



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: Jan 2020

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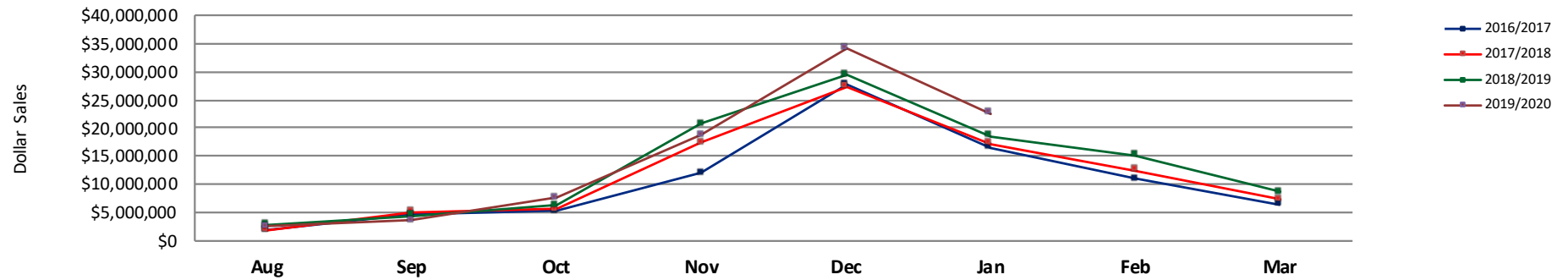
All Channels Summary

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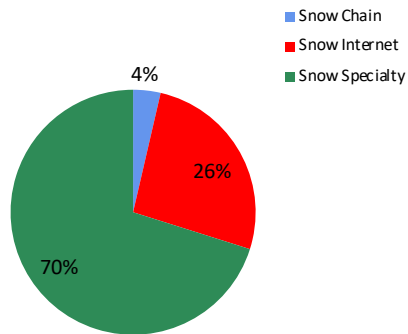
Current Period: Jan 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Bindings	Sales: \$2,422,995 Units: 152% Dollars: 185%	↑	↑	Sales: \$9,944,578 Units: 60% Dollars: 70%	↑	↑
Traditional Snowboard Bindings	Sales: \$20,196,672 Units: 7% Dollars: 14%	↑	↑	Sales: \$79,379,180 Units: -2% Dollars: 3%	↓	↑

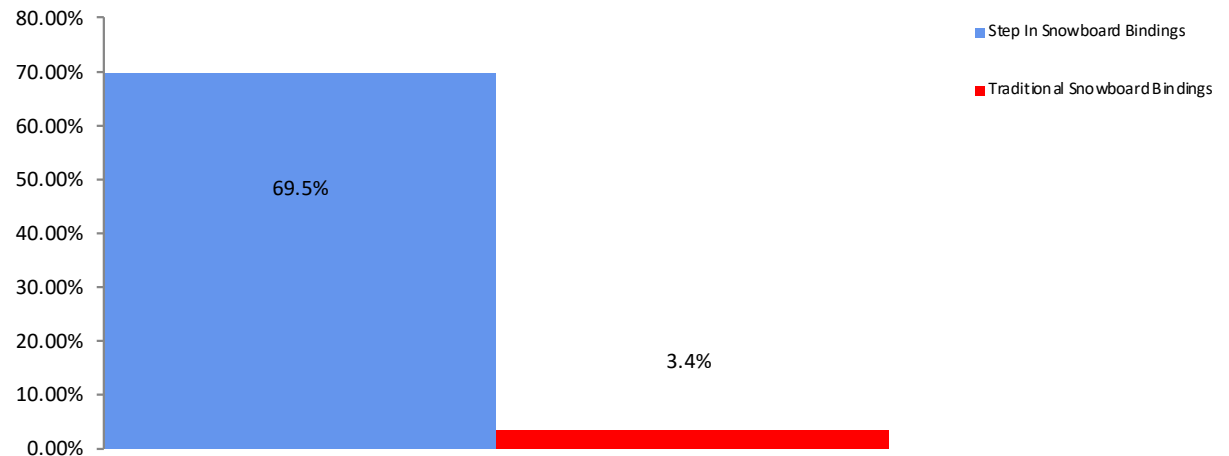
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date

