



**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: Mar 2019**

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# All Channels Summary

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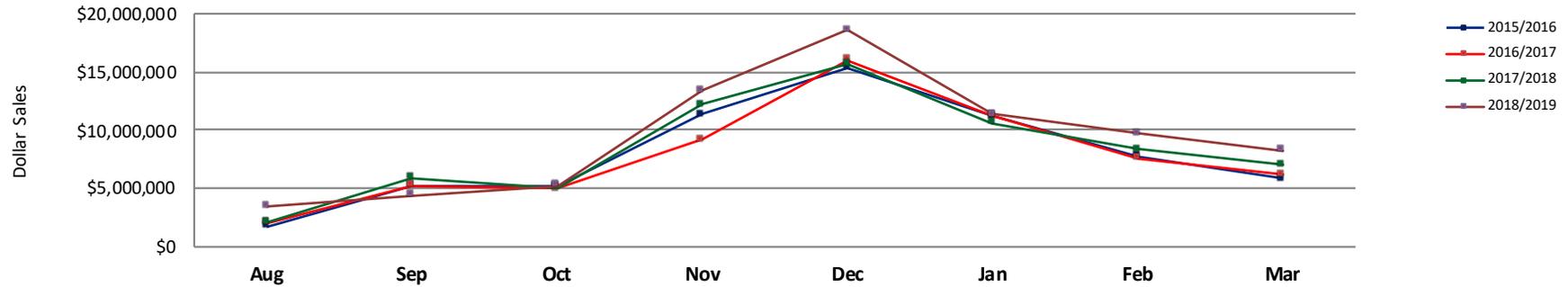
## Current Period: Mar 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
<b>MAX DIN 12+</b>	<b>Sales:</b> \$5,137,708 <b>Units:</b> 10% <b>Dollars:</b> 9%			<b>Sales:</b> \$46,437,130 <b>Units:</b> 8% <b>Dollars:</b> 11%		
<b>MAX DIN 8-11</b>	<b>Sales:</b> \$3,073,025 <b>Units:</b> 34% <b>Dollars:</b> 38%			<b>Sales:</b> \$25,921,094 <b>Units:</b> 7% <b>Dollars:</b> 16%		
<b>MAX DIN 1-7</b>	<b>Sales:</b> \$68,911 <b>Units:</b> -20% <b>Dollars:</b> -39%			<b>Sales:</b> \$2,157,874 <b>Units:</b> -32% <b>Dollars:</b> -25%		

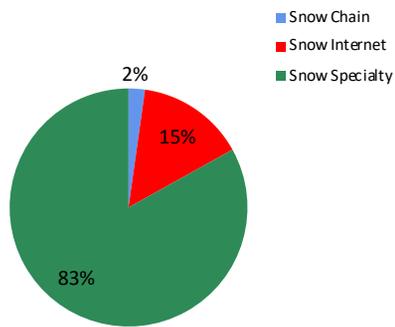


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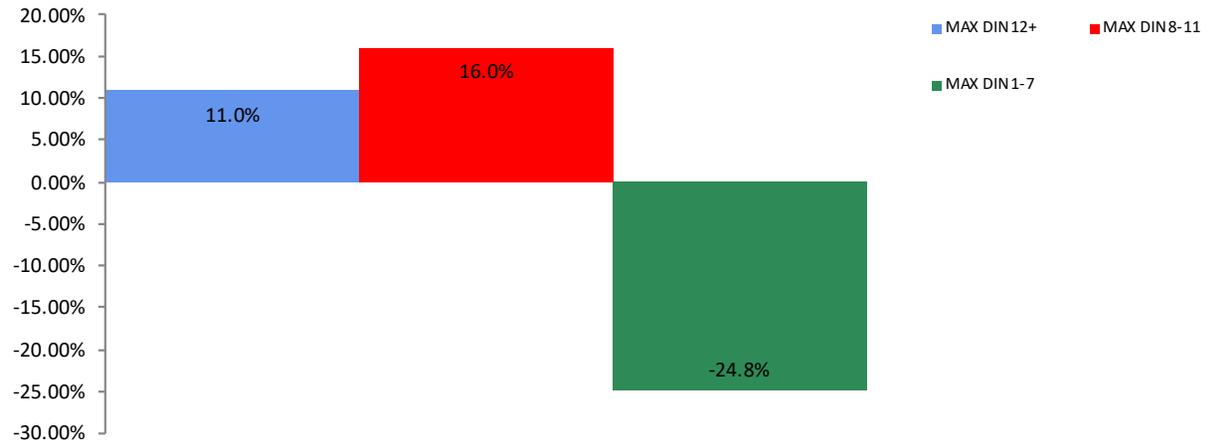
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



