



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: Jan 2020

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All Channels Summary

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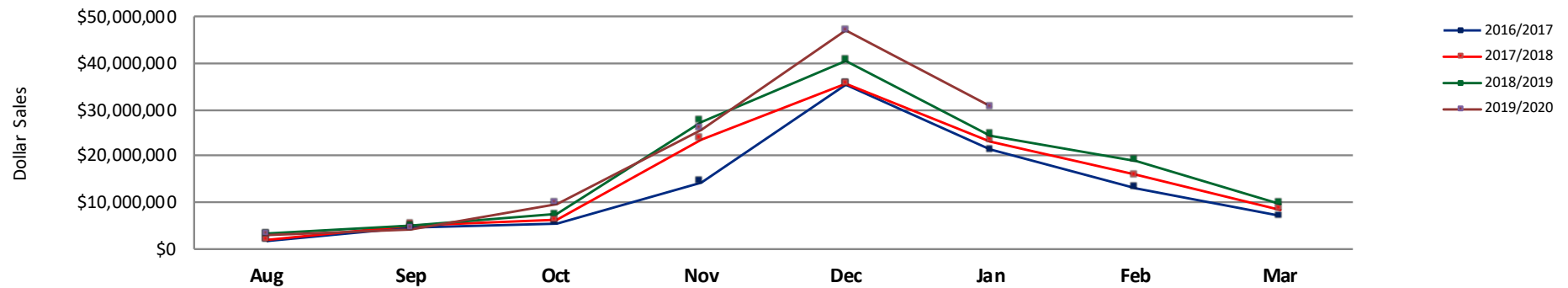
Current Period: Jan 2020

| | Current Period | | | Season to Date | | |
|-----------------------------|--|------------|--------------|---|------------|--------------|
| | | Unit Sales | Dollar Sales | | Unit Sales | Dollar Sales |
| Step In Snowboard Boots | Sales: \$2,936,613 Units: 159% Dollars: 195% | ↑ | ↑ | Sales: \$11,910,182 Units: 45% Dollars: 50% | ↑ | ↑ |
| Traditional Snowboard Boots | Sales: \$27,697,770 Units: 11% Dollars: 18% | ↑ | ↑ | Sales: \$108,386,014 Units: 2% Dollars: 8% | ↑ | ↑ |

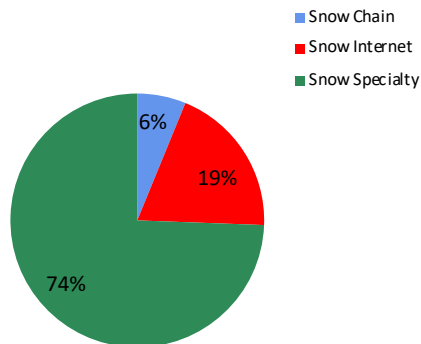


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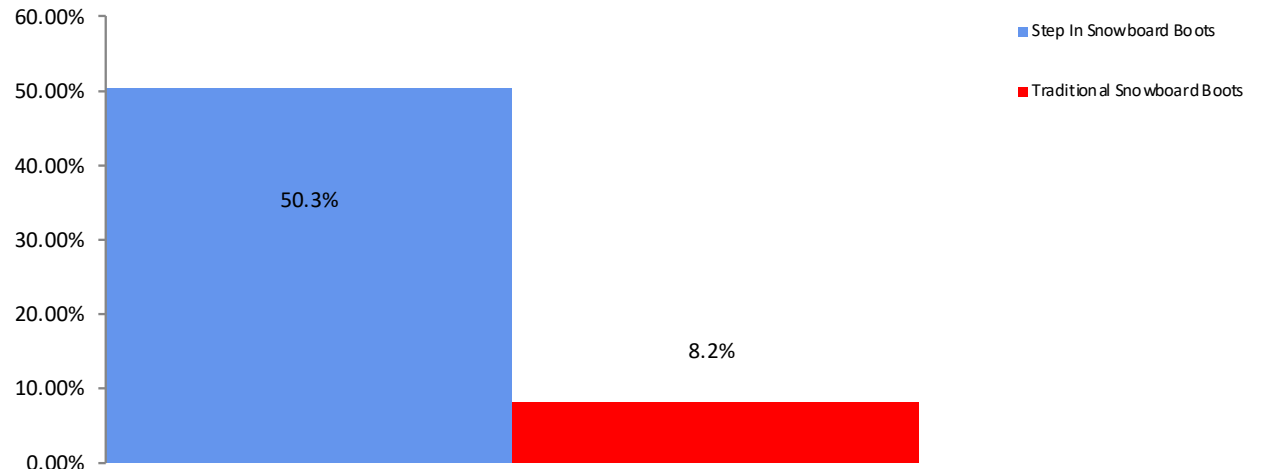
All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold



