



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: Feb 2020

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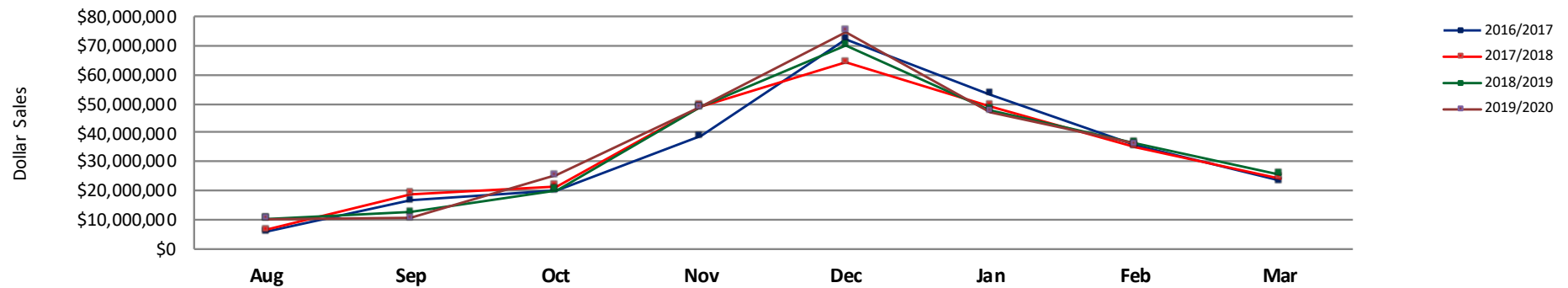
All Channels Summary

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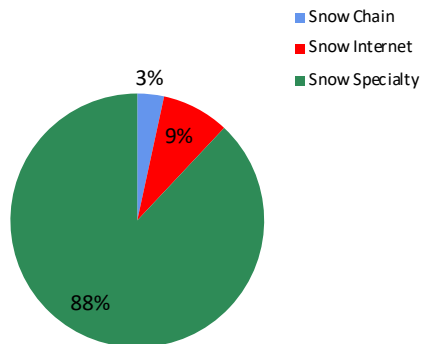
Current Period: Feb 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Alpine/AT Boots	Sales: \$6,546,985 Units: -21% Dollars: -17%	↓	↓	Sales: \$50,475,825 Units: -2% Dollars: -3%	↓	↓
High Performance Alpine Boots	Sales: \$24,247,261 Units: 6% Dollars: 8%	↑	↑	Sales: \$161,861,508 Units: 9% Dollars: 10%	↑	↑
Recreation Alpine Boots	Sales: \$403,079 Units: -24% Dollars: -16%	↓	↓	Sales: \$7,454,434 Units: -12% Dollars: -6%	↓	↓
Sport Performance Alpine Boots	Sales: \$4,942,619 Units: -14% Dollars: -13%	↓	↓	Sales: \$33,291,977 Units: -16% Dollars: -16%	↓	↓

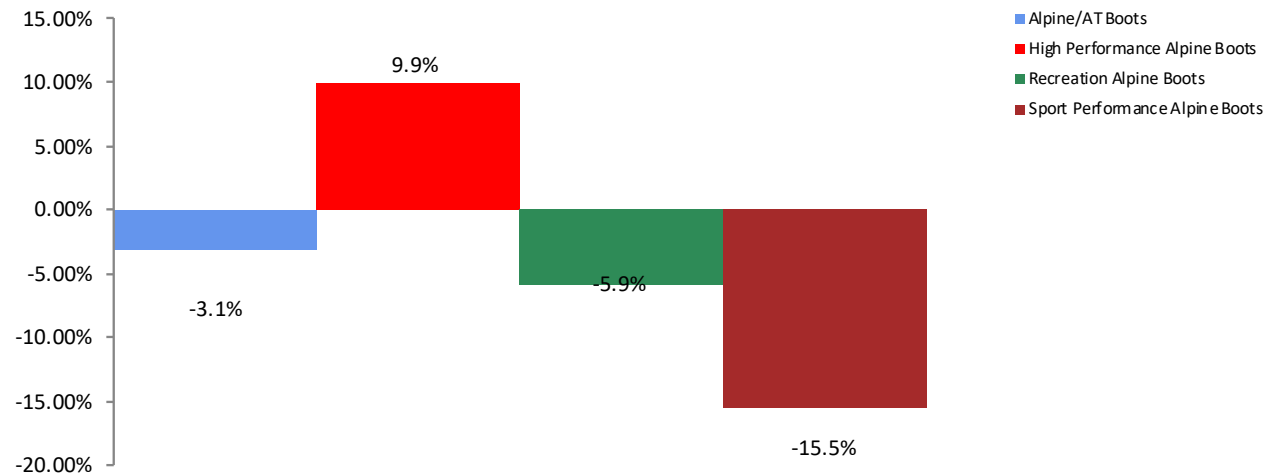
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Alpine Boots Sales, All Stores, Season to Date

