

March Industry Sales

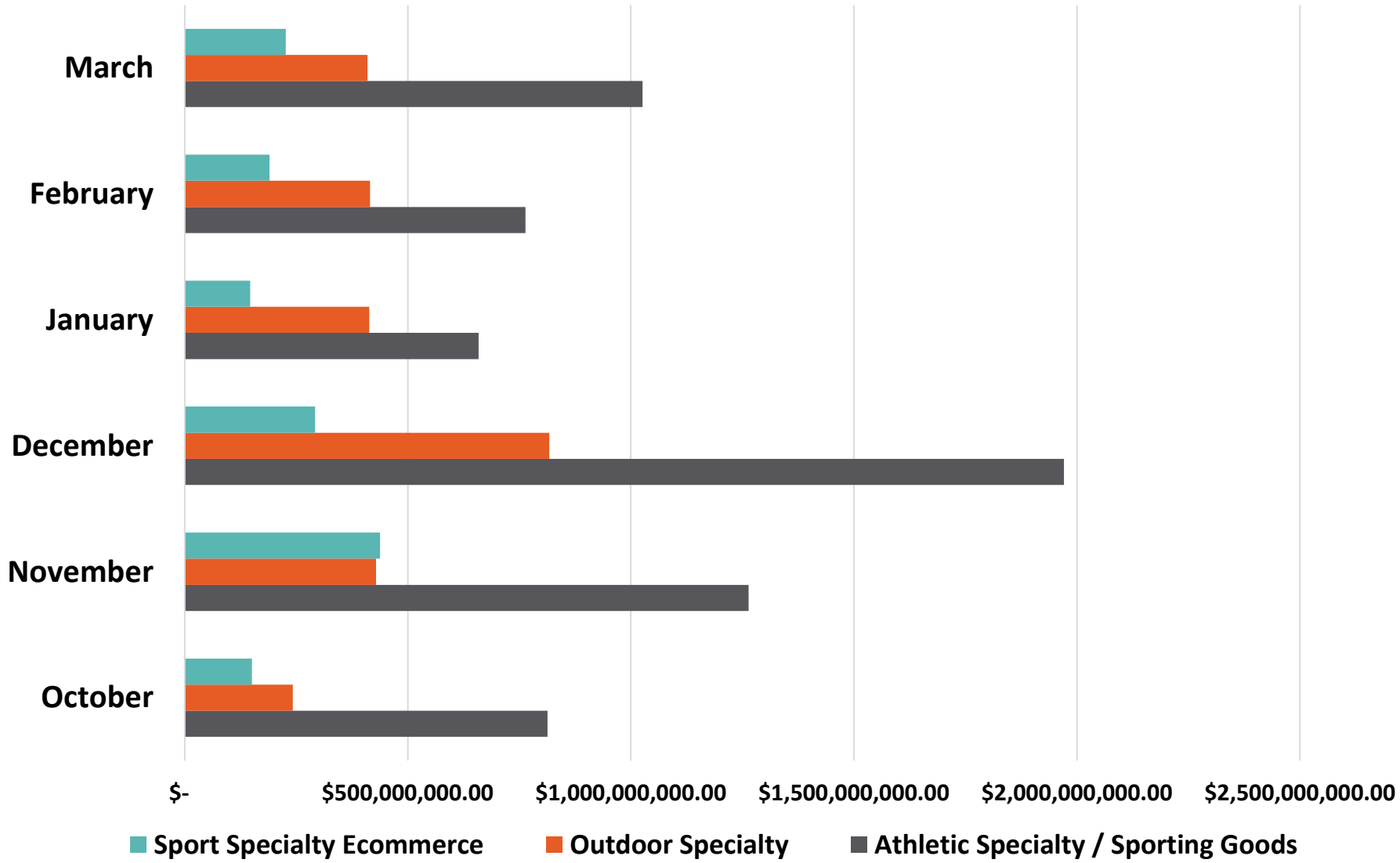
Industry Sales Category

	Equipment	Accessories	Industry
February	\$178M	\$71M	\$1.21B
March	\$295M	\$105M	\$1.66B
% v LM	66%	47%	21%
% v SMLY	.4%	1.9%	2.6%
Last 3 MTH	\$626M	\$239M	\$4.22B
3 MTH v SMLY	-3.5%	-1.4%	-2.0%
R12	\$3.67B	\$1.13B	\$19.07B

LM – Last Month | SMLY – Same Month(s) Last Year | MTH – Months | R12 – Rolling 12 Months

*Outdoor Industry data dashboard brings multiple datasets together that are provided by NPD to generate and complete an outdoor equipment industry overview. The POS data received from the participating set of retailers are projected to represent a total outdoor industry universe.

