



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

All Alpine Skis Report

Report Date: Mar 2020

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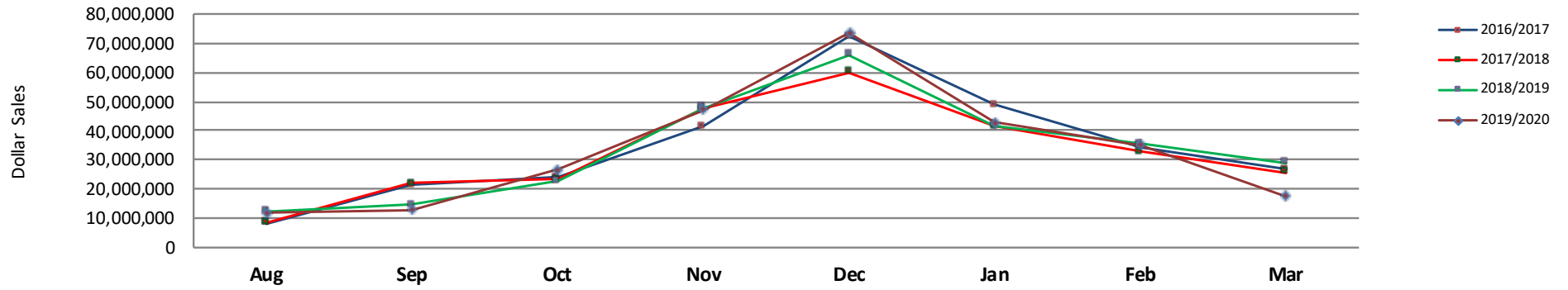
All Channels Summary

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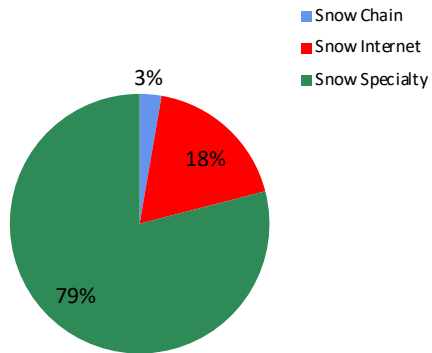
Current Period: Mar 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Flat Skis <70mm	Sales: \$123,066 Units: -57% Dollars: -59%	↓	↓	Sales: \$3,915,708 Units: 3% Dollars: 12%	↑	↑
Flat Skis 70-79mm	Sales: \$108,062 Units: -72% Dollars: -70%	↓	↓	Sales: \$4,257,438 Units: -13% Dollars: -17%	↓	↓
Flat Skis 80-90mm	Sales: \$3,867,425 Units: -36% Dollars: -45%	↓	↓	Sales: \$61,625,681 Units: 15% Dollars: 13%	↑	↑
Flat Skis 91-100mm	Sales: \$6,691,750 Units: -25% Dollars: -32%	↓	↓	Sales: \$86,164,855 Units: 0% Dollars: 1%	↑	↑
Flat Skis 101-110mm	Sales: \$2,942,020 Units: -18% Dollars: -27%	↓	↓	Sales: \$31,981,065 Units: 13% Dollars: 12%	↑	↑
Flat Skis >110mm	Sales: \$629,293 Units: -16% Dollars: -26%	↓	↓	Sales: \$8,313,823 Units: 6% Dollars: -1%	↑	↓
Ski Systems <70mm	Sales: \$262,759 Units: -57% Dollars: -32%	↓	↓	Sales: \$15,740,978 Units: 2% Dollars: -2%	↑	↓
Ski Systems 70-79mm	Sales: \$1,469,865 Units: -51% Dollars: -55%	↓	↓	Sales: \$32,349,057 Units: -20% Dollars: -19%	↓	↓
Ski Systems 80-90mm	Sales: \$1,172,457 Units: -55% Dollars: -57%	↓	↓	Sales: \$19,099,916 Units: -13% Dollars: -22%	↓	↓
Ski Systems 91-100mm	Sales: \$379,783 Units: 18% Dollars: 20%	↑	↑	Sales: \$4,200,661 Units: 1% Dollars: 7%	↑	↑
Ski Systems 101-110mm	Sales: \$2,640 Units: -60% Dollars: -53%	↓	↓	Sales: \$123,087 Units: 123% Dollars: 320%	↑	↑
Ski Systems >110mm	Sales: \$31,949 Units: 0% Dollars: 0%	↑	↑	Sales: \$453,224 Units: 1936% Dollars: 3942%	↑	↑

