



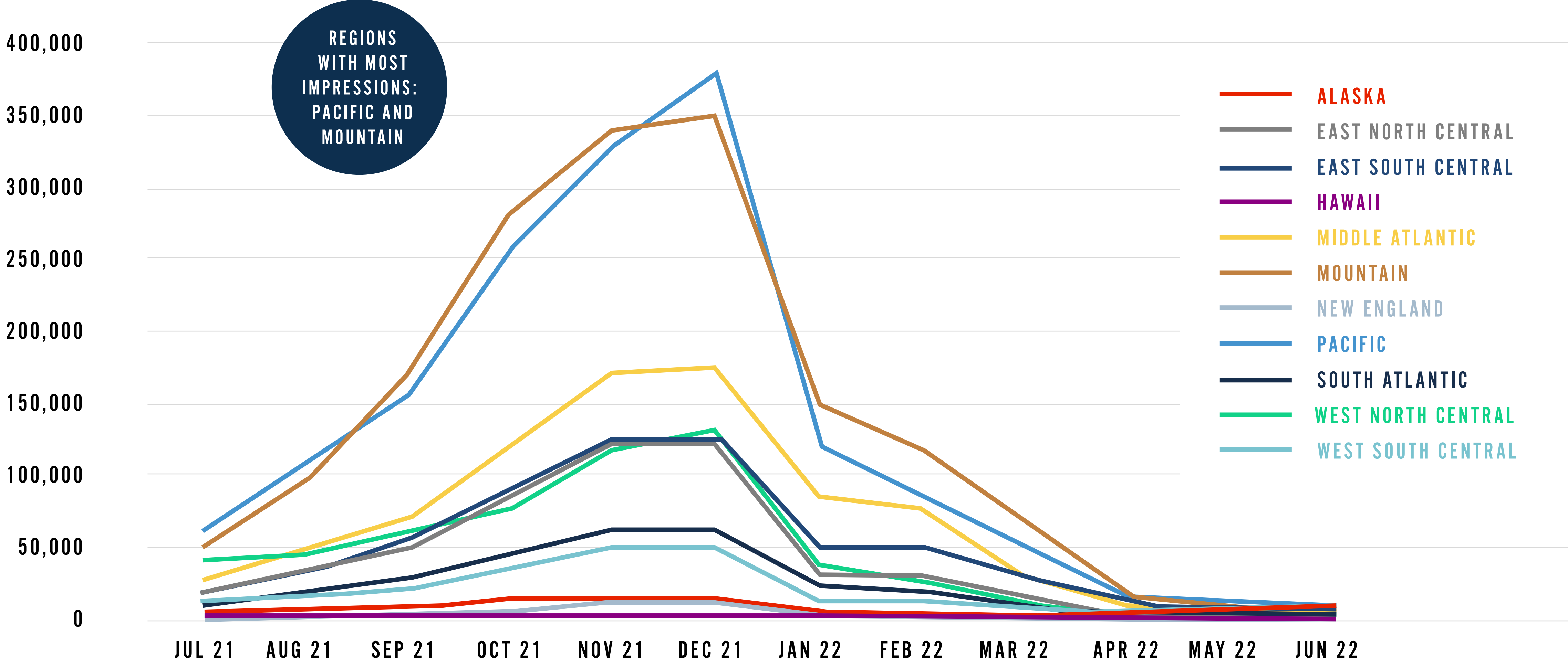
WINTER CONSUMER PRODUCT SEARCH TRACKER

Welcome to the Consumer Product Search Tracker (“The Tracker”). By utilizing data from our partner Locally, The Tracker shows search data each month for different snowsport categories and provides useful insights into both how consumer interest changes over time, as well as, how consumer interest differs between categories.