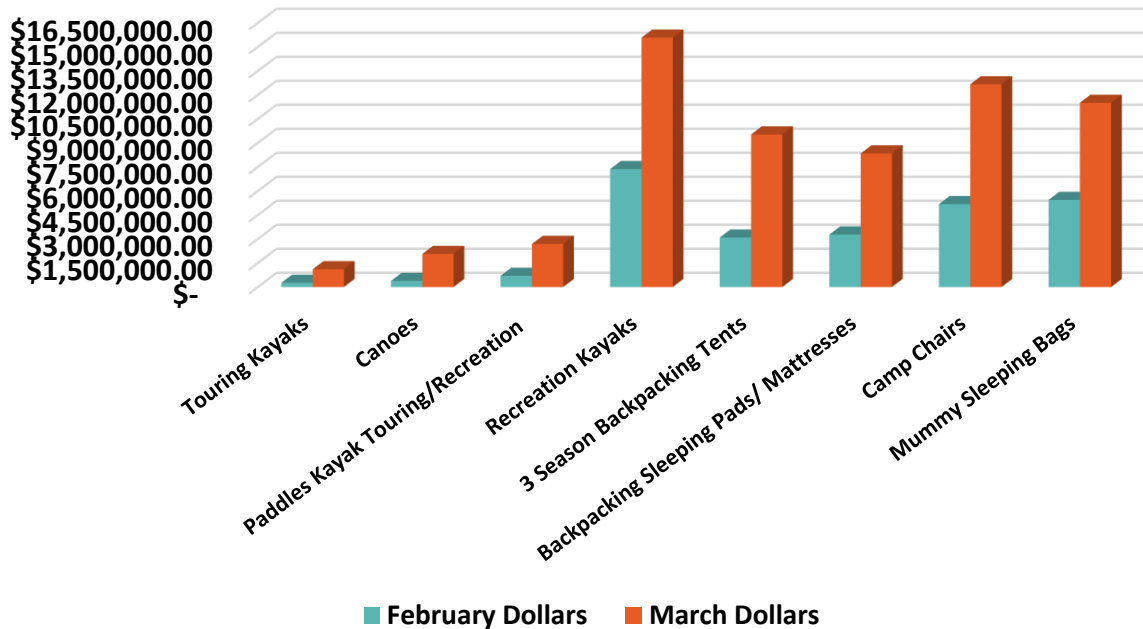
Monthly Sales by Retail Channel



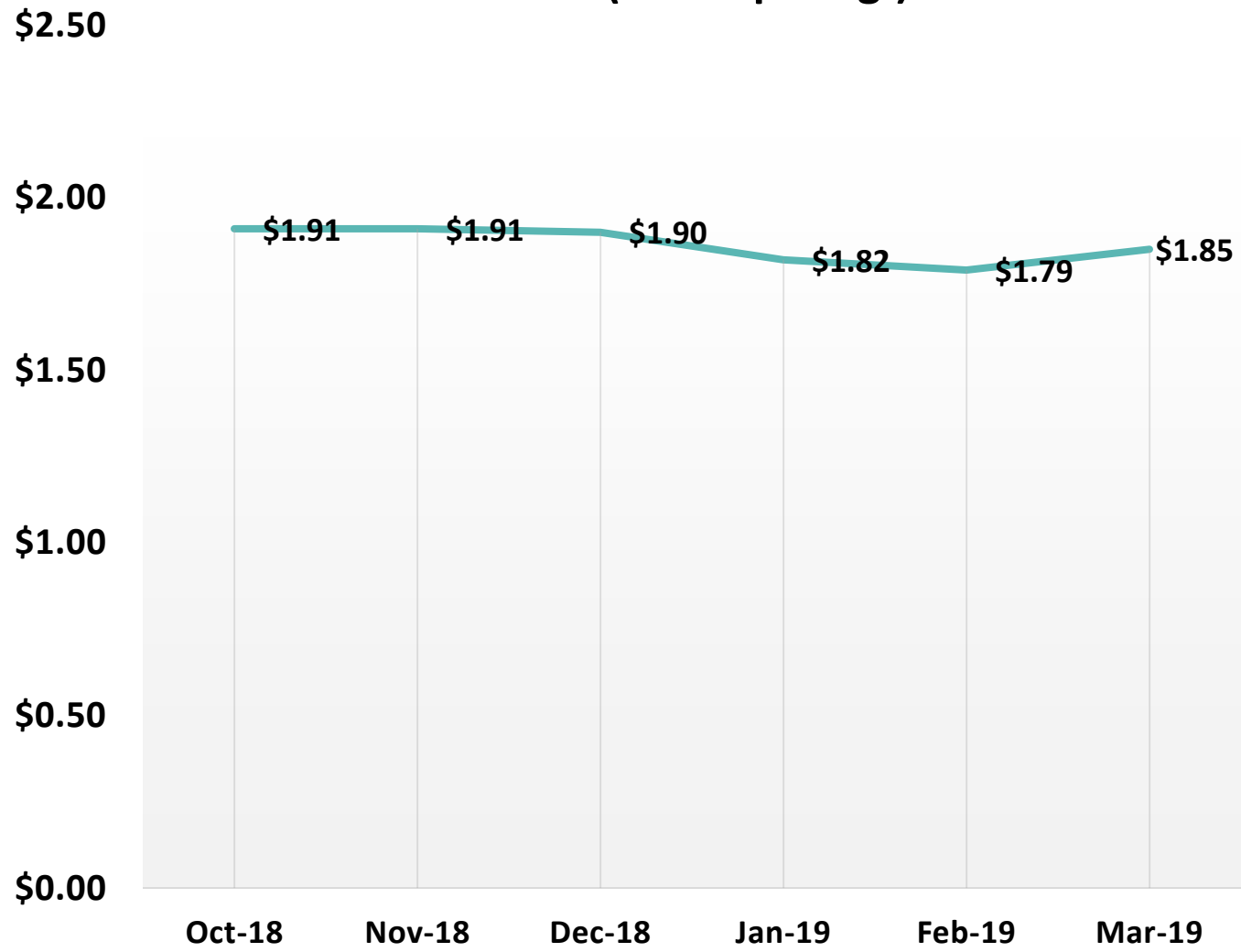
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March Data Discussion

