



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 Boots Report

Report Date: Feb 2020

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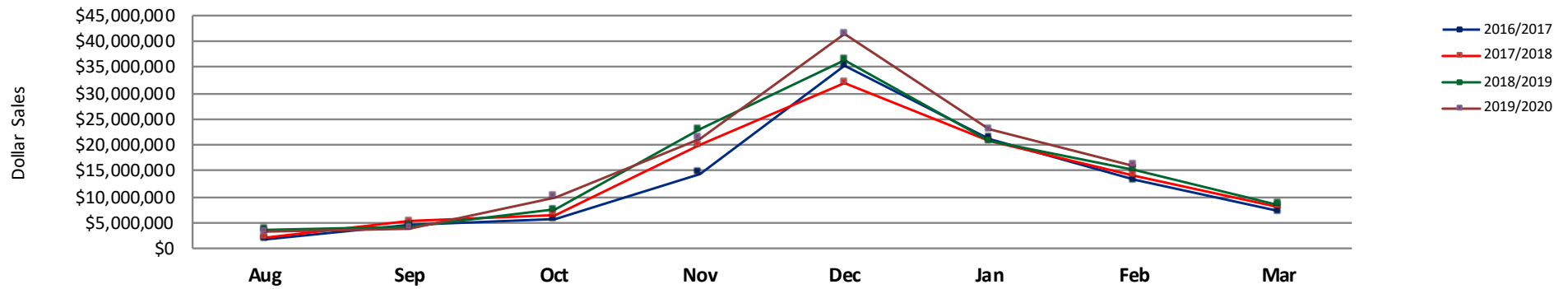
All Channels Summary

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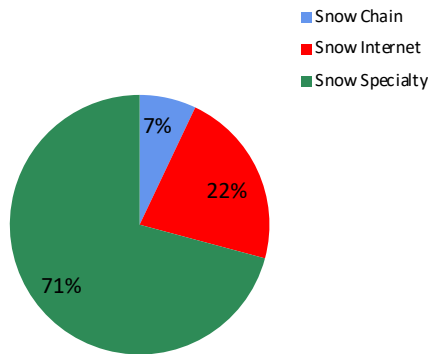
Current Period: Feb 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
Step In Snowboard Boots	Sales: \$1,069,451 Units: 171% Dollars: 223%	↑	↑	Sales: \$10,207,827 Units: 46% Dollars: 51%	↑	↑
Traditional Snowboard Boots	Sales: \$14,838,068 Units: -1% Dollars: 0%	↓	↓	Sales: \$108,612,141 Units: -1% Dollars: 5%	↓	↑

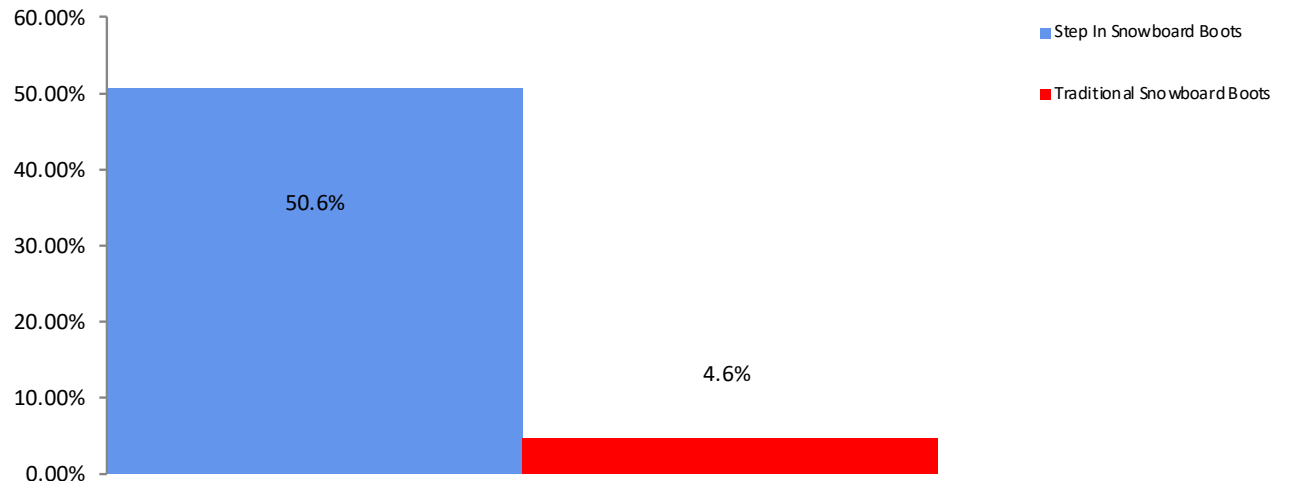
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