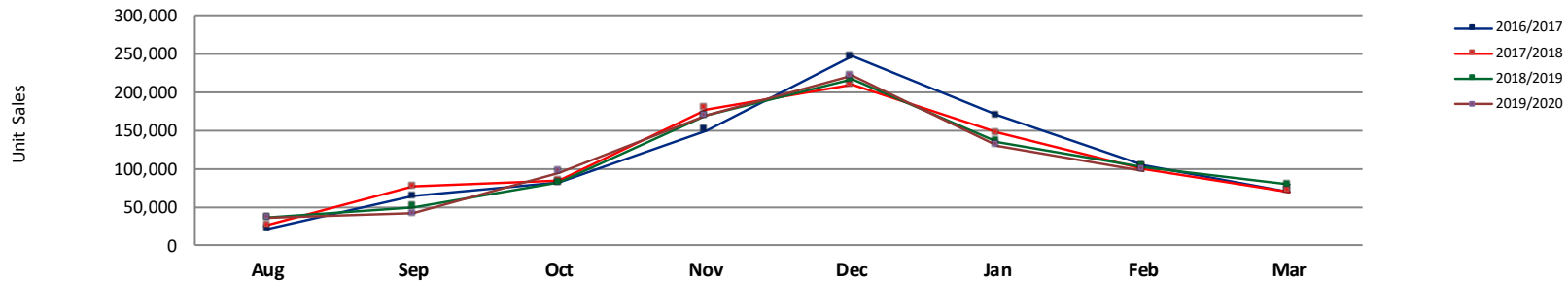




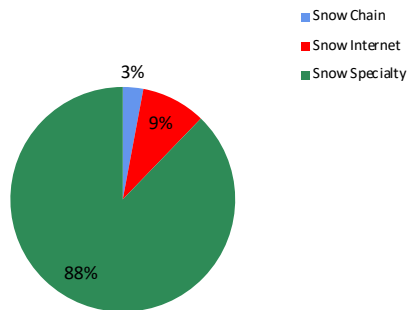
Unit Analysis, Alpine Boots

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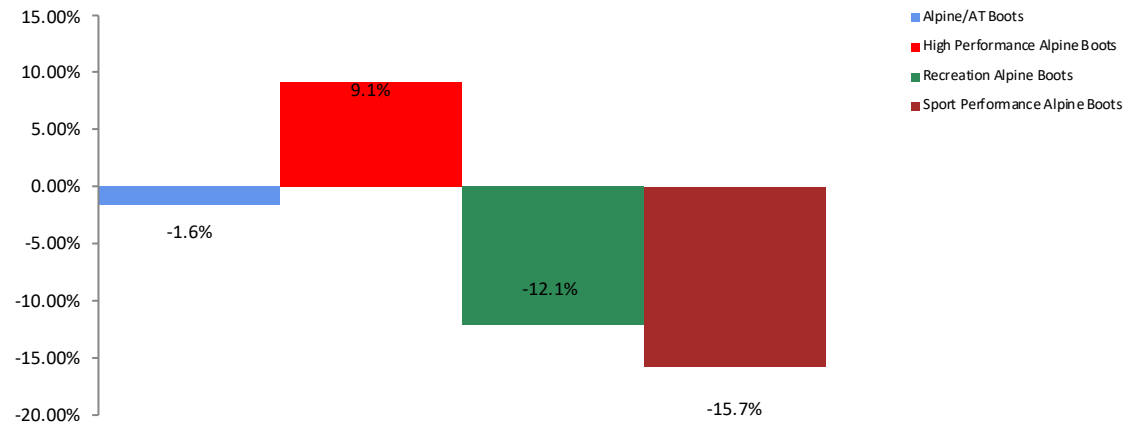
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Feb 2020

