



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



All Channels Summary

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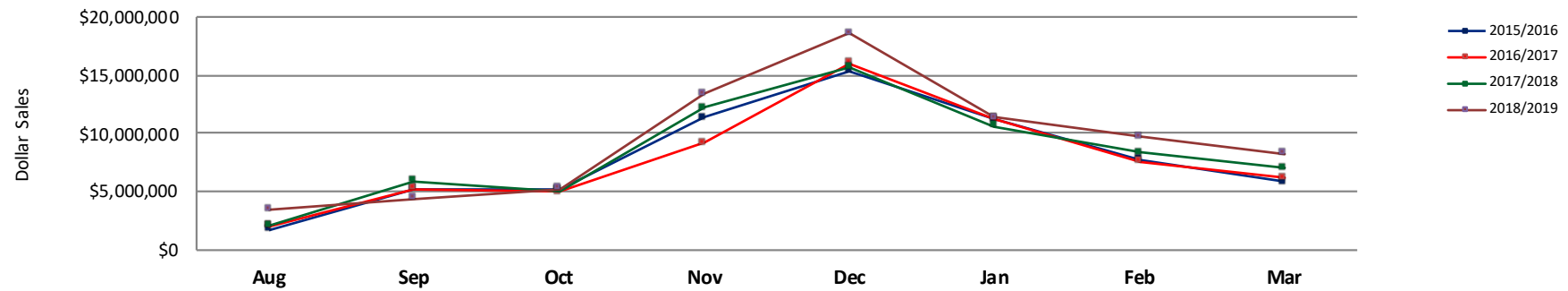
Current Period: Mar 2019

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

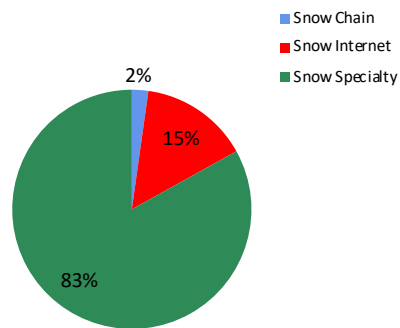


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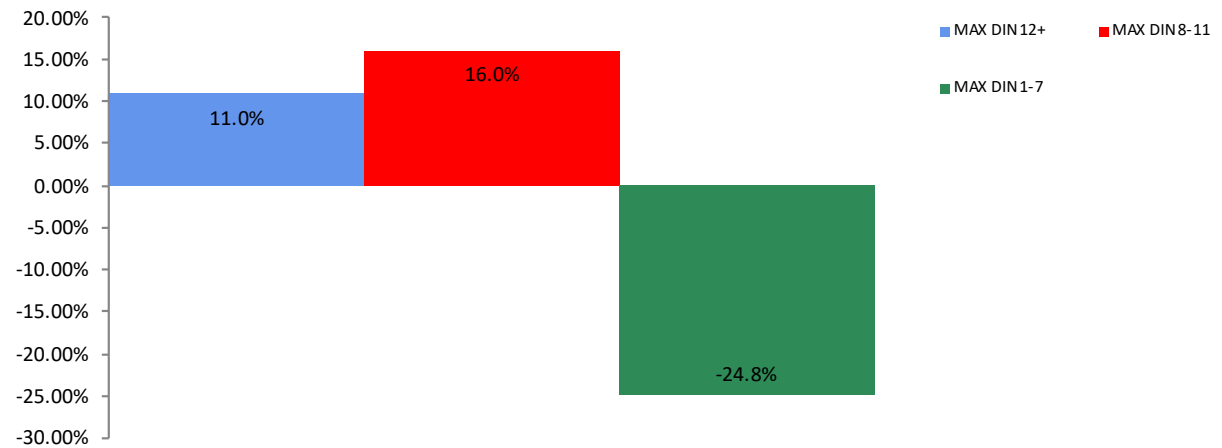
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date

