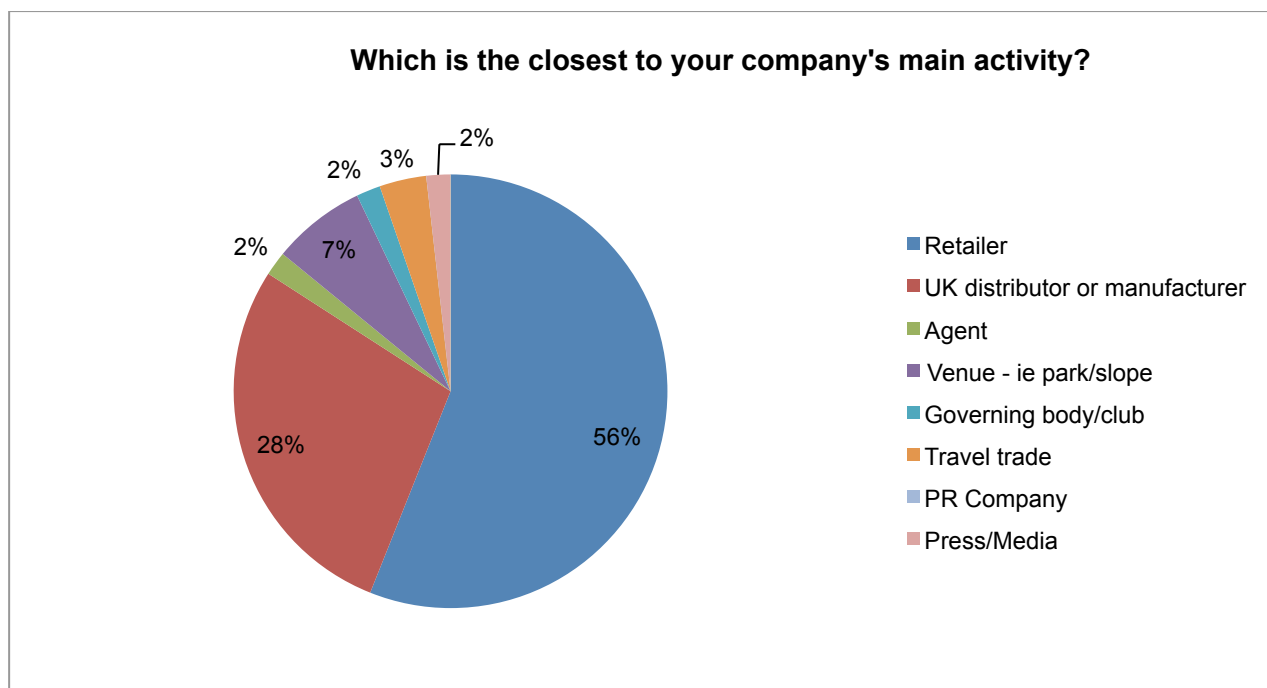




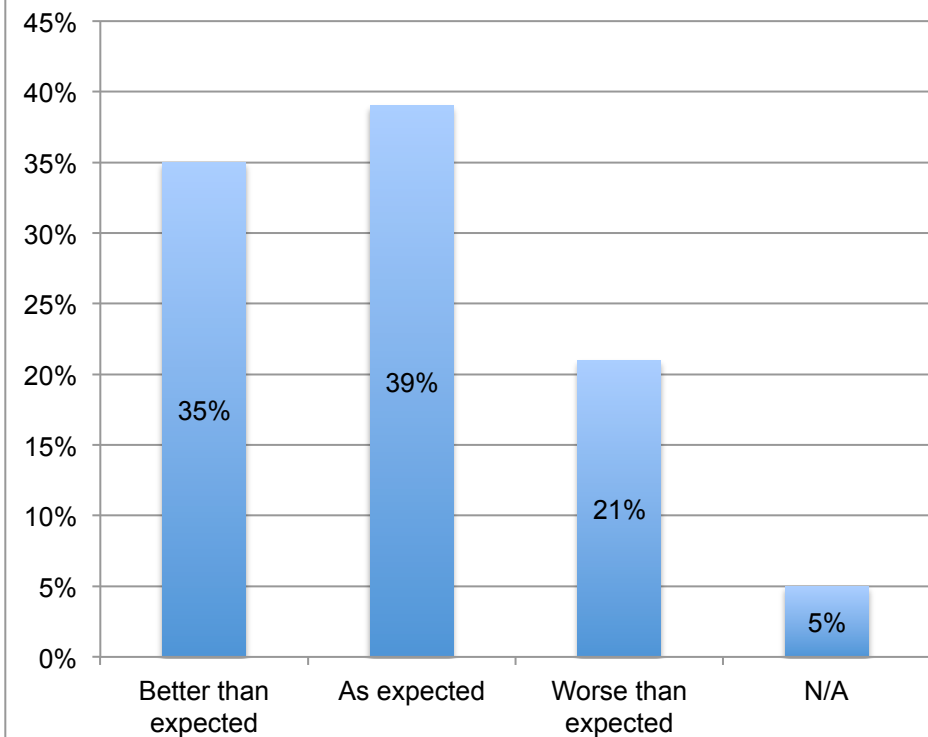
SIGB Web Survey, April 2014

An on-line survey in place from in early April, for members of the Snowsport Trade. It was distributed to over 2,600 email addresses via