



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: Jan 2020

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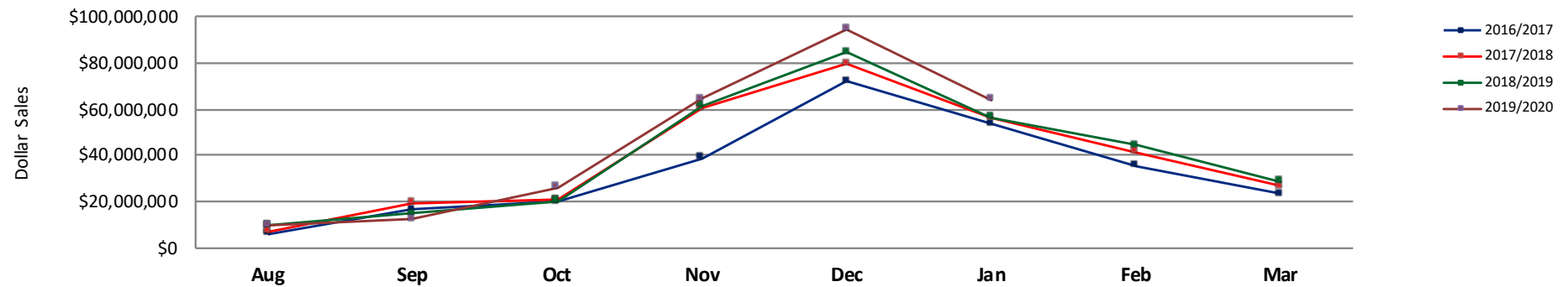
All Channels Summary

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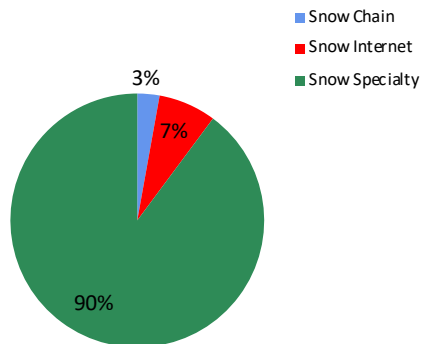
Current Period: Jan 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Alpine/AT Boots	Sales: \$11,618,236 Units: 5% Dollars: 5%	↑	↑	Sales: \$51,233,970 Units: 7% Dollars: 5%	↑	↑
High Performance Alpine Boots	Sales: \$42,323,954 Units: 16% Dollars: 21%	↑	↑	Sales: \$173,102,516 Units: 19% Dollars: 18%	↑	↑
Recreation Alpine Boots	Sales: \$1,067,425 Units: 11% Dollars: 9%	↑	↑	Sales: \$7,226,044 Units: -13% Dollars: -9%	↓	↓
Sport Performance Alpine Boots	Sales: \$8,946,865 Units: -9% Dollars: -4%	↓	↓	Sales: \$39,444,154 Units: -12% Dollars: -11%	↓	↓

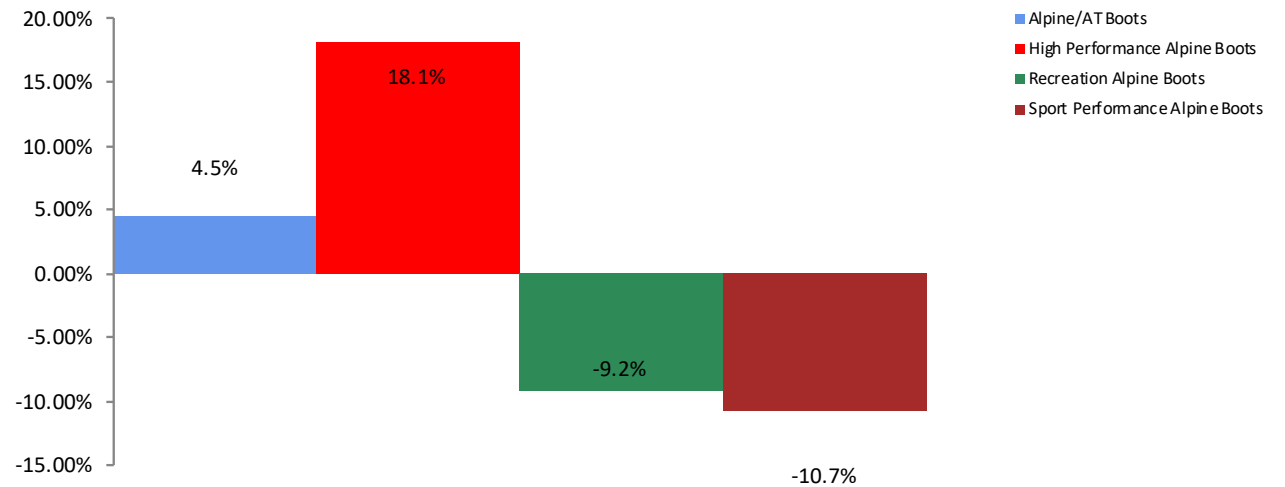
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Alpine Boots Sales, All Stores, Season to Date

