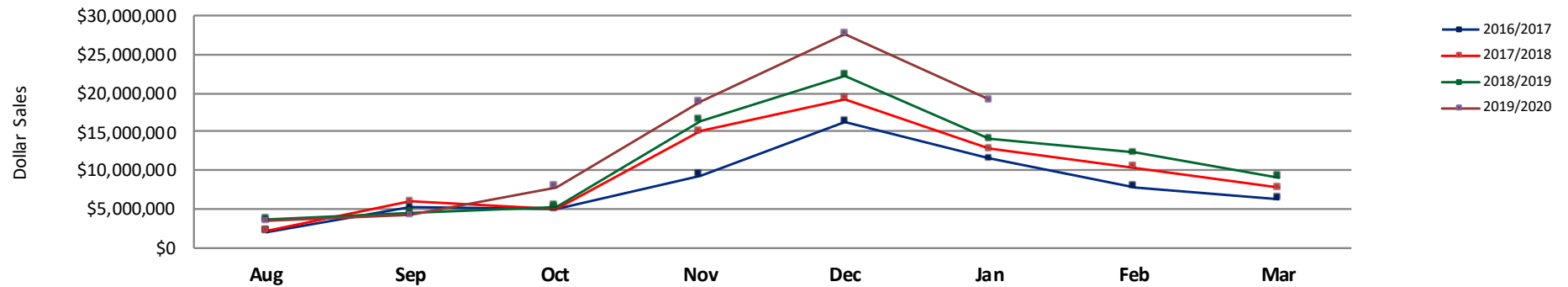
### Current Period: Jan 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
MAX DIN 12+	Sales: \$11,815,221 Units: 24% Dollars: 33%	↑	↑	Sales: \$48,064,101 Units: 10% Dollars: 17%	↑	↑
MAX DIN 8-11	Sales: \$7,053,521 Units: 38% Dollars: 43%	↑	↑	Sales: \$30,118,521 Units: 26% Dollars: 31%	↑	↑
MAX DIN 1-7	Sales: \$247,807 Units: 13% Dollars: 18%	↑	↑	Sales: \$2,886,832 Units: 19% Dollars: 26%	↑	↑

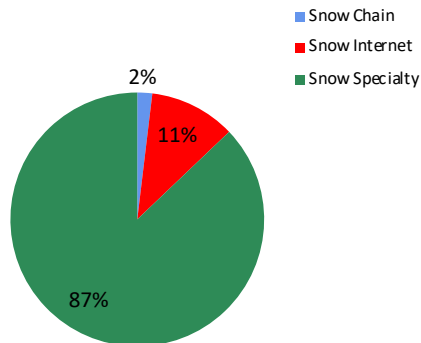


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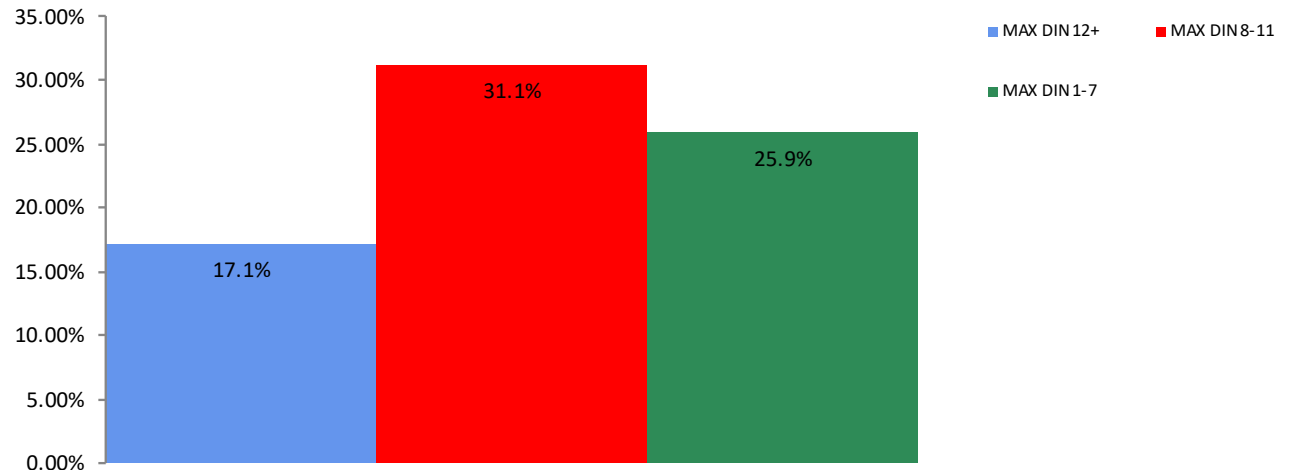
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



