



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.

SNOWSPORTS INDUSTRY VIEW

Alpine Boots Report

Report Date: Mar 2019

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Table of Contents

Table of Contents	
Table Of Contents	2
Summary	3
Dollar Analysis, Alpine Boots	4
Unit Analysis, Alpine Boots	5
All Channels Summary	6
Specialty Topline	7
Specialty Regional Sales	8
Chain Topline	9
Internet Topline	10



All Channels Summary

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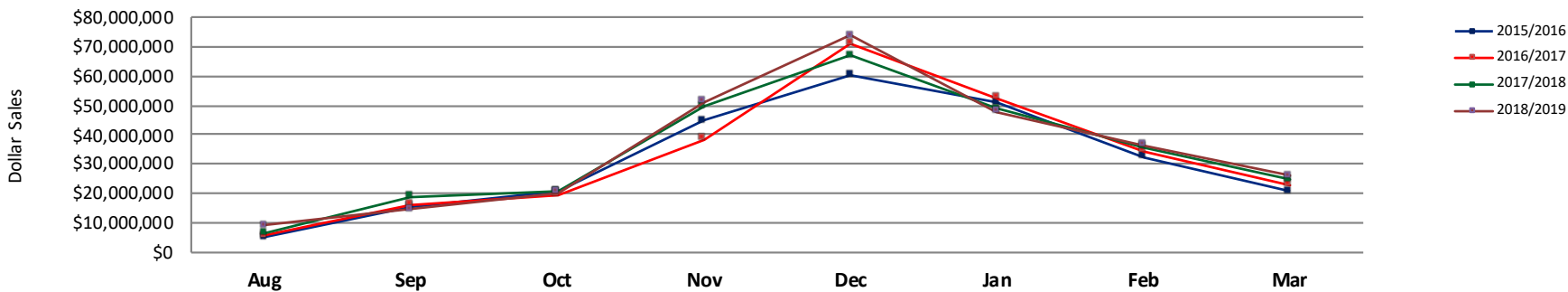
Current Period: Mar 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Alpine/AT Boots	Sales: \$5,940,636 Units: 25% Dollars: 16%	↑	↑	Sales: \$56,331,478 Units: -4% Dollars: -5%	↓	↓
High Performance Alpine Boots	Sales: \$16,121,636 Units: 17% Dollars: 13%	↑	↑	Sales: \$164,526,566 Units: 13% Dollars: 15%	↑	↑
Recreation Alpine Boots	Sales: \$180,996 Units: 31% Dollars: -20%	↑	↓	Sales: \$7,583,649 Units: -8% Dollars: -16%	↓	↓
Sport Performance Alpine Boots	Sales: \$3,867,665 Units: -17% Dollars: -23%	↓	↓	Sales: \$51,011,515 Units: -15% Dollars: -16%	↓	↓

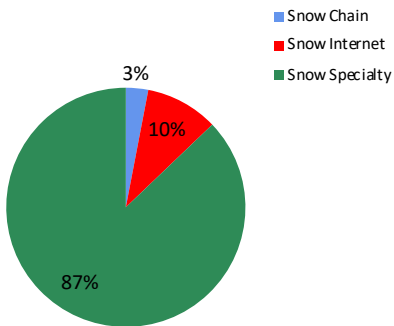


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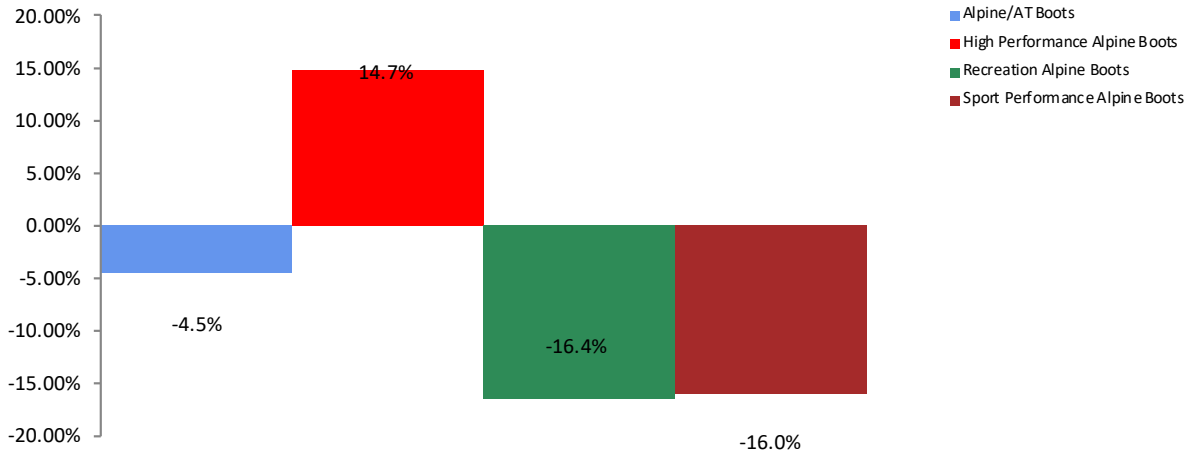
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Alpine Boots Sales, All Stores, Season to Date

