



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: Mar 2019

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All Channels Summary

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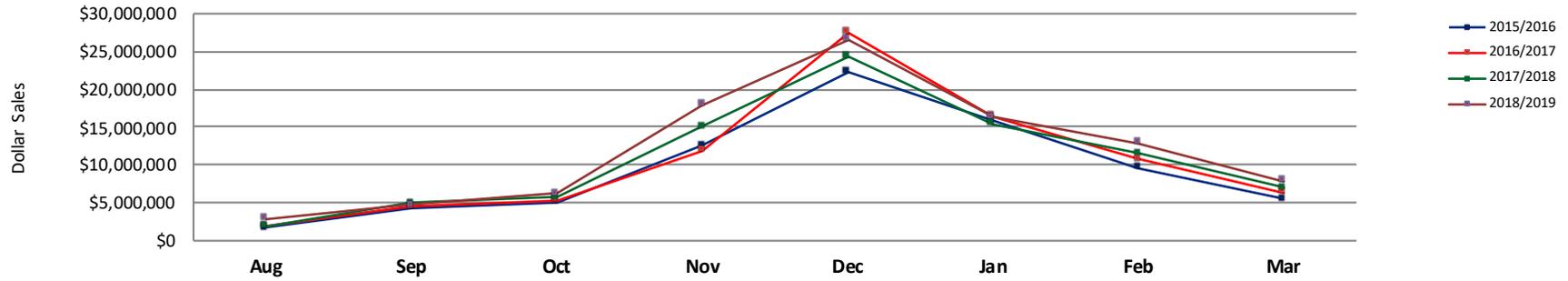
Current Period: Mar 2019

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Bindings	Sales: \$180,377 Units: 27% Dollars: 11%	↑	↑	Sales: \$5,794,720 Units: 102% Dollars: 92%	↑	↑
Traditional Snowboard Bindings	Sales: \$7,722,706 Units: 11% Dollars: 14%	↑	↑	Sales: \$89,745,484 Units: 4% Dollars: 8%	↑	↑

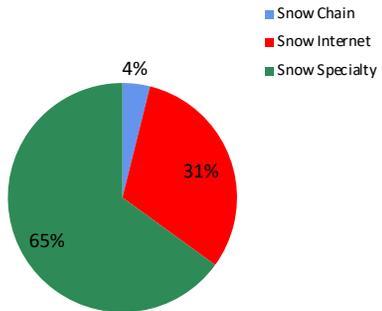


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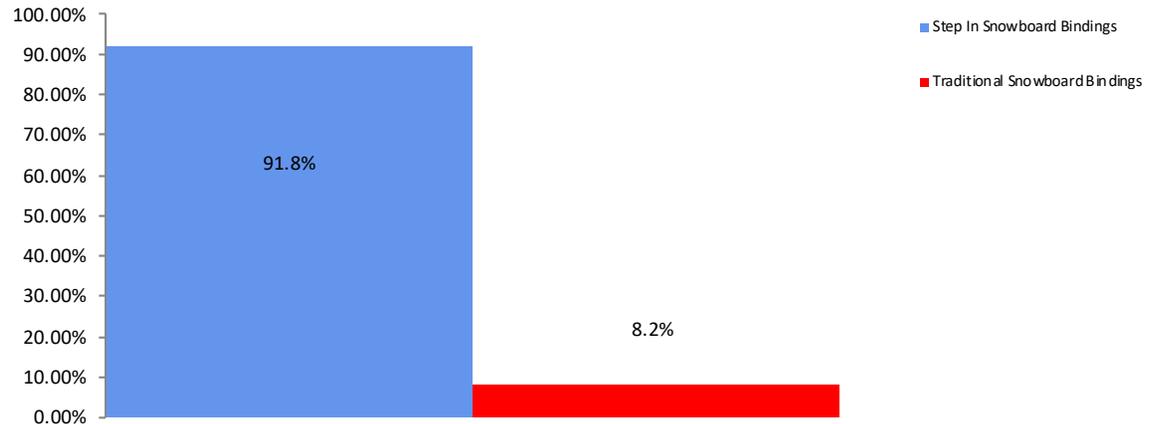
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date