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	97,395	789,547	-4.9%	-0.2%	\$36,139,944	\$253,083,744	-0.7%	2.6%	\$371.07	\$320.54	4.4%	2.7%
Alpine/AT Boots	16,934	139,516	-20.8%	-1.6%	\$6,546,985	\$50,475,825	-16.9%	-3.1%	\$386.62	\$361.79	5.0%	-1.5%
High Performance Alpine Boots	59,379	437,509	6.4%	9.1%	\$24,247,261	\$161,861,508	8.4%	9.9%	\$408.35	\$369.96	1.9%	0.7%
Recreation Alpine Boots	4,209	81,825	-24.3%	-12.1%	\$403,079	\$7,454,434	-16.5%	-5.9%	\$95.77	\$91.10	10.4%	7.1%
Sport Performance Alpine Boots	16,873	130,697	-13.9%	-15.7%	\$4,942,619	\$33,291,977	-12.5%	-15.5%	\$292.93	\$254.73	1.7%	0.2%



Specialty Topline

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Current Period: Feb 2020

Alpine Boots Topline Specialty

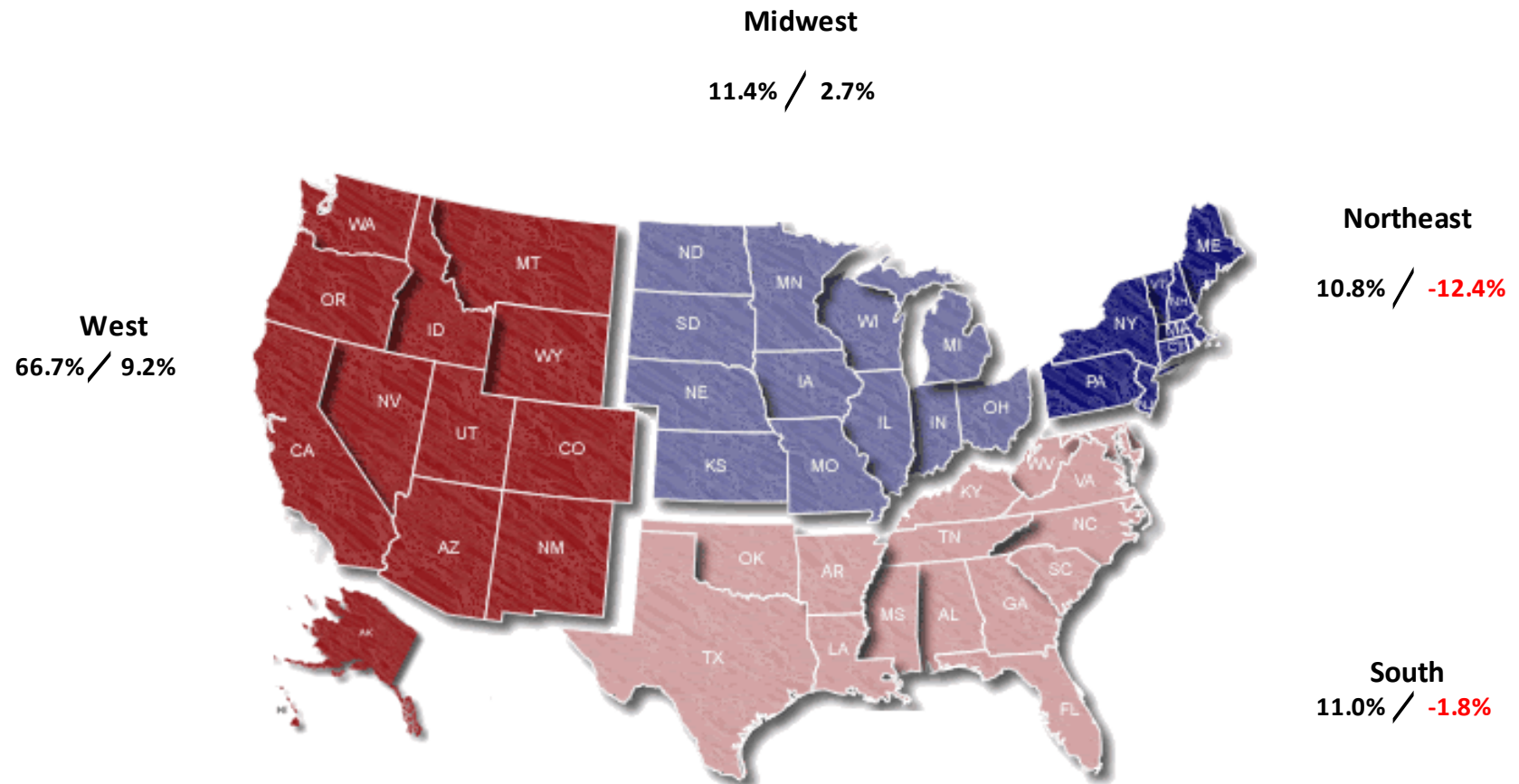
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Boots	89,039	693,034	-3.3%	2.4%	\$33,370,020	\$222,702,216	1.6%	4.4%	\$374.78	\$321.34	5.1%	2.0%
Alpine/AT Boots	13,888	110,202	-24.7%	-3.4%	\$5,480,036	\$40,291,694	-19.1%	-4.5%	\$394.59	\$365.62	7.6%	-1.0%
High Performance Alpine Boots	55,646	393,312	10.7%	14.1%	\$22,876,770	\$146,293,268	12.4%	13.6%	\$411.11	\$371.95	1.5%	-0.5%
Recreation Alpine Boots	3,800	77,286	-28.4%	-4.9%	\$347,007	\$6,854,374	-22.1%	-1.3%	\$91.32	\$88.69	8.8%	3.9%
Sport Performance Alpine Boots	15,705	112,234	-12.9%	-18.0%	\$4,666,207	\$29,262,880	-11.5%	-17.4%	\$297.12	\$260.73	1.6%	0.7%



