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SIA: RESEARCH
SNOWSPORTS INDUSTRIES AMERICA

THE 2016 SNOW SPORTS INTELLIGENCE REPORT

COPPER MOUNTAIN/TRIPP FAY

SnowSports Industries America (SIA) is the national not-for-profit, North American member-owned trade association representing the winter sports industry. Established in 1954, SIA annually produces the SIA Snow Show, the largest winter sports industry trade show and networking environment, while delivering invaluable data/research, support, marketing products, services and programs.

For 60 years, SIA has worked continuously with our members: alpine, snowboard, cross country, backcountry, snowshoe, apparel, and accessories, rep, retailer, resort, regional and national associations and Buying Groups. Guidance from these different sectors of the industry make SIA what it is today—an organization representative of suppliers, retailers and reps all with the goal of getting more people on snow more often and making sure they are properly equipped and dressed to give them the best experience of snow sports.

SIA. Partner. Resource. Advocate.

Membership in SIA is open to product manufacturers, distributors, suppliers, retail shops, sales reps, and industry professionals that are involved in the snow sports industry and meet specific membership requirements. SIA's membership base averages approximately 800 snow sports companies. For those businesses that provide services to companies in the snow sports industry (i.e., raw material and fabric suppliers, photographers, financial institutions, publications, Internet/Web designers and public relations consulting firms etc.), there is a limited membership available. Members magnify their power by working together to further the development of the snow sports industry. Call SIA at 435-657-5140 for more information about membership.

For more information about SIA's research products contact:

Kelly Davis, Director of Research
SnowSports Industries America
1918 Prospector St. Park City, UT 84060
301.785.2490
KDavis@snowsports.org

Visit **snowsports.org** for additional information on SIA.

UNDERSTANDING THE 2016 SNOW SPORTS MARKET INTELLIGENCE REPORT

The Snow Sports Market Intelligence Report offers a compilation of research from more than 10 different snow sports industry studies. It includes detailed snow sports participation data, retail sales tracking for snow sports equipment, apparel and accessories, ski area visits, business trends, demographics, merchandise distribution and more. It is the most comprehensive snow sports reference tool available to snow sports industry professionals; perfect for presentations, writing business plans, research and overall industry knowledge.

This report is published annually by SIA at the start of each snow sport season.

Special thanks to **National Ski Areas Association**, **National Sporting Goods Association**, **The NPD Group** and the **National Climate Data Center** for providing research material for this Report.

SIA publishes a wide variety of research products for members including retail sales topline data, brand share data, wholesale Sales and Orders, Snow Sports Participation, Rental Equipment Purchasing, the Snow Sports Consumer Panel, Cost of Doing Business and Compensation Reports, and Special Studies including The Model for Success, Growing the Snow Sports Industry and Succession Planning. A full **catalogue of products** is available at **Snowsports.org**.

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CONTENT OVERVIEW

2015-2016 SEASON

SNOW SPORTS MARKET OVERVIEW

SNOW SPORTS MARKET OVERVIEW

- 100M Americans are active in winter (hiking, running, walking)
- 16M Ski and Snowboard
- 4.6M Cross country Ski
- 7.6M Snowboard
- 3.5M Snowshoe
- 2M Ski and Snowboard in Non-Resort Backcountry Terrain
- 8M Sled (not yet counted as a snow sport)

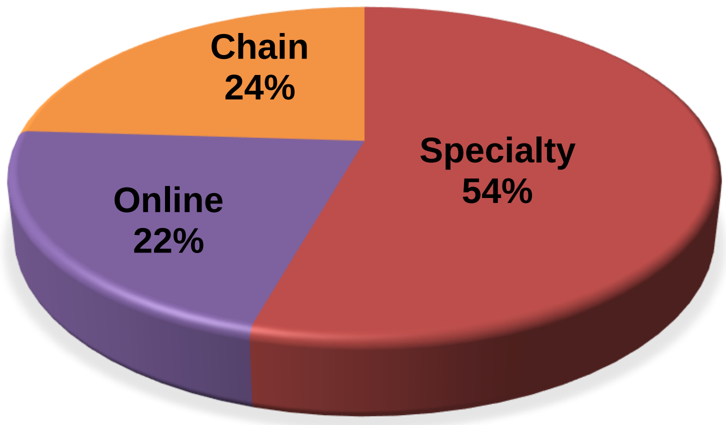






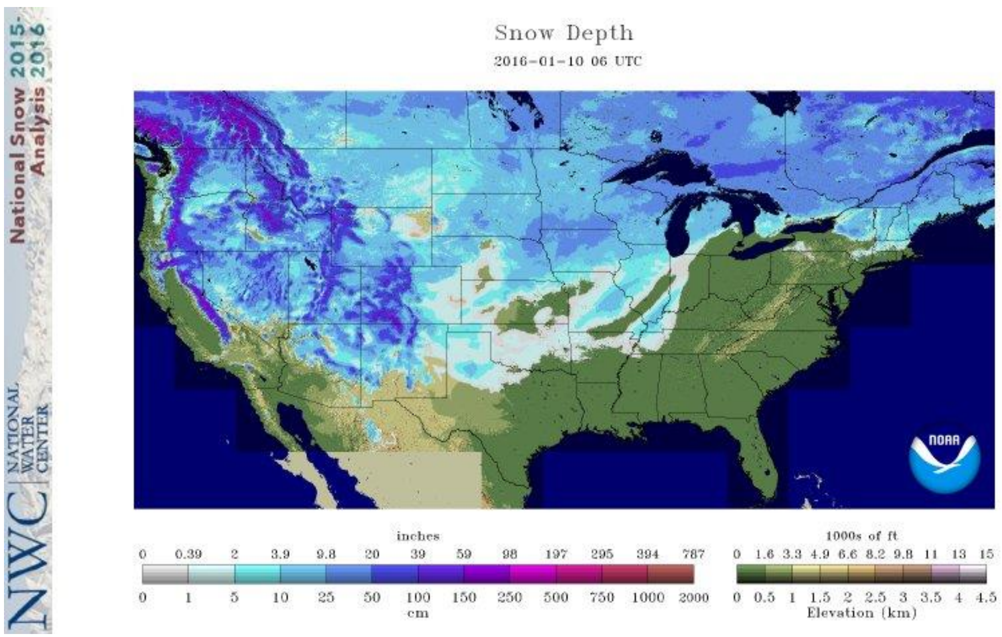
MARKET BASICS

- $4.7B in Retail Sales (-.2% compared to 2014/2015)
  - $1.6B in equipment sales
  - $1.8B in outerwear sales
  - $1.3B in other accessories, sportswear and footwear



2015/2016 WINTER WEATHER

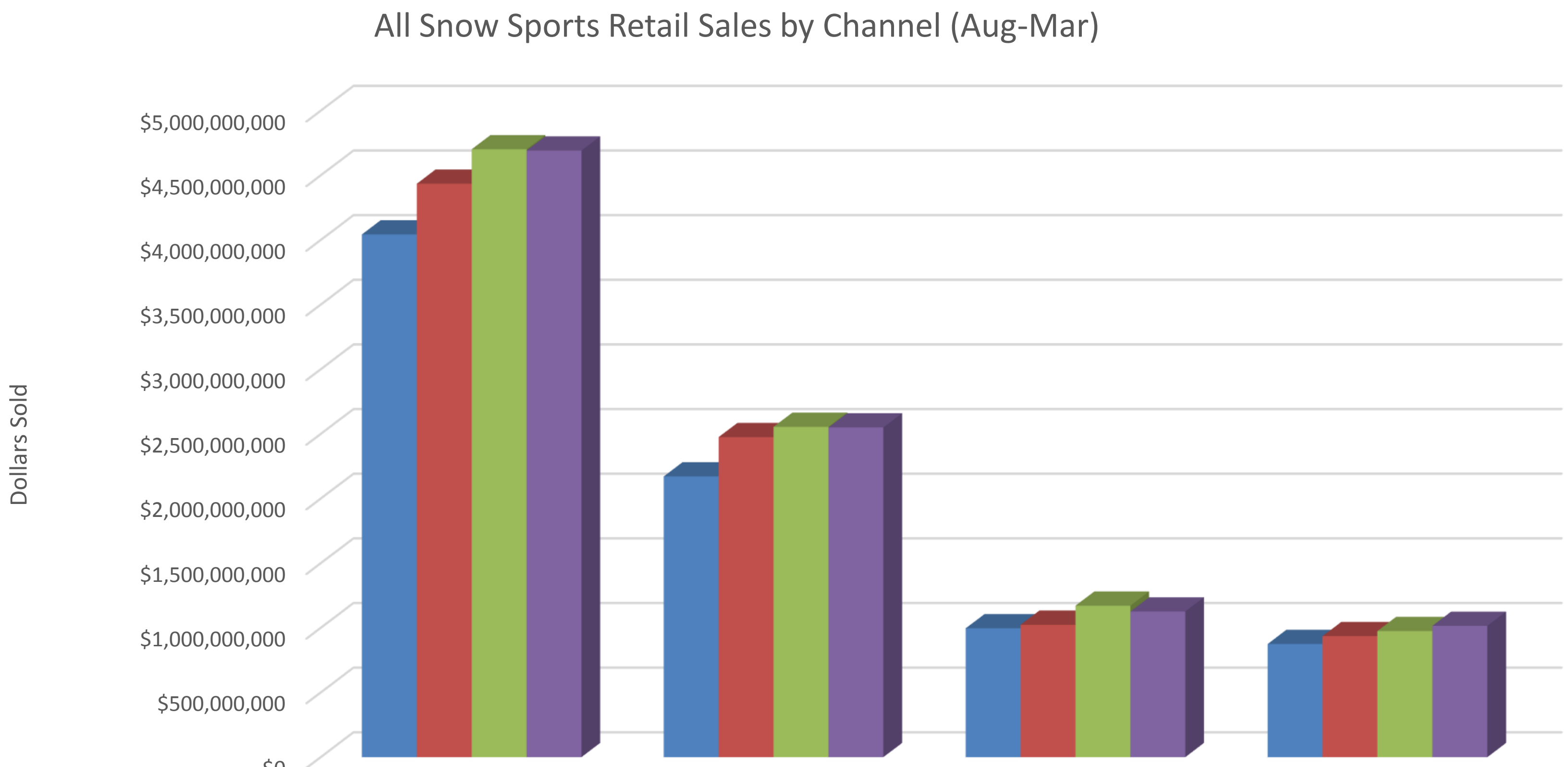
This winter was characterized by renewal of snow in the west and warm and dry conditions everywhere east of Colorado. The Midwest, Middle Atlantic and Northeast regions had warm and abbreviated winters that stifled both sales and participation. The Rocky Mountain west had an average winter, and the Pacific west ended 5 years of suffering from snow drought with average snow that seemed like a deluge compared to the previous 4 seasons. Sales and participation in the west were healthy this season.



BIGGEST SNOW SPORTS BUSINESS STORIES OF 2015/2016

- **The Sports Authority and Sports Chalet are Going Out of Business**
- **Warmest Christmas Eve on Record Across the East**
- **Newell Rubbermaid and Jarden Merge with Impacts on Many Iconic Winter Sports Brands**
- **SIA Announces Nick Sargent as Incoming President**
- **Strong El Niño Sets the Stage for 2015-2016 Winter Weather**

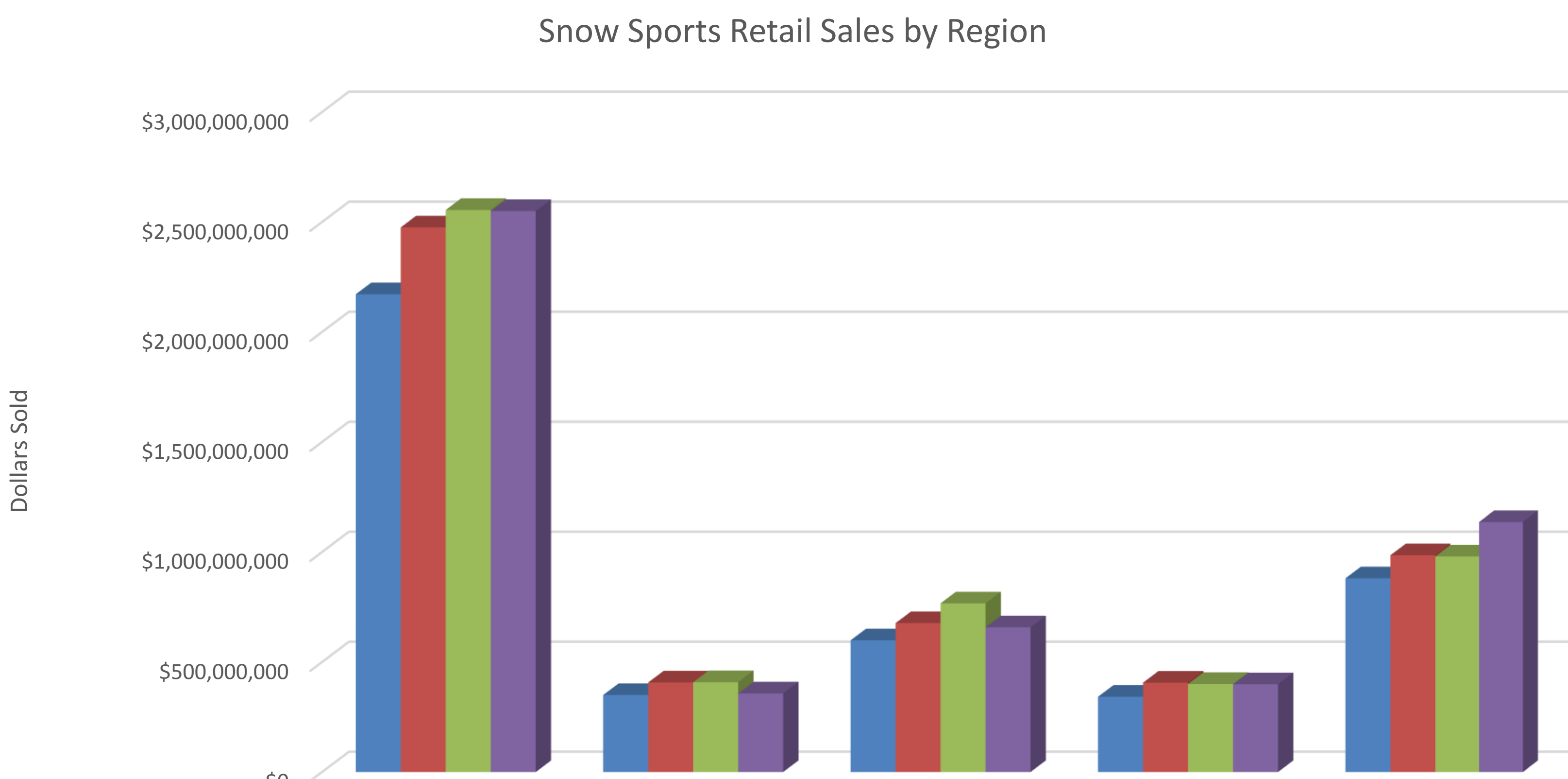
SALES BY CHANNEL



	All Channels Combined	Snow Specialty	Snow Chain	Snow Internet
8 Months (Aug'12 - Mar'13)	$4,043,044,454	$2,171,609,215	$996,489,574	$874,945,665
8 Months (Aug'13 - Mar'14)	$4,435,312,152	$2,475,474,121	$1,023,959,260	$935,878,771
8 Months (Aug'14 - Mar'15)	$4,701,428,712	$2,554,760,711	$1,171,335,845	$975,332,156
8 Months (Aug'15 - Mar'16)	$4,691,712,402	$2,550,075,534	$1,126,298,236	$1,015,338,632

Source: SIA Retail Data produced by The NPD Group

SPECIALTY SALES BY REGION

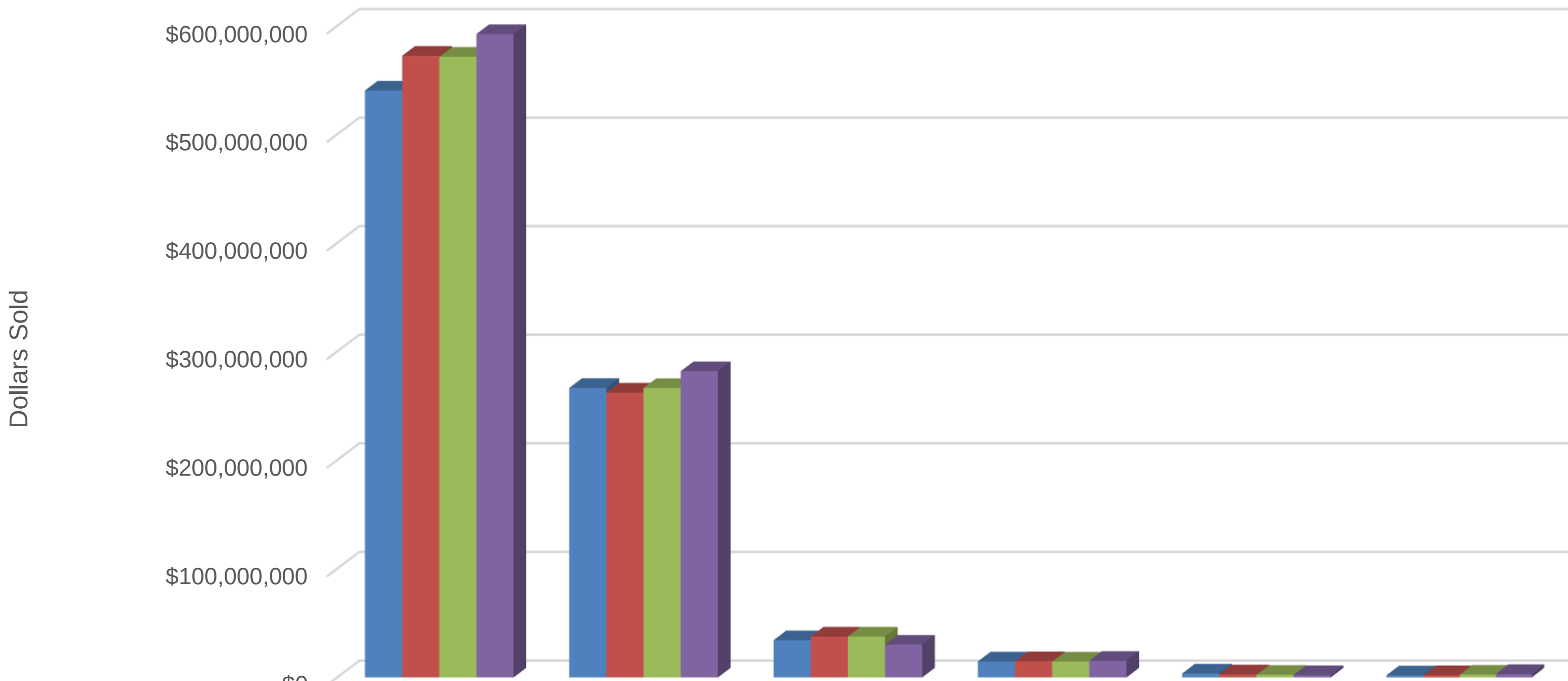


	United States	Midwest	Northeast	South	West
8 Months (Aug'12 - Mar'13)	$2,171,609,215	$350,060,176	$598,830,618	$342,248,383	$880,470,038
8 Months (Aug'13 - Mar'14)	$2,475,474,121	$407,121,701	$676,797,397	$406,089,124	$985,465,899
8 Months (Aug'14 - Mar'15)	$2,554,760,711	$408,150,094	$766,605,822	$400,310,089	$979,694,706
8 Months (Aug'15 - Mar'16)	$2,549,968,465	$357,059,356	$657,695,216	$398,913,975	$1,136,299,918

Source: SIA Retail Data produced by The NPD Group

EQUIPMENT SALES

Snow Sports Equipment Retail Sales Trends (Aug-Mar) 20012/2013 to 2015/2016

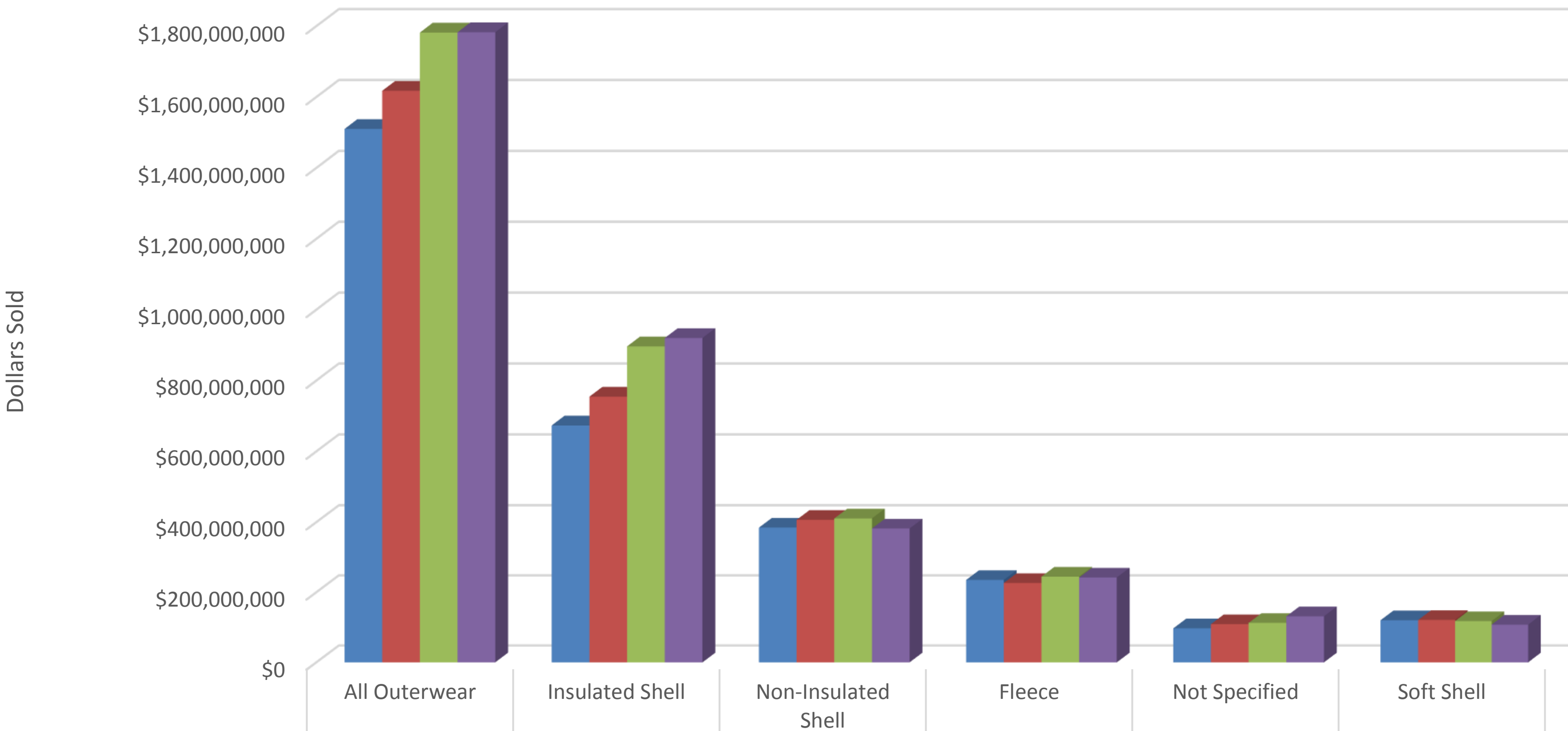


	Alpine Equipment	Snowboard Equipment	Nordic Equipment	Alpine Touring Equipment	Telemark Equipment	Adjustable Poles
8 Months (Aug'12 - Mar'13)	$540,447,366	$266,456,659	$34,250,132	$14,718,310	$3,614,523	$1,935,904
8 Months (Aug'13 - Mar'14)	$572,453,738	$262,167,931	$37,597,601	$14,931,886	$2,872,561	$2,135,048
8 Months (Aug'14 - Mar'15)	$571,594,537	$266,436,297	$37,628,503	$14,626,425	$2,468,569	$2,601,678
8 Months (Aug'15 - Mar'16)	$592,475,447	$281,830,780	$30,164,524	$15,294,336	$2,111,234	$3,150,431

Source: SIA Retail Data produced by The NPD Group

OUTERWEAR SALES

Outerwear Retail Sales (Aug-Mar) 2012/2013 to 2015/2016



	All Outerwear	Insulated Shell	Non-Insulated Shell	Fleece	Not Specified	Soft Shell
8 Months (Aug'12 - Mar'13)	$1,510,038,371	$673,307,028	$384,484,423	$235,099,127	$97,087,580	$120,060,213
8 Months (Aug'13 - Mar'14)	$1,617,671,386	$754,546,465	$406,740,055	$226,435,687	$108,982,861	$120,966,318
8 Months (Aug'14 - Mar'15)	$1,782,060,915	$896,492,623	$410,663,429	$244,623,042	$112,627,740	$117,654,081
8 Months (Aug'15 - Mar'16)	$1,782,949,545	$919,981,510	$381,886,564	$242,093,810	$131,442,801	$107,544,860

Source: SIA Retail Data produced by The NPD Group

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PARTICIPATION AND SALES TRENDS

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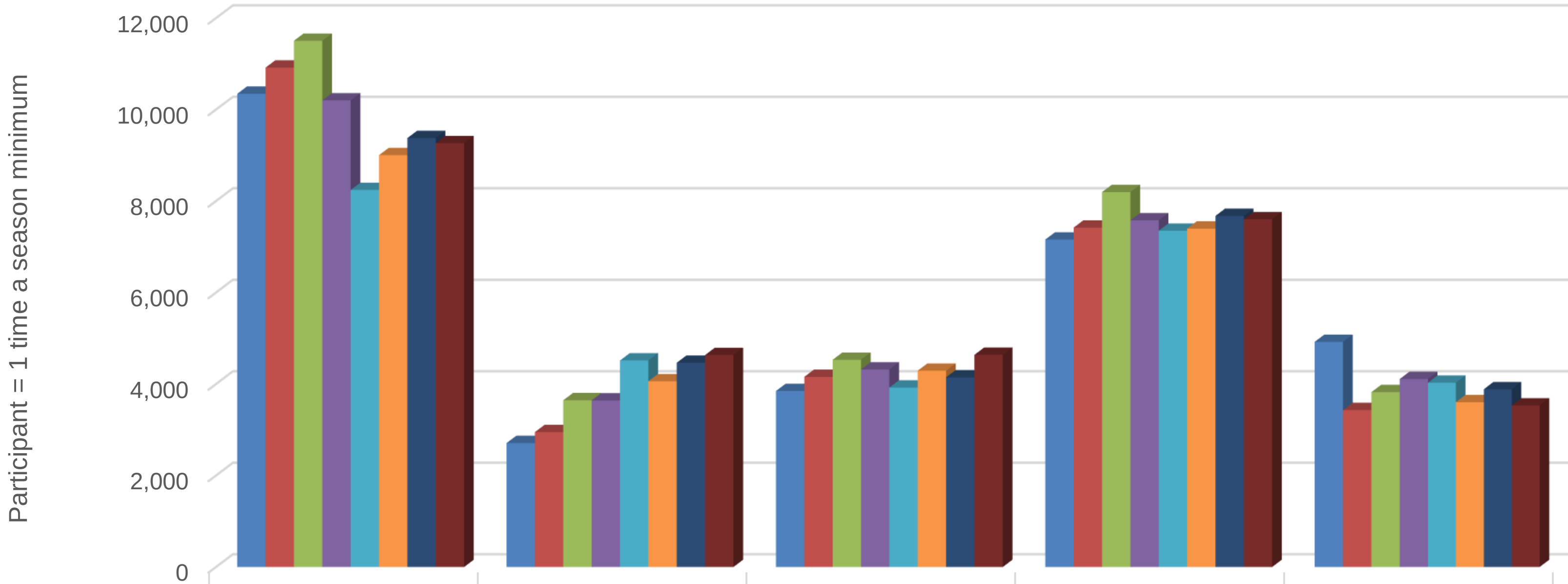
SNOW SPORTS PARTICIPANTS

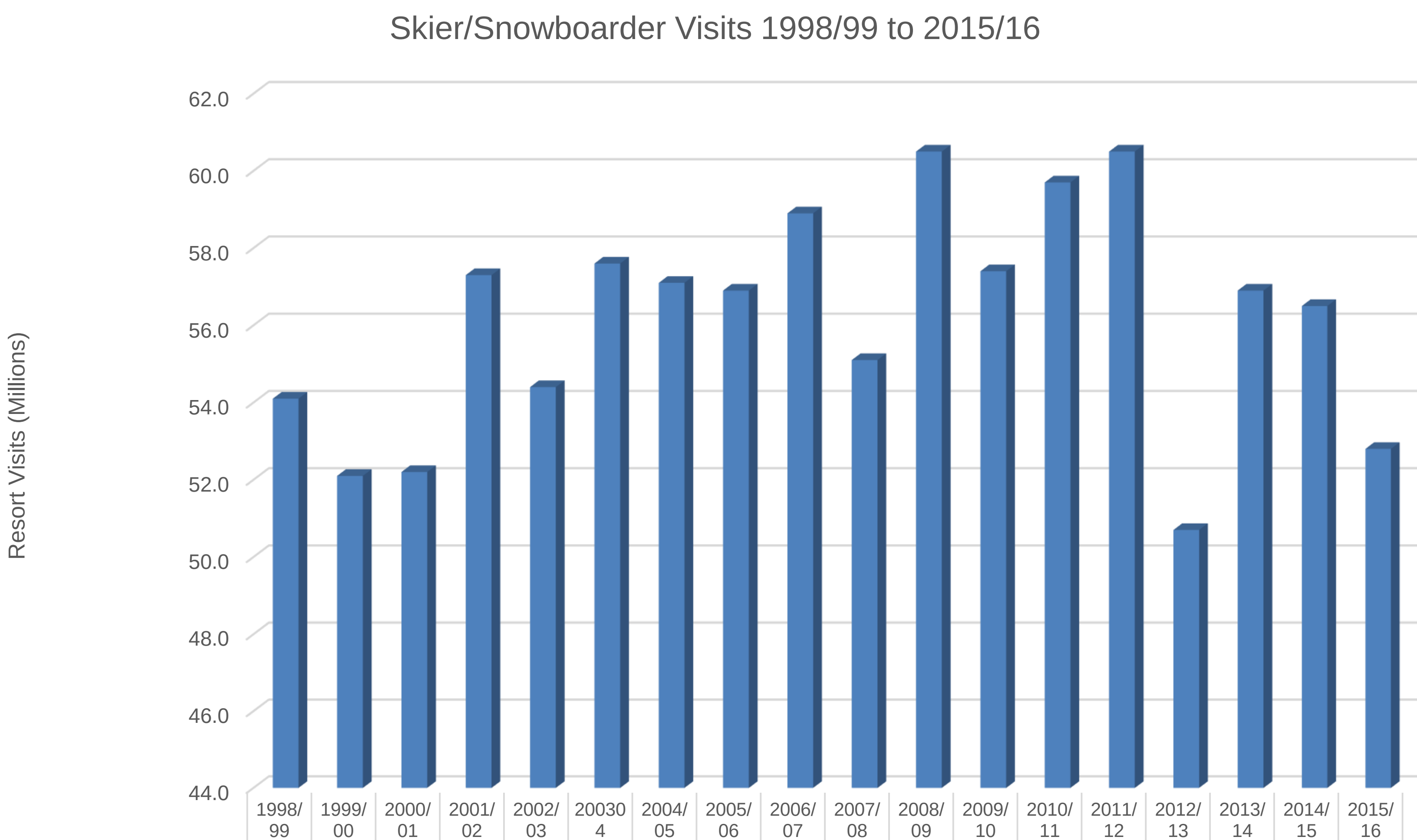
Snow Sports Participants 2008/2009 to 2015/2016



	Alpine Ski	FreeStyle Ski	Cross Country Ski	Snowboarding	Snowshoeing
SIA 2008/2009	10,346	2,711	3,848	7,159	4,922
SIA 2009/2010	10,919	2,950	4,157	7,421	3,431
SIA 2010/2011	11,504	3,647	4,530	8,196	3,823
SIA 2011/2012	10,201	3,641	4,318	7,579	4,111
SIA 2012/2013	8,243	4,516	3,923	7,351	4,029
SIA 2013/2014	9,004	4,061	4,291	7,399	3,603
SIA 2014/2015	9,378	4,465	4,146	7,676	3,885
SIA 2015/2016	9,267	4,635	4,640	7,602	3,533

Source: SIA Participant Report

SKIER/SNOWBOARDER RESORT VISITS



	1998/99	1999/00	2000/01	2001/02	2002/03	20030 4	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Skier/Snowboarder Visits	54.1	52.1	52.2	57.3	54.4	57.6	57.1	56.9	58.9	55.1	60.5	57.4	59.7	60.5	50.7	56.9	56.5	52.8

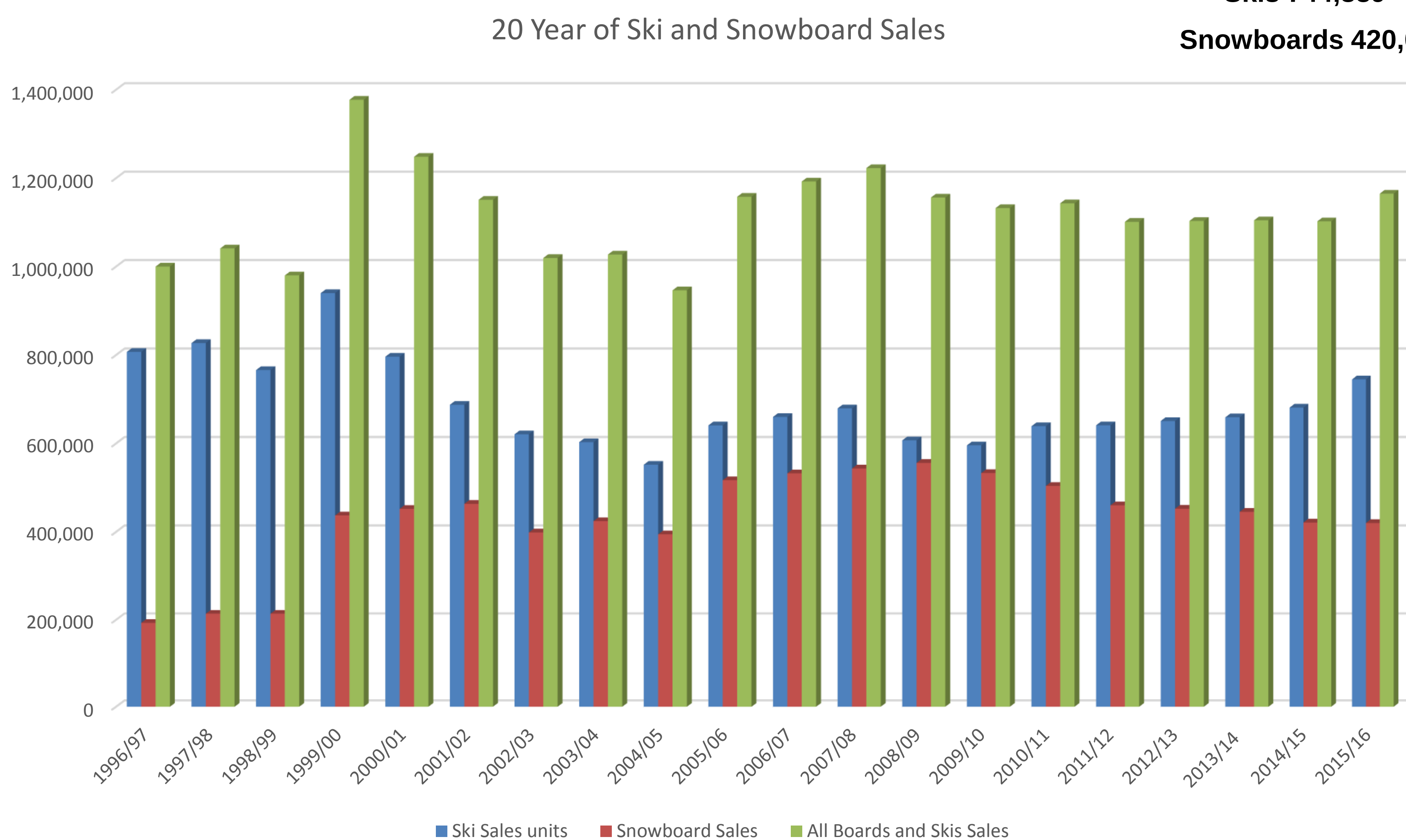
NSAA Kottke End of Season Report produced by RRC Associates

LONG TERM SALES TRENDS ARE STABLE

Total 1,164,885

Skis 744,839

Snowboards 420,046



Source: SIA Retail data produced by Leisure Trends Group (before 2013/2014) and The NPD Group 2014/2015 and 2015/2016

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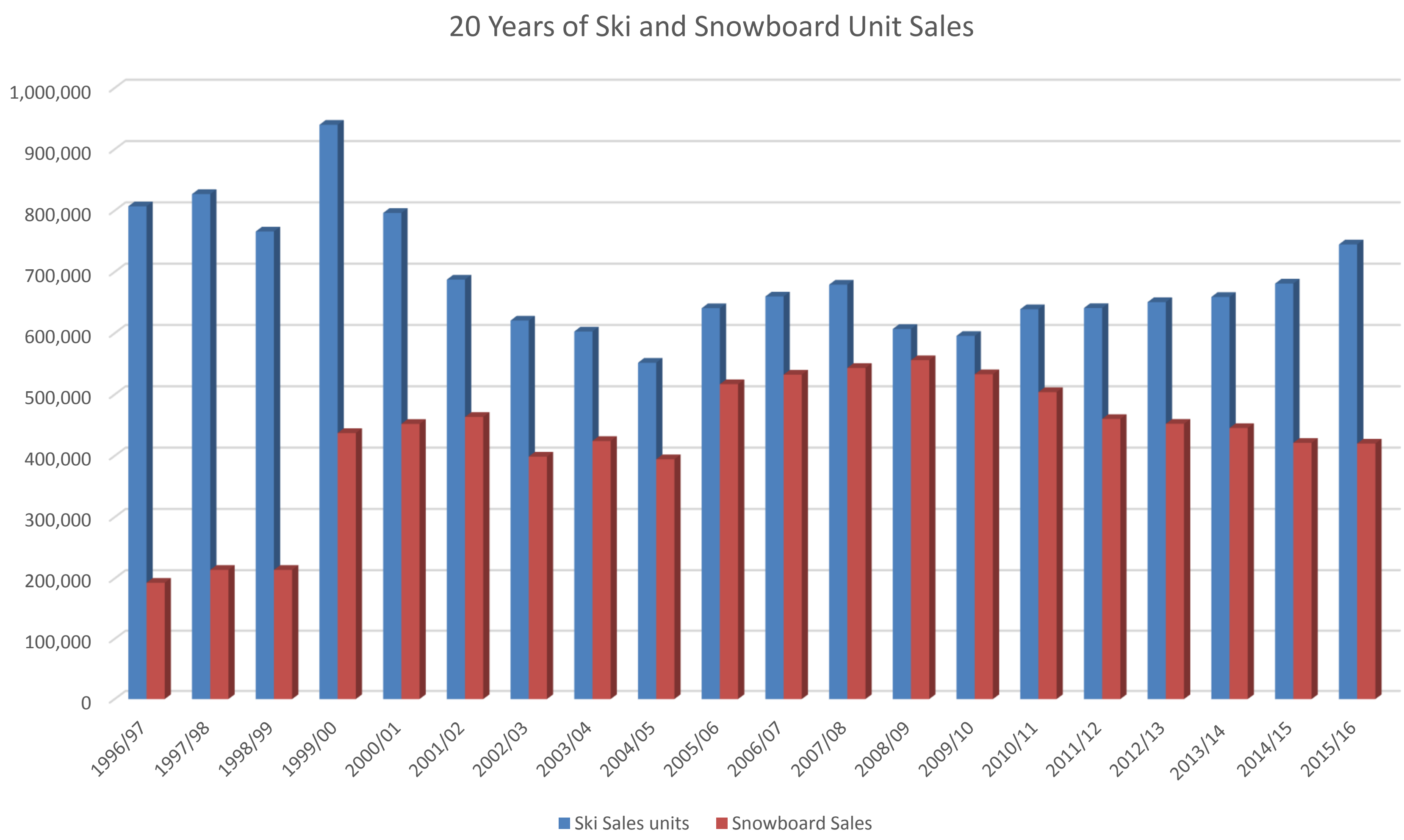
LONG TERM SKI AND SNOWBOARD SALES RELATIONSHIP



Source: SIA Retail data produced by Leisure Trends Group (before 2013/2014) and The NPD Group 2014/2015 and 2015/2016

THE DOWNHILL CONSUMER INTELLIGENCE PROJECT

Overall, the principal barriers to growth have remained consistent over the past four decades, they are:

- Expense,
- Proximity to resorts
- Not sure how to get started
- Nobody to go with
- Lack of time
- Don't have the gear
- Looks too hard
- First time sucked

What are some of the non-traditional approaches that follow from DCIP findings?

- Deliberately place online content that clearly describes how to get involved with snow sports in places that consumers actually go
- Consider sledding events in population centers to promote skiing and snowboarding and recruit new participants
- Use social trends like the sharing economy, constant connection, and festivals to promote snow
- Sell equipment to participants who are not considered "core"
- Use regular and consistent consumer intelligence research
- Continue traditional programs that clearly (metric driven) work

TRENDS TO WATCH IN THE COMING SEASON

- La Niña Conditions (2007/2008 an 2010/2011 were strong to moderate La Niña Seasons with 60M Visits)
- Widening Variety of Snowboard Shapes
- Skis that Carve – Backing away from the 120mm Waist on Groomers
- Waterproof and Breathable Outerwear
- Wool! Baselayer and Socks
- Smart Goggles
- Lighter Boots and Skis
- Younger Demographic Looking for Comprehensive “Experiences” on Snow Vacations
- Social Media Dominates! Snapchat # 1 among teens
- Augmented Reality – Pokemon GO on Snow

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DOWNHILL SKI

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DOWNHILL SKIER TRENDS

- 11.6M Downhill ski participants (down less than 1% from 2014/2015)
- Number of "core" (9+ times a season) skiers down 8%
- Declining participation in 18 to 25 and 45 to 54 age categories
- Waist widths slimming in flat skis and growing in system skis
- West region sales up, Northeast, Midwest and South down

- Alpine equipment $ sold +4%, units +9%
- Alpine skis $ sold flat, units sold +10%
- Alpine boots $ sold up 7.5%, units up13.5%
- Alpine bindings $ sold up 3.5%, units up 8%
- Average prices down 5% overall

DOWNHILL SKIING CATEGORIES

- 11,630,000 Total Downhill Ski Participants
  - 9,267,000 identify as “alpine skiers”
  - 4,435,000 identify as “freeskiers”
  - 2,318,000 say they participate in both alpine skiing and in freeskiing

❖ Downhill skiing is the number of alpine skiers plus the number of freeskiers minus crossover between the two disciplines

❖ Alpine Skiing is defined as classic downhill skiing focusing on carving turns and perfecting skiing form

❖ Freeskiing is defined as skiing in terrain parks, bumps and jumps, and skiing on natural and manmade terrain features that provide the skier with airtime.

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DOWNHILL SKI

SIA Will Publish the Snow Sports Consumer Profile Guide in November 2017. Includes:

- **The Core – (Skier, Snowboarder, Nordic)**
- **Family Focus (Women and Men)**
- **The Balanced Warrior (downhill, snowboard, Nordic)**
- **The Luxe Traveler**
- **Getting It Back (Fitness/Youthfulness)**
- **The Core Athlete (Primary Sport not on Snow)**
- **Work Hard/Play Hard (ski and snowboard)**
- **The Experience Seeker (Ski and Snowboard)**
- **The Image Seeker**

The Downhill Ski Participant

Participant Identities Sample

Number of Participants by Discipline, Age and Gender

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THE CORE SKIER

- Background

{Lifestyle, Habits, Focus}

This participant lives to ski. They might be found hanging around back bowls, tree runs, or skinning in the backcountry. Many live and work in “ski” towns just so they can focus on their passion for skiing. They are planning trips to exotic ski locations around the world. They have a “quiver” of skis and will buy high end gear with superior technology including equipment, apparel and accessories. They probably “know a guy” that works in a specialty shop in town who “hooks them up” with the best gear. They read Ski, Skiing, Powder and Freeskier magazines and pay close attention to gear guides. They consume SKI media and produce their own online content.

- Demographics

{Income, education, age, ethnicity, geography}

- **Male 75%, Female 25%**
- **College Degree+**
- **Household Income $25K to $50K and $250K to $1M+. Note, on the lower end of income and age, this person may work at specialty shop, on the mountain, as a guide, or at a restaurant in a mountain town. On the high end, could be a consultant or founder of a successful business venture**
- **Averages 30+ days a season**
- **Age: 15 to 30/ ages 45 to 65**
- **Represents 5% of skiers (about 585K)**




THE BALANCED WARRIOR (Ski)

- Background
{Lifestyle, Habits, Focus}

This woman does it all, she's a good skier and can handle most terrain but she isn't core because she has a lot on her plate. She may be balancing skiing with her career, her significant other, her kids, and other physical activities like running, yoga, cycling and cross country skiing that keep her fit and enjoying an active life. Among all women skiers (and maybe men), she is most likely to get an uphill/downhill session in before the lifts open after she drops the kids off for school and/or before she heads to work. Males in this category fit into the "work-hard, play-hard" category. This woman will get her kids into lessons and considers skiing to be an important activity for the entire (active) family. She enjoys fresh and healthy food choices (organic) for herself and her family. She will thoroughly research her gear before she buys it and looks for apparel that can be used across activities.

- Demographics
{Income, education, age, ethnicity, geography}

- **Female**
- **College Degree**
- **Household Income $50K to $150K+**
- **Mostly white**
- **Age range is 23 to 55**
- **Represents 35% of skiing women (1.3M)**

WORK HARD, PLAY HARD (Ski)

- Background

{Lifestyle, Habits, Focus}

These men might be weekend warriors, but they take their jobs and their leisure time seriously. He may work an 80 hour week and then hit the slopes for 6 hours on Saturday before downing a few après drinks, heading to dinner, and finishing the night at a club. He wants some stories to tell on social media…good ones. He might be a father who thinks the kids should play hard too and makes sure they’re exposed to activities like skiing, mountain biking and surfing because he likes to share his passion and is dedicated to keeping his family active. He might be found surfing, mountain biking, road cycling or trail running because he mixes it up and although he is fairly serious about his activities but he keeps it fun. (35% of skiing men and 55% of snowboarding men)

- Demographics

{Income, education, age, ethnicity, geography}

- **Male**
- **College Degree**
- **Household Income $75K to $150K+**
- **Mostly white**
- **Age range is 23 to 55**
- **Represents 35% of skiing men (3.3M)**

THE LUXE TRAVELER

- Background

{Lifestyle, Habits, Focus}

These skiers want the best of everything and they are willing and able to pay for it. This type of skier may walk into a shop and buy high end everything from baselayer to boots and everything in between. They will pay top dollar for private lessons for themselves and their kids, for guide services, for gourmet food, for the spa and a wide range of concierge services. This group includes celebrities and business moguls who are looking for all the adventure that money can buy. They ski at every level from beginner to expert+. They may be looking for a certain amount of anonymity on their ski trip…or not. They arrived at the local airport on a private plane and may be staying at a private residence or at very upscale lodging. They tend to be opinion makers and they may be shadowed by the press which is great for brands they're wearing and for skiing in general.

- Demographics

{Income, education, age, ethnicity, geography}

- **Male and Female**
- **College Degree**
- **Household Income $1M+**
- **Mostly white**
- **Age range is 35 to 55**
- **Represents 1% of the skiing participant base (116K)**

FAMILY FIRST

- Background
{Lifestyle, Habits, Focus}

- Among women that come to the slopes, she is there because she wants is to provide good experiences for her family. She isn't an athlete but she'll plan a ski vacation because her husband loves skiing and skiing might be good and fun for the kids. She's looking for something economical – again, for the family but at he higher end of household income, she may be willing to pull out all of the stops for the family vacation. She is an expert at family logistics and responds to marketing that centers on fun for the whole family. She is willing to sacrifice for the family. She belongs to a book club, she's active in the PTA, Scouts, and her kids' team sports or activities. She is simply laser-focused on her family. (15% of skiing women)

- The family man, in partnership with the family woman, has a life that revolves around his family even when he seems overly focused on work. He wants to have the perfect vacation and makes sure his kids are learning to ski or snowboard because it brought his family together when he was a kid. He's a good skier and will send the kids through lessons and days at the end of a leash with him on blue slopes. He wants to make sure they can continue the tradition of telling ski stories around the dinner table. He might choose a family Christmas ski vacation. He is happy to have a good day skiing groomers with the family and finishing at home with a family movie and a bowl of popcorn passed around the family. (15% of skiing men)

- Demographics
{Income, education, age, ethnicity, geography}

- **College Degree**
- **Income $75K to $150K+**
- **Mostly white**
- **Age range is 35 to 55**
- **Represents 15% of Skiing Men and 15% of Skiing Women**
- **Live in the Suburbs**

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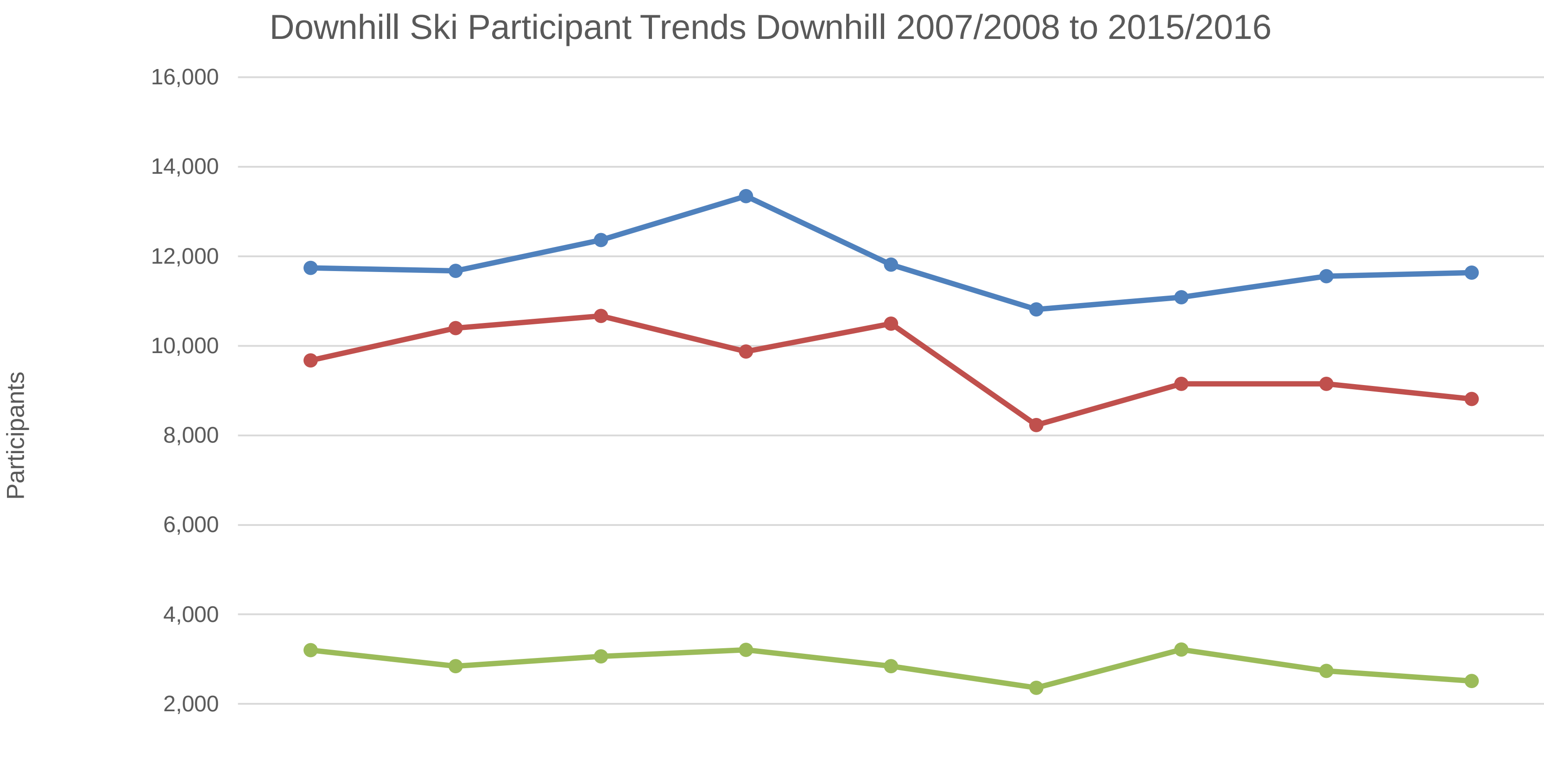
DOWNHILL SKI PARTICIPANTS

(DOWNHILL = ALPINE + FREESKI – CROSSOVER)

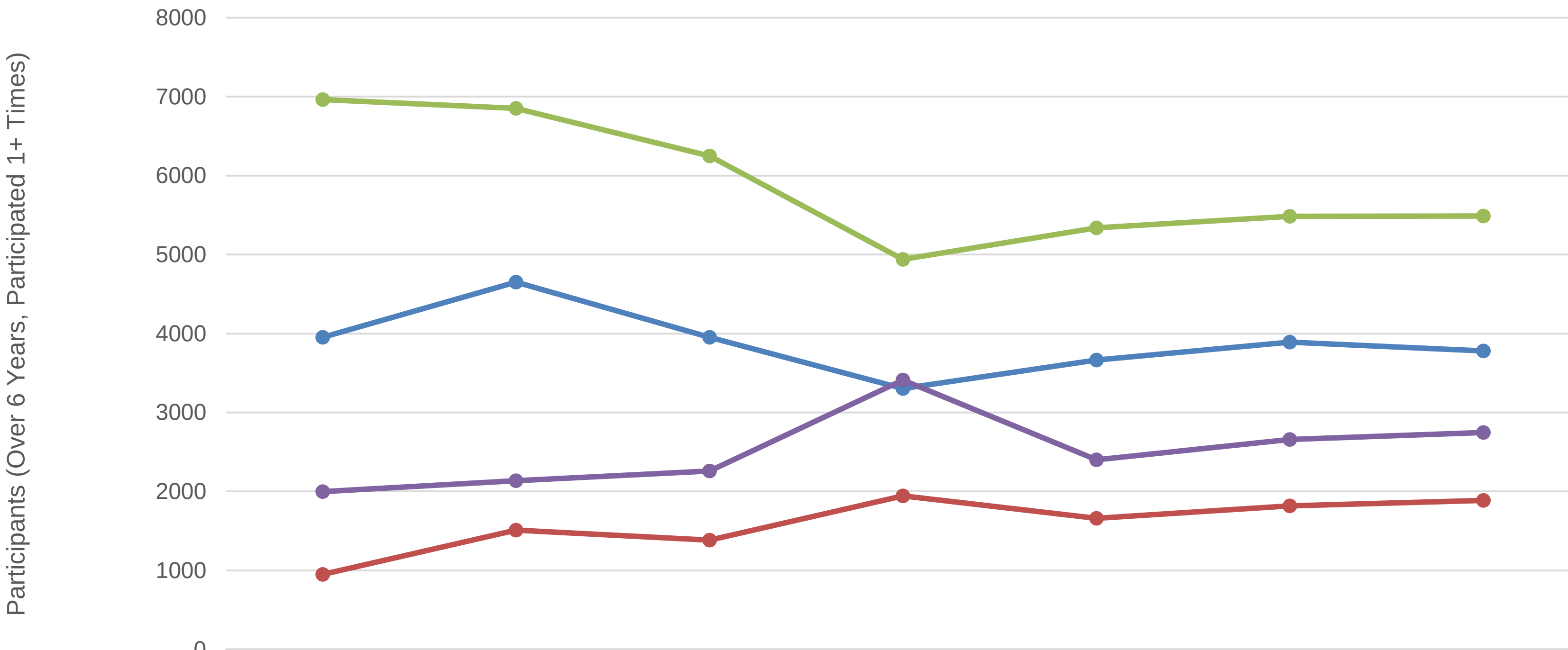


	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
At Least 1 time	11,742	11,674	12,365	13,346	11,814	10,814	11,083	11,557	11,631
At Least 2 times	9,673	10,392	10,664	9,873	10,492	8,230	9,151	9,151	8,814
9+ times/CORE	3,204	2,844	3,061	3,208	2,841	2,362	3,214	2,739	2,509

Source: SIA Participant Report

MALE AND FEMALE DOWNHILL SKIERS

Male and Female Alpine and Freeski Participant Base Trends 2009/2010 to 2015/2016

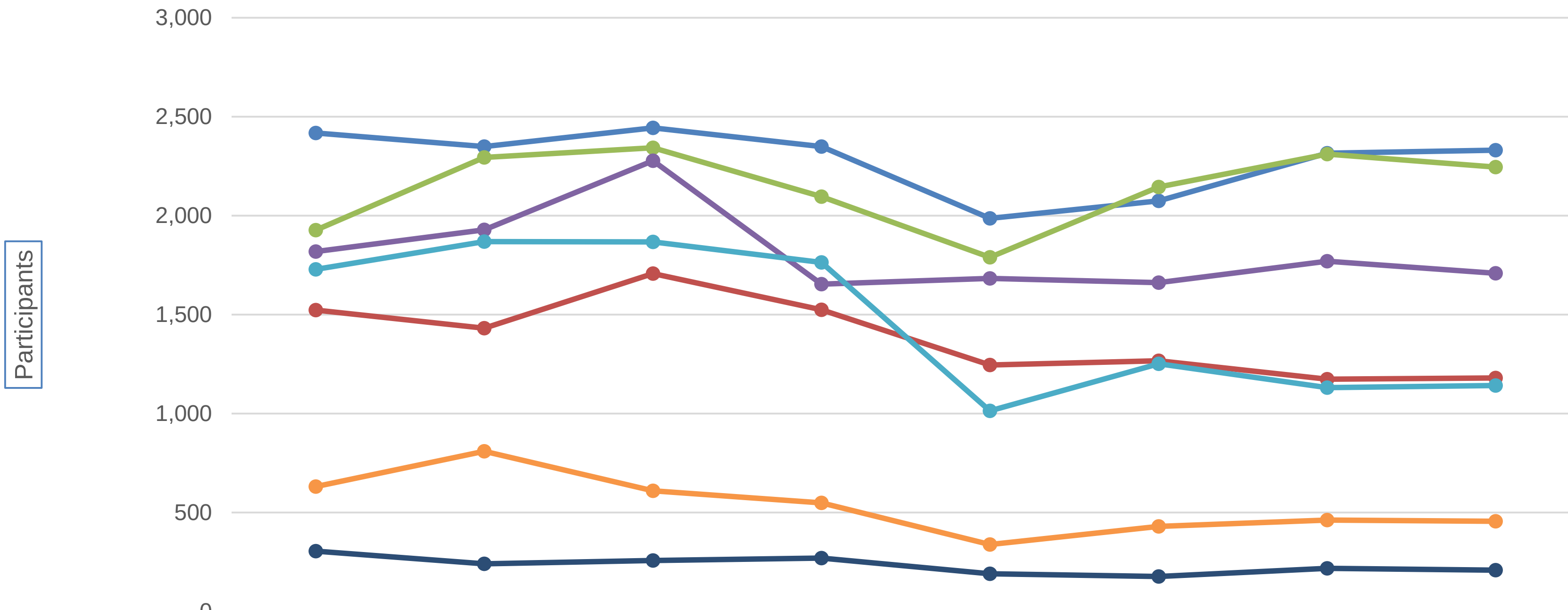


	2009/2010 Season	2010/2011 Season	2011/2012 Season	2012/2013 Season	2013/2014 Season	2014/2015 Season	2015/2016 Season
Female Alpine	3954	4652	3951	3305	3666	3892	3779
Female Free	951	1509	1382	1945	1659	1818	1888
Male Alpine	6965	6852	6250	4938	5338	5486	5487
Male Free	1999	2138	2258	3412	2402	2657	2747

Source: SIA Participant Report

ALPINE SKI PARTICIPANTS

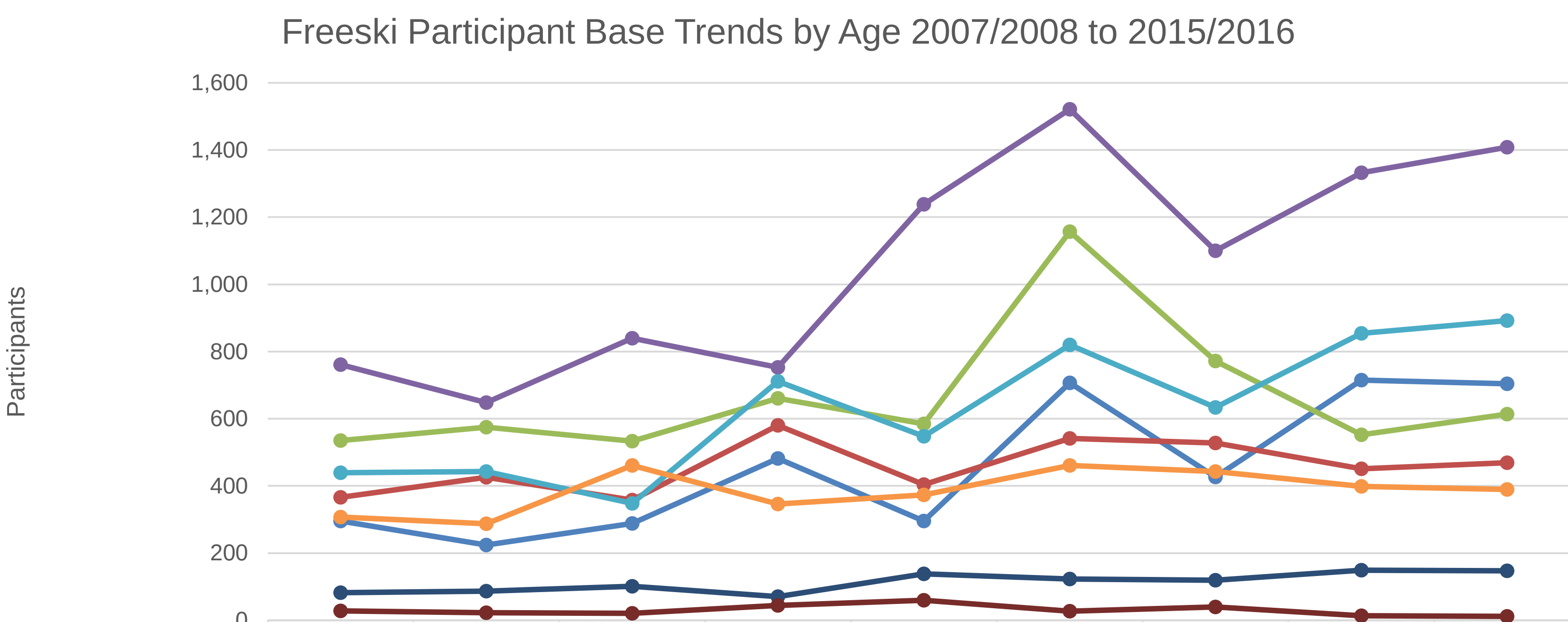
Alpine Ski Participant Base Trends by Age Group 2008/2009 to 2015/2016



	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
17 and Under	2,417	2,349	2,443	2,349	1,986	2,074	2,315	2,330
18-24	1,522	1,431	1,707	1,524	1,245	1,267	1,174	1,179
25-34	1,926	2,294	2,342	2,096	1,789	2,145	2,310	2,245
35-44	1,818	1,928	2,277	1,653	1,682	1,661	1,770	1,709
45-54	1,728	1,868	1,867	1,763	1,014	1,252	1,131	1,141
55-64	631	809	610	548	338	430	461	455
65+	305	240	258	269	190	177	217	208

Source: SIA Participant Report

FREESKI PARTICIPANTS



	2007/2008 Season	2008/2009 Season	2009/2010 Season	2010/2011 Season	2011/2012 Season	2012/2013 Season	2013/2014 Season	2014/2015	2015/2016
6 to 12 years old	296	224	288	482	295	707	427	715	704
13-17 years old	366	426	358	580	404	541	528	451	469
18 to 24 years old	535	575	533	661	585	1157	772	552	614
25 to 34 years old	761	648	840	753	1238	1521	1100	1332	1,408
35 to 44 years old	439	443	348	711	548	820	633	854	892
45 to 54 years old	307	287	461	346	373	461	443	398	390
55 to 64 years old	82	87	101	70	138	123	119	149	147
65+ years old	28	22	21	44	59	27	39	13	11

Source: SIA Participant Report

CALORIES BURNED

Calories Burned and the Equivalent Number of Calories Offset 2014/2015 Snow Sports Participants				
2013/2014 Discipline	**Calories Burned**	**Equivalent in Cheeseburgers (700)**	**Equivalent in Beers (150)**	**Equivalent in Slices of Pepperoni Pizza (300)**
Alpine ski	**126,416,160,000**	**180,594,514**	**842,774,400**	**421,387,200**
FreeSki	**54,823,500,000**	**78,319,286**	**365,490,000**	**182,745,000**
XC Ski	33,984,720,000	48,549,600	226,564,800	113,282,400
Snowboarding	110,965,680,000	158,522,400	739,771,200	369,885,600
Snowshoeing	30,517,410,000	43,596,300	203,449,400	101,724,700
Total	**356,707,470,000**	509,582,100	2,378,049,800	1,189,024,900

Source: SIA Snow Sports Participant Report, data produced by the Physical Activity Council

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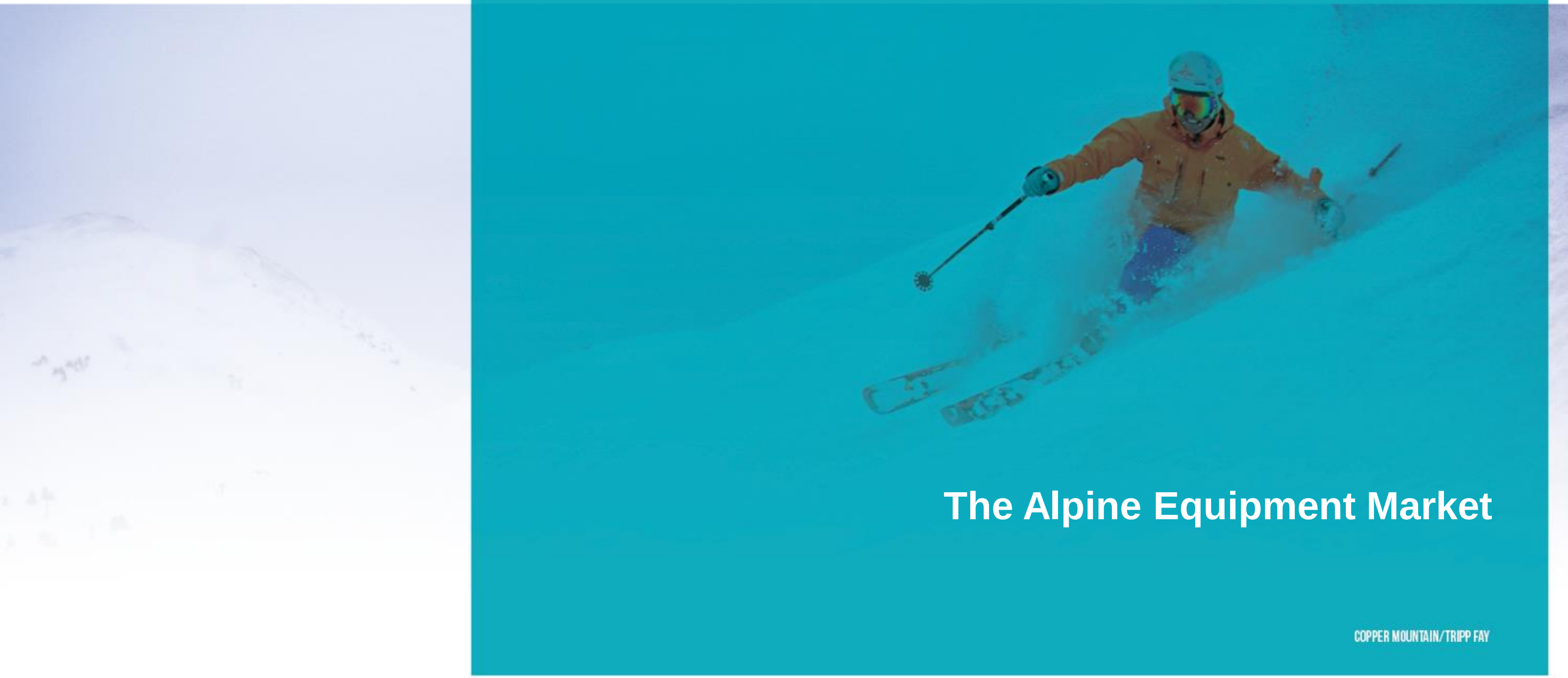
DOWNHILL SKI



The Alpine Equipment Market

COPPER MOUNTAIN/TRIPP FAY

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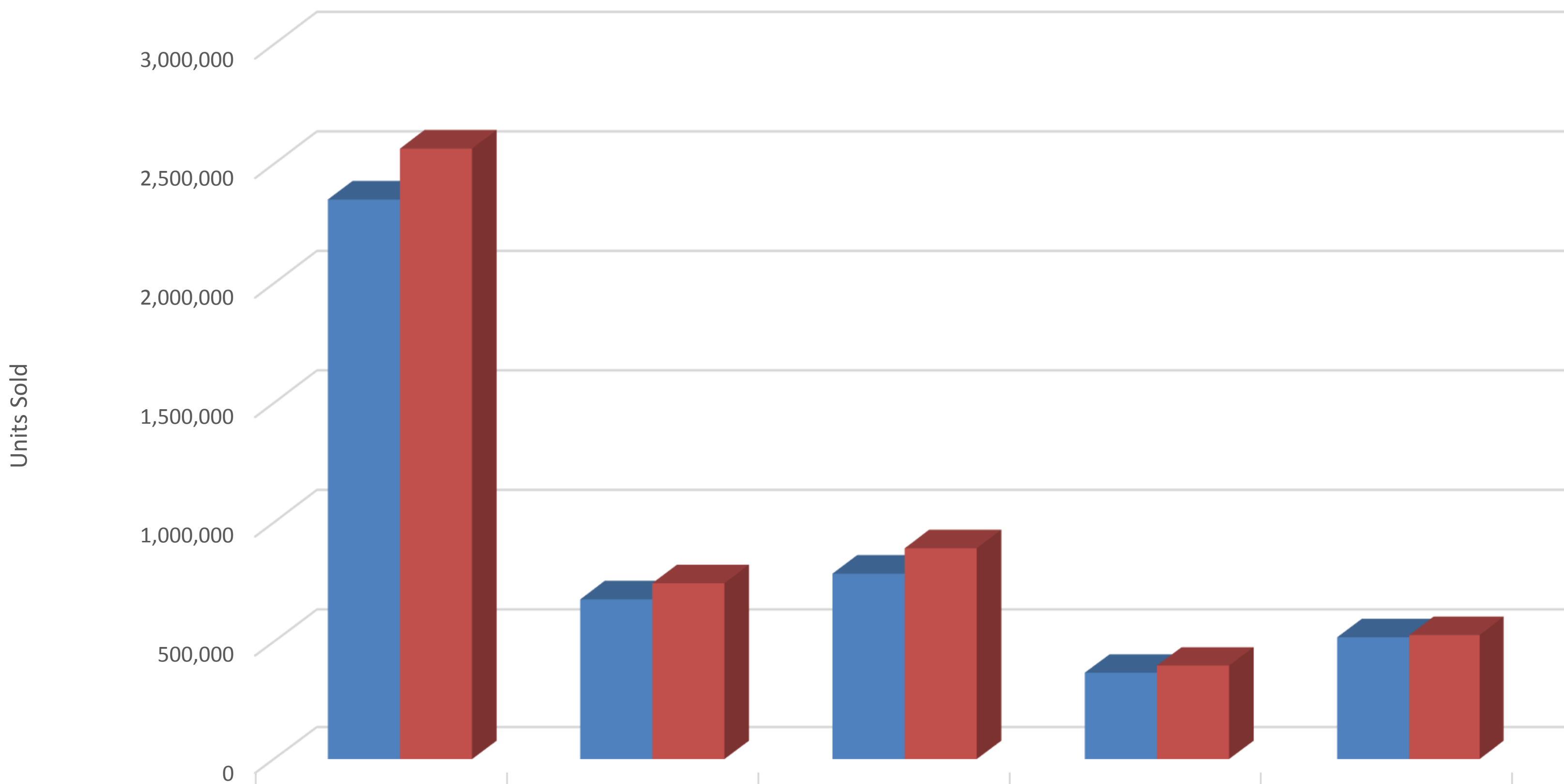
ALPINE EQUIPMENT UNITS SOLD ALL CHANNELS

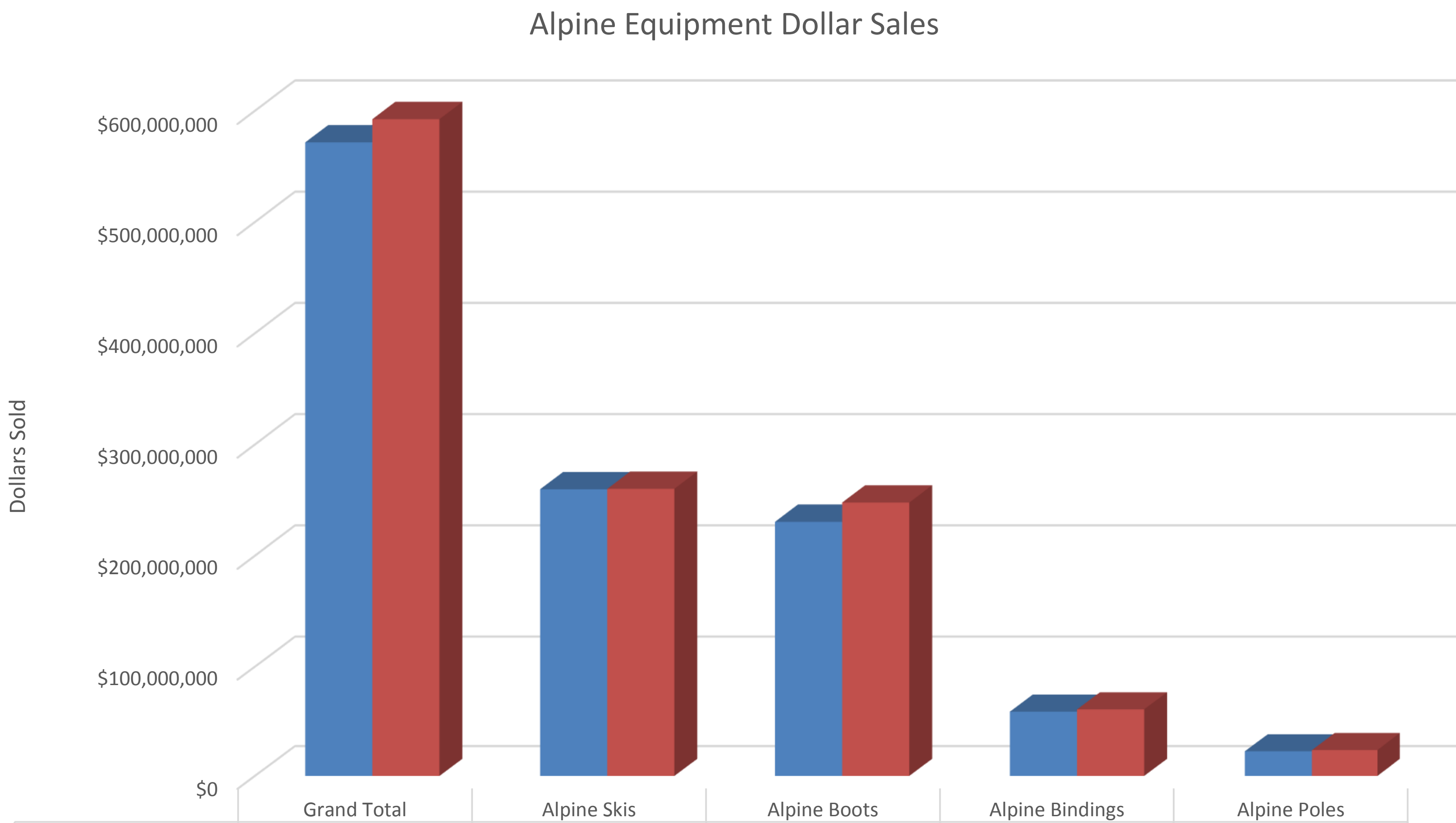
Alpine Equipment Units Sold by Category



	Grand Total	Alpine Skis	Alpine Boots	Alpine Bindings	Alpine Poles
YTD (Aug'14 - Mar'15)	2,351,177	678,286	785,855	368,082	518,954
YTD (Aug'15 - Mar'16)	2,564,457	745,556	891,962	398,508	528,431