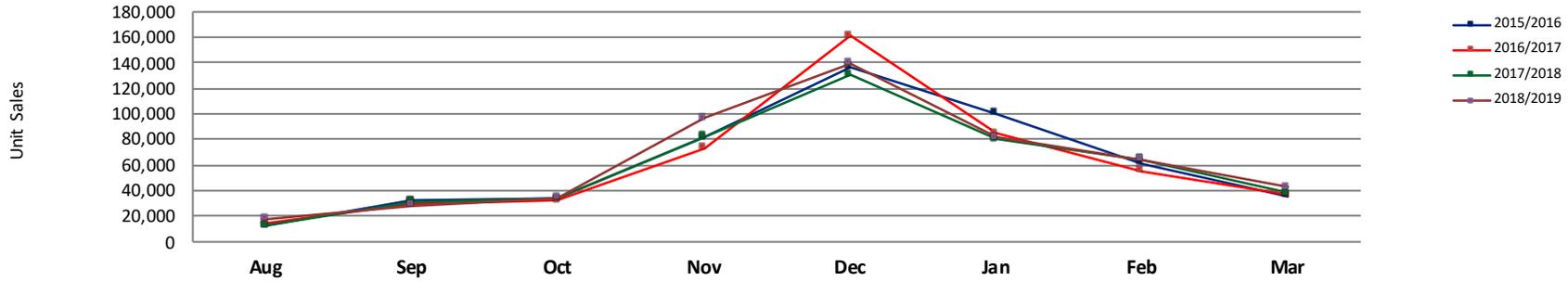




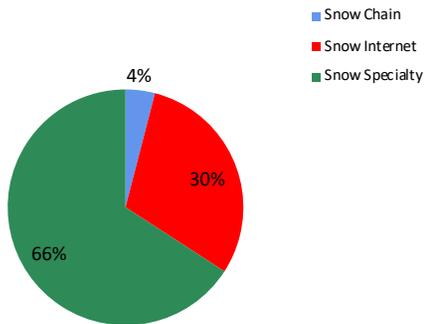
Unit Analysis, Snowboard Bindings

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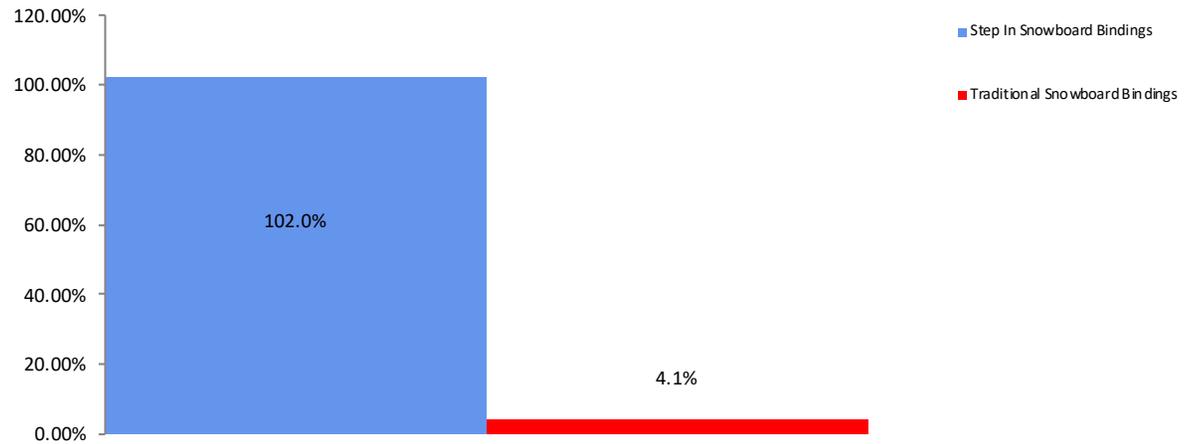
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Bindings Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Mar 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	42,501	505,801	11.6%	6.8%	\$7,903,083	\$95,540,204	13.7%	11.1%	\$185.95	\$188.89	1.9%	4.0%
Step In Snowboard Bindings	927	26,358	27.3%	102.0%	\$180,377	\$5,794,720	11.1%	91.8%	\$194.58	\$219.85	-12.8%	-5.1%
Traditional Snowboard Bindings	41,574	479,443	11.3%	4.1%	\$7,722,706	\$89,745,484	13.8%	8.2%	\$185.76	\$187.19	2.2%	3.9%