Specialty Regional Sales

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Current Period: Feb 2020



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 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	2,347	23,241	-25.2%	-1.1%	\$918,899	\$8,600,151	-19.6%	7.0%	\$391.52	\$370.04	7.5%	8.2%
Alpine/AT Boots	1,092	8,941	-12.9%	-3.4%	\$449,147	\$3,658,091	-2.4%	7.9%	\$411.31	\$409.14	12.1%	11.8%
High Performance Alpine Boots	812	8,224	-32.1%	3.2%	\$355,715	\$3,458,094	-30.8%	6.9%	\$438.07	\$420.49	2.0%	3.6%
Recreation Alpine Boots	76	999	-51.3%	-32.1%	\$11,045	\$136,009	-55.0%	-36.7%	\$145.33	\$136.15	-7.7%	-6.7%
Sport Performance Alpine Boots	367	5,077	-30.9%	5.7%	\$102,992	\$1,347,957	-28.9%	12.4%	\$280.63	\$265.50	2.9%	6.4%



Internet Topline

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Current Period: Feb 2020

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	6,009	73,272	-16.5%	-19.0%	\$1,851,025	\$21,781,378	-23.0%	-14.1%	\$308.04	\$297.27	-7.6%	6.0%
Alpine/AT Boots	1,953	20,373	16.3%	10.7%	\$617,801	\$6,526,040	-3.9%	-0.3%	\$316.33	\$320.33	-17.4%	-9.9%
High Performance Alpine Boots	2,922	35,973	-33.3%	-25.3%	\$1,014,776	\$12,110,146	-33.0%	-20.5%	\$347.29	\$336.65	0.5%	6.4%
Recreation Alpine Boots	333	3,540	258.1%	-65.8%	\$45,028	\$464,052	256.0%	-39.5%	\$135.22	\$131.09	5.8%	76.8%
Sport Performance Alpine Boots	801	13,386	-23.3%	-0.8%	\$173,420	\$2,681,140	-25.5%	-4.2%	\$216.50	\$200.29	-2.9%	-3.4%