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



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

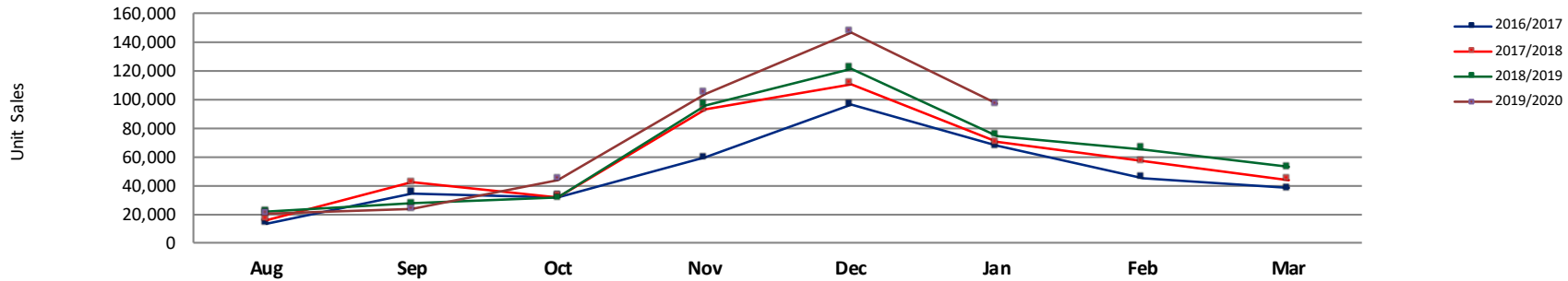




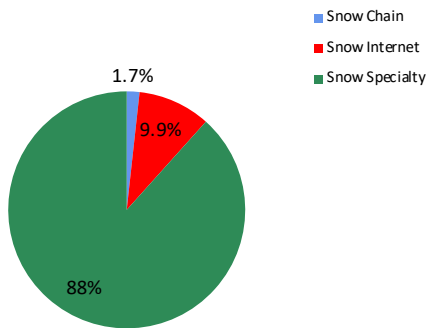
## Unit Analysis, Alpine Bindings

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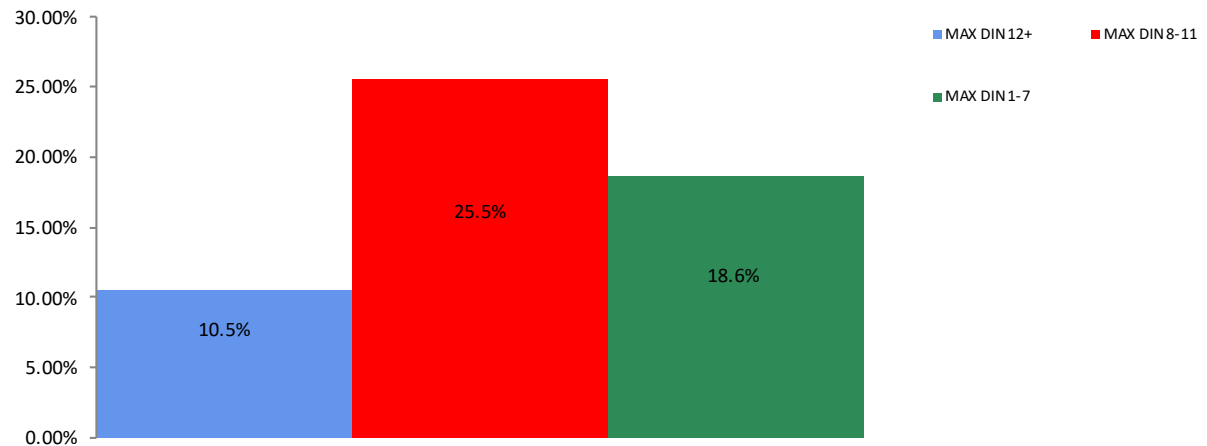
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Jan 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	96,348	434,554	29.6%	17.0%	\$19,116,550	\$81,069,454	36.1%	22.3%	\$198.41	\$186.56	5.0%	4.5%
MAX DIN 12+	52,253	219,471	24.4%	10.5%	\$11,815,221	\$48,064,101	32.5%	17.1%	\$226.12	\$219.00	6.5%	6.0%
MAX DIN 8-11	41,488	184,717	38.2%	25.5%	\$7,053,521	\$30,118,521	43.4%	31.1%	\$170.01	\$163.05	3.8%	4.4%