Specialty Topline

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Current Period: Mar 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	29,072	333,163	25.6%	12.6%	\$5,265,238	\$62,117,521	28.1%	14.5%	\$181.11	\$186.45	1.9%	1.7%
Step In Snowboard Bindings	913	24,220	47.7%	112.0%	\$179,442	\$5,280,600	31.5%	101.2%	\$196.54	\$218.03	-11.0%	-5.1%
Traditional Snowboard Bindings	28,159	308,943	25.0%	8.7%	\$5,085,796	\$56,836,921	28.0%	10.1%	\$180.61	\$183.97	2.3%	1.4%



Specialty Regional Sales

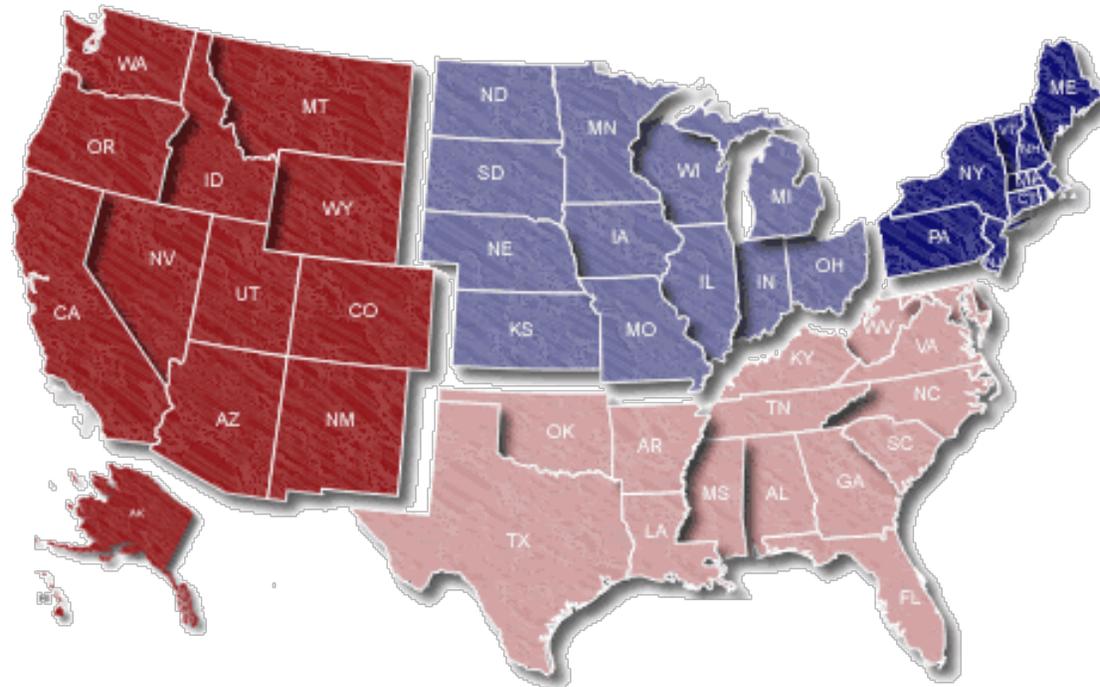
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Midwest

15.9% / 25.7%

West
43.0% / 17.4%



Northeast
30.9% / 11.9%

South
10.2% / -2.2%

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



Chain Topline

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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	685	20,388	-8.1%	16.8%	\$117,363	\$3,702,741	1.1%	23.0%	\$171.33	\$181.61	9.9%	5.3%
Step In Snowboard Bindings	2	203	154.6%	130.7%	\$365	\$49,220	140.0%	131.9%	\$182.50	\$242.46	-20.0%	0.5%
Traditional Snowboard Bindings	683	20,185	-8.8%	16.2%	\$116,998	\$3,653,521	0.0%	22.2%	\$171.30	\$181.00	9.7%	5.2%



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	12,744	152,250	-10.3%	-5.0%	\$2,520,481	\$29,719,942	-7.5%	3.4%	\$197.78	\$195.20	3.1%	8.8%
Step In Snowboard Bindings	12	1,935	-89.5%	26.2%	\$569	\$464,900	-97.9%	23.7%	\$47.42	\$240.26	-79.9%	-2.0%
Traditional Snowboard Bindings	12,732	150,315	-9.6%	-5.3%	\$2,519,912	\$29,255,042	-6.6%	3.2%	\$197.92	\$194.62	3.4%	8.9%