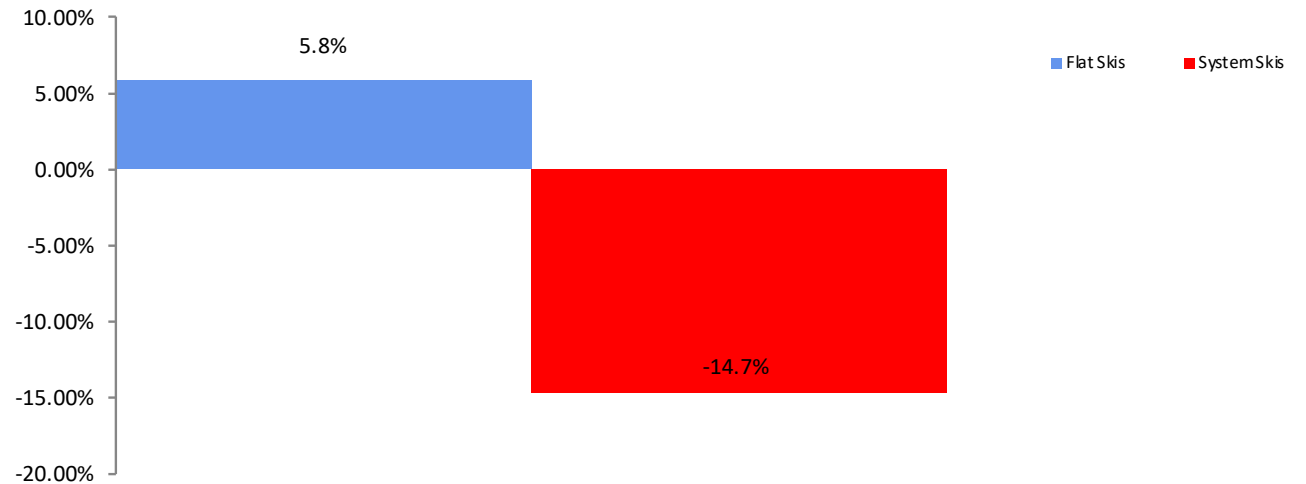
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



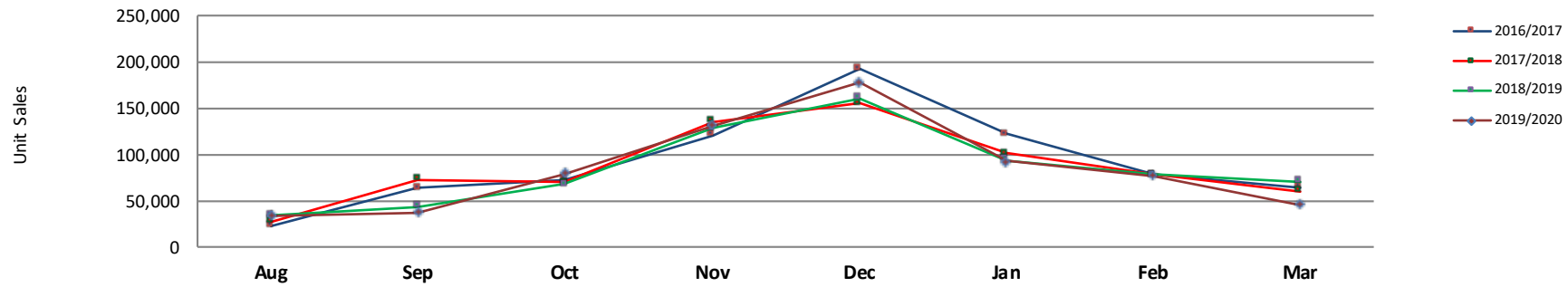
Dollar Sales By Channel, Season to Date



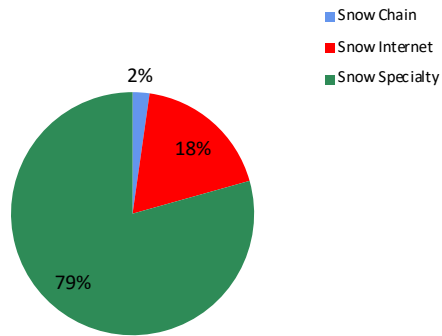
All Alpine Skis Sales, All Stores, Season to Date



