



NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.

SNOWSPORTS INDUSTRY VIEW

Snowboard Bindings Report

Report Date: Dec 2019

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All Channels Summary

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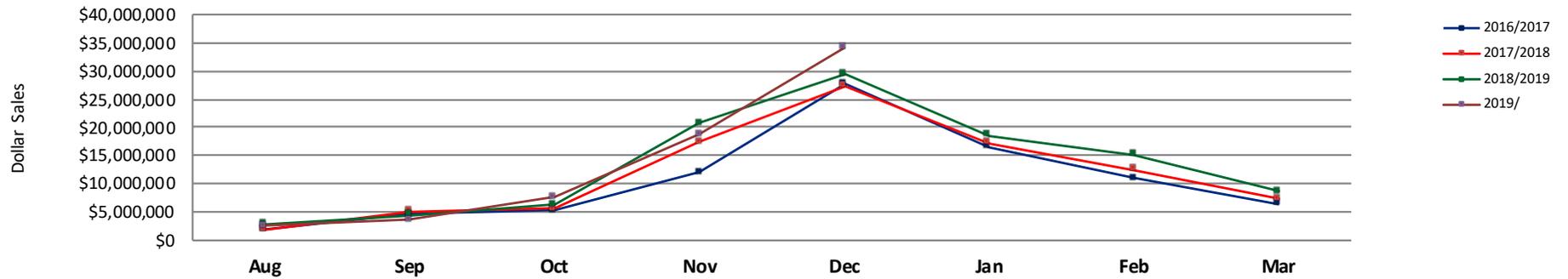
Current Period: Dec 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Bindings	Sales: \$3,713,577 Units: 98% Dollars: 111%			Sales: \$7,521,583 Units: 44% Dollars: 50%		
Traditional Snowboard Bindings	Sales: \$30,395,321 Units: 6% Dollars: 10%			Sales: \$59,159,390 Units: -4% Dollars: 0%		

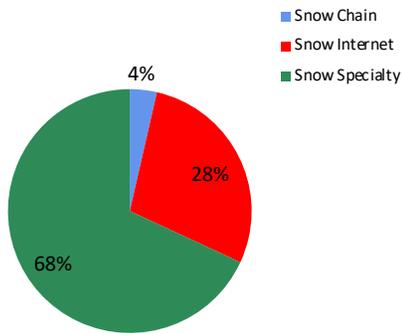


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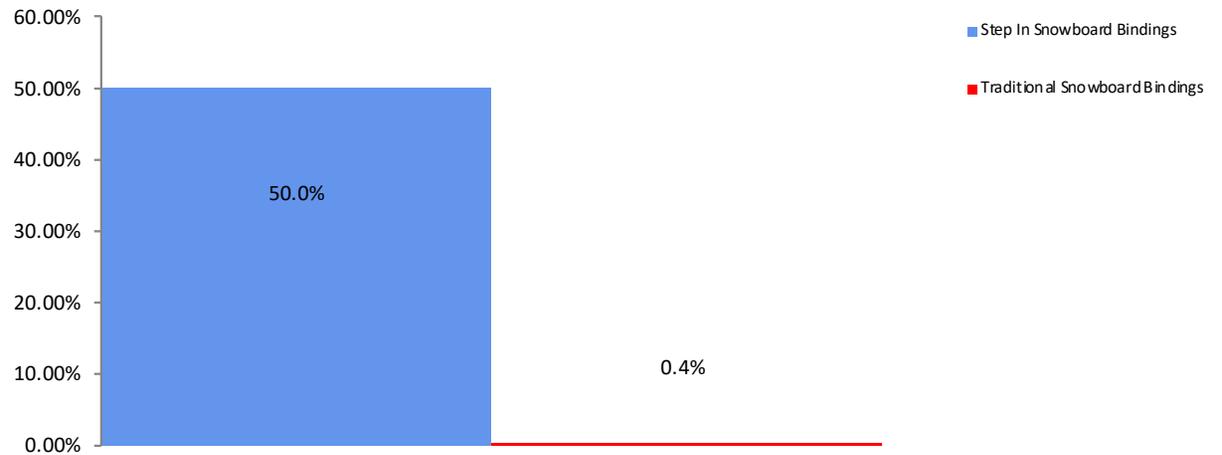
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date

