



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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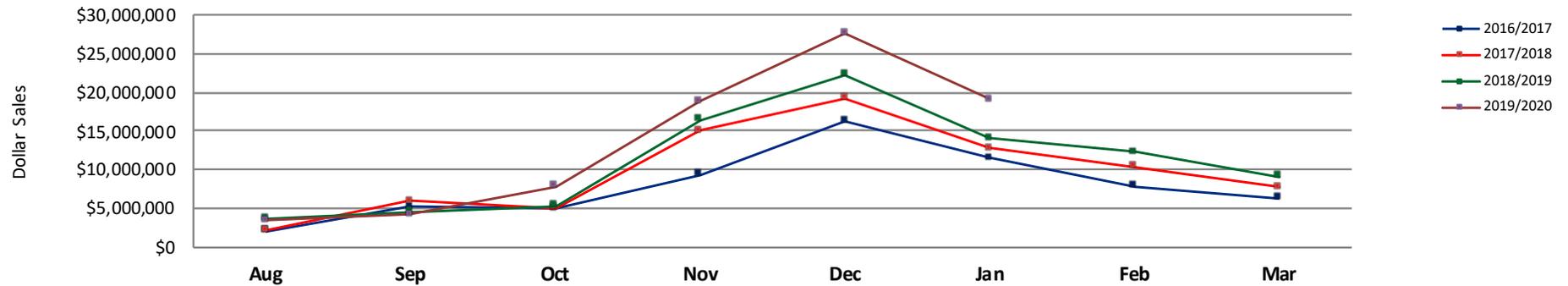
Current Period: Jan 2020

| | 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% | ↑ | ↑ |

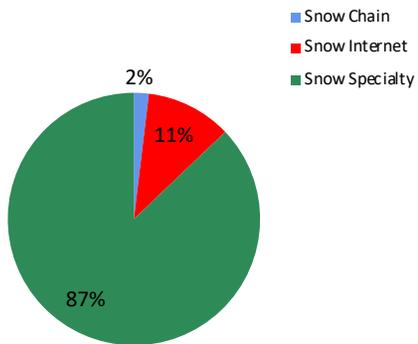


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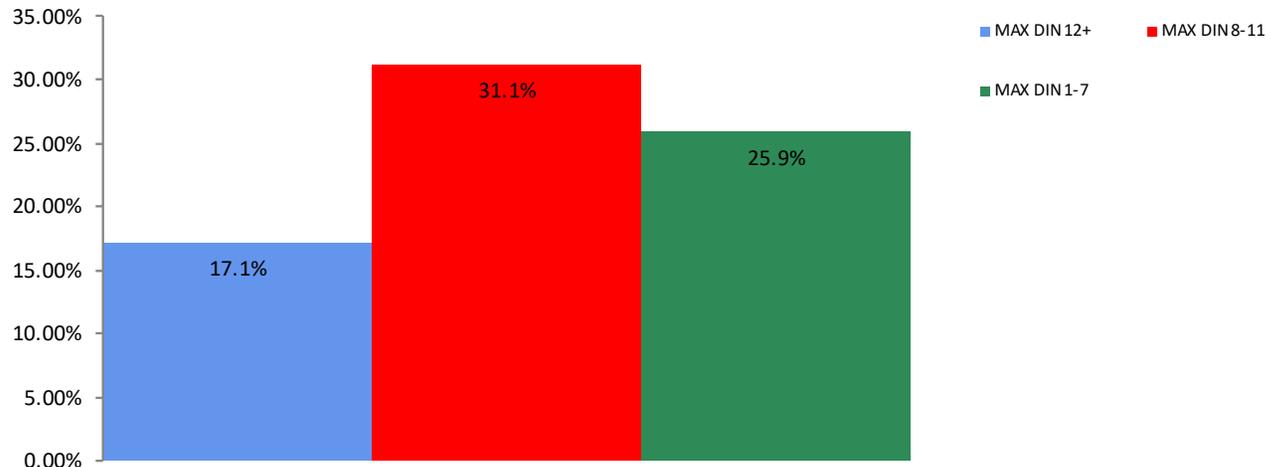
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date