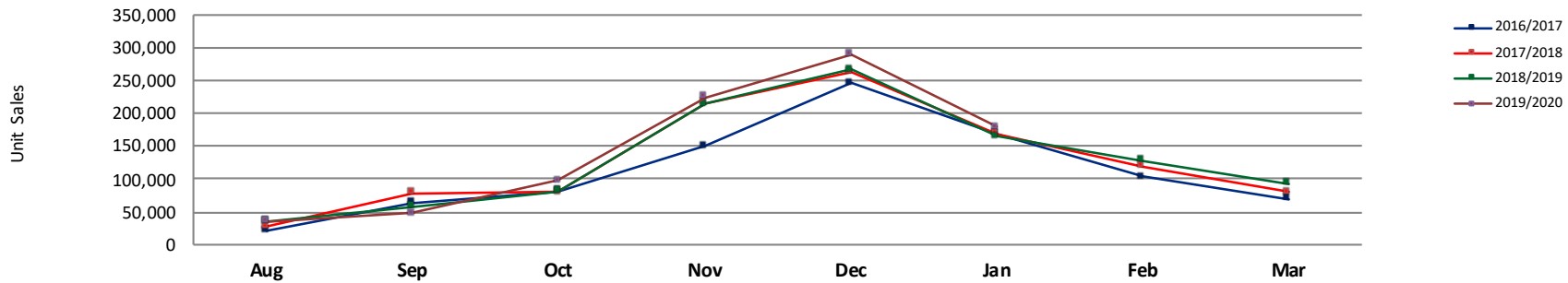




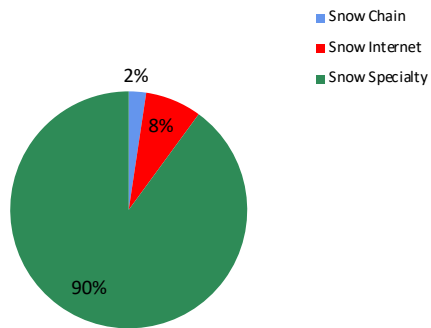
Unit Analysis, Alpine Boots

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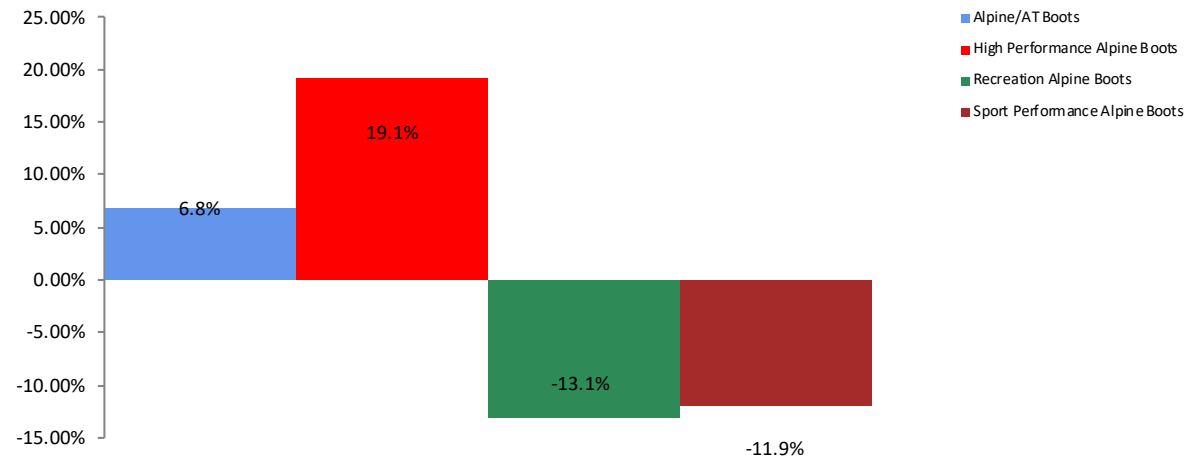
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Jan 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	179,232	874,401	8.6%	6.5%	\$63,956,480	\$271,006,684	13.2%	9.4%	\$356.84	\$309.93	4.2%	2.7%
Alpine/AT Boots	30,597	144,527	4.9%	6.8%	\$11,618,236	\$51,233,970	4.7%	4.5%	\$379.72	\$354.49	-0.2%	-2.1%
High Performance Alpine Boots	104,845	487,536	16.4%	19.1%	\$42,323,954	\$173,102,516	20.8%	18.1%	\$403.68	\$355.06	3.7%	-0.8%
Recreation Alpine Boots	11,534	80,866	11.4%	-13.1%	\$1,067,425	\$7,226,044	8.8%	-9.2%	\$92.55	\$89.36	-2.3%	4.4%
Sport Performance Alpine Boots	32,256	161,472	-8.8%	-11.9%	\$8,946,865	\$39,444,154	-4.3%	-10.7%	\$277.37	\$244.28	4.9%	1.3%



