



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: Nov 2019

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All Channels Summary

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Current Period: Nov 2019

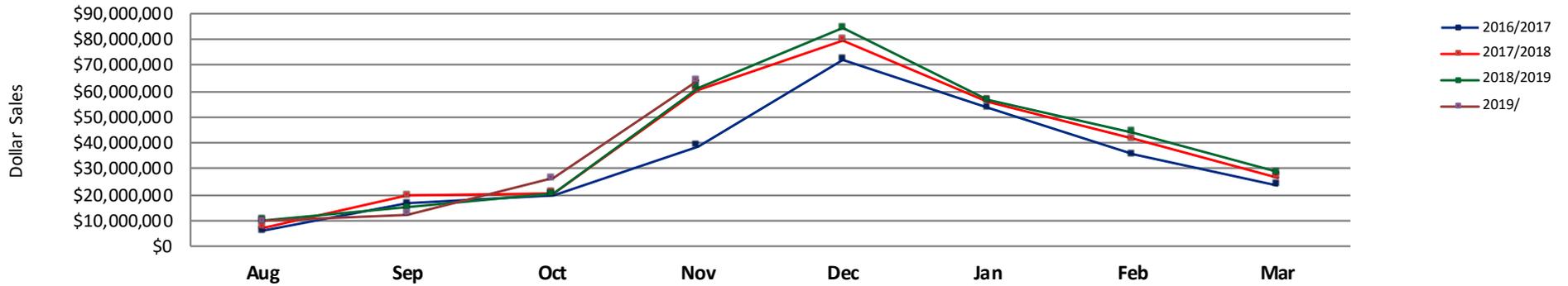
	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Alpine/AT Boots	Sales: \$12,052,693 Units: 0% Dollars: -2%			Sales: \$22,028,850 Units: 11% Dollars: 4%		
High Performance Alpine Boots	Sales: \$40,425,929 Units: 21% Dollars: 14%			Sales: \$69,886,875 Units: 20% Dollars: 15%		
Recreation Alpine Boots	Sales: \$2,149,063 Units: -7% Dollars: 0%			Sales: \$3,881,187 Units: -22% Dollars: -14%		
Sport Performance Alpine Boots	Sales: \$9,527,728 Units: -20% Dollars: -17%			Sales: \$16,675,932 Units: -18% Dollars: -18%		



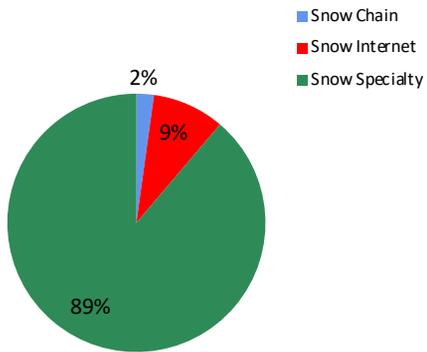
Dollar Analysis, Alpine Boots

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



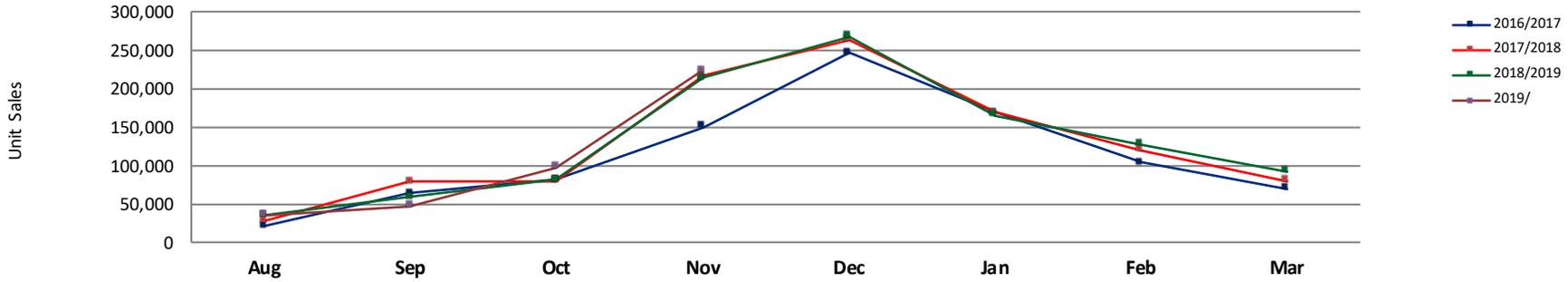
Dollar Sales By Channel, Season to Date



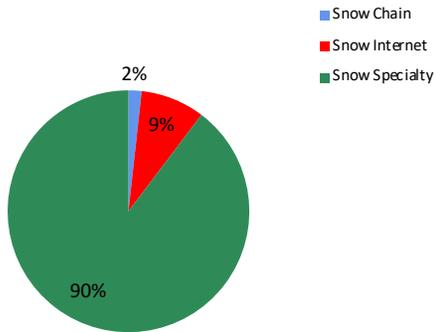
Alpine Boots Sales, All Stores, Season to Date