an SIGB Email newsletter and direct to specialist retailers. A total of 58 responses were received, 55% of which were from retailers.

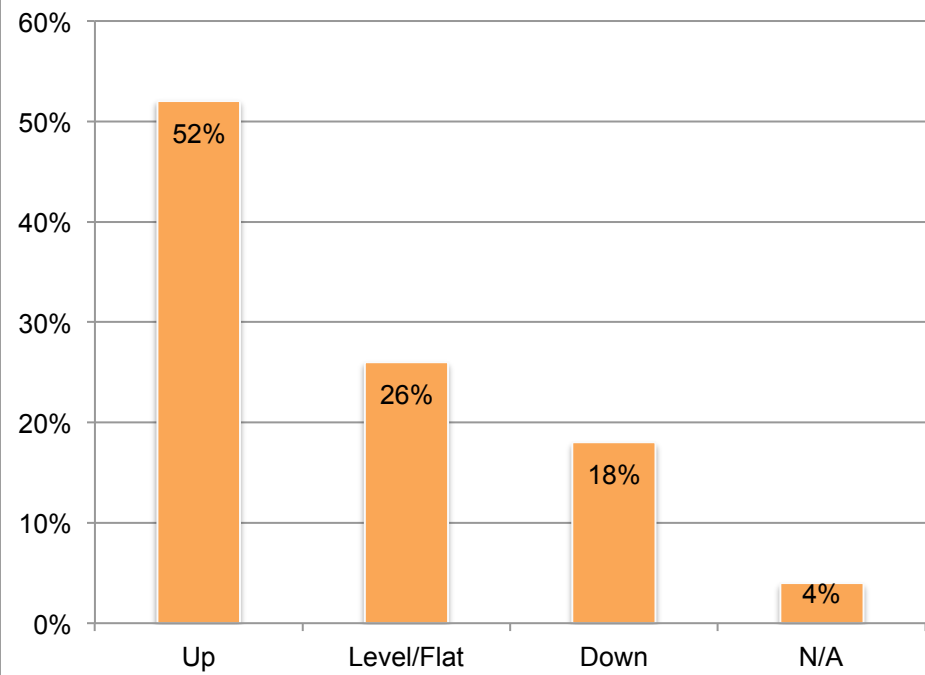




All respondents How did business in Feb/Mar compare to expectation?