Specialty Topline

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Current Period: Jan 2020

Alpine Boots Topline Specialty

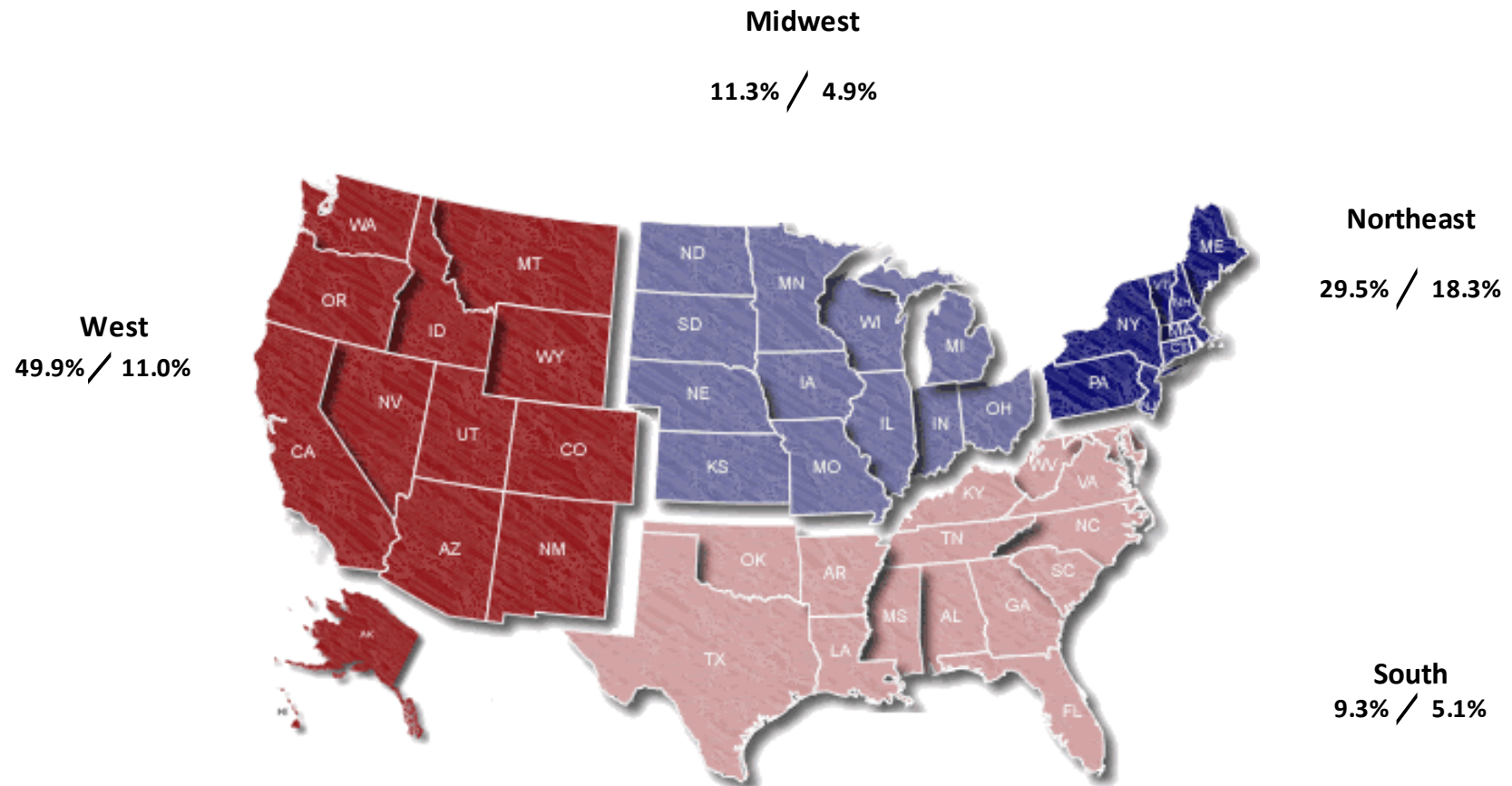
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Boots	164,090	786,468	9.6%	9.6%	\$58,695,590	\$243,425,870	14.3%	11.7%	\$357.70	\$309.52	4.3%	1.9%
Alpine/AT Boots	25,090	118,281	-0.2%	6.9%	\$9,647,170	\$42,128,672	0.2%	4.8%	\$384.50	\$356.17	0.3%	-1.9%
High Performance Alpine Boots	98,284	447,075	20.2%	24.6%	\$39,729,720	\$158,906,175	23.9%	22.1%	\$404.23	\$355.44	3.0%	-2.0%
Recreation Alpine Boots	10,698	76,737	7.6%	-5.8%	\$966,486	\$6,682,057	5.4%	-4.7%	\$90.34	\$87.08	-2.1%	1.1%
Sport Performance Alpine Boots	30,018	144,375	-8.8%	-13.3%	\$8,352,214	\$35,708,966	-4.5%	-12.0%	\$278.24	\$247.33	4.7%	1.6%