**Dollar Sales By Channel, Season to Date**



**Alpine Bindings Sales, All Stores, Season to Date**

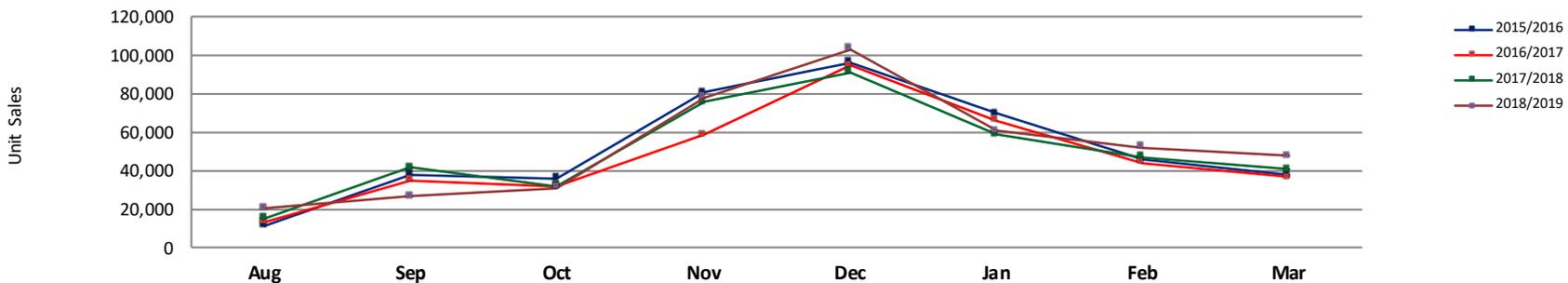




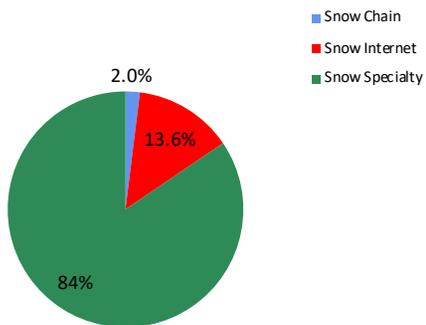
# Unit Analysis, Alpine Bindings

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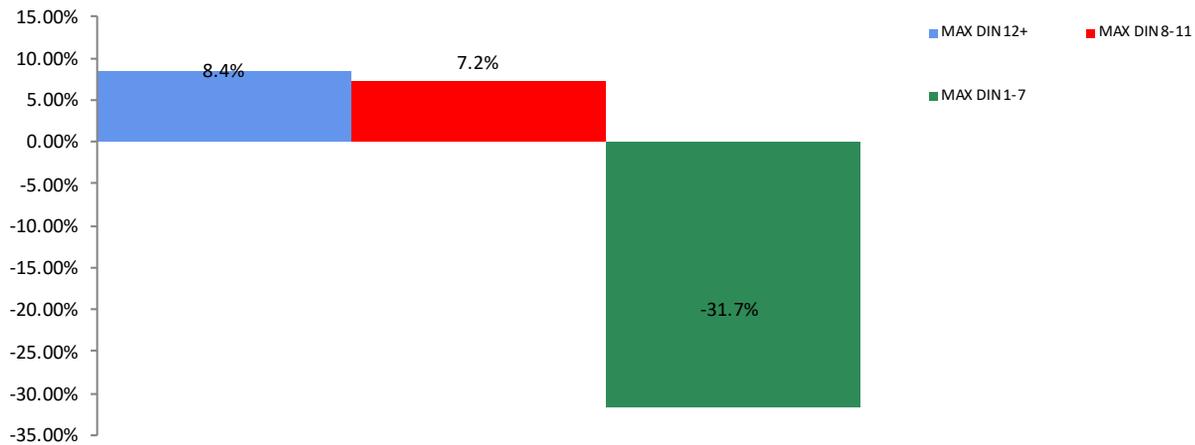
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Mar 2019**

## 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	47,303	418,320	17.4%	4.3%	\$8,279,644	\$74,516,098	17.6%	11.1%	\$175.03	\$178.13	0.2%	6.5%
MAX DIN 12+	26,019	226,799	9.6%	8.4%	\$5,137,708	\$46,437,130	9.4%	11.0%	\$197.46	\$204.75	-0.2%	2.4%
MAX DIN 8-11	20,055	166,672	33.6%	7.2%	\$3,073,025	\$25,921,094	37.7%	16.0%	\$153.23	\$155.52	3.1%	8.2%
MAX DIN 1-7	1,230	24,849	-19.5%	-31.7%	\$68,911	\$2,157,874	-38.9%	-24.8%	\$56.03	\$86.84	-24.1%	10.0%



# Specialty Topline

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**Current Period: Mar 2019**