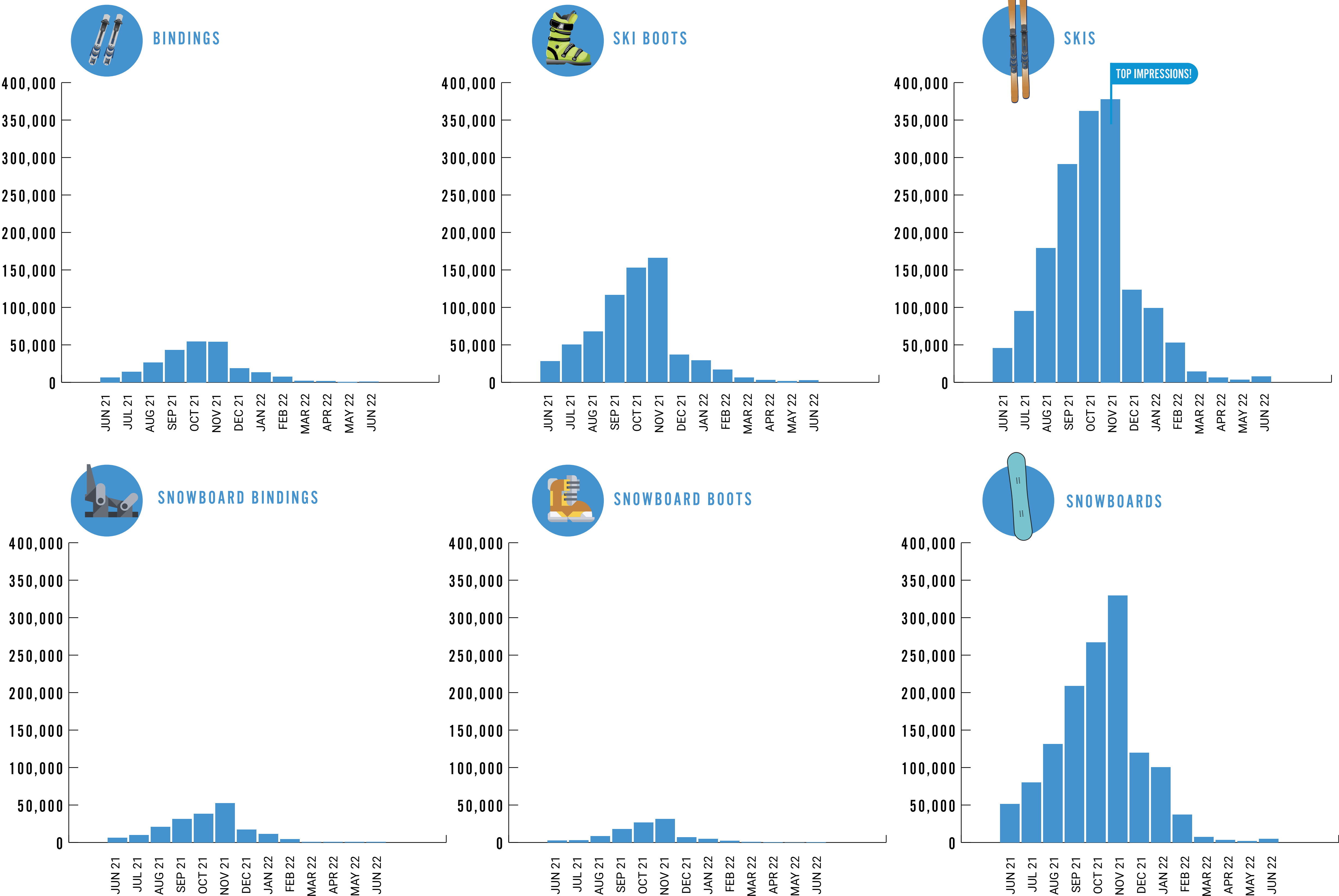
All of the data used in the The Tracker comes from Locally’s online search platform that connects offline businesses directly to online customers. On average Locally reaches 1-2 million unique shoppers a day and engages with ~280-290,000 retailers, 15-16K of which also share inventory data with Locally. In total, Locally had around ~300 million unique shoppers last year. In addition to snow-sports, Locally operates in the broader sporting goods space, predominantly including outdoors, cycling, running, while also touching other industries such as fishing, hunting, climbing and more.

THE FOLLOWING DEFINITIONS WILL BE HELPFUL IN UNDERSTANDING THESE DATA

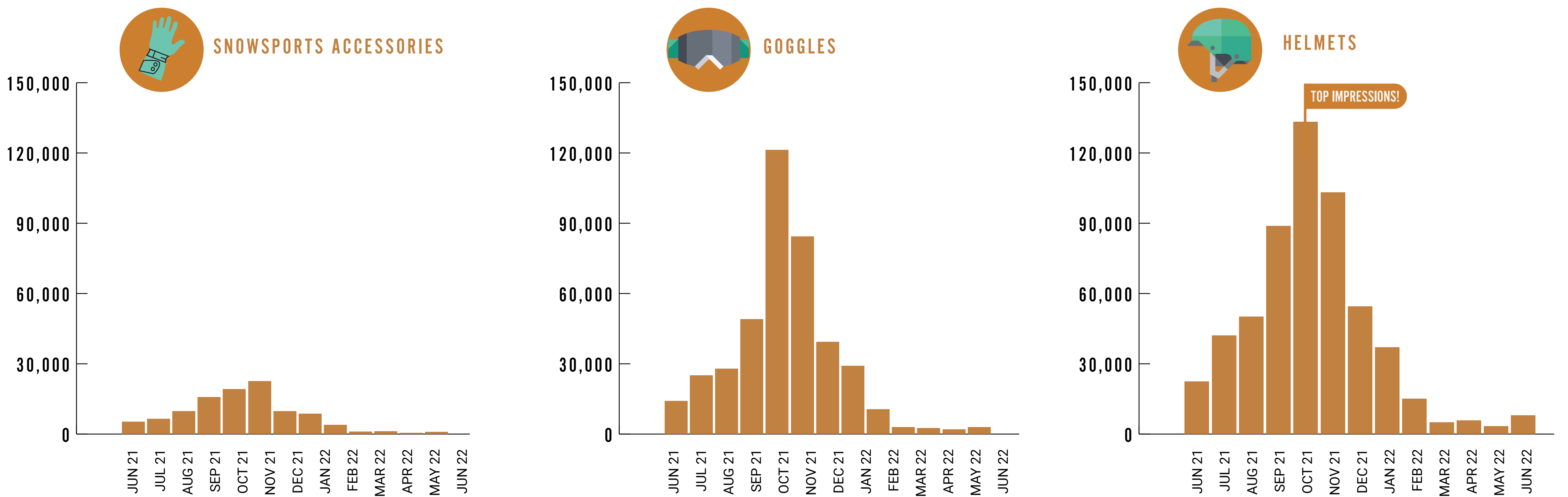
- Impressions.** The Tracker measures impressions. An impression is created when a product appears in a search result on Locally (regardless of whether it was clicked). Data is based on unique IP addresses to prevent duplicate interactions.
- Product categories.** Product categories shown represent multiple product types under that category. For instance, ‘Skis’ would include race skis, powder skis, and touring skis, among others.
- Month.** Months are based on calendar months, normalized to an equal number of days per month. Therefore, variations are not based on length of month.
- Regions.** Regions are defined based on Census regions, with the addition of Alaska and Hawaii broken out.



SKI AND SNOWBOARD EQUIPMENT OVER TIME



SNOWSPORT ACCESSORIES OVER TIME



BACKCOUNTRY EQUIPMENT OVER TIME

