



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: Nov 2019

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All Channels Summary

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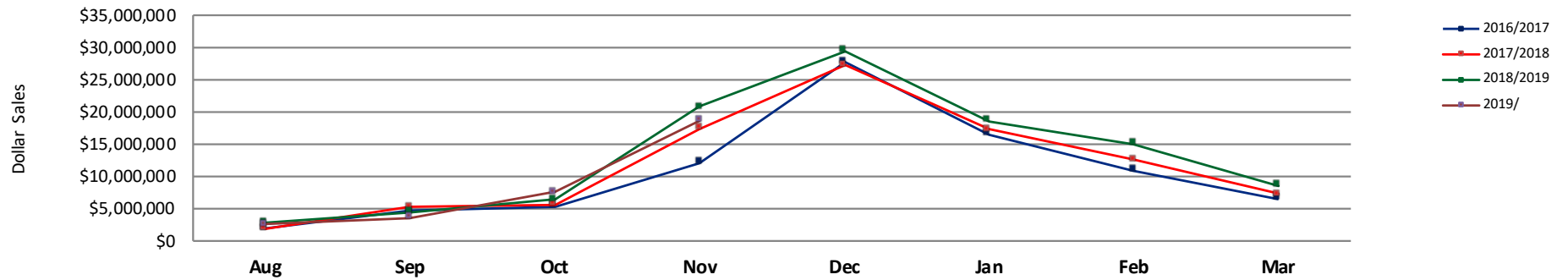
Current Period: Nov 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Bindings	Sales: \$2,659,390 Units: 7% Dollars: 10%	↑	↑	Sales: \$3,808,006 Units: 13% Dollars: 17%	↑	↑
Traditional Snowboard Bindings	Sales: \$15,986,066 Units: -16% Dollars: -13%	↓	↓	Sales: \$28,698,050 Units: -12% Dollars: -8%	↓	↓

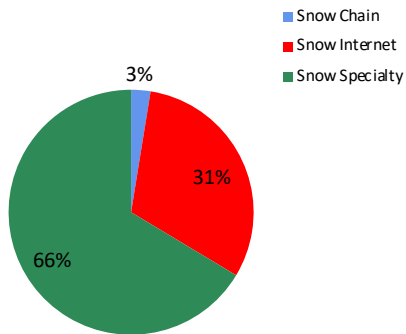


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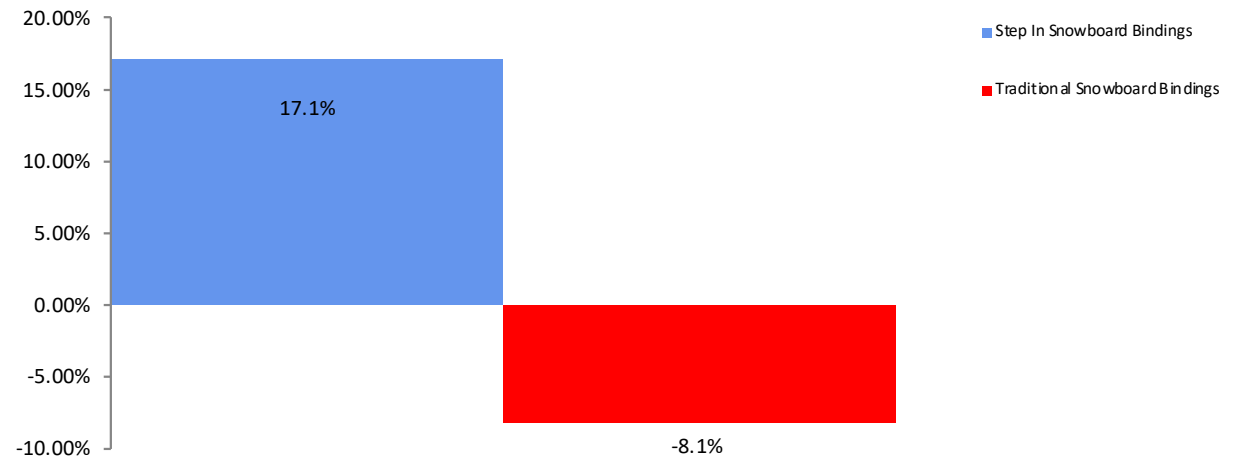
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date