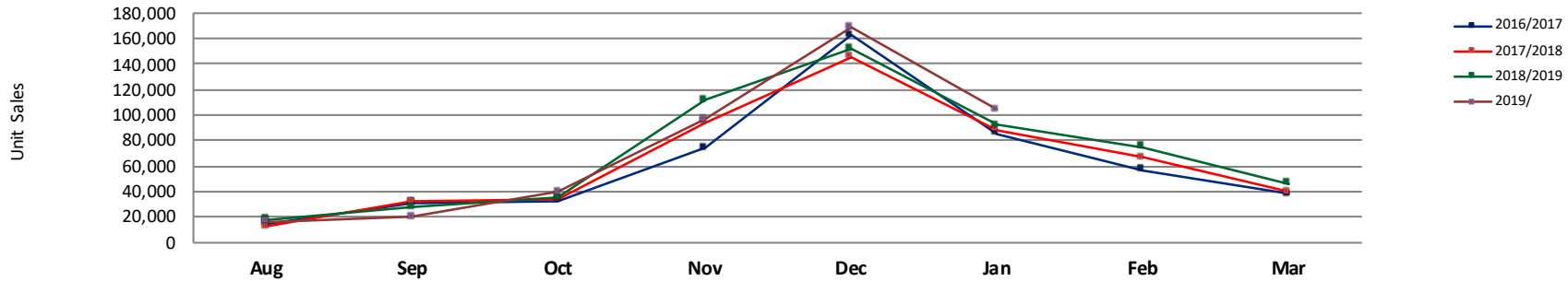




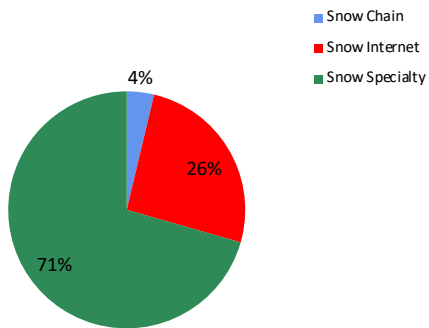
Unit Analysis, Snowboard Bindings

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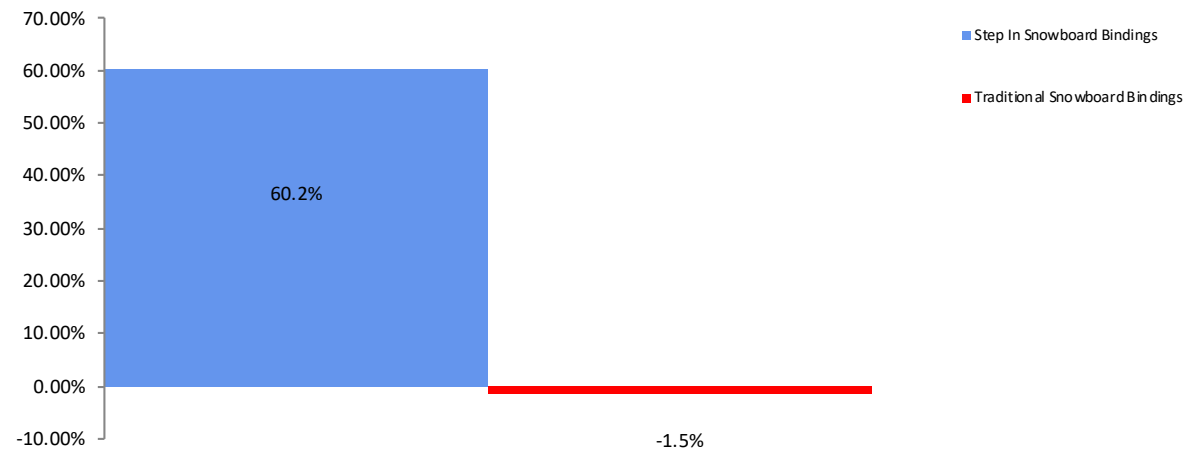
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Jan 2020

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	104,416	445,875	13.5%	2.2%	\$22,619,667	\$89,323,758	21.4%	8.1%	\$216.63	\$200.33	6.9%	5.8%
Step In Snowboard Bindings	10,197	42,257	152.5%	60.2%	\$2,422,995	\$9,944,578	184.8%	69.5%	\$237.62	\$235.34	12.8%	5.8%
Traditional Snowboard Bindings	94,219	403,618	7.1%	-1.5%	\$20,196,672	\$79,379,180	13.5%	3.4%	\$214.36	\$196.67	6.0%	5.0%