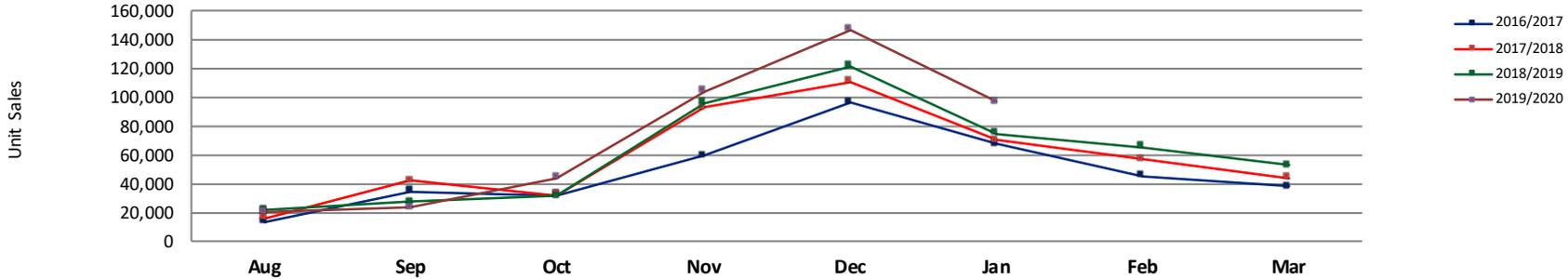




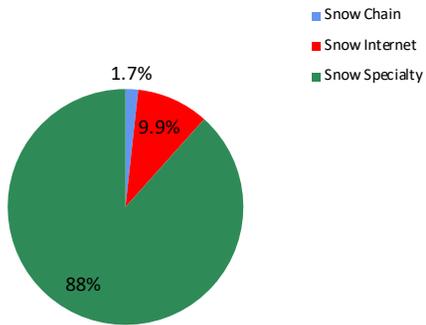
Unit Analysis, Alpine Bindings

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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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Alpine Bindings Topline Specialty

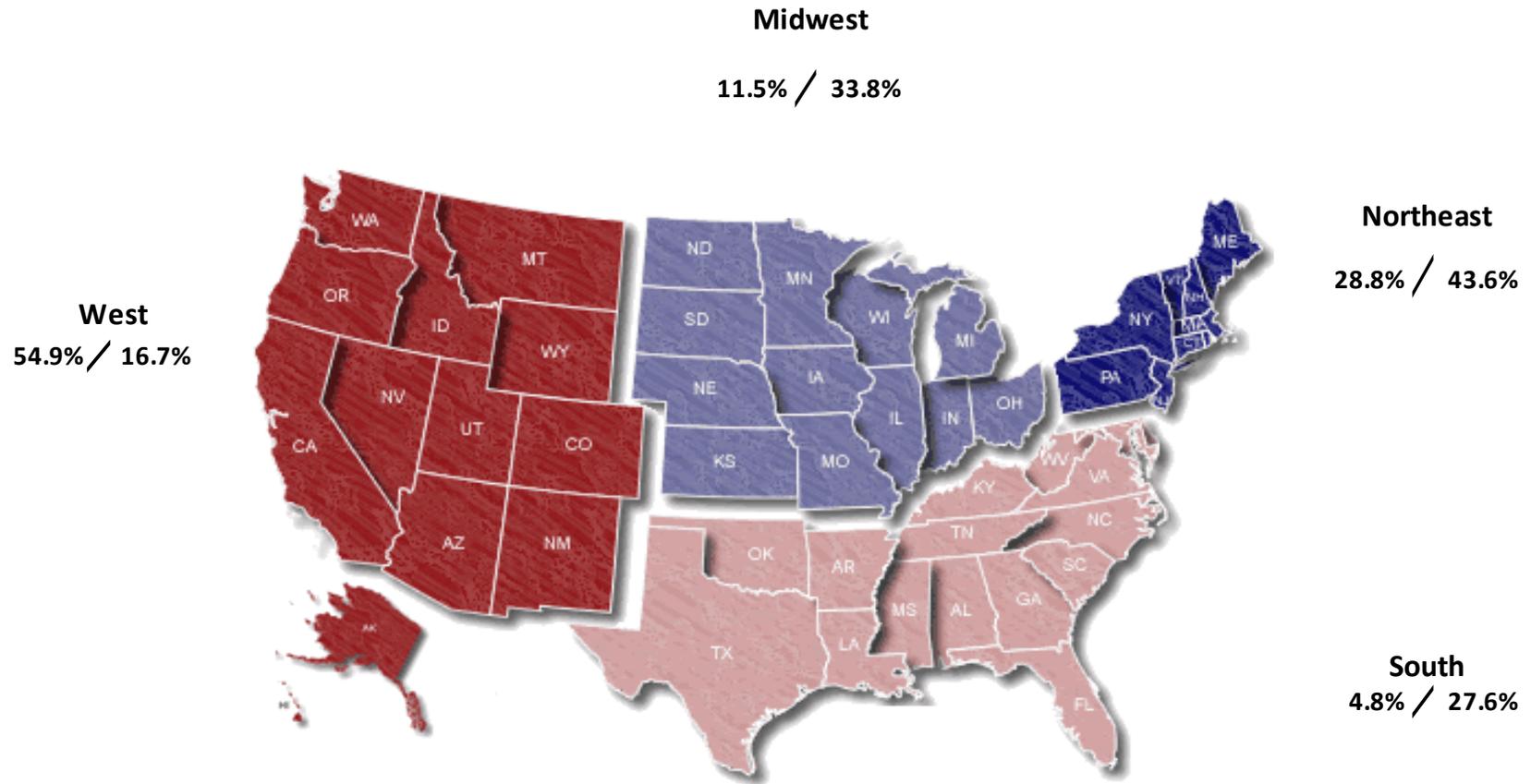
| CP=Current Period STD=Season to Date | Units Sold | | | | Dollars Sold | | | | Average Retail | | | |
|---|------------|---------|-------|-------|--------------|--------------|-------|-------|----------------|----------|------|-------|
| | CP | STD | CP Δ | STD Δ | CP | STD | CP Δ | STD Δ | CP | STD | 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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Percent of Specialty Sales by Region and Percent Change of Dollar Sales, Season to Date



Chain Topline

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| 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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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% |