Source: SIA Retail Data produced by The NPD Group

ALPINE EQUIPMENT DOLLARS SOLD ALL CHANNELS

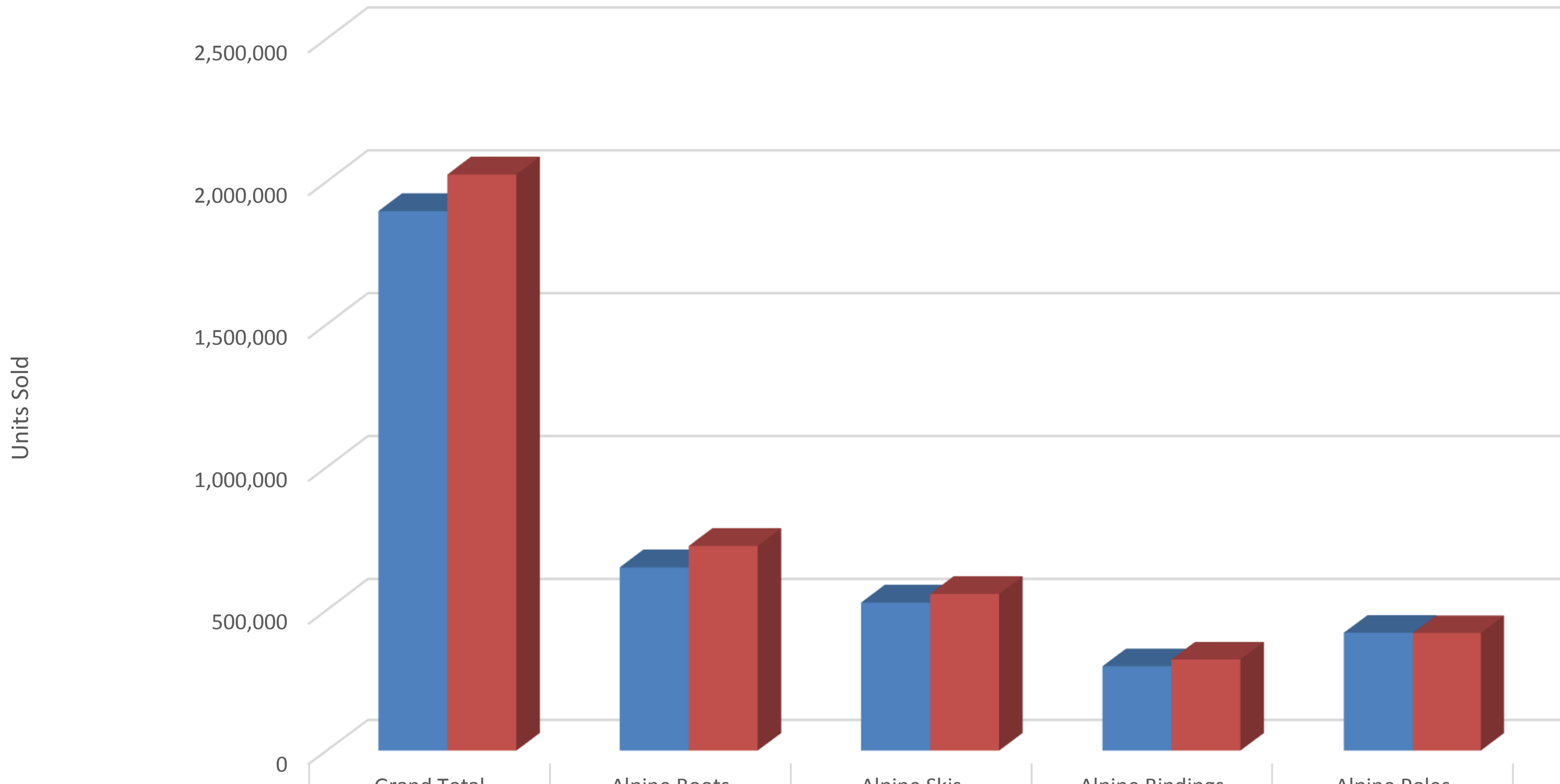


	Grand Total	Alpine Skis	Alpine Boots	Alpine Bindings	Alpine Poles
YTD (Aug'14 - Mar'15)	$571,594,537	$259,722,477	$230,481,013	$58,861,537	$22,529,510
YTD (Aug'15 - Mar'16)	$592,475,447	$260,102,766	$247,758,153	$60,943,152	$23,671,376

Source: SIA Retail Data produced by The NPD Group

ALPINE EQUIPMENT UNITS SOLD IN SNOW SPORTS SPECIALTY SHOPS

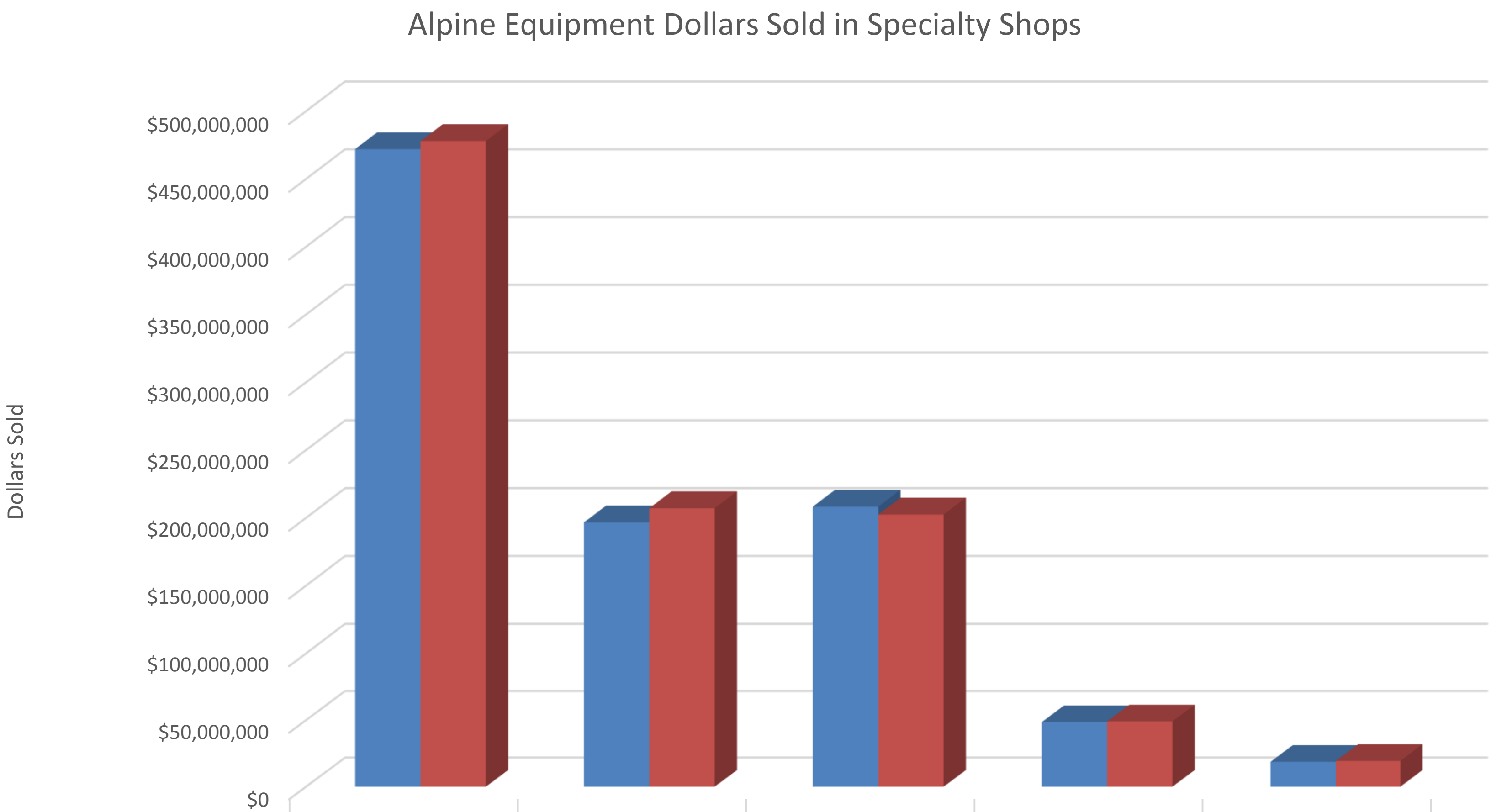
Alpine Equipment Units Sold in Specialty Shops



	Grand Total	Alpine Boots	Alpine Skis	Alpine Bindings	Alpine Poles
8 Months (Aug'14 - Mar'15)	1,896,349	649,568	526,237	300,572	419,972
8 Months (Aug'15 - Mar'16)	2,024,453	724,314	556,459	324,732	418,948

Source: SIA Retail Data produced by The NPD Group

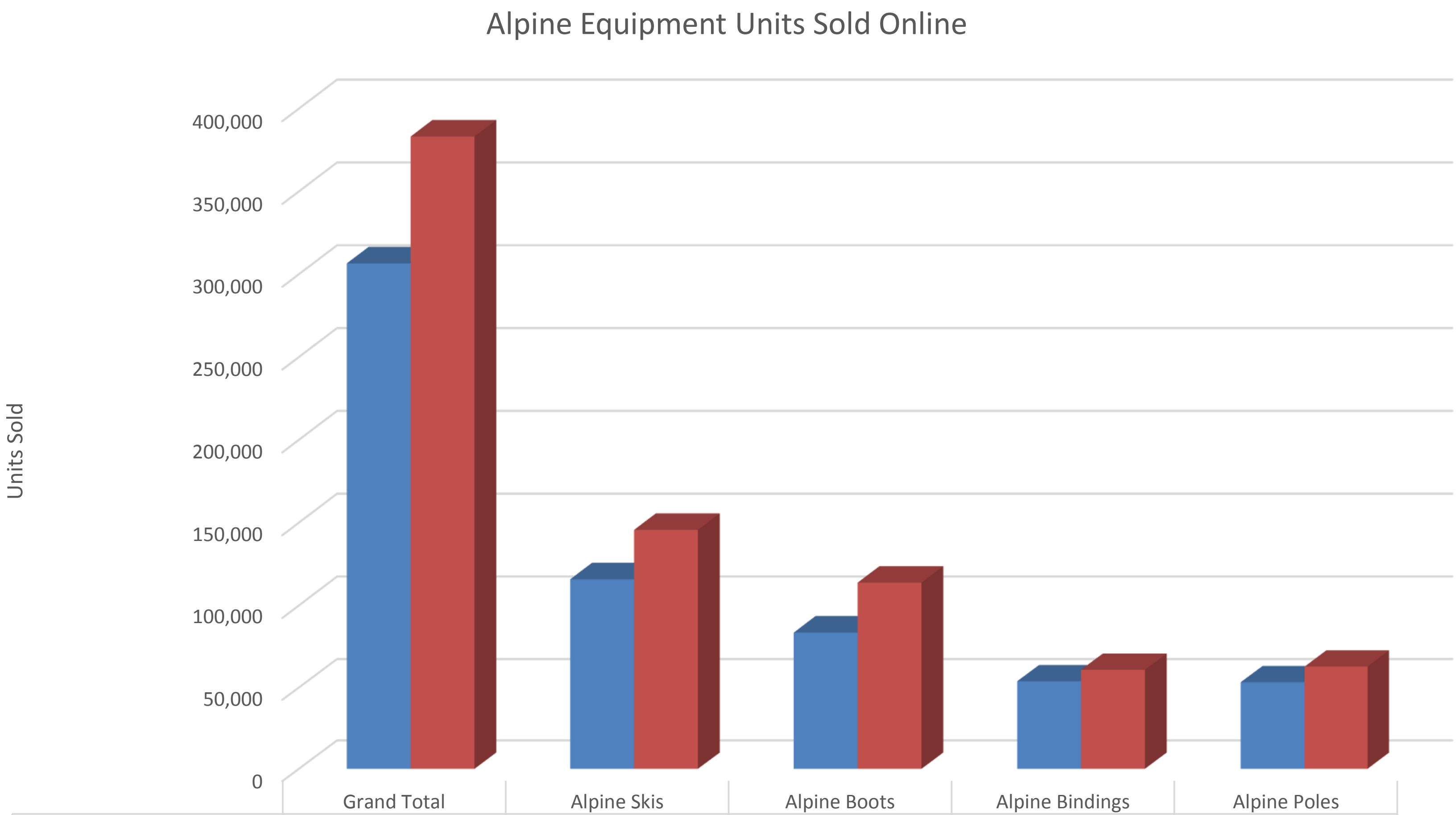
ALPINE EQUIPMENT DOLLARS SOLD IN SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Alpine Boots	Alpine Skis	Alpine Bindings	Alpine Poles
8 Months (Aug'14 - Mar'15)	$472,005,929	$196,614,326	$208,246,408	$48,455,841	$18,689,354
8 Months (Aug'15 - Mar'16)	$477,905,753	$207,102,220	$202,402,201	$49,040,948	$19,360,384

Source: SIA Retail Data produced by The NPD Group

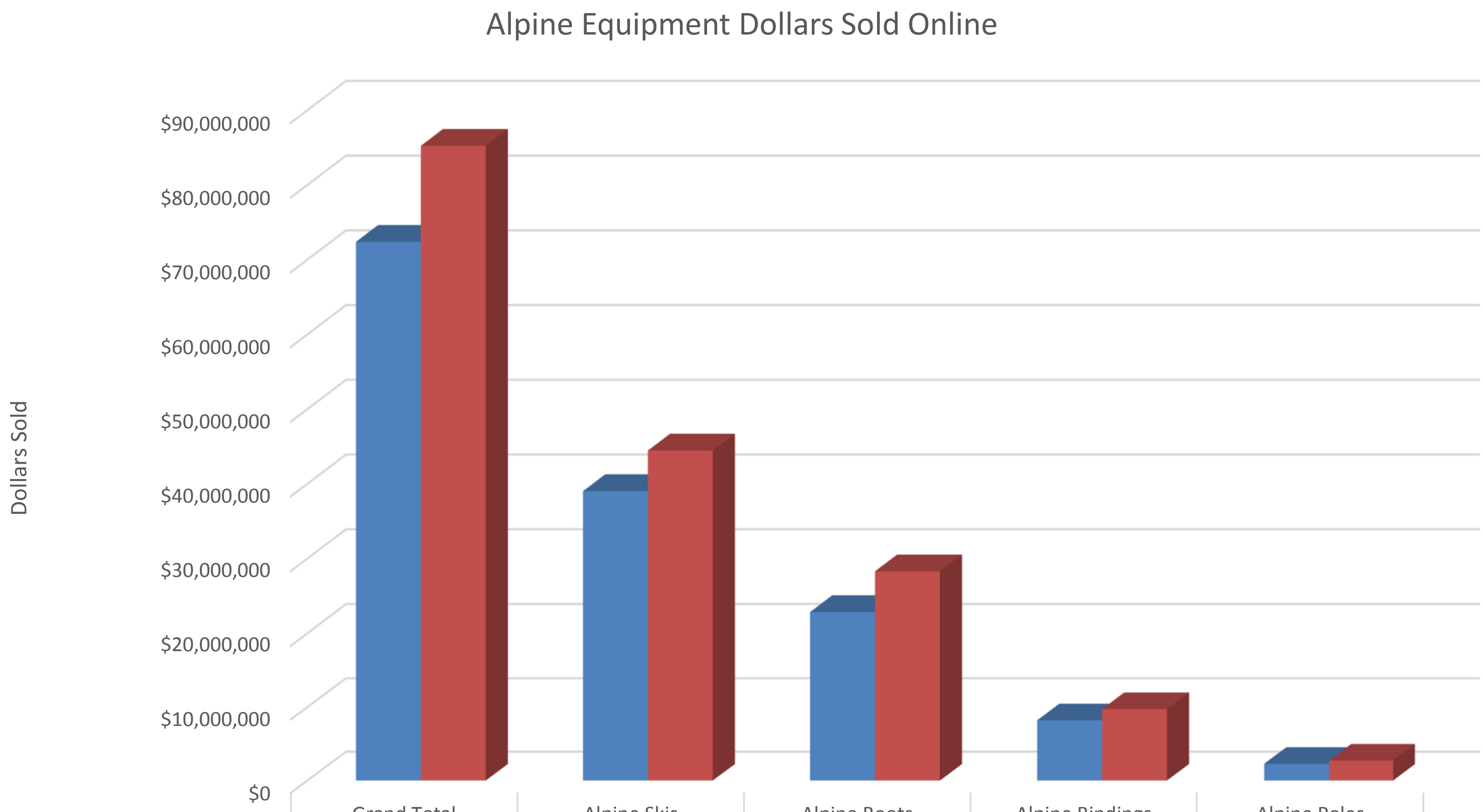
ALPINE EQUIPMENT UNITS SOLD ONLINE



	Grand Total	Alpine Skis	Alpine Boots	Alpine Bindings	Alpine Poles
8 Months (Aug'14 - Mar'15)	306,532	115,810	83,628	53,853	53,241
8 Months (Aug'15 - Mar'16)	383,155	145,643	113,748	60,917	62,847

Source: SIA Retail Data produced by The NPD Group

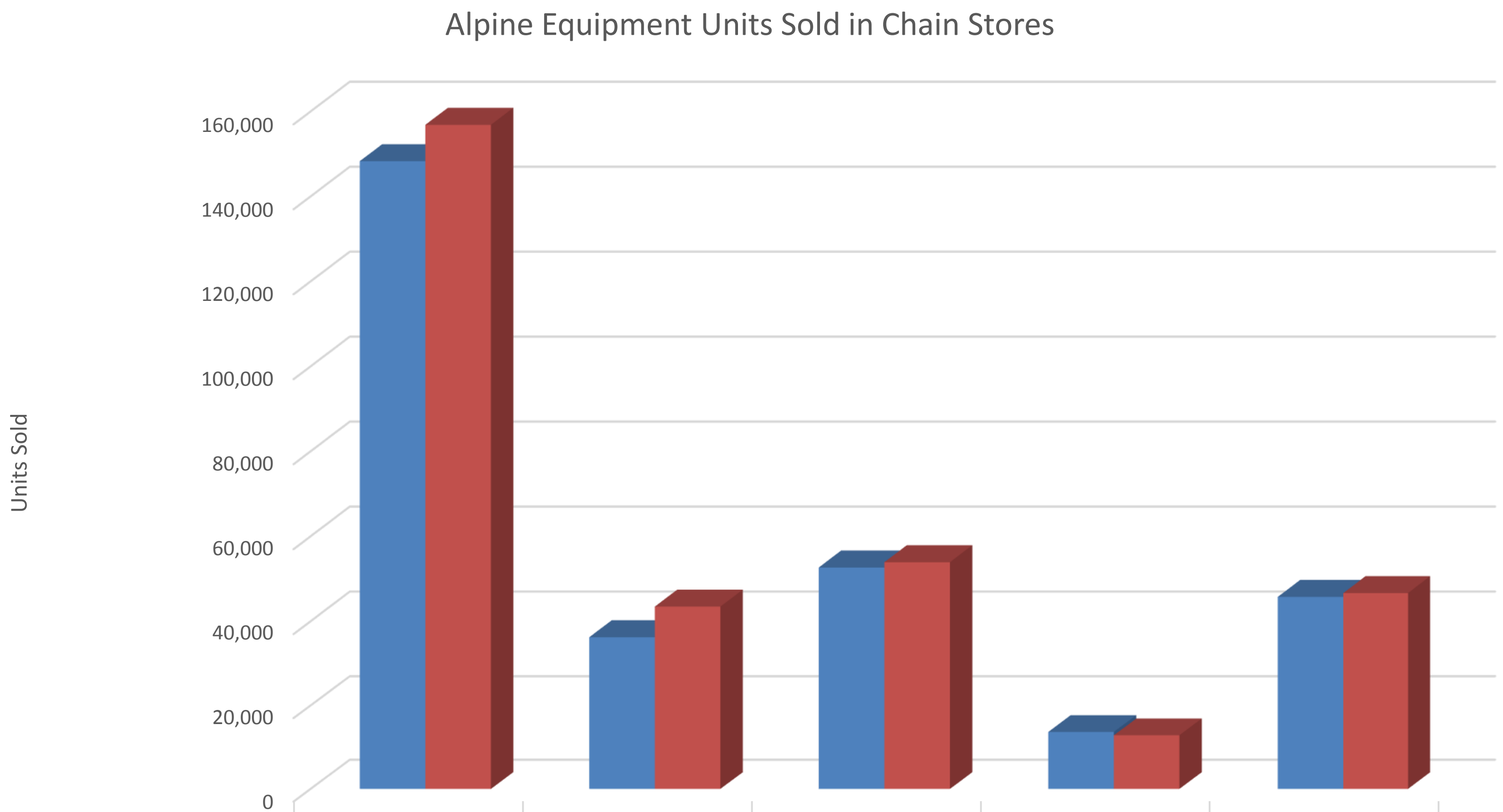
ALPINE EQUIPMENT DOLLARS SOLD ONLINE



	Grand Total	Alpine Skis	Alpine Boots	Alpine Bindings	Alpine Poles
8 Months (Aug'14 - Mar'15)	$72,396,601	$39,034,774	$22,852,199	$8,219,023	$2,290,605
8 Months (Aug'15 - Mar'16)	$85,245,917	$44,466,535	$28,301,385	$9,748,083	$2,729,914

Source: SIA Retail Data produced by The NPD Group

ALPINE EQUIPMENT UNITS SOLD IN CHAIN STORES

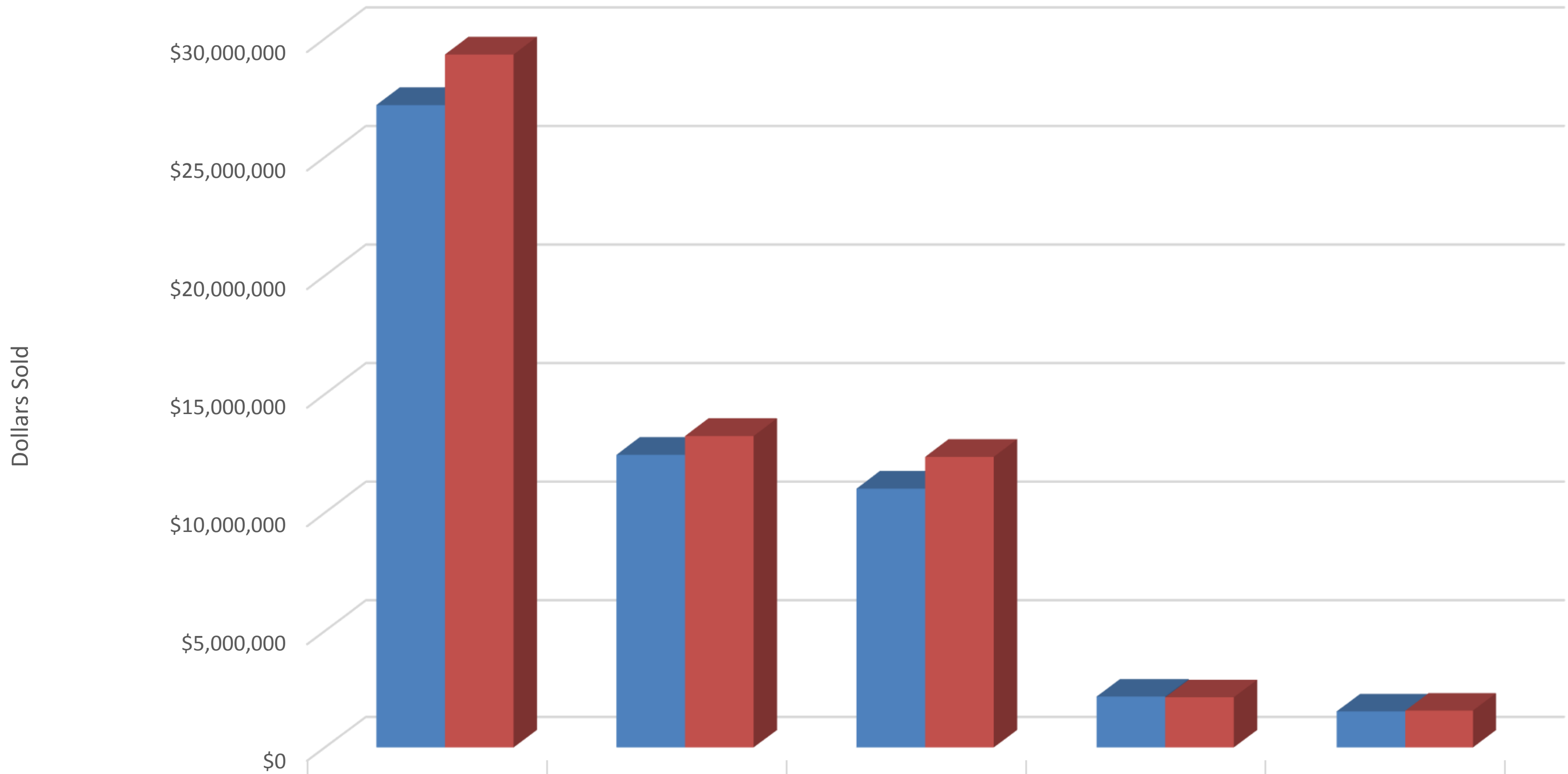


	Grand Total	Alpine Skis	Alpine Boots	Alpine Bindings	Alpine Poles
8 Months (Aug'14 - Mar'15)	148,294	36,238	52,658	13,657	45,741
8 Months (Aug'15 - Mar'16)	156,851	43,454	53,901	12,860	46,636

Source: SIA Retail Data produced by The NPD Group

ALPINE EQUIPMENT DOLLARS SOLD IN CHAIN STORES

Alpine Equipment Dollars Sold in Chain Stores



	Grand Total	Alpine Skis	Alpine Boots	Alpine Bindings	Alpine Poles
8 Months (Aug'14 - Mar'15)	$27,192,007	$12,441,296	$11,014,487	$2,186,673	$1,549,551
8 Months (Aug'15 - Mar'16)	$29,323,776	$13,234,030	$12,354,548	$2,154,120	$1,581,078

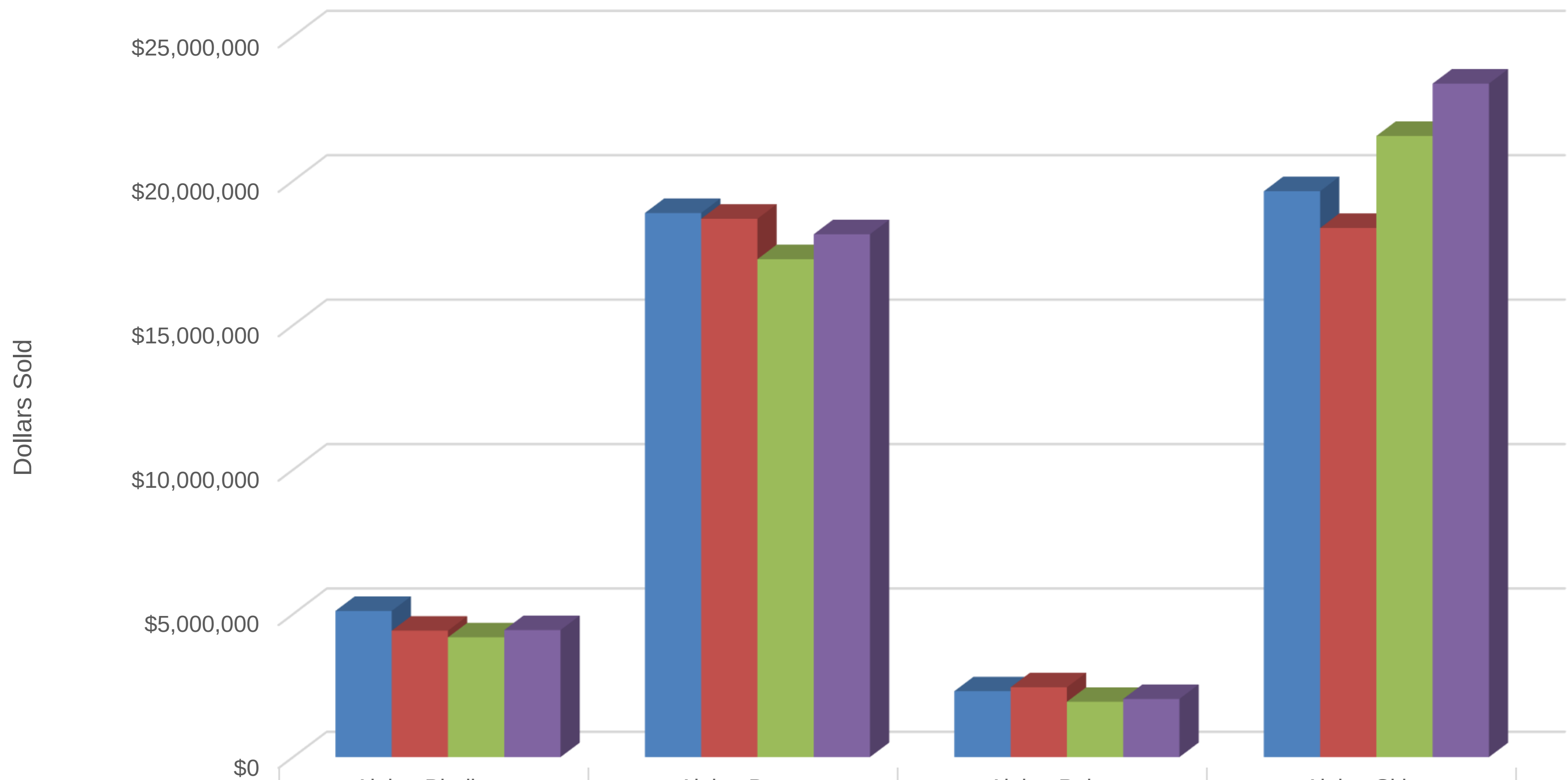
Source: SIA Retail Data produced by The NPD Group

ALPINE EQUIPMENT AVERAGE RETAIL PRICES BY CHANNEL

Alpine Equipment Category	Specialty Avg Price	Online Avg Price	Chain Store Avg Price
Grand Total	$236.07	$222.48	$186.95
Alpine Boots	$285.93	$305.31	$304.55
Alpine Skis	$363.73	$248.81	$229.21
Alpine Bindings	$151.02	$160.02	$167.51
Alpine Poles	$46.21	$43.44	$33.90

Source: SIA Retail Data produced by The NPD Group

BOYS' ALPINE EQUIPMENT $ SALES TRENDS ALL CHANNELS



	Alpine Bindings	Alpine Boots	Alpine Poles	Alpine Skis
YTD (Aug'12 - Mar'13)	$5,104,734	$18,882,810	$2,302,813	$19,637,473
YTD (Aug'13 - Mar'14)	$4,420,603	$18,683,633	$2,440,778	$18,365,230
YTD (Aug'14 - Mar'15)	$4,186,660	$17,284,508	$1,933,099	$21,549,761
YTD (Aug'15 - Mar'16)	$4,439,514	$18,146,402	$2,032,519	$23,363,235

Source: SIA Retail Data produced by The NPD Group

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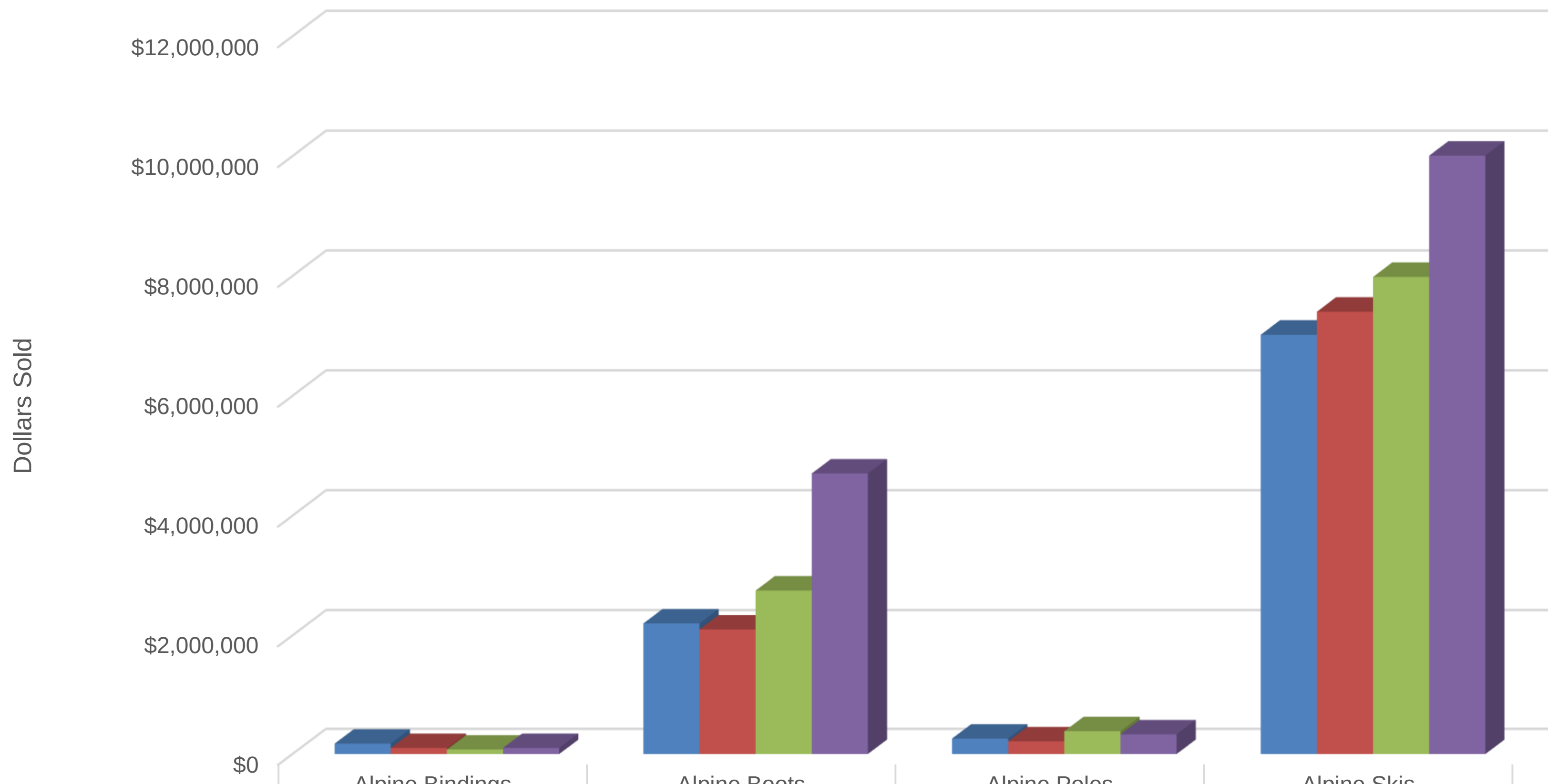
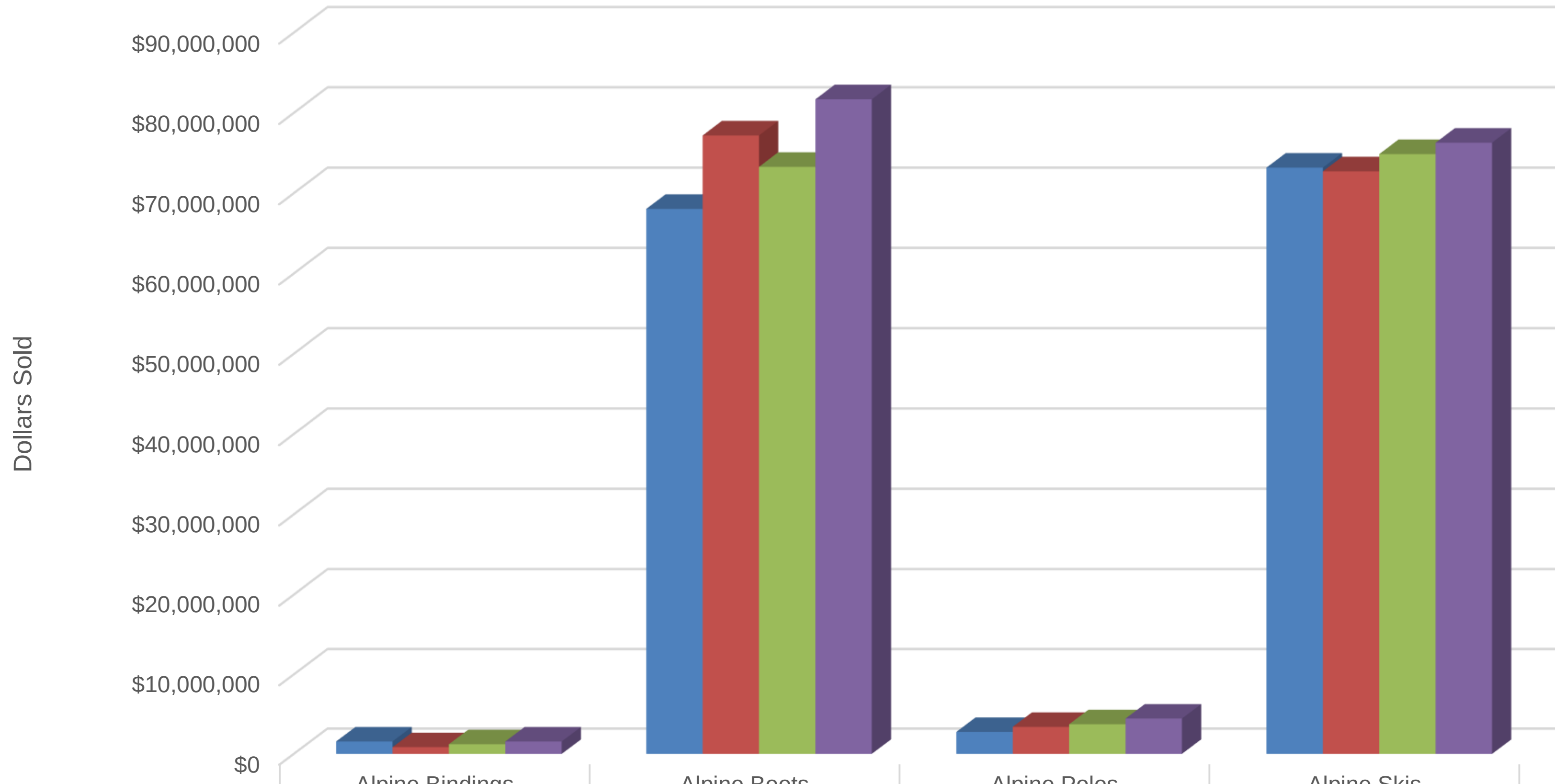
GIRLS' ALPINE EQUIPMENT $ SALES TRENDS ALL CHANNELS



	Alpine Bindings	Alpine Boots	Alpine Poles	Alpine Skis
YTD (Aug'12 - Mar'13)	$175,705	$2,200,690	$260,345	$7,018,558
YTD (Aug'13 - Mar'14)	$101,285	$2,098,558	$214,454	$7,403,212
YTD (Aug'14 - Mar'15)	$75,800	$2,749,373	$384,879	$7,982,900
YTD (Aug'15 - Mar'16)	$102,050	$4,702,819	$331,651	$10,006,852

Source: SIA Retail Data produced by The NPD Group

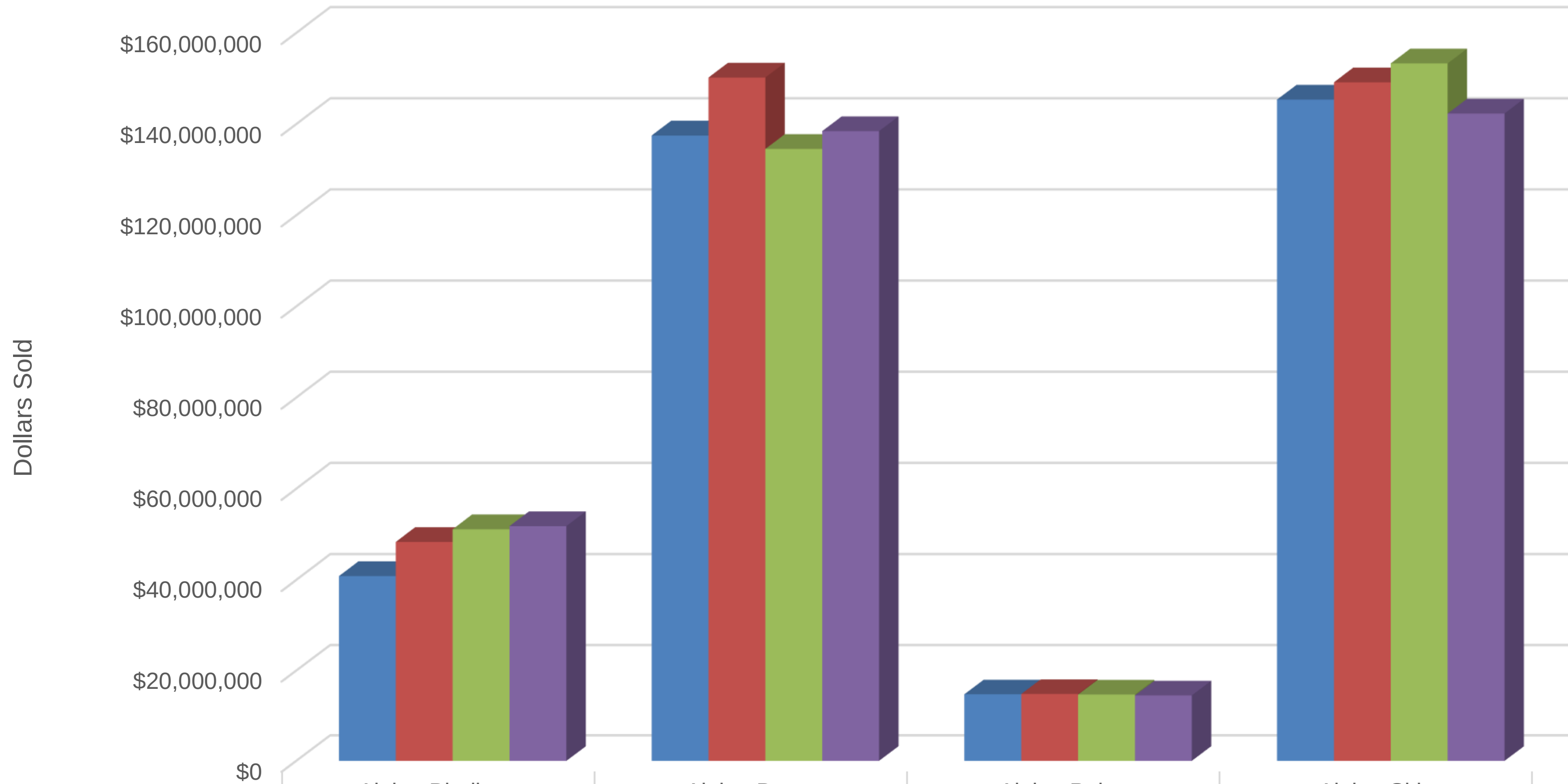
WOMEN'S ALPINE EQUIPMENT $ SALES TRENDS ALL CHANNELS



	Alpine Bindings	Alpine Boots	Alpine Poles	Alpine Skis
YTD (Aug'12 - Mar'13)	$1,556,438	$68,037,391	$2,764,530	$73,180,464
YTD (Aug'13 - Mar'14)	$843,295	$77,182,903	$3,400,774	$72,716,533
YTD (Aug'14 - Mar'15)	$1,215,861	$73,280,072	$3,732,561	$74,868,697
YTD (Aug'15 - Mar'16)	$1,561,216	$81,690,223	$4,443,202	$76,282,159

Source: SIA Retail Data produced by The NPD Group

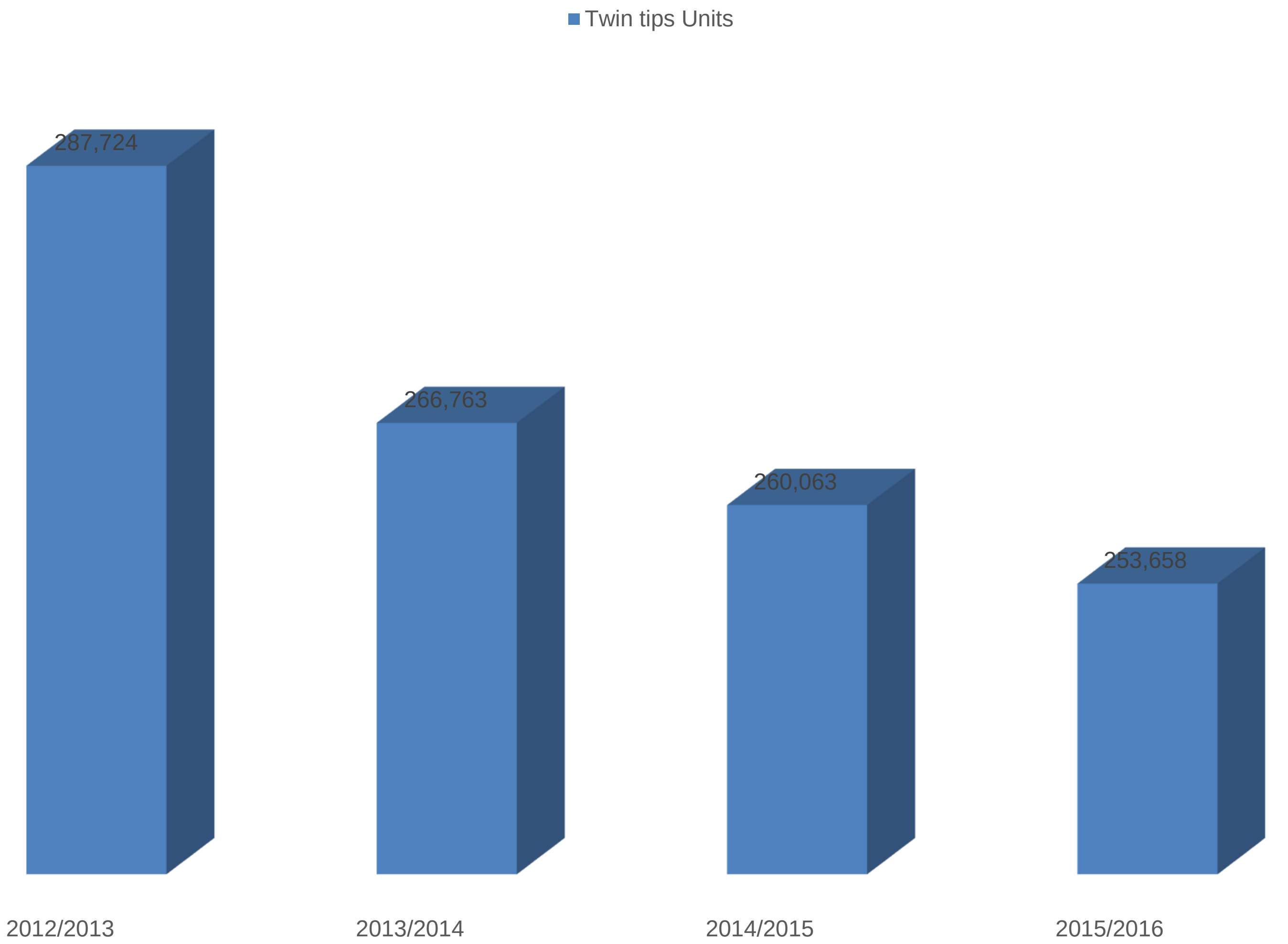
MEN'S ALPINE EQUIPMENT $ SALES TRENDS ALL CHANNELS



	Alpine Bindings	Alpine Boots	Alpine Poles	Alpine Skis
YTD (Aug'12 - Mar'13)	$40,827,500	$137,483,792	$14,736,629	$145,366,621
YTD (Aug'13 - Mar'14)	$48,325,378	$150,199,305	$14,813,924	$149,158,274
YTD (Aug'14 - Mar'15)	$51,106,353	$134,538,516	$14,697,538	$153,300,652
YTD (Aug'15 - Mar'16)	$51,790,505	$138,444,390	$14,495,575	$142,306,527

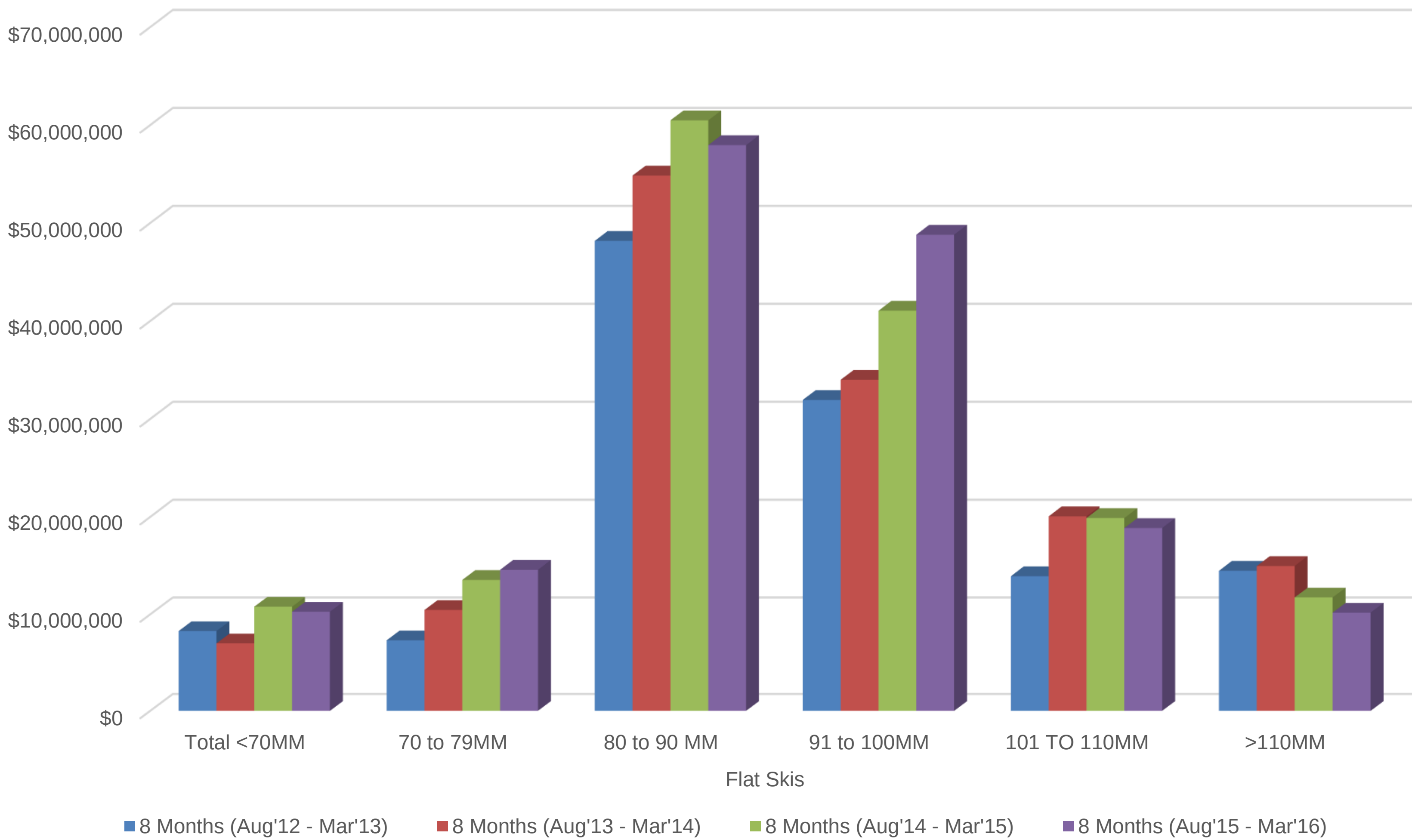
Source: SIA Retail Data produced by The NPD Group

TWIN TIPS UNITS SOLD THROUGH ALL CHANNELS



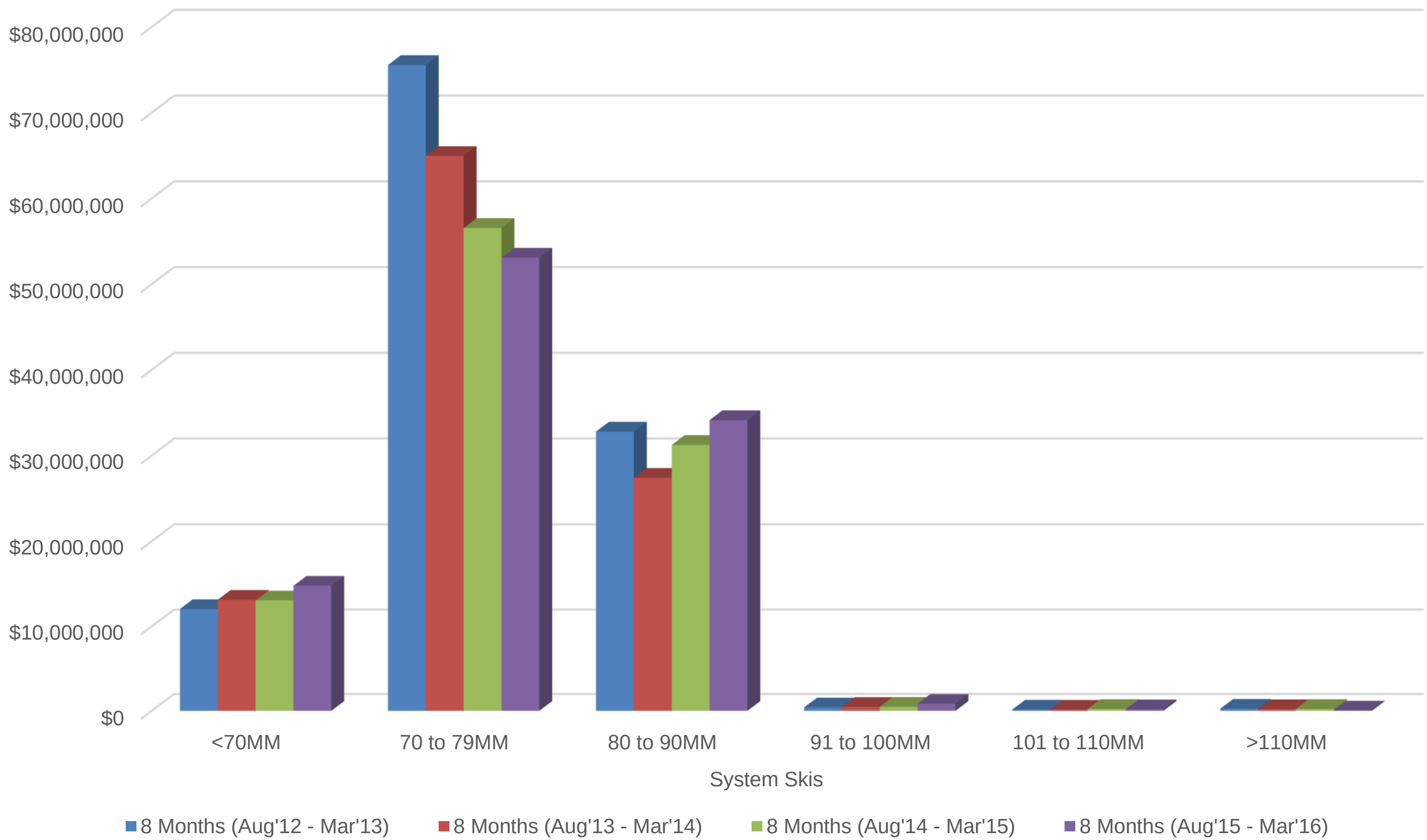
Source: SIA Retail Data produced by The NPD Group

FLAT SKIS BY WAIST WIDTH 2012/2013 TO 2015/2016



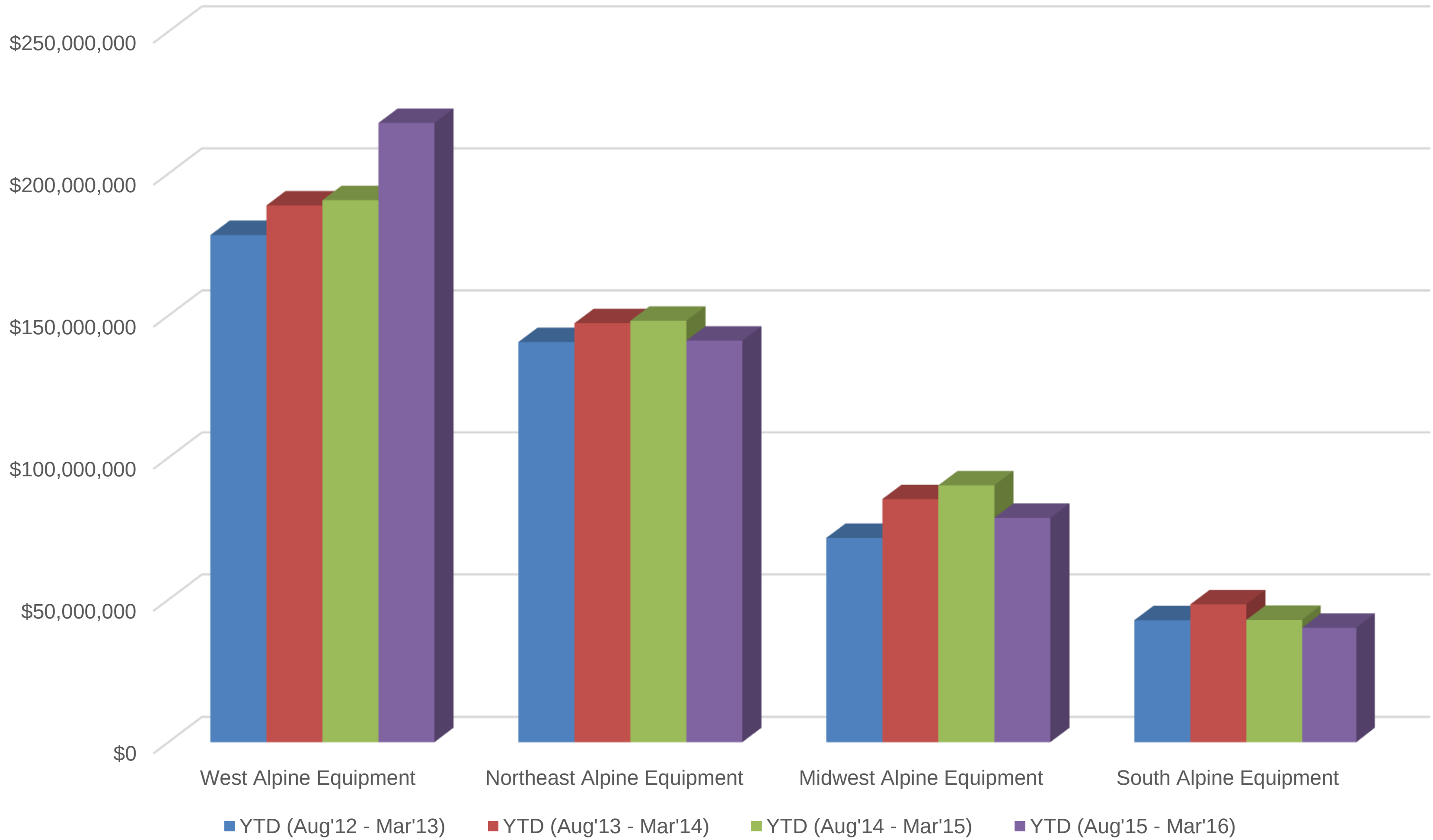
Source: SIA Retail Data produced by The NPD Group

SYSTEM SKIS BY WAIST WIDTH 2012/2013 TO 2015/2016



Source: SIA Retail Data produced by The NPD Group

REGIONAL ALPINE EQUIPMENT $ SALES TRENDS IN SNOW SPORTS SPECIALTY SHOPS



Source: SIA Retail Data produced by The NPD Group

SNOWSPORTS INDUSTRIES AMERICA

SNOWBOARD

COPPER MOUNTAIN/TRIPP FAY

SNOWBOARD TRENDS

- 7.6M snowboard participants (down 1%)
- Number of “core” snowboarders (9+ times) in decline
- Snowboarders in the 18 to 24 age group weak
- Percentage of snowboarders in resorts visits declining
- West regional sales up, northeast, Midwest and south sales down
- Variety of snowboard shapes will be new to the market in 2016/2017

- Snowboard equipment $ sales up 6%, up 2% in units sold
  - Specialty up 6% in dollars, up 3% in units sold
  - Online $ sales up 8%, units up 8%
  - Chain store $ sales flat, unit sales down 11%
  - 61% of snowboard equipment retail $ sales made in snow sports specialty, 30% online, 10% in chain stores

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SNOWBOARD

SIA Will Publish the Snow Sports Consumer Profile Guide in November 2017. Includes:

- **The Core – (Skier, Snowboarder, Nordic)**
- **Family Focus (Women and Men)**
- **The Balanced Warrior (downhill, snowboard, Nordic)**
- **The Luxe Traveler**
- **Getting It Back (Fitness/Youthfulness)**
- **The Core Athlete (Primary Sport not on Snow)**
- **Work Hard/Play Hard (ski and snowboard)**
- **The Experience Seeker (Ski and Snowboard)**
- **The Image Seeker**

A Sample of Snowboard Participant Identity Groups
Participant data by Gender, Age and Frequency

COPPER MOUNTAIN/TRIPP FAY

THE CORE SNOWBOARDER

- Background

{Lifestyle, Habits, Focus}

This participant lives to snowboard. They might be found at the resort aggressively riding back bowls, shredding in the park and pipe, building kickers in the woods, splitboarding in the backcountry, or using snow machines to find fresh terrain to ride. They tend to work and live in the mountains and most likely make their living by working in the industry, in fact, they may work in a local snow sports specialty shop or at the local mountain running the lift. Their friends share their dedication to snow and they spend as much time on their boards as possible. They may be looking to "go pro" or at least be sponsored by a brand. They may also identify as skaters and/or surfers.

- Demographics

{Gender Mix, Age Range, Income, Residence}

- **Male 85%, Female 15%**
- **High School**
- **Income $25K to $60K**
- **Age: 15 to 30**
- **Averages 30+ days a season**
- **More likely to live in a mountain town or near a ski/snowboard area**
- **Represents about 5% of snowboarders (384K)**

THE ADVENTURE SEEKER (Snowboard)

- Background {Lifestyle, Habits, Focus}

These skiers and snowboarders are looking for excitement, unique experiences and fun times. They are not necessarily athletes, some are, some aren't – all are physically competent enough to enjoy a variety of activities. They will spend to get an adventure, they will train for an adventure, and they will outfit themselves for adventure. This type may be any age but clusters in the teens to twenties and then again in the 50's and 60's. (25% of skiing women, 45% of snowboarding women)

.

- Demographics {Income, education, age, ethnicity, geography}

- **Male 70%, Female 30%**
- **High School**
- **Income – Household income $100k to $1M+**
- **Mostly white and single**
- **Age range 20 to 35**
- **Averages 4 to 9 days each season**
- **Represents 5% of snowboarders (384K)**

THE IMAGE SEEKER (Snowboard)

- Background

{Lifestyle, Habits, Focus}

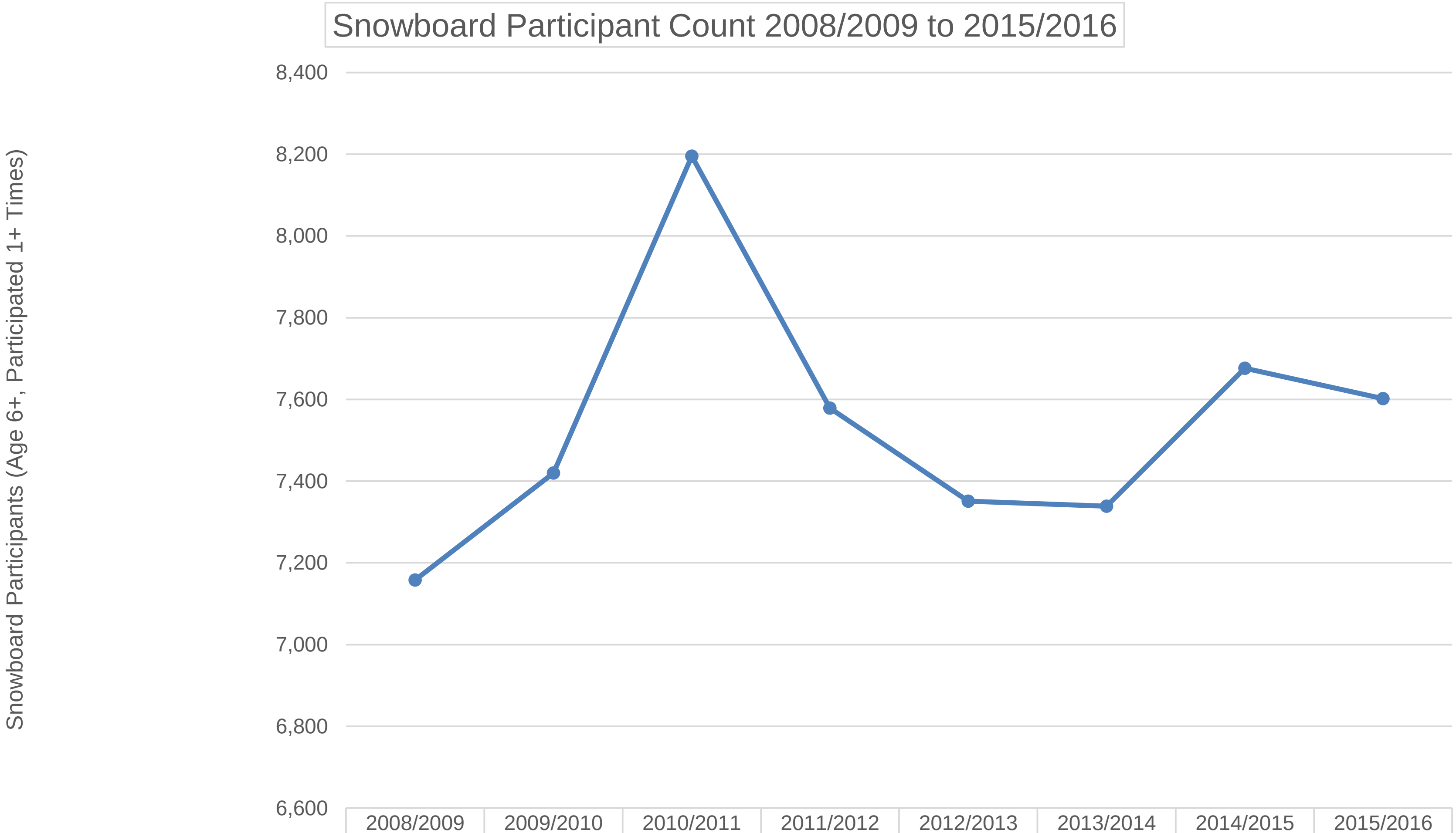
Watch out for these "snowboarders" taking selfies at the top of a run.
This is a reasonably active individual that participates at some level in several physical activities – mostly because they believe that doing so makes them seem "cool". For example, maybe they competed in an adventure race this summer, or an obstacle course challenge, or a mountain bike race. They are more interested in what people think about them snowboarding than in actually becoming a competent snowboarder. That said, they will spend to get the look including buying equipment, apparel and accessories to get "the look

- Demographics

{Income, education, age, ethnicity, geography}

- **Male 80%, Female 20%**
- **High School**
- **Income – Household income $100k+ (Mom and Dad's money)**
- **Mostly white and single**
- **Age range 15 to 30**
- **Represents 2% of skiers (about 585K) and 5% of snowboarders (384K)**

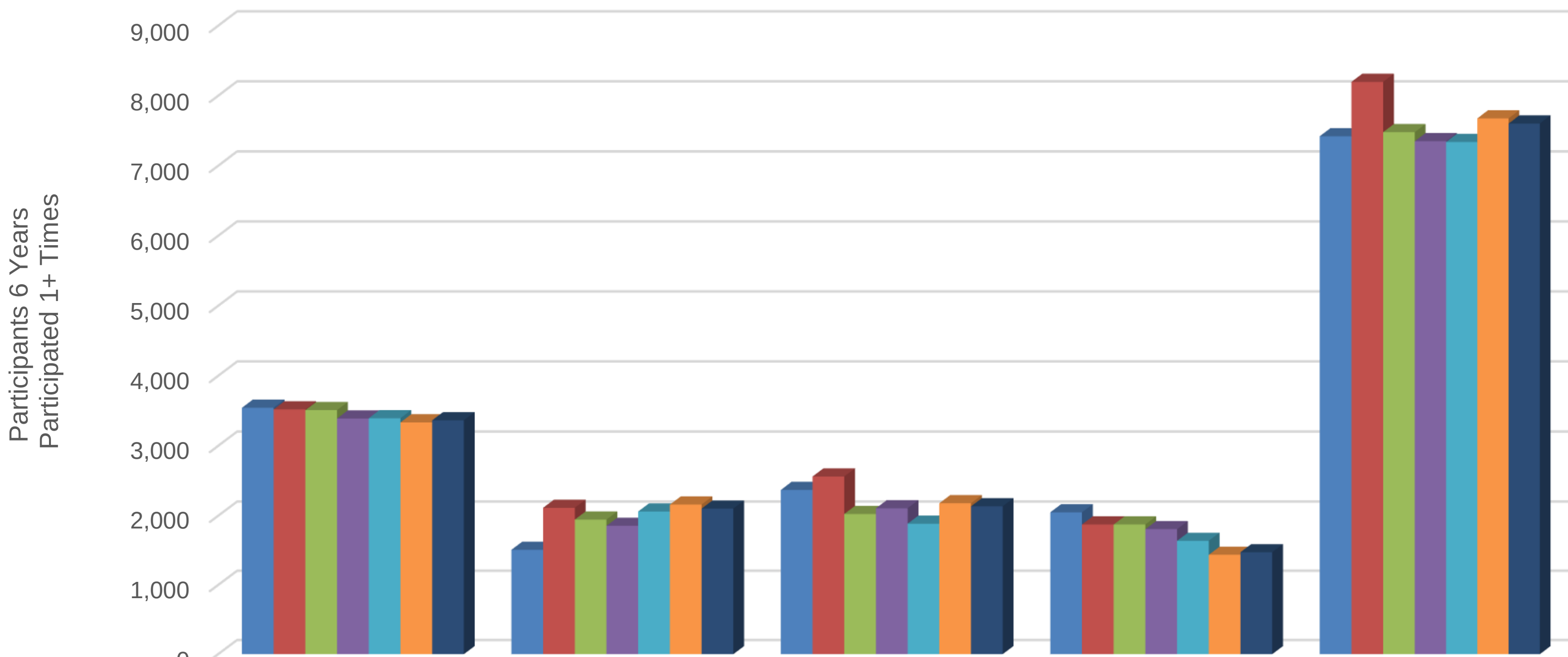
TOTAL SNOWBOARD PARTICIPANTS



	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
Snowboard Participant Count	7,158	7,420	8,195	7,579	7,351	7,339	7,676	7,602

Source: SIA Participant Report

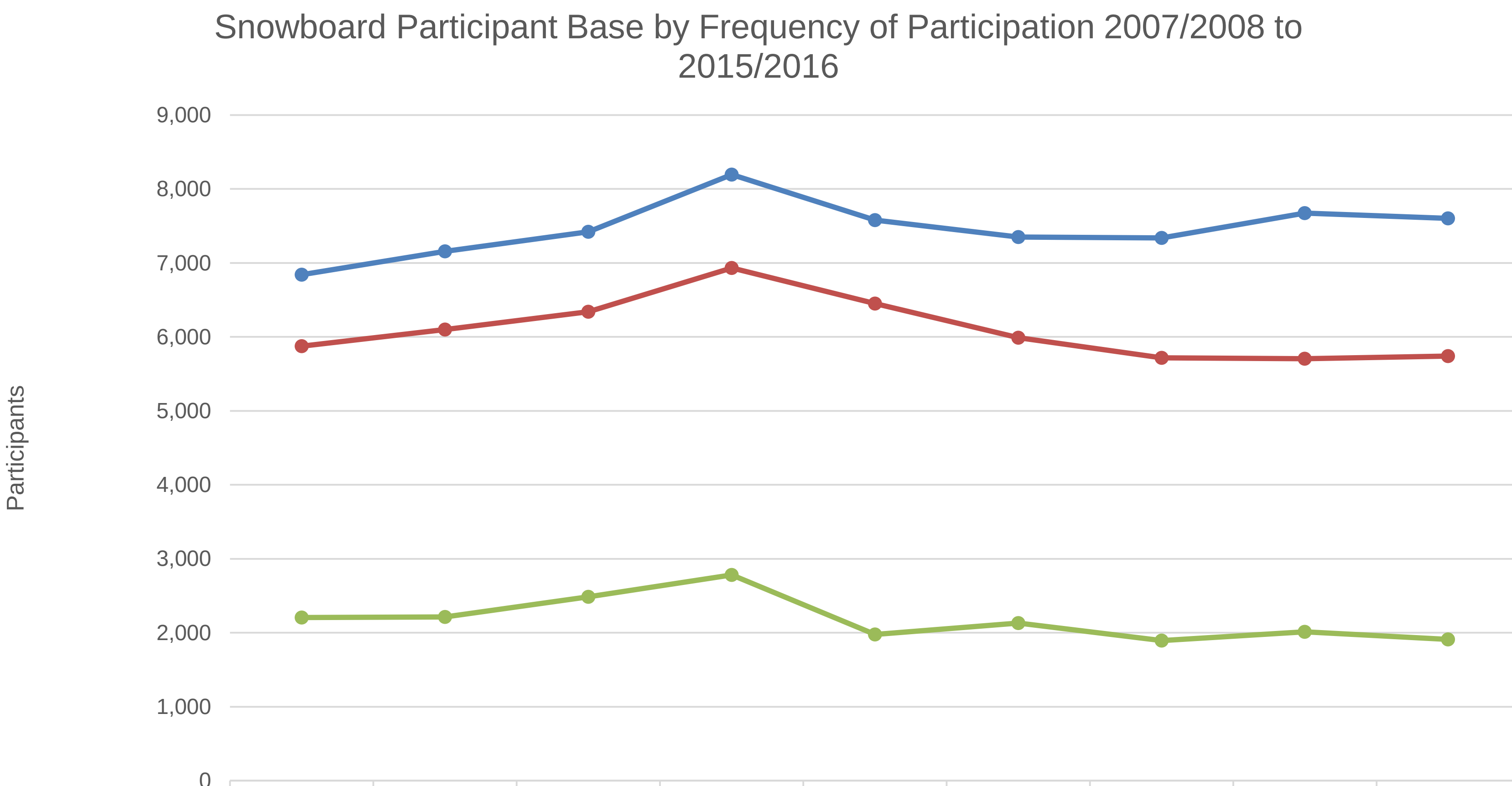
SNOWBOARD PARTICIPANTS BY GENDER AND ADULT/JUVENILE CATEGORIES



	Men (18 and over)	Women (18 and over)	Youth (under 17)	18 to 24 Men and Women	Total
Riders 2009/2010	3,544	1,507	2,370	2,049	7,421
Riders 2010/2011	3,521	2,114	2,562	1,874	8,197
Riders 2011/2012	3,510	1,944	2,025	1,874	7,479
Riders 2012/2013	3,390	1,854	2,107	1,806	7,351
Riders 2013/2014	3,394	2,061	1,884	1,637	7,339
Riders 2014/2015	3,335	2,161	2,180	1,436	7,676
Riders 2015/2016	3,364	2,102	2,136	1,472	7,602

Source: SIA Participant Report

CASUAL AND CORE SNOWBOARD PARTICIPANTS

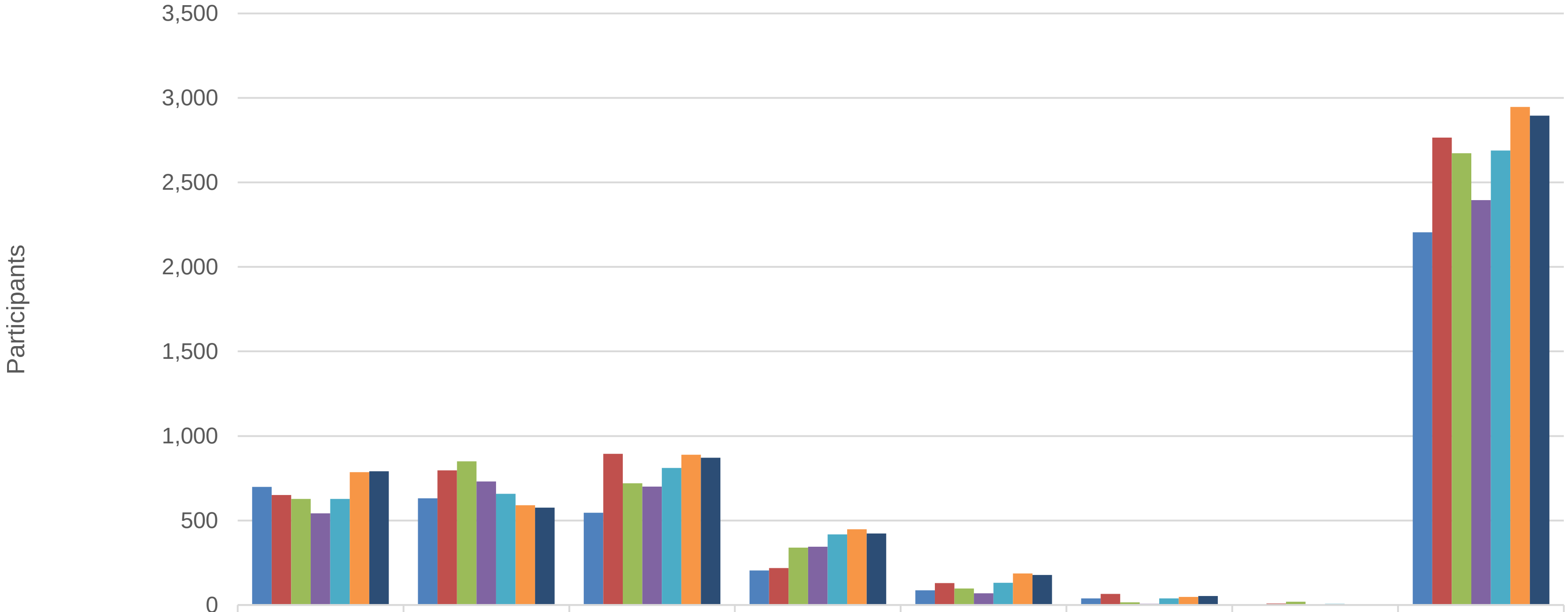


	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
1 time	6,841	7,159	7,421	8,196	7,579	7,351	7,339	7,676	7,602
2 times	5,874	6,099	6,340	6,934	6,450	5,991	5,716	5,707	5,741
9+ times/CORE	2,207	2,215	2,486	2,783	1,978	2,132	1,894	2,015	1,910