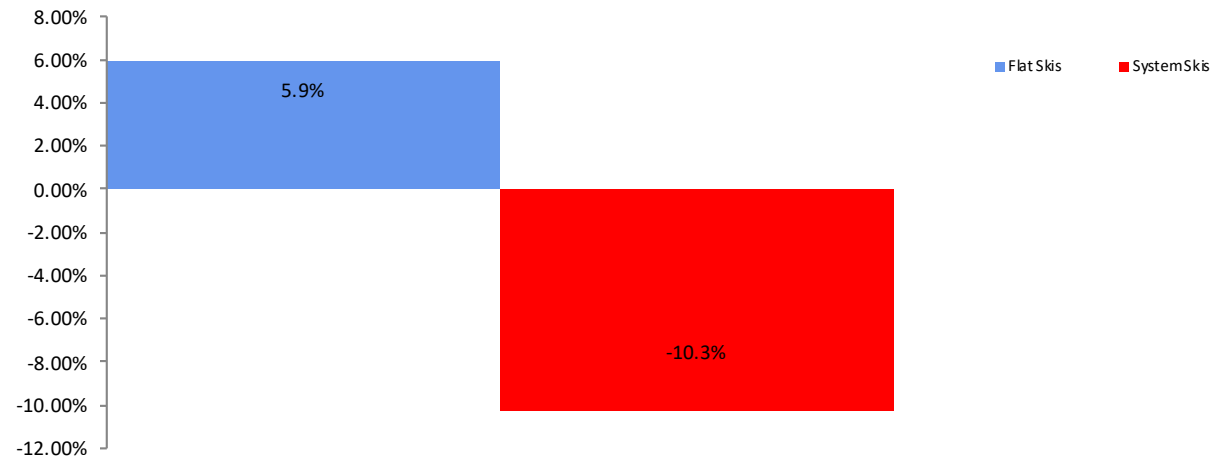
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



All Alpine Skis Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 2020

All Alpine Skis 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
All Alpine Skis	45,720	673,897	-35.4%	-0.5%	\$17,681,068	\$268,225,493	-39.4%	-0.6%	\$386.73	\$398.02	-6.1%	-0.1%
Flat Skis	34,899	434,376	-29.8%	5.9%	\$14,361,617	\$196,258,570	-35.9%	5.8%	\$411.52	\$451.82	-8.7%	-0.1%
<70mm	498	11,460	-57.1%	2.8%	\$123,066	\$3,915,708	-59.2%	12.1%	\$247.12	\$341.68	-5.0%	9.1%
70-79mm	426	19,397	-71.9%	-13.3%	\$108,062	\$4,257,438	-70.2%	-16.7%	\$253.67	\$219.49	6.0%	-4.0%
80-90mm	10,745	151,756	-36.4%	14.7%	\$3,867,425	\$61,625,681	-44.6%	12.6%	\$359.93	\$406.08	-12.9%	-1.9%
91-100mm	15,792	180,567	-25.2%	0.1%	\$6,691,750	\$86,164,855	-32.4%	1.0%	\$423.74	\$477.19	-9.6%	0.9%
101-110mm	6,190	56,032	-18.0%	12.6%	\$2,942,020	\$31,981,065	-26.8%	12.5%	\$475.29	\$570.76	-10.7%	-0.1%
>110mm	1,246	15,165	-16.3%	6.2%	\$629,293	\$8,313,823	-26.4%	-1.5%	\$505.05	\$548.22	-12.1%	-7.3%
Ski Systems	10,821	239,521	-48.7%	-10.4%	\$3,319,452	\$71,966,924	-50.7%	-14.7%	\$306.76	\$300.46	-4.0%	-4.9%
<70mm	1,653	87,530	-56.7%	1.7%	\$262,759	\$15,740,978	-31.7%	-1.9%	\$158.96	\$179.84	57.7%	-3.5%
70-79mm	5,102	96,240	-50.6%	-20.1%	\$1,469,865	\$32,349,057	-55.4%	-18.7%	\$288.10	\$336.13	-9.6%	1.7%
80-90mm	2,609	42,225	-54.8%	-13.0%	\$1,172,457	\$19,099,916	-57.2%	-22.3%	\$449.39	\$452.34	-5.3%	-10.7%
91-100mm	1,361	12,211	17.7%	1.5%	\$379,783	\$4,200,661	20.2%	6.8%	\$279.05	\$344.01	2.1%	5.2%
101-110mm	6	297	-60.0%	123.3%	\$2,640	\$123,087	-53.3%	319.8%	\$440.00	\$414.43	16.6%	88.0%
>110mm	90	1,018	0.0%	1936.0%	\$31,949	\$453,224	0.0%	3941.6%	\$354.99	\$445.21	0.0%	98.5%