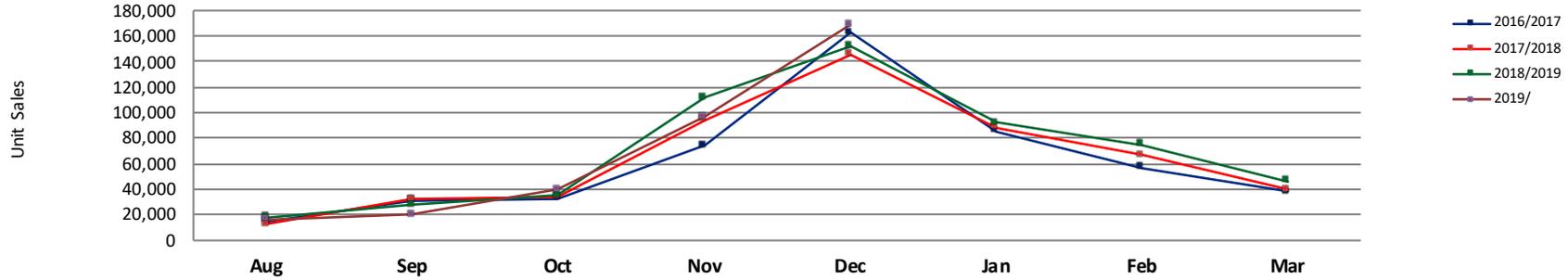




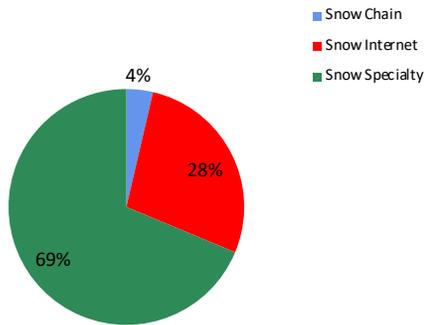
Unit Analysis, Snowboard Bindings

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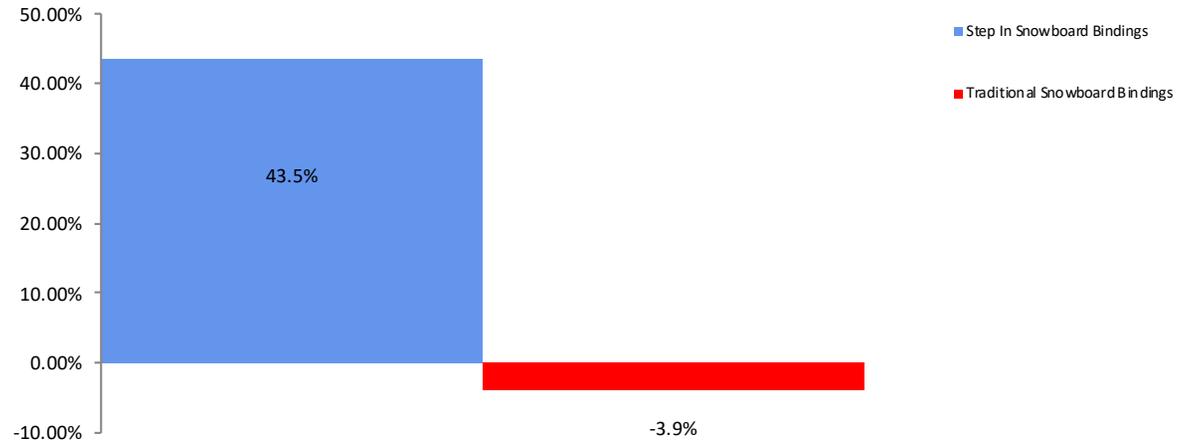
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Dec 2019

Snowboard Bindings Topline All Channels

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	168,839	341,355	11.0%	-0.8%	\$34,108,898	\$66,680,973	15.8%	4.2%	\$202.02	\$195.34	4.3%	5.1%
Step In Snowboard Bindings	15,882	32,061	98.3%	43.5%	\$3,713,577	\$7,521,583	110.6%	50.0%	\$233.82	\$234.60	6.2%	4.5%
Traditional Snowboard Bindings	152,957	309,294	6.1%	-3.9%	\$30,395,321	\$59,159,390	9.8%	0.4%	\$198.72	\$191.27	3.4%	4.4%



Specialty Topline

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Snowboard Bindings Topline Specialty