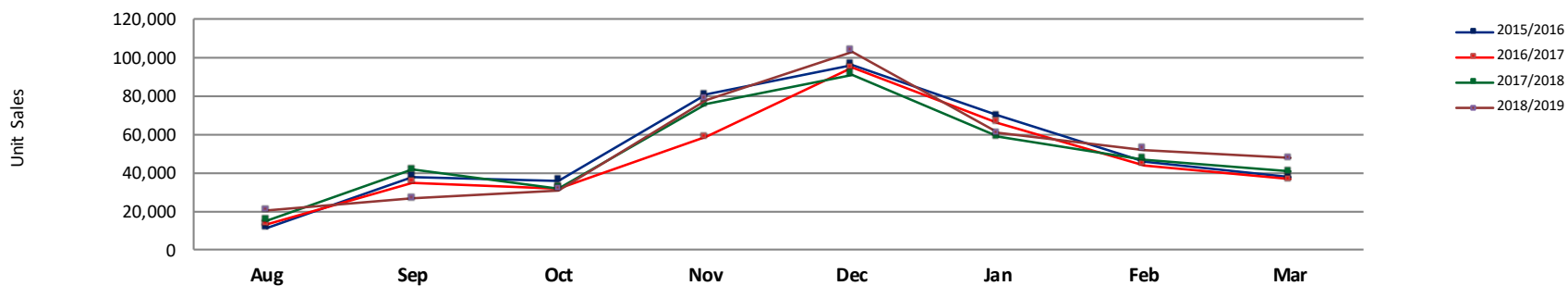




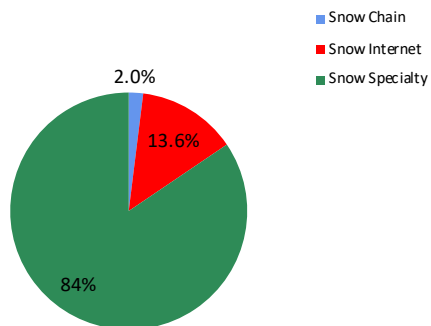
Unit Analysis, Alpine Bindings

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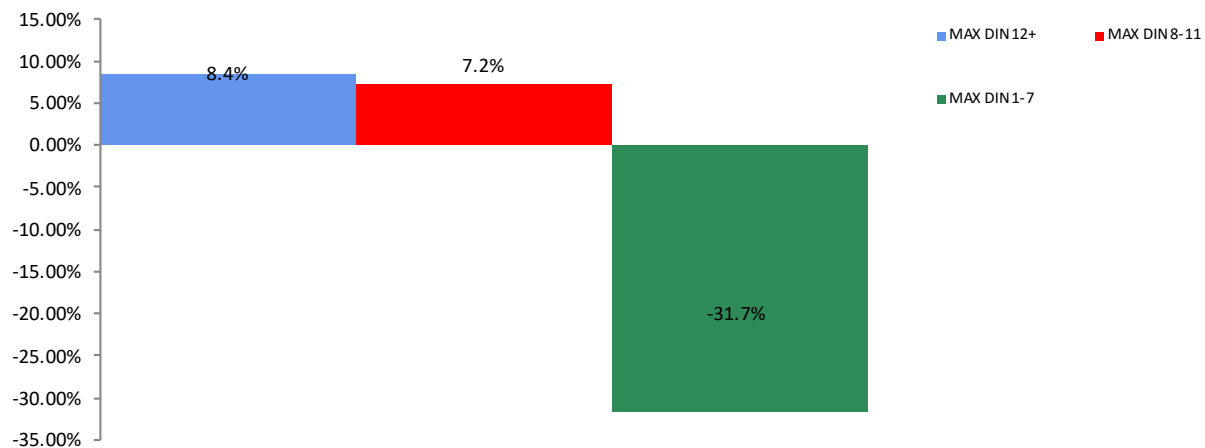
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



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

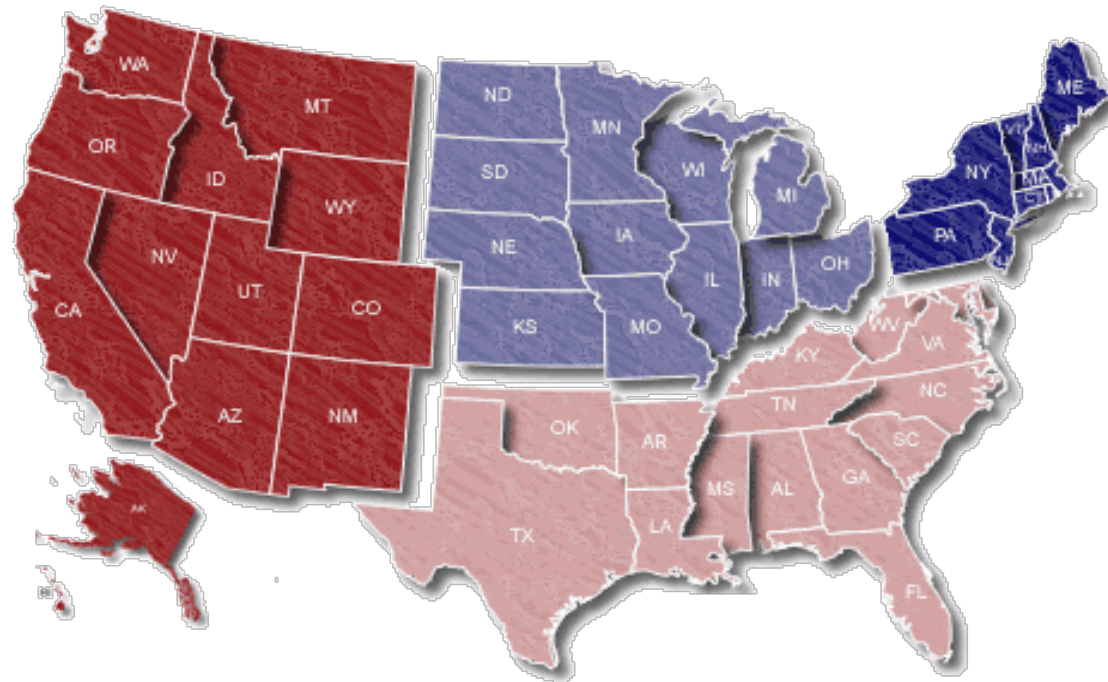
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Midwest

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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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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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%