Specialty Topline

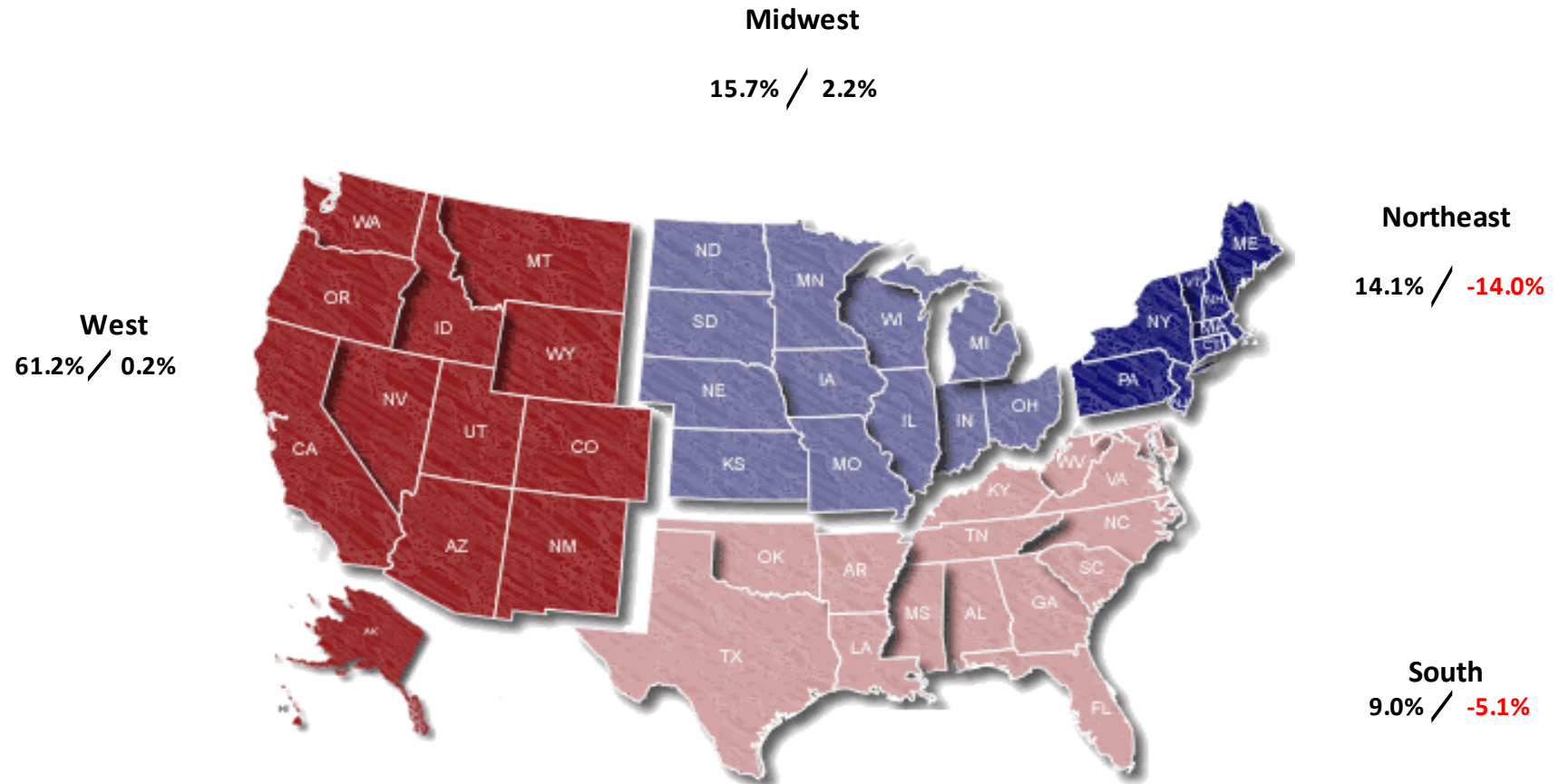
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Current Period: Mar 2020