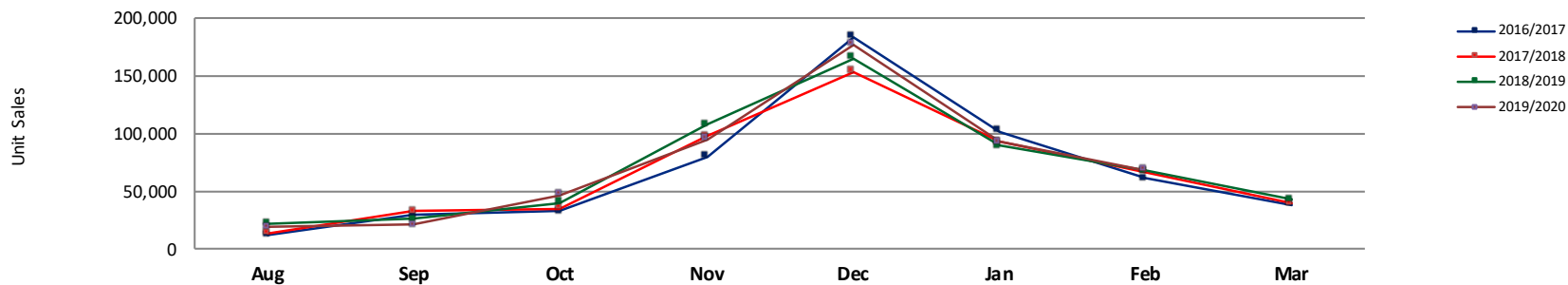
Dollar Sales By Channel, Season to Date



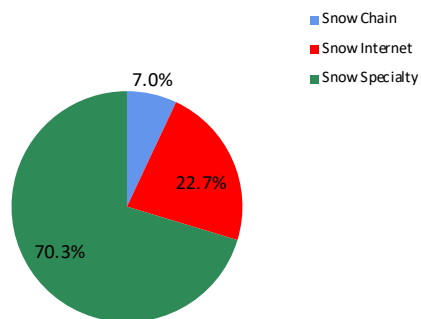
Snowboard Boots Sales, All Stores, Season to Date



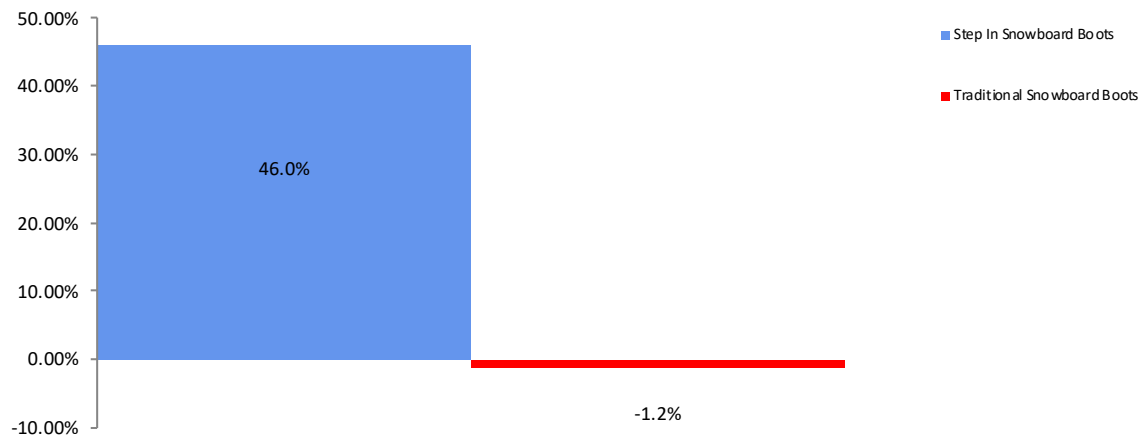
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Feb 2020

Snowboard Boots 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 Boots	68,158	518,970	1.6%	0.7%	\$15,907,519	\$118,819,968	4.7%	7.5%	\$233.39	\$228.95	3.0%	6.7%
Step In Snowboard Boots	3,162	29,708	171.0%	46.0%	\$1,069,451	\$10,207,827	222.6%	50.6%	\$338.22	\$343.61	19.0%	3.2%
Traditional Snowboard Boots	64,996	489,262	-1.4%	-1.2%	\$14,838,068	\$108,612,141	-0.2%	4.6%	\$228.29	\$221.99	1.2%	5.9%