Source: SIA Participant Report

FEMALE SNOWBOARD PARTICIPANTS

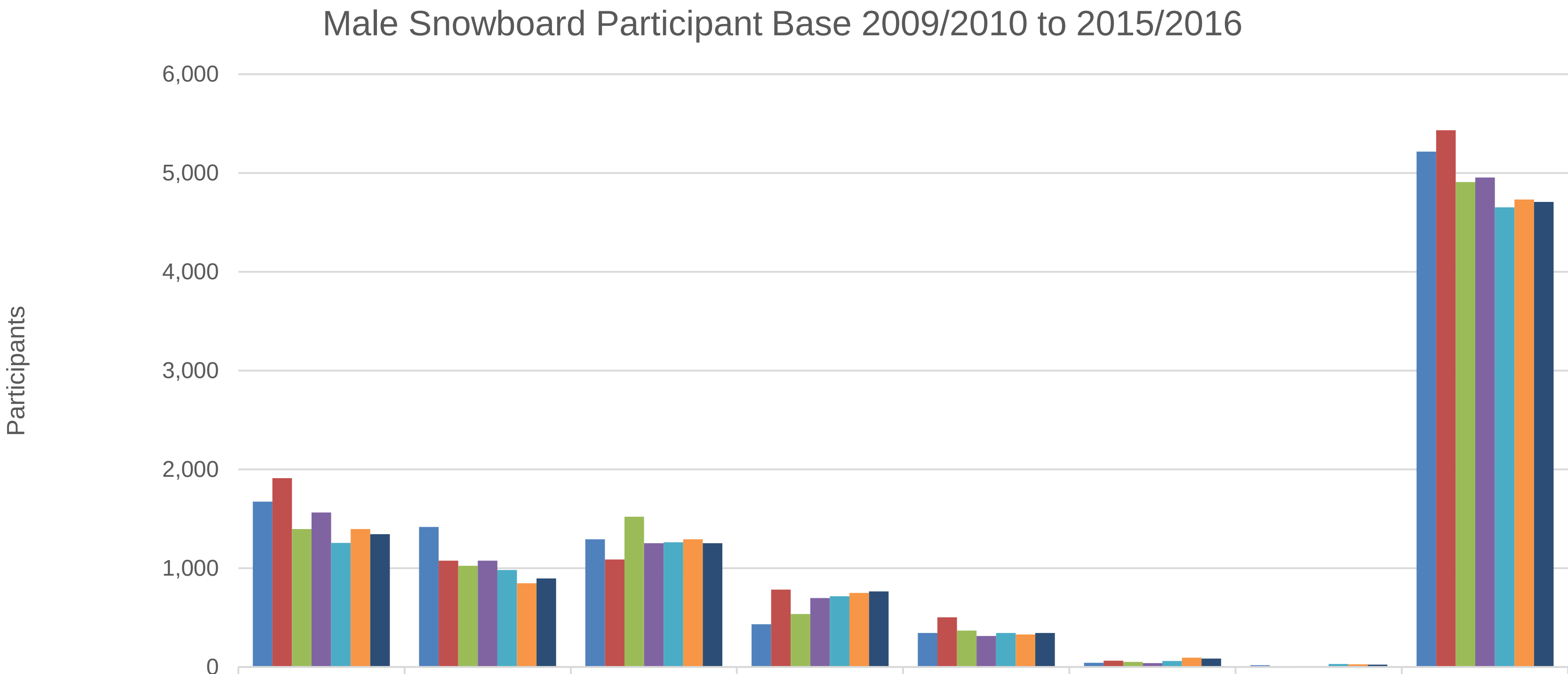
Female Snowboard Participant Base 2009/2010 to 2015/2016



	17 and Under	18-24	25-34	35-44	45-54	55-64	65+	Female Total
2009/2010 Season	698	631	545	205	87	39	0	2,205
2010/2011 Season	651	797	895	219	129	66	8	2,765
2011/2012 Season	628	850	720	340	98	16	20	2,672
2012/2013 Season	542	731	700	345	69	7	2	2,396
2013/2014 Season	627	657	810	418	131	38	7	2,688
2014/2015 Season	785	590	889	448	187	47	0	2,946
2015/2016 Season	792	576	872	422	178	54	0	2,894

Source: SIA Participant Report

MALE SNOWBOARD PARTICIPANTS

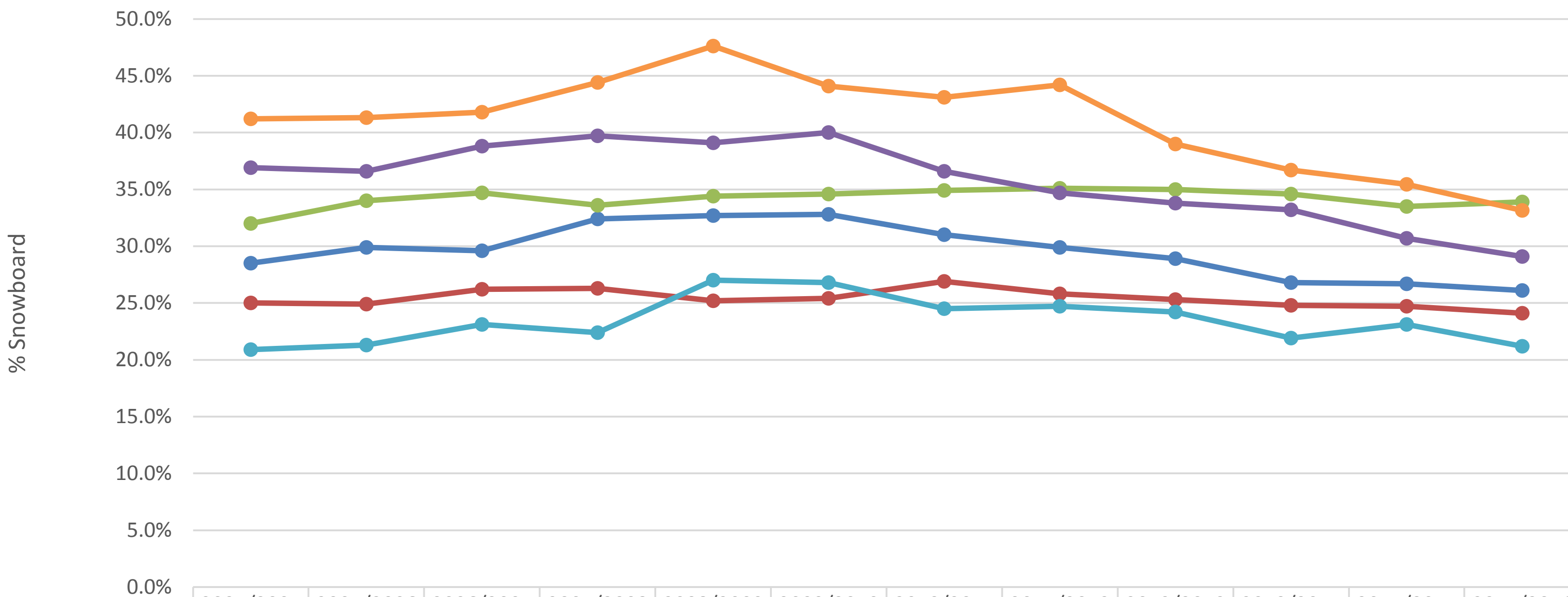


	17 and Under	18-24	25-34	35-44	45-54	55-64	65+	Male Total
2009/2010 Season	1,672	1,418	1,293	431	343	42	17	5,216
2010/2011 Season	1,911	1,077	1,089	783	502	64	6	5,432
2011/2012 Season	1,397	1,024	1,520	536	369	52	9	4,907
2012/2013 Season	1,565	1,075	1,254	699	312	40	10	4,955
2013/2014 Season	1,257	980	1,262	717	345	61	29	4,651
2014/2015 Season	1,395	846	1,291	749	330	93	26	4,730
2015/2016 Season	1,344	896	1,252	764	343	84	25	4,708

Source: SIA Participant Report

SNOWBOARD VISITS TO RESORTS

Snowboarders as a % of Total Resort Visits (Snowboarder Visits/Total Ski and Snowboard Visits)



	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
Overall	28.5%	29.9%	29.6%	32.4%	32.7%	32.8%	31.0%	29.9%	28.9%	26.8%	26.7%	26.1%
Northeast	25.0%	24.9%	26.2%	26.3%	25.2%	25.4%	26.9%	25.8%	25.3%	24.8%	24.7%	24.1%
Southeast	32.0%	34.0%	34.7%	33.6%	34.4%	34.6%	34.9%	35.1%	35.0%	34.6%	33.5%	33.9%
Midwest	36.9%	36.6%	38.8%	39.7%	39.1%	40.0%	36.6%	34.7%	33.8%	33.2%	30.7%	29.1%
Rocky Mtn	20.9%	21.3%	23.1%	22.4%	27.0%	26.8%	24.5%	24.7%	24.2%	21.9%	23.1%	21.2%
Pacific West	41.2%	41.3%	41.8%	44.4%	47.6%	44.1%	43.1%	44.2%	39.0%	36.7%	35.5%	33.2%

NSAA Kottke End of Season Report produced by RRC Associates

CALORIES BURNED

Calories Burned and the Equivalent Number of Calories Offset 2015/2016 Snow Sports Participants				
2013/2014 Discipline	**Calories Burned**	**Equivalent in Cheeseburgers (700)**	**Equivalent in Beers (150)**	**Equivalent in Slices of Pepperoni Pizza (300)**
Downhill Ski	92,800,000,000	132,571,429	618,666,667	309,333,333
XC Ski	27,600,000,000	39,428,571	184,000,000	92,000,000
Snowboarding	**54,700,000,000**	**78,142,857**	**364,666,667**	**182,333,333**
Snowshoeing	15,400,000,000	22,000,000	102,666,667	51,333,333
Total	**190,500,000,000**	272,142,857	1,270,000,000	635,000,000

Source: SIA Snow Sports Participant Report, data produced by the Physical Activity Council

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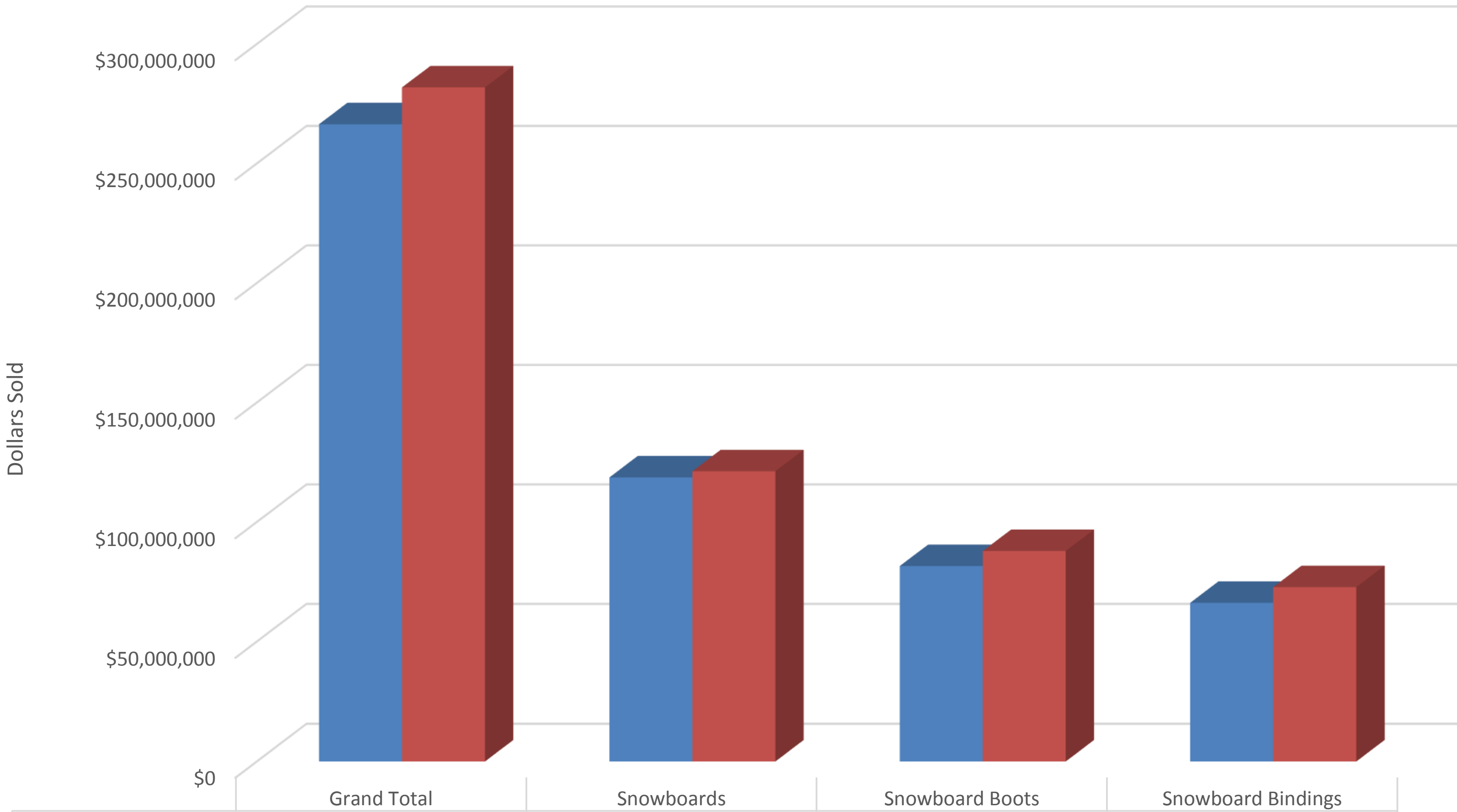
SNOWBOARD

THE SNOWBOARD EQUIPMENT MARKET

COPPER MOUNTAIN/TRIPP FAY

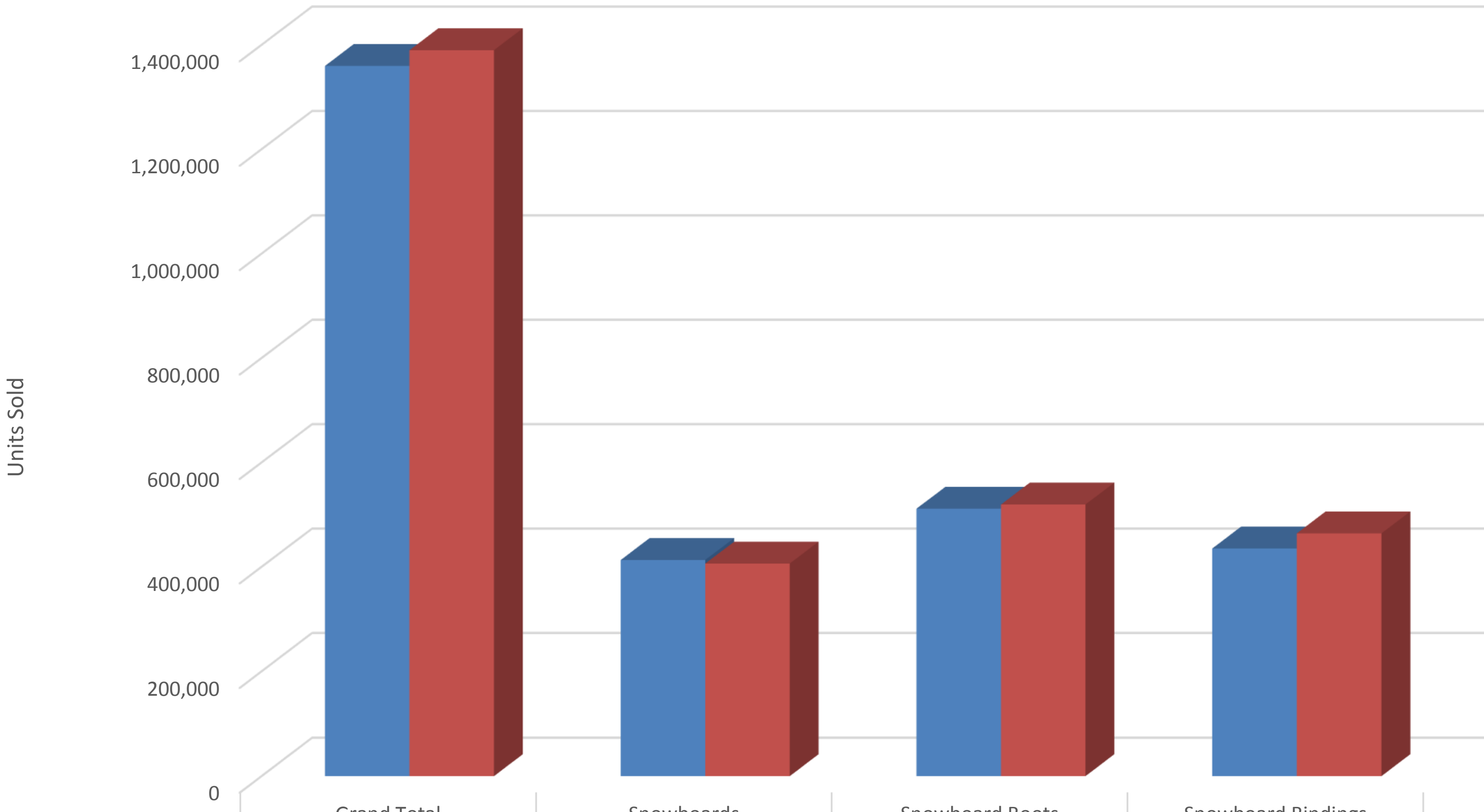
SNOWBOARD EQUIPMENT DOLLARS SOLD ALL CHANNELS



	Grand Total	Snowboards	Snowboard Boots	Snowboard Bindings
YTD (Aug'14 - Mar'15)	$266,436,297	$118,660,030	$81,584,177	$66,192,090
YTD (Aug'15 - Mar'16)	$281,830,780	$121,231,997	$87,856,252	$72,742,531

Source: SIA Retail Data produced by The NPD Group

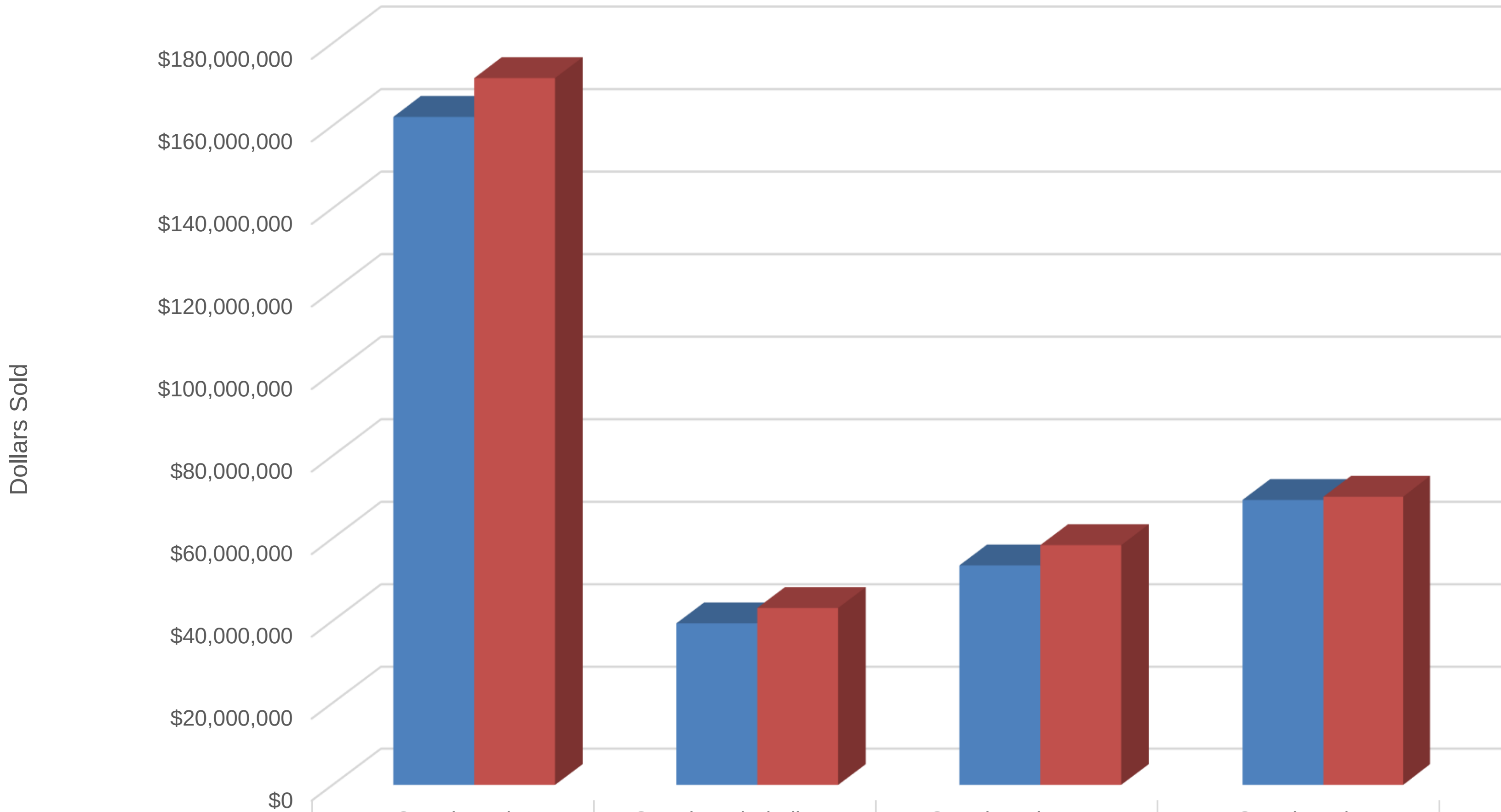
SNOWBOARD EQUIPMENT UNITS SOLD ALL CHANNELS



	Grand Total	Snowboards	Snowboard Boots	Snowboard Bindings
YTD (Aug'14 - Mar'15)	1,359,586	413,092	511,360	435,134
YTD (Aug'15 - Mar'16)	1,389,711	406,247	519,386	464,078

Source: SIA Retail Data produced by The NPD Group

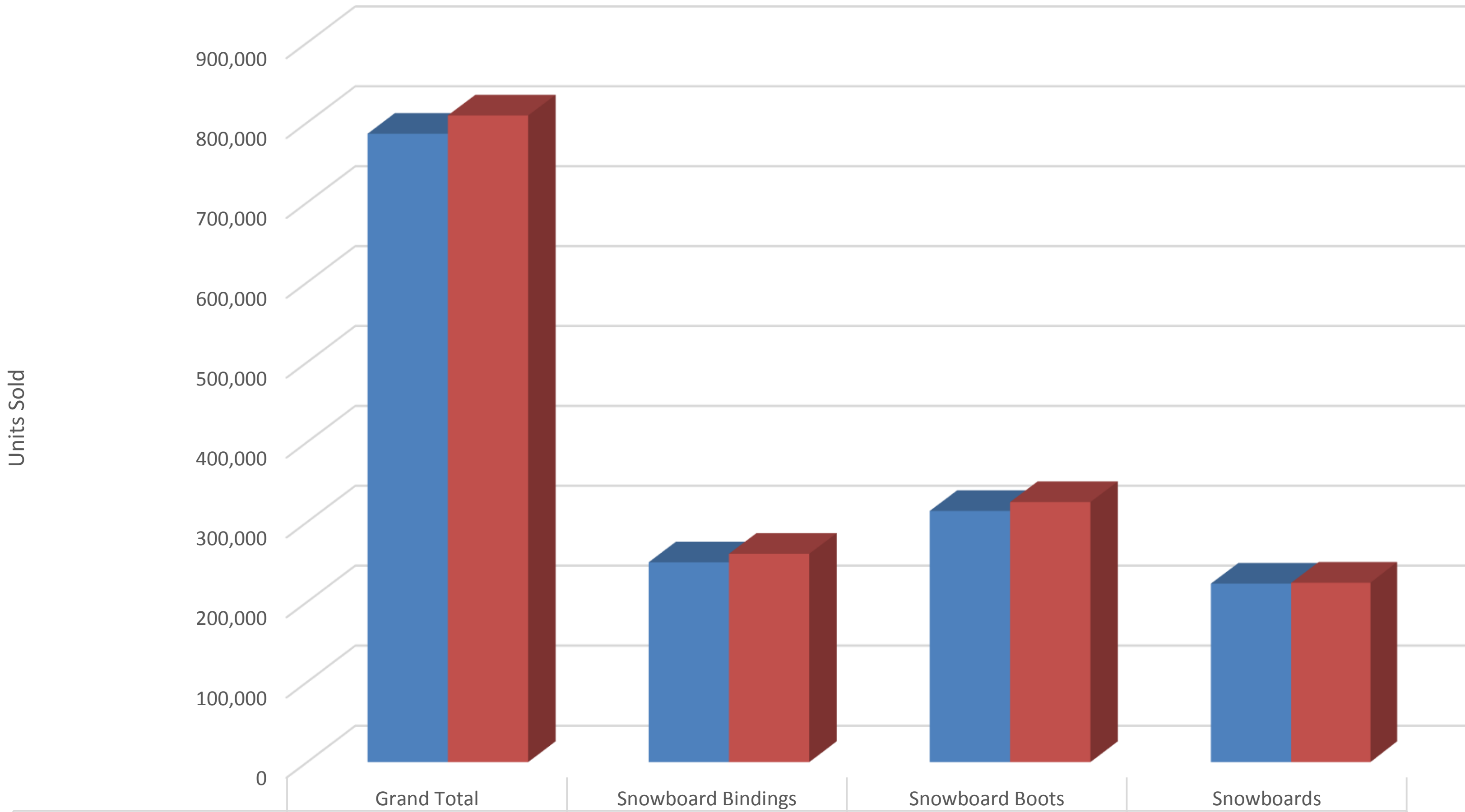
SNOWBOARD EQUIPMENT DOLLARS SOLD IN SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Snowboard Bindings	Snowboard Boots	Snowboards
8 Months (Aug'14 - Mar'15)	$162,124,696	$39,391,879	$53,441,523	$69,291,294
8 Months (Aug'15 - Mar'16)	$171,528,123	$43,104,782	$58,346,752	$70,076,589

Source: SIA Retail Data produced by The NPD Group

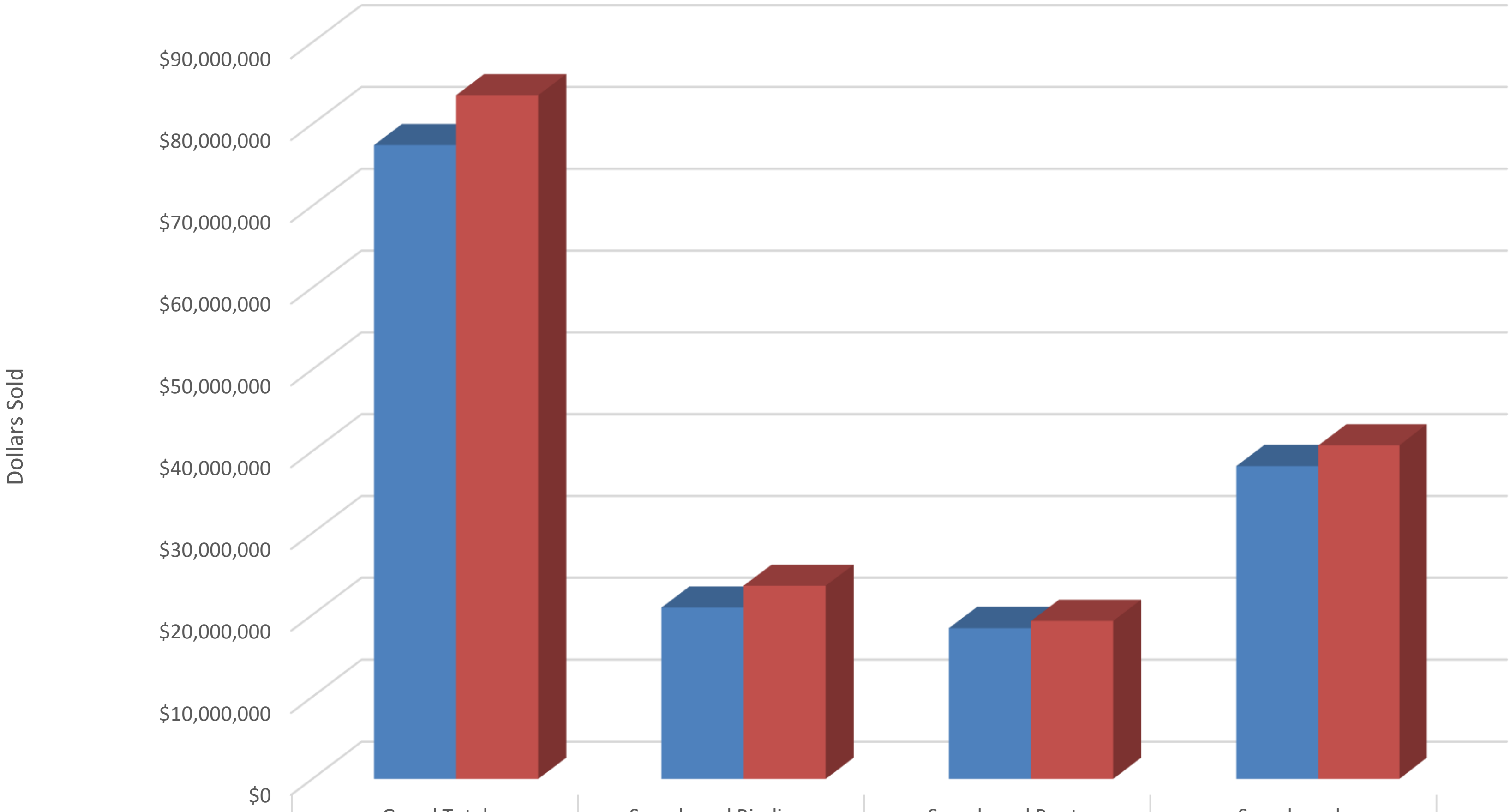
SNOWBOARD EQUIPMENT UNITS SOLD IN SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Snowboard Bindings	Snowboard Boots	Snowboards
8 Months (Aug'14 - Mar'15)	785,905	249,449	313,761	222,695
8 Months (Aug'15 - Mar'16)	808,754	260,047	324,826	223,881

Source: SIA Retail Data produced by The NPD Group

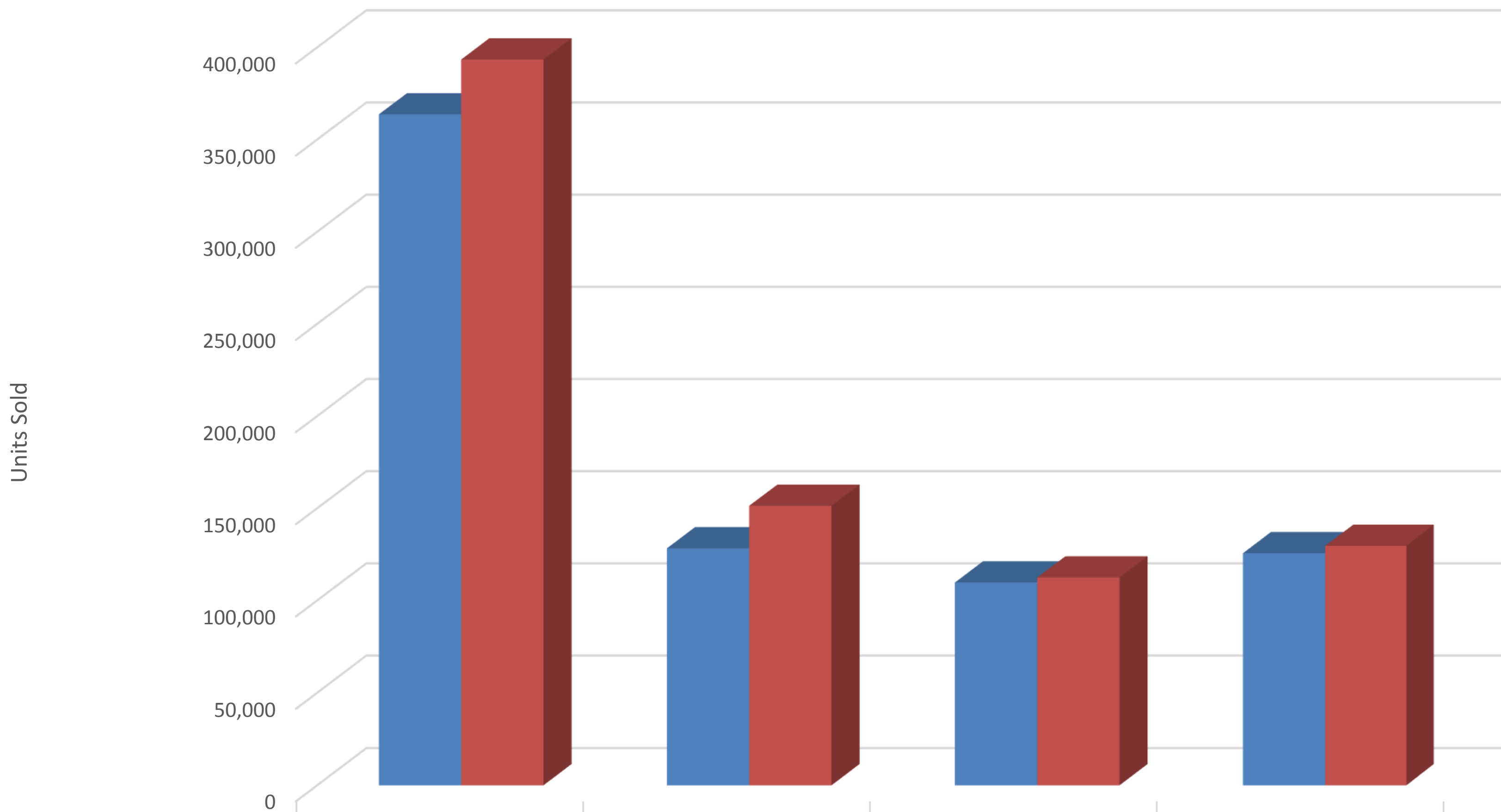
SNOWBOARD EQUIPMENT DOLLARS SOLD ONLINE



	Grand Total	Snowboard Bindings	Snowboard Boots	Snowboards
8 Months (Aug'14 - Mar'15)	$77,418,585	$20,876,530	$18,366,075	$38,175,980
8 Months (Aug'15 - Mar'16)	$83,516,055	$23,546,617	$19,251,881	$40,717,557

Source: SIA Retail Data produced by The NPD Group

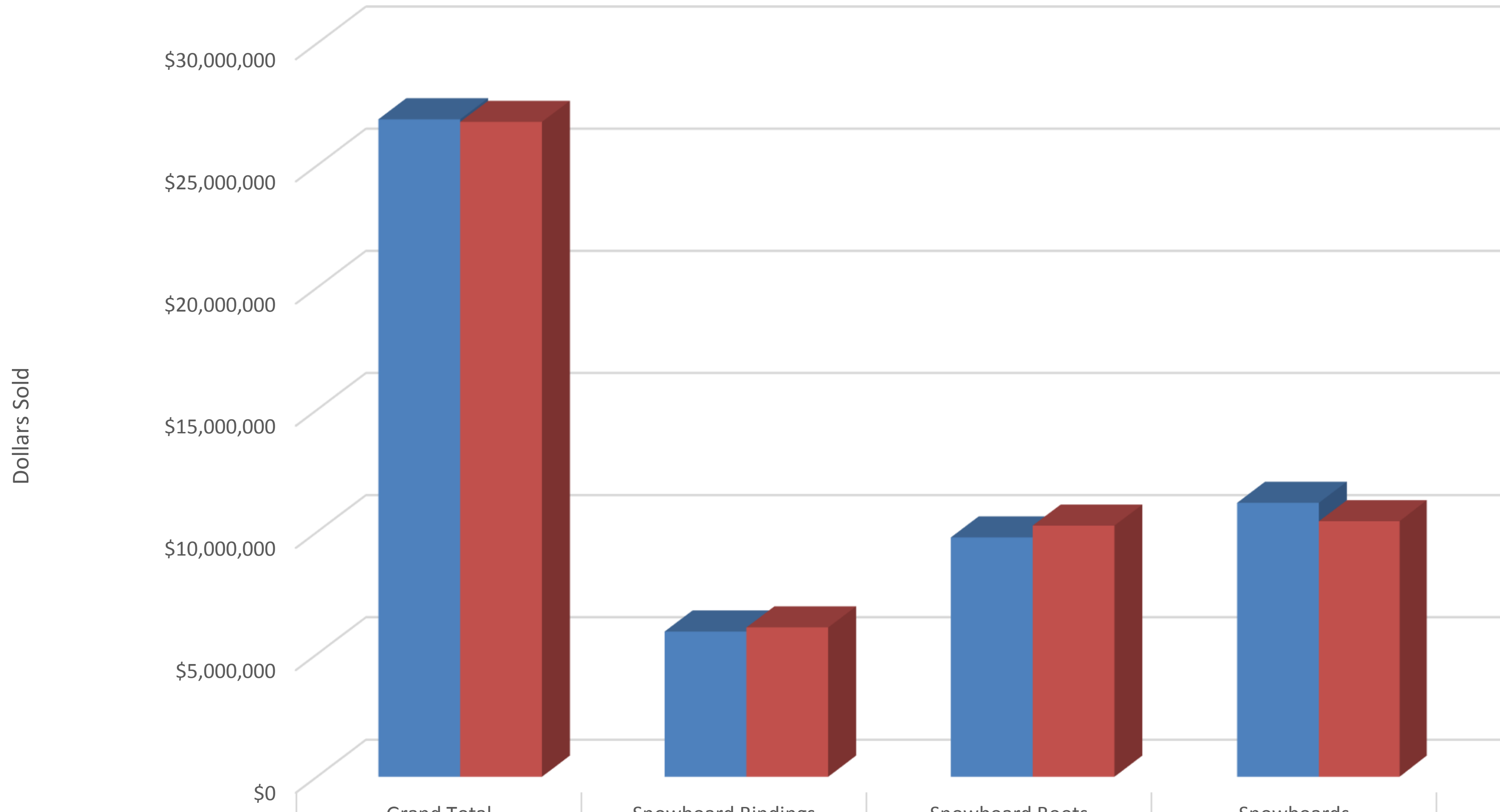
SNOWBOARD EQUIPMENT UNITS SOLD ONLINE



	Grand Total	Snowboard Bindings	Snowboard Boots	Snowboards
8 Months (Aug'14 - Mar'15)	363,666	128,282	109,748	125,636
8 Months (Aug'15 - Mar'16)	393,443	151,337	112,460	129,646

Source: SIA Retail Data produced by The NPD Group

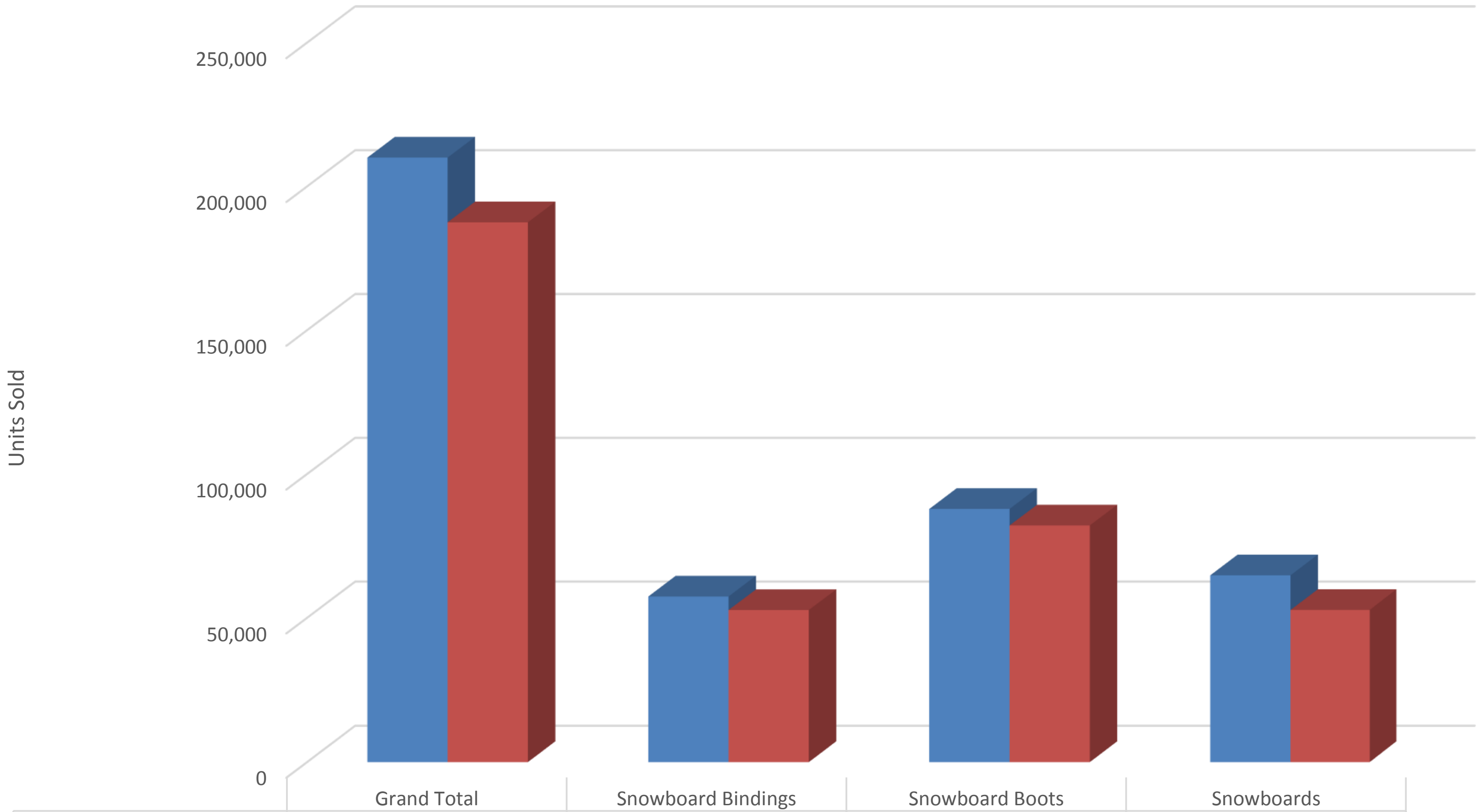
SNOWBOARD EQUIPMENT DOLLARS SOLD IN CHAIN STORES



	Grand Total	Snowboard Bindings	Snowboard Boots	Snowboards
8 Months (Aug'14 - Mar'15)	$26,893,016	$5,923,681	$9,776,579	$11,192,756
8 Months (Aug'15 - Mar'16)	$26,786,601	$6,091,132	$10,257,618	$10,437,851

Source: SIA Retail Data produced by The NPD Group

SNOWBOARD EQUIPMENT UNITS SOLD IN CHAIN STORES



	Grand Total	Snowboard Bindings	Snowboard Boots	Snowboards
8 Months (Aug'14 - Mar'15)	210,015	57,403	87,851	64,761
8 Months (Aug'15 - Mar'16)	187,513	52,694	82,099	52,720

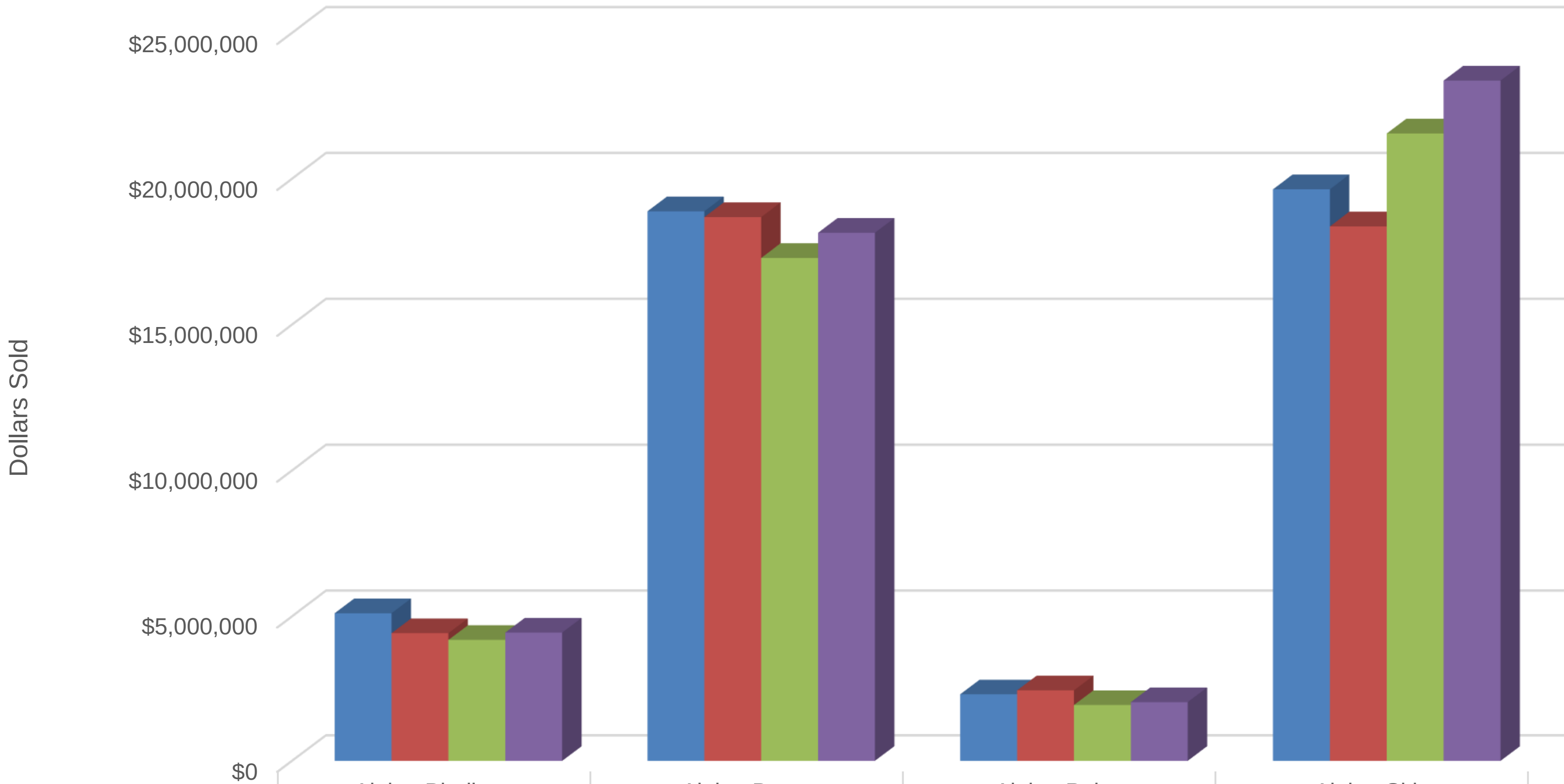
Source: SIA Retail Data produced by The NPD Group

SNOWBOARD EQUIPMENT AVERAGE PRICES

Snowboard Equipment	Specialty Shop Avg Price	Online Avg Price	Chain Store Avg Price
Bindings	$165.76	$155.59	$115.59
Boots	$179.62	$171.19	$124.94
Boards	$313.01	$314.07	$197.99

Source: SIA Retail Data produced by The NPD Group

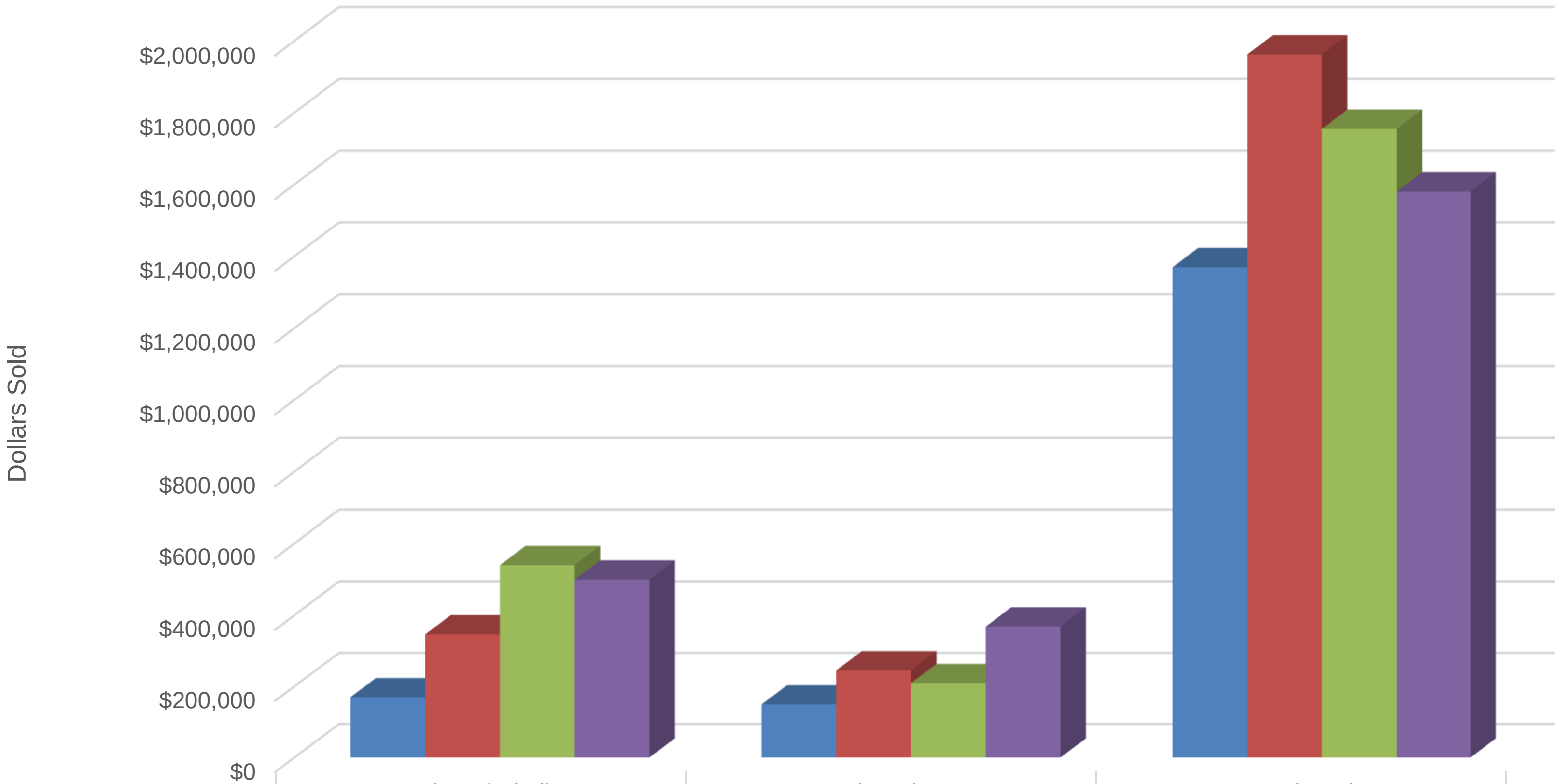
BOYS' SNOWBOARD EQUIPMENT $ SALES TRENDS ALL CHANNELS



	Alpine Bindings	Alpine Boots	Alpine Poles	Alpine Skis
YTD (Aug'12 - Mar'13)	$5,104,734	$18,882,810	$2,302,813	$19,637,473
YTD (Aug'13 - Mar'14)	$4,420,603	$18,683,633	$2,440,778	$18,365,230
YTD (Aug'14 - Mar'15)	$4,186,660	$17,284,508	$1,933,099	$21,549,761
YTD (Aug'15 - Mar'16)	$4,439,514	$18,146,402	$2,032,519	$23,363,235

Source: SIA Retail Data produced by The NPD Group

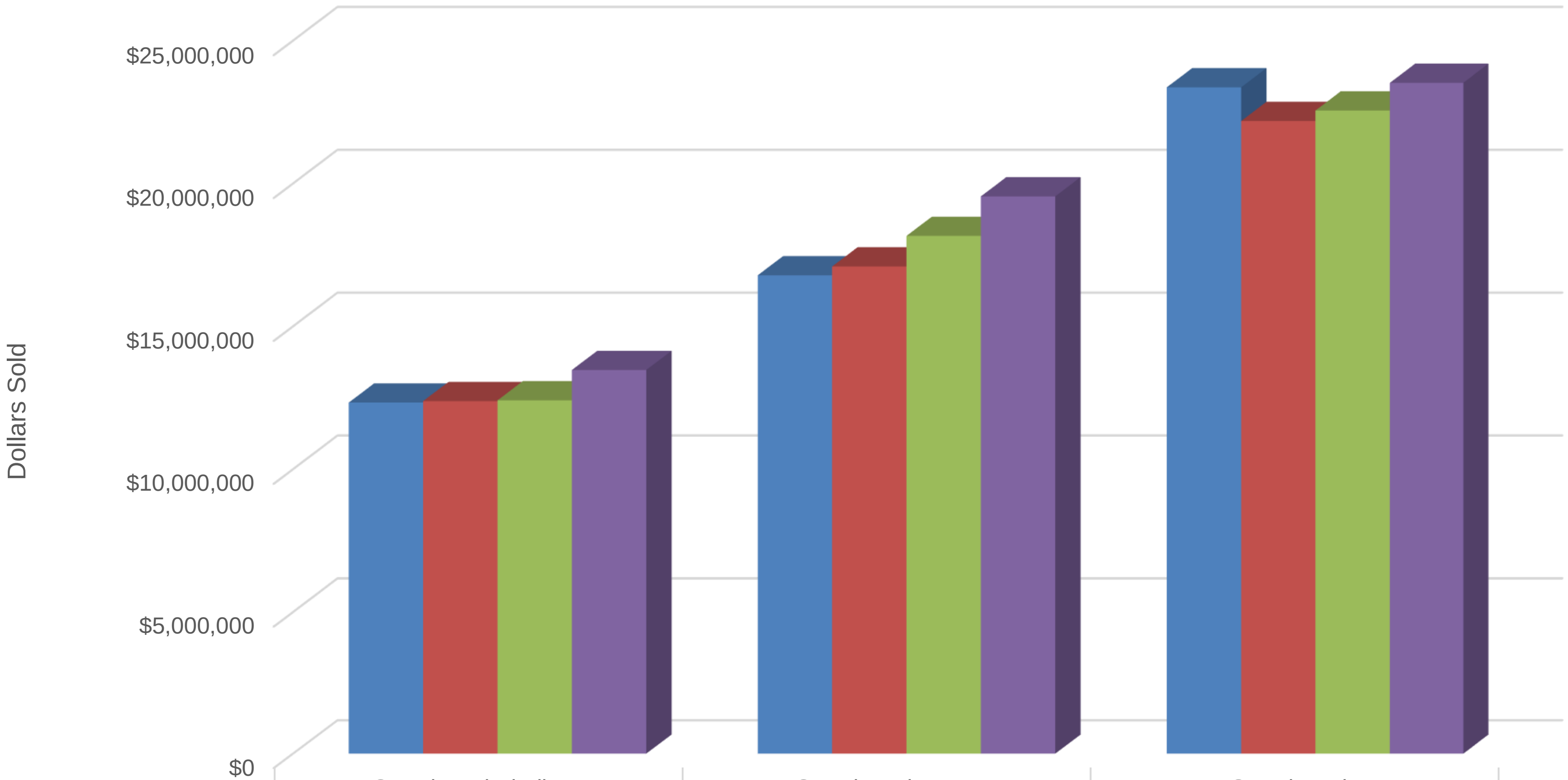
GIRLS' SNOWBOARD EQUIPMENT $ SALES TRENDS ALL CHANNELS



	Snowboard Bindings	Snowboard Boots	Snowboards
YTD (Aug'12 - Mar'13)	$169,572	$149,310	$1,369,225
YTD (Aug'13 - Mar'14)	$346,545	$245,171	$1,961,983
YTD (Aug'14 - Mar'15)	$539,346	$209,504	$1,754,839
YTD (Aug'15 - Mar'16)	$499,271	$368,300	$1,580,091

Source: SIA Retail Data produced by The NPD Group

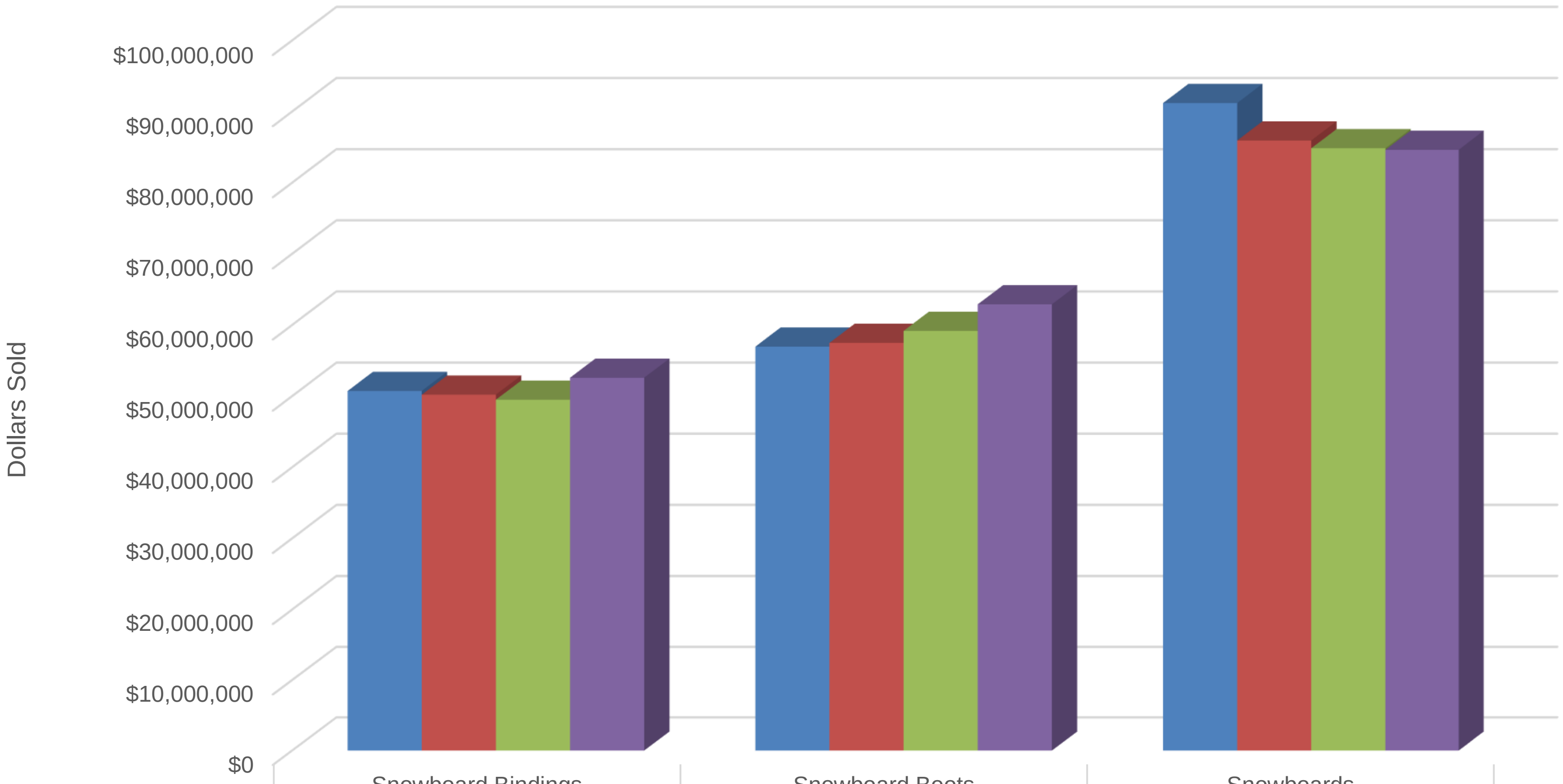
WOMEN'S SNOWBOARD EQUIPMENT $ SALES TRENDS ALL CHANNELS



	Snowboard Bindings	Snowboard Boots	Snowboards
YTD (Aug'12 - Mar'13)	$12,332,323	$16,787,004	$23,364,401
YTD (Aug'13 - Mar'14)	$12,384,247	$17,095,133	$22,185,614
YTD (Aug'14 - Mar'15)	$12,411,263	$18,164,874	$22,554,454
YTD (Aug'15 - Mar'16)	$13,471,470	$19,548,038	$23,521,812

Source: SIA Retail Data produced by The NPD Group

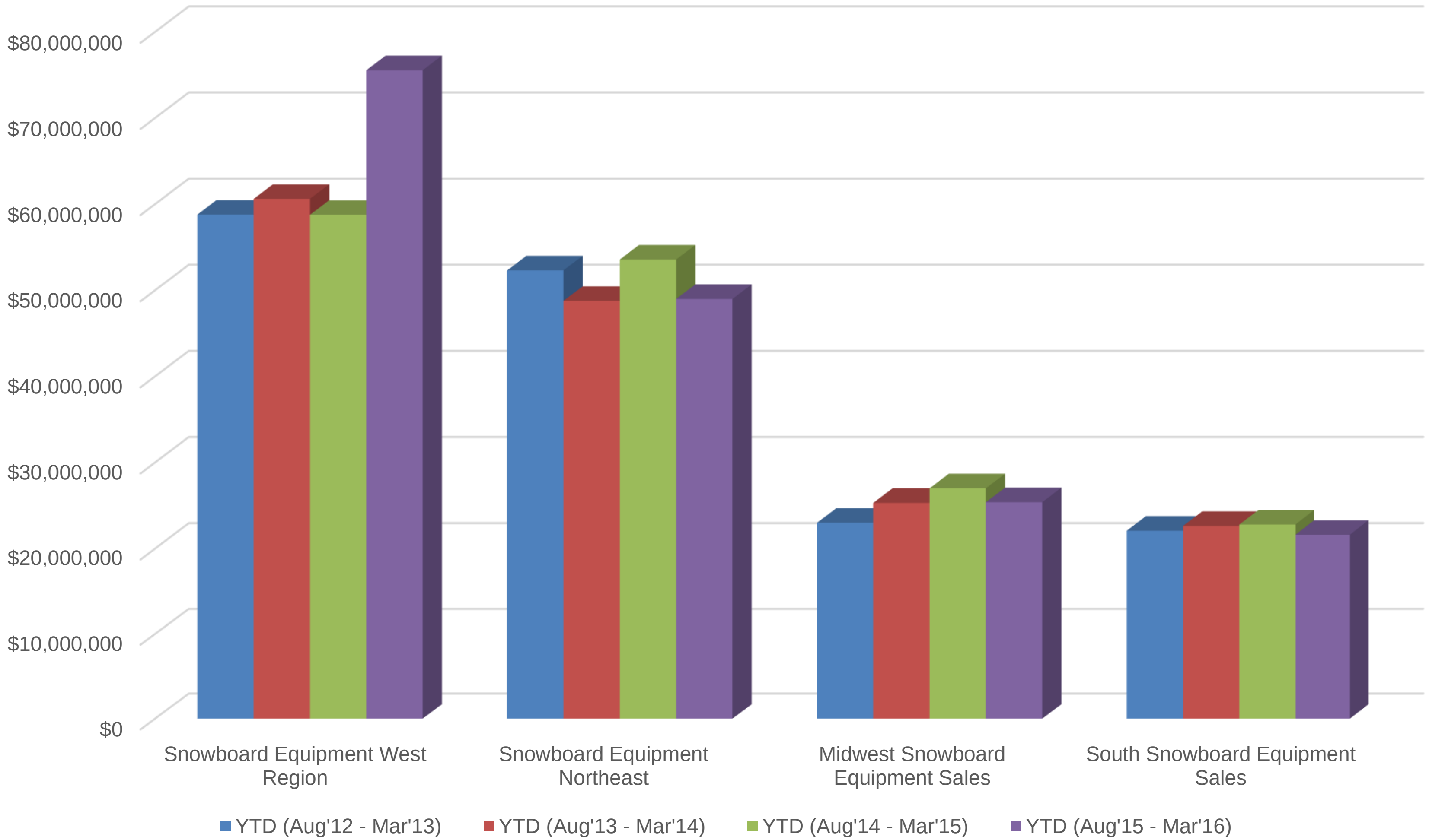
MEN'S SNOWBOARD EQUIPMENT $ SALES TRENDS ALL CHANNELS



	Snowboard Bindings	Snowboard Boots	Snowboards
YTD (Aug'12 - Mar'13)	$50,733,455	$56,963,598	$91,197,738
YTD (Aug'13 - Mar'14)	$50,211,141	$57,495,371	$85,936,943
YTD (Aug'14 - Mar'15)	$49,503,962	$59,178,493	$84,848,554
YTD (Aug'15 - Mar'16)	$52,589,996	$62,903,311	$84,628,183

Source: SIA Retail Data produced by The NPD Group

REGIONAL $ SALES TRENDS IN ALL CHANNELS



Source: SIA Retail Data produced by The NPD Group

CROSS COUNTRY

FISCHER SPORTS

CROSS COUNTRY SKI TRENDS

- Despite anemic snowfall in the East and Midwest, the number of cross country participants grew 12% to 4.6M
- the number of women participating has grown each of the past 4 seasons
- The ratio of male to female XC skiers is almost even at 46% to 54%
- Ethnic diversity in cross country is growing, 63% of participants are white, 17% Hispanic, 9% are Asian/Pacific Islander and 7% are Black
- Most cross country skiers also ride road bikes, hike and run for fitness
- Cross country equipment sales were down 16% in $ sold from $74M to $62M and units sales reached 570K but were down 18% overall
  - 152,406 Skis (-21%)
  - 176,619 Boots (-16%)
  - 125,848 Poles (-19%)
  - 115,099 Bindings (-17%)
- More cross country equipment is sold in outdoor specialty shops than in snow sports specialty shops
- Average price for a boot sold in specialty was $124, average price online was $192

sia: RESEARCH
SNOWSPORTS INDUSTRIES AMERICA

CROSS COUNTRY

SIA Will Publish the Snow Sports Consumer Profile Guide in November 2017. Includes:

- **The Core – (Skier, Snowboarder, Nordic)**
- **Family Focus (Women and Men)**
- **The Balanced Warrior (downhill, snowboard, Nordic)**
- **The Luxe Traveler**
- **Getting It Back (Fitness/Youthfulness)**
- **The Core Athlete (Primary Sport not on Snow)**
- **Work Hard/Play Hard (ski and snowboard)**
- **The Experience Seeker (Ski and Snowboard)**
- **The Image Seeker**

A Sample of Cross Country Ski Identity Groups Participant Base Count by Gender and Ethnic Group

FISCHER SPORTS

THE CORE CROSS COUNTRY SKIER

- Background

{Lifestyle, Habits, Focus}

This skier is a cardiopulmonary **phenome who lives for the burn. Members of this identity group ski every day and** participate in Nordic race events. They are looking for an edge to make them a little bit faster on the trails. This group includes men and women in almost equal numbers. They are concentrated in regions where natural snow cover is the norm in winter. Places like upstate NY, VT, MA, WS, MI, MN, CO, WY, and MT. When they aren't skating the trails they are participating in other endurance activities like road cycling, triathlon, and running. They are looking for active apparel that works for all of their favorite activities.

- Demographics

{Gender Mix, Age Range, Income, Residence}

- **Male 60%, Female 40%**
- **Bachelor's degree or more**
- **Income $75K to $150K+**
- **Age: 25 to 34**
- **Averages 30+ days a season**
- **More likely to live in places where snow cover in winter is the norm**
- **More than a third also participate in downhill ski, 44% are also trail runners, and 37% ride road bikes**
- **Represents about 20% of cross country skiers (928K)**

What Compels Their Purchases?

Innovations in equipment, they are consummate researchers and gear guide readers. Looking for durable + functional active wear with moisture wicking properties, windproof/waterproof, softshell

THE BALANCED WARRIOR

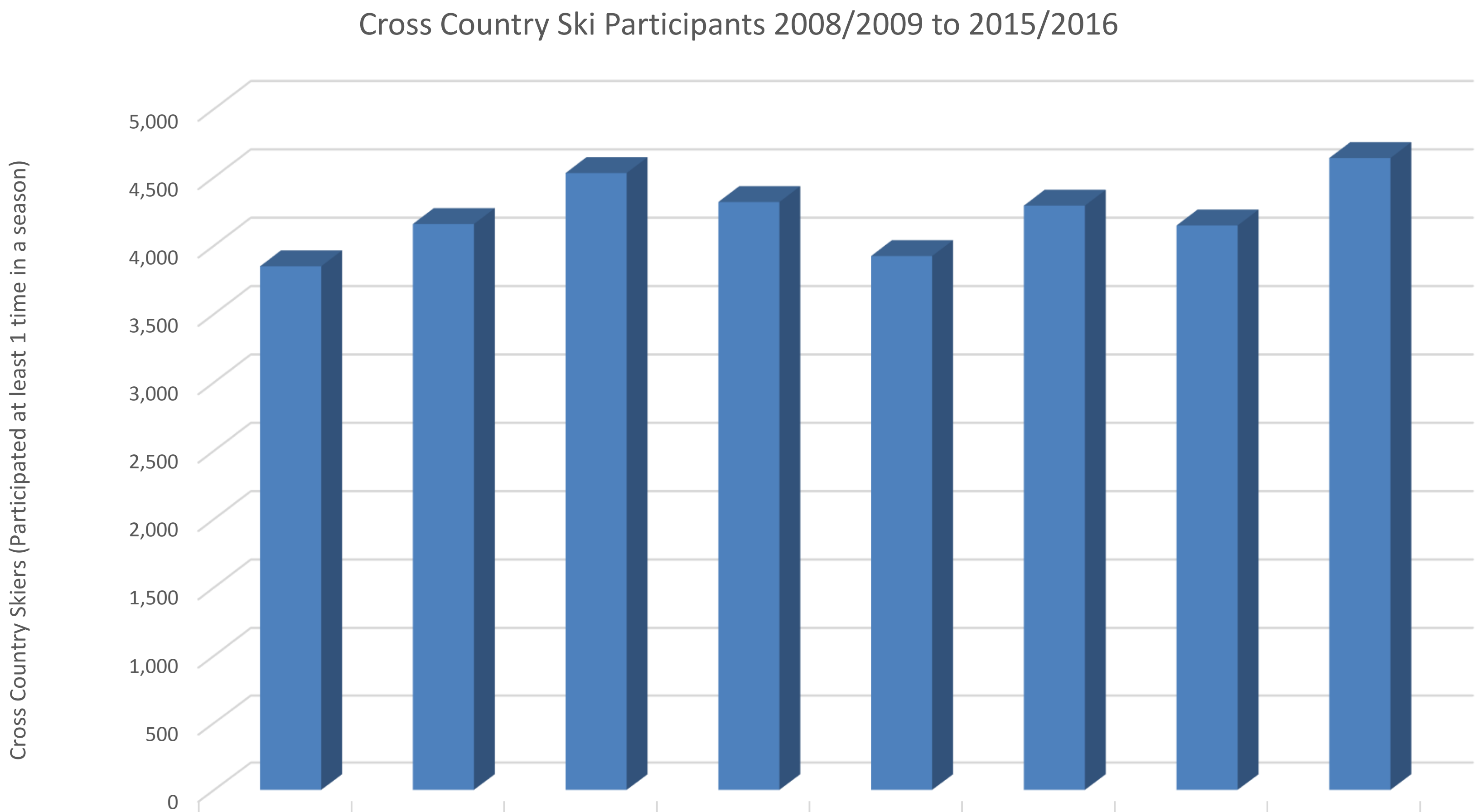
- Background
{Lifestyle, Habits, Focus}

This woman is fit! She got into cross country skiing because it's a fun way to burn 700 calories an hour and she loves it. She isn't core because she has a lot on her plate. She may be balancing cross country skiing with her career, her significant other, her kids, and other physical activities like running, yoga, and downhill skiing that keep her fit and enjoying an active life. Males in this category fit into the "work-hard, play-hard" category. This group may buy equipment after they have been "into it" for a while and they will research gear before they buy it. Many will buy in she buys it and looks for apparel that can be used across activities.