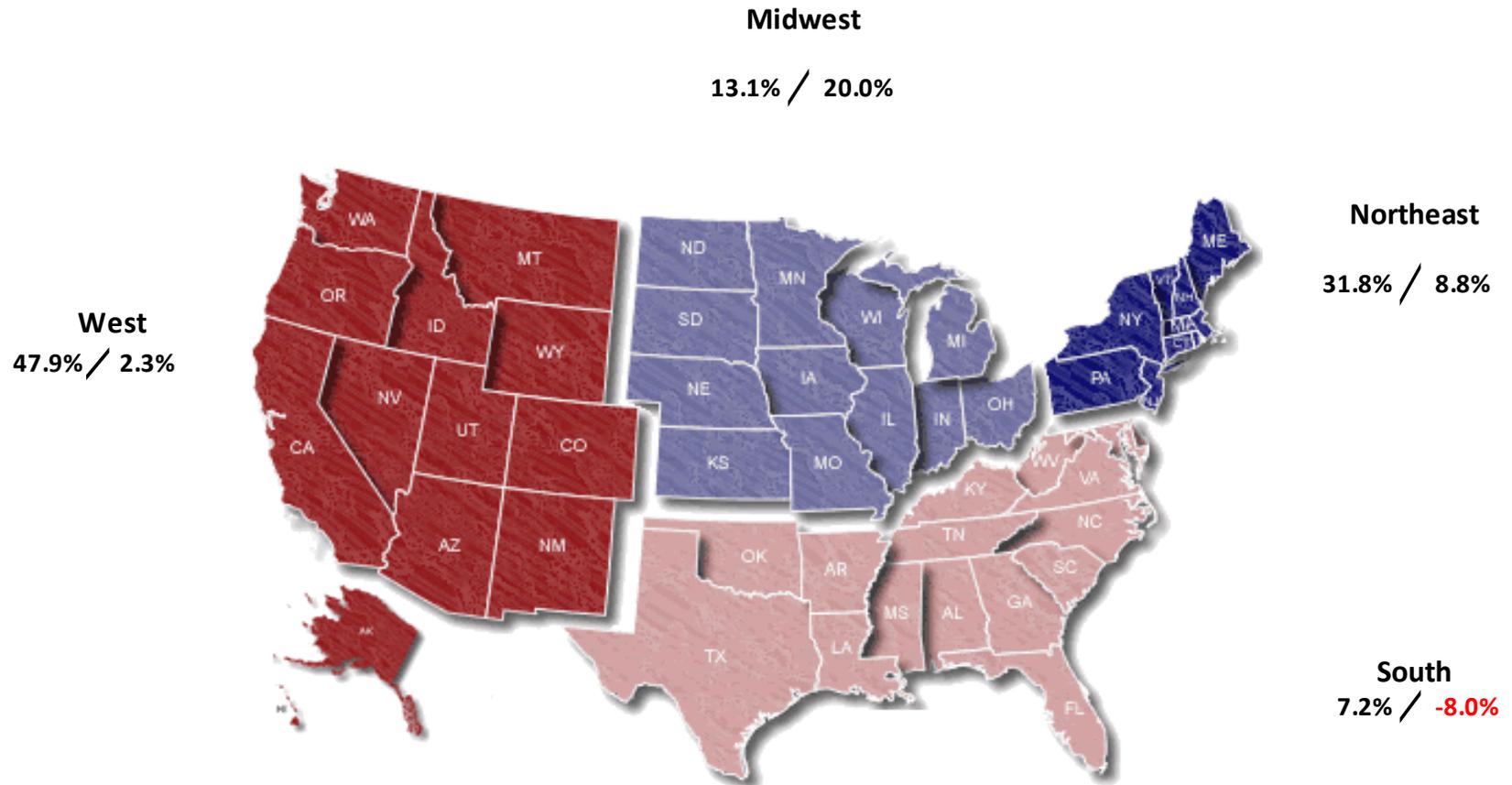
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	116,927	234,574	5.6%	0.6%	\$23,785,317	\$45,406,031	11.6%	5.5%	\$203.42	\$193.57	5.7%	4.9%
Step In Snowboard Bindings	13,766	27,202	79.5%	33.5%	\$3,204,766	\$6,351,001	90.8%	39.9%	\$232.80	\$233.48	6.3%	4.8%
Traditional Snowboard Bindings	103,161	207,372	0.1%	-2.6%	\$20,580,551	\$39,055,030	4.8%	1.4%	\$199.50	\$188.33	4.7%	4.1%



Specialty Regional Sales

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



Chain Topline

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Current Period: Dec 2019

Snowboard Bindings Chain

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	7,910	12,428	-0.6%	-6.8%	\$1,548,729	\$2,388,682	6.9%	1.3%	\$195.79	\$192.20	7.6%	8.6%
Step In Snowboard Bindings	226	473	225.5%	184.9%	\$54,087	\$112,779	216.3%	182.9%	\$239.32	\$238.43	-3.4%	-0.7%
Traditional Snowboard Bindings	7,684	11,955	-2.6%	-9.2%	\$1,494,642	\$2,275,903	4.4%	-1.9%	\$194.51	\$190.37	7.2%	8.1%



Internet Topline

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Snowboard Bindings Internet

CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	44,001	94,353	31.7%	-3.3%	\$8,774,853	\$18,886,260	31.2%	1.8%	\$199.42	\$200.17	-0.4%	5.2%
Step In Snowboard Bindings	1,890	4,386	592.3%	144.1%	\$454,724	\$1,057,803	583.6%	142.6%	\$240.59	\$241.18	-1.3%	-0.6%
Traditional Snowboard Bindings	42,111	89,967	27.1%	-6.0%	\$8,320,129	\$17,828,457	25.6%	-1.6%	\$197.58	\$198.17	-1.2%	4.7%