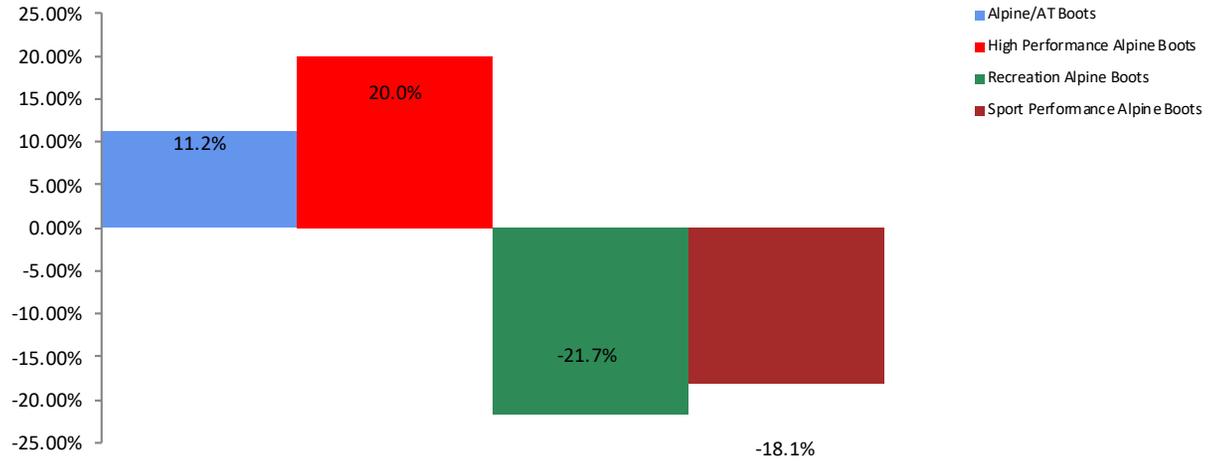
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Nov 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	223,709	403,896	4.7%	3.9%	\$64,155,413	\$112,472,844	4.3%	5.5%	\$286.78	\$278.47	-0.4%	1.5%
Alpine/AT Boots	34,314	66,315	-0.1%	11.2%	\$12,052,693	\$22,028,850	-2.4%	4.3%	\$351.25	\$332.19	-2.3%	-6.3%
High Performance Alpine Boots	124,937	221,167	21.4%	20.0%	\$40,425,929	\$69,886,875	13.9%	15.2%	\$323.57	\$315.99	-6.2%	-4.0%
Recreation Alpine Boots	23,426	43,598	-7.2%	-21.7%	\$2,149,063	\$3,881,187	-0.3%	-13.6%	\$91.74	\$89.02	7.2%	10.3%
Sport Performance Alpine Boots	41,032	72,816	-19.8%	-18.1%	\$9,527,728	\$16,675,932	-17.2%	-17.9%	\$232.20	\$229.01	3.3%	0.3%