Specialty Topline

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Current Period: Feb 2020

Snowboard Boots Topline Specialty

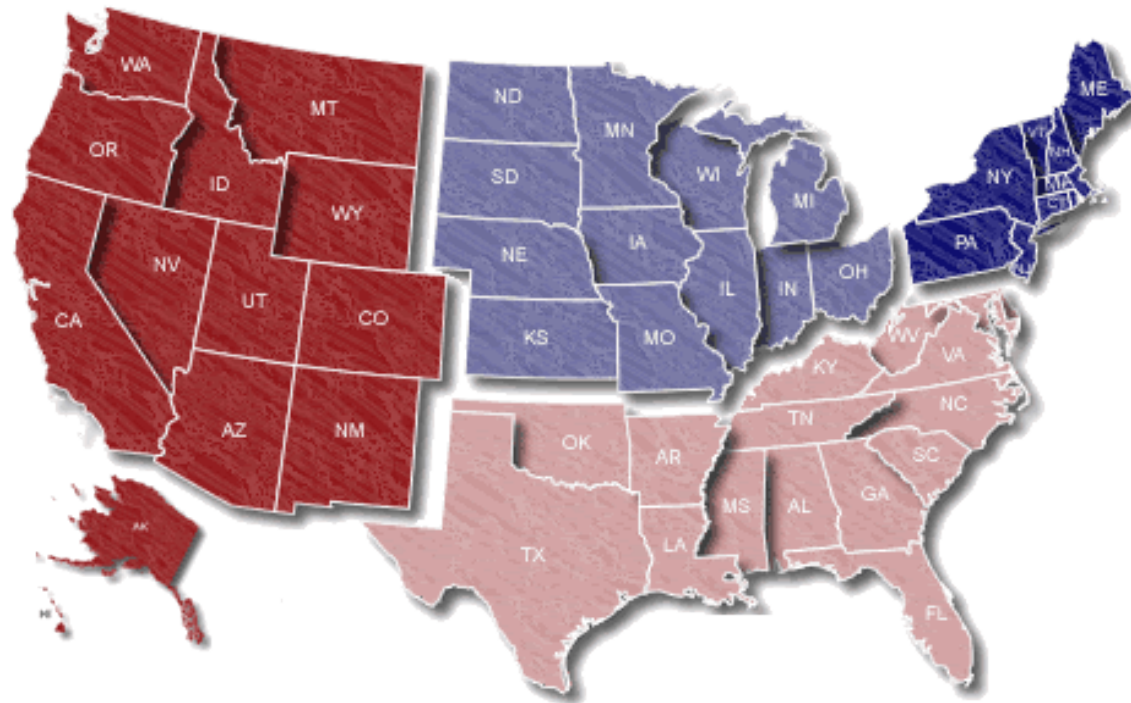
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Snowboard Boots	50,813	364,928	10.8%	2.0%	\$12,038,372	\$84,152,665	15.8%	8.5%	\$236.92	\$230.60	4.5%	6.4%
Step In Snowboard Boots	3,014	24,390	169.3%	32.7%	\$1,024,006	\$8,321,133	221.1%	36.6%	\$339.75	\$341.17	19.2%	2.9%
Traditional Snowboard Boots	47,799	340,538	6.8%	0.3%	\$11,014,366	\$75,831,532	9.3%	6.1%	\$230.43	\$222.68	2.3%	5.8%

Current Period: Feb 2020

Midwest

11.5% / 15.7%

West
70.2% / 14.5%



Northeast

9.1% / -20.8%

South
9.2% / -2.4%

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



Chain Topline

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Current Period: Feb 2020

Snowboard Boots 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 Boots	4,121	36,301	-13.4%	4.9%	\$920,922	\$8,381,393	-16.3%	10.3%	\$223.47	\$230.89	-3.5%	5.2%
Step In Snowboard Boots	-11	553	-320.0%	132.4%	-\$3,120	\$188,905	-255.4%	133.8%	\$283.64	\$341.60	-29.4%	0.6%
Traditional Snowboard Boots	4,132	35,748	-13.0%	4.0%	\$924,042	\$8,192,488	-15.9%	9.0%	\$223.63	\$229.17	-3.3%	4.8%



Internet Topline

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Current Period: Feb 2020

Snowboard Boots 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 Boots	13,224	117,740	-19.6%	-4.2%	\$2,948,225	\$26,285,909	-20.2%	3.4%	\$222.95	\$223.25	-0.8%	7.9%
Step In Snowboard Boots	159	4,764	278.6%	174.7%	\$48,565	\$1,697,789	357.2%	180.4%	\$305.44	\$356.38	20.8%	2.1%
Traditional Snowboard Boots	13,065	112,976	-20.3%	-6.7%	\$2,899,660	\$24,588,120	-21.3%	-0.9%	\$221.94	\$217.64	-1.2%	6.3%