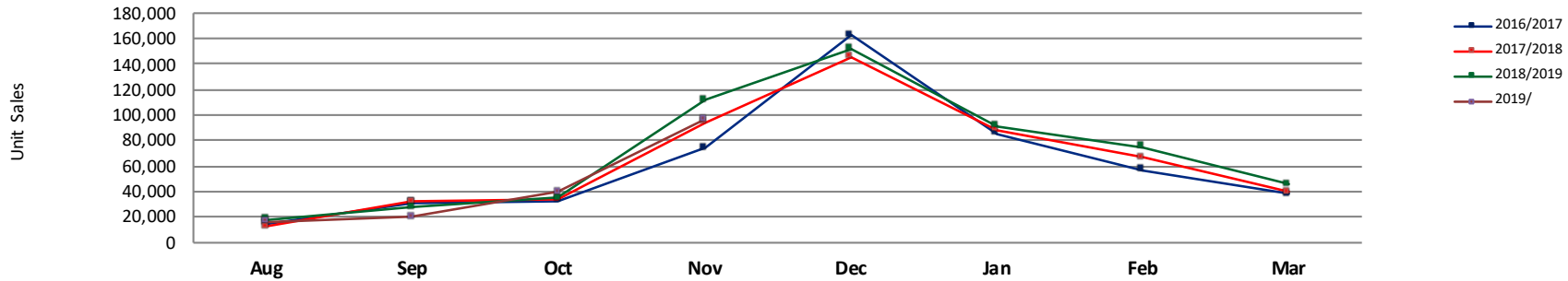




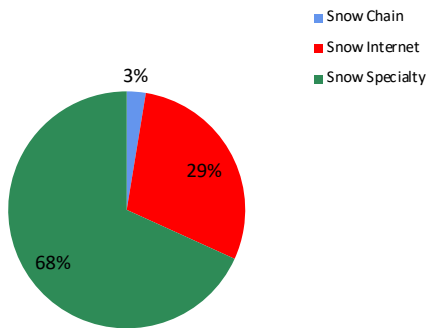
Unit Analysis, Snowboard Bindings

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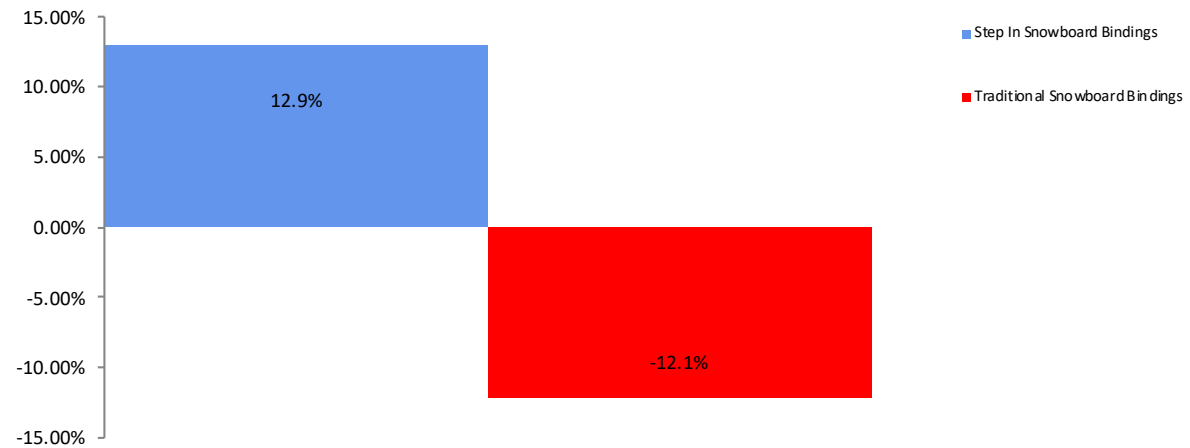
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Nov 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	96,663	172,239	-13.5%	-10.3%	\$18,645,456	\$32,506,056	-10.3%	-5.8%	\$192.89	\$188.73	3.7%	5.0%
Step In Snowboard Bindings	11,513	16,178	7.1%	12.9%	\$2,659,390	\$3,808,006	10.3%	17.1%	\$230.99	\$235.38	3.0%	3.7%
Traditional Snowboard Bindings	85,150	156,061	-15.7%	-12.1%	\$15,986,066	\$28,698,050	-13.1%	-8.1%	\$187.74	\$183.89	3.2%	4.5%