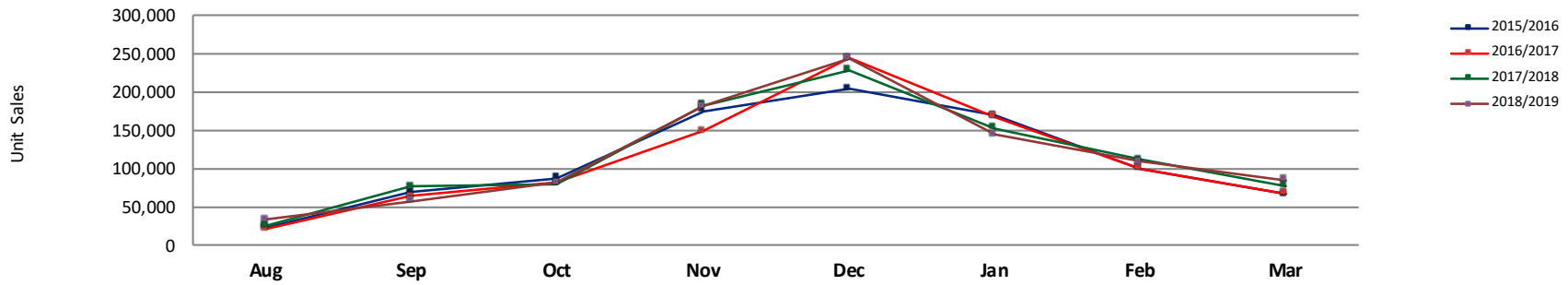




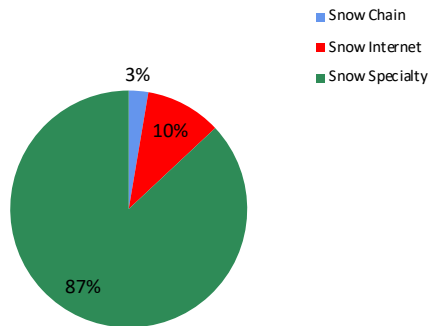
Unit Analysis, Alpine Boots

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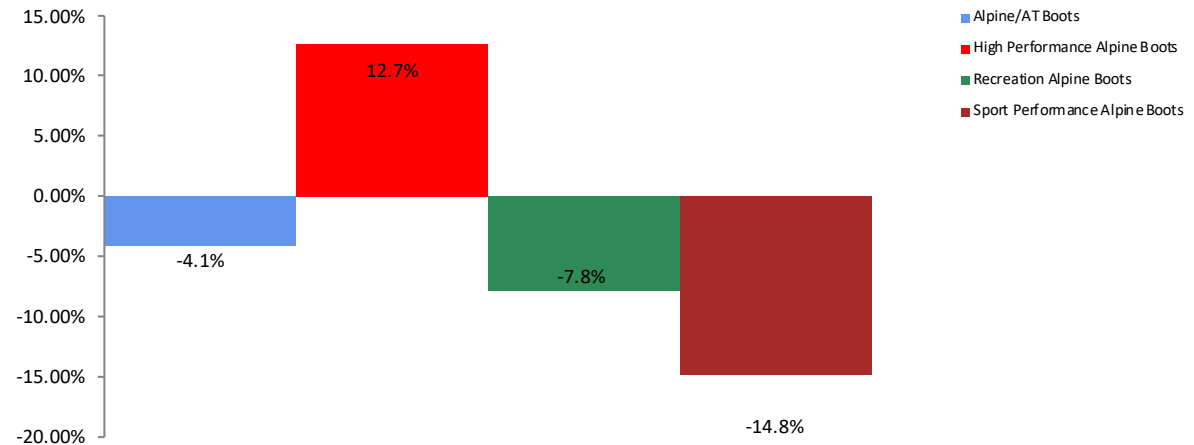
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 2019