Dollar Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date

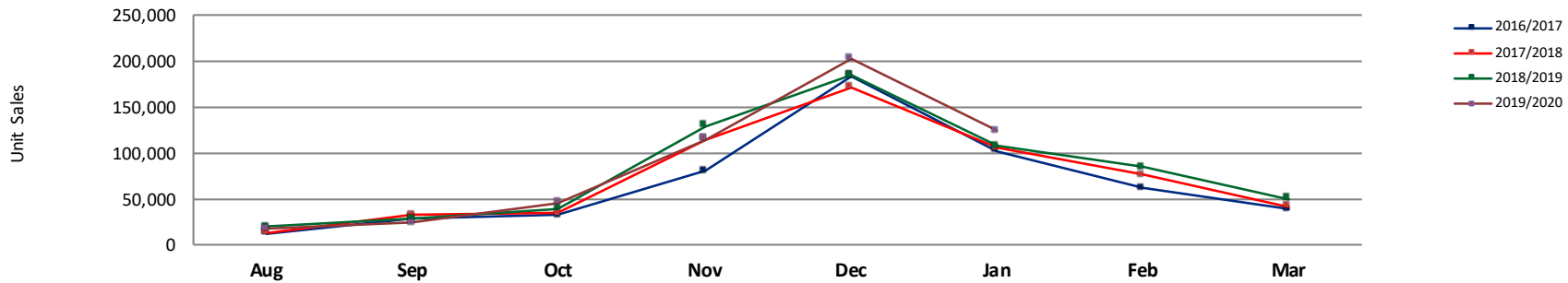




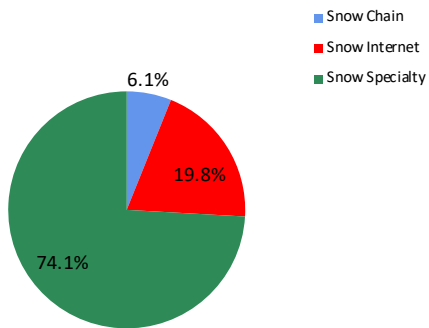
Unit Analysis, Snowboard Boots

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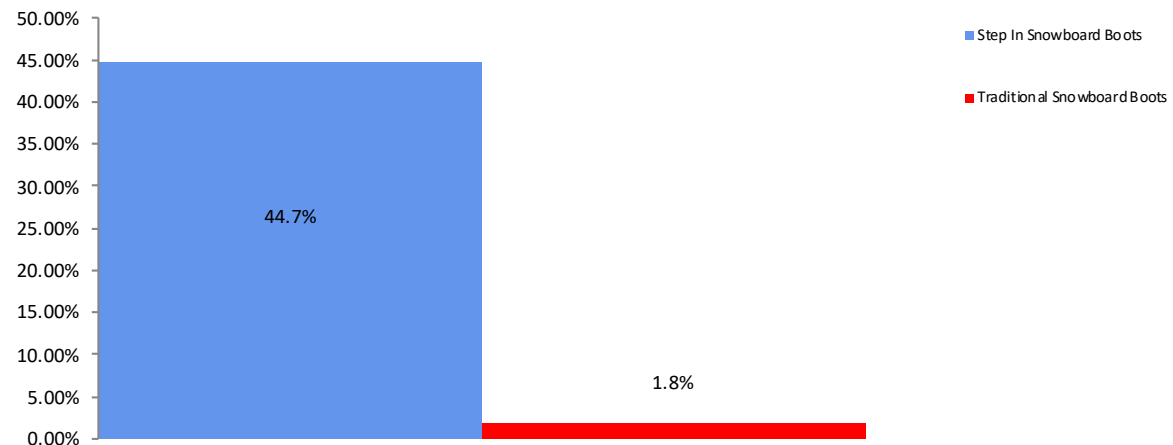
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Snowboard Boots Sales, All Stores, Season to Date