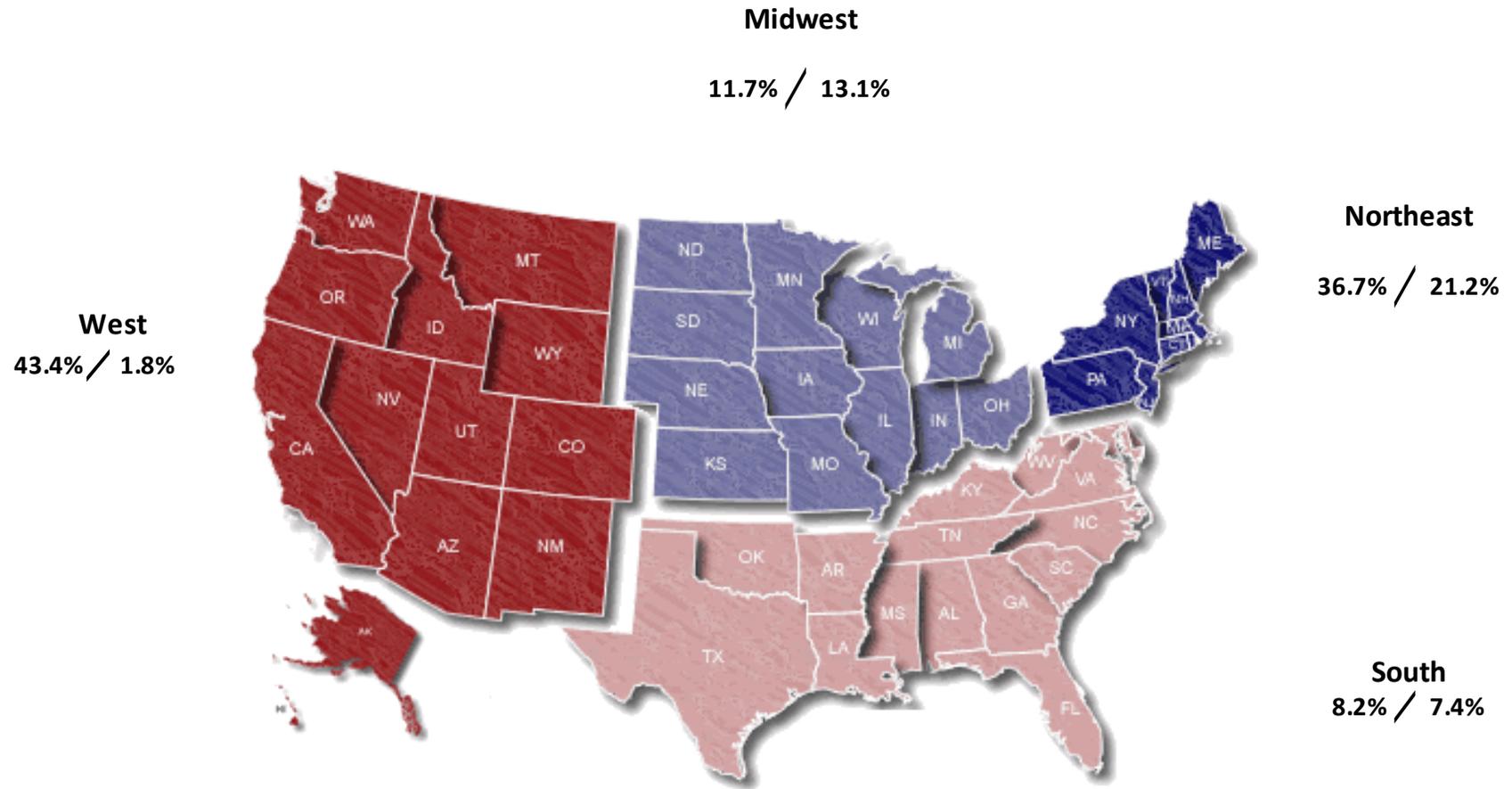
Specialty Topline

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Current Period: Nov 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	203,025	362,191	10.1%	10.4%	\$57,990,022	\$99,842,512	9.3%	10.0%	\$285.63	\$275.66	-0.7%	-0.4%
Alpine/AT Boots	28,745	54,840	5.3%	17.1%	\$10,152,404	\$18,151,672	2.8%	9.5%	\$353.19	\$330.99	-2.4%	-6.5%
High Performance Alpine Boots	115,080	200,486	30.8%	29.0%	\$37,179,954	\$62,987,643	20.6%	21.2%	\$323.08	\$314.17	-7.8%	-6.1%
Recreation Alpine Boots	22,376	41,861	-4.8%	-9.3%	\$2,008,529	\$3,662,446	2.7%	-4.3%	\$89.76	\$87.49	7.8%	5.6%
Sport Performance Alpine Boots	36,824	65,004	-19.4%	-18.4%	\$8,649,135	\$15,040,751	-16.8%	-18.2%	\$234.88	\$231.38	3.2%	0.3%

Current Period: Nov 2019



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



Chain Topline

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Current Period: Nov 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	4,632	7,085	-1.9%	2.1%	\$1,565,339	\$2,458,505	4.1%	10.9%	\$337.94	\$347.00	6.1%	8.5%
Alpine/AT Boots	1,554	2,454	-8.6%	-4.6%	\$625,853	\$966,241	-1.5%	2.1%	\$402.74	\$393.74	7.7%	7.1%
High Performance Alpine Boots	1,613	2,606	12.1%	15.6%	\$617,146	\$1,017,595	11.5%	20.2%	\$382.61	\$390.48	-0.5%	4.0%
Recreation Alpine Boots	236	291	-36.6%	-41.6%	\$27,674	\$34,924	-43.9%	-45.1%	\$117.26	\$120.01	-11.6%	-6.1%
Sport Performance Alpine Boots	1,229	1,734	1.5%	7.7%	\$294,666	\$439,745	11.0%	21.7%	\$239.76	\$253.60	9.4%	13.0%



Internet Topline

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Current Period: Nov 2019

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	16,050	34,620	-34.5%	-35.5%	\$4,600,053	\$10,171,827	-33.9%	-25.2%	\$286.61	\$293.81	0.7%	15.9%
Alpine/AT Boots	4,014	9,021	-25.2%	-11.9%	\$1,274,437	\$2,910,937	-30.9%	-19.4%	\$317.50	\$322.68	-7.7%	-8.4%
High Performance Alpine Boots	8,244	18,075	-38.8%	-32.3%	\$2,628,829	\$5,881,638	-36.1%	-24.9%	\$318.88	\$325.40	4.4%	11.0%
Recreation Alpine Boots	813	1,446	-40.4%	-83.9%	\$112,860	\$183,817	-25.0%	-69.5%	\$138.82	\$127.12	21.0%	90.1%
Sport Performance Alpine Boots	2,979	6,078	-30.4%	-21.0%	\$583,927	\$1,195,435	-30.7%	-23.5%	\$196.01	\$196.68	-0.5%	-3.3%