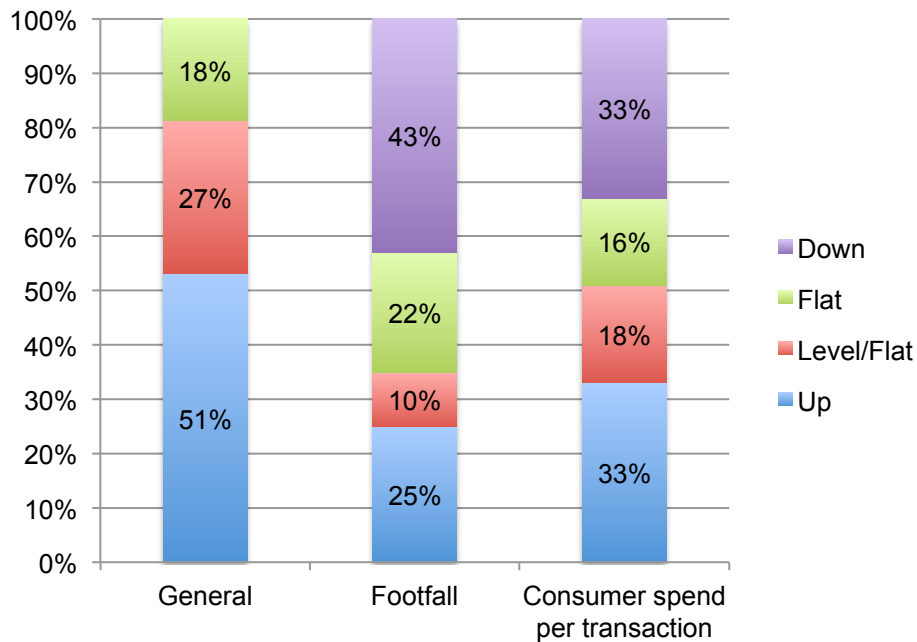


All Respondents How did business in Feb/Mar compare to the same period last year?

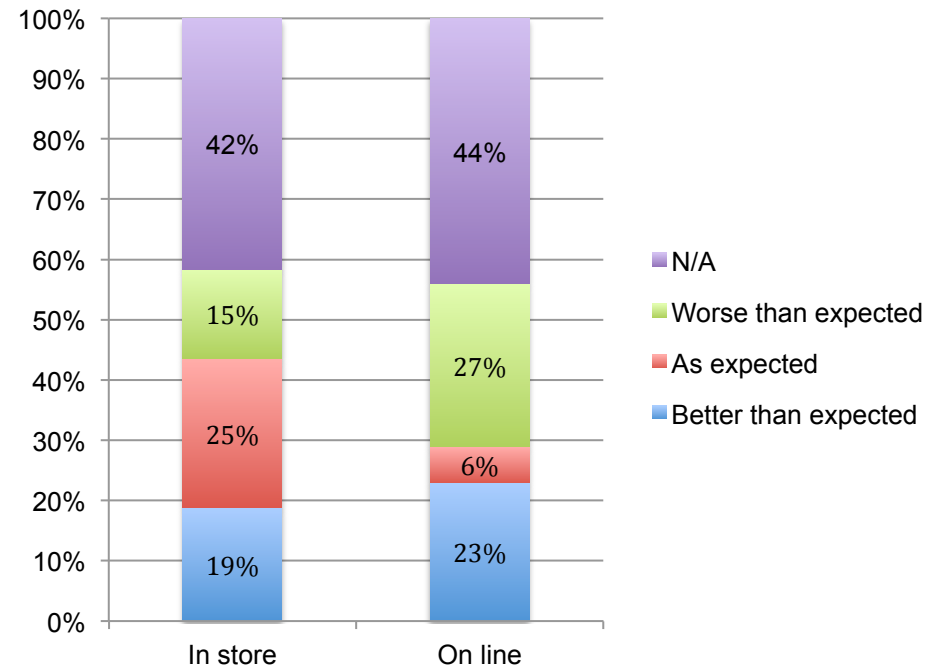




Retail Respondents How was business in Feb/Mar compared to the same period last year?



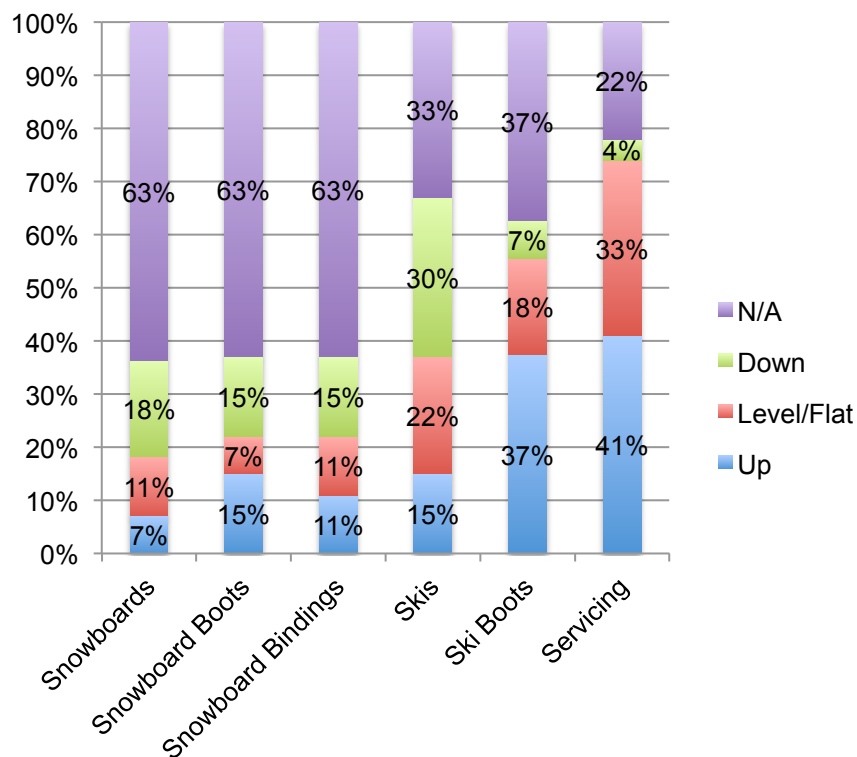
Retail Respondents How was business in Feb/Mar compared to the same period last year?