MAX DIN 1-7	2,607	30,366	13.3%	18.6%	\$247,807	\$2,886,832	18.1%	25.9%	\$95.05	\$95.07	4.2%	6.1%



## Specialty Topline

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Current Period: Jan 2020

### Alpine Bindings Topline Specialty

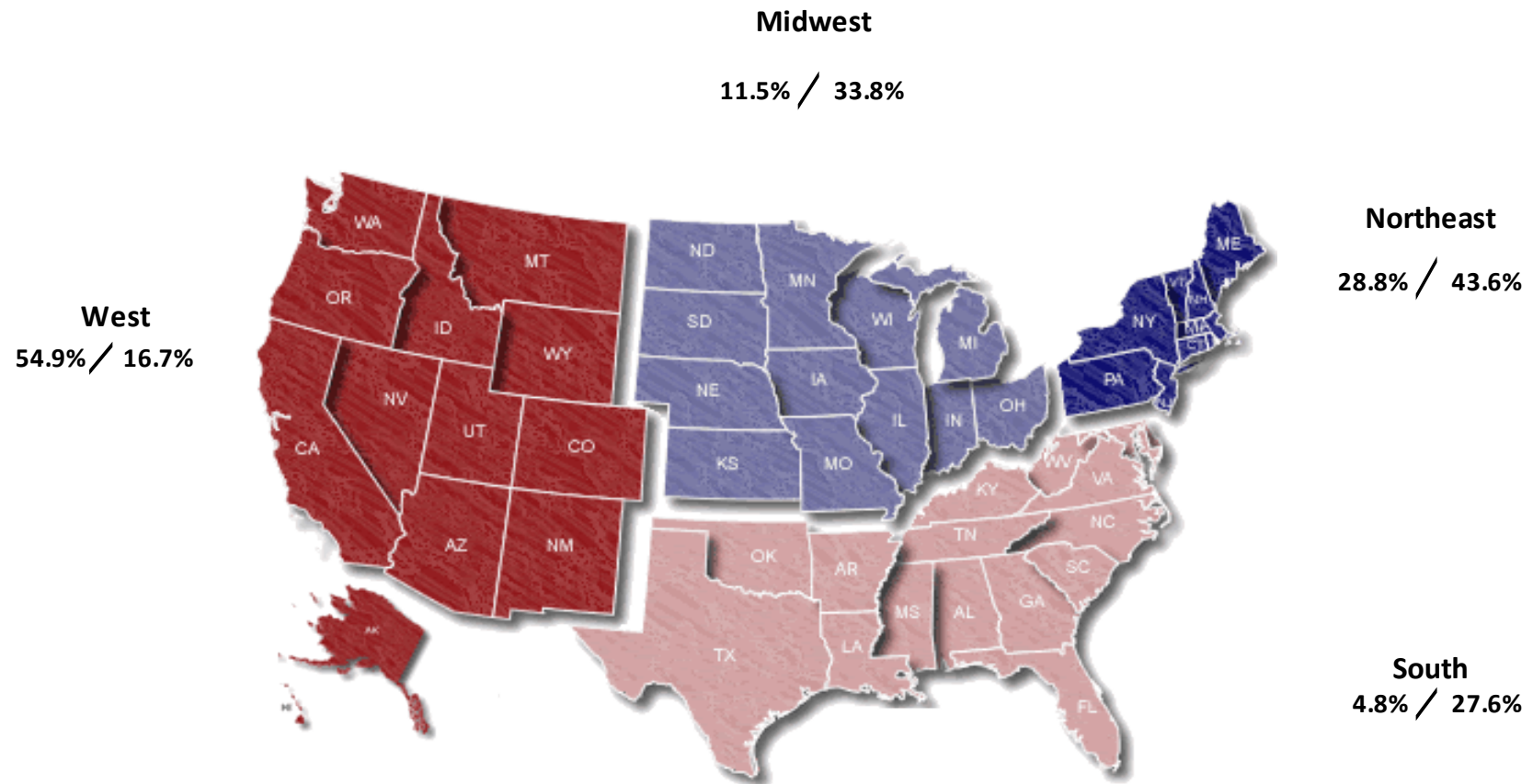
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	86,888	383,939	31.5%	20.4%	\$17,151,955	\$70,625,098	38.7%	25.8%	\$197.40	\$183.95	5.4%	4.5%
MAX DIN 12+	45,626	182,481	30.0%	16.4%	\$10,307,321	\$39,852,985	38.1%	23.2%	\$225.91	\$218.40	6.2%	5.8%
MAX DIN 8-11	38,902	172,261	35.2%	24.4%	\$6,624,423	\$28,007,698	40.7%	29.5%	\$170.28	\$162.59	4.1%	4.0%
MAX DIN 1-7	2,360	29,197	7.8%	23.7%	\$220,211	\$2,764,414	11.5%	30.2%	\$93.31	\$94.68	3.4%	5.2%