- Demographics
{Income, education, age, ethnicity, geography}

- **Female**
- **College Degree**
- **Income \$50K to \$150K+**
- **Mostly white**
- **Age range is 23 to 55**
- **Represents 25% of cross country skiing women**
- **Participate 20 to 30 times each season**

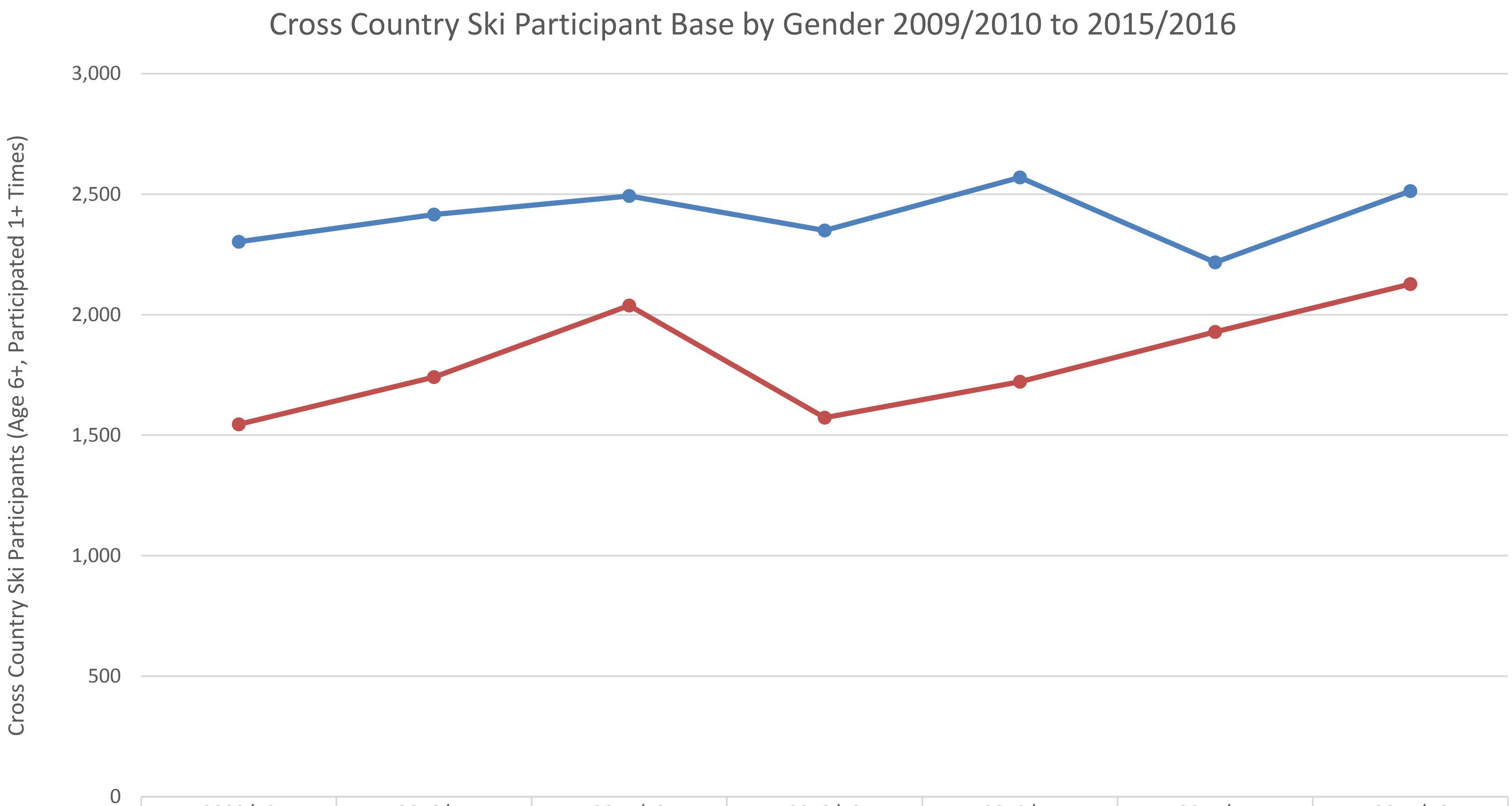
CROSS COUNTRY SKI PARTICIPANTS



	SIA 2008/2009	SIA 2009/2010	SIA 2010/2011	SIA 2011/2012	SIA 2012/2013	SIA 2013/2014	SIA 2014/2015	SIA 2015/2016
Cross Country Ski	3,848	4,157	4,530	4,318	3,923	4,291	4,146	4,640

Source: SIA Participant Report

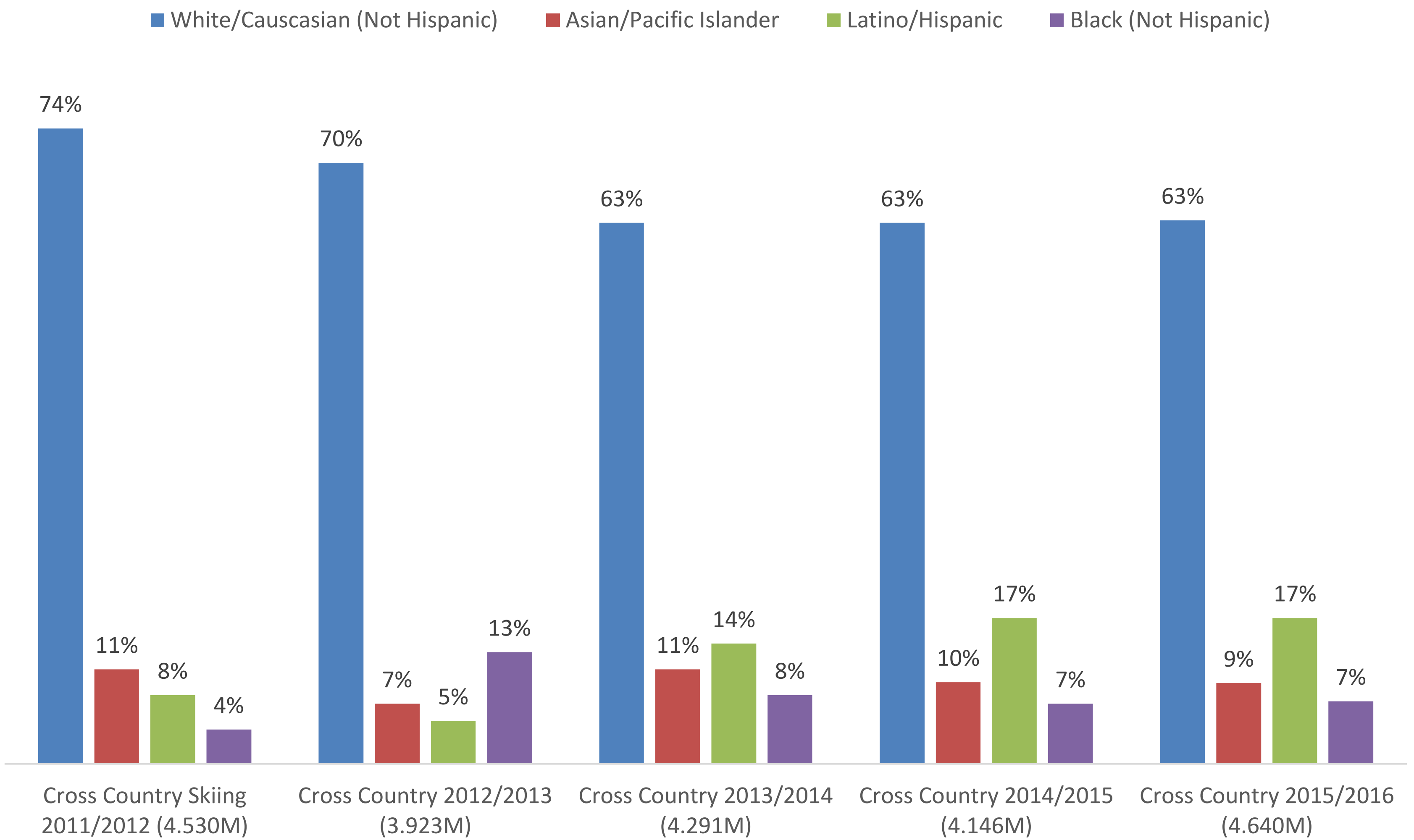
CROSS COUNTRY SKI PARTICIPANTS BY GENDER



	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Male	2,303	2,416	2,492	2,350	2,569	2,217	2,513
Female	1,545	1,741	2,038	1,573	1,722	1,929	2,127

Source: SIA Participant Report

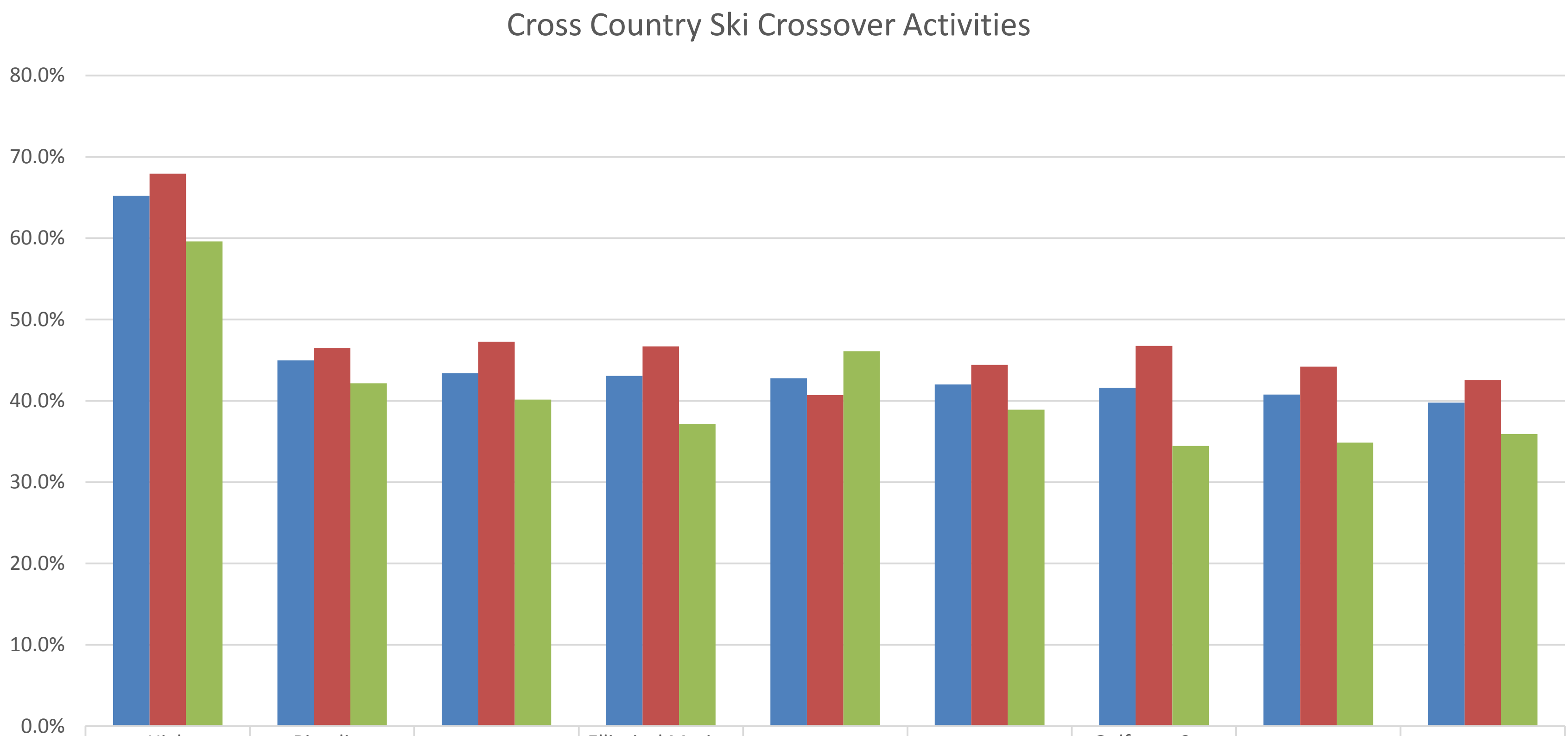
NORDIC DIVERSITY



Source: SIA Participant Report

Source: SIA Snow Sports Participant Report, data produced by the Physical Activity Council

WHEN PARTICIPANTS AREN'T SKIING TRAILS, THEY'RE…



	High Impact/Intensity & Training	Bicycling (Road/Paved Surface)	Bowling	Elliptical Motion Trainer/Cross-Trainer	Walking for Fitness	Hiking (Day)	Golf on a 9 or 18-hole golf course	Barbells	Trail Running
Total	65.2%	45.0%	43.4%	43.1%	42.8%	42.0%	41.6%	40.8%	39.8%
Male	67.9%	46.5%	47.3%	46.7%	40.7%	44.4%	46.7%	44.2%	42.5%
Female	59.6%	42.2%	40.2%	37.1%	46.1%	38.9%	34.5%	34.8%	35.9%

Source: SIA Participant Report

CALORIES BURNED

Calories Burned and the Equivalent Number of Calories Offset 2015/2016 Snow Sports Participants				
2013/2014 Discipline	**Calories Burned**	**Equivalent in Cheeseburgers (700)**	**Equivalent in Beers (150)**	**Equivalent in Slices of Pepperoni Pizza (300)**
Downhill Ski	92,800,000,000	132,571,429	618,666,667	309,333,333
XC Ski	**27,600,000,000**	**39,428,571**	**184,000,000**	**92,000,000**
Snowboarding	54,700,000,000	78,142,857	364,666,667	182,333,333
Snowshoeing	15,400,000,000	22,000,000	102,666,667	51,333,333
Total	**190,500,000,000**	272,142,857	1,270,000,000	635,000,000

Source: SIA Snow Sports Participant Report, data produced by the Physical Activity Council

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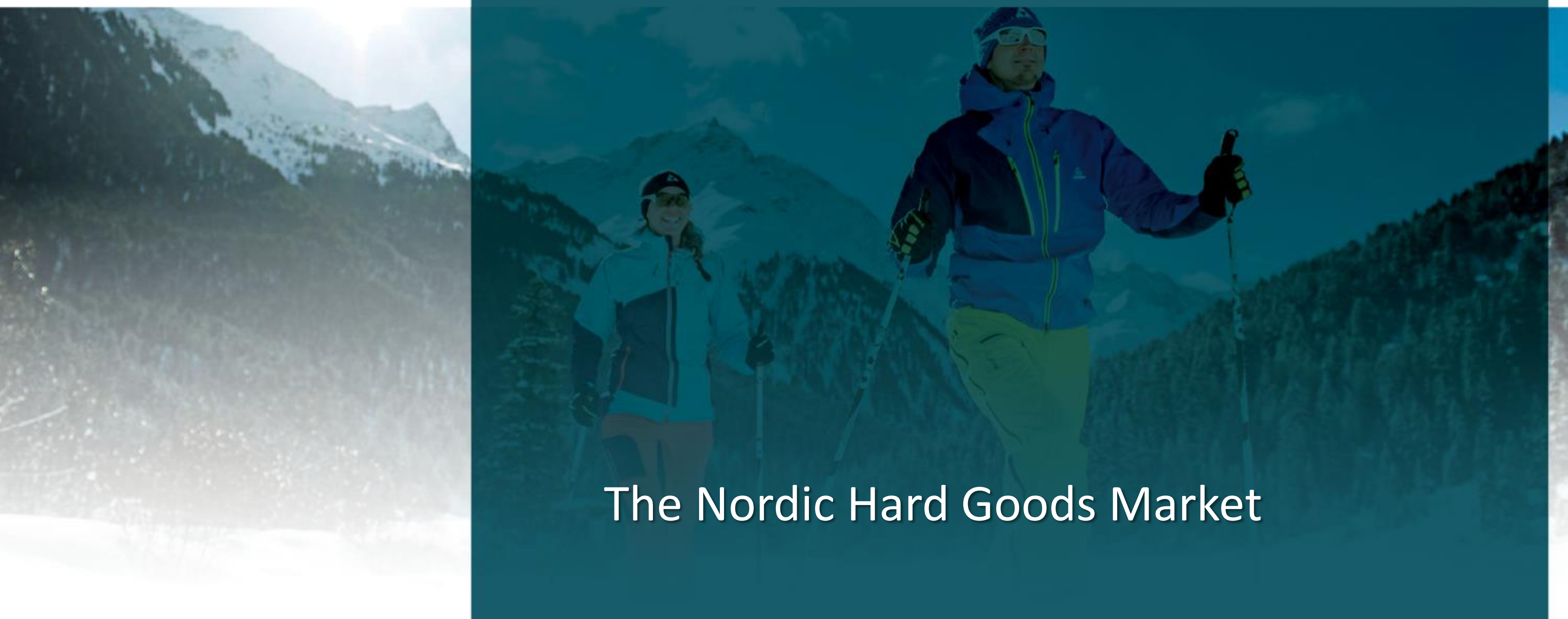
CROSS COUNTRY

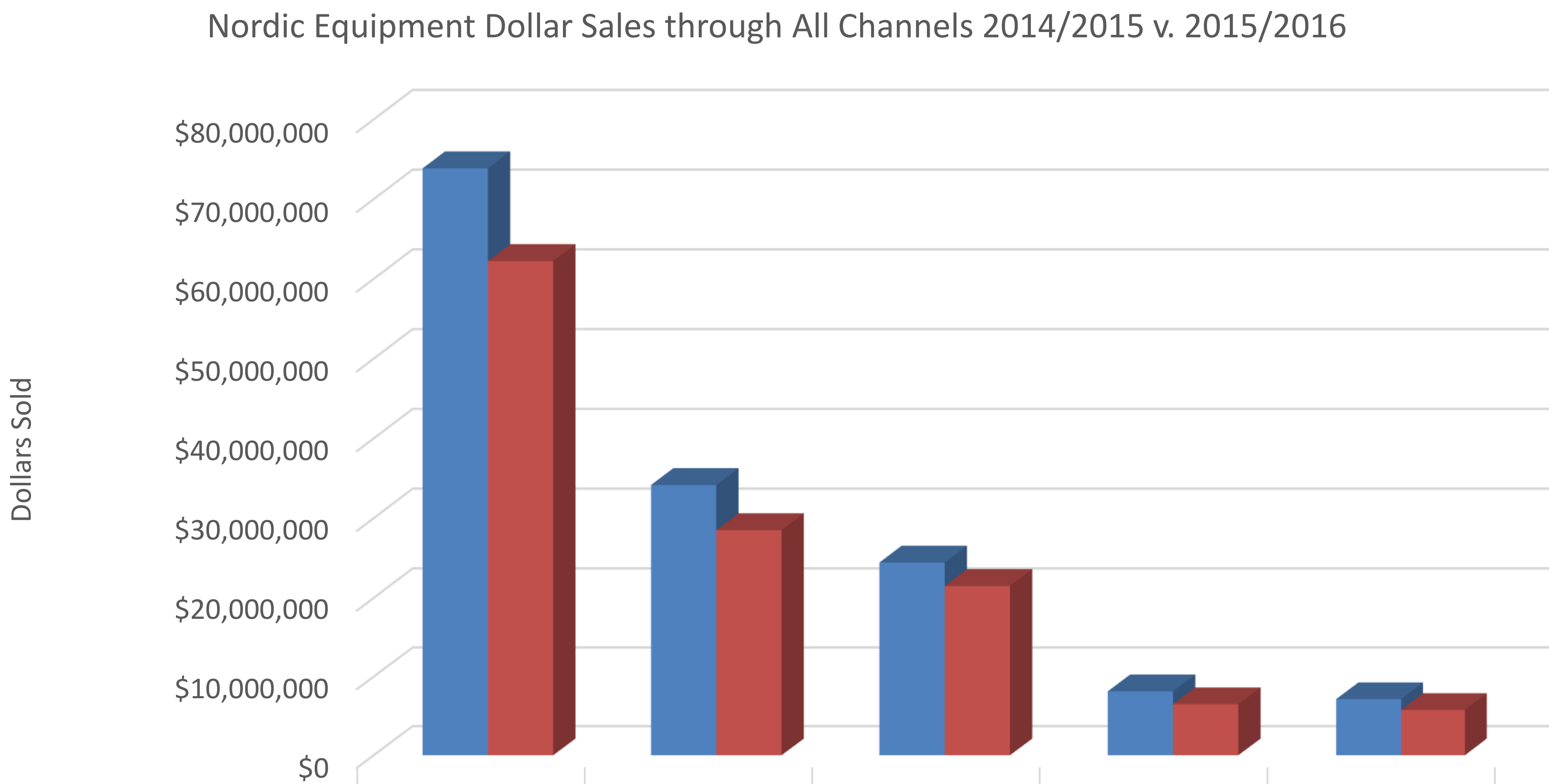


The Nordic Hard Goods Market

FISCHER SPORTS

#SIADATA

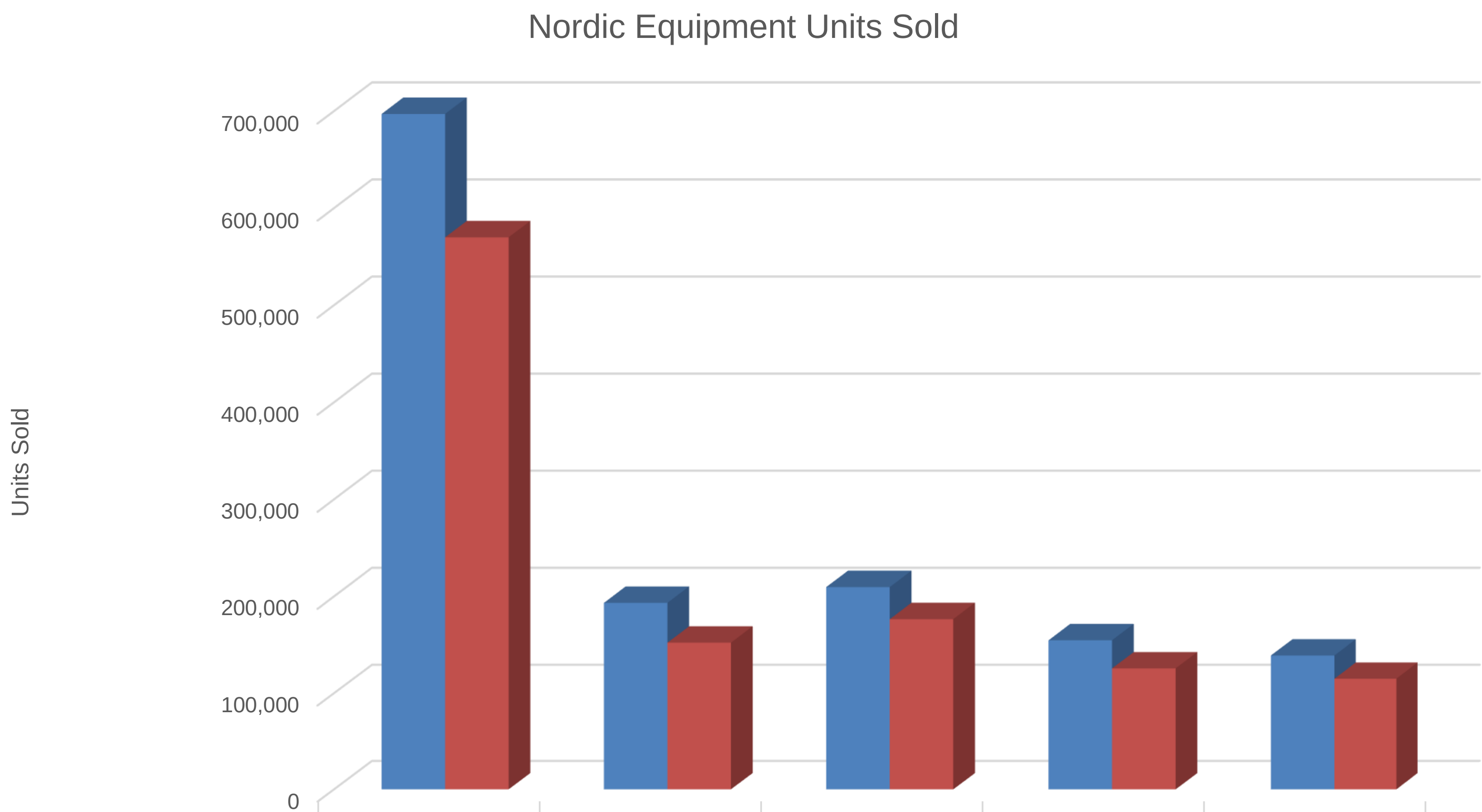
NORDIC EQUIPMENT DOLLARS SOLD THROUGH ALL OUTDOOR AND SNOW SPORTS CHANNELS



	Grand Total	Nordic Skis	Nordic Boots	Nordic Poles	Nordic Bindings
YTD (Aug'14-Mar '15)	$73,865,288	$34,155,047	$24,432,158	$8,137,496	$7,140,587
YTD (Aug '15-March '16)	$62,239,039	$28,492,035	$21,490,326	$6,492,149	$5,764,529

Source: SIA Retail Data produced by The NPD Group

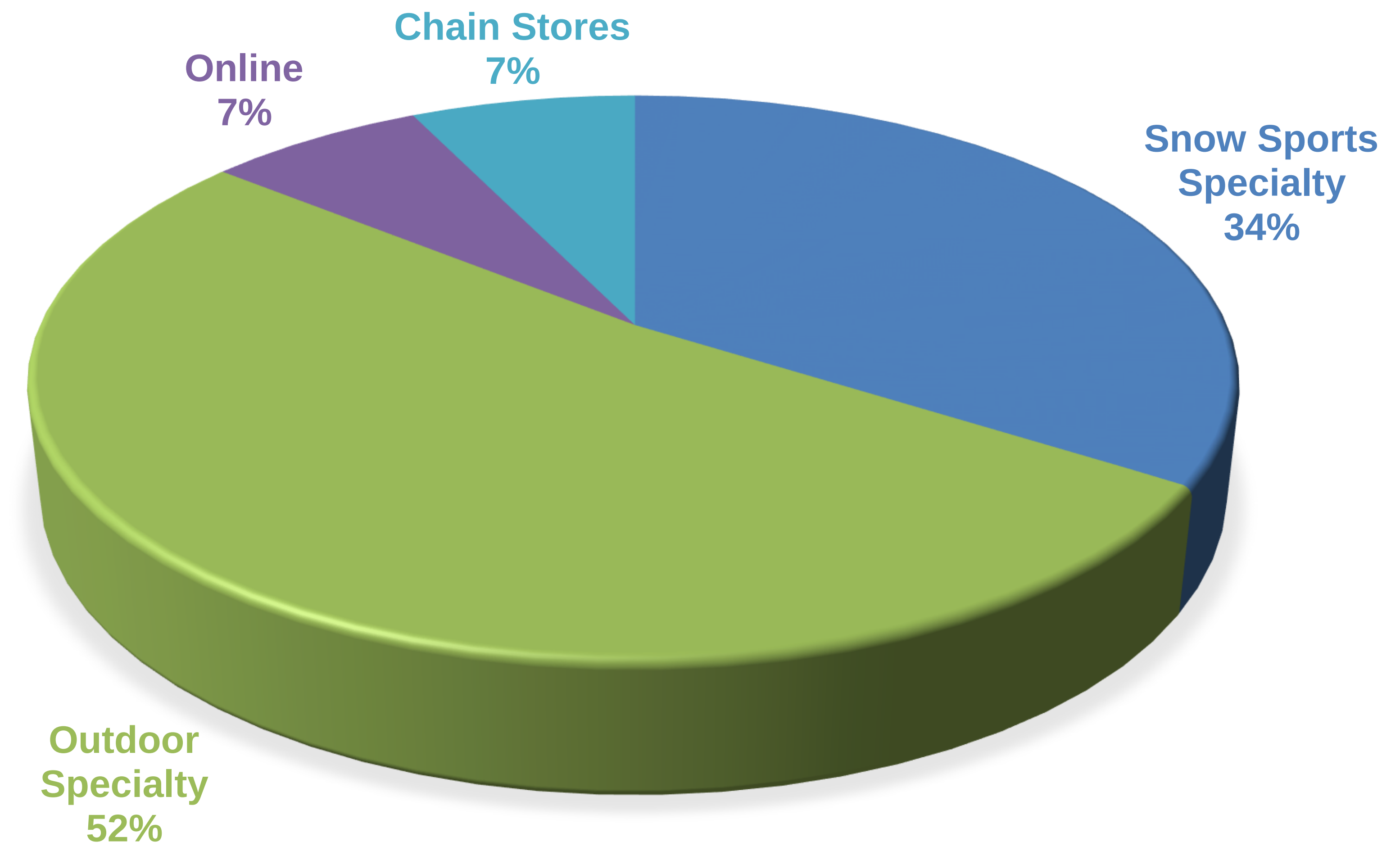
NORDIC EQUIPMENT UNITS SOLD THROUGH ALL OUTDOOR AND SNOW SPORTS CHANNELS



	Grand Total	Nordic Skis	Nordic Boots	Nordic Poles	Nordic Bindings
Units Sold (Aug '14-Mar '15)	697,068	193,396	209,667	154,864	139,141
Units Sold (Aug '15-Mar '16)	569,972	152,406	176,619	125,848	115,099

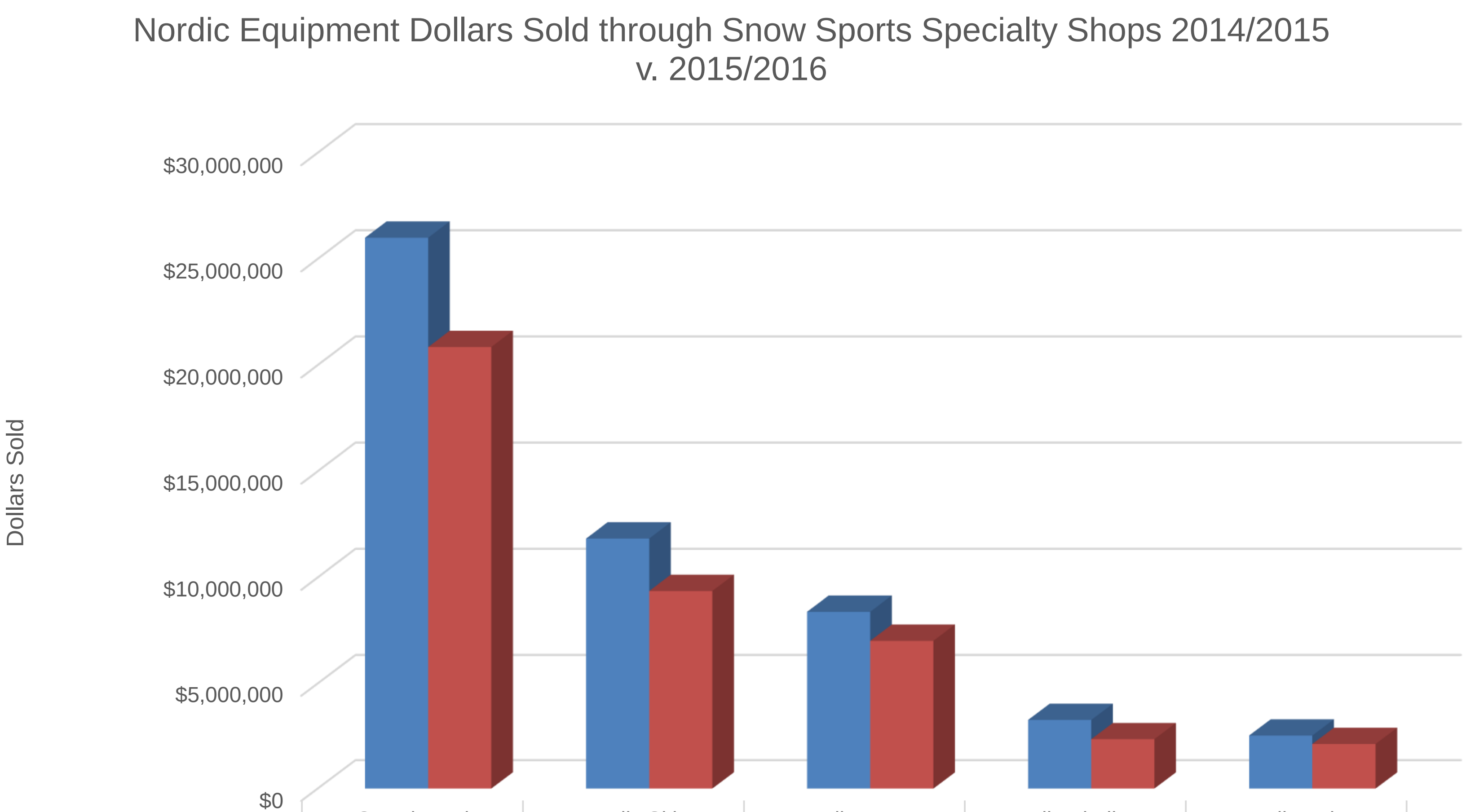
Source: SIA Retail Data produced by The NPD Group

PERCENTAGE NORDIC $ SALES BY CHANNEL



Source: SIA Retail Data produced by The NPD Group

NORDIC EQUIPMENT $ SOLD THROUGH SNOW SPORTS SPECIALTY SHOPS

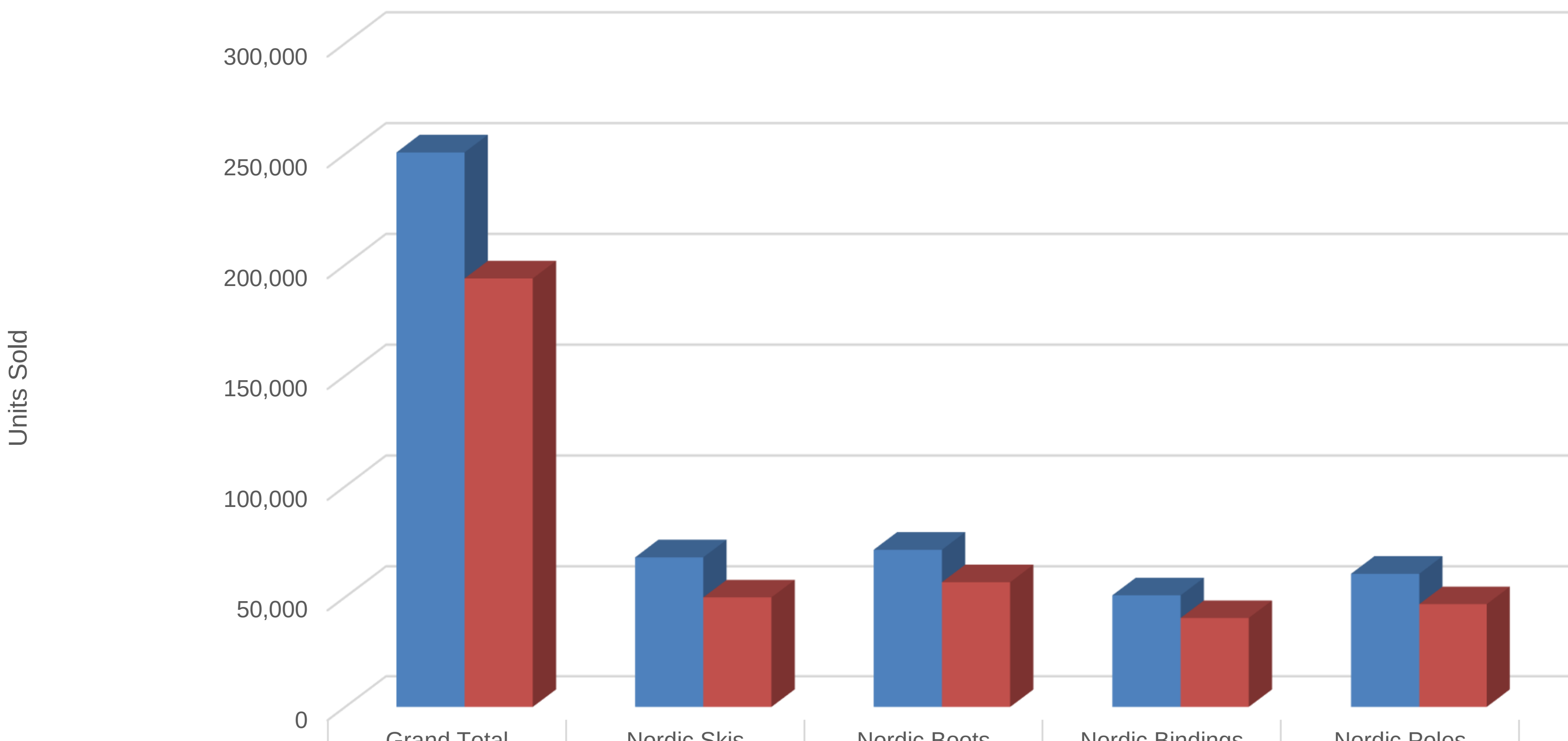


	Grand Total	Nordic Skis	Nordic Boots	Nordic Bindings	Nordic Poles
8 Months (Aug'14 - Mar'15)	$25,999,968	$11,830,683	$8,381,522	$3,265,618	$2,522,145
8 Months (Aug'15 - Mar'16)	$20,850,623	$9,361,724	$7,014,899	$2,351,566	$2,122,434

Source: SIA Retail Data produced by The NPD Group

NORDIC EQUIPMENT UNITS SOLD THROUGH SNOW SPORTS SPECIALTY SHOPS

Nordic Equipment Units Sold through Snow Sports Specialty Shops 2014/2015 v. 2015/2016

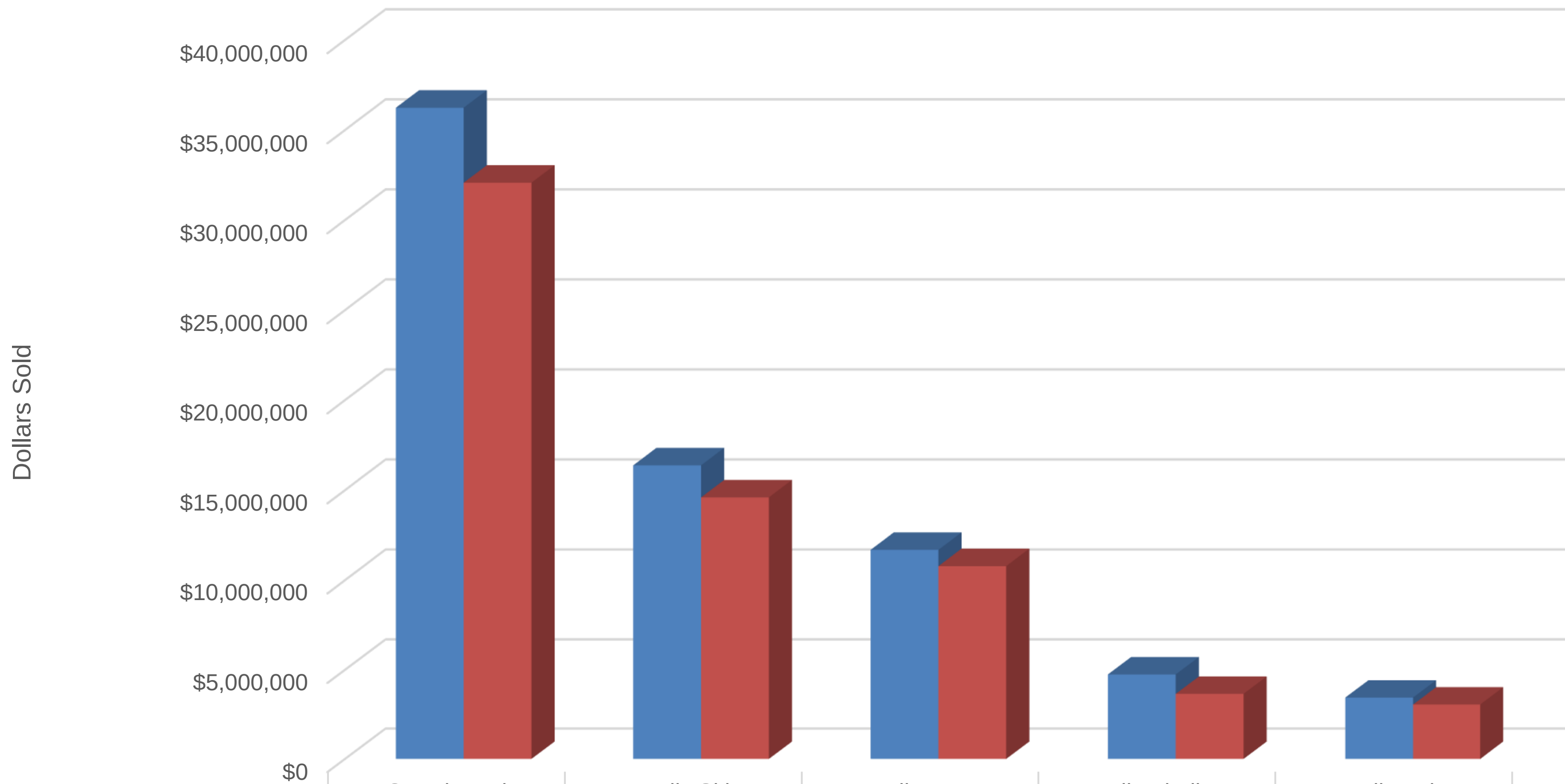


	Grand Total	Nordic Skis	Nordic Boots	Nordic Bindings	Nordic Poles
8 Months (Aug'14 - Mar'15)	250,711	67,962	71,401	50,800	60,548
8 Months (Aug'15 - Mar'16)	193,825	49,849	56,736	40,476	46,764

Source: SIA Retail Data produced by The NPD Group

NORDIC EQUIPMENT $ SOLD THROUGH OUTDOOR SPECIALTY SHOPS

Nordic Equipment Dollars Sold through Outdoor Specialty Shops

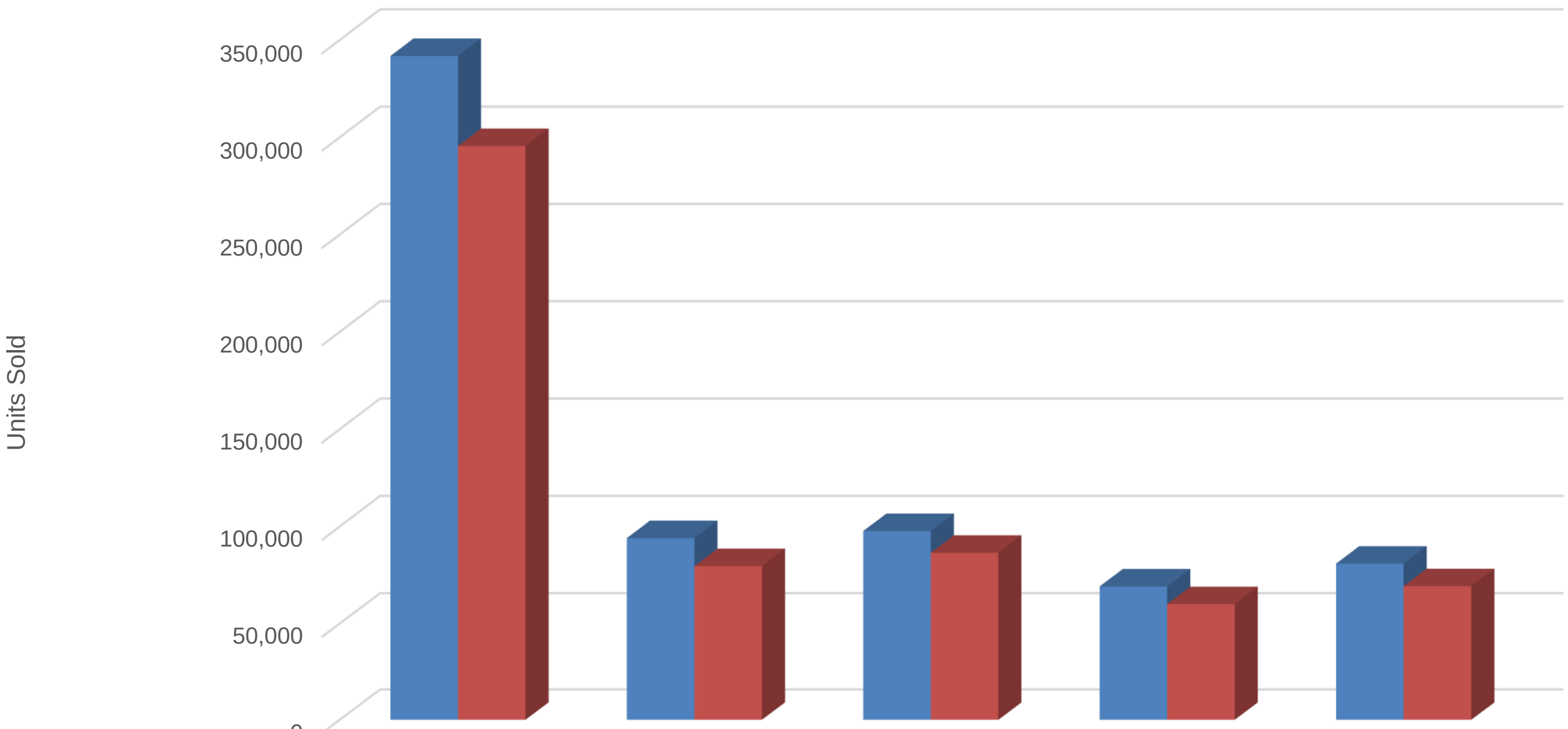


	Grand Total	Nordic Skis	Nordic Boots	Nordic Bindings	Nordic Poles
8 Months (Aug'14 - Mar'15)	$36,236,785	$16,377,147	$11,682,257	$4,738,367	$3,439,014
8 Months (Aug'15 - Mar'16)	$32,074,515	$14,595,515	$10,780,158	$3,649,512	$3,049,330

Source: SIA Retail Data produced by The NPD Group

#SIADATA

NORDIC EQUIPMENT UNITS SOLD THROUGH OUTDOOR SPECIALTY SHOPS

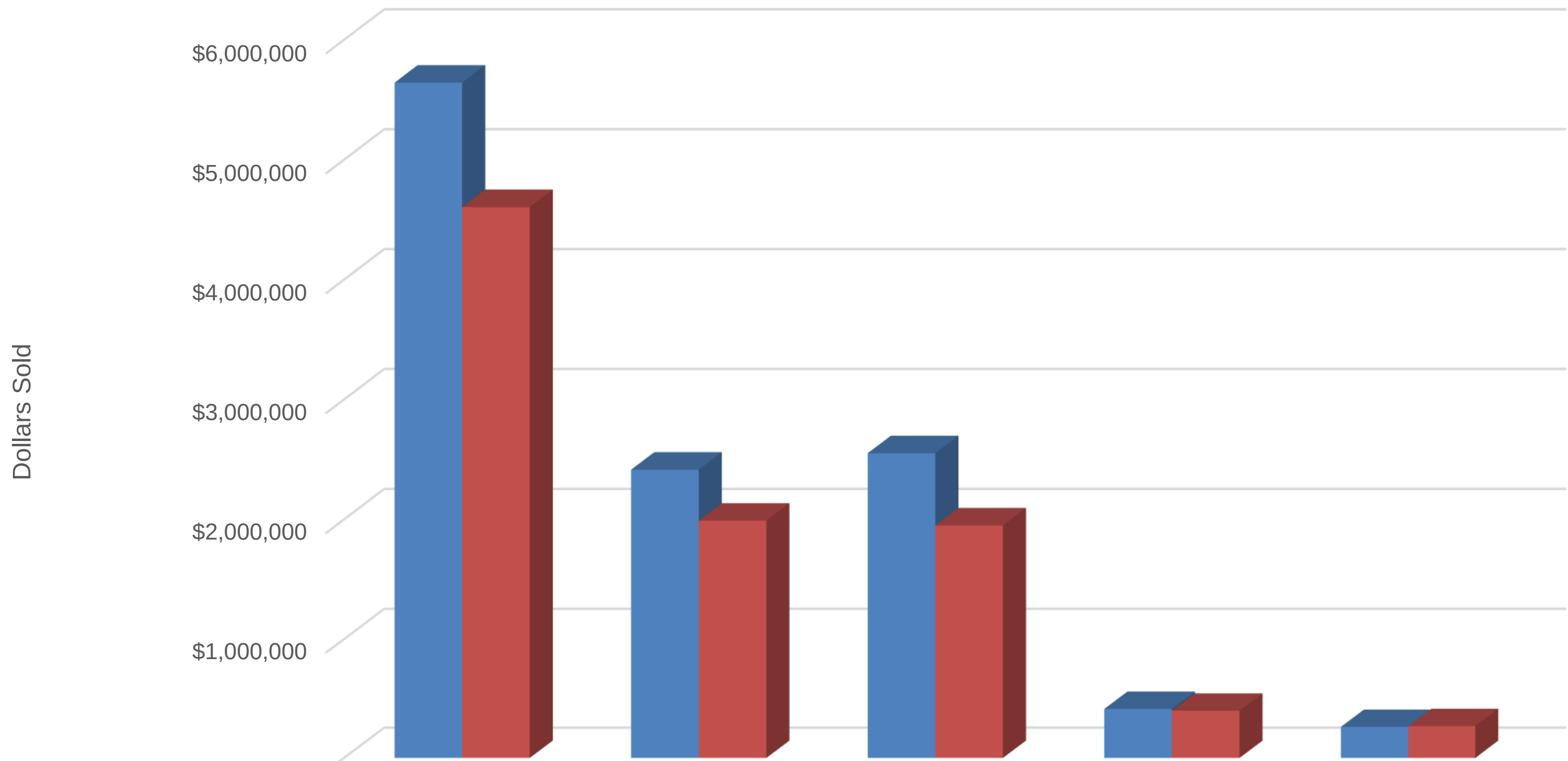


	Grand Total	Nordic Skis	Nordic Boots	Nordic Bindings	Nordic Poles
8 Months (Aug'14 - Mar'15)	341,762	94,030	97,654	69,180	80,898
8 Months (Aug'15 - Mar'16)	295,504	79,604	86,483	60,081	69,336

Source: SIA Retail Data produced by The NPD Group

NORDIC EQUIPMENT $ SOLD ONLINE

Nordic Equipment Dollars Sold Online 2014/2105 v. 2015/2106



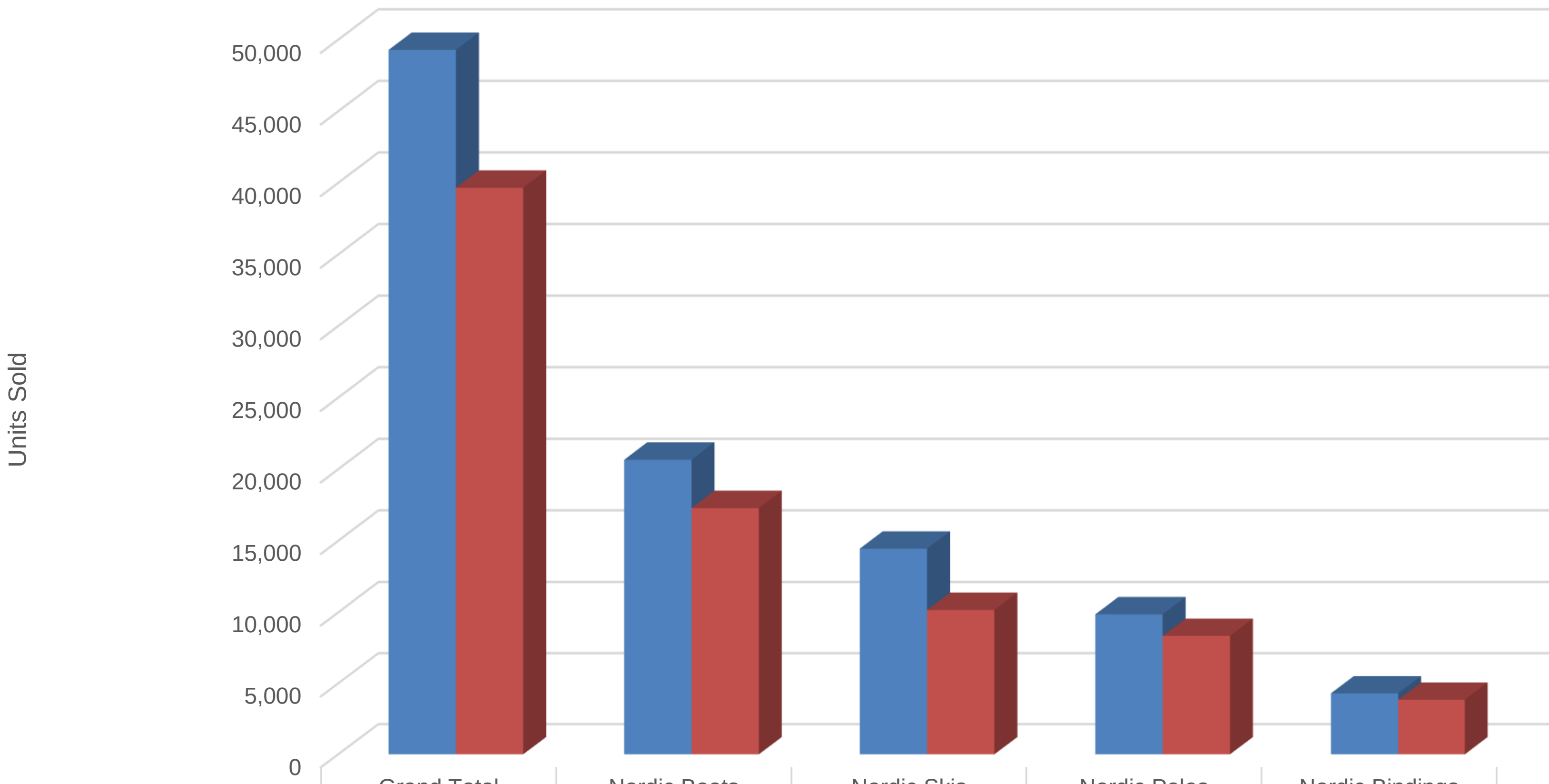
	Grand Total	Nordic Boots	Nordic Skis	Nordic Poles	Nordic Bindings
8 Months (Aug'14 - Mar'15)	$5,643,837	$2,415,635	$2,552,976	$413,346	$261,880
8 Months (Aug'15 - Mar'16)	$4,606,273	$1,990,199	$1,950,226	$397,702	$268,146

Source: SIA Retail Data produced by The NPD Group

#SIADATA

NORDIC EQUIPMENT UNITS SOLD ONLINE

Nordic Equipment Units Sold Online 2014/2015 v. 2015/2016



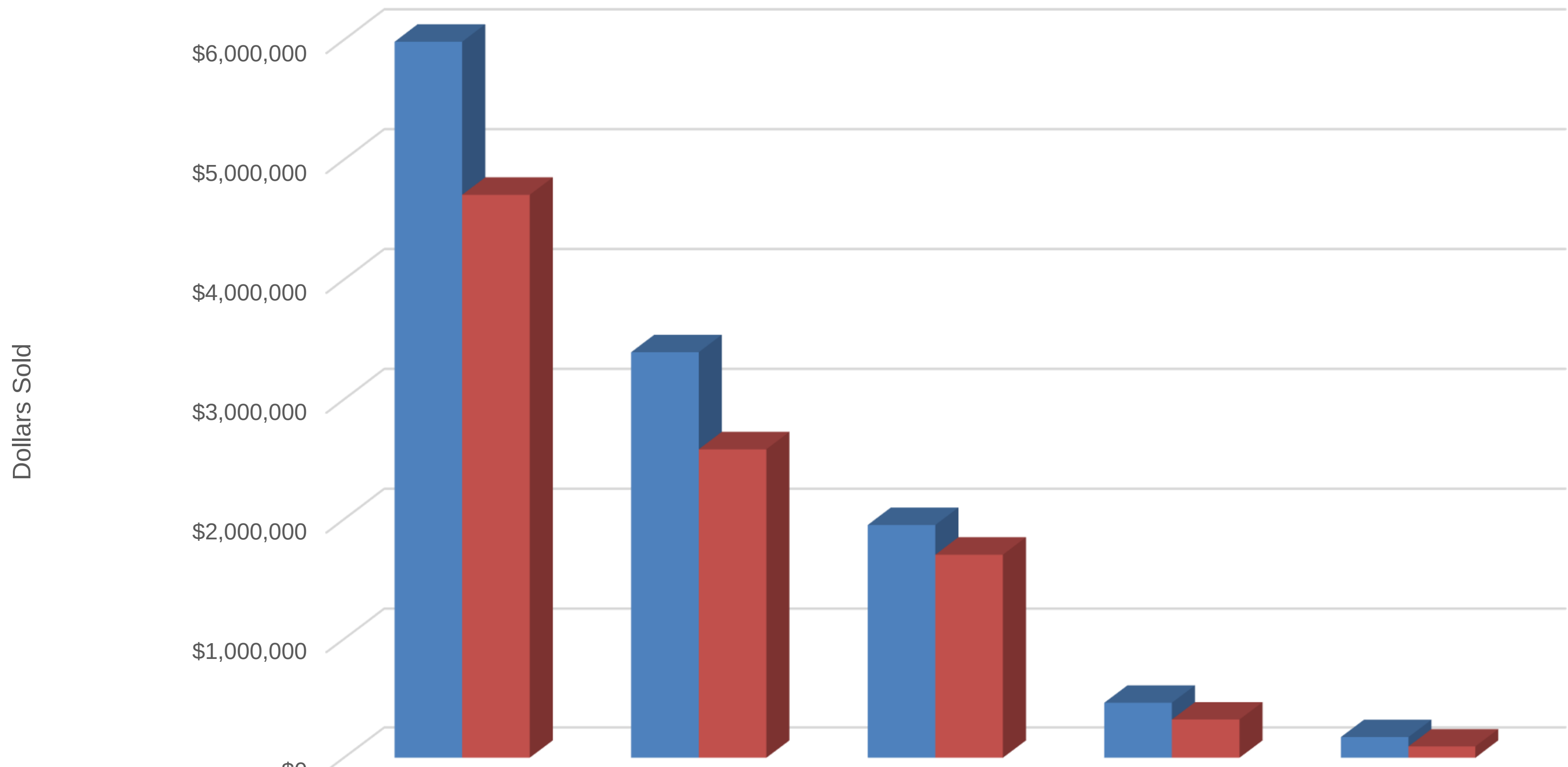
	Grand Total	Nordic Boots	Nordic Skis	Nordic Poles	Nordic Bindings
8 Months (Aug'14 - Mar'15)	49,290	20,667	14,453	9,869	4,301
8 Months (Aug'15 - Mar'16)	39,663	17,292	10,170	8,351	3,850

Source: SIA Retail Data produced by The NPD Group

#SIADATA

NORDIC EQUIPMENT $ SOLD THROUGH CHAIN STORES

Nordic Equipment Dollars Sold in Chain Stores 2014/2015 to 2015/2016

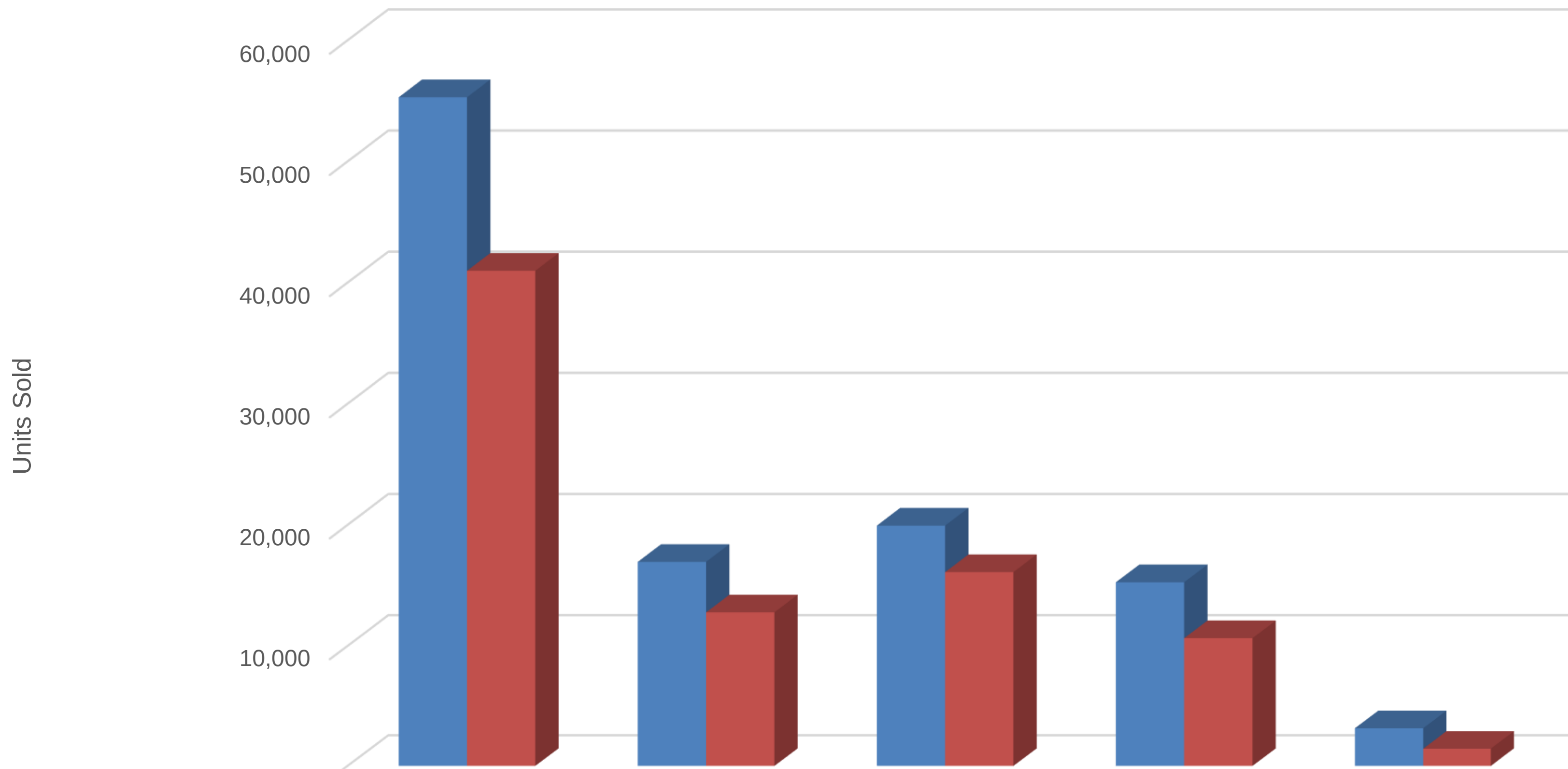


	Grand Total	Nordic Skis	Nordic Boots	Nordic Poles	Nordic Bindings
8 Months (Aug'14 - Mar'15)	$5,984,697	$3,394,241	$1,952,744	$463,638	$174,074
8 Months (Aug'15 - Mar'16)	$4,707,629	$2,584,570	$1,705,070	$322,502	$95,487

Source: SIA Retail Data produced by The NPD Group

NORDIC EQUIPMENT UNITS SOLD THROUGH CHAIN STORES

Nordic Equipment Units Sold through Chain Stores 2014/2015 v. 2015/2016



	Grand Total	Nordic Skis	Nordic Boots	Nordic Poles	Nordic Bindings
8 Months (Aug'14 - Mar'15)	55,305	16,951	19,945	15,267	3,142
8 Months (Aug'15 - Mar'16)	40,980	12,783	16,108	10,652	1,437

Source: SIA Retail Data produced by The NPD Group

NORDIC EQUIPMENT AVERAGE PRICES BY CHANNEL

	Average Price Snow Sports Specialty	Average Price Outdoor Specialty	Average Price Online	Average Price Chain Stores
Nordic Equipment Category	**8 Months (Aug'15 - Mar'16)**	**8 Months (Aug'15 - Mar'16)**	**8 Months (Aug'15 - Mar'16)**	**8 Months (Aug'15 - Mar'16)**
Nordic Skis	$187.80	$183.35	$115.09	$202.19
Nordic Boots	$123.64	$124.65	$191.76	$105.85
Nordic Poles	$58.10	$60.74	$47.62	$30.28
Nordic Bindings	$45.39	$43.98	$69.65	$66.45

Source: SIA Retail Data produced by The NPD Group

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RANDONEE/BC

SCOTT SPORTS

BACKCOUNTRY TRENDS

- 899K skiers and 963K snowboarders reported participating in non-resort, ungroomed backcountry terrain UP 21% compared to the 2014/2015 season
- Snow in the Sierras and Cascade mountains drove the increase in non-resort backcountry participation
- 30 Avalanche fatalities in the U.S. 2015/2016 compared to 11 in 2014/2015

- Backcountry equipment sales increased 8% in $ sold to $34M and grew 14% in units to 114K units
- Backcountry accessories sales were up 17% in $ sold to $16M, and grew 52% in units sold to 123K
- 46K skins and 24K beacons were sold in 2015/2016
- Outdoor specialty and online sales dominated the backcountry accessories market

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BACKCOUNTRY SKIERS

Resort Backcountry Skiers

Total	2,159,000
Age	29% under 24, 35% between 25 and 34, 23% ages 35-44, 12% over 45
Gender	76% Male, 24% Female
Bachelor's Degree or Higher	82%
Income >$75K	58%

Non-Resort Backcountry Skiers

Total	899,282
Age	25% under 24, 45% between 25 and 34, 16% ages 35-44, 13% over 45
Gender	67% Male, 33% Female
Bachelor's Degree or Higher	62%
Income >$75K	70%

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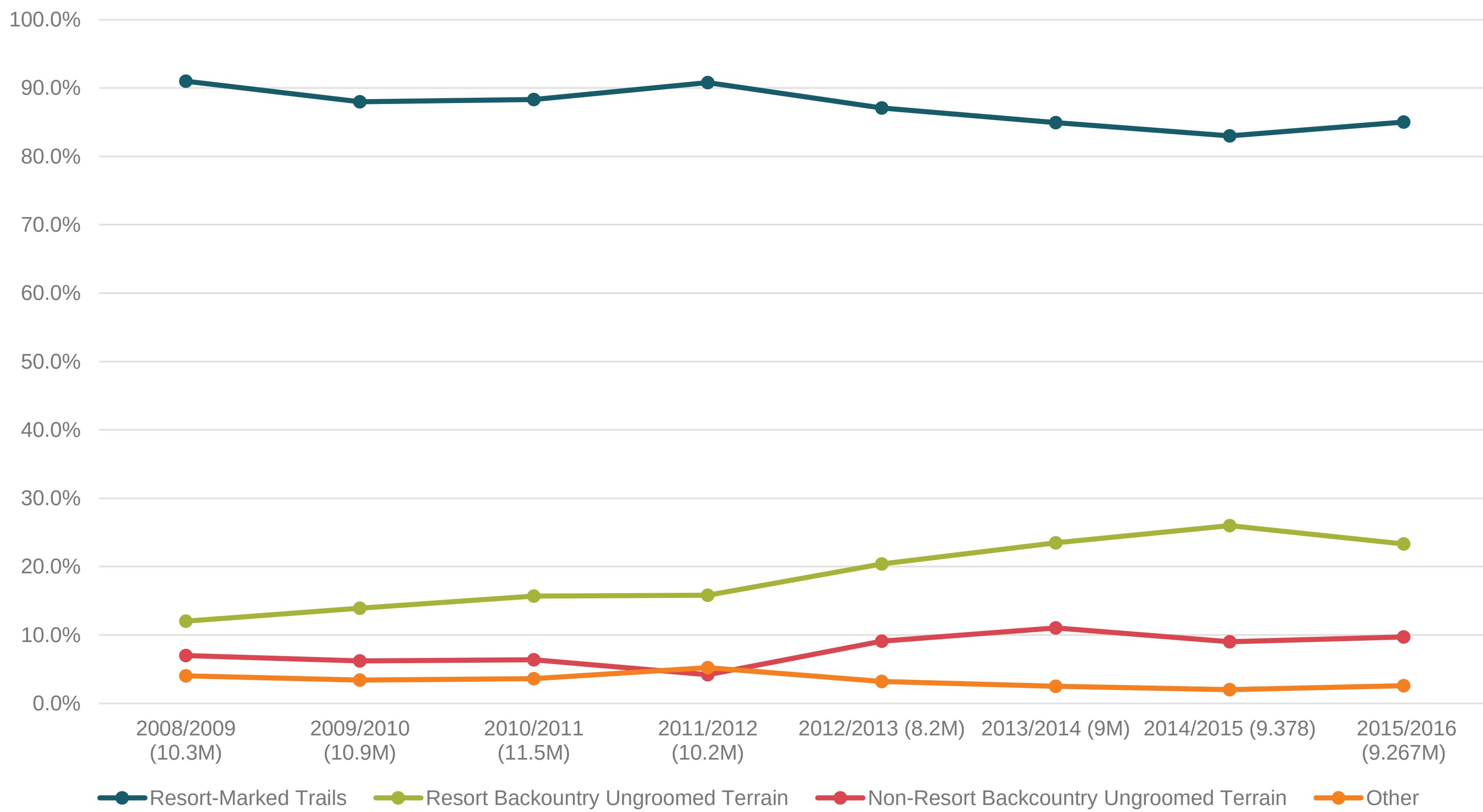
BACKCOUNTRY SKIING TRENDS

WHERE DO YOU SKI MOST OFTEN?



SIA/Physical Activity Council 2016 Participation Study. ALL RIGHTS RESERVED.

BACKCOUNTRY SNOWBOARDERS

Resort Backcountry Snowboarders

Total	1,698,000
Age	17% under 17, 50% between 18 and 34, 23% 35-44, 10% over 45
Gender	47% Male, 52% Female
Bachelor's Degree or Higher	64%
Income >$75K	64%

Non-Resort Backcountry Snowboarders

Total	963,000
Age	39% under 17, 36% between 18 and 34, 19% 35-44, 6% over 45
Gender	56% Male, 44% Female
Bachelor's Degree or Higher	72%
Income >$75K	60%

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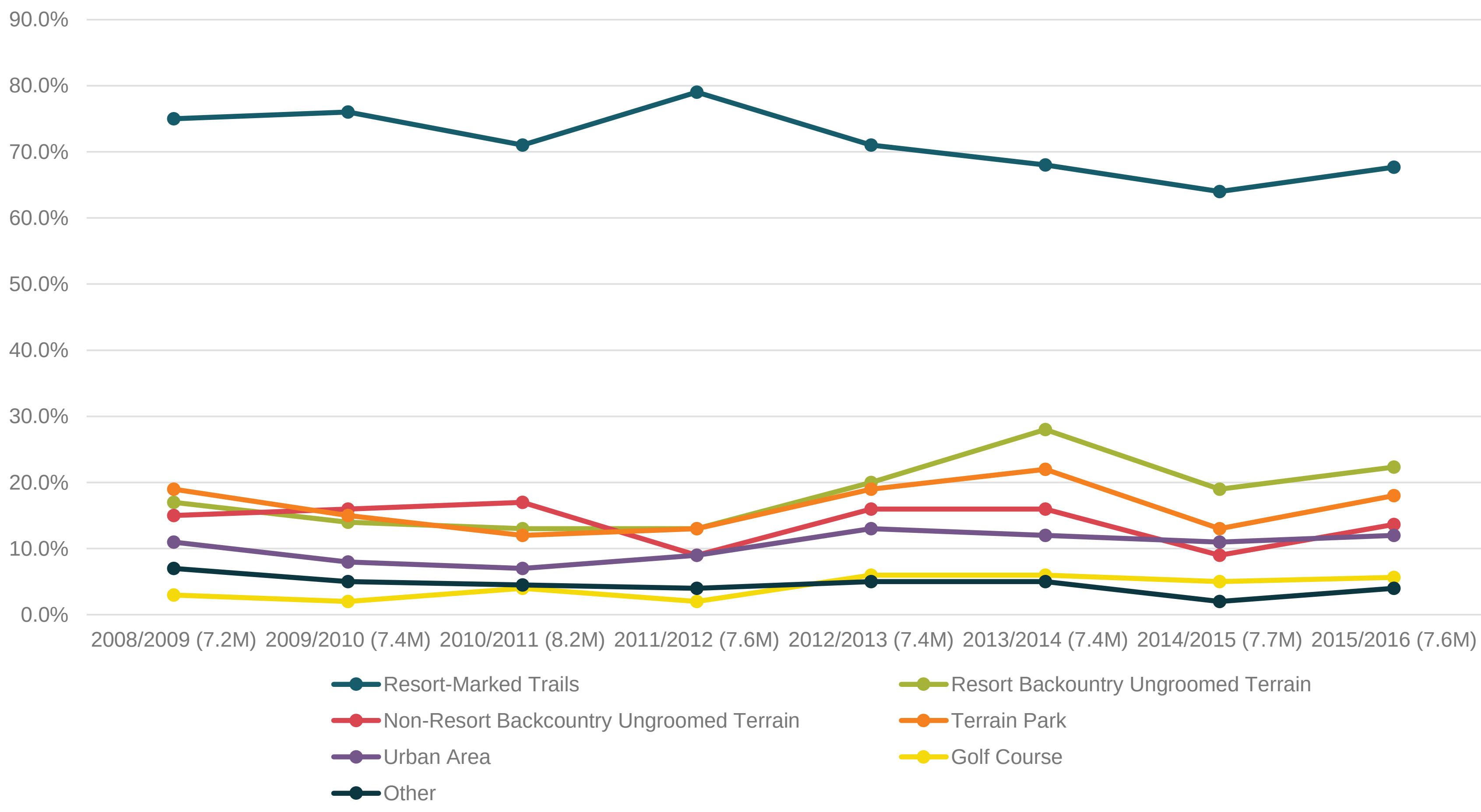
BACKCOUNTRY SNOWBOARDING TRENDS

WHERE DO YOU RIDE MOST OFTEN?



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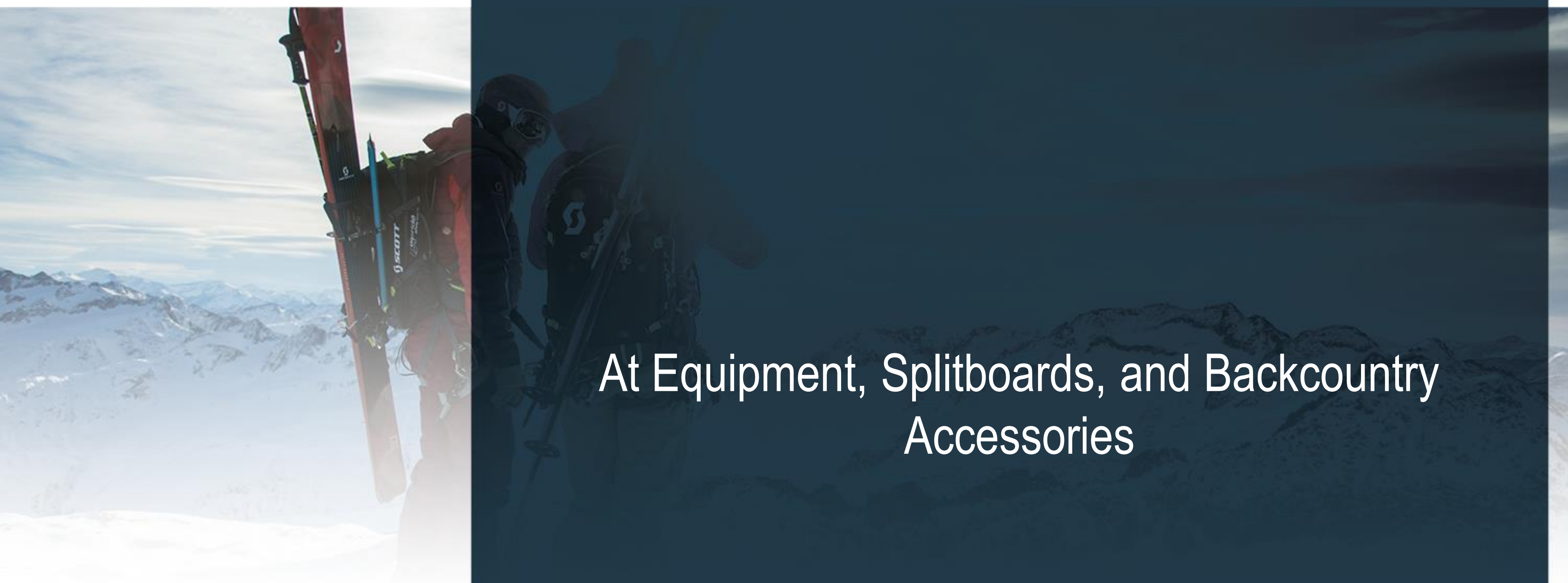
U.S. AVALANCHE FATALITIES IN 2015/2016

- 30 Fatalities in the U.S.