Alpine Boots 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 Boots	85,016	933,184	10.5%	0.2%	\$26,110,933	\$279,453,208	5.8%	2.7%	\$307.13	\$299.46	-4.3%	2.5%
Alpine/AT Boots	18,629	160,456	25.1%	-4.1%	\$5,940,636	\$56,331,478	15.7%	-4.5%	\$318.89	\$351.07	-7.5%	-0.5%
High Performance Alpine Boots	47,704	470,820	17.0%	12.7%	\$16,121,636	\$164,526,566	12.8%	14.7%	\$337.95	\$349.45	-3.6%	1.8%
Recreation Alpine Boots	2,881	87,659	30.1%	-7.8%	\$180,996	\$7,583,649	-19.8%	-16.4%	\$62.82	\$86.51	-38.8%	-9.3%
Sport Performance Alpine Boots	15,802	214,249	-17.0%	-14.8%	\$3,867,665	\$51,011,515	-23.3%	-16.0%	\$244.76	\$238.09	-7.6%	-1.4%



Specialty Topline

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Current Period: Mar 2019

Alpine Boots Topline Specialty

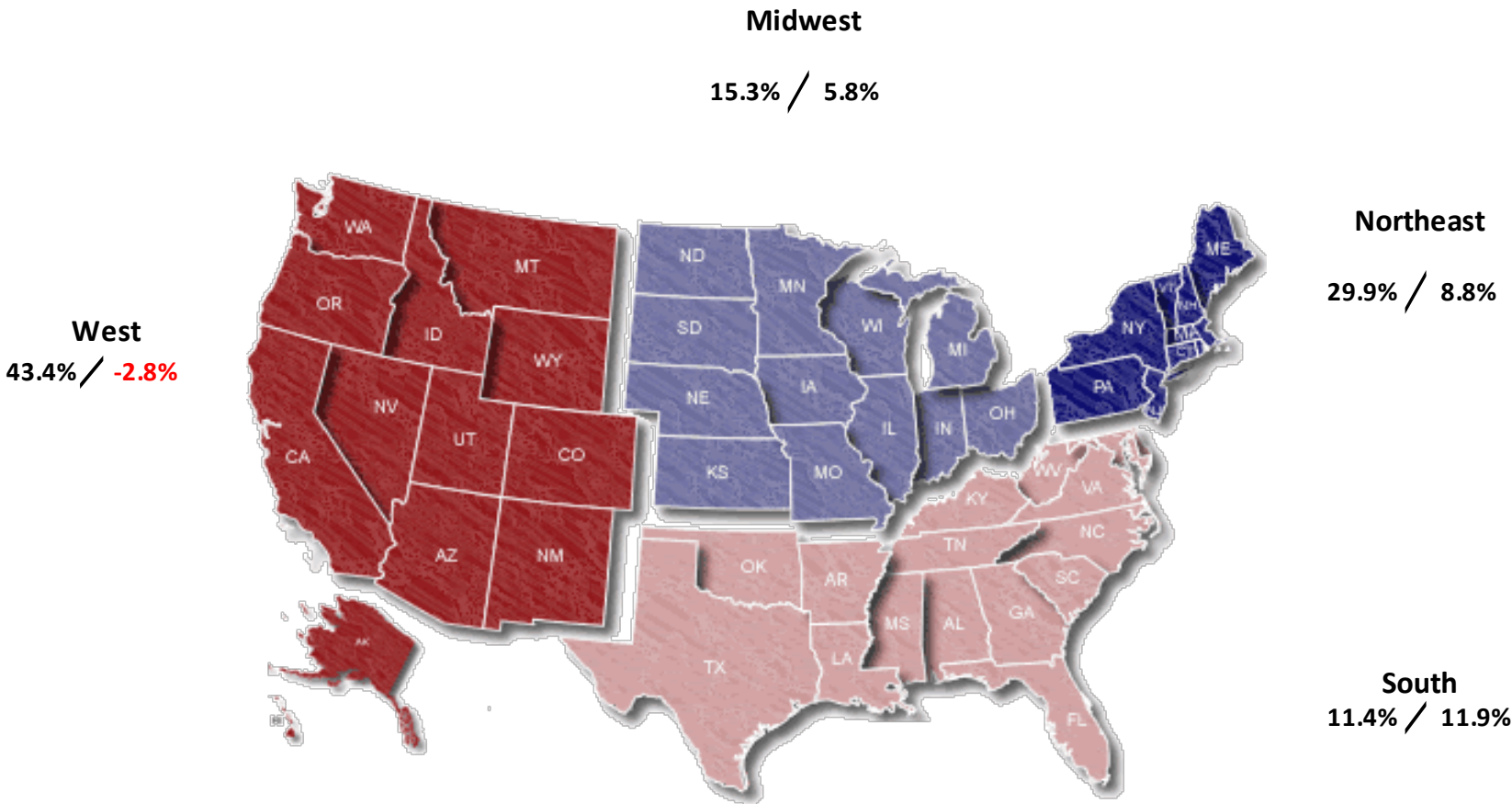
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Boots	77,170	811,598	13.4%	1.8%	\$23,491,536	\$243,537,819	7.5%	3.3%	\$304.41	\$300.07	-5.2%	1.5%
Alpine/AT Boots	16,335	130,513	34.5%	-2.1%	\$5,130,110	\$45,595,009	24.9%	-3.6%	\$314.06	\$349.35	-7.1%	-1.5%
High Performance Alpine Boots	43,444	410,573	18.8%	12.1%	\$14,600,296	\$144,616,022	13.2%	14.4%	\$336.07	\$352.23	-4.7%	2.1%
Recreation Alpine Boots	2,762	75,719	55.7%	-3.8%	\$168,731	\$6,589,068	-2.0%	-11.3%	\$61.09	\$87.02	-37.0%	-7.9%
Sport Performance Alpine Boots	14,629	194,793	-16.6%	-10.9%	\$3,592,399	\$46,737,720	-23.1%	-14.3%	\$245.57	\$239.94	-7.8%	-3.8%