Specialty Topline

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Current Period: Jan 2020

Snowboard Bindings Topline Specialty

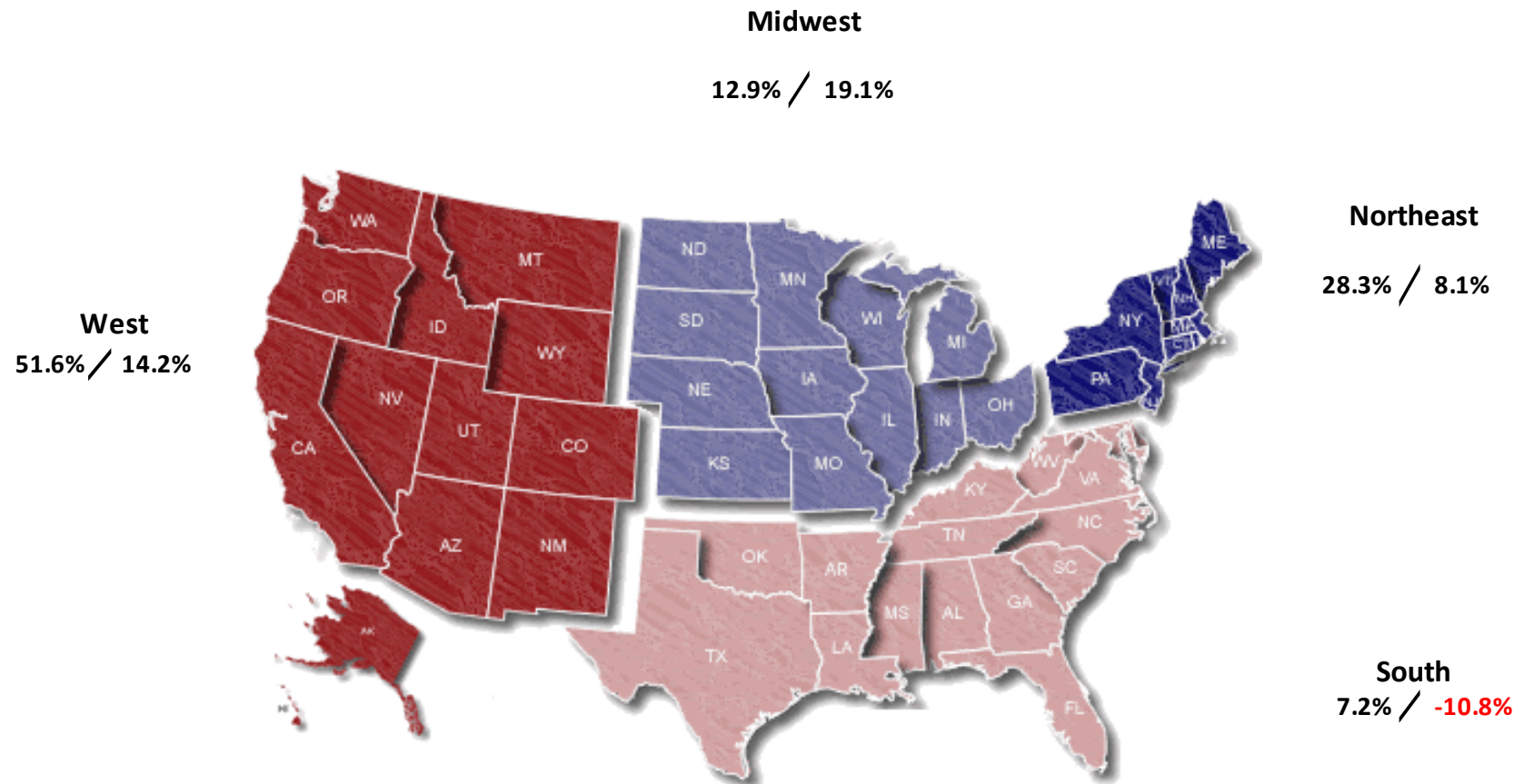
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	80,063	314,669	19.8%	4.9%	\$17,233,562	\$62,645,332	27.7%	10.8%	\$215.25	\$199.08	6.6%	5.7%
Step In Snowboard Bindings	8,767	35,969	122.9%	48.0%	\$2,083,429	\$8,434,429	152.6%	57.2%	\$237.64	\$234.49	13.3%	6.2%
Traditional Snowboard Bindings	71,296	278,700	13.4%	1.1%	\$15,150,133	\$54,210,903	19.6%	5.9%	\$212.50	\$194.51	5.5%	4.8%



Specialty Regional Sales

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Current Period: Jan 2020



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



Chain Topline

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Current Period: Jan 2020

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	4,133	16,598	14.6%	-2.0%	\$833,569	\$3,231,442	18.7%	5.6%	\$201.69	\$194.69	3.6%	7.7%
Step In Snowboard Bindings	110	583	301.5%	200.5%	\$24,951	\$137,731	250.4%	193.1%	\$226.83	\$236.25	-14.0%	-2.5%
Traditional Snowboard Bindings	4,023	16,015	12.4%	-4.4%	\$808,618	\$3,093,711	16.3%	2.6%	\$201.00	\$193.18	3.5%	7.3%



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	20,220	114,609	-6.4%	-3.8%	\$4,552,535	\$23,446,984	2.4%	1.9%	\$225.15	\$204.58	9.4%	6.0%
Step In Snowboard Bindings	1,320	5,706	1592.3%	204.3%	\$314,615	\$1,372,418	1552.7%	201.6%	\$238.34	\$240.52	-2.3%	-0.9%
Traditional Snowboard Bindings	18,900	108,903	-12.2%	-7.1%	\$4,237,920	\$22,074,566	-4.3%	-2.1%	\$224.23	\$202.70	9.0%	5.4%