All Channels Topline

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Current Period: Jan 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 | 124,276 | 527,687 | 15.8% | 3.8% | \$30,634,383 | \$120,296,196 | 25.0% | 11.3% | \$246.50 | \$227.97 | 7.9% | 7.2% |
| Step In Snowboard Boots | 8,610 | 34,379 | 158.9% | 44.7% | \$2,936,613 | \$11,910,182 | 195.2% | 50.3% | \$341.07 | \$346.44 | 14.1% | 3.9% |
| Traditional Snowboard Boots | 115,666 | 493,308 | 11.2% | 1.8% | \$27,697,770 | \$108,386,014 | 17.8% | 8.2% | \$239.46 | \$219.71 | 5.9% | 6.2% |



Specialty Topline

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Snowboard Boots Topline Specialty

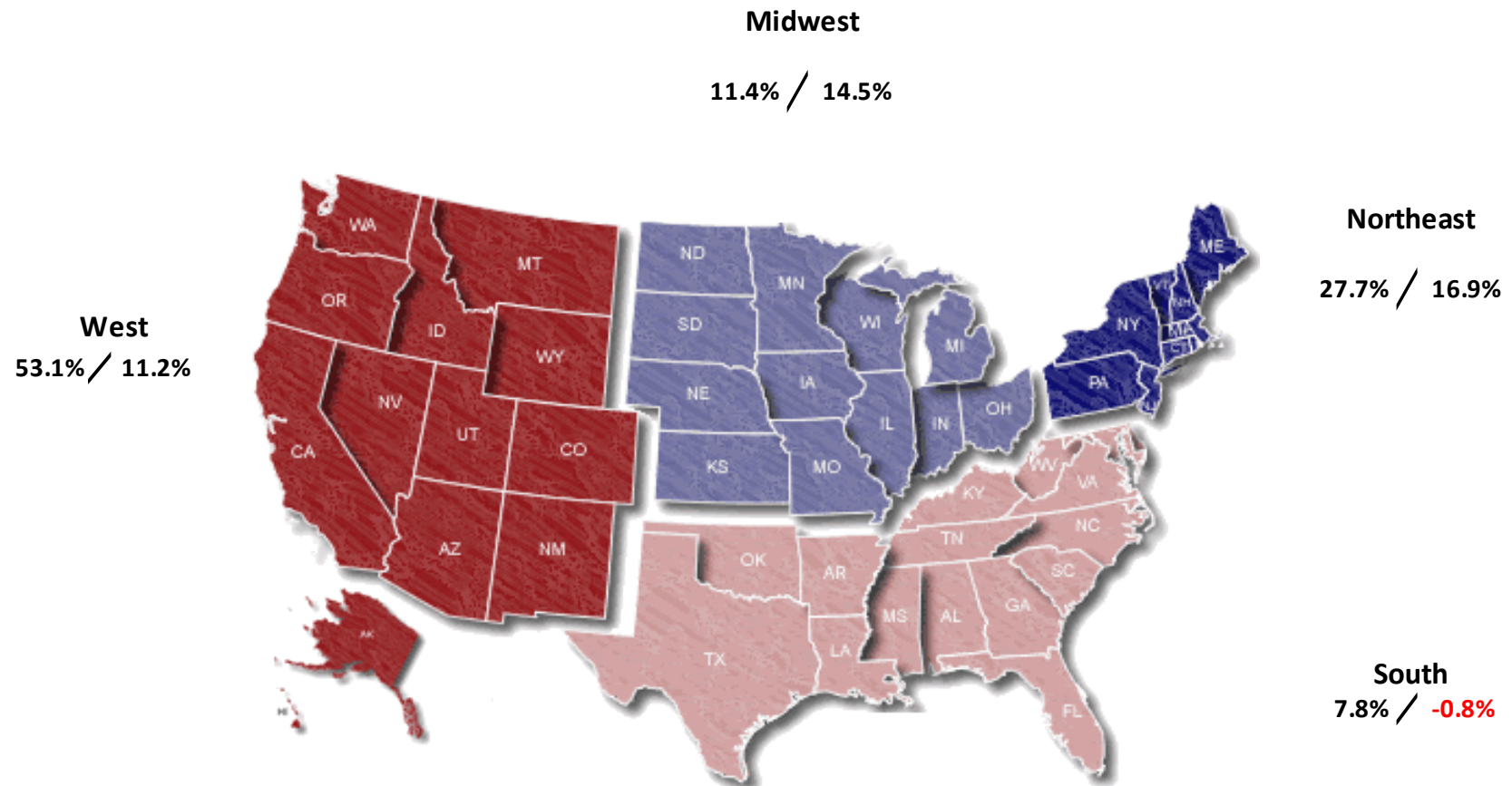
| CP=Current Period STD=Season to Date | Units Sold | | | | Dollars Sold | | | | Average Retail | | | |
|---|------------|---------|--------|-------|--------------|--------------|--------|-------|----------------|----------|-------|-------|
| | CP | STD | CP Δ | STD Δ | CP | STD | CP Δ | STD Δ | CP | STD | CP Δ | STD Δ |
| Snowboard Boots | 99,845 | 391,043 | 19.5% | 5.1% | \$24,498,530 | \$89,517,182 | 30.2% | 12.0% | \$245.37 | \$228.92 | 9.0% | 6.6% |
| Step In Snowboard Boots | 7,539 | 29,210 | 136.2% | 33.8% | \$2,570,916 | \$10,068,933 | 170.6% | 38.9% | \$341.02 | \$344.71 | 14.6% | 3.8% |