Date	Place	Fatalities	State	Activity	Summary
2016-04-11	Paxson, Summit Lake, Eastern Alaska Range, near Gulkana Glacier	1	AK	SNOWMOBILE	1 snowmobiler caught, buried and killed
2016-04-03	Paxson, Summit Lake, Eastern Alaska Range, Hoodoo Mountains, Courage Mountain	1	AK	SNOWMOBILE	2 snowmobilers caught, 1 partly buried, 1 buried and killed
2016-03-22	Southern Oregon, Diamond Lake, Mt. Bailey	1	OR	OTHER	1 snowcat ski guide caught and killed
2016-03-08	Joseph, Wallowa Mountains, Chief Joseph Peak	1	OR	SKI	1 backcountry skier caught, partly buried and killed
2016-02-27	Glennallen, Chugach Mountains, near Nelchina Glacier	1	AK	SNOWMOBILE	2 snowmobilers caught, 1 killed
2016-02-26	Island Park, Macks Inn	1	ID	OTHER	3 residents caught, buried, 2 injured and 1 killed
2016-02-21	Grand Targhee Resort,	1	WY	SKI	1 out-of-area skier caught, buried and killed
2016-02-19	Sheridan, Big Horn Mountains, Hunt Mountain Road	1	WY	SNOWMOBILE	1 snowmobiler caught and killed

For More information on 2015/2016 fatalities visit Avalanche.org

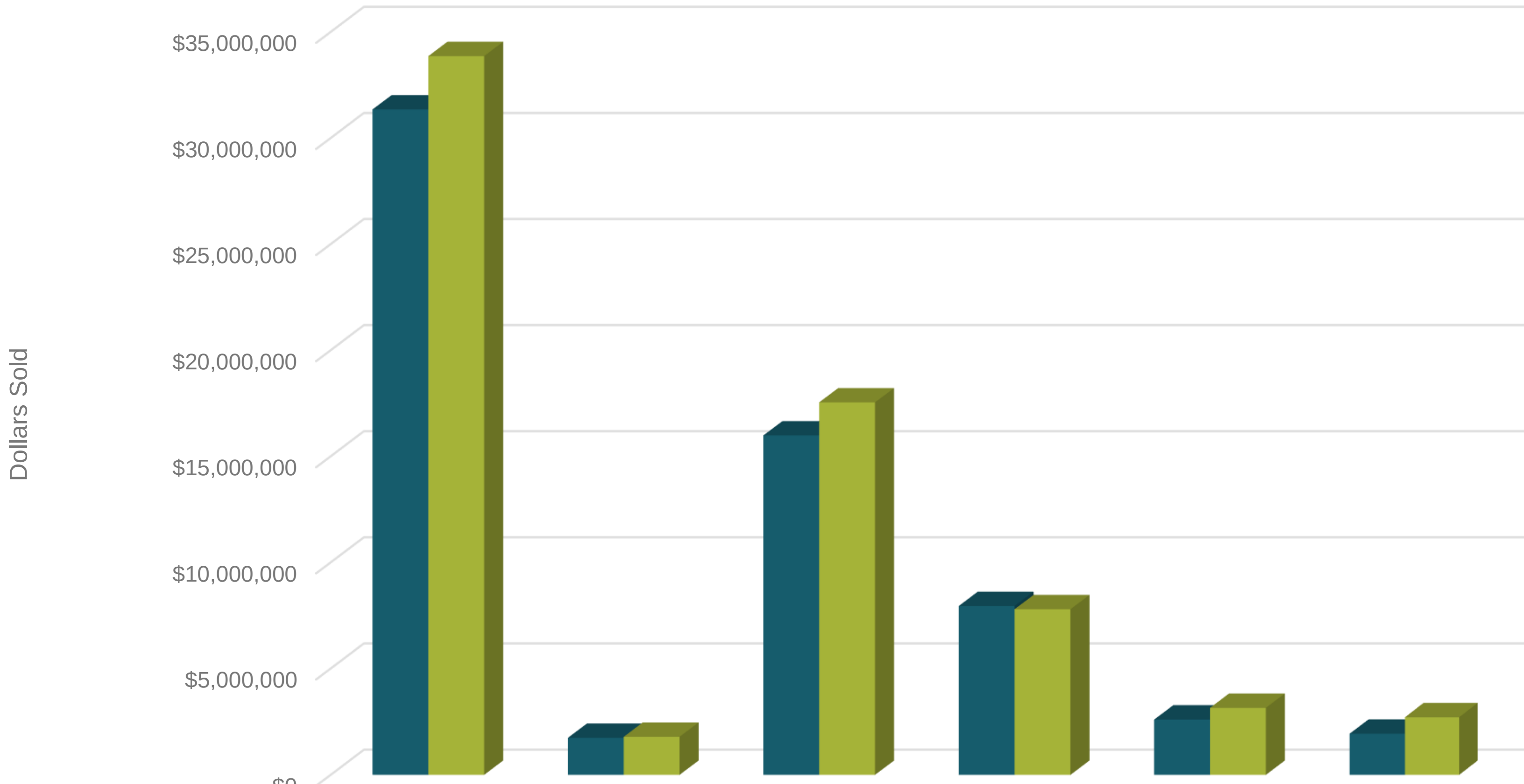
RANDONEE/BC



At Equipment, Splitboards, and Backcountry Accessories

SCOTT SPORTS

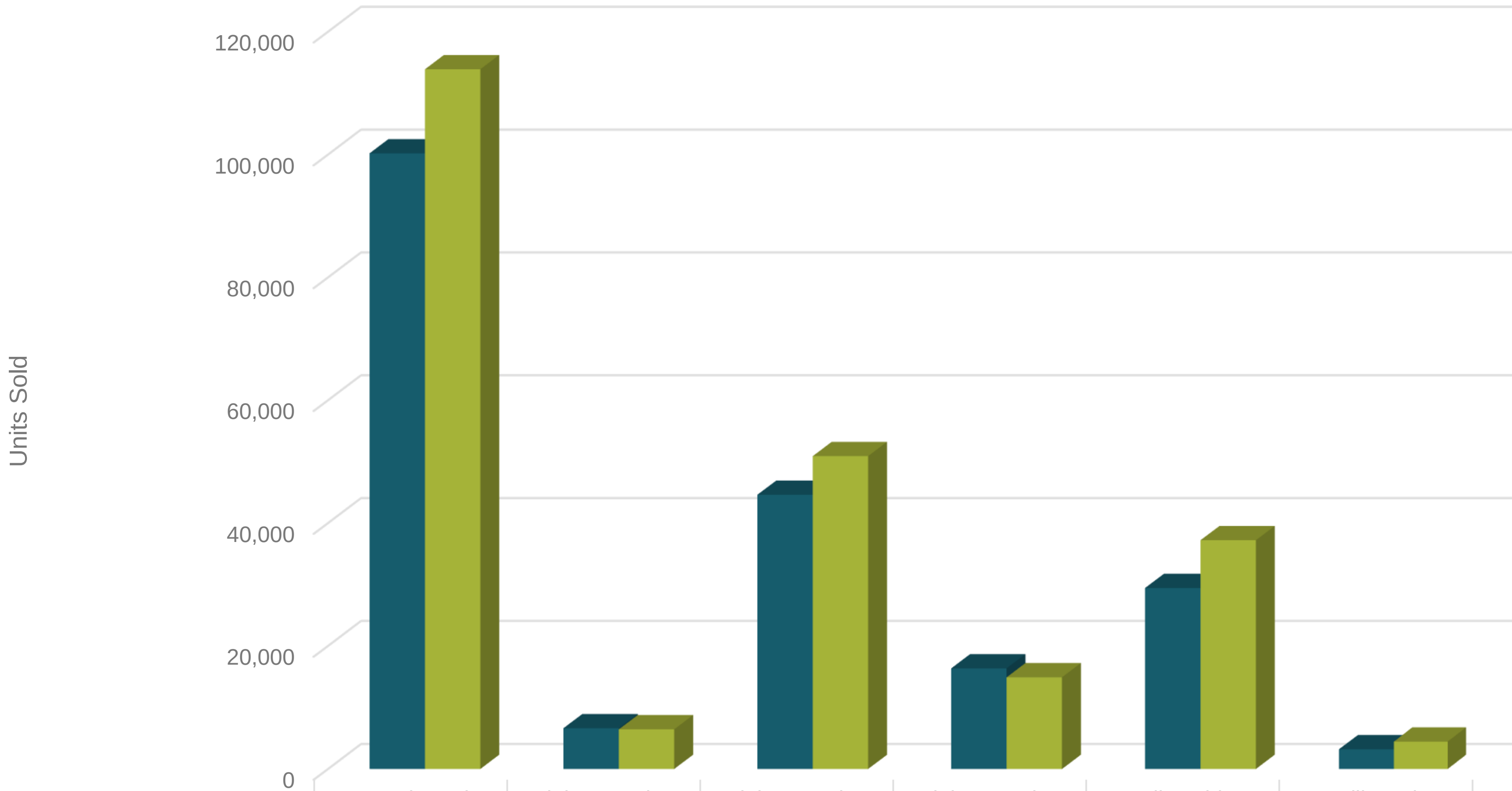
ALPINE TOURING/BACKCOUNTRY EQUIPMENT DOLLARS SOLD ALL CHANNELS



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots	Adjustable Poles	Spliboards
8 Months (Aug'14 - Mar'15)	$31,346,921	$1,741,186	$15,983,334	$7,947,220	$2,601,677	$1,937,052
8 Months (Aug'15 - Mar'16)	$33,860,793	$1,789,804	$17,540,553	$7,792,559	$3,150,431	$2,709,459

Source: SIA Retail Data produced by The NPD Group

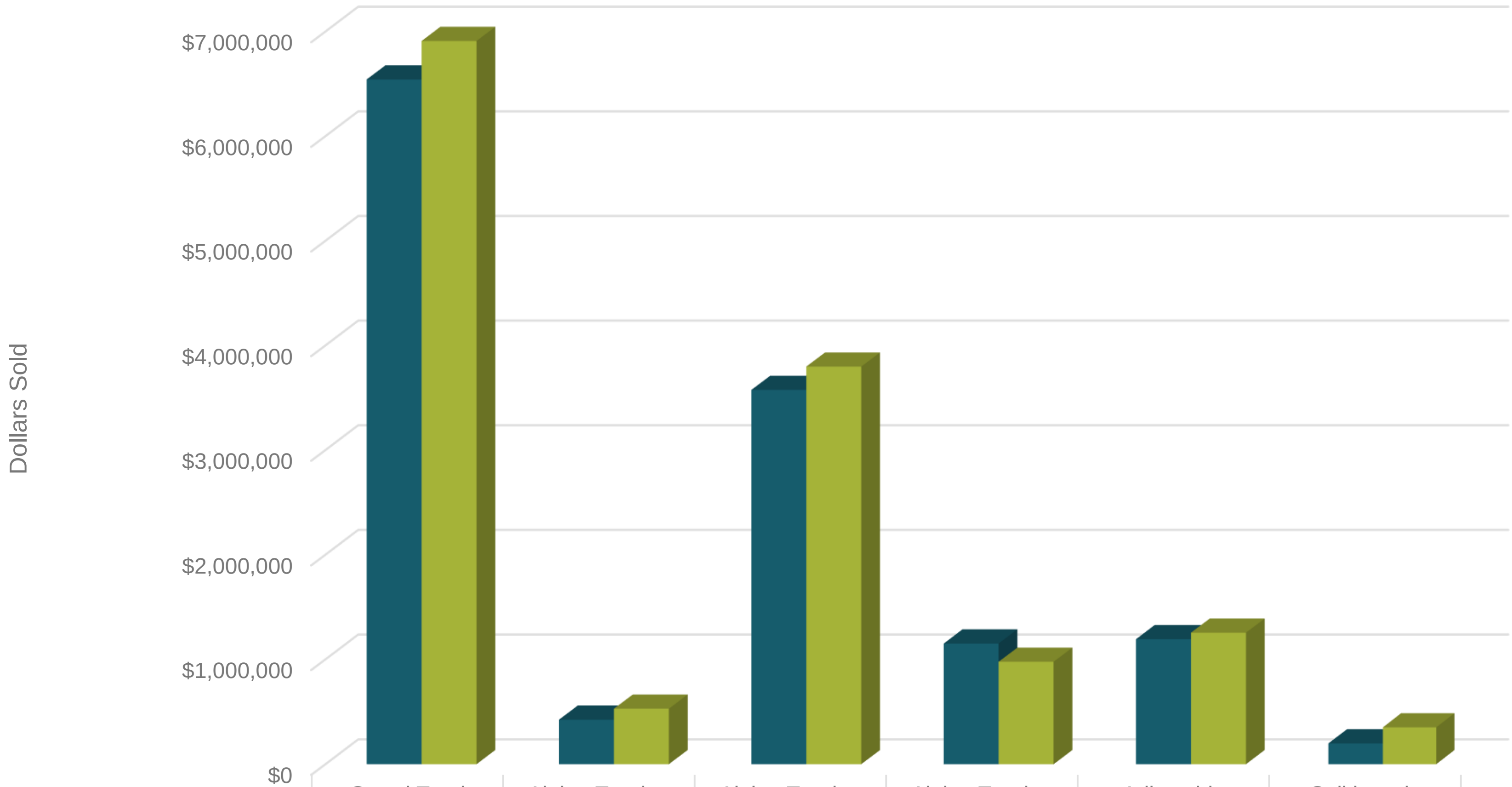
ALPINE TOURING/BACKCOUNTRY EQUIPMENT UNITS SOLD ALL CHANNELS



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots	Adjustable Poles	Spliboards
8 Months (Aug'14 - Mar'15)	100,194	6,620	44,603	16,347	29,422	3,202
8 Months (Aug'15 - Mar'16)	113,885	6,446	50,898	14,892	37,204	4,445

Source: SIA Retail Data produced by The NPD Group

ALPINE TOURING/BACKCOUNTRY EQUIPMENT DOLLARS SOLD SNOW SPORTS SPECIALTY

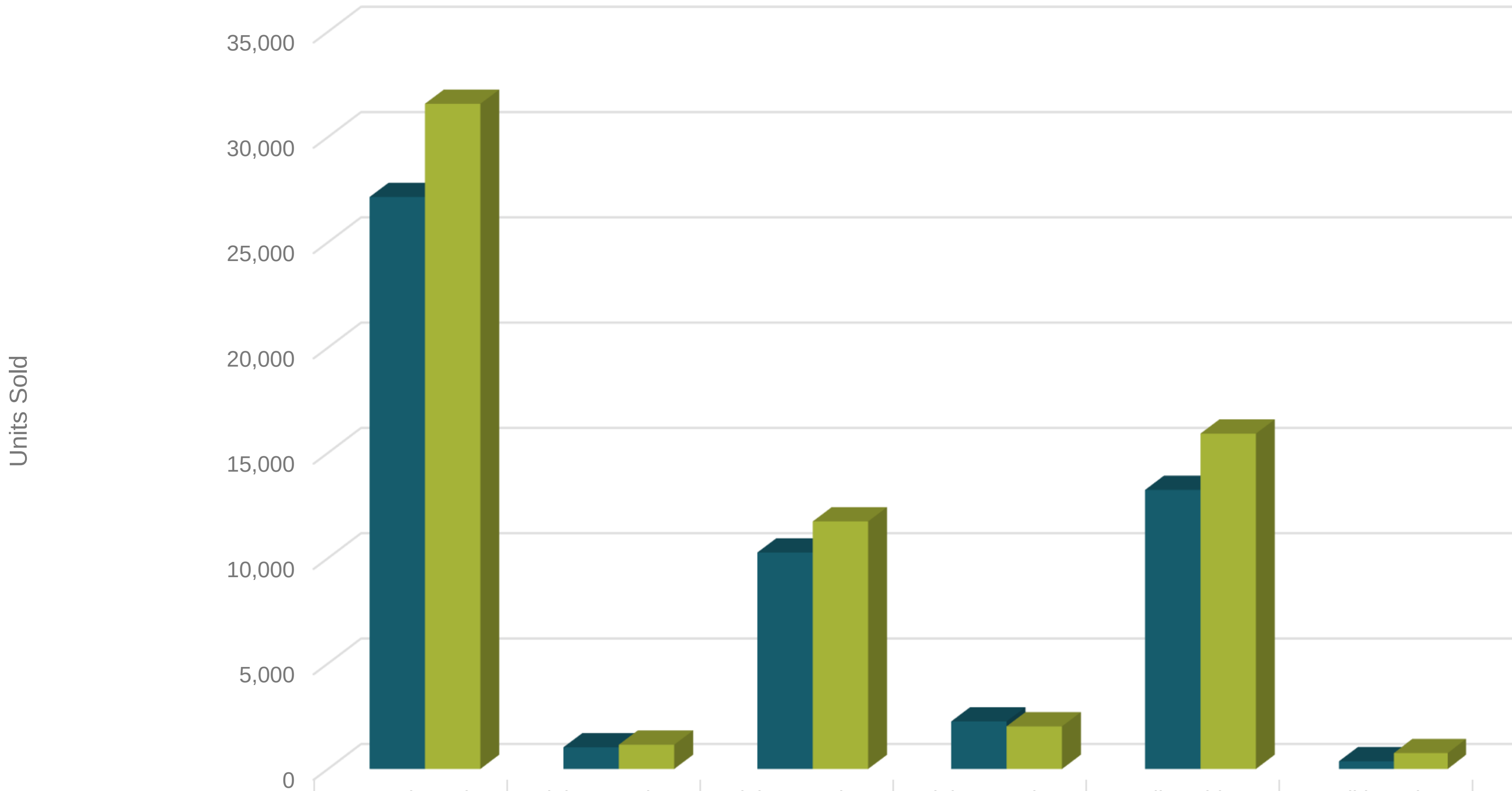


	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots	Adjustable Poles	Splitboards
8 Months (Aug'14 - Mar'15)	$6,541,464	$424,717	$3,574,450	$1,150,876	$1,192,782	$198,639
8 Months (Aug'15 - Mar'16)	$6,909,393	$529,461	$3,797,296	$976,995	$1,254,278	$351,363

Source: SIA Retail Data produced by The NPD Group

#SIADATA

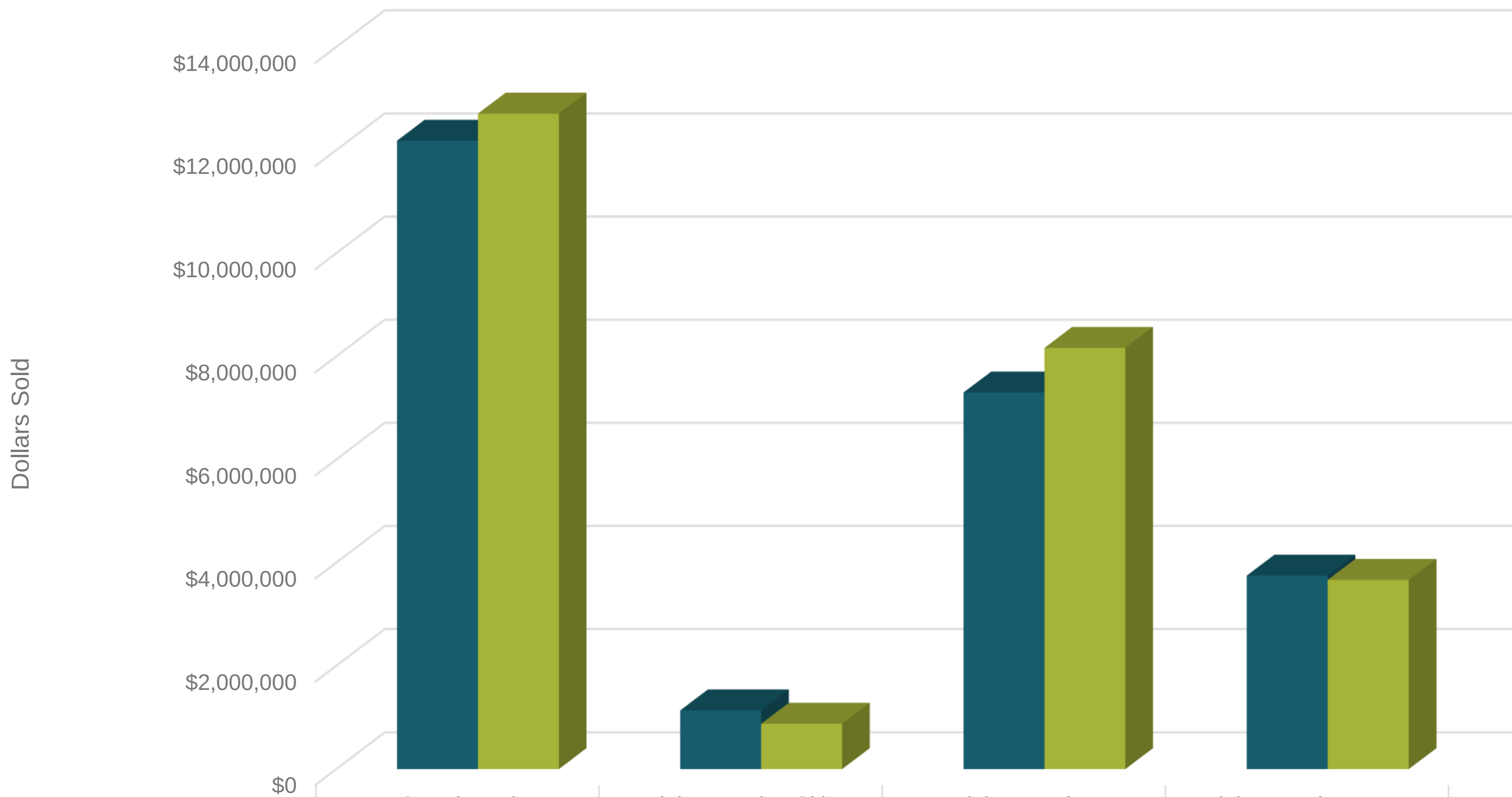
ALPINE TOURING/BACKCOUNTRY EQUIPMENT UNITS SOLD SNOW SPORTS SPECIALTY



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots	Adjustable Poles	Splitboards
8 Months (Aug'14 - Mar'15)	27,149	1,026	10,266	2,252	13,241	364
8 Months (Aug'15 - Mar'16)	31,576	1,149	11,743	2,019	15,913	752

Source: SIA Retail Data produced by The NPD Group

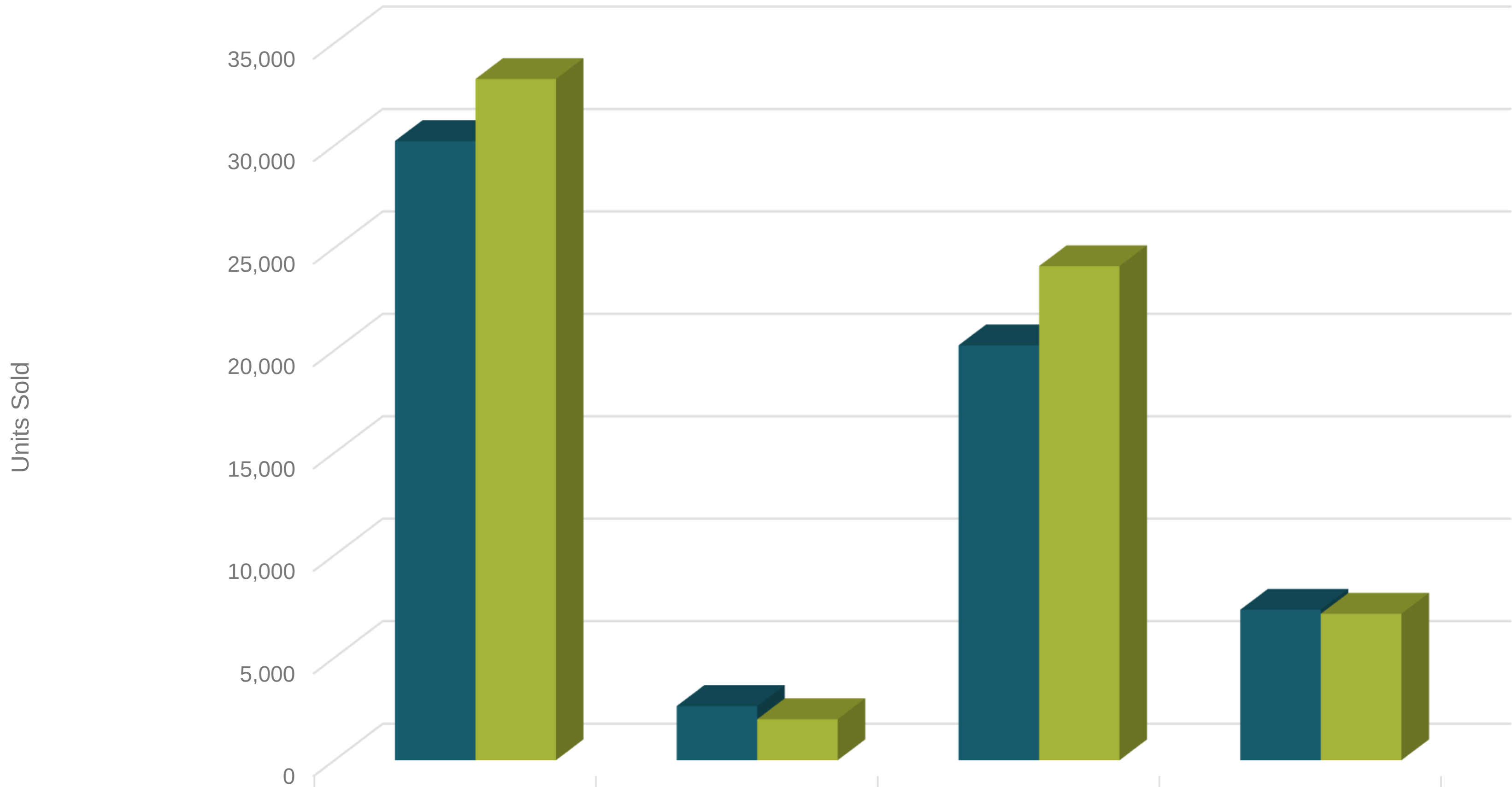
ALPINE TOURING/BACKCOUNTRY EQUIPMENT DOLLARS SOLD OUTDOOR SPECIALTY



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots
8 Months (Aug'14 - Mar'15)	$12,181,767	$1,136,451	$7,298,157	$3,747,159
8 Months (Aug'15 - Mar'16)	$12,706,567	$877,987	$8,163,527	$3,665,053

Source: SIA Retail Data produced by The NPD Group

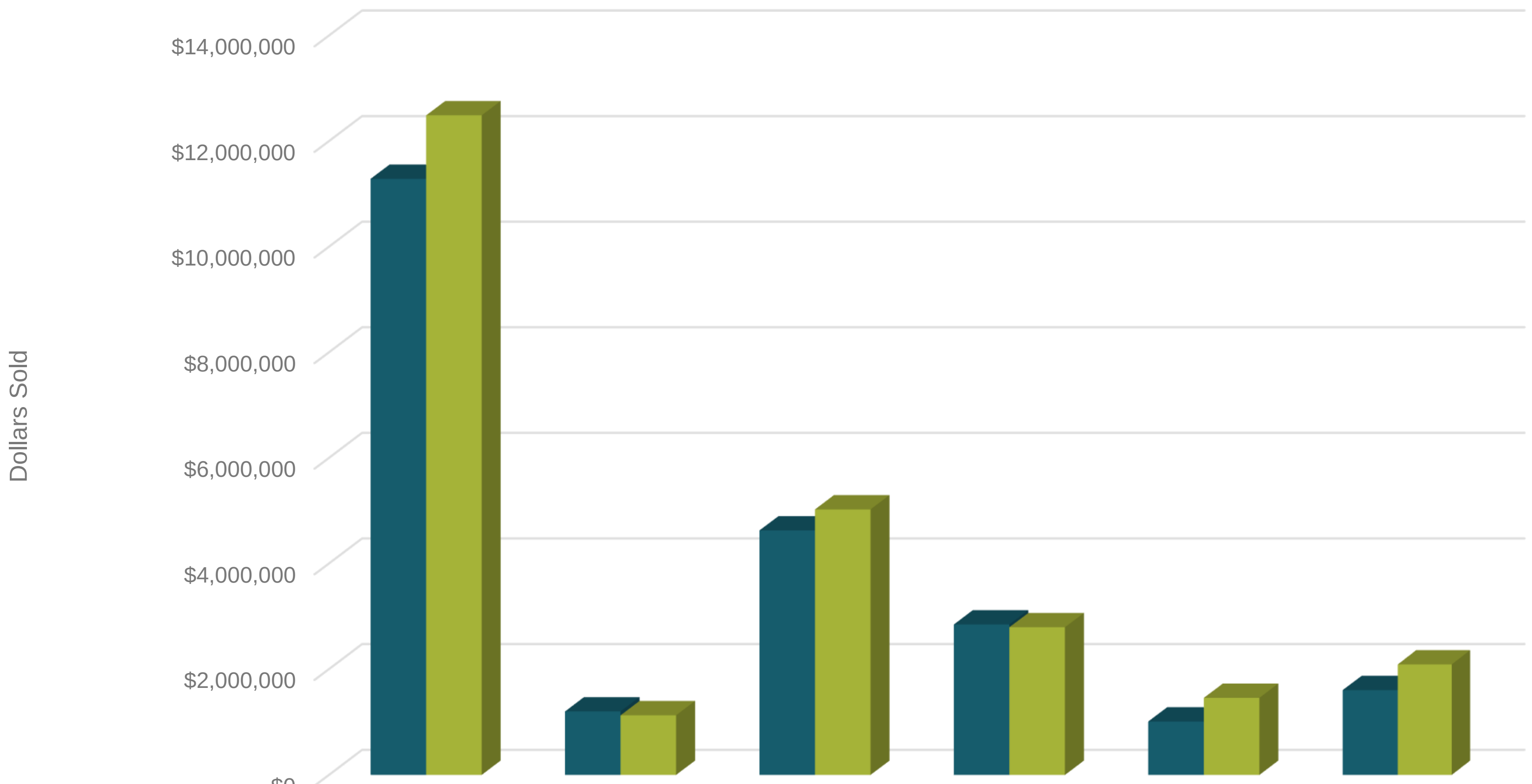
ALPINE TOURING/BACKCOUNTRY EQUIPMENT UNITS SOLD OUTDOOR SPECIALTY



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots
8 Months (Aug'14 - Mar'15)	30,213	2,640	20,240	7,333
8 Months (Aug'15 - Mar'16)	33,241	1,998	24,105	7,138

Source: SIA Retail Data produced by The NPD Group

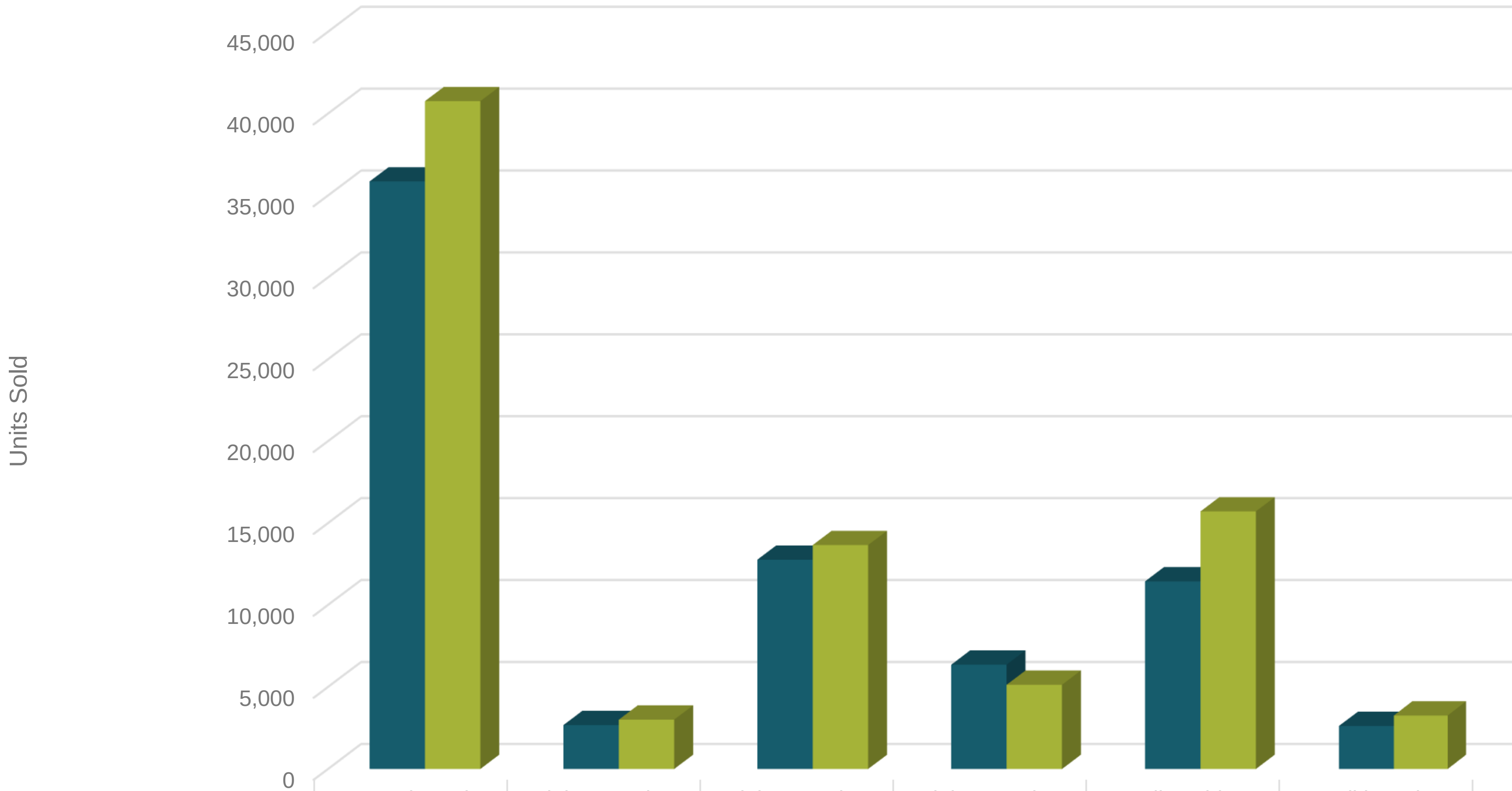
ALPINE TOURING/BACKCOUNTRY EQUIPMENT DOLLARS SOLD ONLINE



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots	Adjustable Poles	Splitboards
8 Months (Aug'14 - Mar'15)	$11,284,686	$1,200,231	$4,625,876	$2,845,349	$1,009,619	$1,603,611
8 Months (Aug'15 - Mar'16)	$12,488,115	$1,127,464	$5,023,496	$2,792,005	$1,456,560	$2,088,590

Source: SIA Retail Data produced by The NPD Group

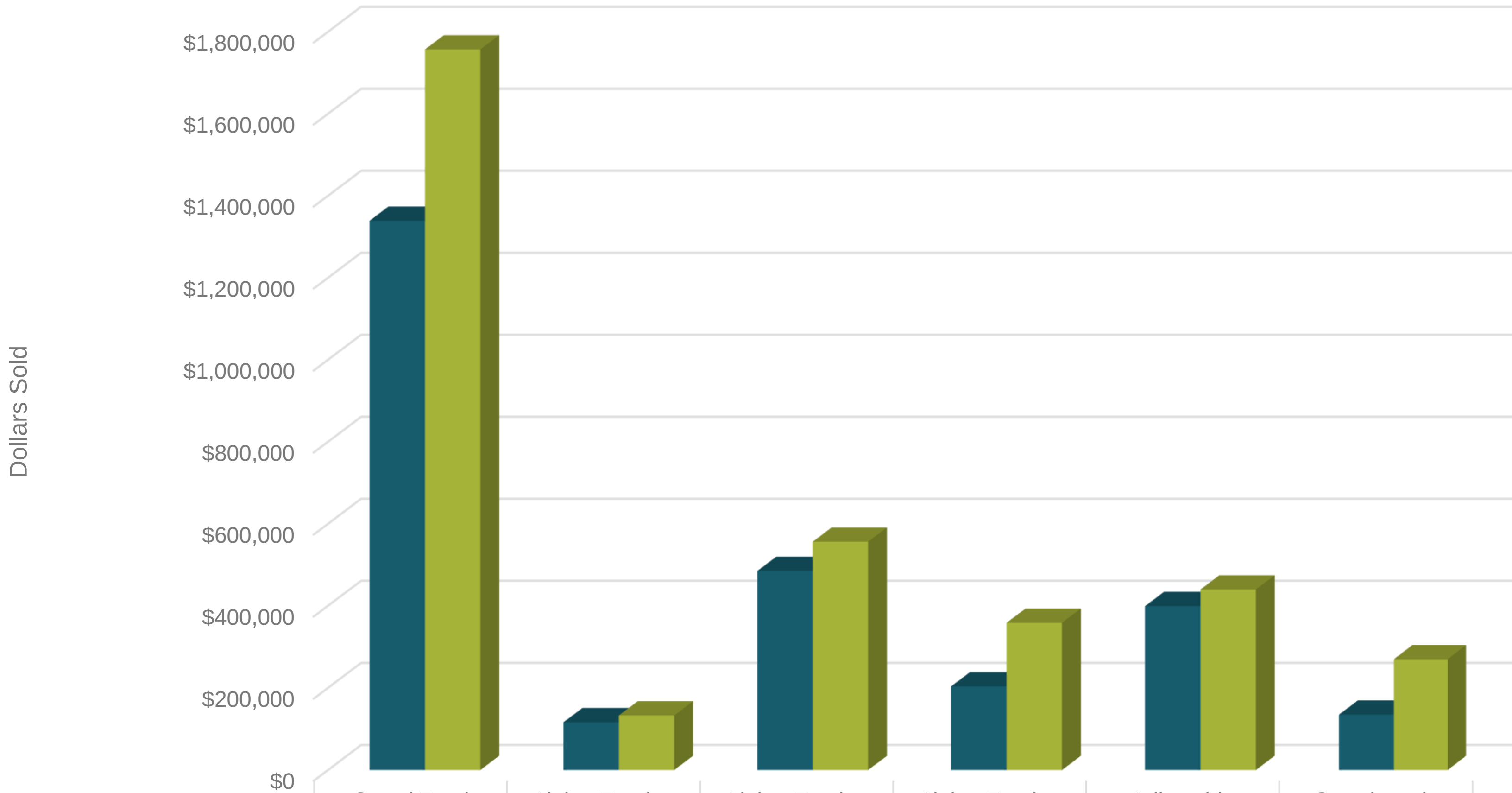
ALPINE TOURING/BACKCOUNTRY EQUIPMENT UNITS SOLD ONLINE



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots	Adjustable Poles	Splitboards
8 Months (Aug'14 - Mar'15)	35,856	2,678	12,761	6,356	11,439	2,622
8 Months (Aug'15 - Mar'16)	40,759	3,006	13,654	5,132	15,708	3,259

Source: SIA Retail Data produced by The NPD Group

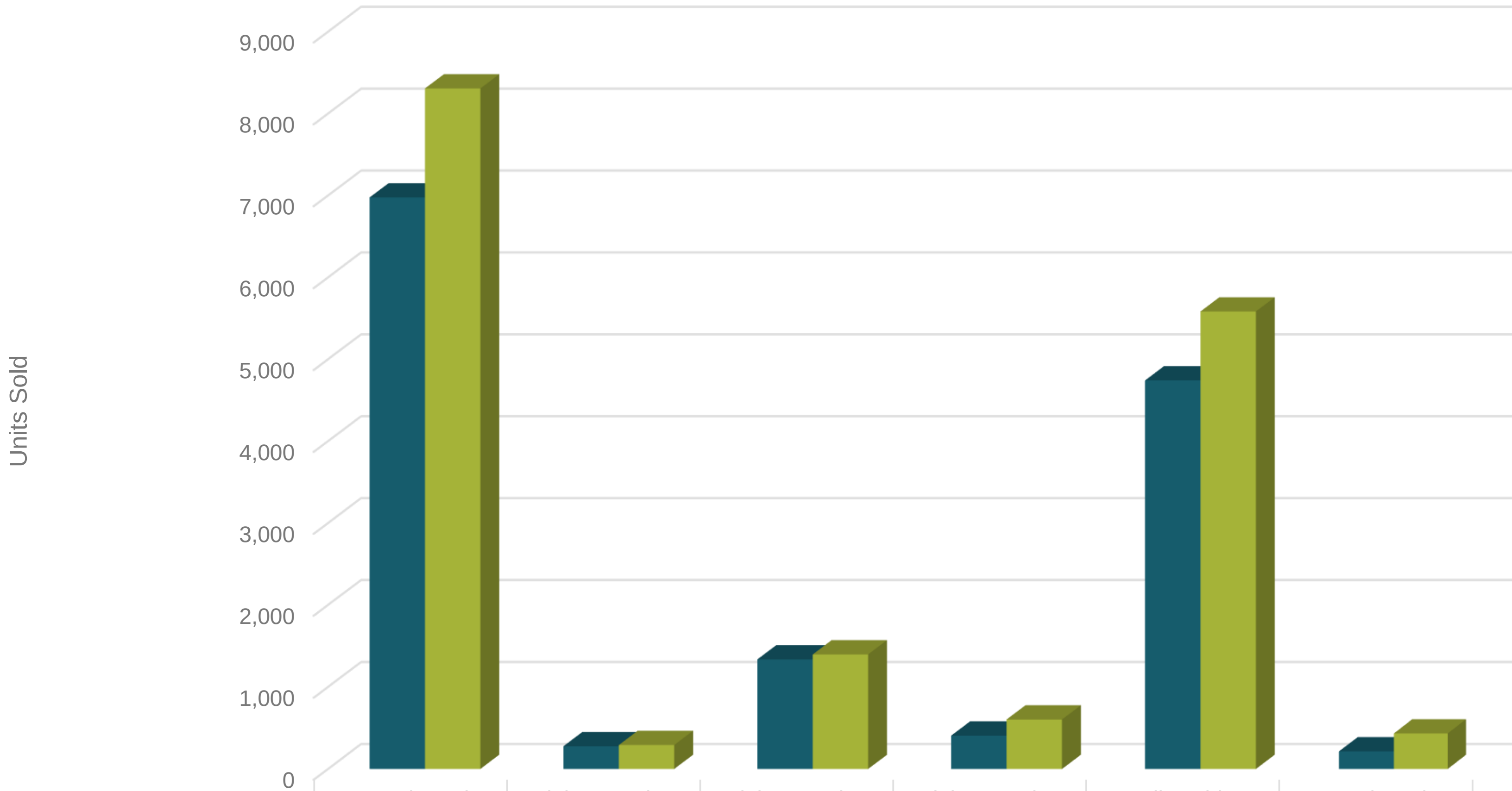
ALPINE TOURING/BACKCOUNTRY EQUIPMENT DOLLARS SOLD CHAIN STORES



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots	Adjustable Poles	Snowboards
8 Months (Aug'14 - Mar'15)	$1,339,004	$116,239	$484,851	$203,836	$399,276	$134,802
8 Months (Aug'15 - Mar'16)	$1,756,718	$132,878	$556,234	$358,506	$439,593	$269,507

Source: SIA Retail Data produced by The NPD Group

ALPINE TOURING/BACKCOUNTRY EQUIPMENT UNITS SOLD CHAIN STORES



	Grand Total	Alpine Touring Skis	Alpine Touring Bindings	Alpine Touring Boots	Adjustable Poles	Snowboards
8 Months (Aug'14 - Mar'15)	6,976	277	1,335	407	4,742	215
8 Months (Aug'15 - Mar'16)	8,307	292	1,396	603	5,583	433

Source: SIA Retail Data produced by The NPD Group

AT/BACKCOUNTRY EQUIPMENT AVERAGE PRICES BY CHANNEL

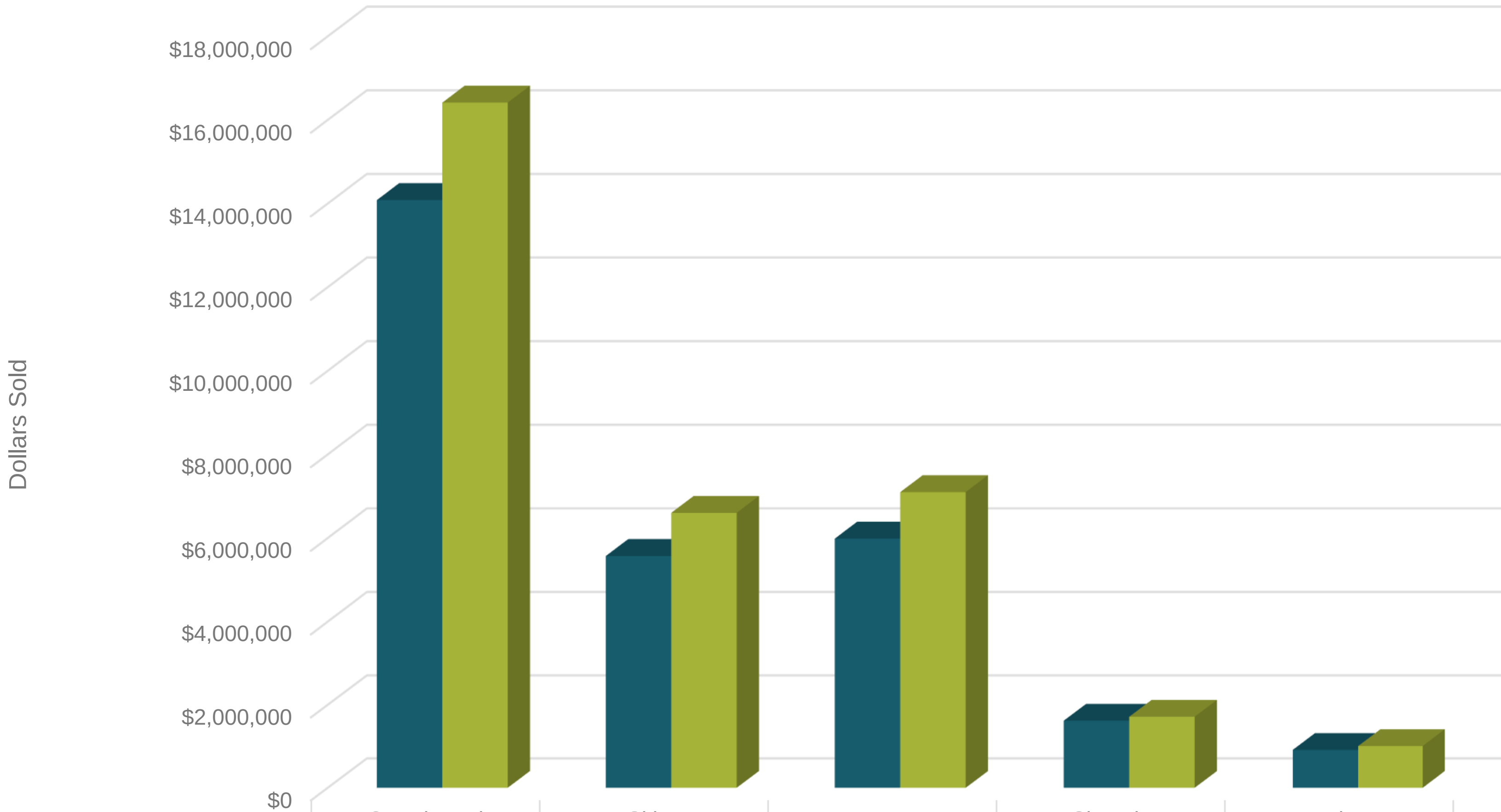
	2015/2016 Average Price by Channel			
Equipment Category	**Snow Sports Specialty**	**Outdoor Specialty**	**Online**	**Chain Stores**
Alpine Touring Skis	$460.80	$439.43	$448.18	$455.06
Alpine Touring Bindings	$323.37	$338.67	$362.50	$398.45
Alpine Touring Boots	$483.90	$513.46	$447.66	$594.54
Adjustable Poles	$78.82	[redacted]	$88.26	$78.74
Splitboards	$467.24	[redacted]	$611.60	$622.42

Source: SIA Retail Data produced by The NPD Group

BACKCOUNTRY ACCESSORIES

#SIADATA

BACKCOUNTRY ACCESSORIES DOLLARS SOLD ALL CHANNELS

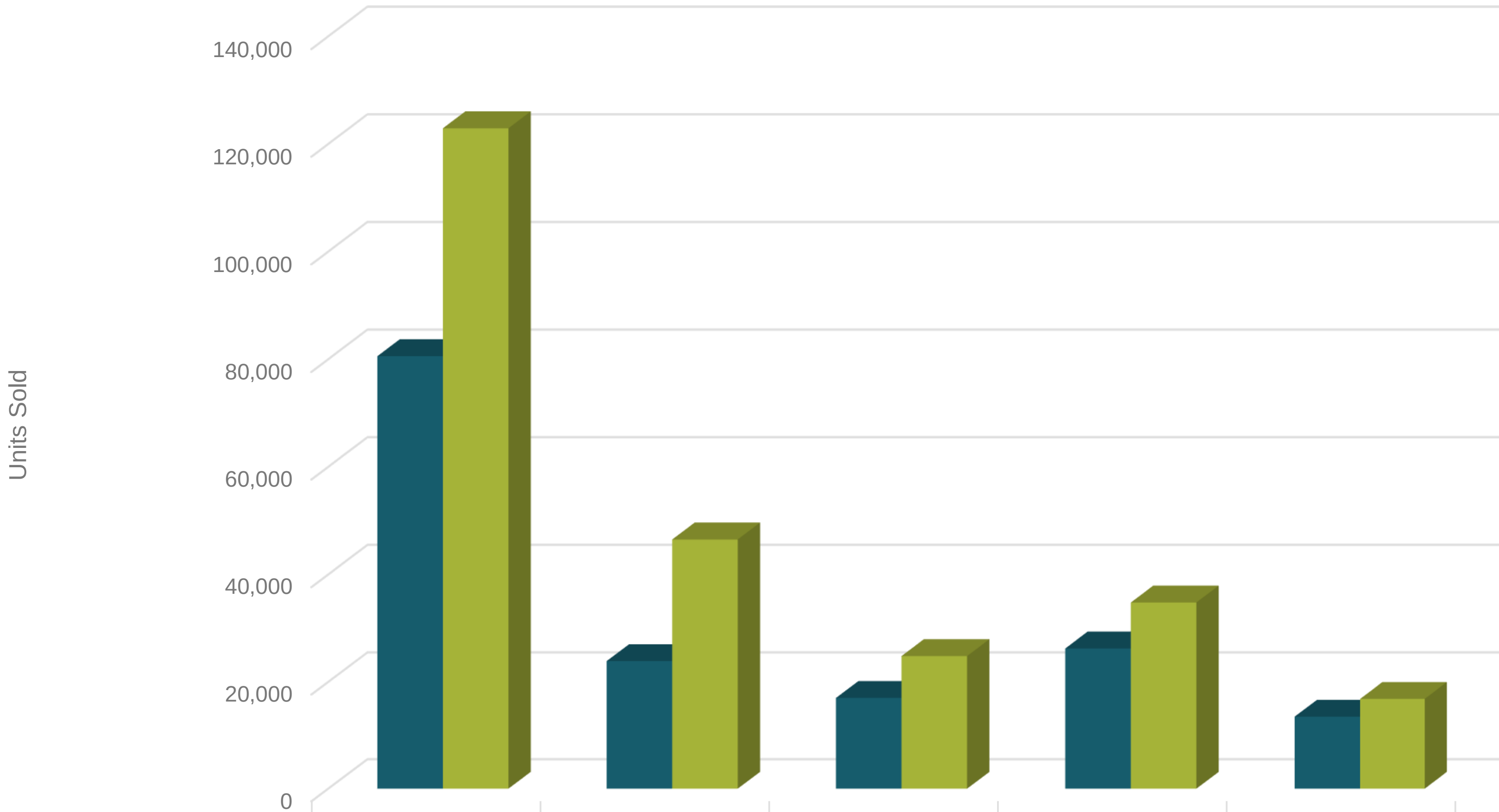


	Grand Total	Skins	Beacons	Shovels	Probes
8 Months (Aug'14 - Mar'15)	$14,083,076	$5,568,786	$5,984,537	$1,617,204	$912,549
8 Months (Aug'15 - Mar'16)	$16,412,938	$6,600,325	$7,095,628	$1,711,548	$1,005,437

Source: SIA Retail Data produced by The NPD Group

#SIADATA

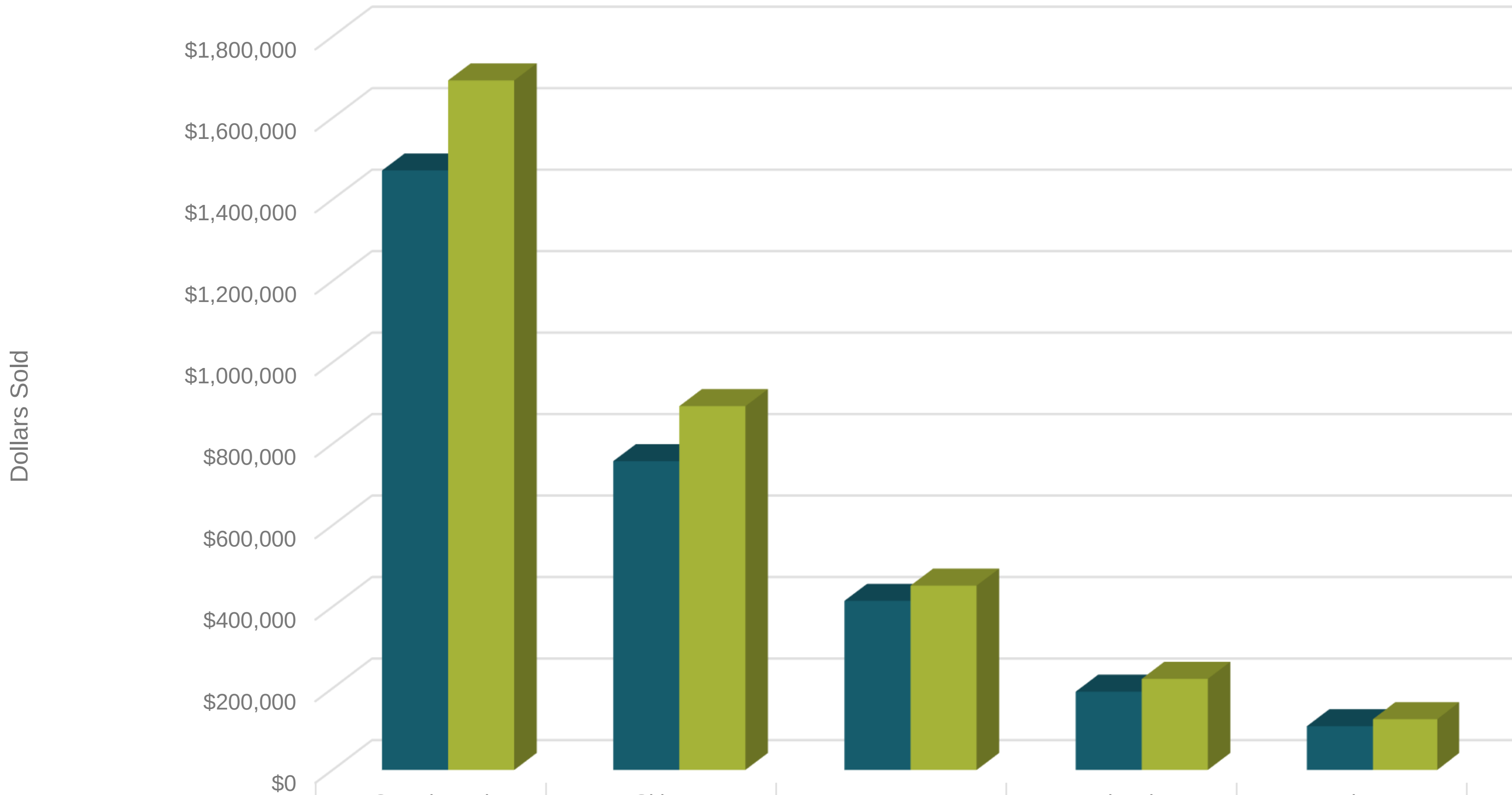
BACKCOUNTRY ACCESSORIES UNITS SOLD ALL CHANNELS



	Grand Total	Skins	Beacons	Shovels	Probes
8 Months (Aug'15 - Mar'16)	80,563	23,889	16,995	26,247	13,483
8 Months (Aug'14 - Mar'15)	122,909	46,498	24,823	34,781	16,807

Source: SIA Retail Data produced by The NPD Group

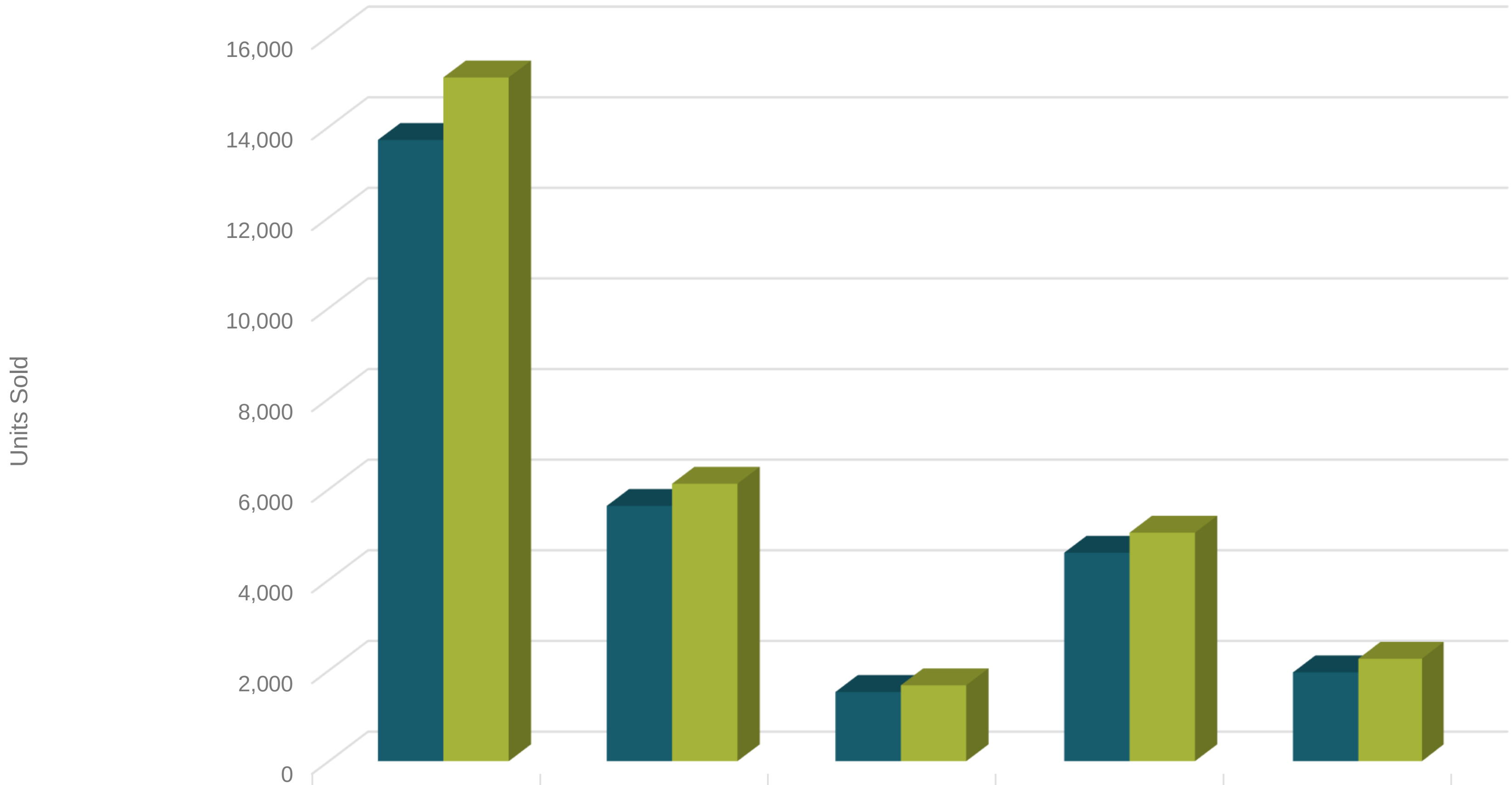
BACKCOUNTRY ACCESSORIES DOLLARS IN SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Skins	Beacons	Avalanche Shovels	Probes
8 Months (Aug'14 - Mar'15)	$1,471,116	$757,443	$414,561	$191,899	$107,213
8 Months (Aug'15 - Mar'16)	$1,692,128	$892,513	$451,951	$223,291	$124,373

Source: SIA Retail Data produced by The NPD Group

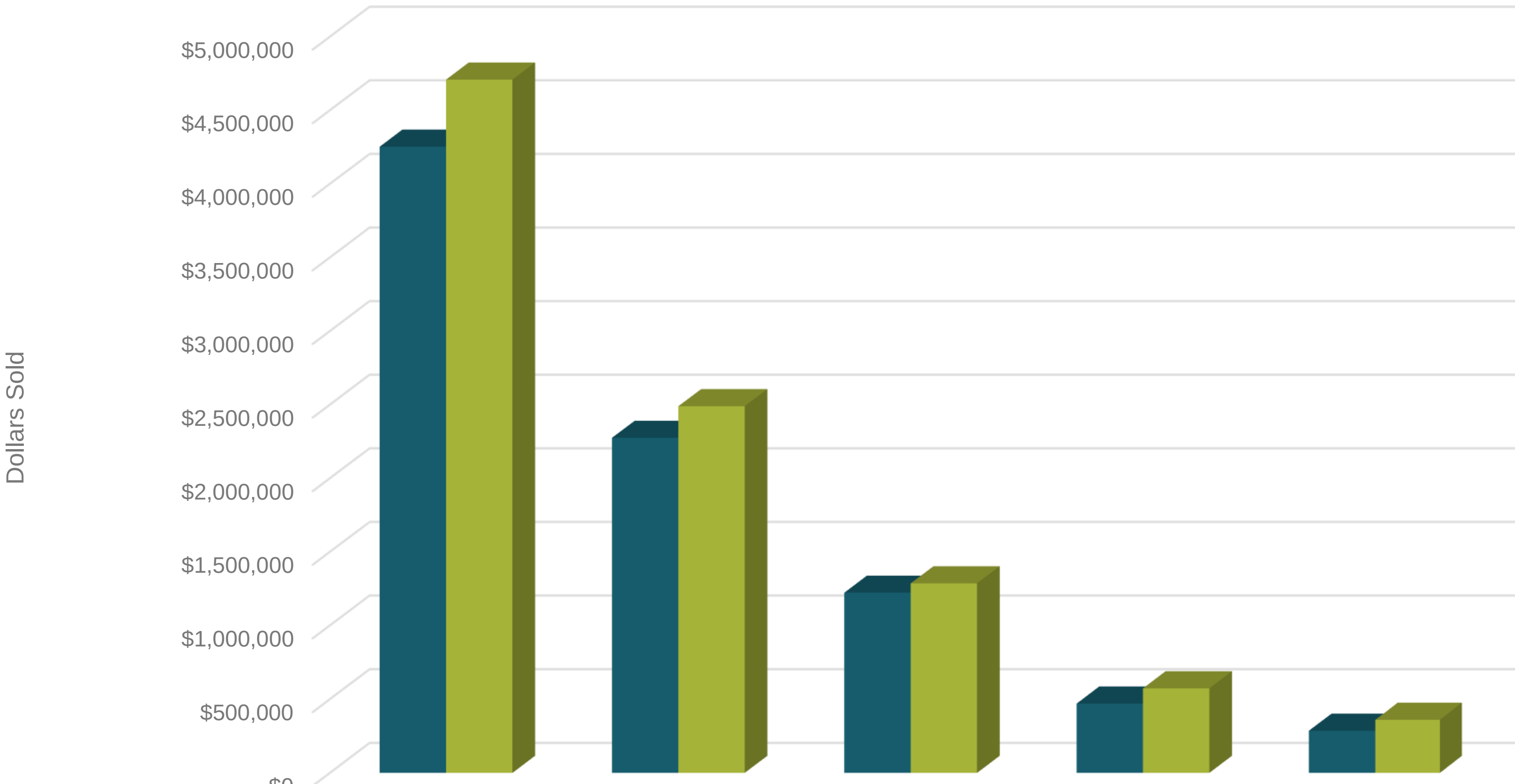
BACKCOUNTRY ACCESSORIES UNITS SOLD IN SPORTS SPECIALTY SHOPS



	Grand Total	Skins	Beacons	Avalanche Shovels	Probes
8 Months (Aug'14 - Mar'15)	13,708	5,630	1,525	4,596	1,957
8 Months (Aug'15 - Mar'16)	15,087	6,119	1,672	5,039	2,257

Source: SIA Retail Data produced by The NPD Group

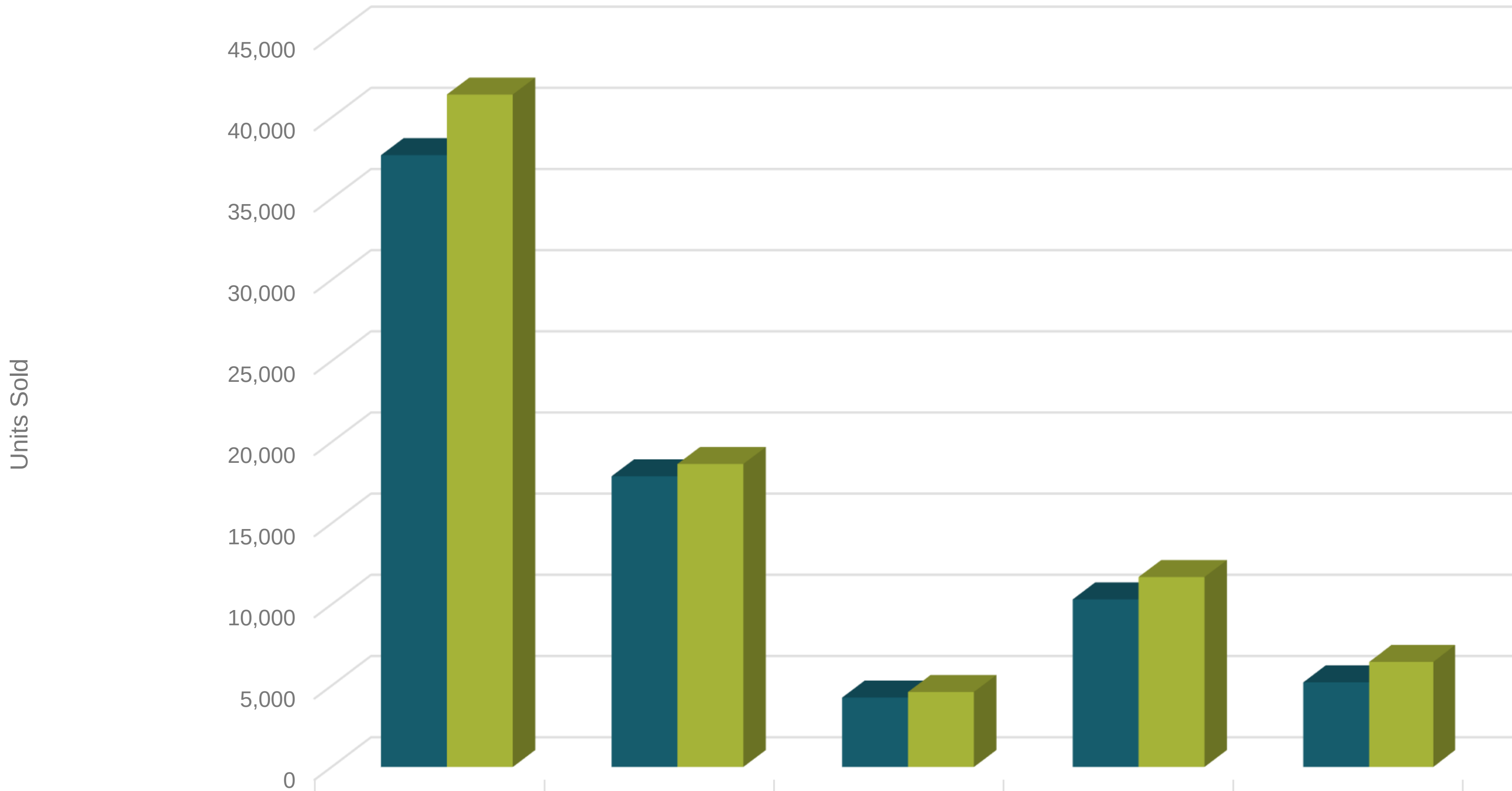
BACKCOUNTRY ACCESSORIES DOLLARS SOLD
OUTDOOR SPECIALTY SHOPS



	Grand Total	Skins	Beacons	Avalanche Shovels	Probes
8 Months (Aug'14 - Mar'15)	$4,252,417	$2,274,525	$1,222,302	$469,769	$285,821
8 Months (Aug'15 - Mar'16)	$4,707,815	$2,489,138	$1,285,671	$573,221	$359,785

Source: SIA Retail Data produced by The NPD Group

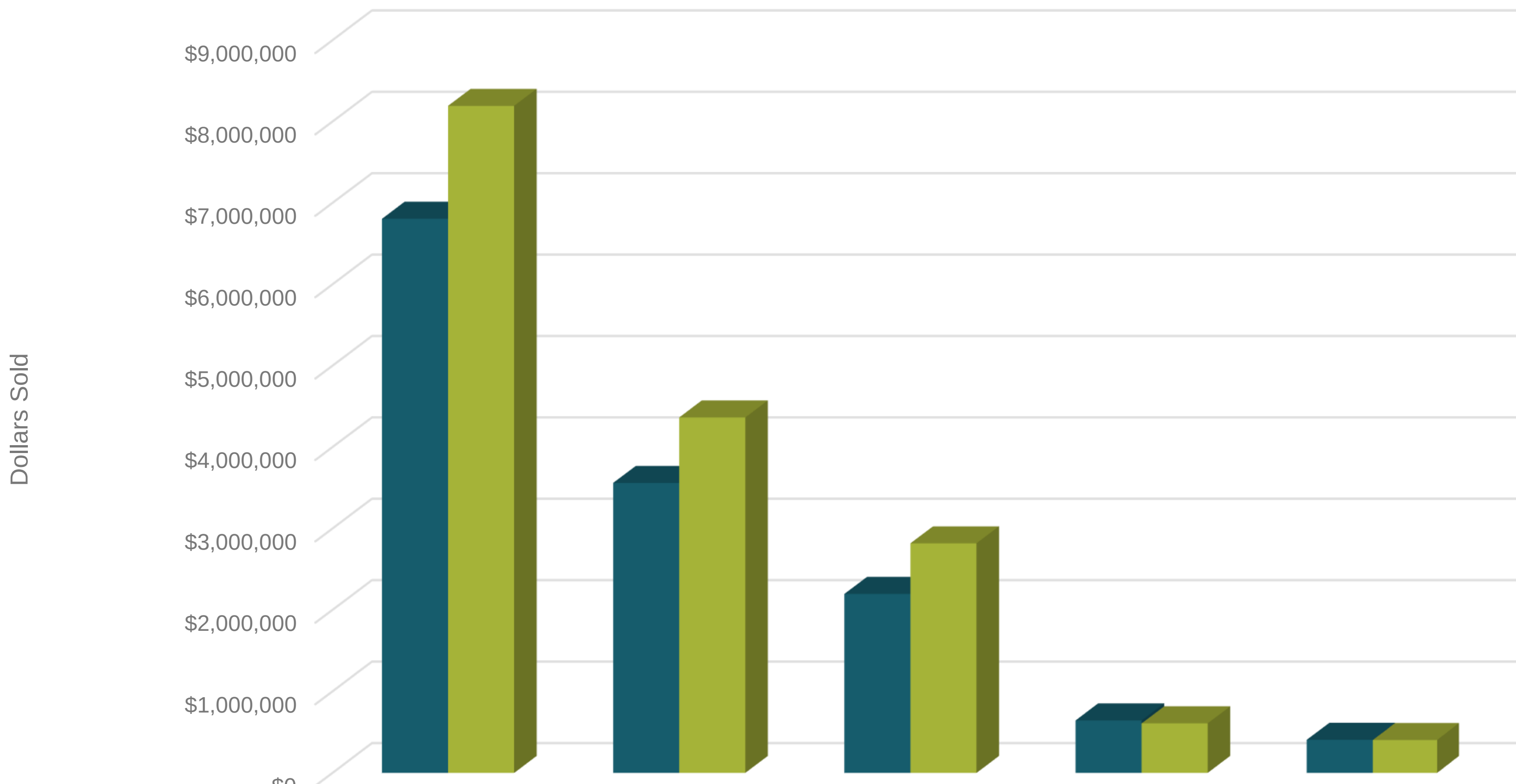
BACKCOUNTRY ACCESSORIES UNITS SOLD OUTDOOR SPECIALTY SHOPS



	Grand Total	Skins	Beacons	Avalanche Shovels	Probes
8 Months (Aug'14 - Mar'15)	37,682	17,895	4,270	10,311	5,206
8 Months (Aug'15 - Mar'16)	41,415	18,655	4,613	11,687	6,460

Source: SIA Retail Data produced by The NPD Group

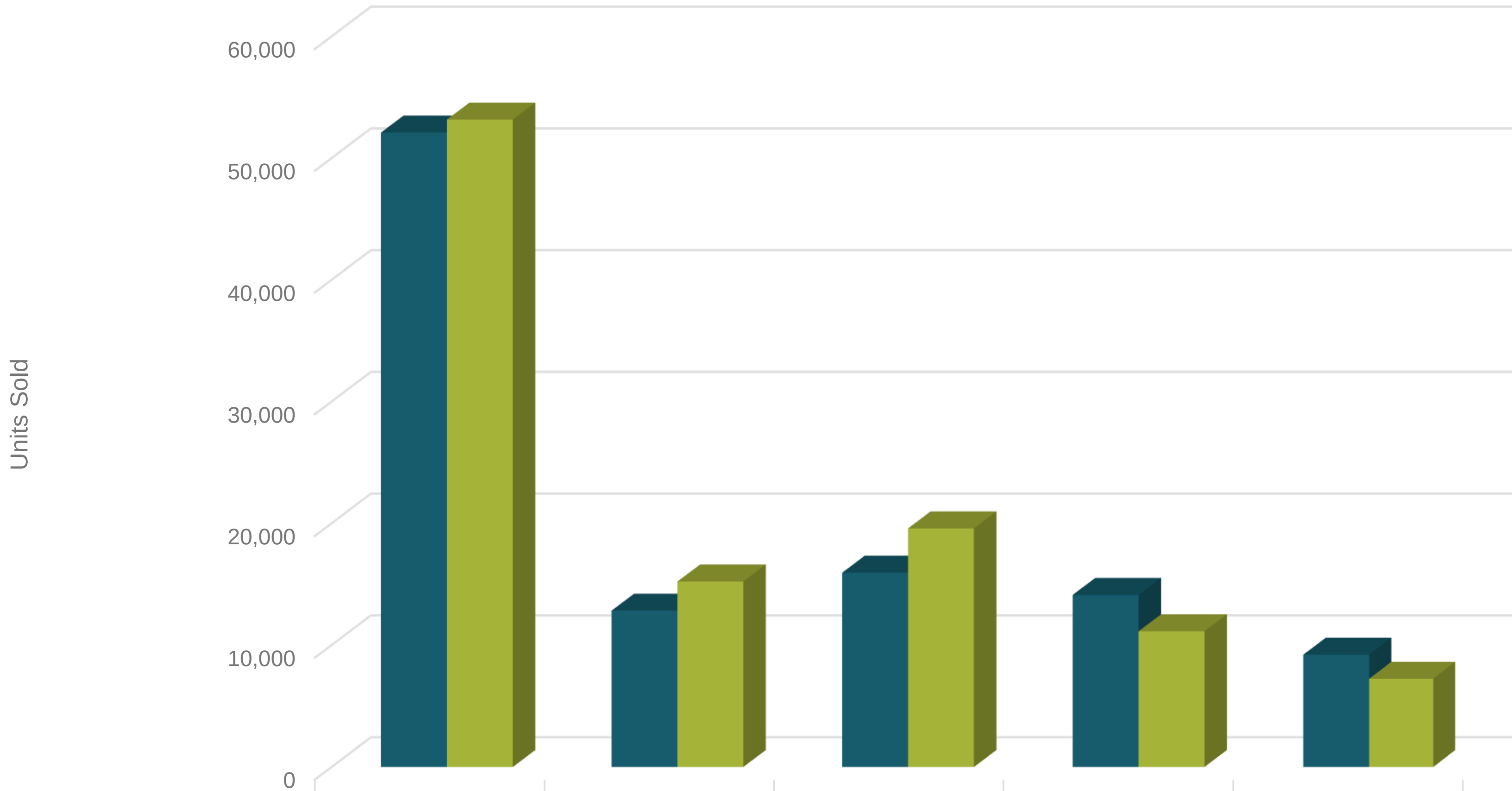
BACKCOUNTRY ACCESSORIES DOLLARS SOLD ONLINE



	Grand Total	Beacons	Skins	Avalanche Shovels	Probes
8 Months (Aug'14 - Mar'15)	$6,805,948	$3,560,128	$2,196,516	$643,645	$405,659
8 Months (Aug'15 - Mar'16)	$8,192,750	$4,364,476	$2,817,435	$607,633	$403,206

Source: SIA Retail Data produced by The NPD Group

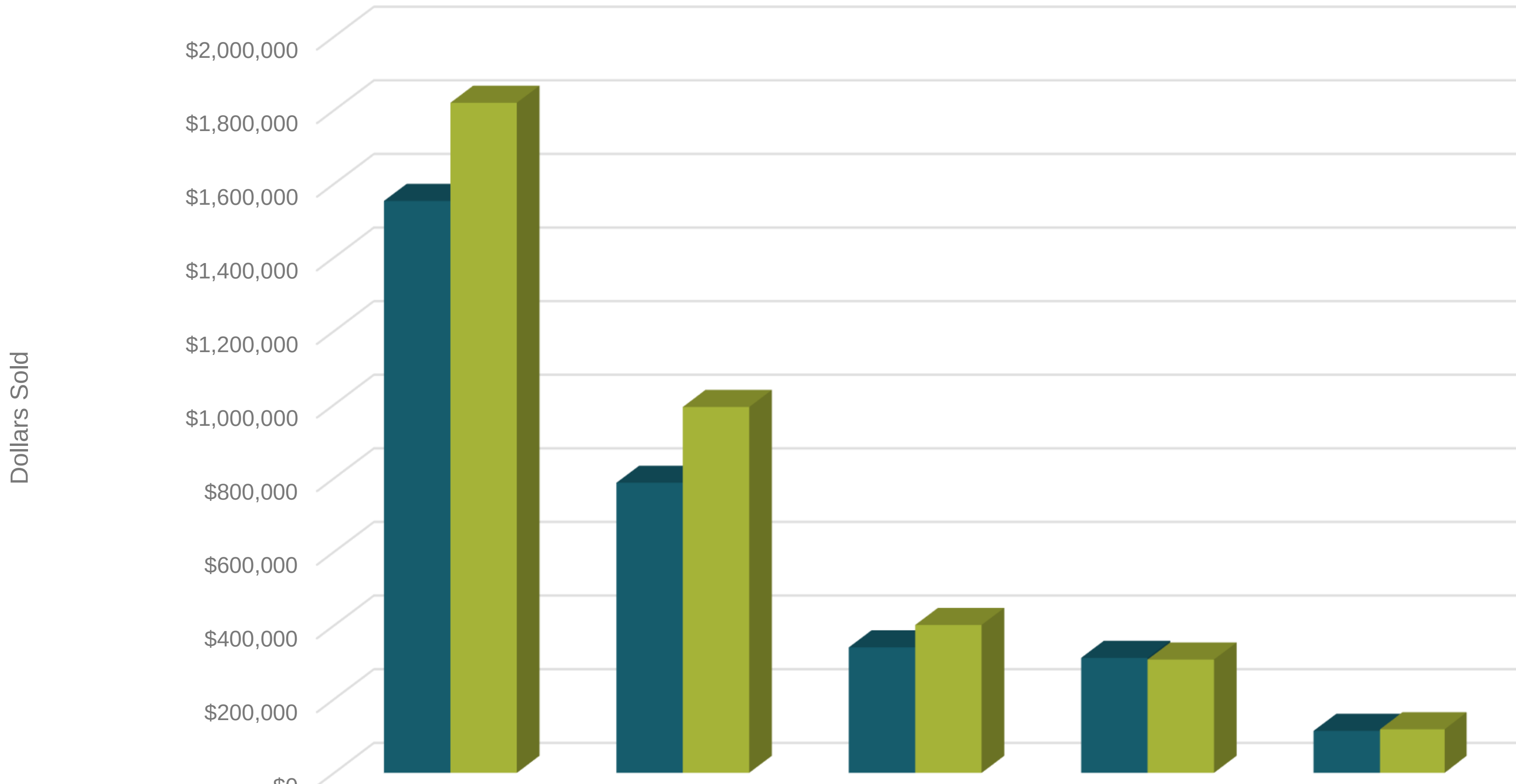
BACKCOUNTRY ACCESSORIES UNITS SOLD ONLINE



	Grand Total	Beacons	Skins	Avalanche Shovels	Probes
8 Months (Aug'14 - Mar'15)	52,095	12,825	15,940	14,118	9,212
8 Months (Aug'15 - Mar'16)	53,161	15,216	19,578	11,130	7,237

Source: SIA Retail Data produced by The NPD Group

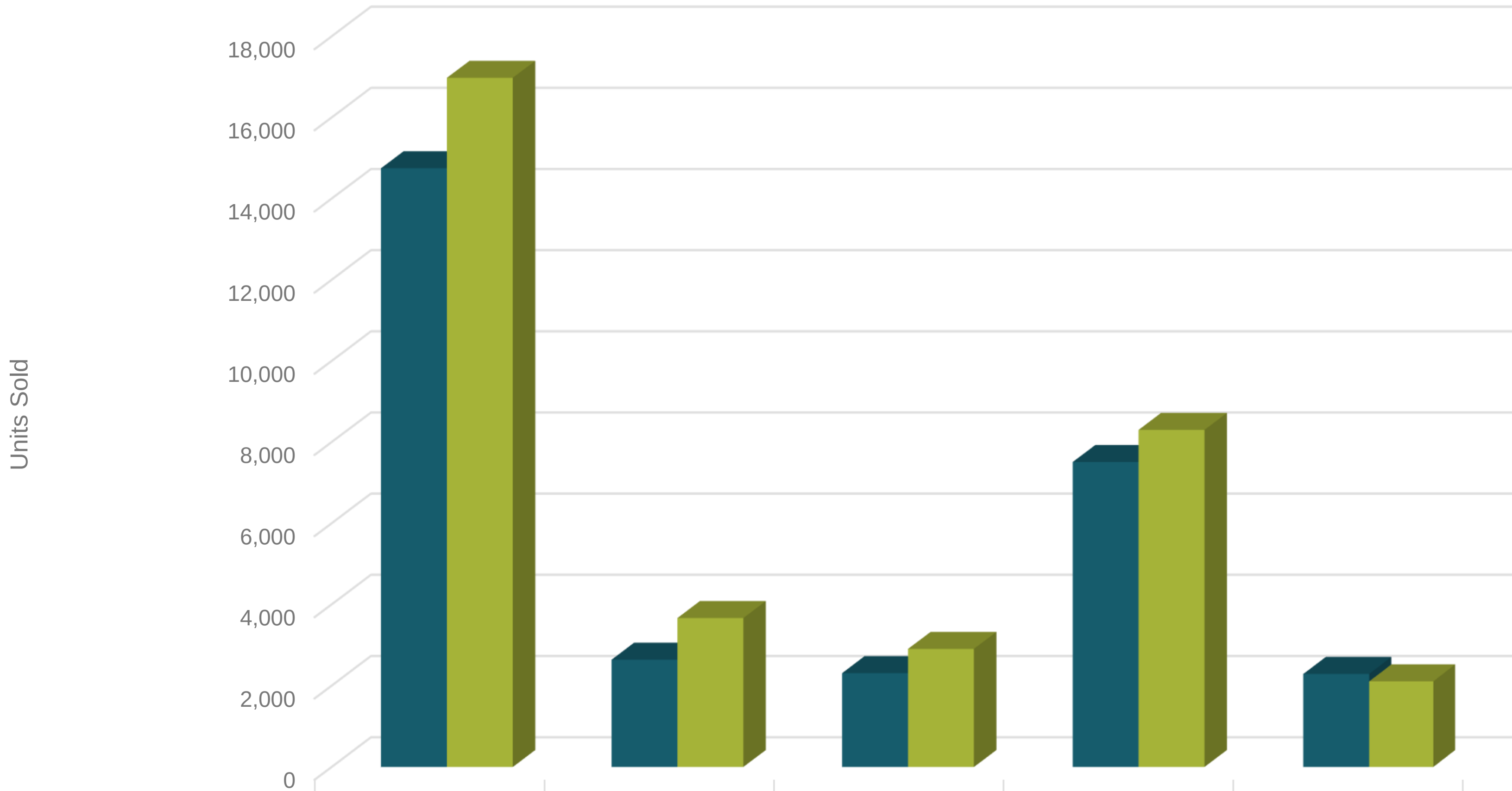
BACKCOUNTRY ACCESSORIES DOLLARS SOLD IN CHAIN STORES



	Grand Total	Beacons	Skins	Avalanche Shovels	Probes
8 Months (Aug'14 - Mar'15)	$1,553,596	$787,546	$340,302	$311,891	$113,857
8 Months (Aug'15 - Mar'16)	$1,820,244	$993,530	$401,239	$307,402	$118,073