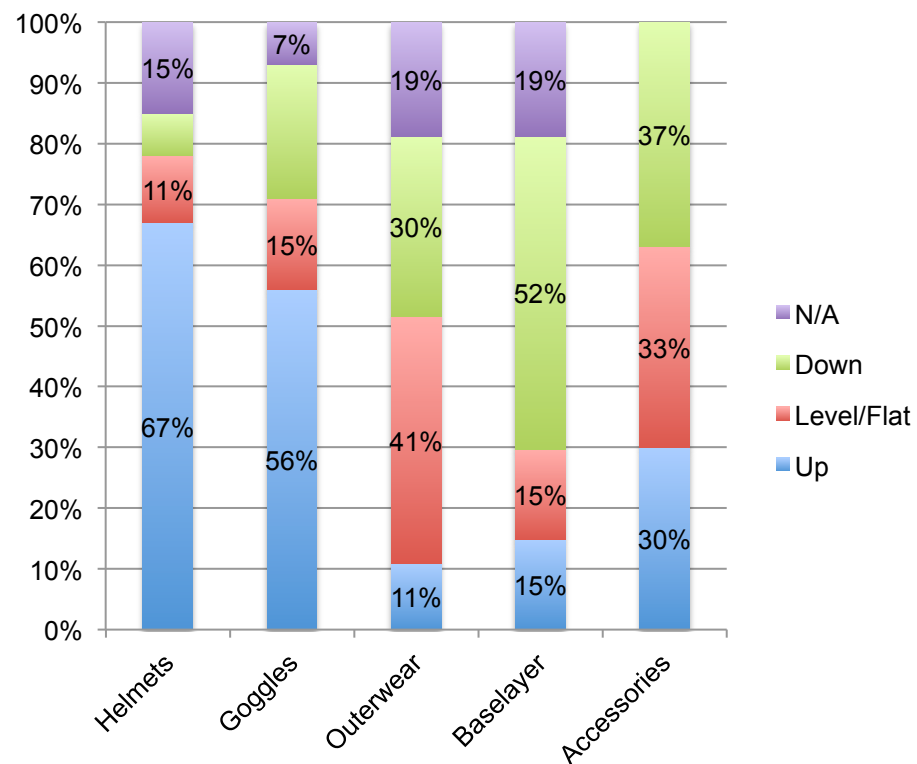
Retailer Respondents Hardware

How have the last 2 months (Feb/Mar) compared to the same period last year?



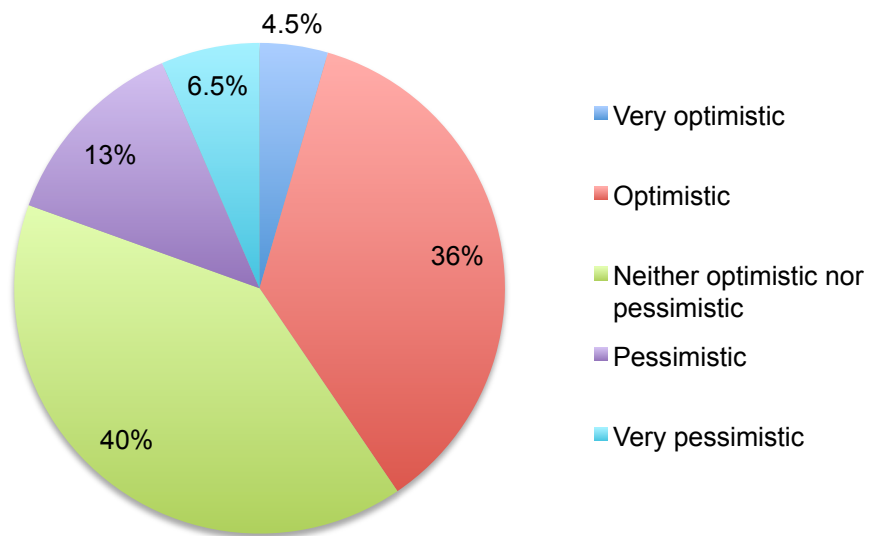
Retailer Respondents Apparel, Accessories