| Traditional Snowboard Boots | 92,306 | 361,833 | 14.9% | 3.3% | \$21,927,614 | \$79,448,249 | 22.7% | 9.3% | \$237.55 | \$219.57 | 6.9% | 5.8% |



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: Jan 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 | 7,975 | 32,152 | 9.1% | 7.7% | \$1,928,157 | \$7,453,724 | 12.0% | 14.8% | \$241.78 | \$231.83 | 2.7% | 6.5% |
| Step In Snowboard Boots | 159 | 564 | 318.4% | 143.1% | \$50,252 | \$192,025 | 266.2% | 143.8% | \$316.05 | \$340.47 | -12.5% | 0.3% |
| Traditional Snowboard Boots | 7,816 | 31,588 | 7.5% | 6.7% | \$1,877,905 | \$7,261,699 | 10.0% | 13.2% | \$240.26 | \$229.89 | 2.3% | 6.1% |



Internet Topline

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| 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 | 16,457 | 104,492 | 0.1% | -1.8% | \$4,207,696 | \$23,325,291 | 6.0% | 7.4% | \$255.68 | \$223.23 | 5.9% | 9.4% |
| Step In Snowboard Boots | 912 | 4,605 | 850.0% | 172.2% | \$315,445 | \$1,649,225 | 918.1% | 177.3% | \$345.88 | \$358.14 | 7.2% | 1.9% |
| Traditional Snowboard Boots | 15,545 | 99,887 | -4.9% | -4.6% | \$3,892,251 | \$21,676,066 | -1.2% | 2.6% | \$250.39 | \$217.01 | 3.9% | 7.6% |