Specialty Topline

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Current Period: Nov 2019

Snowboard Bindings Topline Specialty

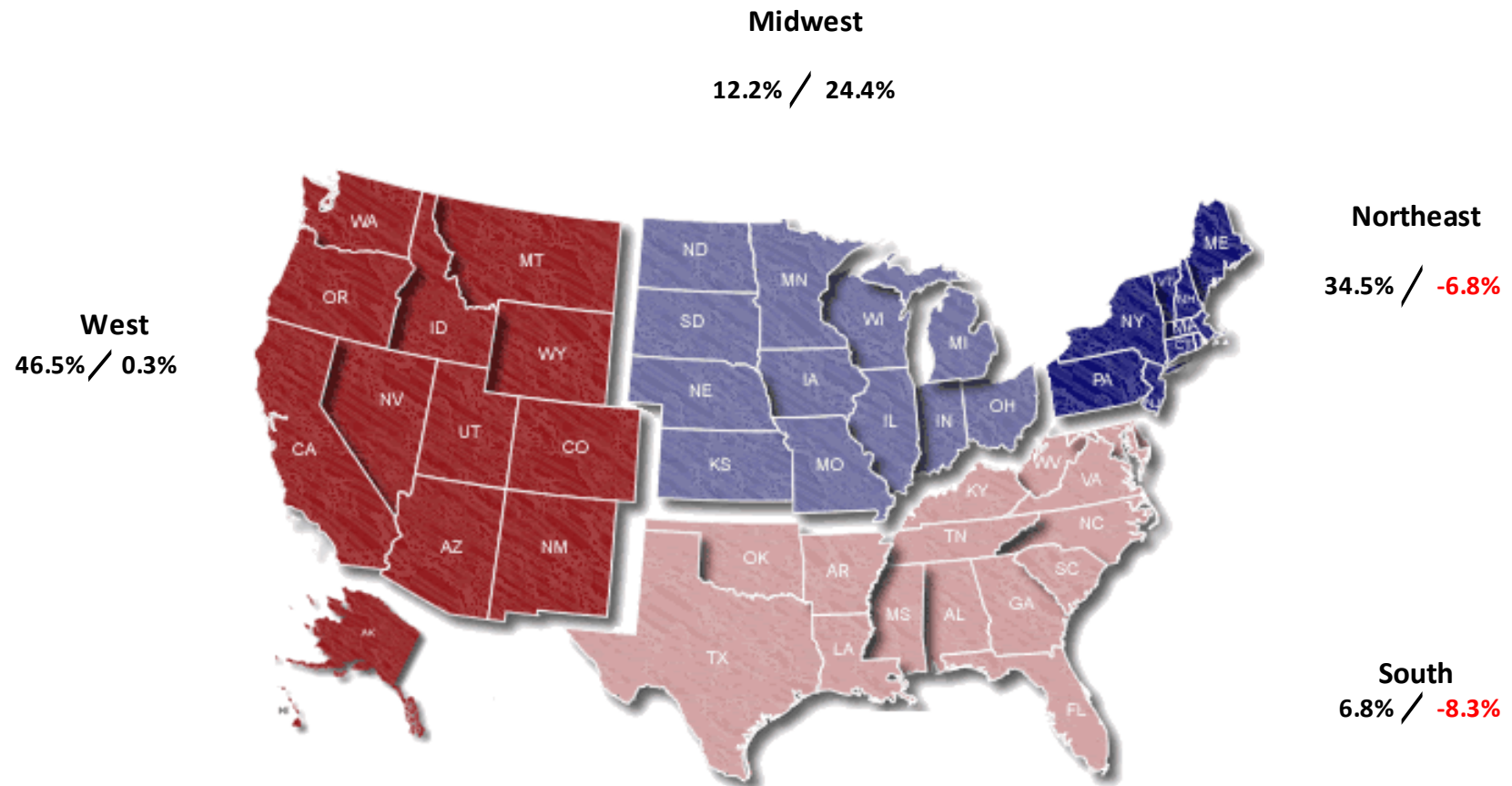
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Bindings	68,815	117,497	-9.3%	-4.0%	\$13,130,848	\$21,585,426	-5.8%	-0.6%	\$190.81	\$183.71	3.9%	3.6%
Step In Snowboard Bindings	9,565	13,436	2.0%	5.8%	\$2,190,764	\$3,146,235	5.6%	10.0%	\$229.04	\$234.16	3.5%	4.0%
Traditional Snowboard Bindings	59,250	104,061	-10.9%	-5.2%	\$10,940,084	\$18,439,191	-7.8%	-2.2%	\$184.64	\$177.20	3.6%	3.1%



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: Nov 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	2,920	4,463	-20.2%	-16.9%	\$530,684	\$830,875	-14.1%	-8.7%	\$181.74	\$186.17	7.6%	9.8%
Step In Snowboard Bindings	190	247	92.7%	154.6%	\$44,776	\$58,692	93.2%	157.9%	\$235.66	\$237.62	0.7%	1.3%
Traditional Snowboard Bindings	2,730	4,216	-23.3%	-20.1%	\$485,908	\$772,183	-18.3%	-13.0%	\$177.99	\$183.16	6.6%	8.8%



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	24,927	50,280	-22.7%	-21.6%	\$4,983,924	\$10,089,755	-20.2%	-15.0%	\$199.94	\$200.67	3.3%	8.4%
Step In Snowboard Bindings	1,758	2,496	38.2%	63.8%	\$423,850	\$603,079	35.8%	63.2%	\$241.10	\$241.62	-1.7%	-0.3%
Traditional Snowboard Bindings	23,169	47,784	-25.2%	-23.7%	\$4,560,074	\$9,486,676	-23.1%	-17.5%	\$196.82	\$198.53	2.8%	8.1%