Source: SIA Retail Data produced by The NPD Group

BACKCOUNTRY ACCESSORIES UNITS SOLD IN CHAIN STORES



	Grand Total	Beacons	Skins	Avalanche Shovels	Probes
8 Months (Aug'14 - Mar'15)	14,750	2,640	2,310	7,511	2,289
8 Months (Aug'15 - Mar'16)	16,978	3,665	2,905	8,302	2,106

Source: SIA Retail Data produced by The NPD Group

BACKCOUNTRY ACCESSORIES AVERAGE PRICES

Average Prices by Channel 2015/2106				
Accessory Category	Snow Specialty	Outdoor Specialty	Online	Chain Stores
Skins	$145.86	$133.43	$143.91	$138.12
Beacons	$270.31	$278.71	$286.83	$271.09
Avalanche Shovels	$44.31	$49.05	$54.59	$37.03
Probes	$55.11	$55.69	$55.71	$56.07

Source: SIA Retail Data produced by The NPD Group

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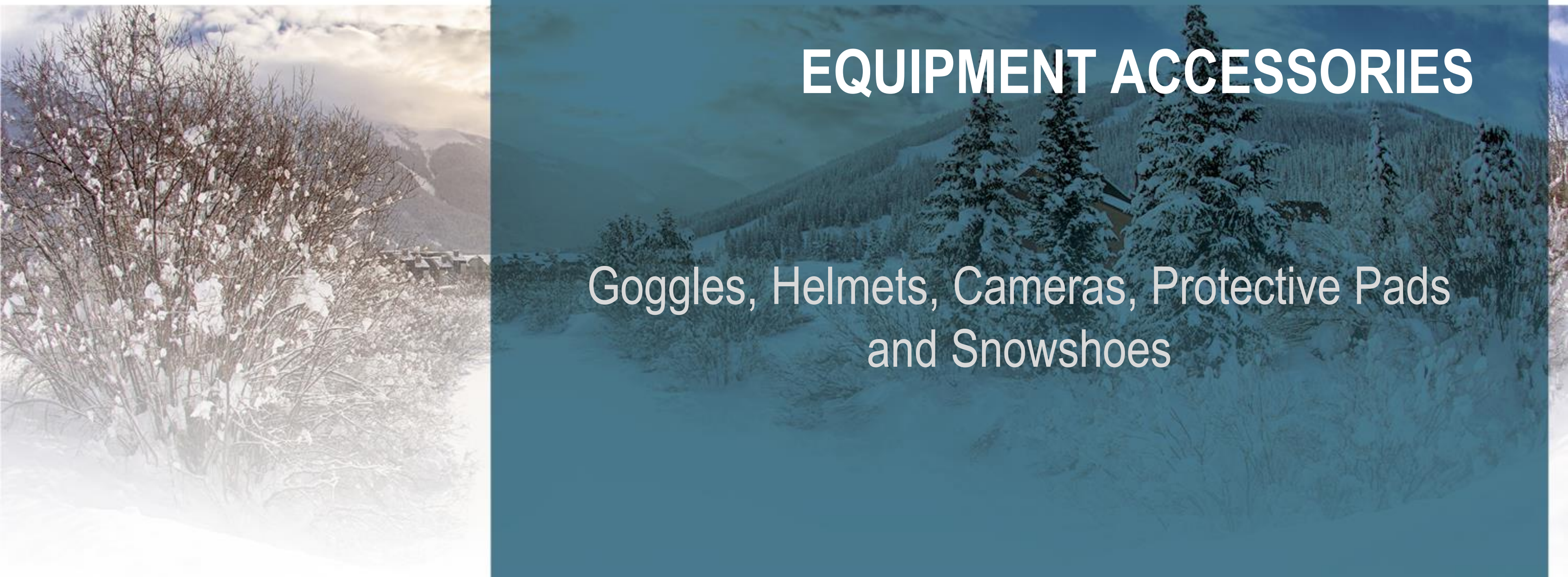


EQUIPMENT ACCESSORIES

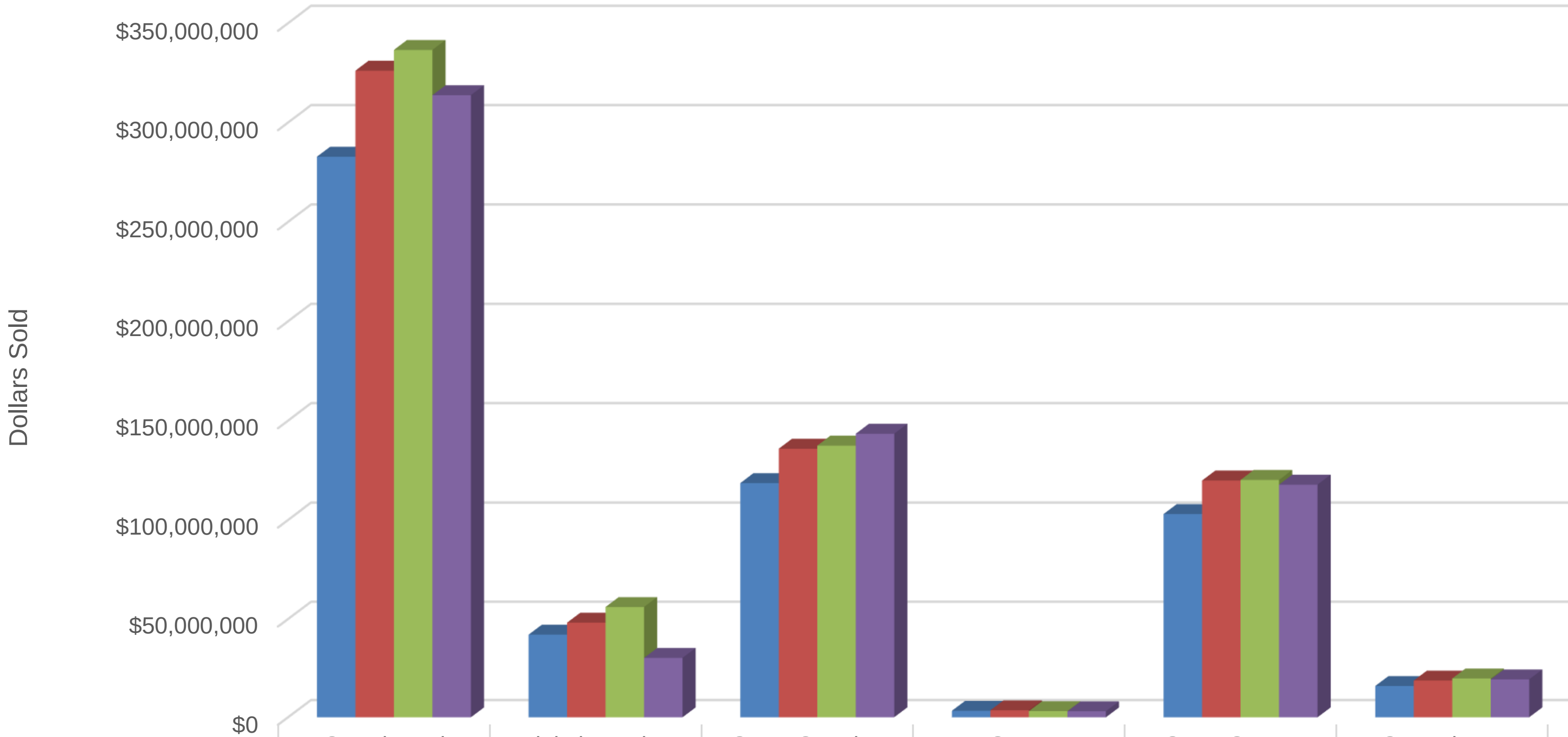
Goggles, Helmets, Cameras, Protective Pads and Snowshoes

COPPER MOUNTAIN/TRIPP FAY

EQUIPMENT ACCESSORIES TRENDS

- 2.1M goggles sold for $143M, flat in units and up 4% in $
- 1.3M helmets sold for $118M down 4% in units sold and down 2% in $
- Action camera sales in snow sports channels tanked to 90K units and $30M down 37% in units and down 46% in $
- Protective pads sales hit 80K and $3M down 3% in units and down 3% in $
- 134K snowshoes sold for $19.3M down 4% in units and down 2% in dollars sold
- Unit and dollar sales of all equipment accessories up in the West, down in every other region
- Weather patterns and sales by region in specialty shops is highly correlated
- Action camera sales slump likely caused by massive distribution in big box electronics channels including Best Buy and Amazon
- Number of skiing videos posted on YouTube increased in 2016 to 1.8M

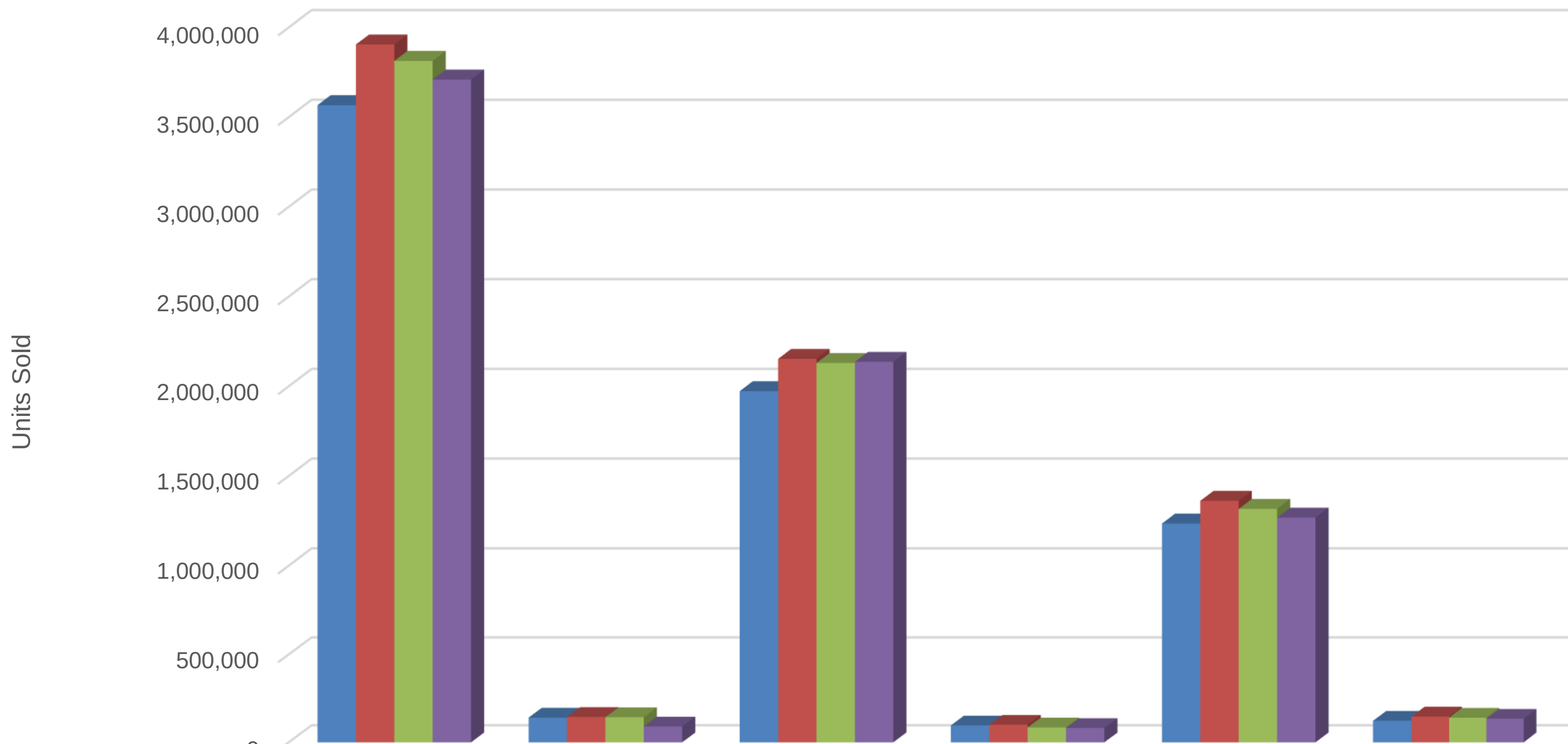
EQUIPMENT ACCESSORIES $ SALES ALL CHANNELS



	Grand Total	Digital Imaging	Snow Goggles	Snow Protection Pads	Snow Sports Helmets	Snowshoes
YTD (Aug'12 - Mar'13)	$282,811,408	$42,049,887	$118,548,138	$3,309,812	$102,978,750	$15,924,821
YTD (Aug'13 - Mar'14)	$326,108,340	$48,119,627	$135,861,290	$3,575,855	$119,851,101	$18,700,467
YTD (Aug'14 - Mar'15)	$336,532,906	$56,088,575	$137,421,880	$3,135,823	$120,154,339	$19,732,289
YTD (Aug'15 - Mar'16)	$313,754,947	$30,242,479	$143,399,841	$3,056,716	$117,771,869	$19,284,042

Source: SIA Retail Data produced by The NPD Group

EQUIPMENT ACCESSORIES UNIT SALES ALL CHANNELS

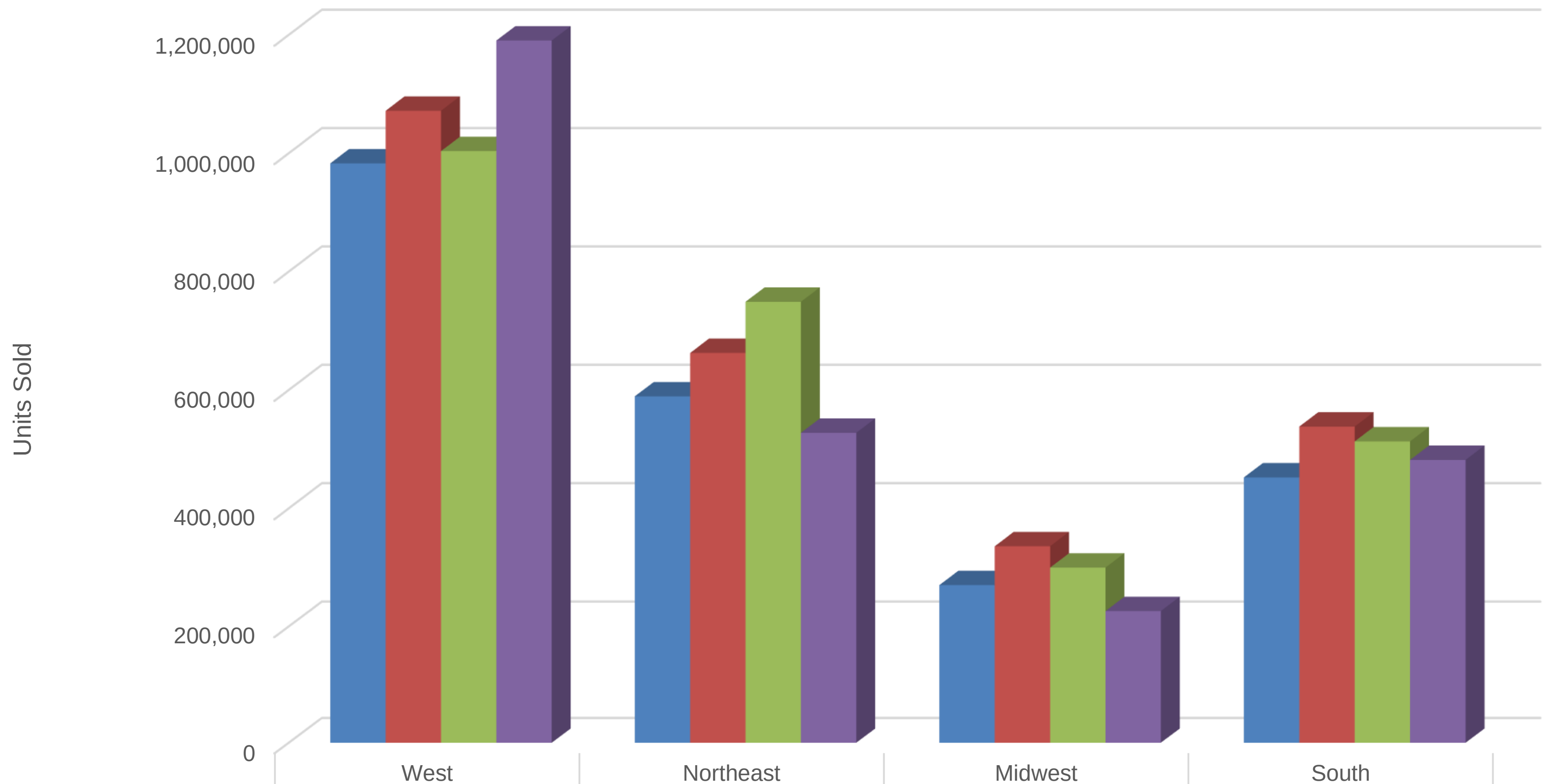


	Grand Total	Digital Imaging	Snow Goggles	Snow Protection Pads	Snow Sports Helmets	Snowshoes
YTD (Aug'12 - Mar'13)	3,566,774	140,384	1,972,809	95,997	1,234,847	122,737
YTD (Aug'13 - Mar'14)	3,904,785	144,109	2,152,630	99,904	1,361,391	146,751
YTD (Aug'14 - Mar'15)	3,813,417	142,811	2,129,356	84,496	1,316,801	139,953
YTD (Aug'15 - Mar'16)	3,709,318	90,230	2,135,798	81,559	1,267,740	133,991

Source: SIA Retail Data produced by The NPD Group

#SIADATA

EQUIPMENT ACCESSORIES UNIT SALES IN SPECIALTY SHOPS BY REGION

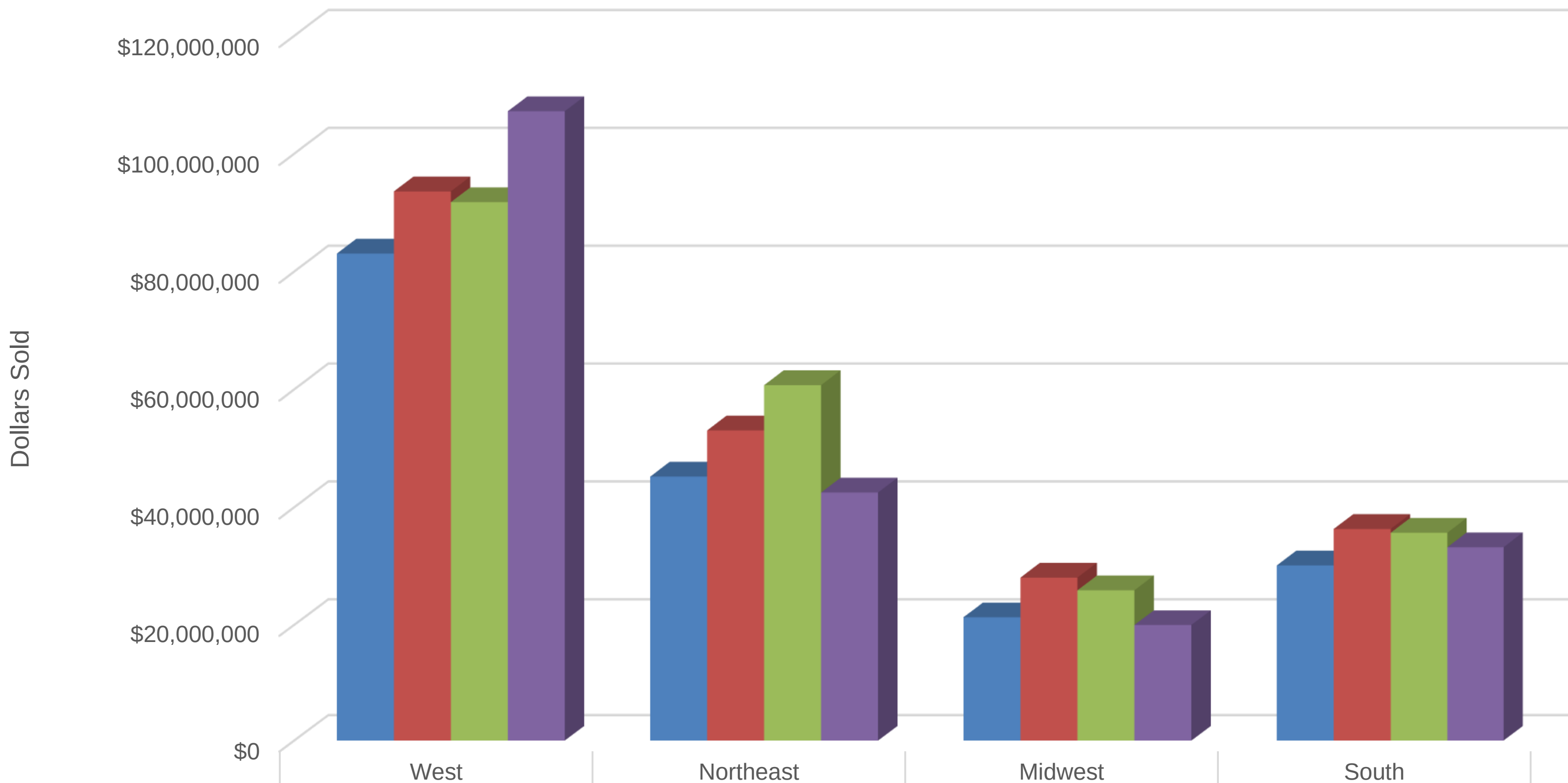


	West	Northeast	Midwest	South
YTD (Aug'12 - Mar'13)	982,911	589,278	270,331	452,316
YTD (Aug'13 - Mar'14)	1,071,767	662,666	335,988	538,216
YTD (Aug'14 - Mar'15)	1,003,646	749,038	299,970	513,158
YTD (Aug'15 - Mar'16)	1,190,444	527,710	226,441	481,871

Source: SIA Retail Data produced by The NPD Group

#SIADATA

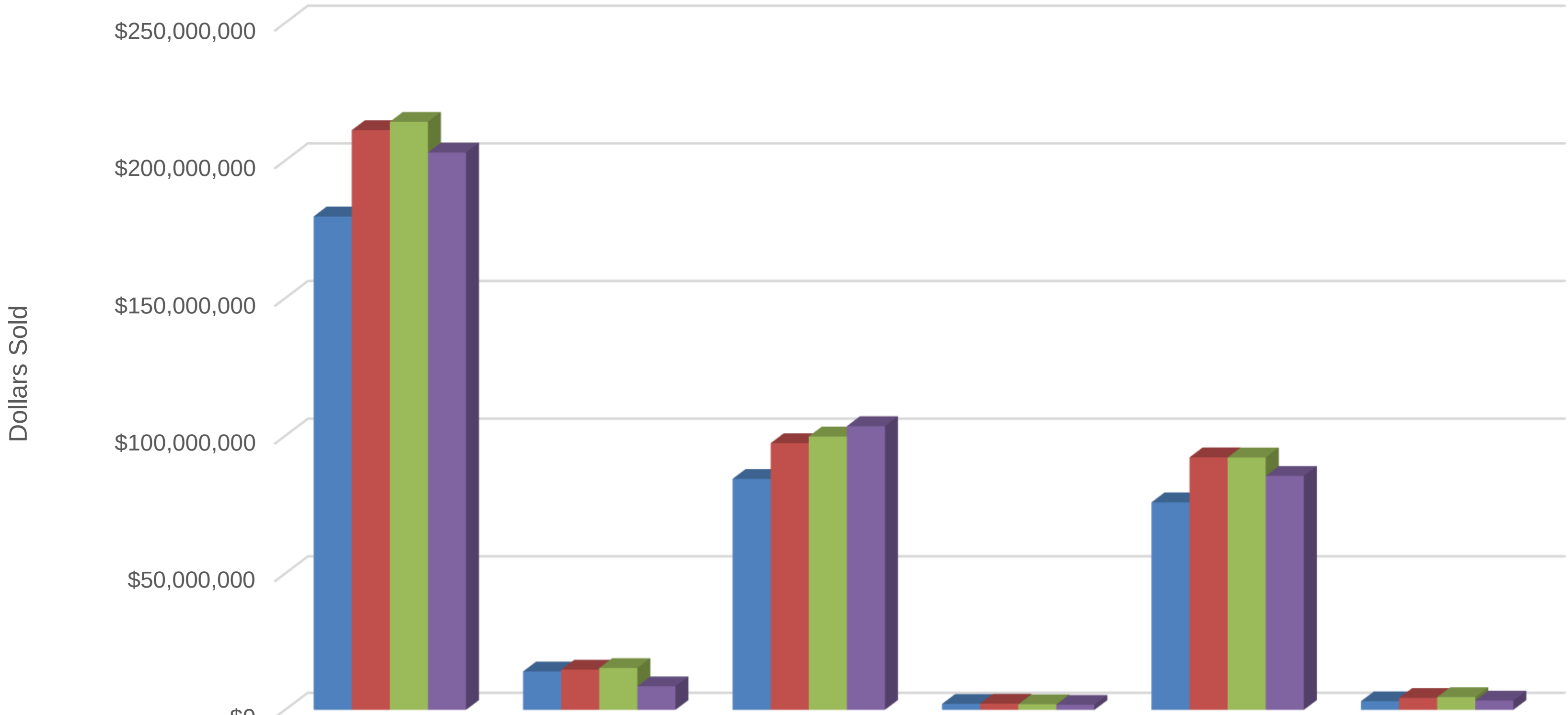
EQUIPMENT ACCESSORIES $ SALES IN SPECIALTY SHOPS BY REGION



	West	Northeast	Midwest	South
YTD (Aug'12 - Mar'13)	$83,061,164	$45,206,226	$21,318,626	$30,128,919
YTD (Aug'13 - Mar'14)	$93,602,286	$53,050,662	$28,070,678	$36,322,730
YTD (Aug'14 - Mar'15)	$91,775,285	$60,729,030	$25,913,448	$35,676,787
YTD (Aug'15 - Mar'16)	$107,205,712	$42,501,847	$19,990,365	$33,221,726

Source: SIA Retail Data produced by The NPD Group

EQUIPMENT ACCESSORIES $ SALES IN SNOW SPORTS SPECIALTY SHOPS

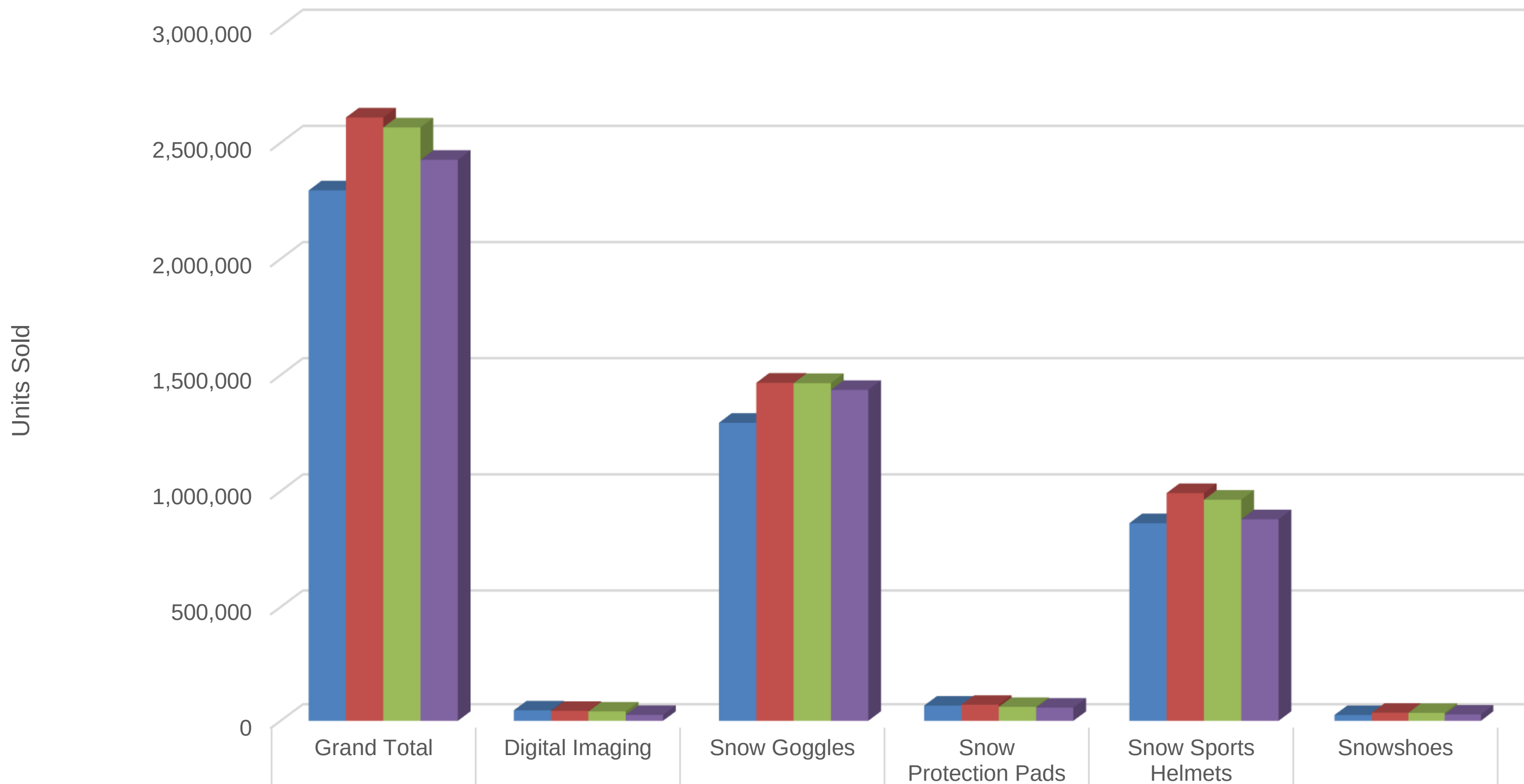


	Grand Total	Digital Imaging	Snow Goggles	Snow Protection Pads	Snow Sports Helmets	Snowshoes
YTD (Aug'12 - Mar'13)	$179,714,936	$14,101,863	$84,386,006	$2,188,038	$75,873,390	$3,165,639
YTD (Aug'13 - Mar'14)	$211,046,357	$14,771,047	$97,350,683	$2,297,111	$92,233,503	$4,394,013
YTD (Aug'14 - Mar'15)	$214,094,549	$15,383,640	$99,792,472	$2,060,121	$92,186,247	$4,672,069
YTD (Aug'15 - Mar'16)	$202,919,652	$8,643,102	$103,536,568	$1,860,508	$85,470,990	$3,408,484

Source: SIA Retail Data produced by The NPD Group

#SIADATA

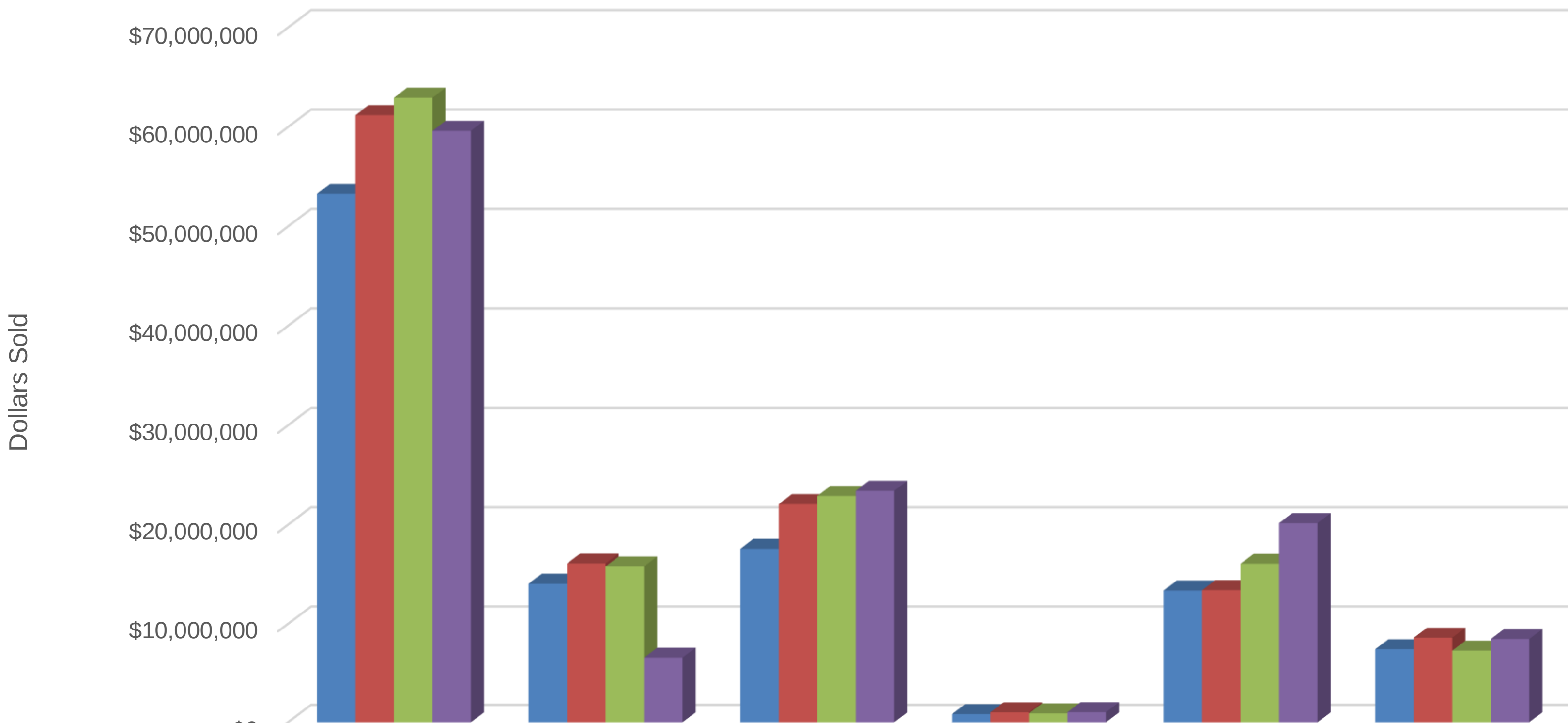
EQUIPMENT ACCESSORIES UNITS SALES IN SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Digital Imaging	Snow Goggles	Snow Protection Pads	Snow Sports Helmets	Snowshoes
YTD (Aug'12 - Mar'13)	2,294,837	45,941	1,294,614	66,798	862,029	25,455
YTD (Aug'13 - Mar'14)	2,608,636	43,759	1,466,750	70,515	991,976	35,636
YTD (Aug'14 - Mar'15)	2,565,814	40,994	1,465,373	61,215	963,266	34,966
YTD (Aug'15 - Mar'16)	2,426,468	26,033	1,435,858	57,949	878,967	27,661

Source: SIA Retail Data produced by The NPD Group

EQUIPMENT ACCESSORIES $ SALES ONLINE

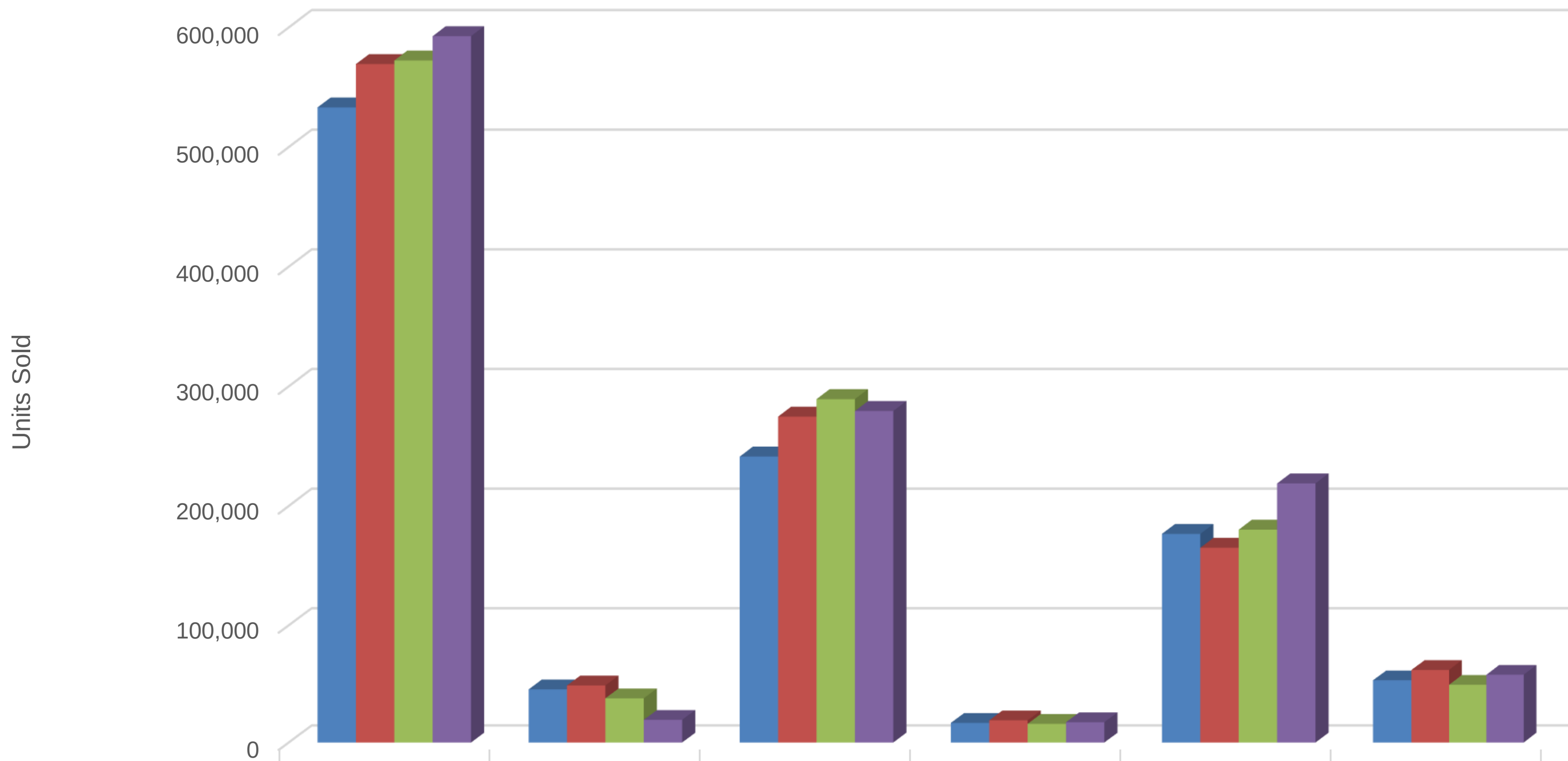


	Grand Total	Digital Imaging	Snow Goggles	Snow Protection Pads	Snow Sports Helmets	Snowshoes
YTD (Aug'12 - Mar'13)	$53,276,933	$14,067,156	$17,579,732	$822,012	$13,384,859	$7,423,174
YTD (Aug'13 - Mar'14)	$61,189,510	$16,101,399	$22,075,816	$1,004,754	$13,421,426	$8,586,115
YTD (Aug'14 - Mar'15)	$62,943,017	$15,798,005	$22,897,466	$897,613	$16,078,216	$7,271,717
YTD (Aug'15 - Mar'16)	$59,610,421	$6,563,994	$23,412,065	$1,018,134	$20,160,859	$8,455,369

Source: SIA Retail Data produced by The NPD Group

#SIADATA

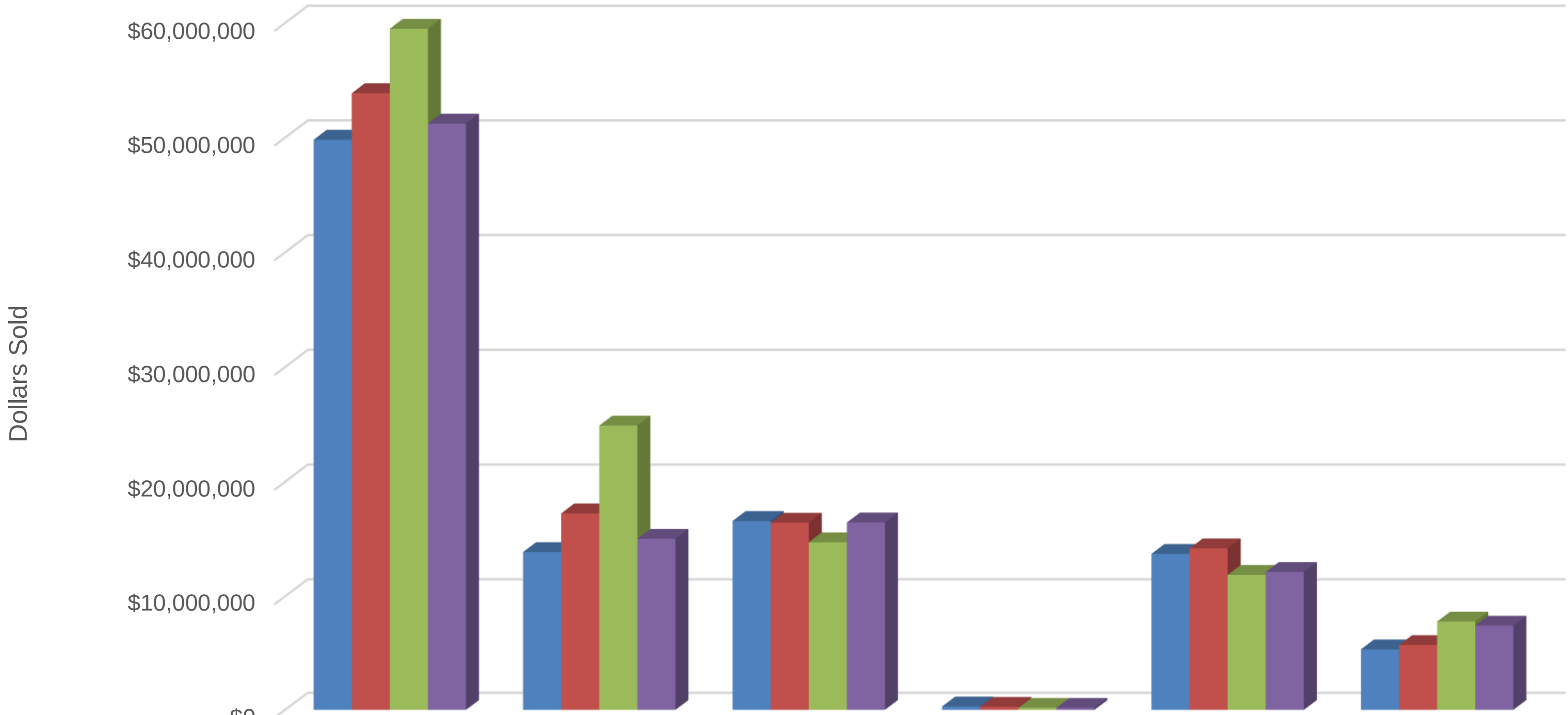
EQUIPMENT ACCESSORIES UNIT SALES ONLINE



	Grand Total	Digital Imaging	Snow Goggles	Snow Protection Pads	Snow Sports Helmets	Snowshoes
YTD (Aug'12 - Mar'13)	533,127	45,334	241,339	16,694	176,682	53,078
YTD (Aug'13 - Mar'14)	569,348	48,677	274,729	18,914	165,134	61,894
YTD (Aug'14 - Mar'15)	572,338	37,692	289,314	15,911	180,204	49,217
YTD (Aug'15 - Mar'16)	592,707	19,325	279,408	17,320	218,875	57,779

Source: SIA Retail Data produced by The NPD Group

EQUIPMENT ACCESSORIES $ SALES IN CHAIN STORES

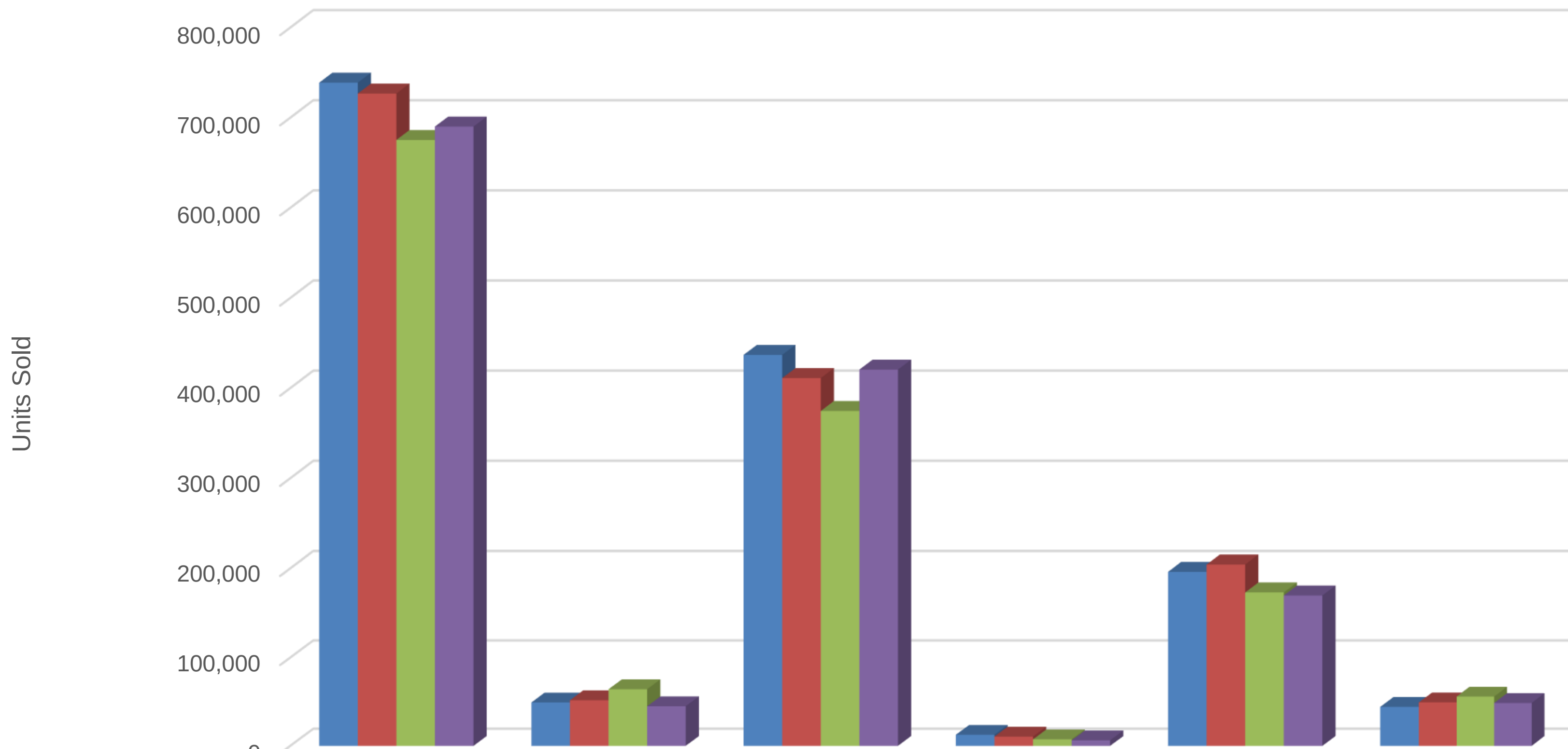


	Grand Total	Digital Imaging	Snow Goggles	Snow Protection Pads	Snow Sports Helmets	Snowshoes
YTD (Aug'12 - Mar'13)	$49,819,539	$13,880,868	$16,582,400	$299,762	$13,720,501	$5,336,008
YTD (Aug'13 - Mar'14)	$53,872,473	$17,247,181	$16,434,791	$273,990	$14,196,172	$5,720,339
YTD (Aug'14 - Mar'15)	$59,495,340	$24,906,930	$14,731,942	$178,089	$11,889,876	$7,788,503
YTD (Aug'15 - Mar'16)	$51,224,874	$15,035,383	$16,451,208	$178,074	$12,140,020	$7,420,189

Source: SIA Retail Data produced by The NPD Group

#SIADATA

EQUIPMENT ACCESSORIES UNIT SALES IN CHAIN STORES



	Grand Total	Digital Imaging	Snow Goggles	Snow Protection Pads	Snow Sports Helmets	Snowshoes
YTD (Aug'12 - Mar'13)	738,810	49,109	436,856	12,505	196,136	44,204
YTD (Aug'13 - Mar'14)	726,801	51,673	411,151	10,475	204,281	49,221
YTD (Aug'14 - Mar'15)	675,265	64,125	374,669	7,370	173,331	55,770
YTD (Aug'15 - Mar'16)	690,143	44,872	420,532	6,290	169,898	48,551

Source: SIA Retail Data produced by The NPD Group

EQUIPMENT ACCESSORIES AVERAGE PRICES BY CHANNEL

Average Prices by Channel 2015/2016			
Category	**Specialty Shops**	**Online**	**Chain Stores**
Digital Imaging	$332.01	$339.66	$335.07
Snow Goggles	$72.11	$83.79	$39.12
Snow Protection Pads	$32.11	$58.78	$28.31
Snow Sports Helmets	$97.24	$92.11	$71.45
Snowshoes	$123.22	$146.34	$152.83

Source: SIA Retail Data produced by The NPD Group

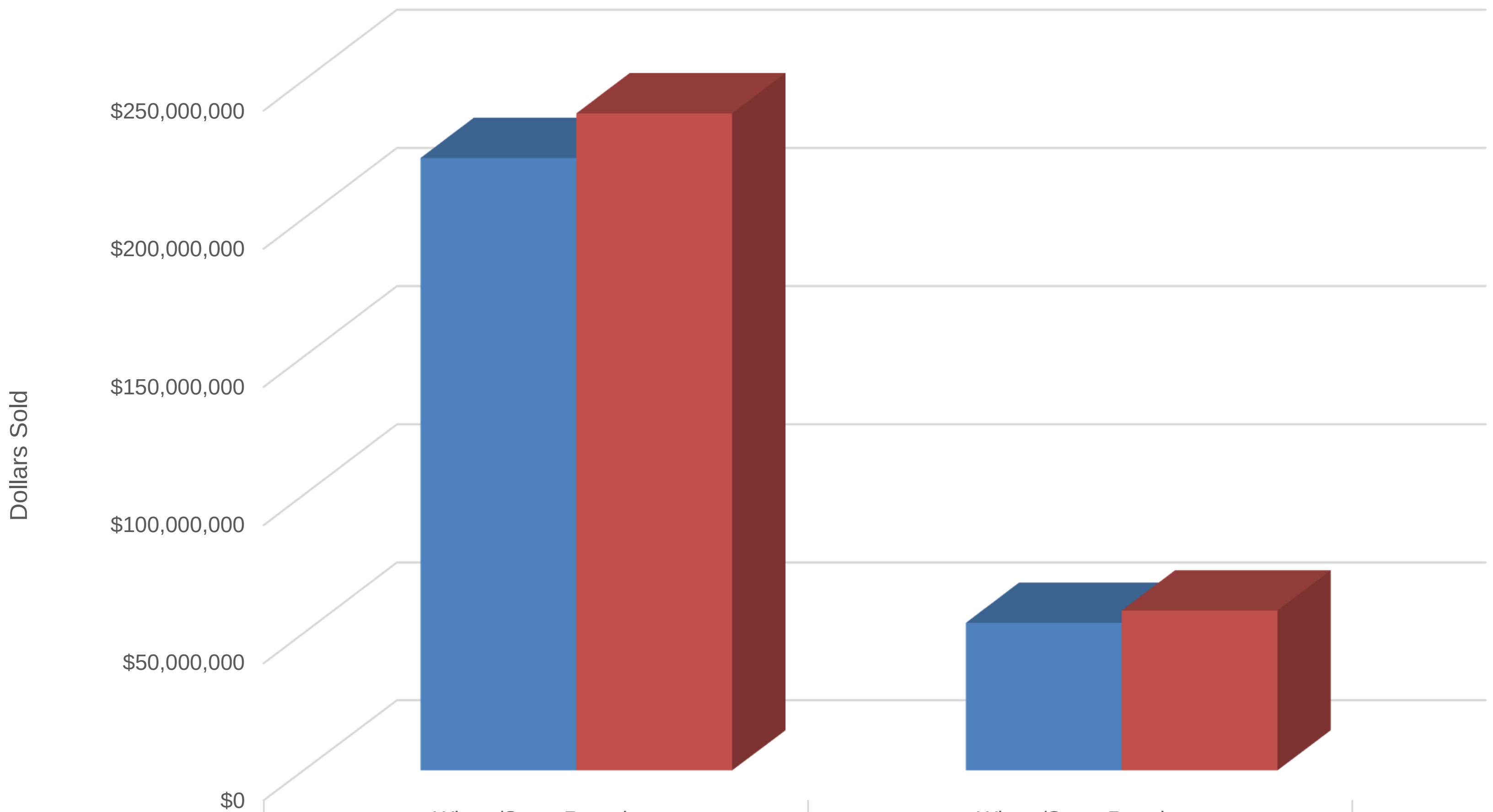
ACTION CAMERAS AND SOCIAL MEDIA

- 5.5M results on YouTube for “skiing”
  - 1.7M for “skiing 2015”
  - 1.8M for “skiing 2016”
- 4.7M results on YouTube for “snowboarding”
  - 1.24M for “snowboarding 2015”
  - 1.15M for “snowboarding 2016”

RETAIL

Rentals and Services

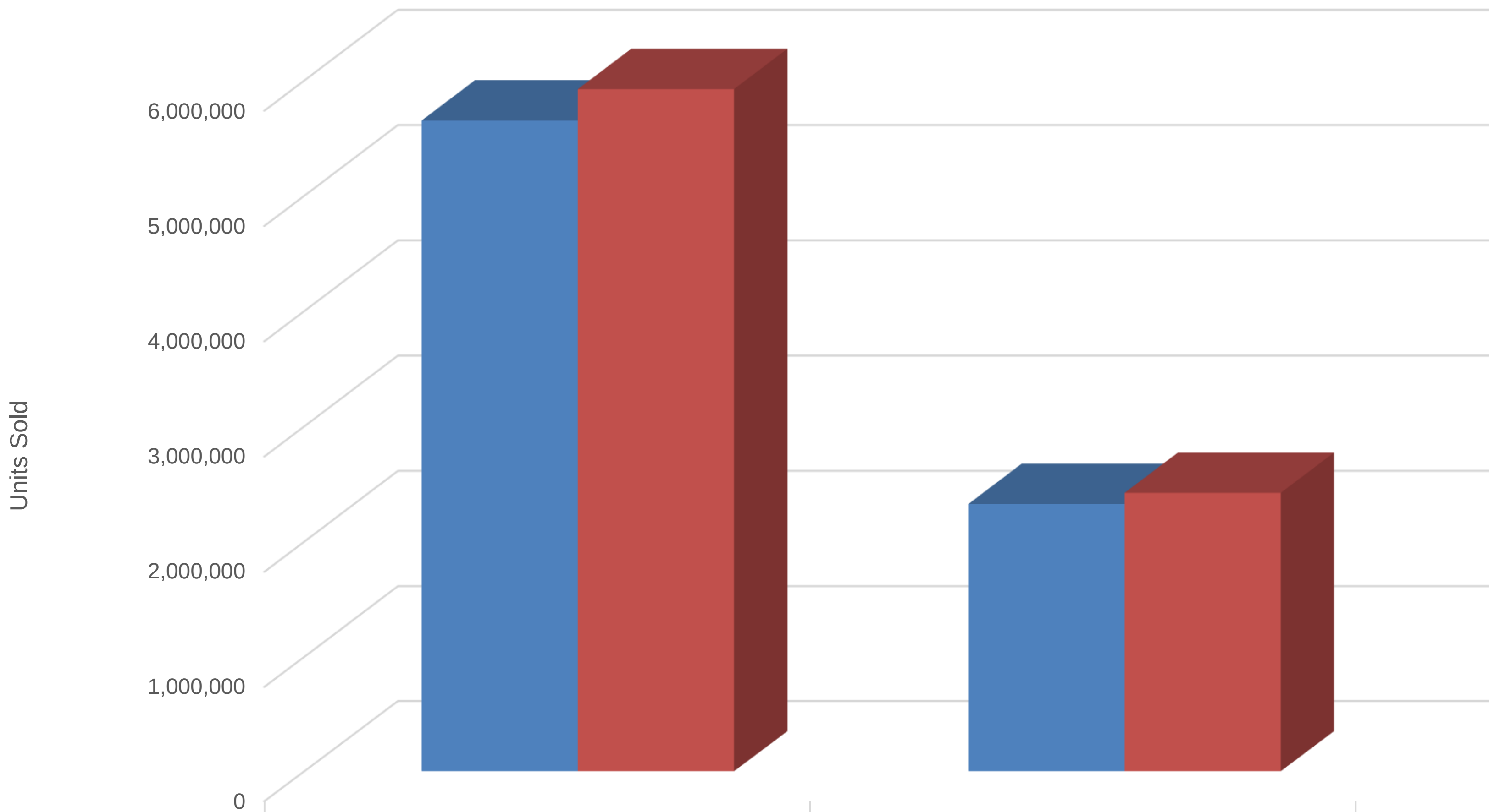
RETAIL RENTALS AND SERVICES $ SOLD



	Winter/Snow Rentals	Winter/Snow Repairs
YTD (Aug'14 - Mar'15)	$221,893,531	$53,692,708
YTD (Aug'15 - Mar'16)	$238,036,436	$58,119,582

Source: SIA Retail Data produced by The NPD Group

RETAIL RENTALS AND SERVICE UNITS SOLD

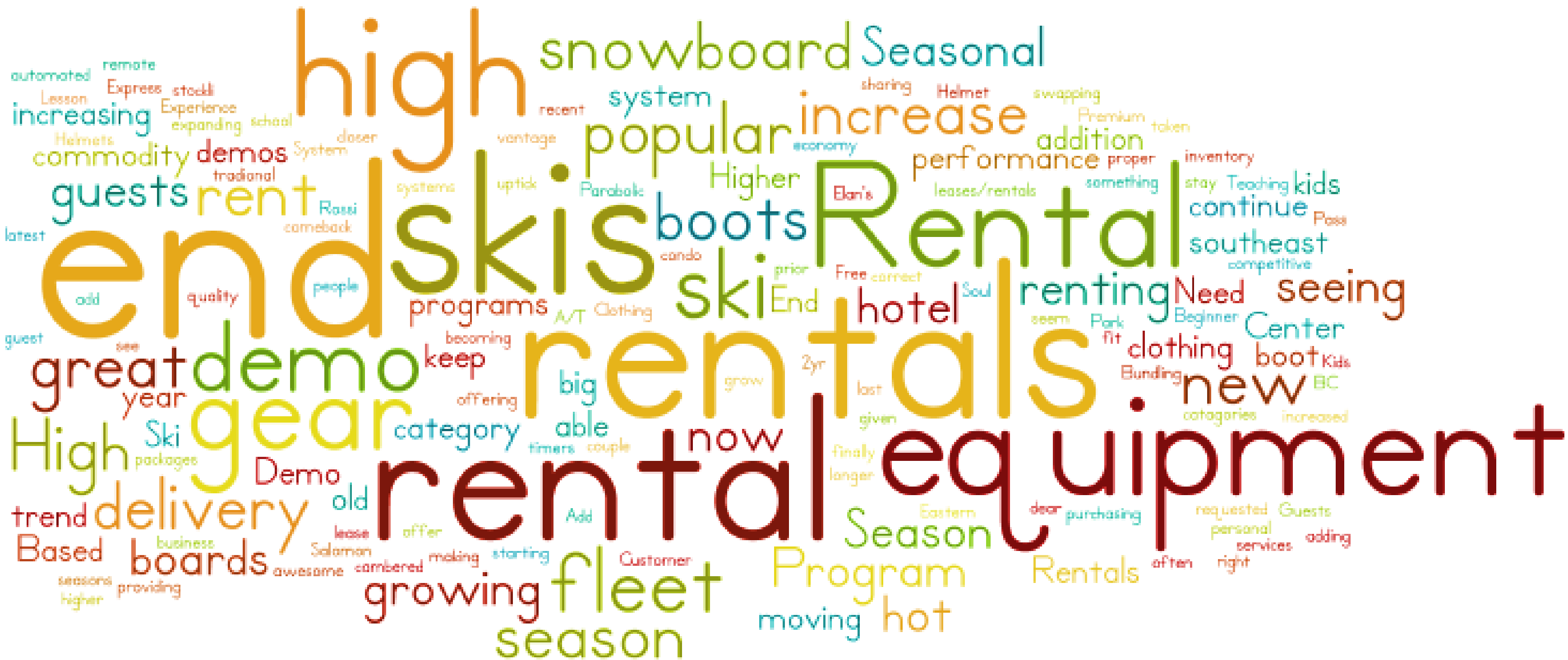


	Winter/Snow Rentals	Winter/Snow Repairs
YTD (Aug'14 - Mar'15)	5,651,948	2,325,552
YTD (Aug'15 - Mar'16)	5,924,251	2,422,022

Source: SIA Retail Data produced by The NPD Group

#SIADATA

HOW RESPONDENTS TO THE RENTAL EQUIPMENT RESPONDED WHEN WE ASKED ABOUT HOT TRENDS



WHAT DIRECTION IS THE RENTAL MARKET HEADED?

sia: RESEARCH
SNOWSPORTS INDUSTRIES AMERICA

APPAREL

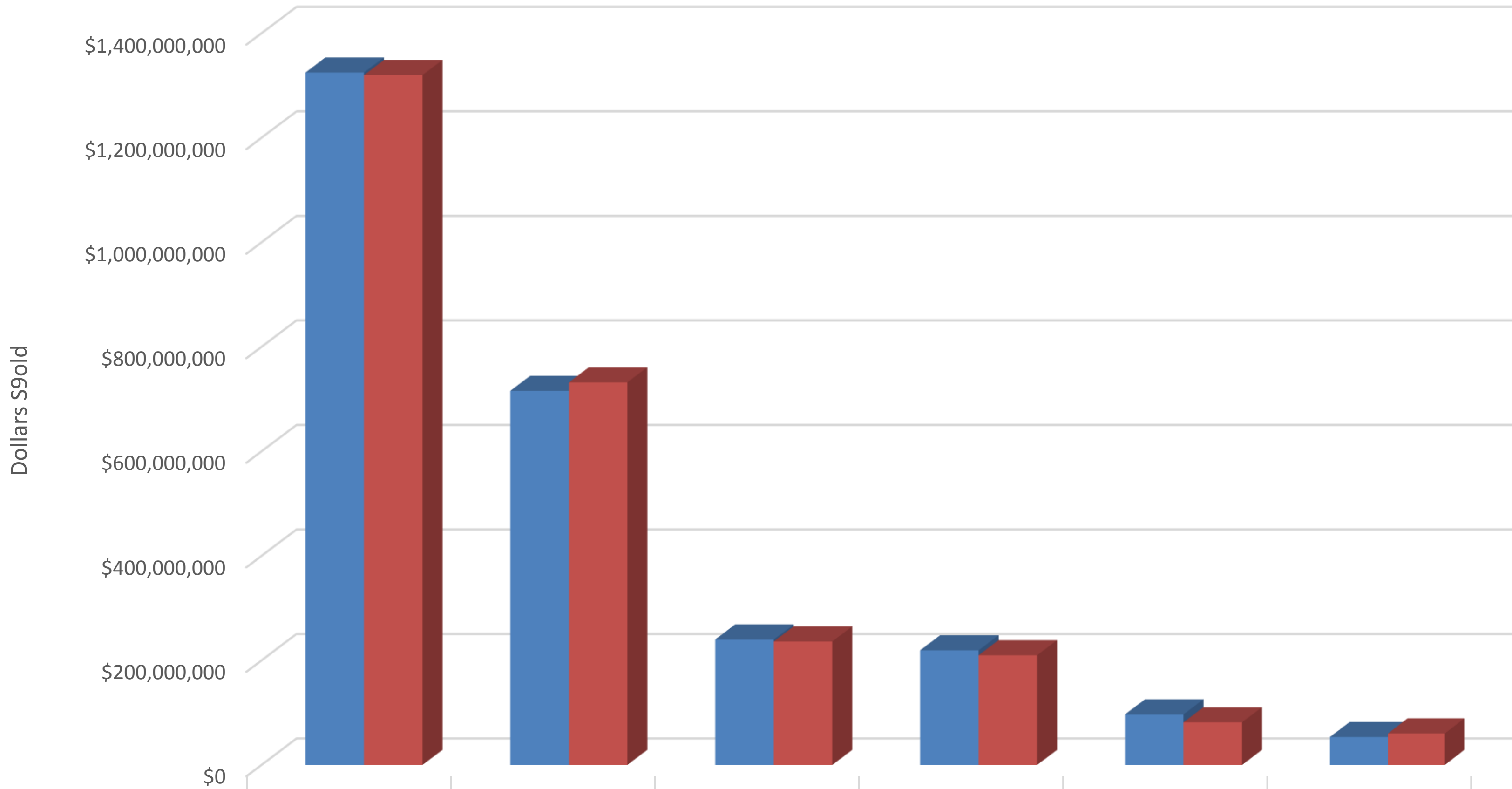
Snow Sports Outerwear and Apparel Accessories Sales

OUTERWEAR SUMMARY

- Consumers who will never ski or ride continue to be an important target for outerwear top sales. Outerwear tops outsell snow bottoms by 3 to 1 in units sold, and by 4 to 1 in $ sold
- All outerwear sales brought more than $1.6B into snow sports retail
- All outerwear tops reached $1.3B and 10.8M units sold up 1% in units and flat in $ sold.
  - ❖ Insulated tops sold $732M up 2%, and 4.3M units up 8%
  - ❖ Shell tops sold $210M down 4%, and 2M units down 1.5%
  - ❖ Fleece tops sold $236M down 1.5%, and 2.9M units down 5%
  - ❖ Softshell tops sold $82M down 16%, and 741K units down 9%
- Nearly 50% of outerwear tops sold were women's tops
- All snow bottoms reached $329M and 3.4M units sold, up 2% in units and up 5% in $ sold
  - ❖ Insulated bottoms sold $114M up 11%, and 1M units up 16%
  - ❖ Shell bottoms sold $150.5M down 10%, and 1.6M units down 7%
  - ❖ Softshell bottoms sold $21M up 20%, and 144K units up 22%
- Online average prices for the most popular snow bottoms categories (insulated and shell) were higher online than in snow sports specialty shops this season.
- 38% of snow bottoms $ sold were women's, 49% were men's and 13% were junior's

OUTERWEAR TOPS

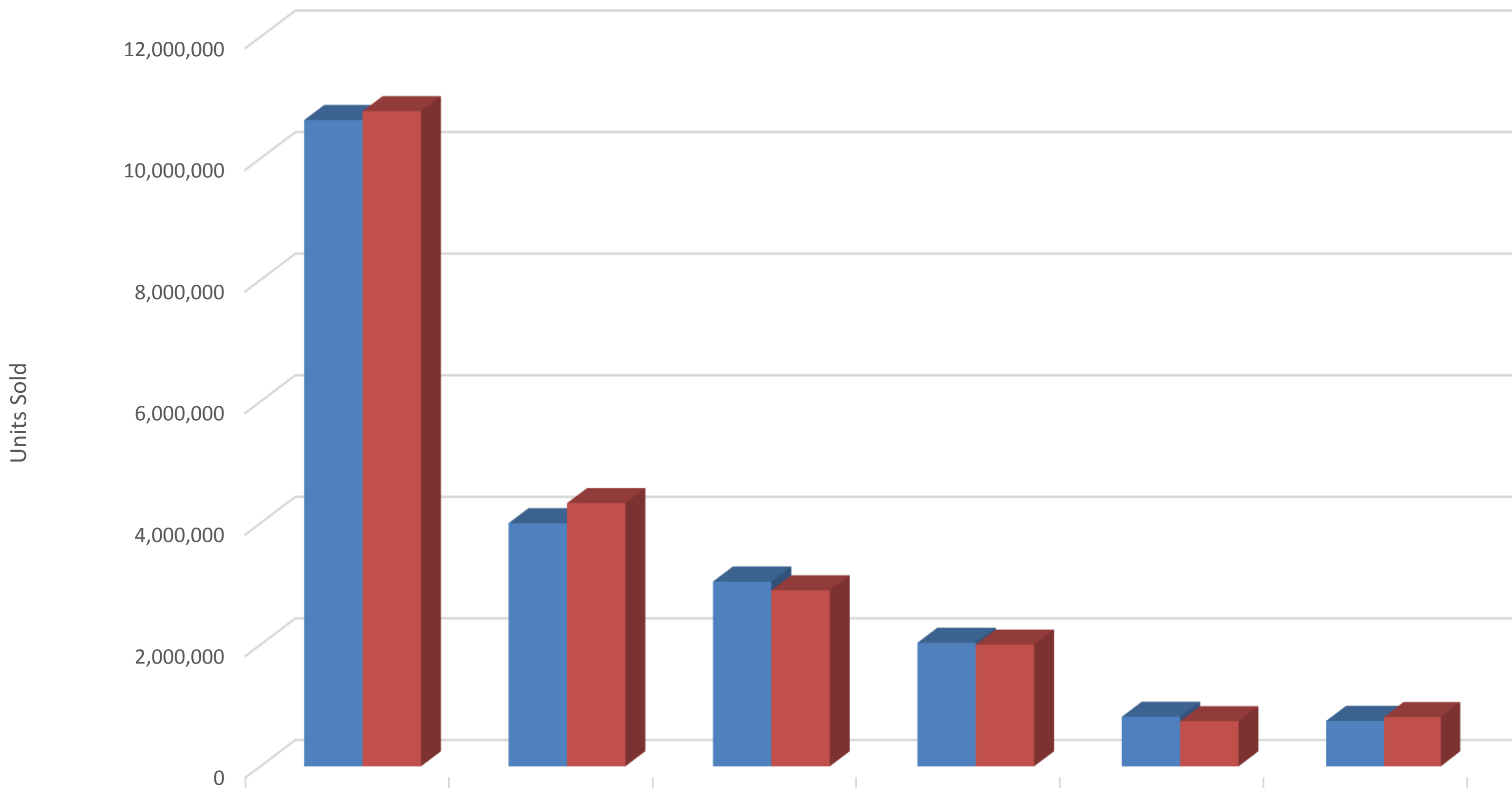
OUTERWEAR TOPS DOLLARS SOLD ALL CHANNELS



	Grand Total	Insulated Shell	Fleece	Non-Insulated Shell	Soft Shell	Not Specified
YTD (Aug'14 - Mar'15)	$1,324,867,930	$715,762,319	$239,908,181	$219,212,820	$96,587,300	$53,397,310
YTD (Aug'15 - Mar'16)	$1,319,977,868	$732,034,472	$236,237,001	$209,911,564	$81,605,777	$60,189,054

Source: SIA Retail Data produced by The NPD Group

OUTERWEAR TOPS UNITS SOLD ALL CHANNELS

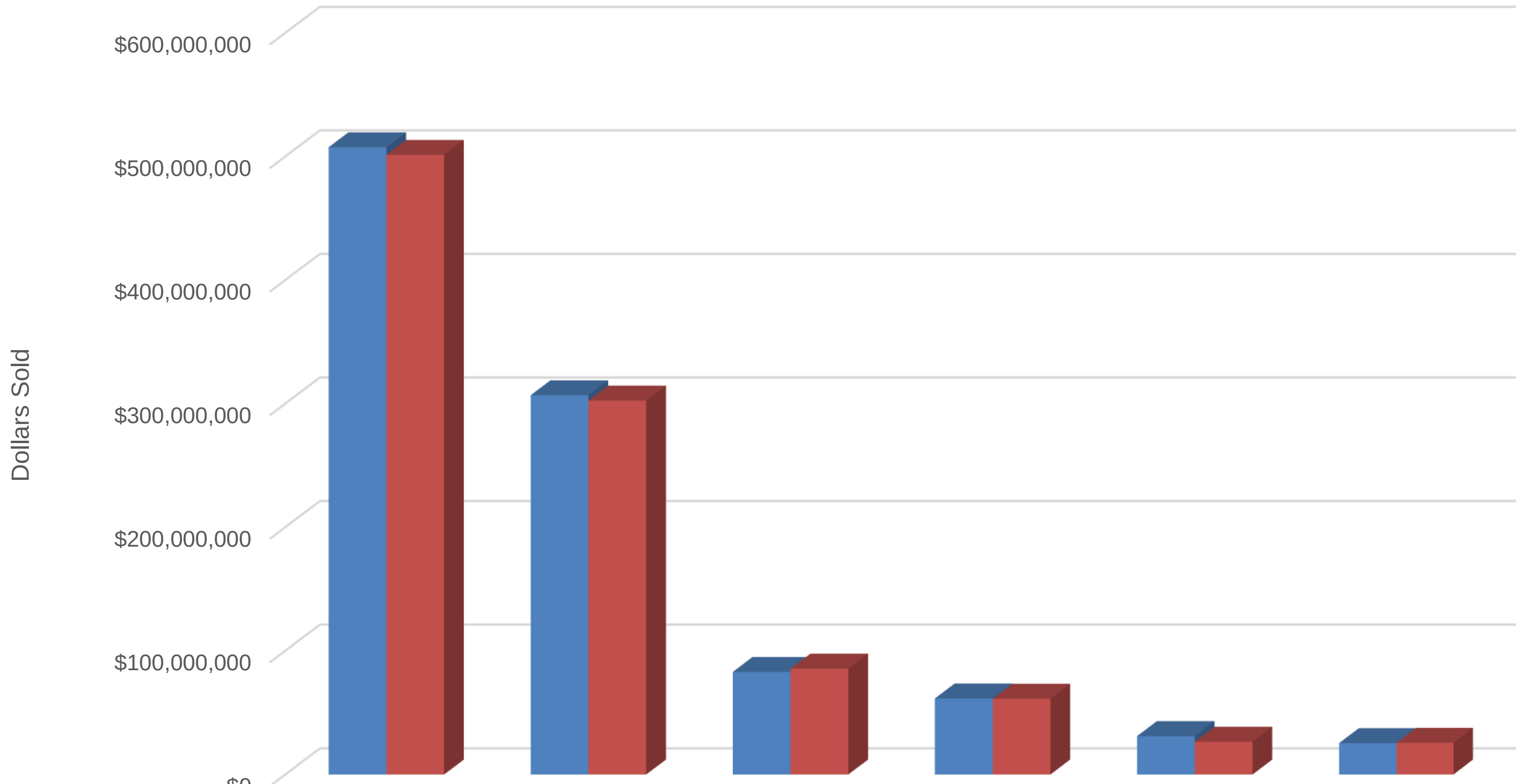


	Grand Total	Insulated Shell	Fleece	Non-Insulated Shell	Soft Shell	Not Specified
YTD (Aug'14 - Mar'15)	10,632,487	3,999,631	3,039,435	2,031,835	814,522	747,064
YTD (Aug'15 - Mar'16)	10,777,632	4,329,185	2,896,127	2,001,080	741,178	810,062

Source: SIA Retail Data produced by The NPD Group

#SIADATA

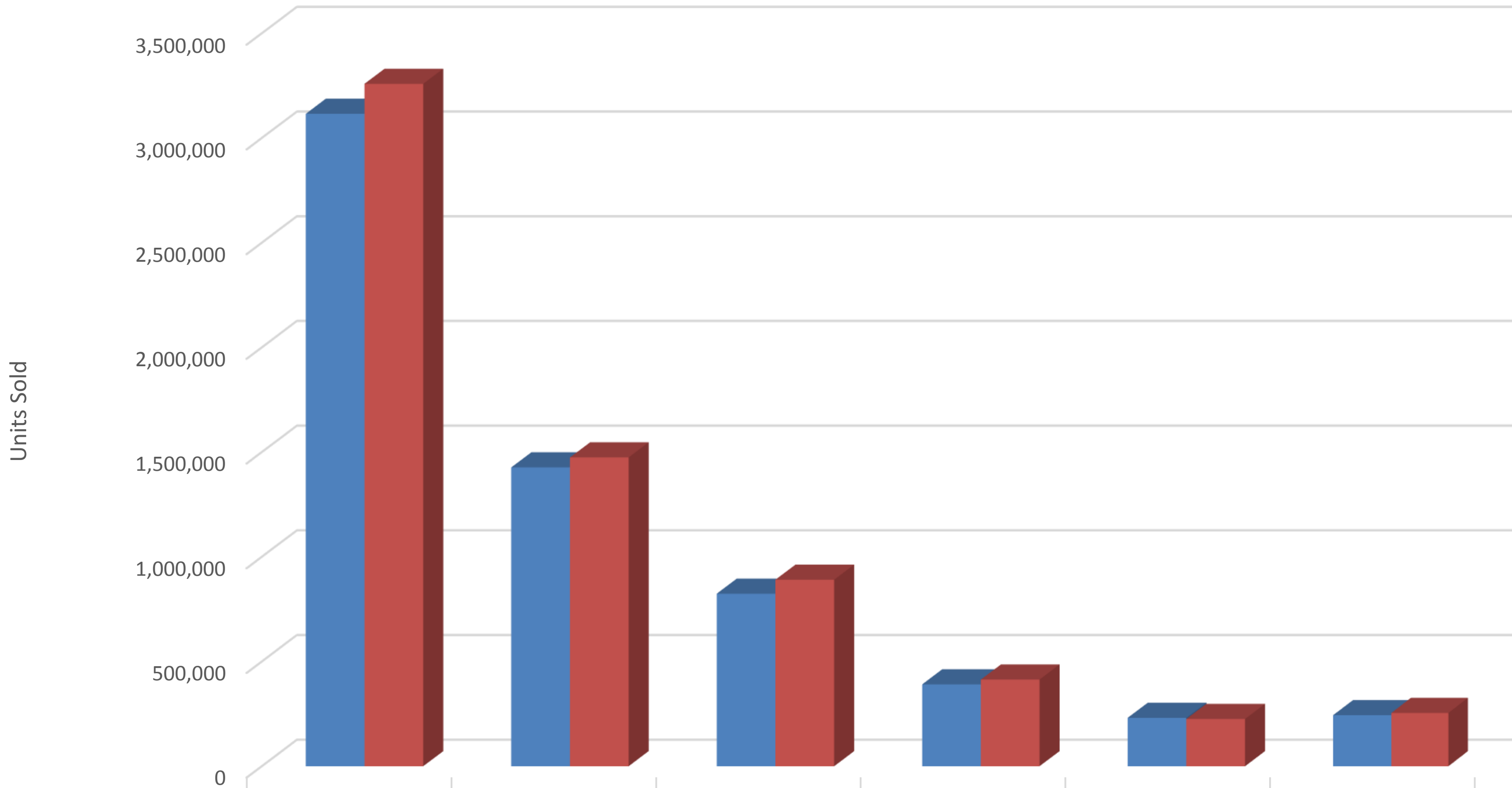
OUTERWEAR TOPS DOLLARS SOLD IN SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Insulated Shell	Fleece	Non-Insulated Shell	Soft Shell	Not Specified
YTD (Aug'14 - Mar'15)	$507,401,542	$306,744,167	$82,871,574	$61,431,882	$31,006,851	$25,347,068
YTD (Aug'15 - Mar'16)	$501,276,980	$302,419,779	$85,516,454	$61,211,040	$26,491,706	$25,638,001