Specialty Regional Sales

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Current Period: Mar 2019



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



Chain Topline

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Current Period: Mar 2019

Alpine Boots 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 Boots	1,375	24,858	115.5%	23.0%	\$406,881	\$8,437,320	122.4%	24.1%	\$295.91	\$339.42	3.2%	0.8%
Alpine/AT Boots	467	9,724	65.6%	2.1%	\$129,651	\$3,518,838	51.8%	-2.3%	\$277.63	\$361.87	-8.3%	-4.3%
High Performance Alpine Boots	612	8,566	167.2%	57.0%	\$212,612	\$3,440,988	194.6%	61.5%	\$347.41	\$401.70	10.2%	2.9%
Recreation Alpine Boots	53	1,524	152.4%	3.2%	\$6,455	\$221,195	142.5%	8.6%	\$121.79	\$145.14	-3.9%	5.3%
Sport Performance Alpine Boots	243	5,044	129.2%	34.6%	\$58,163	\$1,256,299	156.2%	45.4%	\$239.35	\$249.07	11.8%	8.0%



Internet Topline

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Alpine Boots 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 Boots	6,471	96,729	-21.6%	-15.6%	\$2,212,514	\$27,478,069	-16.7%	-7.4%	\$341.91	\$284.07	6.0%	9.7%
Alpine/AT Boots	1,827	20,220	-25.7%	-17.3%	\$680,875	\$7,217,631	-27.5%	-10.8%	\$372.67	\$356.96	-2.4%	7.8%
High Performance Alpine Boots	3,648	51,681	-8.2%	12.4%	\$1,308,728	\$16,469,556	-0.6%	11.0%	\$358.75	\$318.68	8.3%	-1.2%
Recreation Alpine Boots	66	10,416	-84.3%	-30.3%	\$5,809	\$773,386	-88.6%	-46.3%	\$88.02	\$74.25	-30.5%	-22.9%
Sport Performance Alpine Boots	930	14,412	-33.3%	-50.7%	\$217,102	\$3,017,496	-37.7%	-43.3%	\$233.44	\$209.37	-6.5%	15.0%