How have the last 2 months (Feb/Mar) compared to the same period last year?

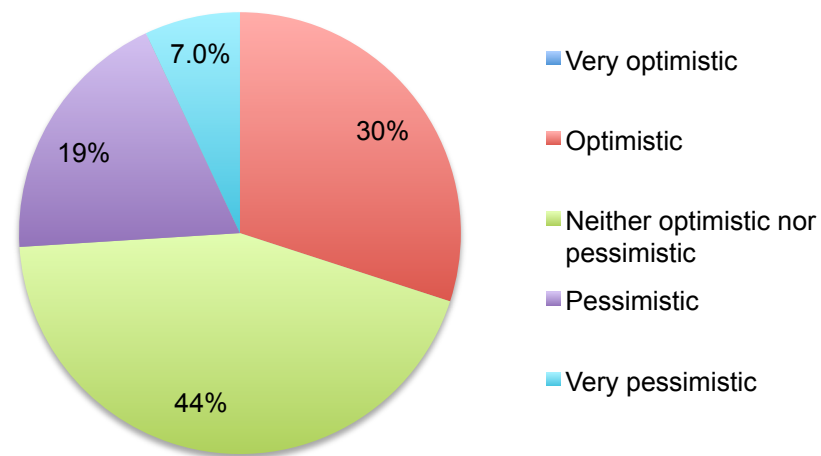




All respondents How would you describe your business outlook for the next 2 months?



Retail Respondents How would you describe your business outlook for the next 2 months?





Is there anything you'd like to add or comments you would like to share?

Comments from retailers:

- People should try to sell by service and knowledge, not purely by discounting. The suppliers should support bricks and mortar shops better than they do, in comparison to "sheds".
- The snow market is getting worse as most customers only buy sale items.
- Overall I estimate this season to be 10-15% up on last year, despite disappointing February sales.
- It seems for such a relatively small market that there are far too many retailers willing to 'give skis away' at stupid prices. Seems like most of these companies have forgotten about margin. Has anyone noticed that in the computer market the prices of any given model vary by only a few pounds (and that's a markets worth hundreds of 1000's of units, unlike the ski market of 15000 units at best!). If margins aren't increased over the next few years there will be more shop closures. The only beneficiary of these low prices is Jo Public!
- I wish we could try and do something to combat the Spanish or French shops that seem happy to sell stuff at such ridiculous prices
- It will take another season before all the "dumped stock" suppliers/manufacturers have loaded into the market place over the last two seasons finally works its way out. Perhaps then the loyal, pre-ordering, specialist shops will be able to make a little money again!
- Late Easter and good snow in the Alps has given the season a great finish. Very excited for the prospects for next season.
- Steady finish due to late Easter. Not too bad though.
- Something needs to be done about the invasion of discount web sites from Spain, France, Germany and Austria.
- 13/14 turnover up 30% v 12/13
- We're into our second year of business as an online retailer and sales increased 300% from last year.



Comments from other respondents:

- Our company, biggest ski media group, suffered substantially from Brand USA (US govt) renegeing on a major deal because of their finance crisis in October.
- Trends seem to vary by month. A lack of 'Winter' has seen software sales drop right down. Heavy rain in Dec/Jan also had a negative impact. However, February was a bumper month, followed by a heavy downturn in March!
- Excellent footfall from Sochi Olympics. Good support from local council and local sports funds. Extremely disappointed with UK Snowsport and Snowsport Wales support.
- Winter pre book is the best EVER
- As a distributor we saw a surge in helmet sales due to the Schumacher effect. From speaking to retailers most seem to be happy with the season. Hopefully the late Easter gives a final boost to the end of the season