## Specialty Regional Sales

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Current Period: Jan 2020



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





# Chain Topline

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**Current Period: Jan 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	1,732	7,562	11.2%	15.2%	\$331,657	\$1,540,278	3.4%	16.9%	\$191.49	\$203.69	-7.0%	1.4%
MAX DIN 12+	768	3,921	-24.4%	-11.9%	\$184,473	\$935,195	-17.6%	-1.5%	\$240.20	\$238.51	8.9%	11.9%
MAX DIN 8-11	930	3,480	76.8%	71.3%	\$144,216	\$590,496	51.4%	64.7%	\$155.07	\$169.68	-14.3%	-3.9%
MAX DIN 1-7	34	161	126.7%	103.8%	\$2,968	\$14,588	104.9%	44.3%	\$87.29	\$90.61	-9.6%	-29.2%



# Internet Topline

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Current Period: Jan 2020

## 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	7,728	43,053	15.4%	-6.5%	\$1,632,937	\$8,904,079	20.3%	0.5%	\$211.30	\$206.82	4.3%	7.5%
MAX DIN 12+	5,859	33,069	-0.6%	-11.8%	\$1,323,427	\$7,275,921	7.5%	-5.8%	\$225.88	\$220.02	8.2%	6.8%
MAX DIN 8-11	1,656	8,976	133.9%	34.8%	\$284,882	\$1,520,327	145.7%	55.3%	\$172.03	\$169.38	5.0%	15.2%
MAX DIN 1-7	213	1,008	121.9%	-47.6%	\$24,628	\$107,830	127.3%	-32.8%	\$115.62	\$106.97	2.4%	28.2%