## 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	41,860	353,361	21.3%	9.3%	\$7,246,090	\$61,896,547	20.9%	13.7%	\$173.10	\$175.17	-0.3%	4.1%
MAX DIN 12+	21,679	175,061	11.7%	11.5%	\$4,270,114	\$35,731,092	12.5%	12.6%	\$196.97	\$204.11	0.8%	1.0%
MAX DIN 8-11	18,990	155,547	34.6%	12.6%	\$2,911,049	\$24,185,503	37.8%	19.9%	\$153.29	\$155.49	2.3%	6.5%
MAX DIN 1-7	1,191	22,754	19.8%	-19.3%	\$64,927	\$1,979,952	-23.5%	-21.7%	\$54.51	\$87.02	-36.1%	-3.0%



# Specialty Regional Sales

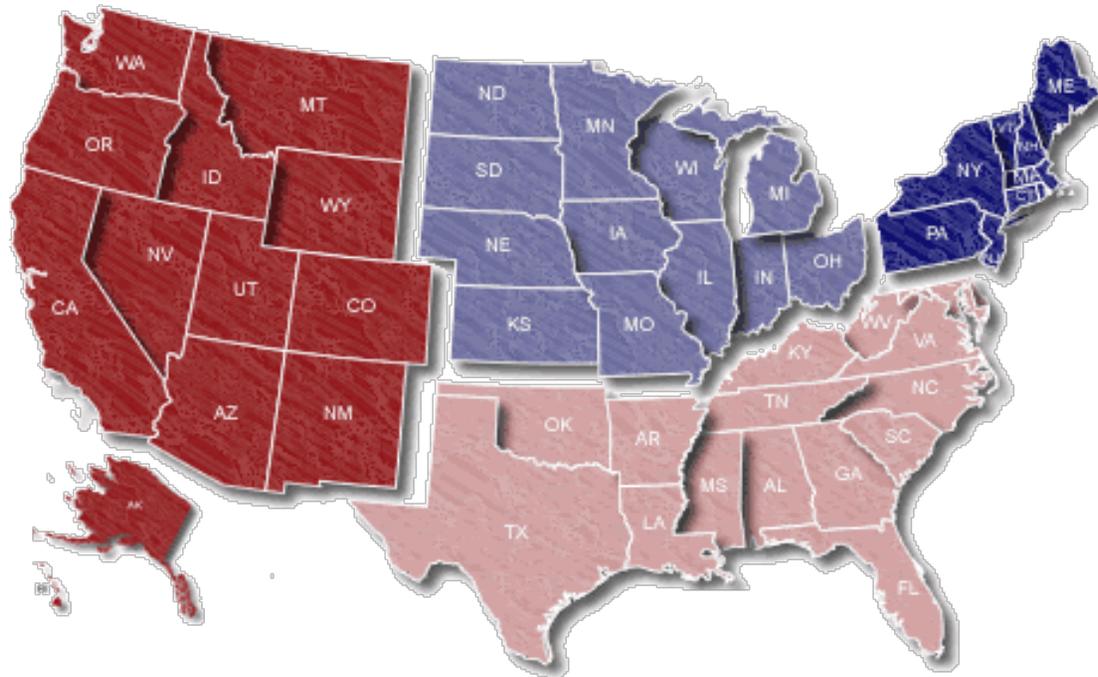
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Current Period: Mar 2019

## Midwest

14.5% / 21.0%

**West**  
53.6% / 7.7%



**Northeast**  
26.4% / 14.8%

**South**  
5.5% / 71.7%

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 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	595	8,211	49.5%	24.6%	\$117,890	\$1,657,789	46.9%	25.9%	\$198.13	\$201.90	-1.7%	1.0%
MAX DIN 12+	487	5,668	56.1%	27.7%	\$99,585	\$1,212,095	48.4%	23.4%	\$204.49	\$213.85	-4.9%	-3.4%
MAX DIN 8-11	102	2,452	18.6%	22.0%	\$17,947	\$436,621	35.7%	34.7%	\$175.95	\$178.07	14.5%	10.4%
MAX DIN 1-7	6	91	0.0%	-35.9%	\$358	\$9,073	501.3%	-11.7%	\$59.67	\$99.70	0.0%	37.7%



# Internet Topline

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**Current Period: Mar 2019**

## 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	4,848	56,748	-9.8%	-20.1%	\$915,664	\$10,961,761	-5.2%	-3.1%	\$188.87	\$193.17	5.1%	21.3%
MAX DIN 12+	3,852	46,071	-4.2%	-3.5%	\$768,009	\$9,493,943	-7.8%	4.1%	\$199.38	\$206.07	-3.8%	7.9%
MAX DIN 8-11	963	8,673	17.2%	-43.1%	\$144,029	\$1,298,969	37.3%	-30.2%	\$149.56	\$149.77	17.2%	22.7%
MAX DIN 1-7	33	2,004	-93.8%	-75.1%	\$3,625	\$168,849	-87.1%	-49.3%	\$109.85	\$84.26	109.0%	103.3%