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 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	4,466	20,722	-6.4%	1.8%	\$1,779,785	\$7,660,211	4.6%	11.1%	\$398.52	\$369.67	11.7%	9.2%
Alpine/AT Boots	1,817	7,838	-7.5%	-2.1%	\$761,328	\$3,203,299	7.2%	9.3%	\$419.00	\$408.69	15.8%	11.7%
High Performance Alpine Boots	1,680	7,410	-1.0%	9.4%	\$751,980	\$3,100,971	4.8%	14.0%	\$447.61	\$418.48	5.9%	4.2%
Recreation Alpine Boots	170	923	-35.6%	-29.9%	\$24,361	\$124,964	-40.8%	-34.3%	\$143.30	\$135.39	-8.1%	-6.3%
Sport Performance Alpine Boots	799	4,551	-5.4%	6.5%	\$242,116	\$1,230,977	4.1%	16.8%	\$303.02	\$270.48	10.0%	9.6%



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	10,677	67,212	2.2%	-19.2%	\$3,481,103	\$19,920,605	2.2%	-13.2%	\$326.04	\$296.38	0.0%	7.5%
Alpine/AT Boots	3,690	18,408	77.0%	10.0%	\$1,209,737	\$5,901,999	60.1%	0.0%	\$327.84	\$320.62	-9.5%	-9.1%
High Performance Alpine Boots	4,881	33,051	-26.1%	-24.5%	\$1,842,254	\$11,095,370	-18.3%	-19.1%	\$377.43	\$335.70	10.6%	7.1%
Recreation Alpine Boots	666	3,207	353.1%	-68.7%	\$76,577	\$419,024	236.3%	-44.5%	\$114.98	\$130.66	-22.8%	77.5%
Sport Performance Alpine Boots	1,440	12,546	-10.3%	0.7%	\$352,535	\$2,504,212	-5.5%	-2.4%	\$244.82	\$199.60	5.4%	-3.2%