All Alpine Skis 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
All Alpine Skis	29,180	534,714	-49.8%	-1.5%	\$11,392,501	\$211,946,550	-51.5%	-2.3%	\$390.42	\$396.37	-3.4%	-0.8%
Flat Skis	21,759	337,360	-45.7%	4.0%	\$9,144,069	\$153,329,050	-48.8%	4.1%	\$420.24	\$454.50	-5.7%	0.1%
<70mm	396	10,701	-64.1%	7.8%	\$99,452	\$3,739,837	-65.3%	12.2%	\$251.14	\$349.48	-3.2%	4.0%
70-79mm	303	17,073	-77.2%	-12.6%	\$75,677	\$3,675,743	-75.5%	-18.8%	\$249.76	\$215.30	7.3%	-7.1%
80-90mm	7,398	127,407	-49.5%	13.0%	\$2,780,037	\$53,122,056	-54.0%	11.3%	\$375.78	\$416.95	-8.8%	-1.5%
91-100mm	10,219	139,801	-39.6%	-1.2%	\$4,458,888	\$67,882,687	-43.9%	-0.5%	\$436.33	\$485.57	-7.2%	0.8%
101-110mm	3,178	36,251	-40.3%	6.5%	\$1,594,077	\$21,334,755	-42.9%	9.6%	\$501.60	\$588.53	-4.4%	2.9%
>110mm	264	6,128	-64.1%	-5.2%	\$135,938	\$3,573,972	-71.6%	-10.3%	\$514.92	\$583.22	-20.8%	-5.4%
Ski Systems	7,421	197,353	-58.8%	-9.7%	\$2,248,431	\$58,617,499	-60.0%	-15.9%	\$302.98	\$297.02	-2.9%	-6.8%
<70mm	1,298	79,254	-61.8%	1.0%	\$179,334	\$14,269,503	-33.2%	-1.8%	\$138.16	\$180.05	74.7%	-2.8%
70-79mm	3,520	77,279	-59.8%	-16.7%	\$1,019,458	\$26,436,576	-63.1%	-17.2%	\$289.62	\$342.09	-8.2%	-0.6%
80-90mm	1,857	32,400	-62.9%	-17.7%	\$857,113	\$15,029,153	-63.5%	-27.1%	\$461.56	\$463.86	-1.6%	-11.4%
91-100mm	692	7,373	-17.9%	-5.9%	\$173,584	\$2,408,105	-27.2%	-6.2%	\$250.84	\$326.61	-11.3%	-0.3%
101-110mm	0	114	-100.0%	96.6%	\$0	\$57,631	-100.0%	141.8%	\$0.00	\$505.54	-100.0%	23.0%
>110mm	54	934	0.0%	5394.1%	\$18,941	\$416,531	0.0%	4040.5%	\$350.76	\$445.96	0.0%	-24.6%