Source: SIA Retail Data produced by The NPD Group

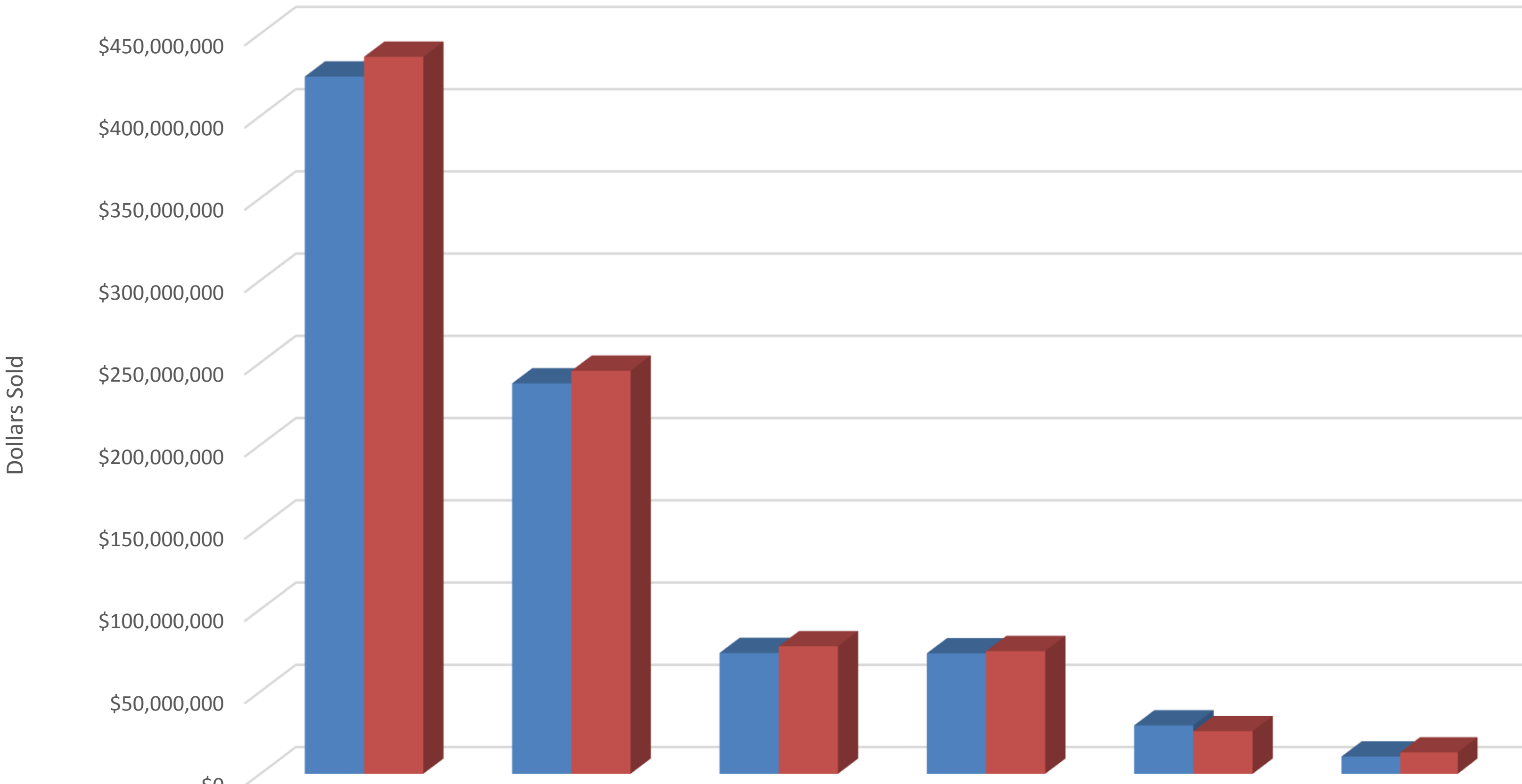
OUTERWEAR TOPS UNITS SOLD SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Insulated Shell	Fleece	Non-Insulated Shell	Soft Shell	Not Specified
YTD (Aug'14 - Mar'15)	3,115,601	1,426,901	823,671	390,628	230,721	243,680
YTD (Aug'15 - Mar'16)	3,258,708	1,474,541	890,418	413,742	225,605	254,402

Source: SIA Retail Data produced by The NPD Group

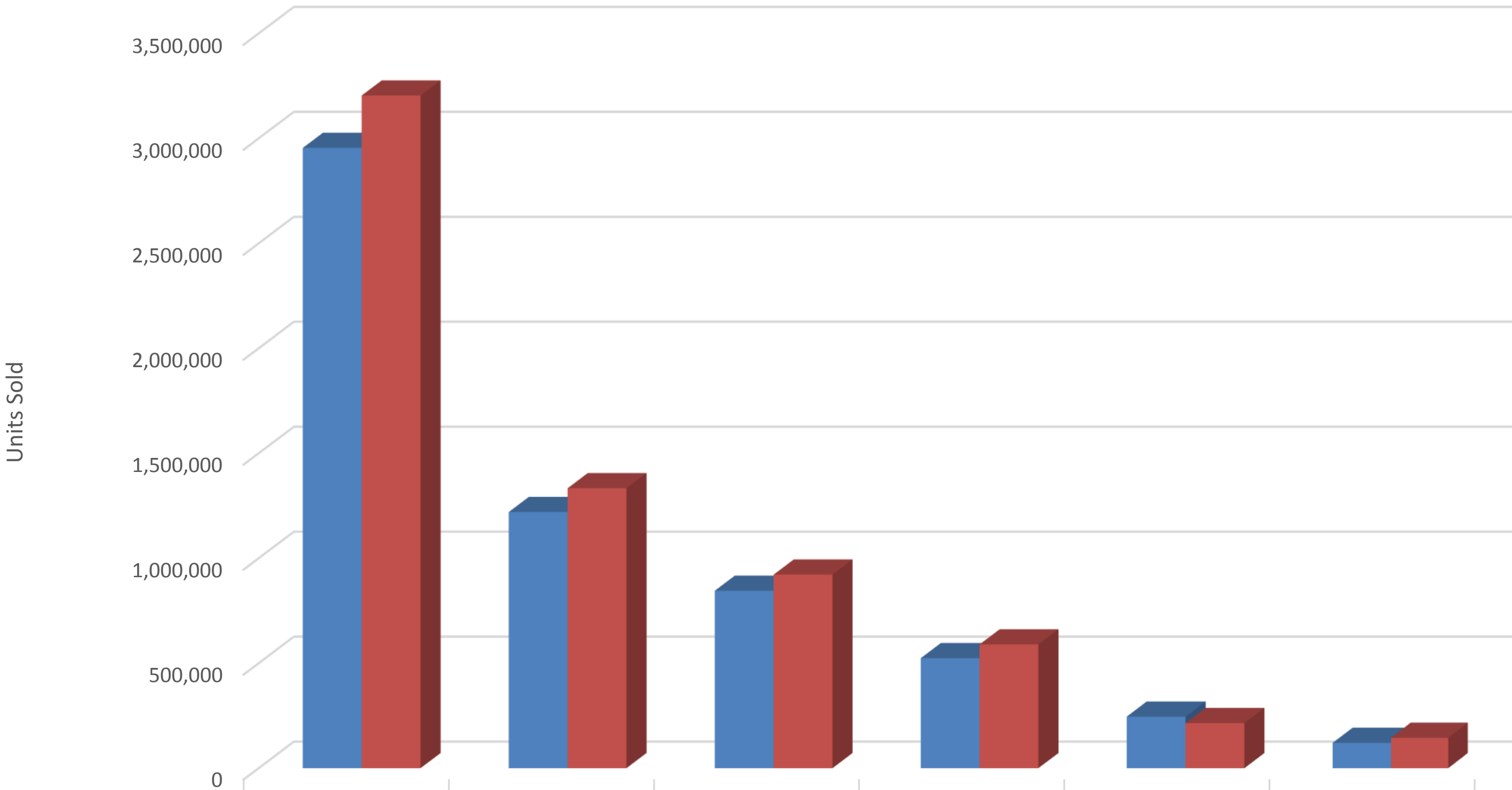
OUTERWEAR TOPS DOLLARS SOLD ONLINE



	Grand Total	Insulated Shell	Fleece	Non-Insulated Shell	Soft Shell	Not Specified
YTD (Aug'14 - Mar'15)	$423,925,987	$237,360,210	$73,408,397	$73,233,162	$29,431,177	$10,493,041
YTD (Aug'15 - Mar'16)	$435,932,151	$245,020,310	$77,485,199	$74,562,708	$25,891,005	$12,972,929

Source: SIA Retail Data produced by The NPD Group

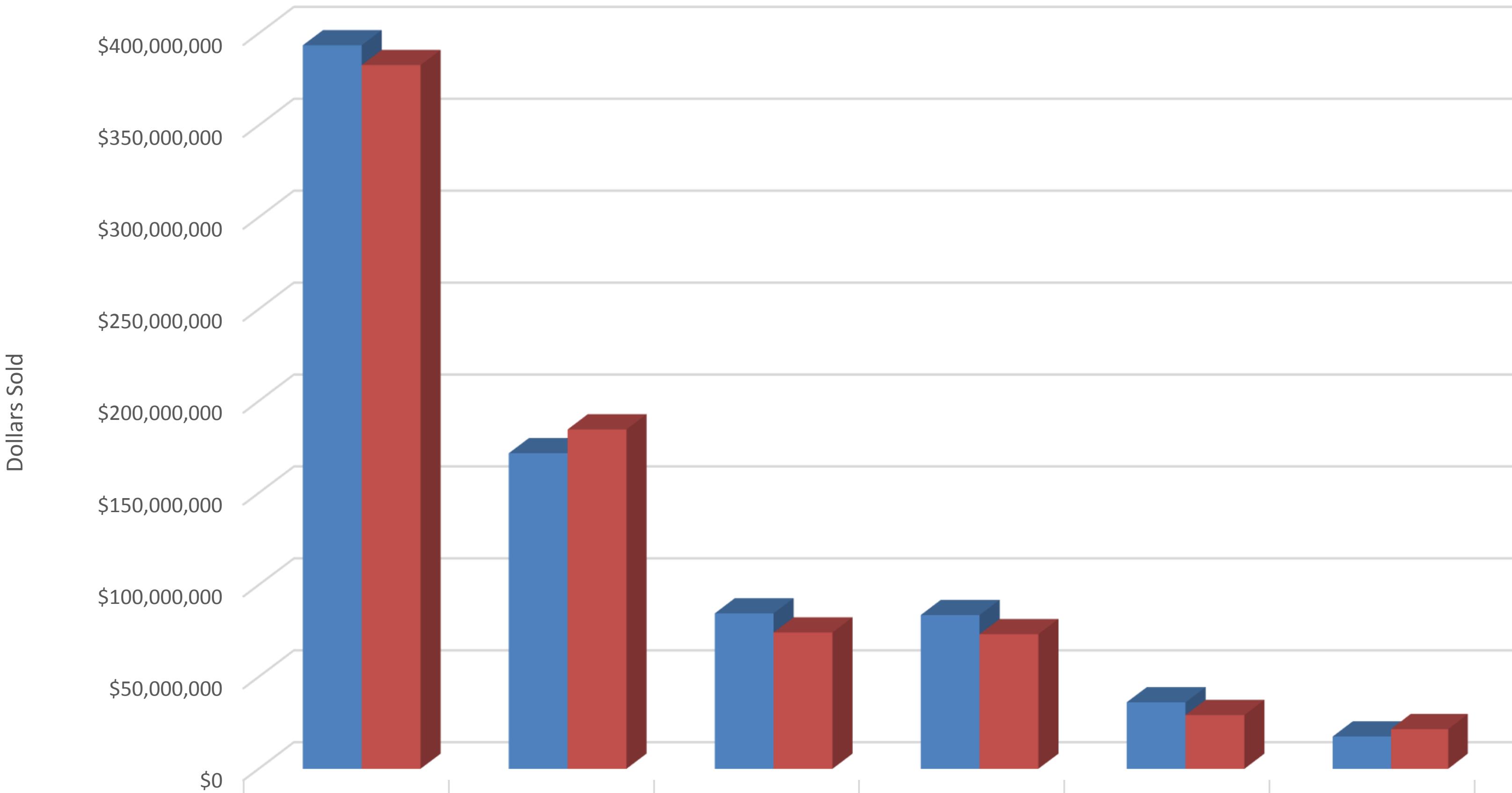
OUTERWEAR TOPS UNITS SOLD ONLINE



	Grand Total	Insulated Shell	Fleece	Non-Insulated Shell	Soft Shell	Not Specified
YTD (Aug'14 - Mar'15)	2,954,748	1,220,080	844,863	523,900	245,319	120,586
YTD (Aug'15 - Mar'16)	3,203,948	1,333,536	921,871	589,505	214,581	144,455

Source: SIA Retail Data produced by The NPD Group

OUTERWEAR TOPS DOLLARS SOLD IN CHAIN STORES

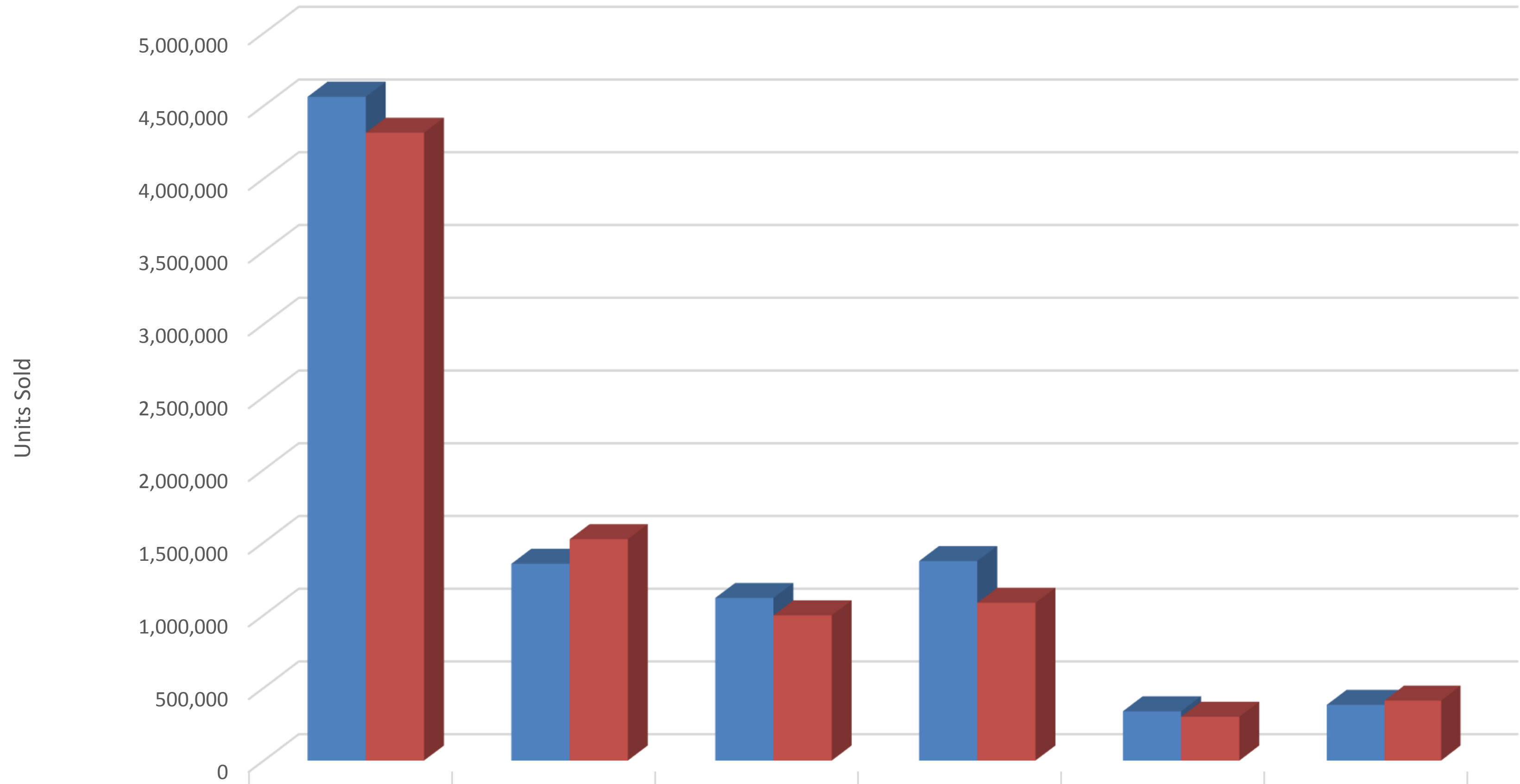


	Grand Total	Insulated Shell	Non-Insulated Shell	Fleece	Soft Shell	Not Specified
YTD (Aug'14 - Mar'15)	$393,540,403	$171,657,942	$84,547,777	$83,628,210	$36,149,272	$17,557,202
YTD (Aug'15 - Mar'16)	$382,768,738	$184,594,383	$74,137,817	$73,235,347	$29,223,066	$21,578,125

Source: SIA Retail Data produced by The NPD Group

#SIADATA

OUTERWEAR TOPS UNITS SOLD IN CHAIN STORES



	Grand Total	Insulated Shell	Non-Insulated Shell	Fleece	Soft Shell	Not Specified
YTD (Aug'14 - Mar'15)	4,562,137	1,352,650	1,117,307	1,370,901	338,481	382,798
YTD (Aug'15 - Mar'16)	4,314,977	1,521,108	997,833	1,083,839	300,992	411,205

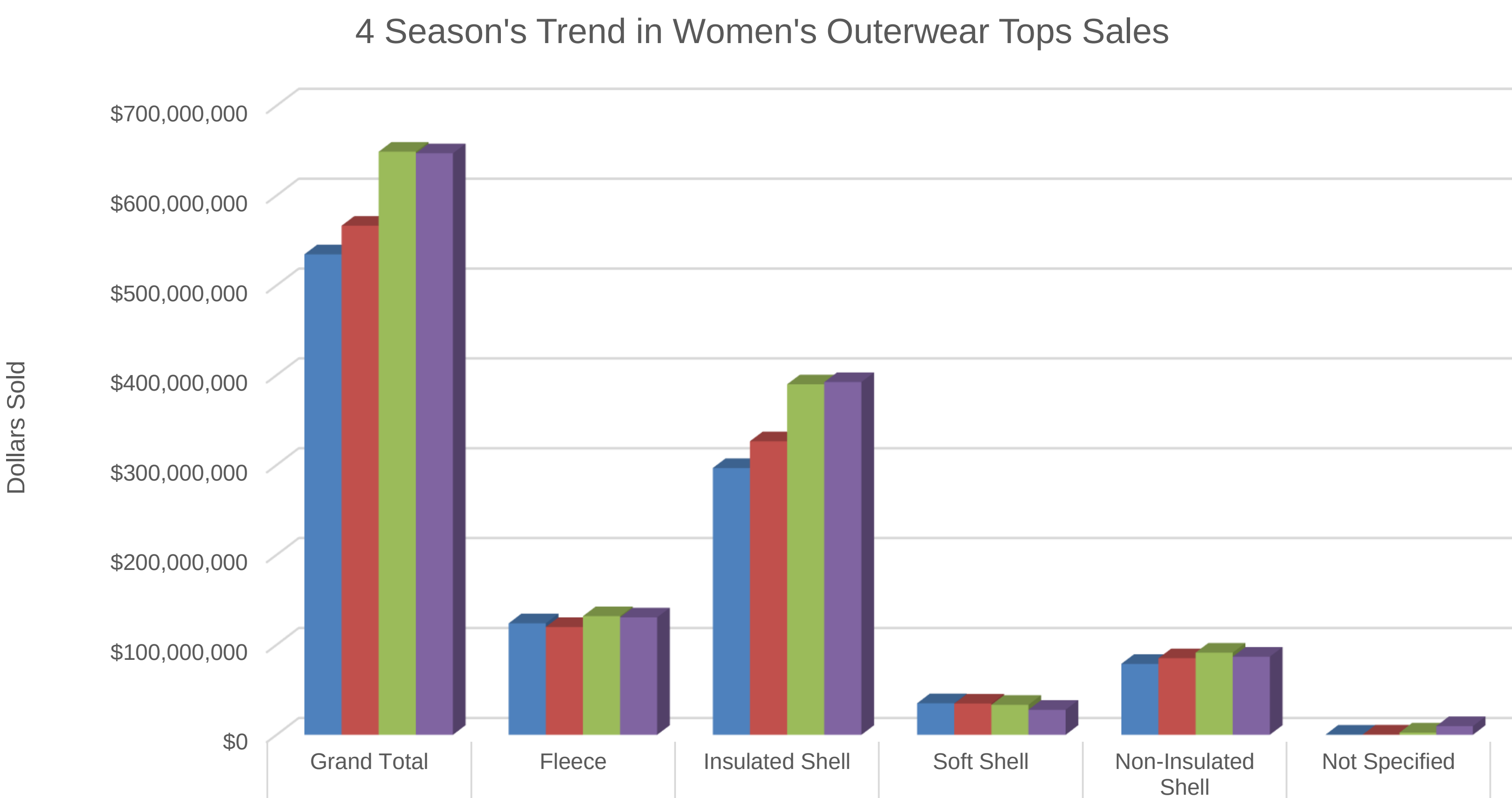
Source: SIA Retail Data produced by The NPD Group

OUTERWEAR TOPS AVERAGE PRICES

Outerwear Tops	Average Price Specialty YTD (Aug'15 - Mar'16)	Average Price Online YTD (Aug'15 - Mar'16)	Average Price Chain YTD (Aug'15 - Mar'16)
Insulated Shell	$205.09	$183.74	$121.36
Non-Insulated Shell	$96.04	$84.05	$74.30
Fleece	$147.94	$126.48	$67.57
Soft Shell	$117.43	$120.66	$97.09
Not Specified	$100.78	$89.81	$52.48

Source: SIA Retail Data produced by The NPD Group

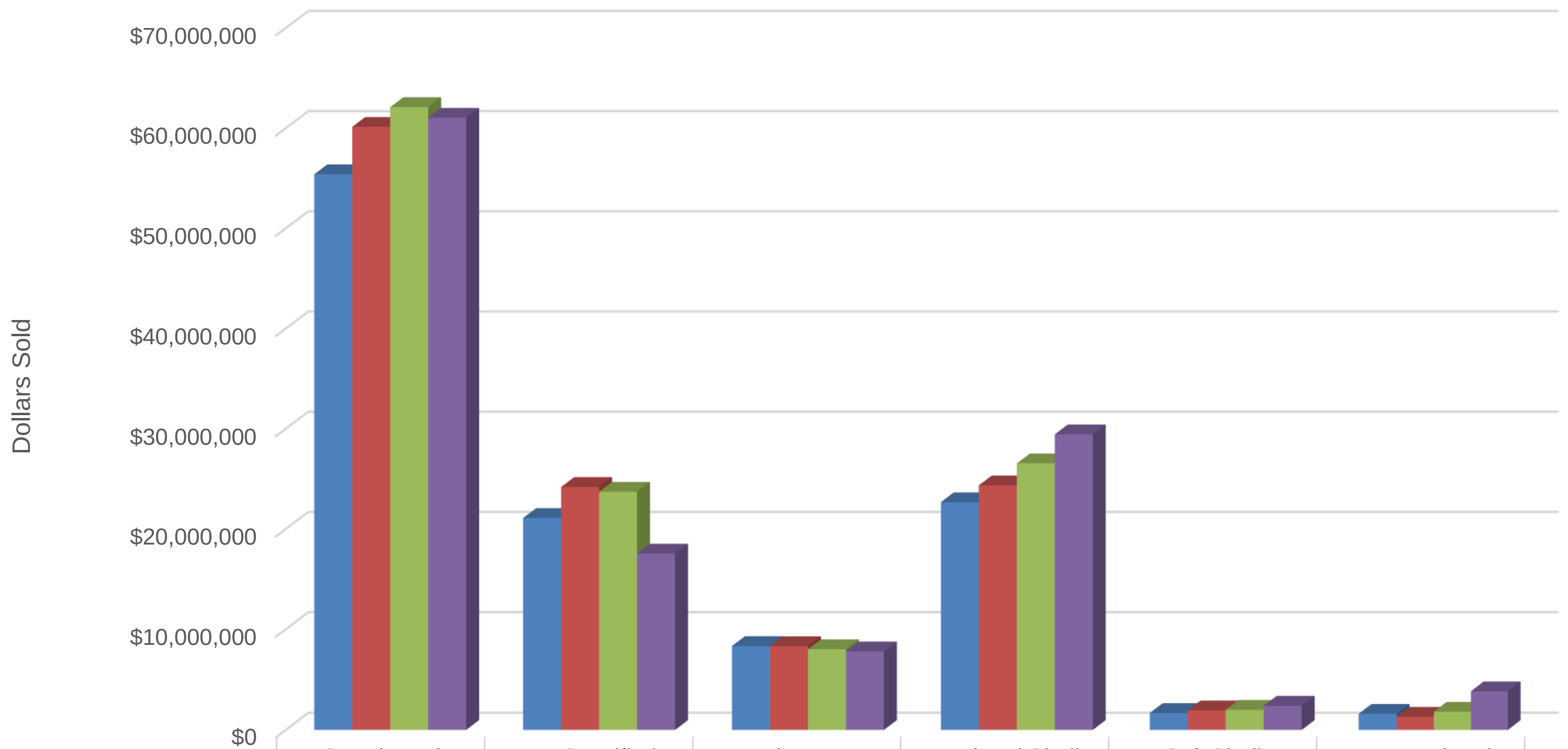
OUTERWEAR TOPS WOMEN'S $ SALES TRENDS ALL CHANNELS



	Grand Total	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell	Not Specified
YTD (Aug'12 - Mar'13)	$534,564,918	$123,901,173	$296,653,693	$35,028,583	$78,819,645	$161,824
YTD (Aug'13 - Mar'14)	$566,371,485	$119,823,015	$326,456,040	$34,721,879	$85,108,194	$262,357
YTD (Aug'14 - Mar'15)	$648,772,720	$131,836,536	$389,836,891	$33,316,768	$91,271,917	$2,510,608
YTD (Aug'15 - Mar'16)	$647,010,275	$130,468,601	$392,329,046	$27,806,630	$86,770,375	$9,635,623

Source: SIA Retail Data produced by The NPD Group

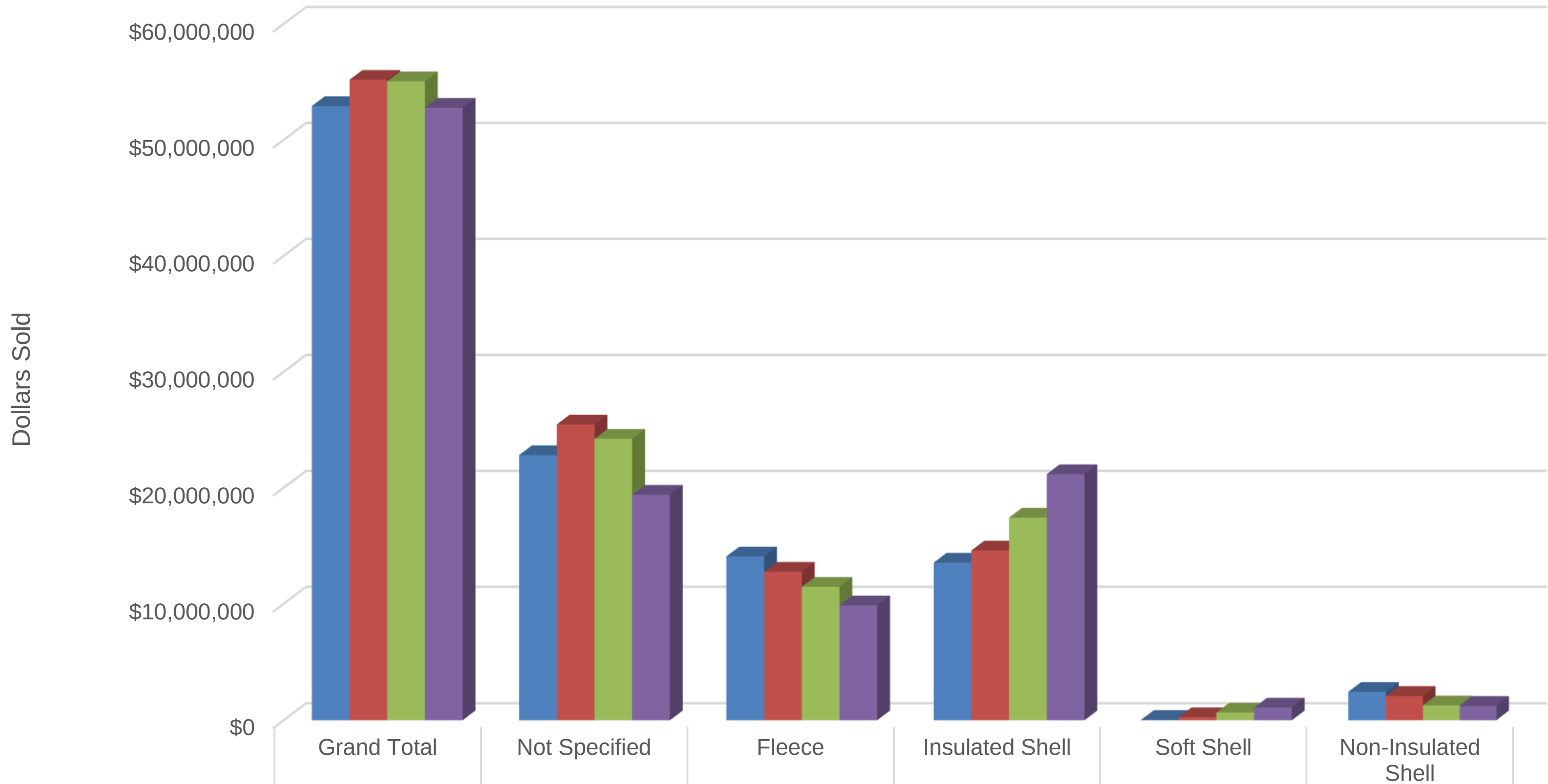
OUTERWEAR TOPS BOYS' $ SALES TRENDS ALL CHANNELS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'12 - Mar'13)	$55,402,604	$21,094,964	$8,344,029	$22,675,840	$1,684,577	$1,603,194
YTD (Aug'13 - Mar'14)	$60,136,703	$24,197,550	$8,327,671	$24,358,111	$1,947,200	$1,306,171
YTD (Aug'14 - Mar'15)	$62,107,371	$23,720,546	$8,022,503	$26,552,119	$2,001,429	$1,810,774
YTD (Aug'15 - Mar'16)	$61,047,646	$17,549,922	$7,811,207	$29,447,034	$2,401,662	$3,837,821

Source: SIA Retail Data produced by The NPD Group

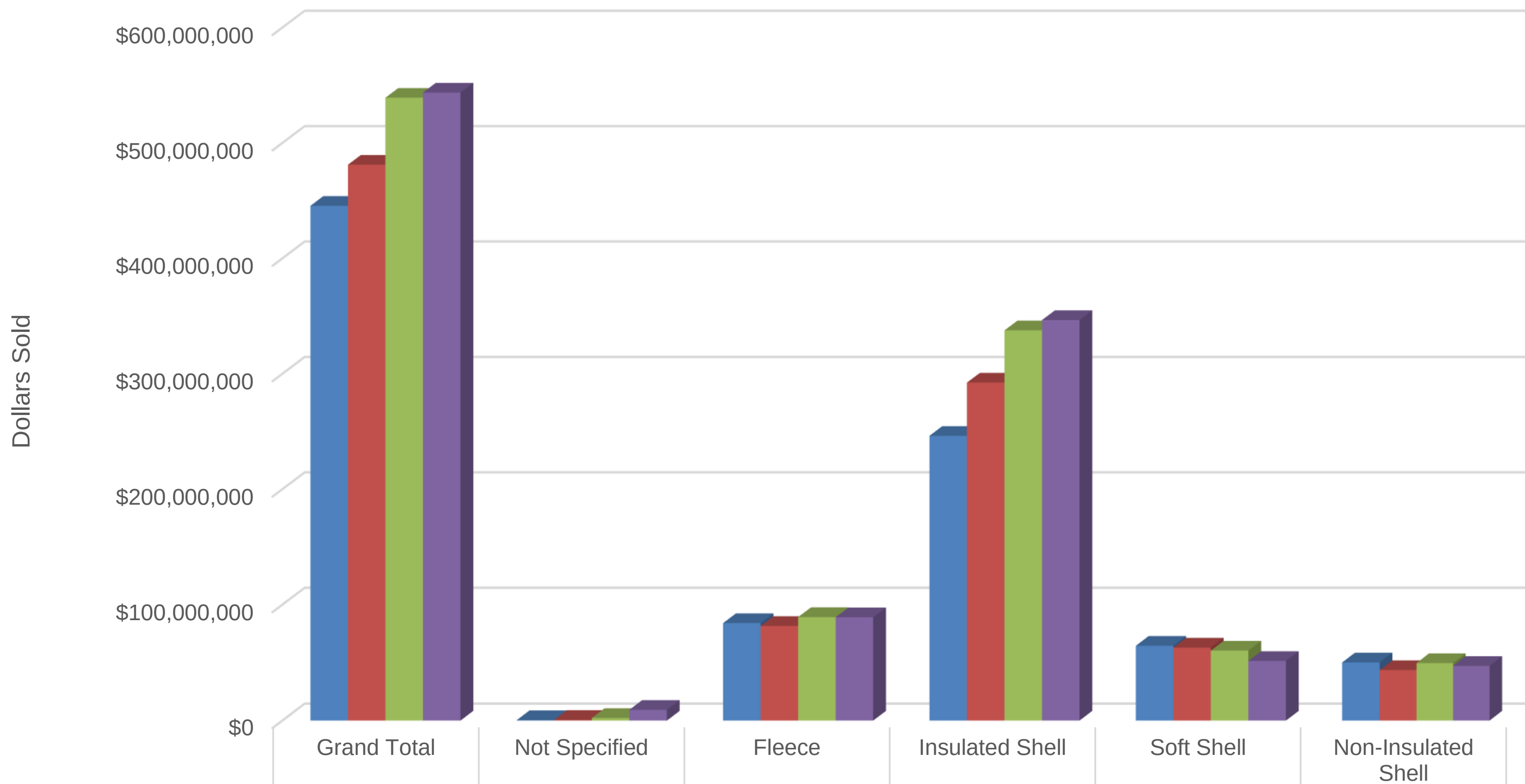
OUTERWEAR TOPS GIRLS' $ SALES TRENDS ALL CHANNELS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'12 - Mar'13)	$52,930,090	$22,823,226	$14,088,101	$13,544,285	$33,458	$2,441,020
YTD (Aug'13 - Mar'14)	$55,188,496	$25,469,567	$12,765,463	$14,596,989	$267,390	$2,089,087
YTD (Aug'14 - Mar'15)	$55,063,207	$24,224,714	$11,466,848	$17,433,200	$661,008	$1,277,437
YTD (Aug'15 - Mar'16)	$52,782,925	$19,406,847	$9,867,699	$21,179,949	$1,094,713	$1,233,717

Source: SIA Retail Data produced by The NPD Group

OUTERWEAR TOPS MEN'S $ TRENDS ALL CHANNELS

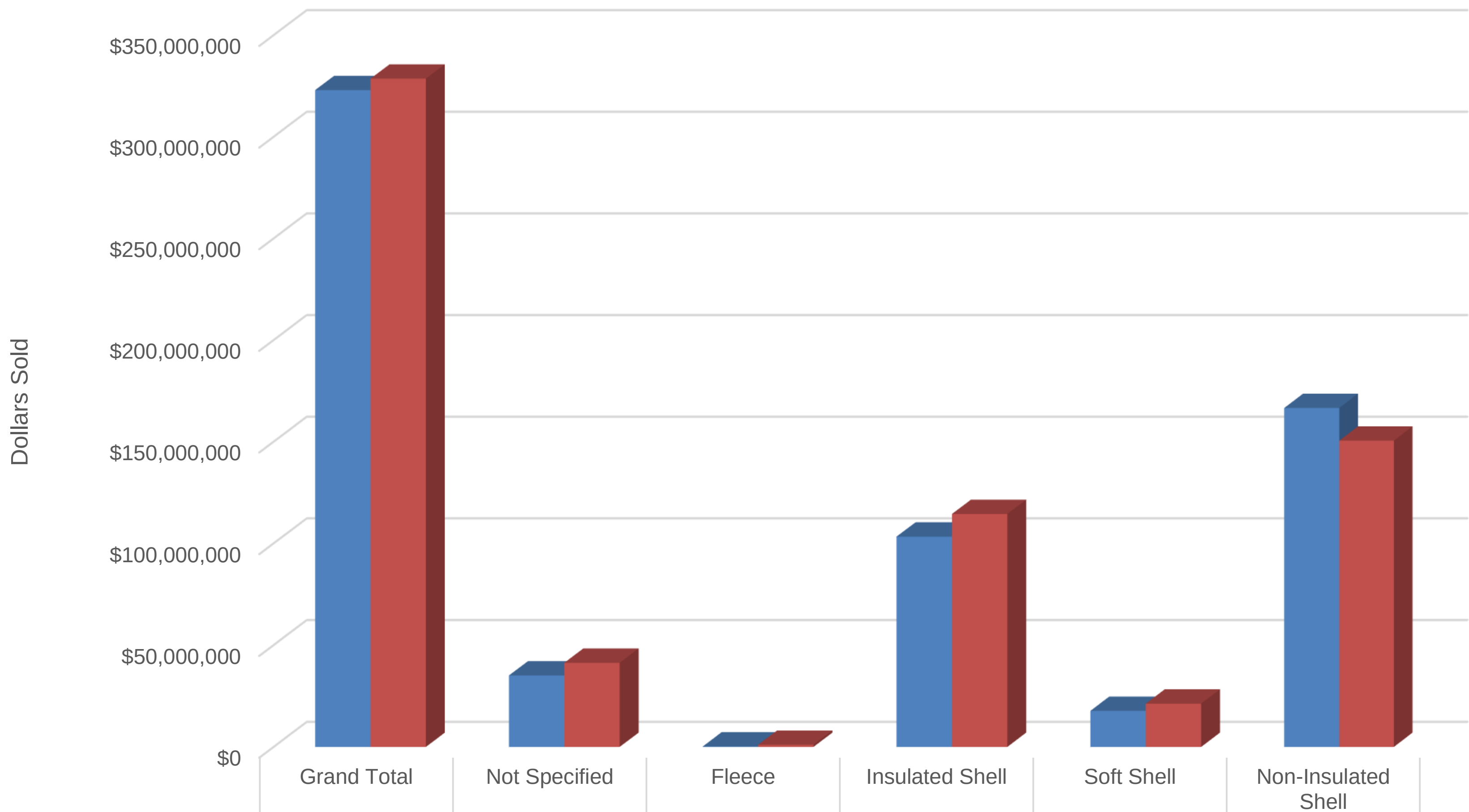


	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'12 - Mar'13)	$445,600,918	$413,697	$84,119,845	$246,289,045	$64,552,940	$50,225,391
YTD (Aug'13 - Mar'14)	$481,203,497	$585,031	$81,656,314	$292,427,575	$62,982,505	$43,552,072
YTD (Aug'14 - Mar'15)	$539,267,433	$2,258,238	$89,319,647	$337,705,821	$60,404,118	$49,579,609
YTD (Aug'15 - Mar'16)	$543,729,241	$9,269,121	$89,160,783	$346,616,963	$51,473,804	$47,208,570

Source: SIA Retail Data produced by The NPD Group

SNOW BOTTOMS

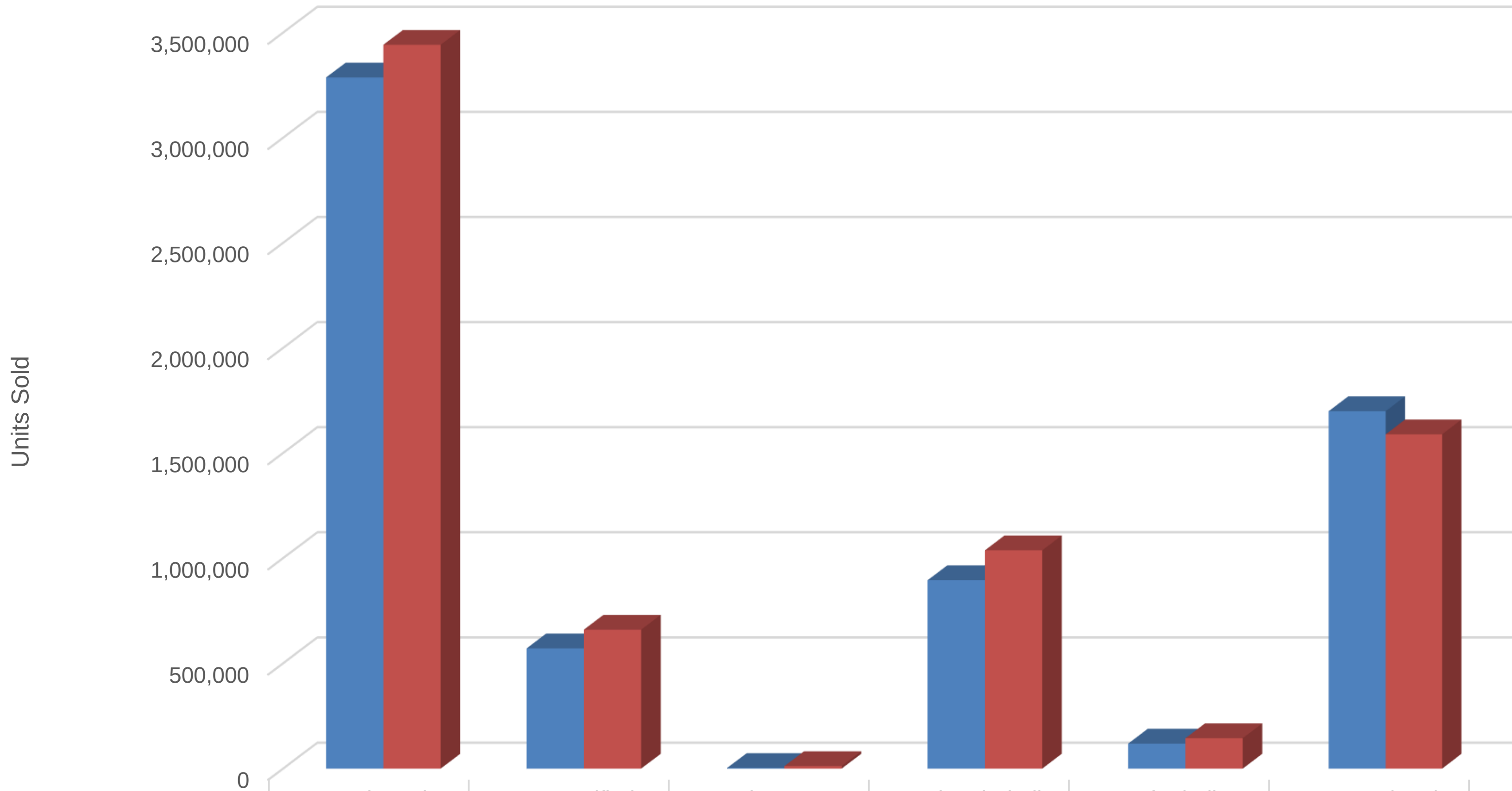
SNOW BOTTOMS $ SALES ALL CHANNELS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'14 - Mar'15)	$322,961,224	$35,083,458	$228,548	$103,334,827	$17,701,066	$166,613,325
YTD (Aug'15 - Mar'16)	$328,581,568	$41,293,790	$1,036,747	$114,466,712	$21,259,187	$150,525,132

Source: SIA Retail Data produced by The NPD Group

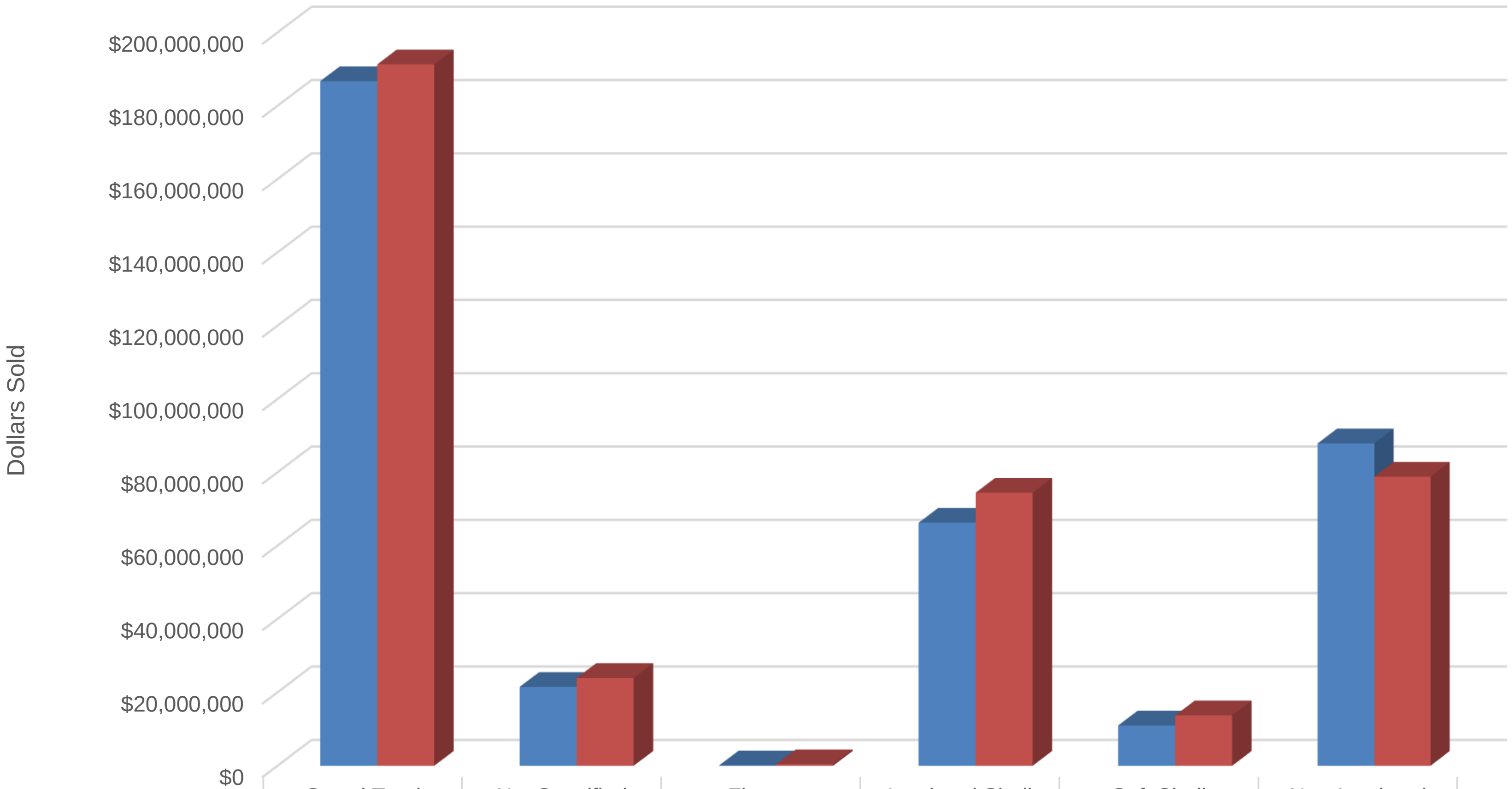
SNOW BOTTOMS UNIT SALES ALL CHANNELS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'14 - Mar'15)	3,286,719	570,744	3,018	895,196	118,679	1,699,082
YTD (Aug'15 - Mar'16)	3,442,036	659,728	11,821	1,037,238	144,299	1,588,950

Source: SIA Retail Data produced by The NPD Group

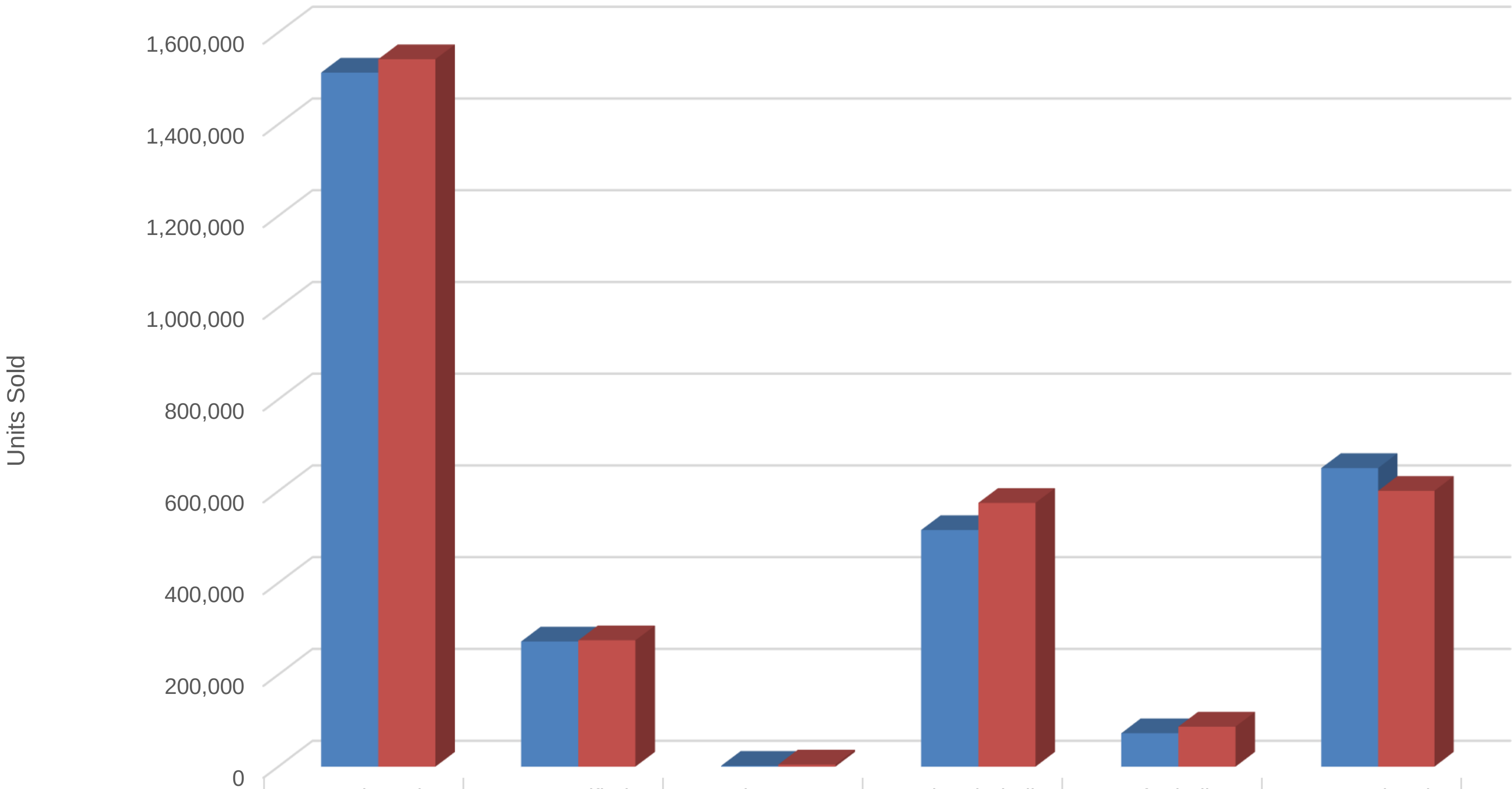
SNOW BOTTOMS $ SALES
SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'14 - Mar'15)	$186,716,196	$21,481,100	$112,241	$66,253,505	$10,969,275	$87,900,075
YTD (Aug'15 - Mar'16)	$191,296,724	$23,900,960	$417,752	$74,437,077	$13,717,748	$78,823,187

Source: SIA Retail Data produced by The NPD Group

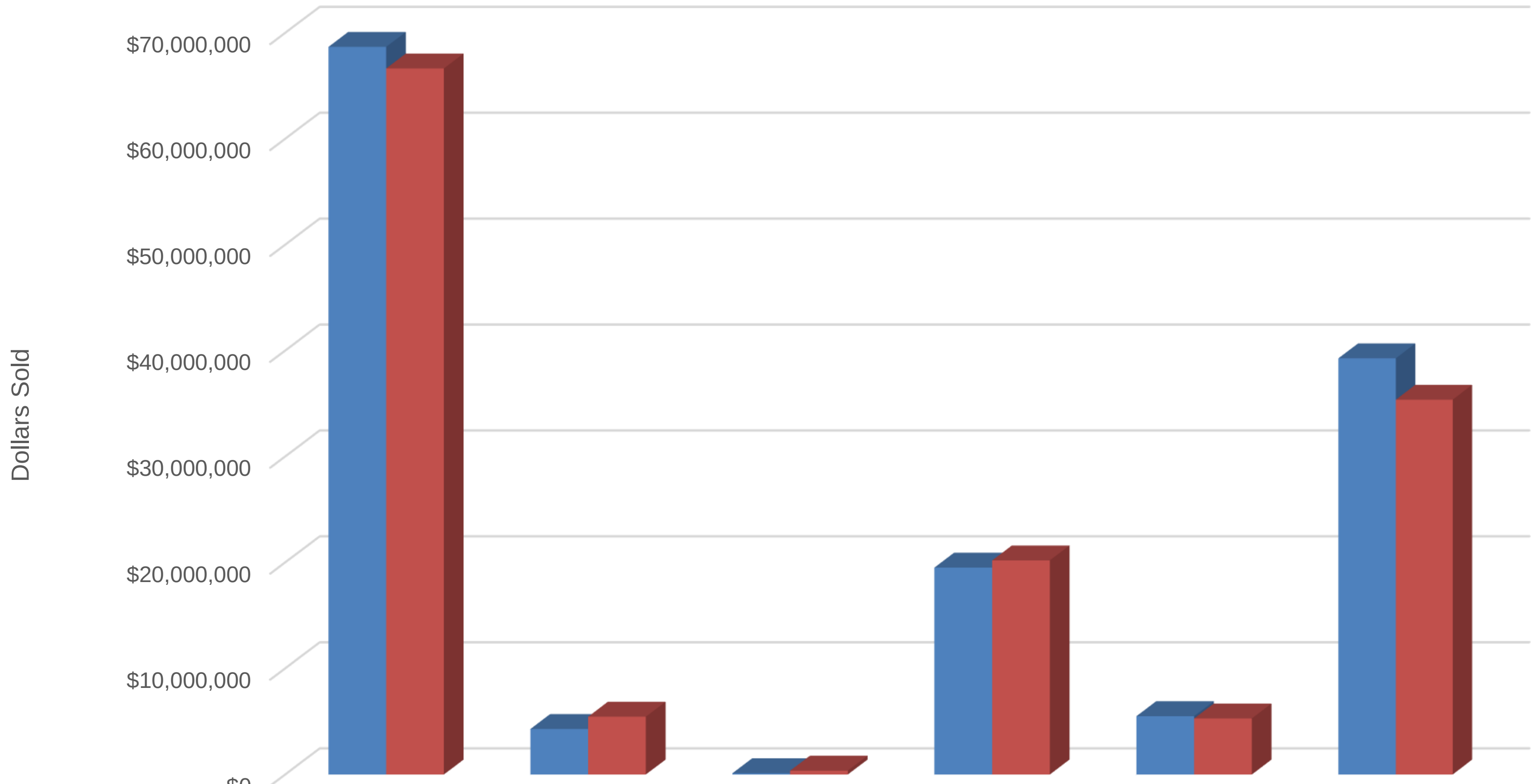
SNOW BOTTOMS UNIT SALES SNOW SPORTS SPECIALTY SHOPS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'14 - Mar'15)	1,512,520	272,332	1,774	515,329	72,667	650,418
YTD (Aug'15 - Mar'16)	1,541,826	274,894	4,621	574,439	87,056	600,816

Source: SIA Retail Data produced by The NPD Group

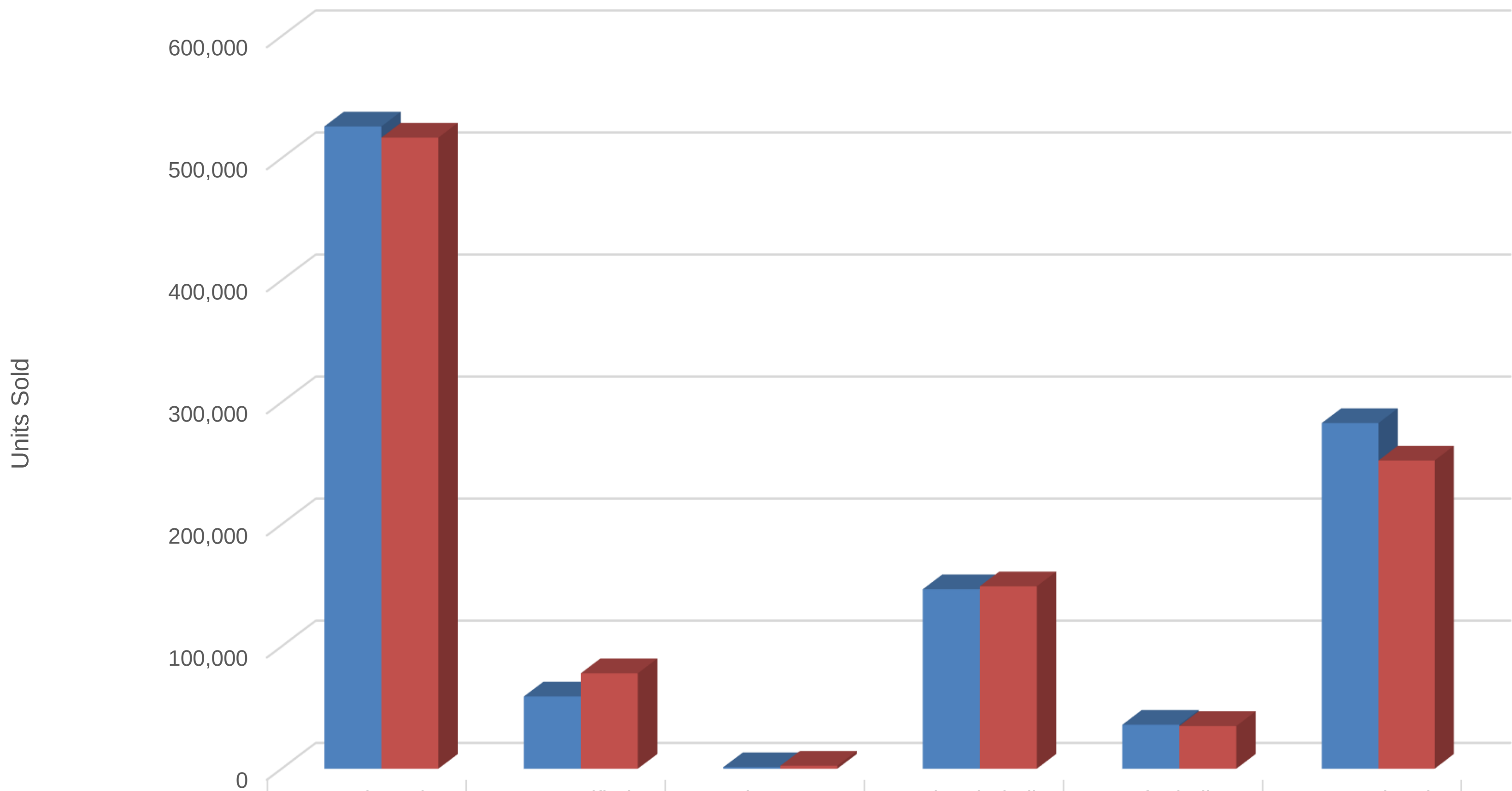
SNOW BOTTOMS $ SALES ONLINE



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'14 - Mar'15)	$68,678,898	$4,286,944	$115,249	$19,512,990	$5,494,662	$39,269,053
YTD (Aug'15 - Mar'16)	$66,638,754	$5,447,164	$360,306	$20,190,034	$5,277,478	$35,363,772

Source: SIA Retail Data produced by The NPD Group

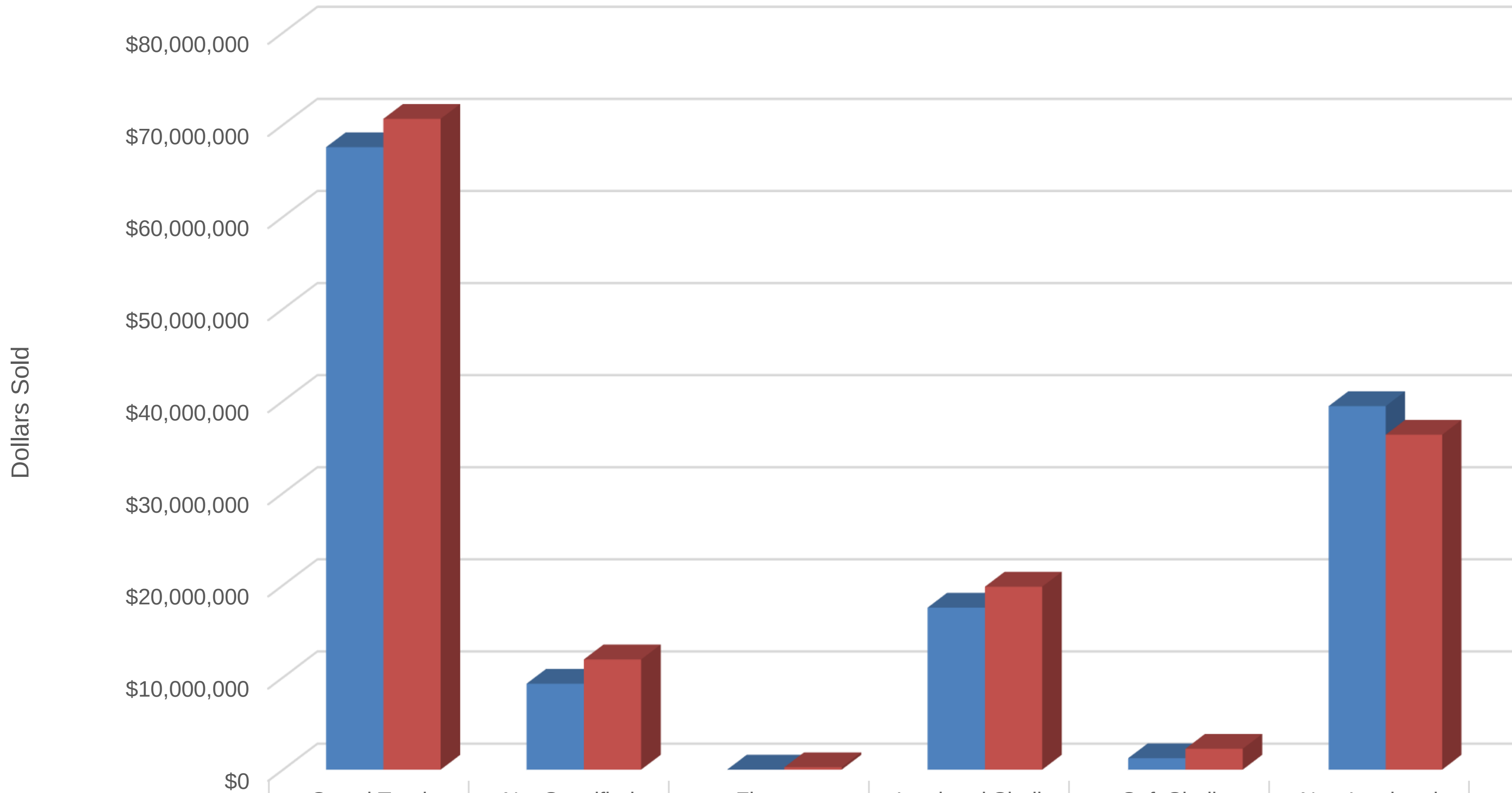
SNOW BOTTOMS UNIT SALES ONLINE



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'14 - Mar'15)	526,040	59,060	1,230	146,830	35,939	282,981
YTD (Aug'15 - Mar'16)	516,850	78,024	2,371	149,243	34,900	252,312

Source: SIA Retail Data produced by The NPD Group

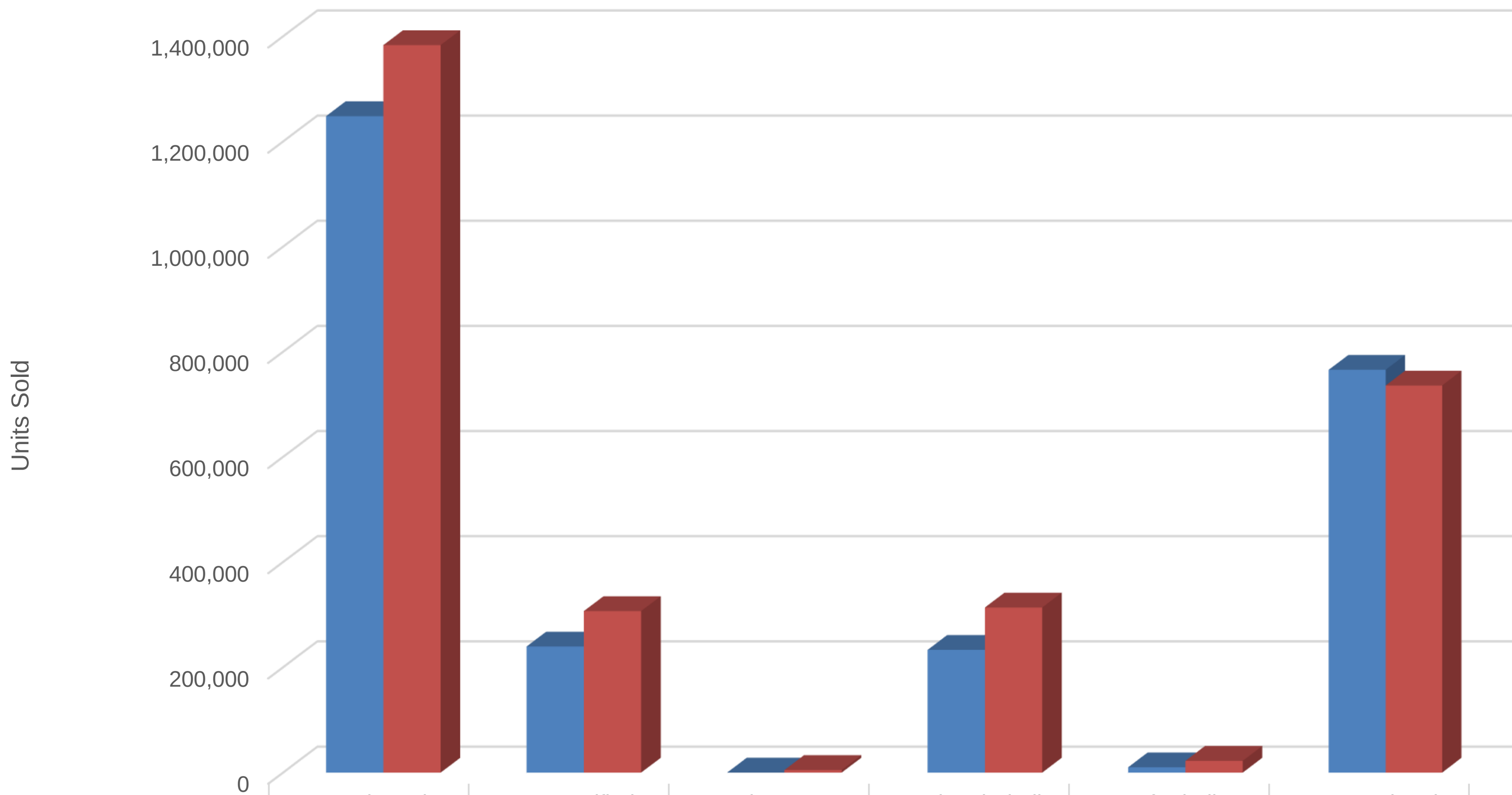
SNOW BOTTOMS $ SALES CHAIN STORES



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'14 - Mar'15)	$67,566,130	$9,315,414	$1,058	$17,568,332	$1,237,129	$39,444,197
YTD (Aug'15 - Mar'16)	$70,646,090	$11,945,666	$258,689	$19,839,601	$2,263,961	$36,338,173

Source: SIA Retail Data produced by The NPD Group

SNOW BOTTOMS UNIT SALES CHAIN STORES



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'14 - Mar'15)	1,248,159	239,352	14	233,037	10,073	765,683
YTD (Aug'15 - Mar'16)	1,383,360	306,810	4,829	313,556	22,343	735,822

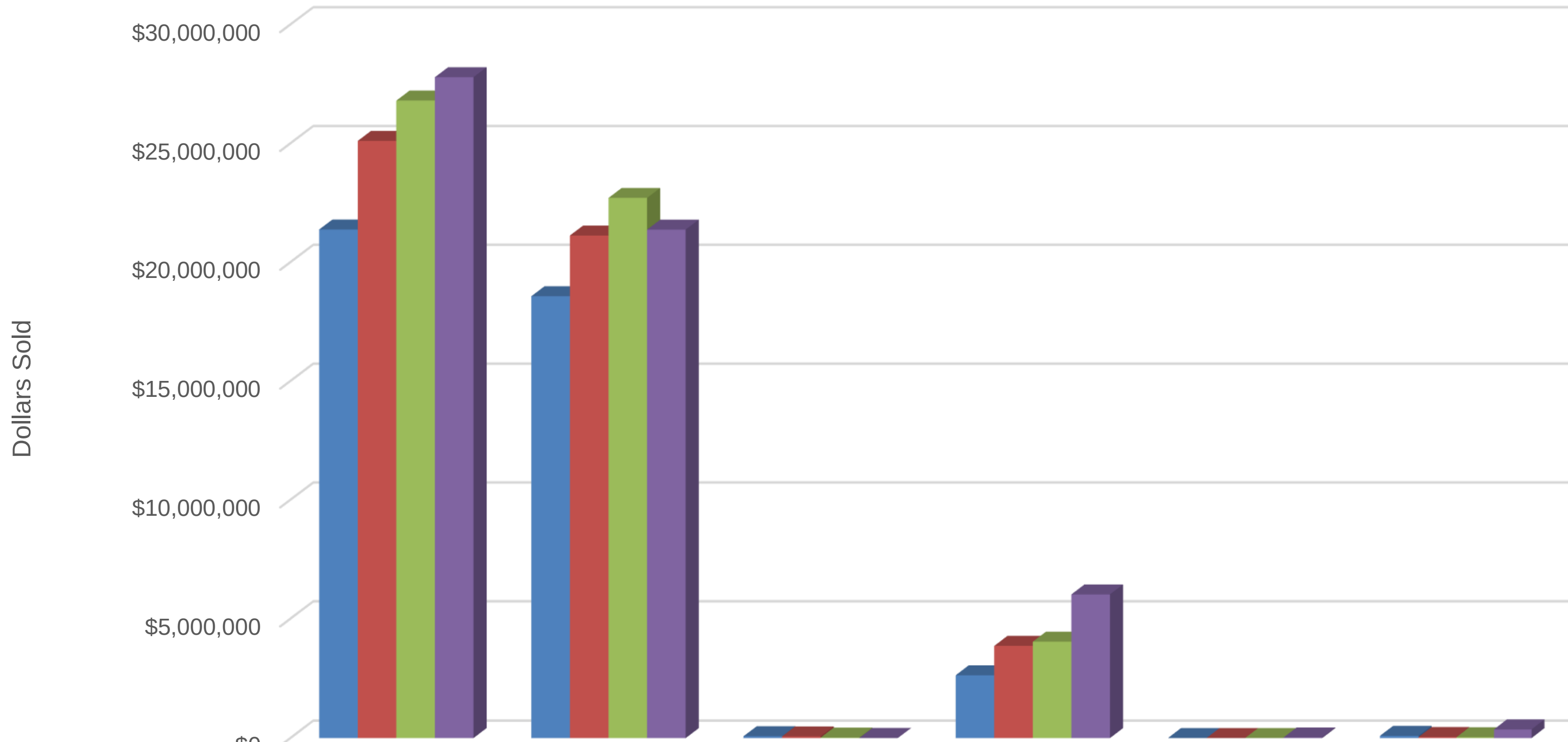
Source: SIA Retail Data produced by The NPD Group

SNOW BOTTOMS AVERAGE PRICE BY CHANNEL 2015/2106 SEASON

Outerwear Type	Specialty Avg Prices	Online Avg Prices	Chain Store Avg Prices
Grand Total	$124.07	$128.93	$51.07
Not Specified	$86.95	$69.81	$38.94
Fleece	$90.40	$151.96	$53.57
Insulated Shell	$129.58	$135.28	$63.27
Soft Shell	$157.57	$151.22	$101.33
Non-Insulated Shell	$131.19	$140.16	$49.38

Source: SIA Retail Data produced by The NPD Group

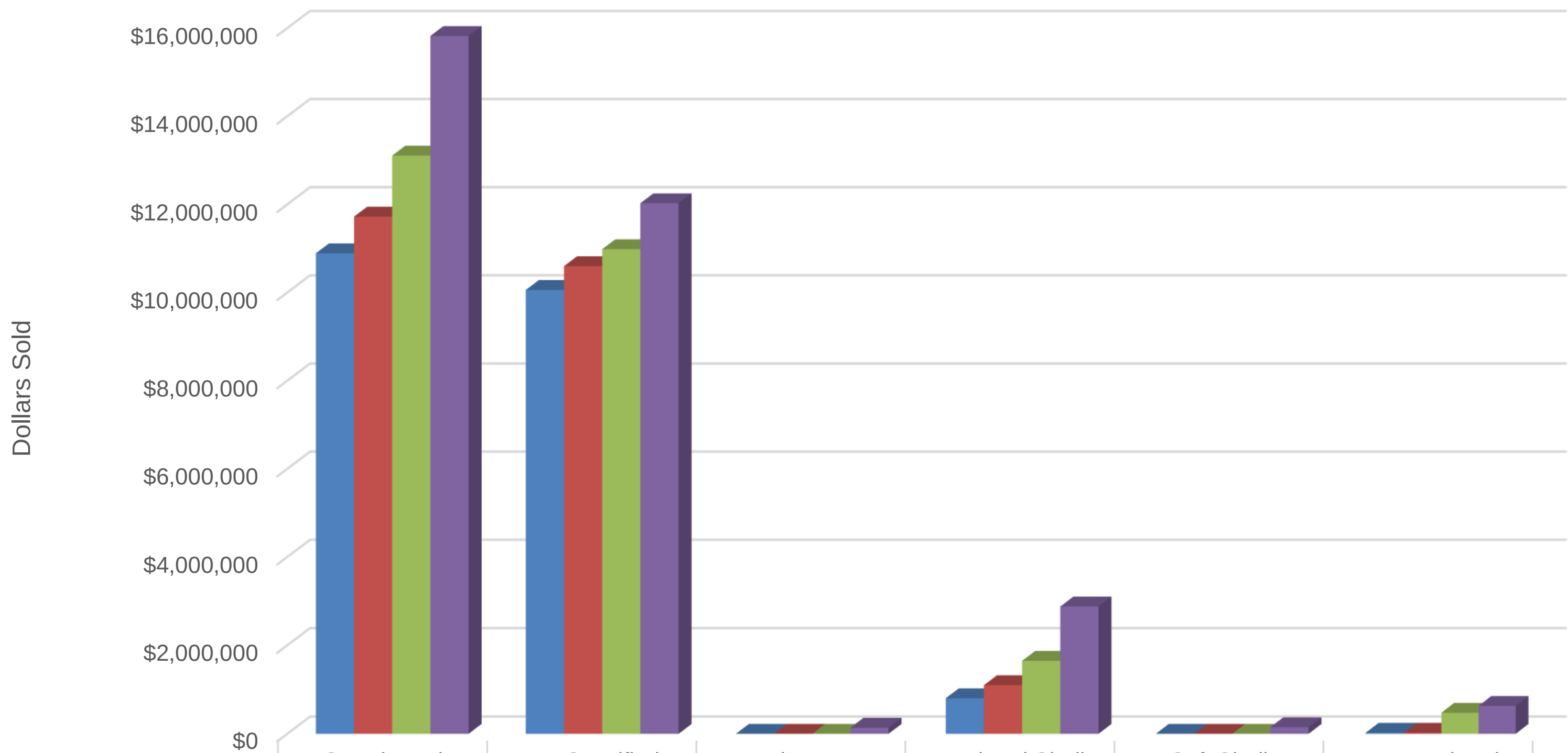
SNOW BOTTOMS $ SALES BOYS' JUNIOR SNOW PANTS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'12 - Mar'13)	$21,377,686	$18,571,861	$78,104	$2,633,085	$0	$94,636
YTD (Aug'13 - Mar'14)	$25,107,916	$21,125,078	$71,351	$3,864,302	$0	$47,185
YTD (Aug'14 - Mar'15)	$26,803,550	$22,707,061	$20,563	$4,039,291	$0	$36,635
YTD (Aug'15 - Mar'16)	$27,787,940	$21,370,731	$4,117	$6,022,619	$26,455	$364,018