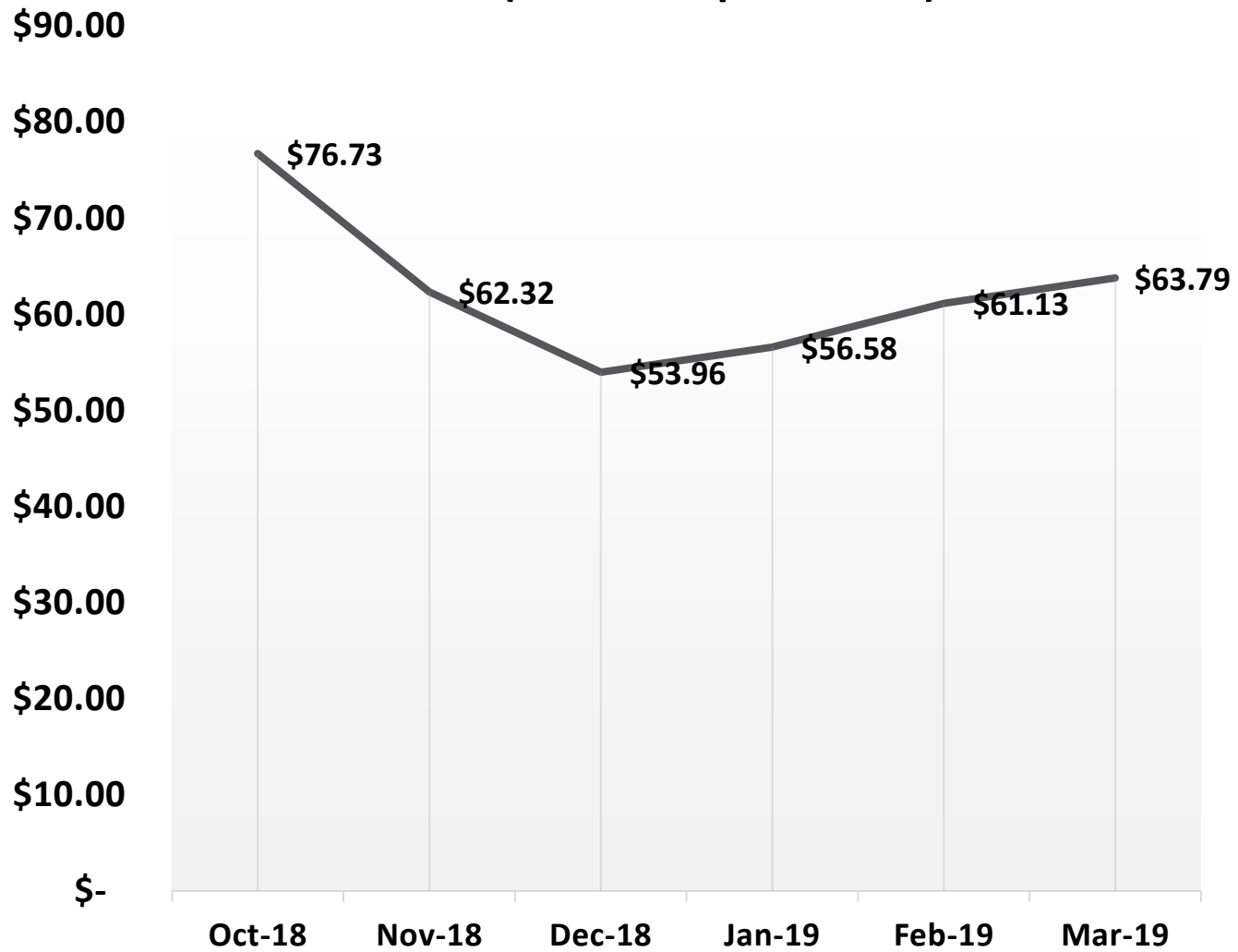
Hopefully after looking at the first slide, you noticed the big jump in sales month over month? While the US was seeing record breaking snow, consumers minds in March had already shifted towards spring activities. When we look at the big dollar sales contributors, it falls heavily on paddle and camping. Standouts are 3 season backpacking tents, which were up 208% over February or close to \$6.5M. In paddle, canoes were up over 400% with a \$1.7M jump in sales over the previous month.



Cotton Price (dollar per kg.)



Crude Oil (US dollar per barrel)



Gasoline (US dollar per gallon)