Current Period: Mar 2020



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



Chain Topline

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Current Period: Mar 2020

All Alpine Skis 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
All Alpine Skis	970	15,131	-44.4%	-3.6%	\$426,030	\$7,287,252	-45.2%	0.7%	\$439.21	\$481.61	-1.4%	4.5%
Flat Skis	672	8,213	-34.8%	5.0%	\$317,778	\$4,626,390	-35.0%	10.5%	\$472.88	\$563.30	-0.2%	5.2%
<70mm	0	2	0.0%	-85.7%	\$0	\$238	0.0%	-83.1%	\$0.00	\$119.00	0.0%	18.3%
70-79mm	0	17	-100.0%	-88.3%	\$0	\$6,893	-100.0%	-84.2%	\$0.00	\$405.47	-100.0%	34.9%
80-90mm	182	2,395	29.1%	49.7%	\$77,365	\$1,143,721	35.9%	53.7%	\$425.08	\$477.55	5.2%	2.7%
91-100mm	294	3,893	-51.5%	-9.9%	\$141,239	\$2,269,812	-50.6%	-3.0%	\$480.40	\$583.05	1.7%	7.8%
101-110mm	162	1,631	-36.0%	5.8%	\$79,604	\$1,028,393	-39.2%	9.0%	\$491.38	\$630.53	-5.0%	3.0%
>110mm	34	275	36.0%	40.3%	\$19,570	\$177,334	50.3%	51.6%	\$575.59	\$644.85	10.5%	8.0%
Ski Systems	298	6,917	-58.3%	-12.2%	\$108,252	\$2,660,862	-62.5%	-12.8%	\$363.26	\$384.68	-10.1%	-0.6%
<70mm	25	755	-63.2%	-12.7%	\$8,534	\$193,925	-66.2%	-7.3%	\$341.36	\$256.85	-8.1%	6.3%
70-79mm	168	3,751	-52.7%	-18.2%	\$49,530	\$1,258,216	-60.2%	-19.6%	\$294.82	\$335.43	-15.8%	-1.7%
80-90mm	83	1,465	-63.3%	-6.1%	\$43,963	\$866,634	-63.7%	-10.7%	\$529.67	\$591.56	-1.1%	-4.9%
91-100mm	21	947	-68.7%	8.5%	\$6,225	\$342,087	-65.8%	11.3%	\$296.43	\$361.23	9.2%	2.6%
101-110mm	0	0	0.0%	0.0%	\$0	\$0	0.0%	0.0%	\$0.00	\$0.00	0.0%	0.0%
>110mm	0	0	0.0%	0.0%	\$0	\$0	0.0%	0.0%	\$0.00	\$0.00	0.0%	0.0%



Internet Topline

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Current Period: Mar 2020

All Alpine Skis 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
All Alpine Skis	15,570	124,053	41.8%	4.3%	\$5,862,538	\$48,991,692	19.8%	7.1%	\$376.53	\$394.93	-15.6%	2.7%
Flat Skis	12,468	88,803	44.5%	13.7%	\$4,899,769	\$38,303,129	20.4%	12.4%	\$392.99	\$431.33	-16.7%	-1.1%
<70mm	102	756	78.9%	-37.6%	\$23,614	\$175,632	53.7%	12.4%	\$231.51	\$232.32	-14.1%	80.1%
70-79mm	123	2,307	-32.8%	-14.2%	\$32,385	\$574,802	-37.6%	5.8%	\$263.29	\$249.16	-7.2%	23.3%
80-90mm	3,165	21,954	51.4%	22.7%	\$1,010,024	\$7,359,905	14.2%	17.8%	\$319.12	\$335.24	-24.6%	-4.0%
91-100mm	5,280	36,873	46.7%	7.0%	\$2,091,623	\$16,012,357	25.9%	8.4%	\$396.14	\$434.26	-14.1%	1.4%
101-110mm	2,850	18,150	44.4%	27.7%	\$1,268,338	\$9,617,917	15.8%	20.0%	\$445.03	\$529.91	-19.8%	-6.1%
>110mm	948	8,763	30.6%	15.1%	\$473,785	\$4,562,517	30.4%	5.2%	\$499.77	\$520.66	-0.1%	-8.6%
Ski Systems	3,102	35,250	32.1%	-13.7%	\$962,769	\$10,688,562	16.8%	-8.5%	\$310.37	\$303.22	-11.6%	6.0%
<70mm	330	7,521	-6.0%	11.6%	\$74,891	\$1,277,551	-17.5%	-1.3%	\$226.94	\$169.86	-12.2%	-11.6%
70-79mm	1,413	15,210	16.6%	-34.1%	\$400,877	\$4,654,264	-1.0%	-26.4%	\$283.71	\$306.00	-15.1%	11.8%
80-90mm	669	8,361	23.9%	10.4%	\$271,381	\$3,204,129	0.7%	6.8%	\$405.65	\$383.22	-18.7%	-3.2%
91-100mm	648	3,891	163.4%	17.1%	\$199,973	\$1,450,469	235.5%	36.7%	\$308.60	\$372.78	27.4%	16.8%
101-110mm	6	183	0.0%	144.0%	\$2,640	\$65,456	0.0%	1092.5%	\$440.00	\$357.68	0.0%	388.7%
>110mm	36	84	0.0%	154.5%	\$13,007	\$36,693	0.0%	3076.9%	\$361.31	\$436.82	0.0%	1148.1%