Source: SIA Retail Data produced by The NPD Group

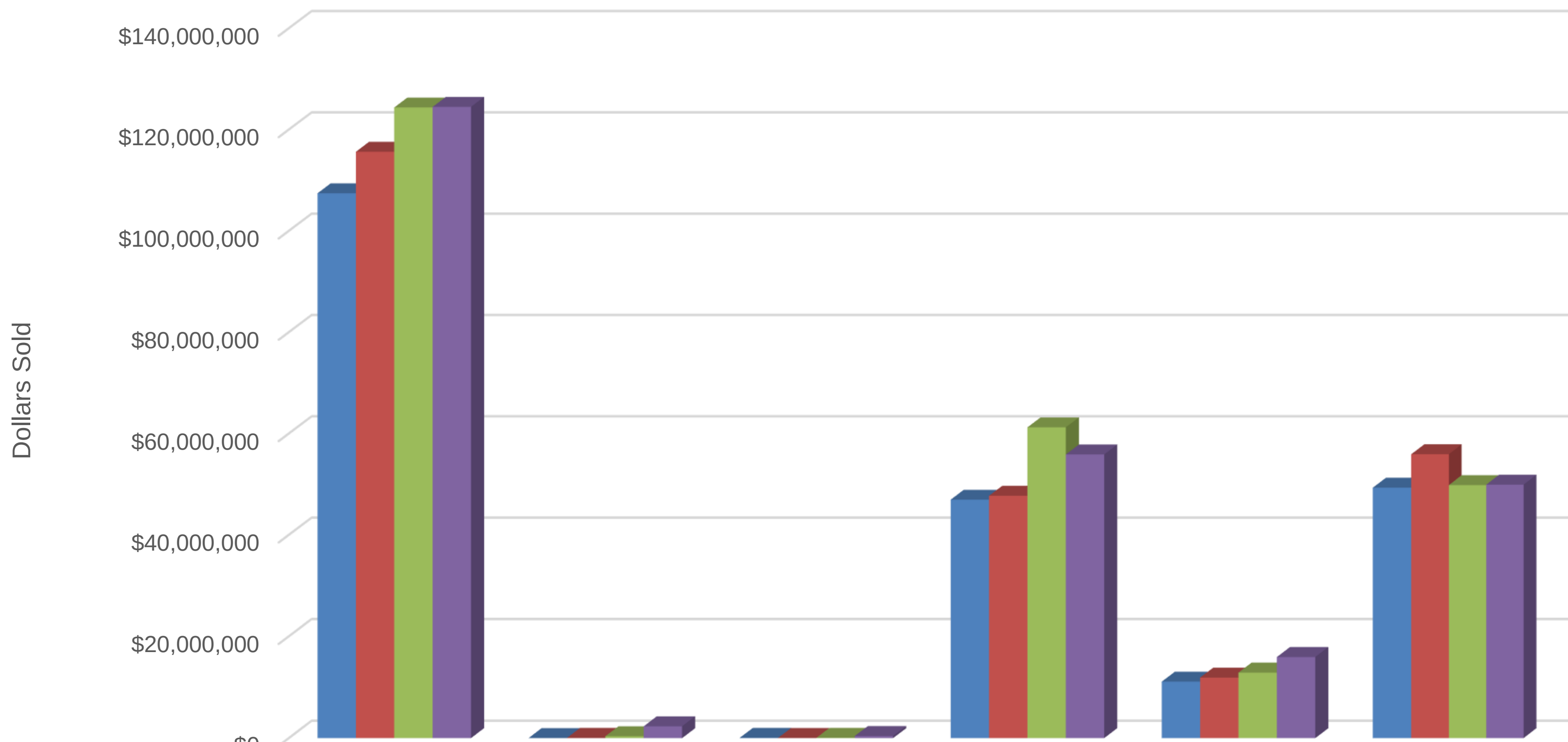
SNOW BOTTOMS $ SALES - GIRLS' SNOW PANTS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'12 - Mar'13)	$10,890,674	$10,061,239	$0	$805,152	$0	$24,283
YTD (Aug'13 - Mar'14)	$11,723,817	$10,598,824	$0	$1,100,896	$0	$24,097
YTD (Aug'14 - Mar'15)	$13,108,721	$10,984,069	$0	$1,649,486	$0	$475,166
YTD (Aug'15 - Mar'16)	$15,822,298	$12,027,377	$138,124	$2,877,635	$148,679	$630,483

Source: SIA Retail Data produced by The NPD Group

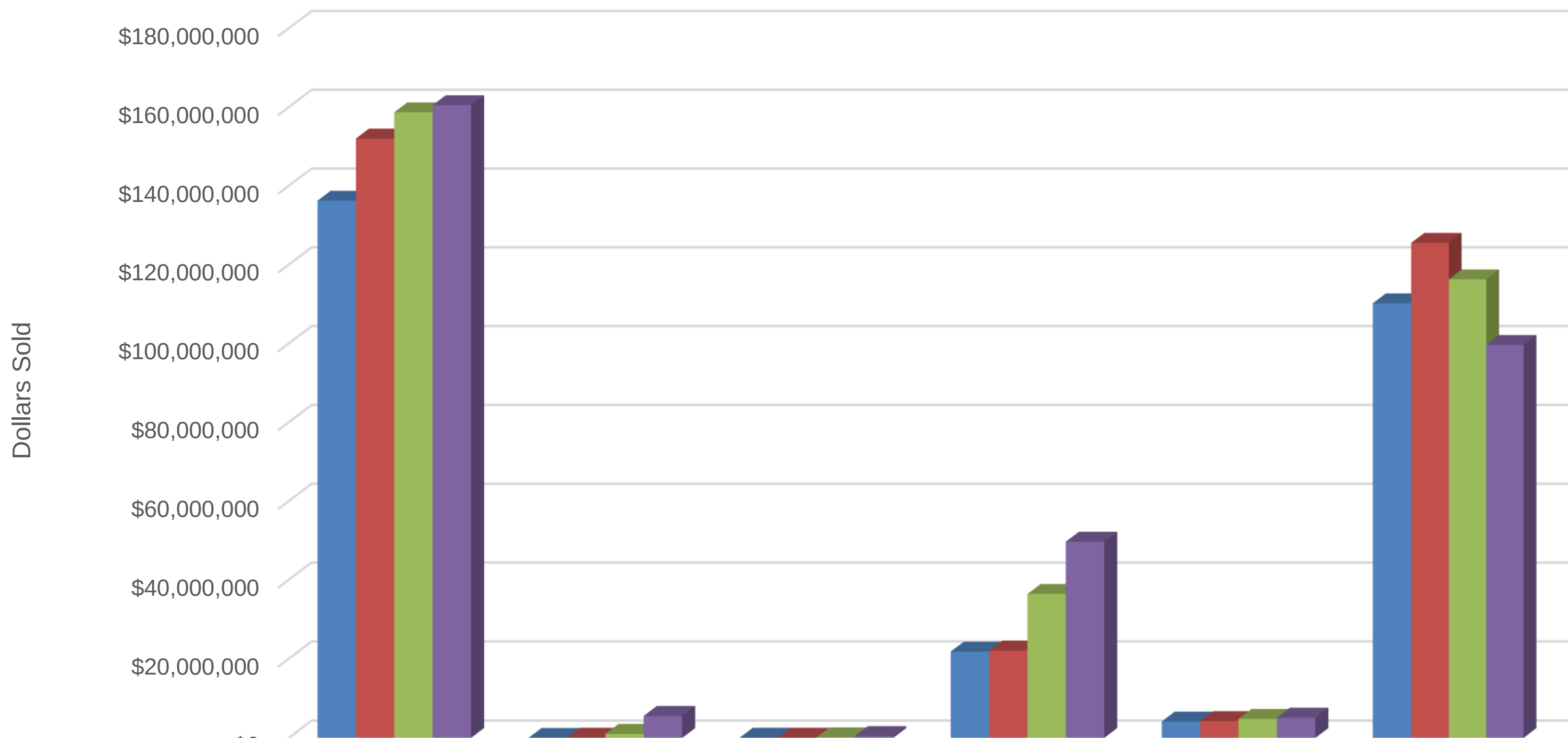
SNOW BOTTOMS $ SALES - WOMEN'S SNOW PANTS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'12 - Mar'13)	$107,434,053	$6,046	$46,205	$46,948,252	$11,103,345	$49,330,205
YTD (Aug'13 - Mar'14)	$115,628,849	$39,978	$37,034	$47,728,044	$11,896,732	$55,927,061
YTD (Aug'14 - Mar'15)	$124,371,152	$373,653	$53,804	$61,230,334	$12,882,774	$49,830,587
YTD (Aug'15 - Mar'16)	$124,489,745	$2,328,532	$419,660	$55,881,921	$15,944,927	$49,914,705

Source: SIA Retail Data produced by The NPD Group

SNOW BOTTOMS $ SALES - MEN'S SNOW PANTS



	Grand Total	Not Specified	Fleece	Insulated Shell	Soft Shell	Non-Insulated Shell
YTD (Aug'12 - Mar'13)	$136,245,263	$20,271	$63,394	$21,818,908	$4,151,730	$110,190,960
YTD (Aug'13 - Mar'14)	$152,012,967	$60,399	$55,481	$22,076,771	$4,275,015	$125,545,301
YTD (Aug'14 - Mar'15)	$158,677,804	$1,018,676	$154,181	$36,415,717	$4,818,292	$116,270,938
YTD (Aug'15 - Mar'16)	$160,481,585	$5,567,150	$474,847	$49,684,538	$5,139,125	$99,615,925

Source: SIA Retail Data produced by The NPD Group

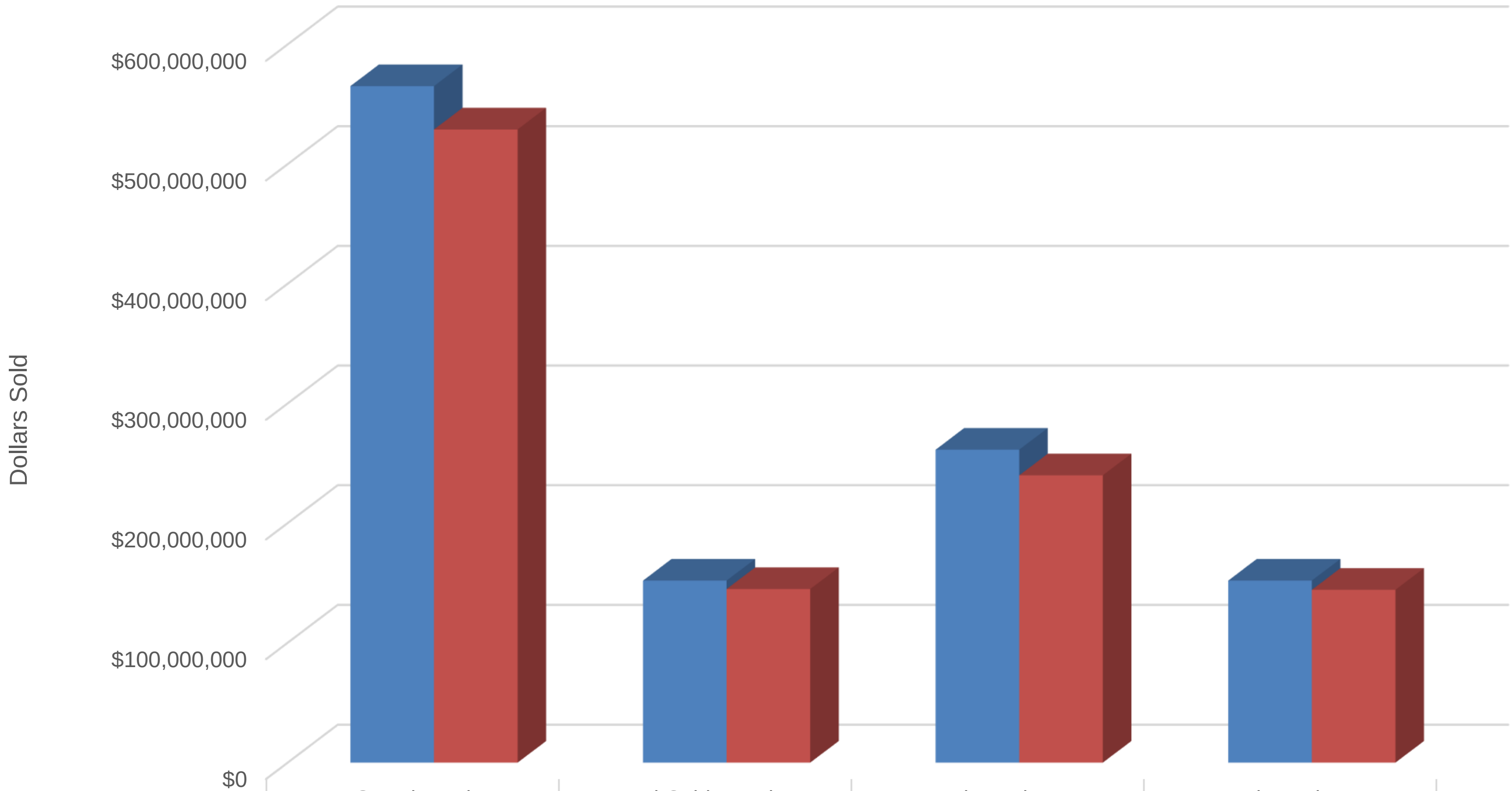
APPAREL ACCESSORIES

BASE LAYER
HEADWEAR
HAND WEAR

APPAREL ACCESSORIES SUMMARY

- Apparel accessories including headwear, face masks, gloves, mitts, and baselayer/cold weather undergarments brought $529M into snow sports retail this season
  - ❖ Headwear/Face Masks reached $144M down 5%, and 7.6M units down 4%
  - ❖ Handwear including gloves, mitts and liners reached $240M down 8% and 6.7M units down 9%
  - ❖ Baselayer reached $145M down 5% and 3.9M units down 6%
- Women are wearing more beanies. All women's accessories sales were down 5%, but women's headwear sales increased 5% to $26M indicating an upward trend in women's snow sports headwear
- Men's headwear sales were down 7% in dollars sold to $107M (about 75% of all headwear sold)
- Do boys lose more gloves and mittens? Boy's handwear sales were up 3% in units sold this season while girl's handwear sales declined by 22% in units sold. Maybe girls are stealing the boys' gloves and mittens?
- Men are layering up. Men's baselayer sales brought $76M into snow sports retail, women's baselayer sales brought in $51M

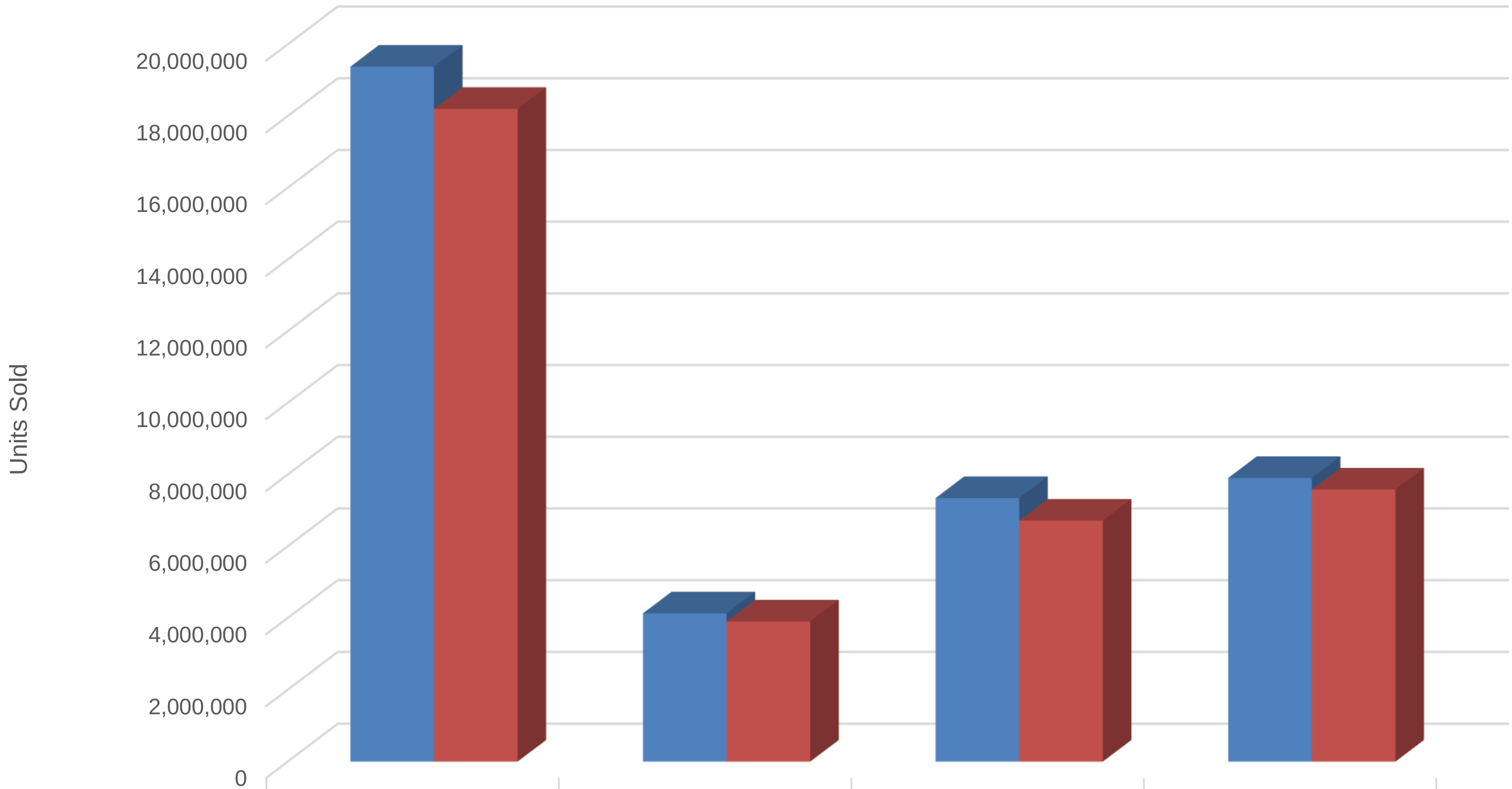
APPAREL ACCESSORIES $ SALES ALL CHANNELS



	Grand Total	Total Cold Weather Undergarments	Total Handwear	Total Headwear
YTD (Aug'14 - Mar'15)	$565,160,049	$151,916,219	$261,312,784	$151,931,046
YTD (Aug'15 - Mar'16)	$528,933,235	$144,851,370	$239,876,538	$144,205,327

Source: SIA Retail Data produced by The NPD Group

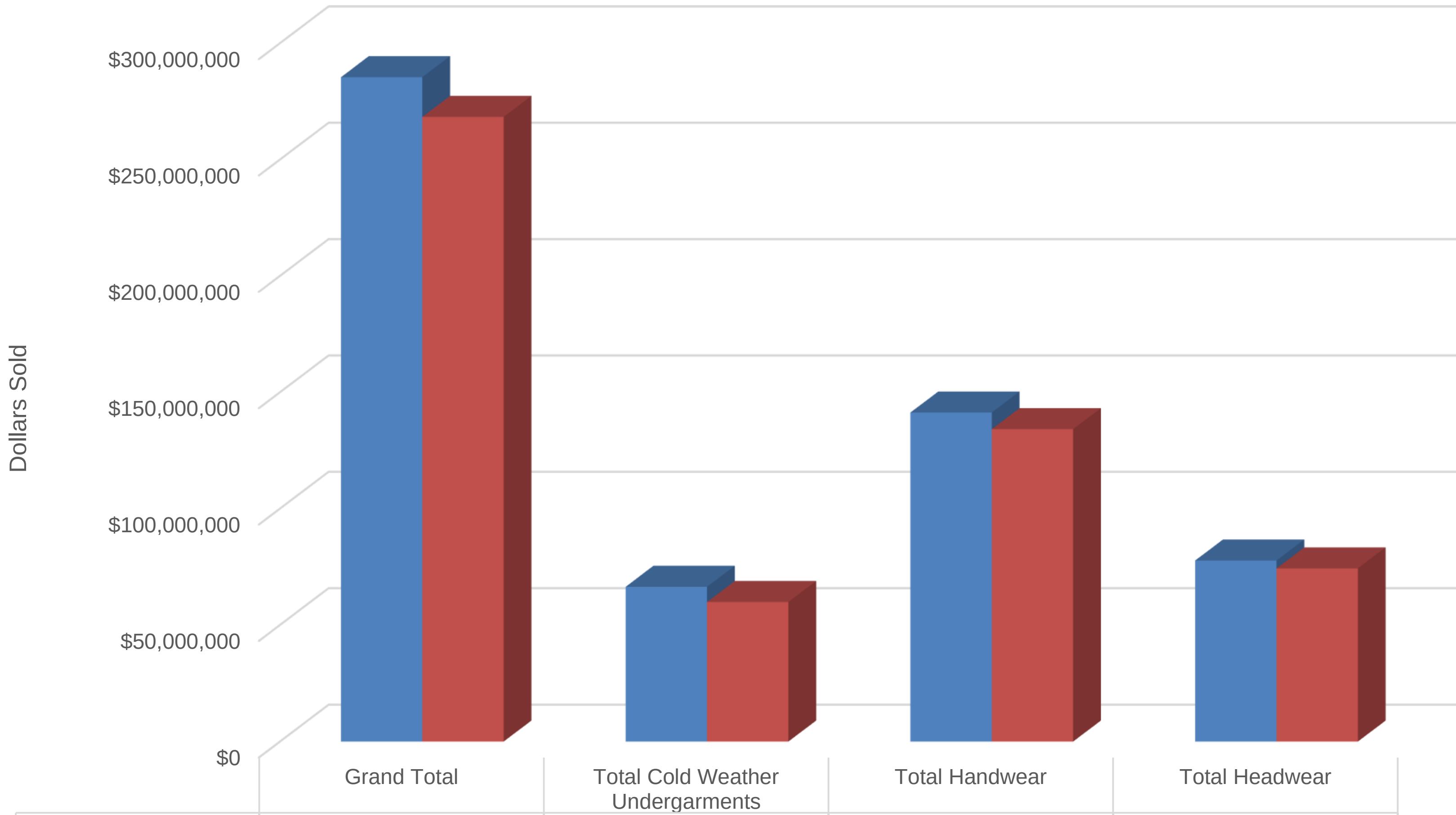
APPAREL ACCESSORIES UNITS $ SALES ALL CHANNELS



	Grand Total	Total Cold Weather Undergarments	Total Handwear	Total Headwear
YTD (Aug'14 - Mar'15)	19,378,655	4,128,671	7,344,502	7,905,482
YTD (Aug'15 - Mar'16)	18,200,260	3,902,947	6,715,731	7,581,582

Source: SIA Retail Data produced by The NPD Group

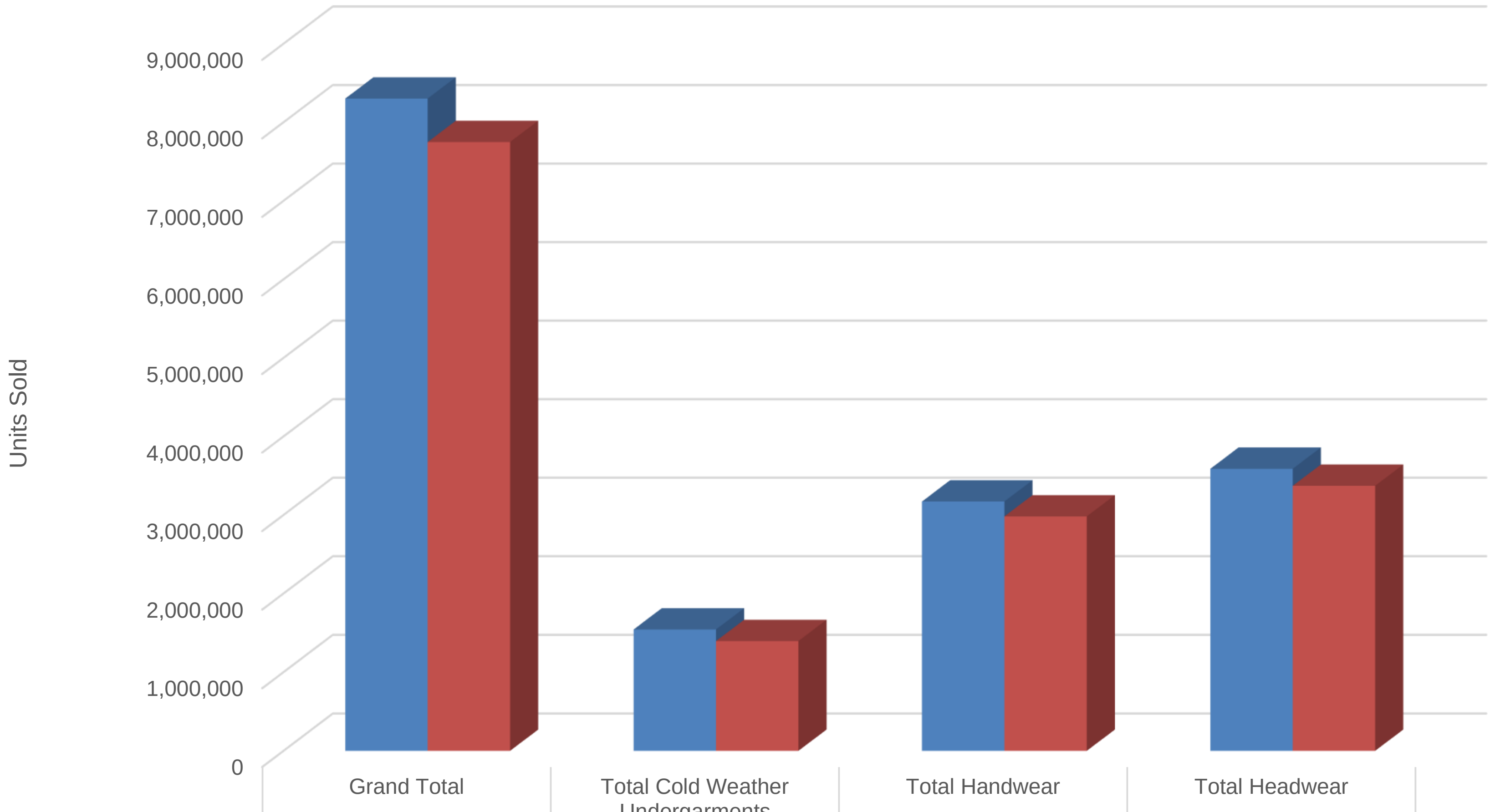
APPAREL ACCESSORIES $ SALES IN SPECIALTY SHOPS



	Grand Total	Total Cold Weather Undergarments	Total Handwear	Total Headwear
YTD (Aug'14 - Mar'15)	$285,383,173	$66,412,958	$141,279,281	$77,690,934
YTD (Aug'15 - Mar'16)	$268,318,995	$59,860,285	$134,140,250	$74,318,460

Source: SIA Retail Data produced by The NPD Group

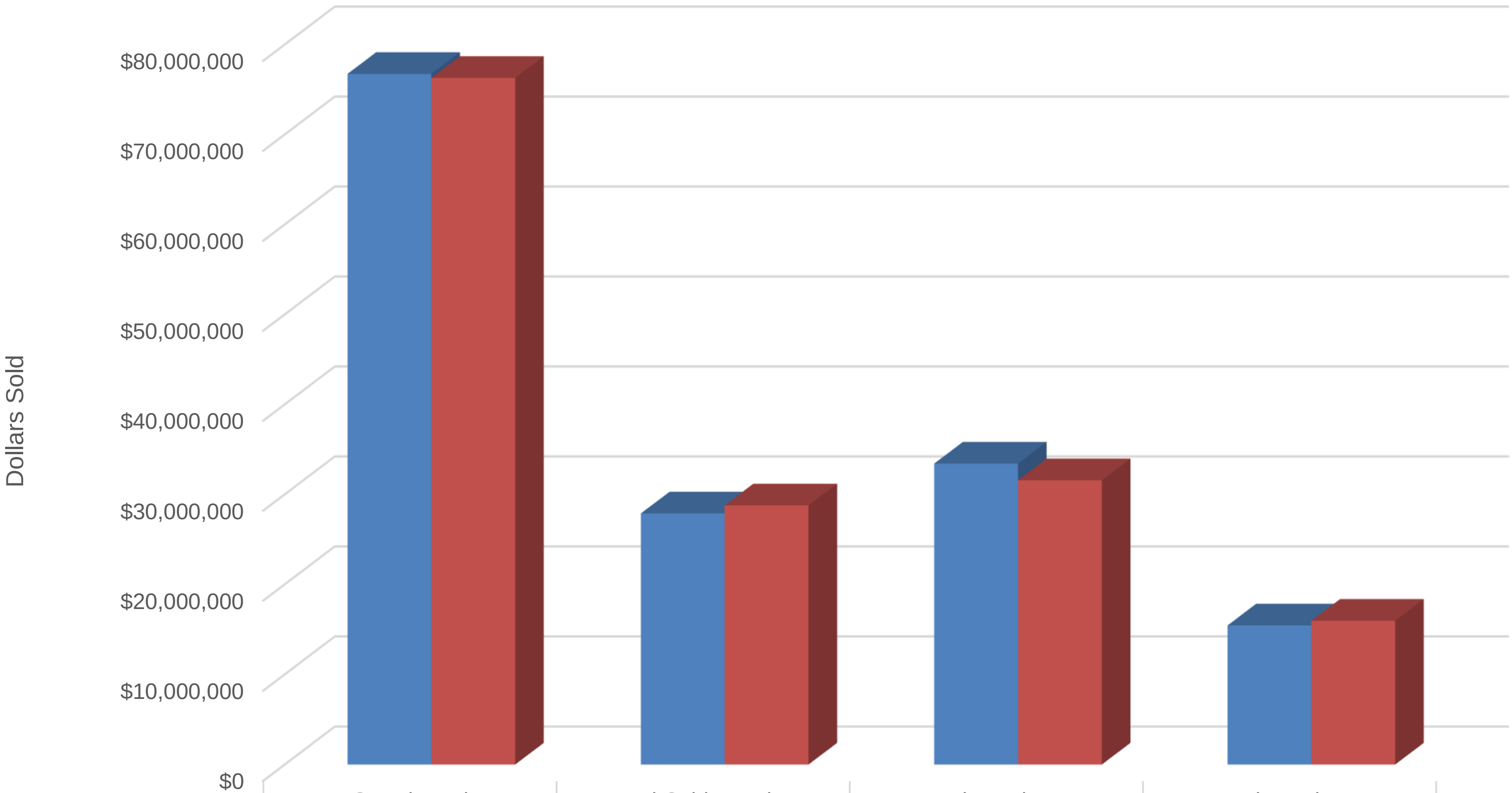
APPAREL ACCESSORIES UNITS SALES IN SPECIALTY SHOPS



	Grand Total	Total Cold Weather Undergarments	Total Handwear	Total Headwear
YTD (Aug'14 - Mar'15)	8,302,323	1,542,390	3,171,701	3,588,232
YTD (Aug'15 - Mar'16)	7,748,549	1,395,199	2,981,899	3,371,451

Source: SIA Retail Data produced by The NPD Group

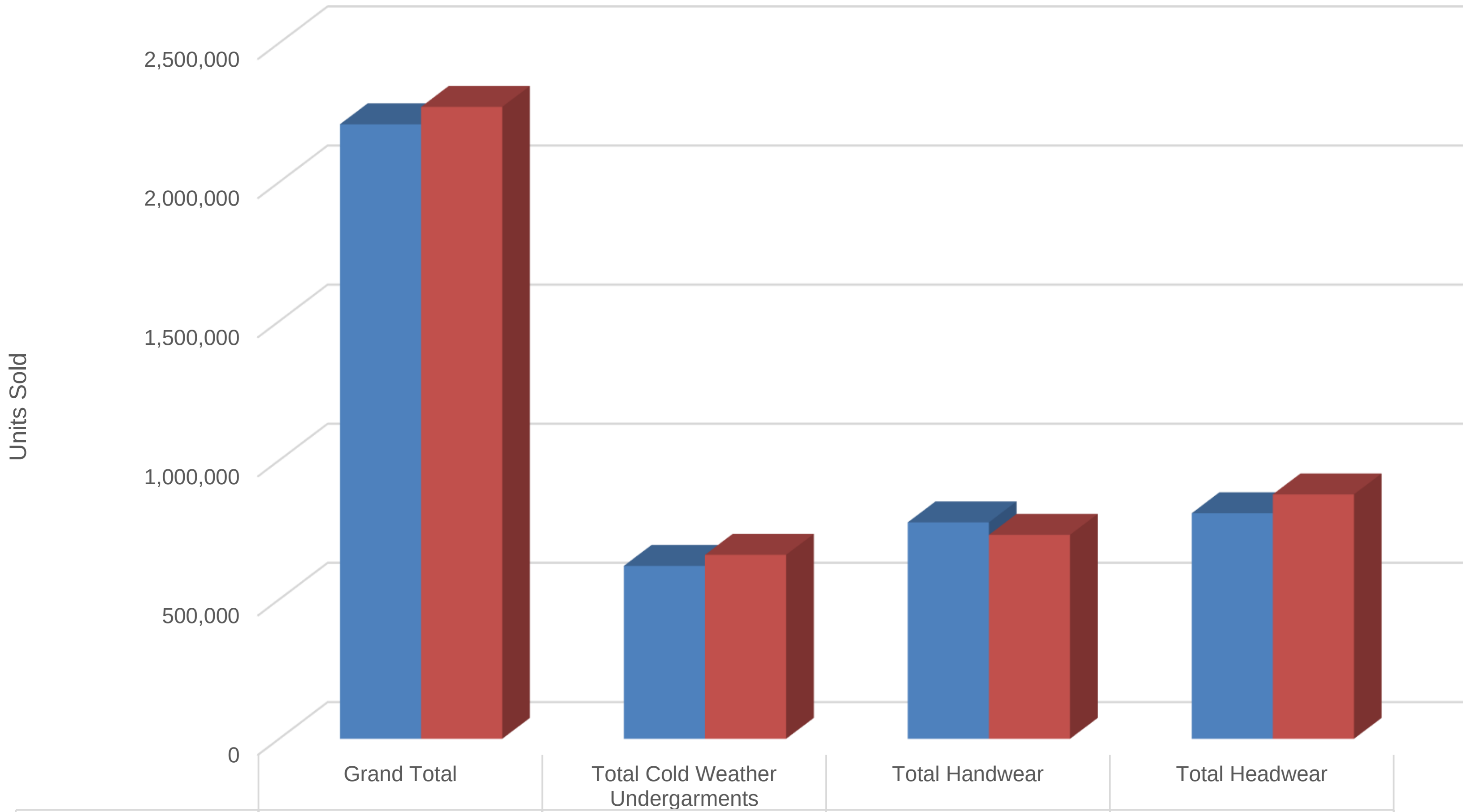
APPAREL ACCESSORIES $ SALES ONLINE



	Grand Total	Total Cold Weather Undergarments	Total Handwear	Total Headwear
YTD (Aug'14 - Mar'15)	$76,738,321	$27,882,114	$33,421,535	$15,434,672
YTD (Aug'15 - Mar'16)	$76,291,885	$28,773,001	$31,565,314	$15,953,570

Source: SIA Retail Data produced by The NPD Group

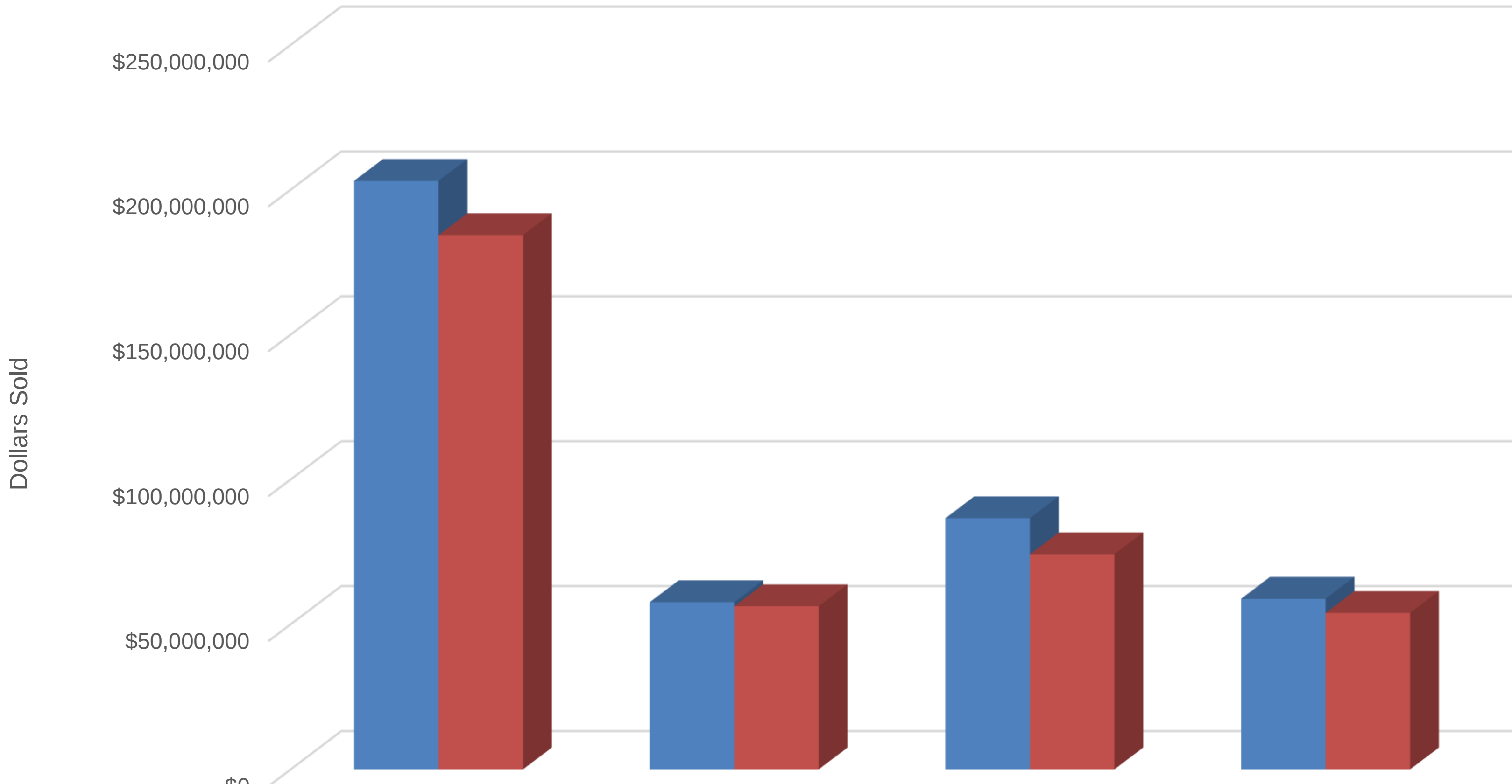
APPAREL ACCESSORIES UNIT SALES ONLINE



	Grand Total	Total Cold Weather Undergarments	Total Handwear	Total Headwear
YTD (Aug'14 - Mar'15)	2,207,986	620,826	777,240	809,920
YTD (Aug'15 - Mar'16)	2,270,550	660,531	732,283	877,736

Source: SIA Retail Data produced by The NPD Group

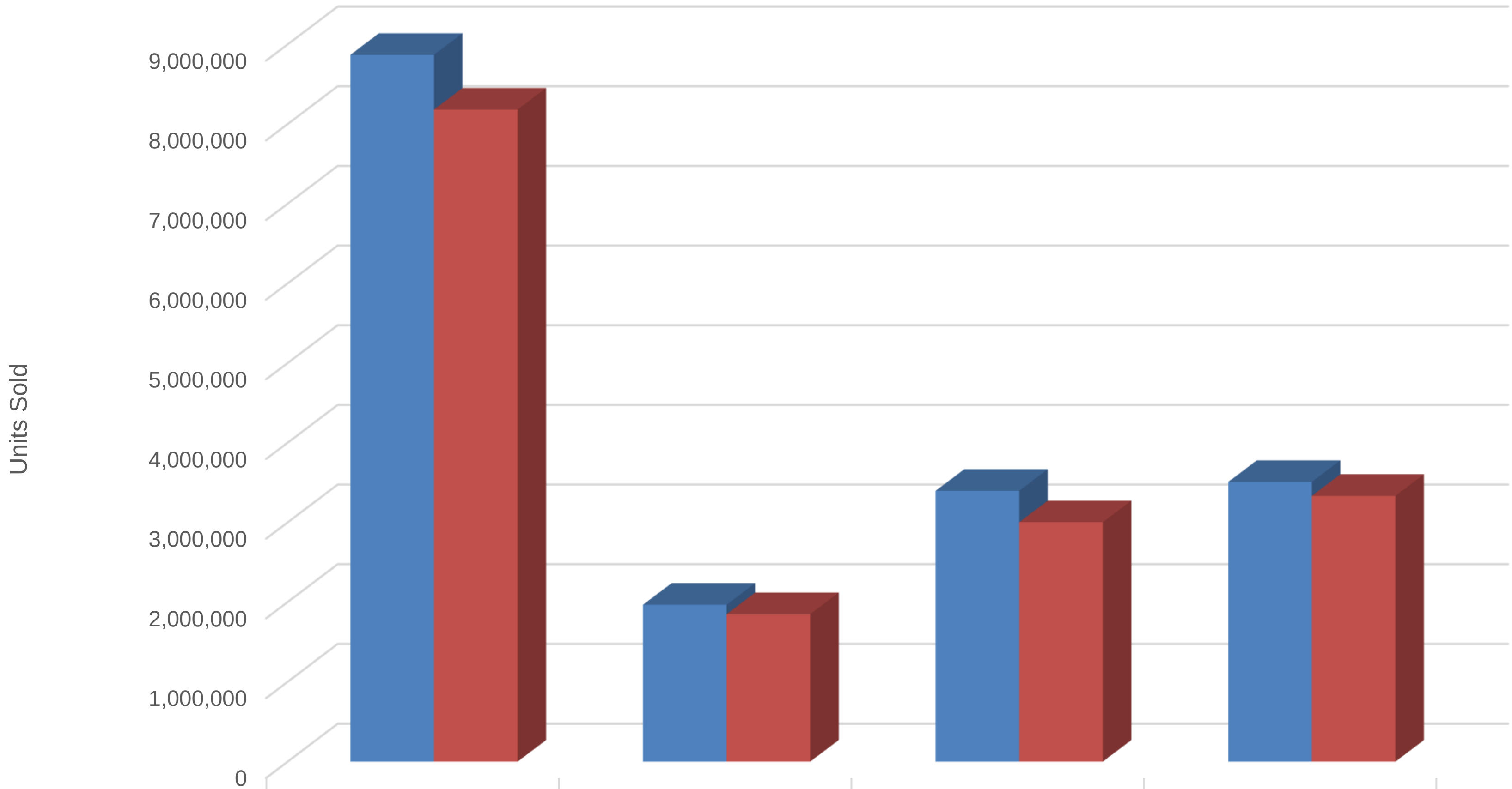
APPAREL ACCESSORIES $ SALES IN CHAIN STORES



	Grand Total	Total Cold Weather Undergarments	Total Handwear	Total Headwear
YTD (Aug'14 - Mar'15)	$203,038,555	$57,621,147	$86,611,968	$58,805,440
YTD (Aug'15 - Mar'16)	$184,322,355	$56,218,084	$74,170,974	$53,933,297

Source: SIA Retail Data produced by The NPD Group

APPAREL ACCESSORIES UNIT SALES IN CHAIN STORES



	Grand Total	Total Cold Weather Undergarments	Total Handwear	Total Headwear
YTD (Aug'14 - Mar'15)	8,868,346	1,965,455	3,395,561	3,507,330
YTD (Aug'15 - Mar'16)	8,181,161	1,847,217	3,001,549	3,332,395

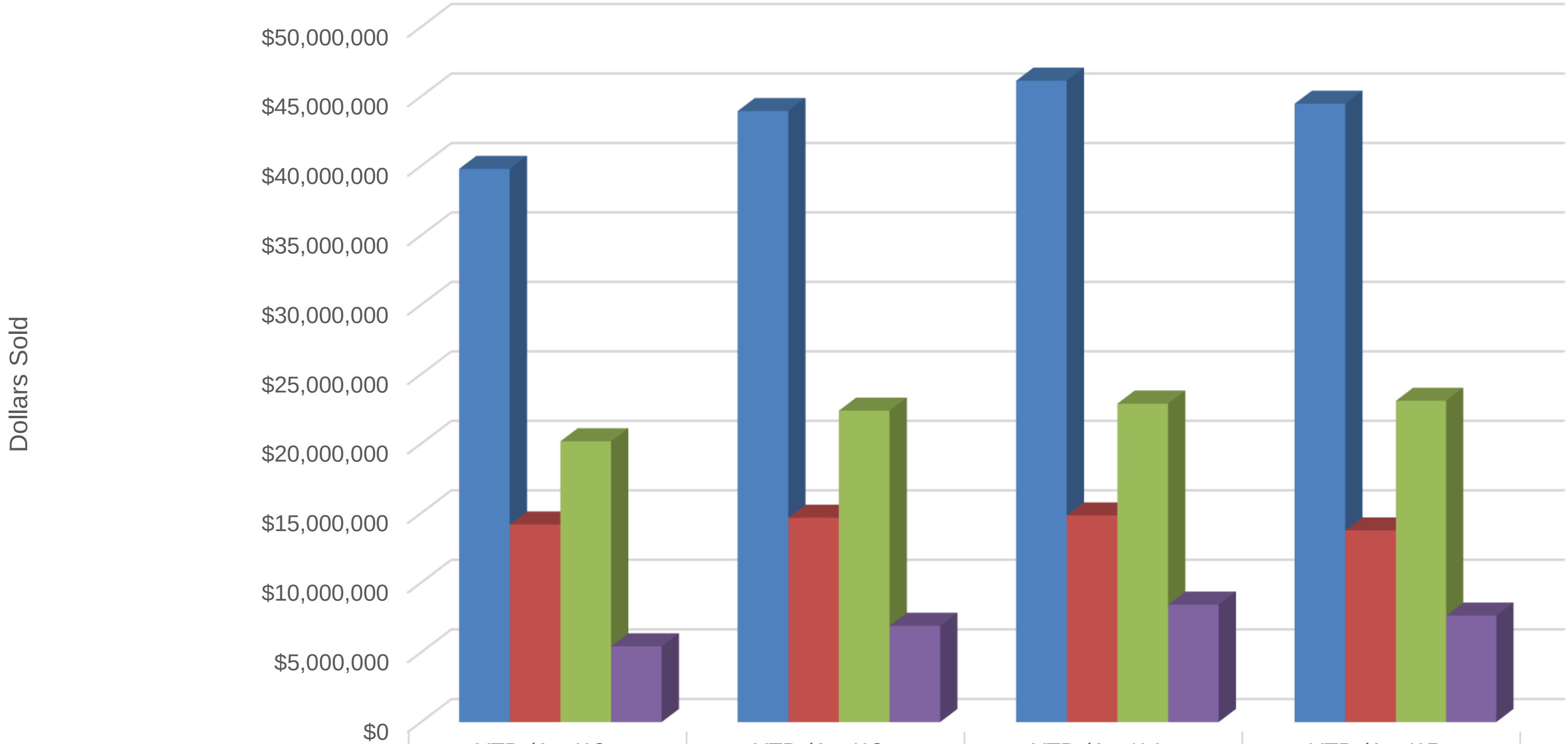
Source: SIA Retail Data produced by The NPD Group

APPAREL ACCESSORIES AVERAGE PRICES

Accessory Category	Specialty Shop Avg Prices	Online Avg Prices	Chain Store Avg Prices
Total Cold Weather Undergarments/Baselayer	$42.92	$43.56	$30.43
Total Handwear	$45.06	$43.33	$24.80
Total Headwear	$22.08	$18.21	$16.85

Source: SIA Retail Data produced by The NPD Group

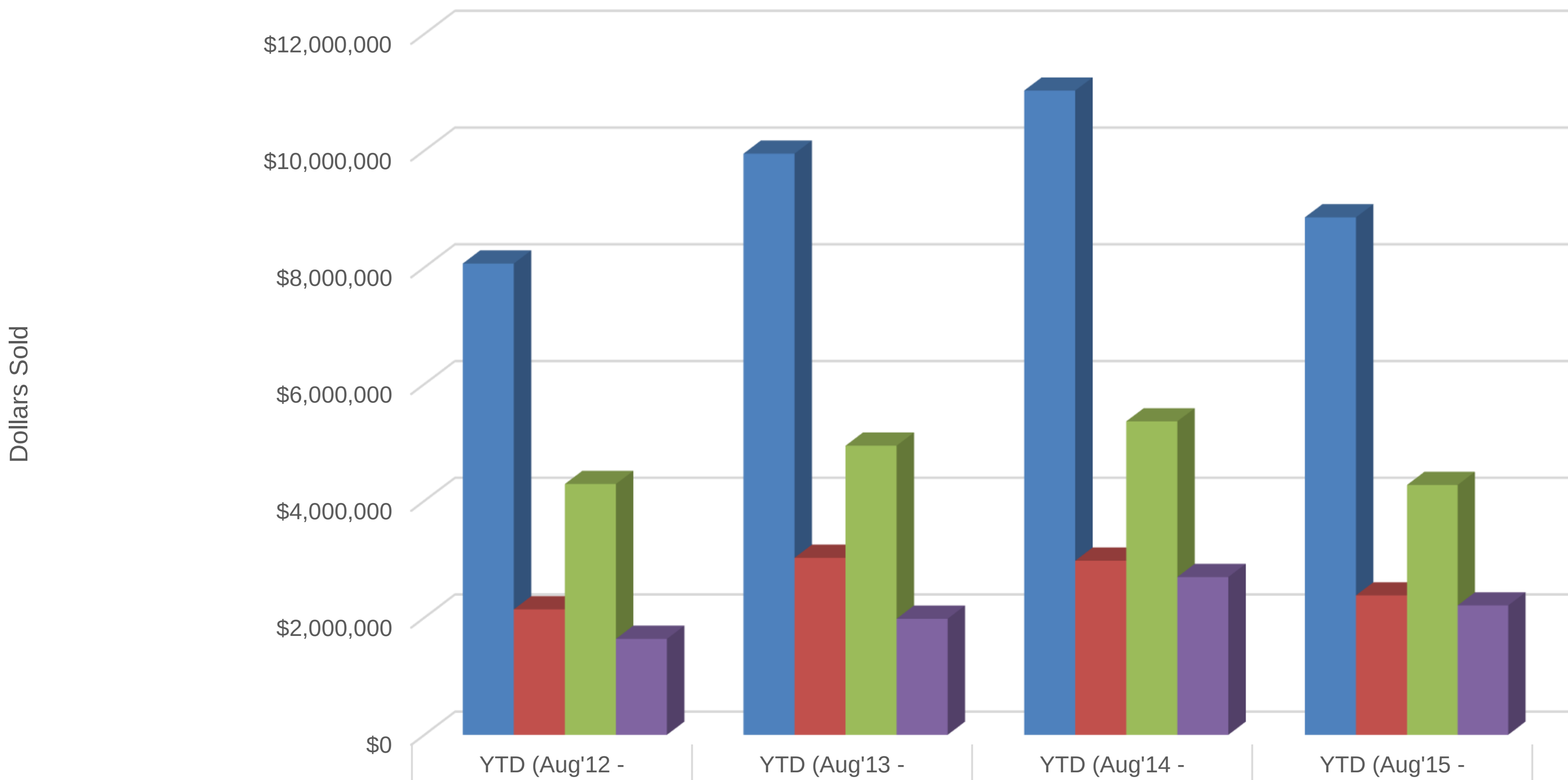
APPAREL ACCESSORIES $ SALES TRENDS BOYS' BASELAYER, GLOVES AND HEAD WEAR



	YTD (Aug'12 - Mar'13)	YTD (Aug'13 - Mar'14)	YTD (Aug'14 - Mar'15)	YTD (Aug'15 - Mar'16)
Grand Total	$39,779,067	$43,939,816	$46,126,282	$44,470,515
Total Cold Weather Undergarments	$14,182,810	$14,667,108	$14,833,654	$13,755,880
Total Handwear	$20,170,981	$22,376,974	$22,883,537	$23,085,405
Total Headwear	$5,425,276	$6,895,734	$8,409,091	$7,629,230

Source: SIA Retail Data produced by The NPD Group

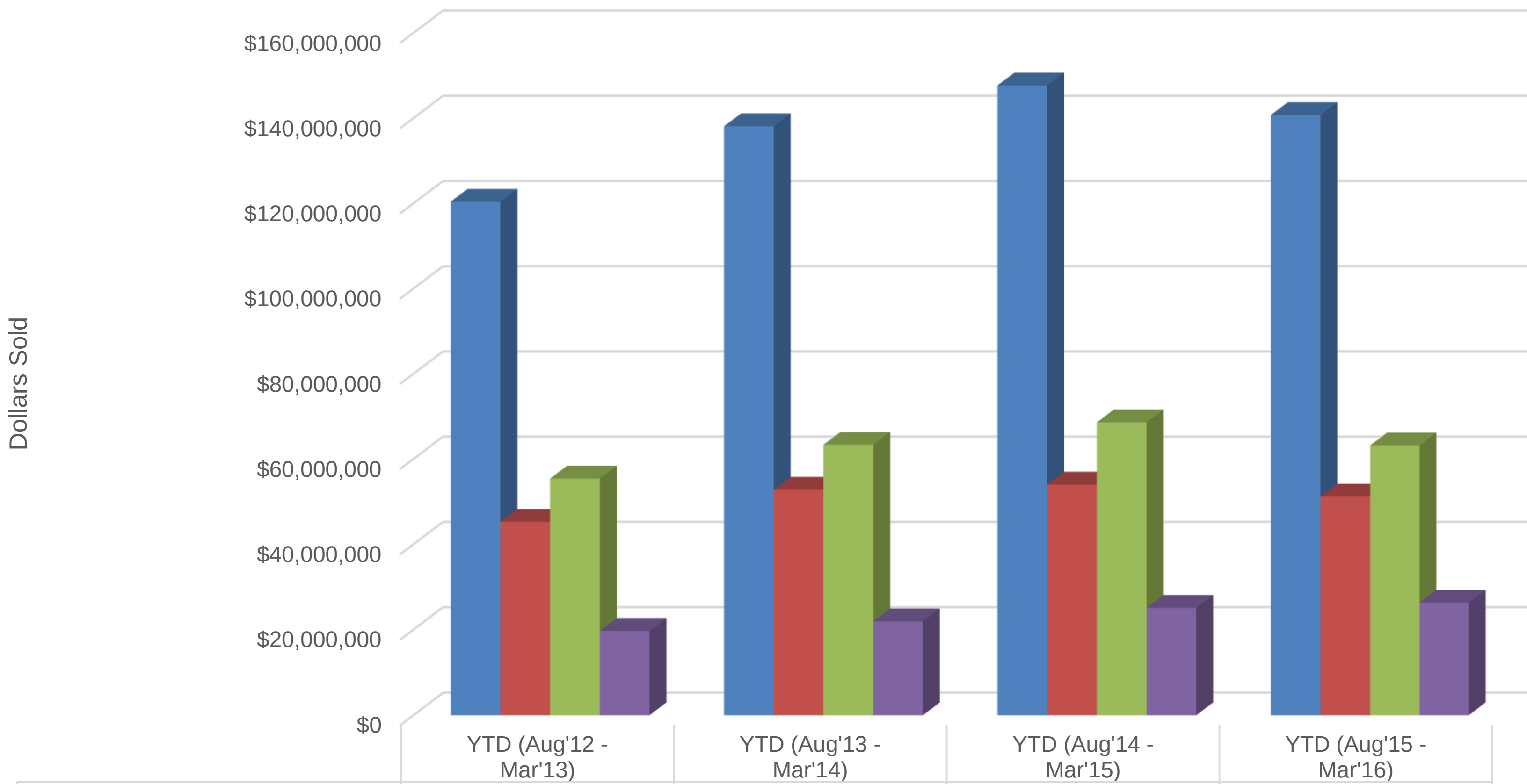
APPAREL ACCESSORIES $ SALES TRENDS GIRLS' BASELAYER, GLOVES AND HEAD WEAR



	YTD (Aug'12 - Mar'13)	YTD (Aug'13 - Mar'14)	YTD (Aug'14 - Mar'15)	YTD (Aug'15 - Mar'16)
Grand Total	$8,064,978	$9,948,087	$11,028,310	$8,856,830
Total Cold Weather Undergarments	$2,140,382	$3,023,390	$2,973,733	$2,378,325
Total Handwear	$4,287,762	$4,944,573	$5,360,675	$4,271,569
Total Headwear	$1,636,834	$1,980,124	$2,693,902	$2,206,936

Source: SIA Retail Data produced by The NPD Group

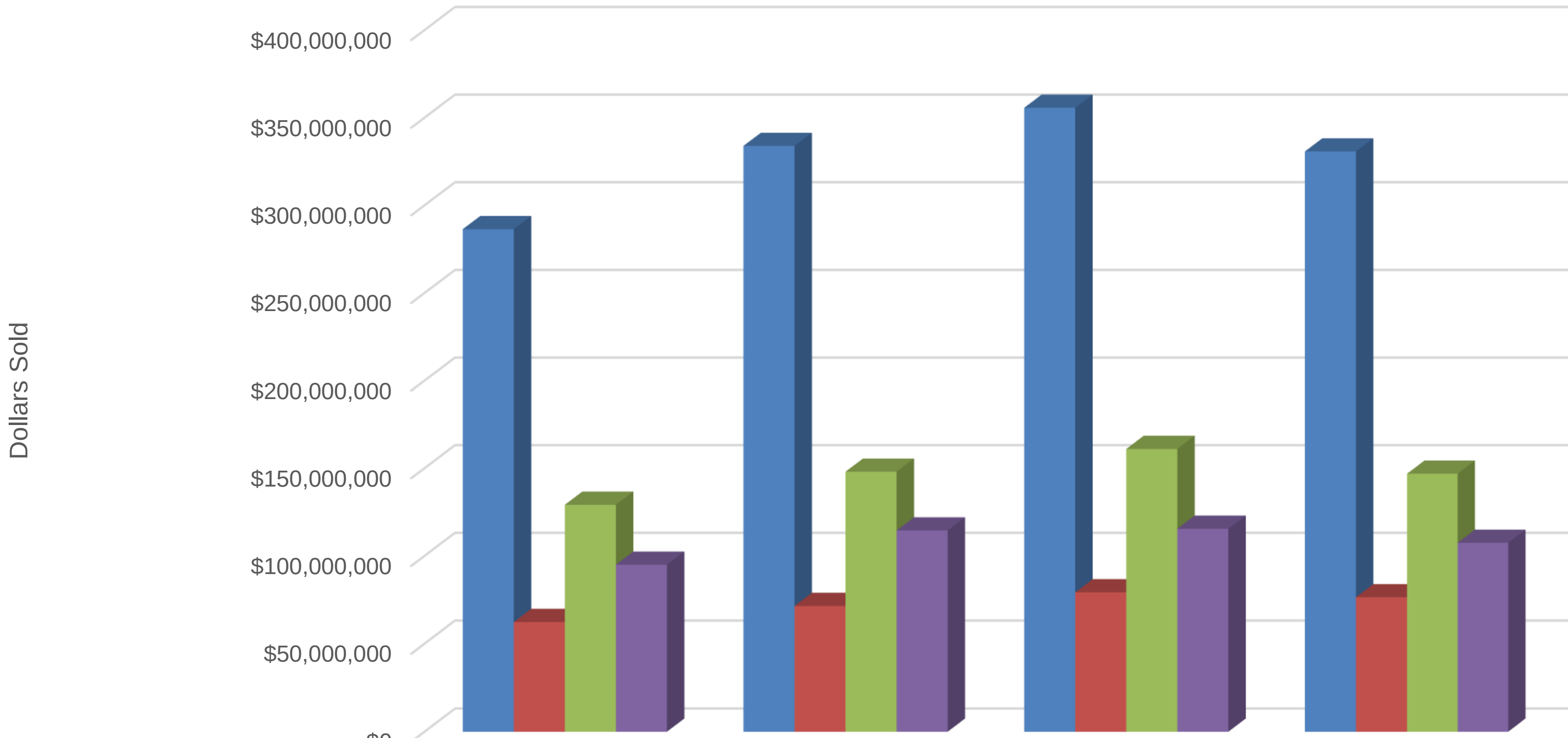
APPAREL ACCESSORIES $ SALES TRENDS WOMEN'S BASELAYER, GLOVES AND HEADWEAR



	YTD (Aug'12 - Mar'13)	YTD (Aug'13 - Mar'14)	YTD (Aug'14 - Mar'15)	YTD (Aug'15 - Mar'16)
Grand Total	$120,391,341	$138,103,154	$147,681,989	$140,730,995
Total Cold Weather Undergarments	$45,281,648	$52,807,927	$54,003,242	$51,200,936
Total Handwear	$55,409,006	$63,356,171	$68,603,226	$63,220,996
Total Headwear	$19,700,687	$21,939,056	$25,075,521	$26,309,063

Source: SIA Retail Data produced by The NPD Group

APPAREL ACCESSORIES $ SALES TRENDS MEN'S BASELAYER, GLOVES AND HEAD WEAR



	YTD (Aug'12 - Mar'13)	YTD (Aug'13 - Mar'14)	YTD (Aug'14 - Mar'15)	YTD (Aug'15 - Mar'16)
Grand Total	$286,402,301	$333,913,097	$355,674,650	$330,718,880
Total Cold Weather Undergarments	$62,295,849	$71,413,314	$79,204,751	$76,392,800
Total Handwear	$129,151,940	$148,014,850	$161,000,729	$146,869,675
Total Headwear	$94,954,512	$114,484,933	$115,469,170	$107,456,405

Source: SIA Retail Data produced by The NPD Group

SIA:RESEARCH
SNOWSPORTS INDUSTRIES AMERICA

THE HISTORY OF SNOW SPORTS

COPPER MOUNTAIN/TRIPP FAY

THE HISTORY OF SNOW SPORTS

Skiing, the winter form of recreation as we know it today, is a relatively modern invention. It actually began in response to the need of people in cold snowy climates to have some means of transportation during the winter.

The word “ski” has a Northern European linguistic root, describing a splinter cut from a log. It also became the Scandinavian term for shoe and was pronounced “shee.”

It is known that skis called “hotling skis” were used by prehistoric inhabitants of Scandinavia since remnants of their skis have been found in peat bogs that archaeologists say are close to 5000 years old. Rock carvings of skiers have been found in northern Norway that date back to 2000 B.C., supporting the theory that skiing originated in the Stone Age.

The first recorded reference to skiing activity did not come until 900 A.D. when a man named Snoore, a writer of sagas, described Vikings as “good skiers.”

For the next 300 years, skis served as a means for simple transportation, for herding reindeer and hunting. Skiing technique was cross country in nature and equipment was primitive. Regular winter clothing was worn with a soft-leather mukluk type of boot to keep the feet warm. Skis were made of wood with straps of bark, straw or leather fastened through vertical holes to harness the foot to each ski. Other skis of that period were long pieces of wood hollowed out like canoes with a raised platform. Ski poles as we know them were not used. Rather, skiers carried one long stick for balance and braking.

THE HISTORY OF SNOW SPORTS

The Divergence of Cross Country and Alpine Skiing

In the years between 1300 and 1800, the soldiers of Norway, Sweden, Russia and Finland put on skis during the winter months for military missions. The Norwegians had more than 1,500 ski troops by the year 1776 and had written the first ski instruction book. In 1767, the first military ski competition was held in Norway. The meet consisted of four events: shooting while skiing at full speed down a hill; skiing through a deep wooded section; skiing down steep hills without poles; and a cross country run with a pack and rifle. This was the first formal separation of alpine and cross-country skiing.

In 1820, the first advertisements for skis appeared in newspapers in Oslo when the first ski dealers were in operation. It was not until the middle of 1800 that skiing began to take hold as a sport.

In 1840, Sondre Norheim in his book *The Story of Skiing* discovered the possibility of landing from a jump not on flat ground. Hence, the ski jump was invented. At about the same time, a skier from Laplands won a cross-country race by using two shorter poles in each hand instead of one long pole. This was the transition from skiing for utility to skiing for pleasure.

By the end of the 19th century, skiing had spread throughout Europe. In the U.S., Norwegian immigrants brought skis that were 12 feet long and soon organized ski races in the Sierra Nevada.

In 1861, the first ski club was formed in Norway called the Trysil Shooting and Skiing Club.

Inventions of the 1930s included the steel-edged ski, ski bindings (that could hold the boot securely to the ski) and uphill transportation (rope tows, chairlifts, bars, etc) which brought skiing into the modern era. It was no longer necessary to be a superior athlete to enjoy the sport. These developments, coupled with the 1932 Winter Olympics at Lake Placid, NY, sparked a new and exciting interest in American skiing.

THE HISTORY OF SNOW SPORTS

The Growth of Snowboard and Freeski

The foundations of snowboarding began in 1965 when Sherman Poppen, an engineer from Muskegon, MI, put together two skis with a rope for balance and called it a Snurfer. What started as something for his daughter to use in the winter months, ended up selling over one million units over the course of the next decade. Poppen went on to create snurfing competitions in Michigan, which brought in competitors from across the country.

In 1977, Jake Burton Carpenter created Burton Snowboards where he introduced a new design with flexible wooden planks and water ski foot traps. During the first ever World Snurfing Championship in Pando Winter Sports Park, he was the only one to compete using a snowboard with his design.

Snowboarding continued to grow throughout the 1970's and 1980's with the help of several pioneers including Jake Burton Carpenter (Burton Snowboards), Dimitrije Milovich, Tom Sims (Sims Snowboards), Chuck Barfoot (Barfoot Snowboards) and Mike Olsen (Gnu Snowboards). It was recognized as an official sport in 1985 with its first ever World Cup held that year in Zürs, Austria.

Unfortunately, even with the acceptance of snowboarding as a sport, resorts were slow to adapt and only 7% of resorts allowed snowboarding in 1985 fearing that bad snowboarders would scrape away all of the good snow. Since then things have changed and now 97% of resorts allow snowboarding and offer terrain parks.

Snowboarding was featured in the first Winter X-Games in 1997 and was introduced into the Winter Olympics in 1998 at Nagano, Japan where there were two events for men and women including the Giant Slalom (which has since been removed) and the half-pipe. Today, there are three Olympic events for snowboarders including the half-pipe, parallel giant slalom and snowboard cross.

Freeskiing developed in the shadows of growing snowboard popularity in the 1990's, adapting many similar styles of snowboarding in the terrain parks and in competition. The International Ski Federation created rules that would restrict what freeskiers could do in competition and as a result the "newschool" movement formed, led by the New Canadian Air Force with the primary goal of growing the freeskiing sport. They worked to help Salomon develop the first pair of twin-tip skis and used them on snowboard terrain parks to give the sport some publicity. Freeskiing has continued to grow in popularity ever since.

In 2002, ski slopestyle and ski superpipe were introduced in the Winter X Games, creating more of a following behind freeskiing as a sport. In April 2011, it was announced that men's and women's ski halfpipe and slopestyle events would be included in the 2014 Sochi Winter Olympic Games.

APPENDIX

COPPER MOUNTAIN/TRIPP FAY

GLOSSARY OF TERMS: SKI

Alpine Skis — Includes adult and junior alpine skis. Does not include telemark skis or randonee/AT skis.

System: indicates an integrated ski system
Flat: indicates a ski sold without a binding

>110mm: Skis with waist width greater than 110mm.
95-100mm: Waist widths 95-110mm
80-95mm: Waist widths 80-95mm
70-79mm: Waist widths 70-79mm
<70mm: Waist widths up to 69mm
Traditional: straight and minimal sidecut skis, typically shovel width less than 100mm

Traditional Camber: A convex rise from the contact points of the tip and tail inward with an apex at the midpoint.

Reverse Camber: Reverse Camber & Rocker is a subtle concave or arcing profile that curves upward the opposite of camber. Many contain multiple arcs rather than a single, smooth arc. A combination of camber, reverse camber/rocker, zero/flat camber throughout the length of the board or ski.

Twin tip: Tails are upturned similarly to the front tip expressly to allow for skiing in both directions.

Non twin tip: Includes flat tails and slightly raised tails but not tails so upturned as to allow skiing in both directions.

Alpine Boots — Includes all adult and junior alpine boots. Does not include telemark or randonee boots, does include ski board boots.

High Performance: advanced level boots; includes all race boots
Sport Performance: intermediate level boots
Recreation: entry level or base performance boots
Alpine/AT: alpine DIN boots that can be converted to an AT/Touring sole for backcountry use

Alpine Bindings — Includes all adult and junior alpine bindings. Does not include telemark *or randonee* bindings.

Bindings are classified by the maximum DIN setting:

- **Din 1-7**
- **Din 8-11**
- **Din 12+**
- **Skiboard**

Alpine Poles — Includes all alpine poles. Does not include trek poles, Nordic poles, or any telescopic styles.

Poles are classified by the material used in construction:

- **Aluminum**
- **Carbon**
- **Composite**

Freesking — Slopestyle skiing and skiing in terrain parks and pipes.

GLOSSARY OF TERMS: XC SKI

Nordic Skis — Includes all adult Nordic skis. Does not included telemark or AT specific models.

- **Backcountry:** out of track skis designated for backcountry travel
- **Race:** race-specific skate and classic skis
- **Sport:** intermediate skate and classic skis
- **Touring:** recreation and touring skis for in and out of the track

Nordic Boots — Includes all adult Nordic boots includes both hard and soft shell. Does not include telemark boots.

- **Hard Boot Buckle:** plastic boot, closed with buckles
- **Soft Boot Buckle:** leather/synthetic boot, closed with buckles
- **Soft Boot Combination:** leather/synthetic boot, closed with laces and buckles or zippers.
- **Soft Boot Lace:** leather/synthetic boot, closed with laces
- **Backcountry:** backcountry boots
- **Race:** race-specific boots
- **Sport:** intermediate boots
- **Touring:** boots for recreation and touring

Nordic Bindings — Includes all adult Nordic bindings. Does not Include telemark bindings.

- **Touring:** recreation and touring bindings
- **Backcountry:** backcountry bindings

Nordic Poles — Includes all Nordic poles. Does not include Trek poles or snowshoe poles.

Poles are classified by the material used in construction:

- **Aluminum**
- **Carbon**
- **Composite**

GLOSSARY OF TERMS: TELMARK & AT/RANDONEE

Telemark Skis — Includes adult and junior telemark skis.

Telemark Boots — Includes adult and junior telemark boots.

Telemark Bindings — Includes adult and junior telemark bindings.

Randonee/AT Skis — Includes adult and junior randonee/alpine touring skis

Randonee/AT Boots — Includes adult and junior randonee/alpine touring boots. If boot has a rubber sole and a ski walk mechanism as well as Touring DIN it is considered an AT boot.

Randonee/AT Bindings — Includes adult and junior randonee/alpine touring bindings

Adjustable Poles — Includes telescoping/adjustable alpine, Nordic and snowshoe poles consisting of any component.

Poles are classified by the material used in construction:

- **Aluminum**
- **Carbon**
- **Composite**

GLOSSARY OF TERMS: SNOWBOARD

Snowboards — Includes all snowboards. Junior and adults are not reported separately. Does not include skiboards.

- **All Mountain:** also includes big mountain, race, carve, powder boards
- **Freeride:** boards primarily for on-mountain (out of park/pipe) use
- **Freestyle:** boards primarily for park/pipe use
- **Split:** boards primarily for backcountry spits into skis for touring

Traditional Camber: A convex rise from the contact points of the tip and tail inward with an apex at the midpoint.

Reverse Camber: Reverse Camber & Rocker is a subtle concave or arcing profile that curves upward the opposite of camber. Many contain multiple arcs rather than a single, smooth arc. A combination of camber, reverse camber/rocker, zero/flat camber throughout the length of the board or ski.

Snowboard Boots — Includes all snowboard boots. Junior and adults are not reported separately.

Snowboard Bindings — Includes all snowboard bindings. Junior and adults are not reported separately.

Snow Decks/Skates — Includes skate-style (looks similar to skateboard deck) and 2-level decks

Ski Boards — Includes all adult and junior ski boards. Typically boards are less than 110cm, have twin-tip construction and are sold with non-releasable bindings.

METHODOLOGY AND SAMPLE SIZE

SIA Snow Sports Retail Data Produced by The NPD Group

This snow sport retail audit monitors retail sales and inventory levels by using a representative sample of retail stores throughout the country that sell alpine, nordic and snowboard merchandise. The sample stores send to NPD their month-end sales and inventory files

While specialty stores report inventory data, chain & Internet stores do not.

The end-of-September report (sales from August, 2012 through the end of September 2012) represents data from urban and suburban locations. In a normal year, resort shops report sales beginning in the months of October and November.

Report Release Dates

- August-September, released November 5
- October, released December 5
- November, released January 5
- December, released January 30
- January, released March 5
- February, released April 5
- March (end year) released May 5

The data from panel stores are used to create a computer model that projects the sample data to the total population of stores selling alpine, nordic and snowboard merchandise. In 2010 we conducted a distribution survey of snow sport stores and identified around 2,085 specialty storefronts and 2,000 chain store fronts

Each year, there are changes to the panel. These changes are caused by any number of reasons including closed stores, unwillingness to cooperate, data integrity issues and panel refinements.

METHODOLOGY AND SAMPLE SIZE

SIA Snow Sports Retail Data

The following table represents the 2015/2016 snow sports panels by channel of distribution.

Retail Channel	West	Midwest	South	Northeast	Totals
Specialty	266	91	68	53	**478**
Chain*					**1,421**
Total Doors					**1,899**

*Chain Store data is reported in aggregate and not detailed out by region.
**Internet/catalog retail channel for the 2015/2016 season consists of 23 Internet and Catalog retail managements, including both pure online retailers as well as brick & mortar retailers selling online. These managements represent more than 50% of the total Internet/catalog snow sports sales.

METHODOLOGY AND SAMPLE SIZE

Retail Sales Channel Outline

Specialty Stores: Single and multiple store retail organizations that concentrate their merchandise at medium and high price points. These stores typically provide a higher level of service and are independently owned and operated.

Chain Stores: Retail organizations that operate stores throughout either a regional or national area. Merchandise is centered in the medium and lower price points. Additionally, chain stores tend to promote heavily and discount deeper than specialty stores.

Internet/Catalog: The panel of internet/catalog merchants comprises the core pure play ecommerce and catalog retailers as well as chain and specialty brick & mortar retailers that have an online presence. Brick & mortar retailers provide a separate report for their online transactions.

METHODOLOGY AND SAMPLE SIZE

Retail Sales Channel Examples

SPECIALTY (Brick and Mortar Sales)

Examples of retailers represented ***or*** projected to represent:

- Boyne Resorts
- Alpine Ski Center
- Specialty Sports Ventures
- Sun & Ski
- Peter Glenn
- Outdoor Sports Center
- Sturtevants
- Cole Sports
- Summit Sports
- East Coast Alpine
- Buckman's Ski Shop

CHAINS (Brick and Mortar Sales)

Examples of retailers represented ***or*** projected to represent:

- Sports Chalet
- Sports Authority
- Dick's Sporting Goods
- Dunham's
- REI
- EMS
- MC Sports
- Scheels

SPECIALTY INTERNET/CATALOG MERCHANTS

Examples of retailers represented ***or*** projected to represent:

- REI.com
- USOutdoors.com
- Evo.com
- Backcountry.com
- Altrec.com
- Ski.com
- Moosejaw.com

SIA PARTICIPANT STUDY METHODOLOGY

This Snow Sports Participant Report is derived from data produced by the Physical Activity Council (PAC), a partnership of six of the major trade associations in US sports, including the International Health, Racquet &Sportclub Association, the National Golf Foundation, the Outdoor Foundation, the Sports and Fitness Industries Association, the Tennis Industry Association and SnowSports Industries America. The overall aim of the data produced is to establish levels of activity and identify key trends in sports, fitness and recreation participation in the US.

During April and May of 2016, a total of 10,059 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by IPSOS/Synovate. A total of 5,038 individual and 5,021 household surveys were completed. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost responses from typically under responding groups. The 2016 seasonal participation survey sample size of 10,059 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error - that is, the degree to which the results might differ from those obtained by a complete census of every person in the US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.42 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 294,141,894 people ages six and older. Snow Sports participant numbers were subjected to triennial rolling average summation to ensure accurate results in smaller categories and demographic projections.

Additionally, The results of this study were validated by correlation with retail data (produced by The NPD Group), wholesale sales and orders data (aggregated by Sports Marketing Services for SIA), and skier rider visit data (from the Kottke End of Season report produced by the National Ski Areas Association).

NEED MORE INFORMATION?

- **SIA Provides:**
  - Retail data down to the brand/model level by sales channel and region through the 2015/2106 season
  - Wholesale Sales and Orders/Bookings studies for both U.S. and Canadian markets
  - Compensation Benchmarking
  - Rental Equipment Survey
  - The Downhill Consumer Intelligence Project includes various reports on growing the snow sports market
  - Participant data including:
    - Total numbers and deep demographics of participants in downhill skiing, snowboarding, cross country skiing, telemark skiing, backcountry skiing and snowshoeing
  - History of Winter Weather and Key Metrics
    - Qualitative and quantitative description of snow sports seasonal weather and key metrics including participation, resort visits, number of resorts operating, and retail sales totals
  - State FACT Reports
    - Number of participants
    - Number of Resorts
    - Ski and Snowboard Clubs
    - Retail Sales
  - Consumer Intelligence:
    - Key consumer drivers and barriers to participation
    - Detailed consumer typology
    - Qualitative data on consumer preferences
  - Custom Consumer Research
    - Members may use the Snow Sports Insiders panel to conduct custom consumer research
  - Apparel Trends
    - Expert Fashion Trend Analysis
    - Empirical Trend Analysis

RESEARCH MISSION

SIA Research provides SIA members and stakeholders with actionable information and insights designed to increase their bottom lines and grow the snow sports market.

"If it doesn't do that, then it doesn't get done."
Kelly Davis, SIA Research Director

CONTACT SIA RESEARCH

For all Snow Sports Research Inquiries:

Kelly Davis
SIA Research Director
1918 Prospector St
Park City, UT 84060

kdavis@Snowsports.org