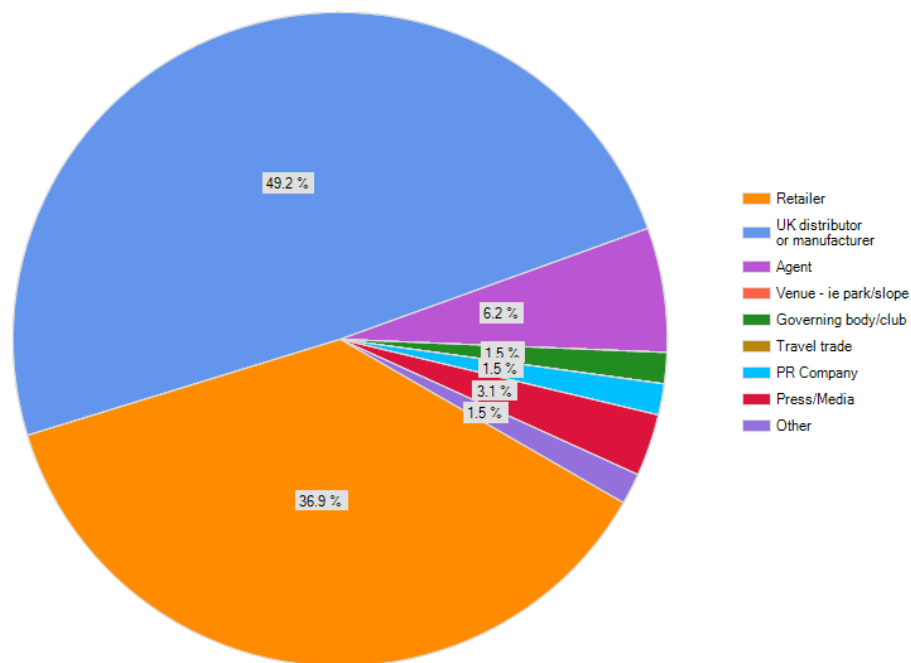




SIGB Web Survey, February 2014

An on-line survey in place from 5-18 February, 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 56 responses were received, 43% of which were from retailers.

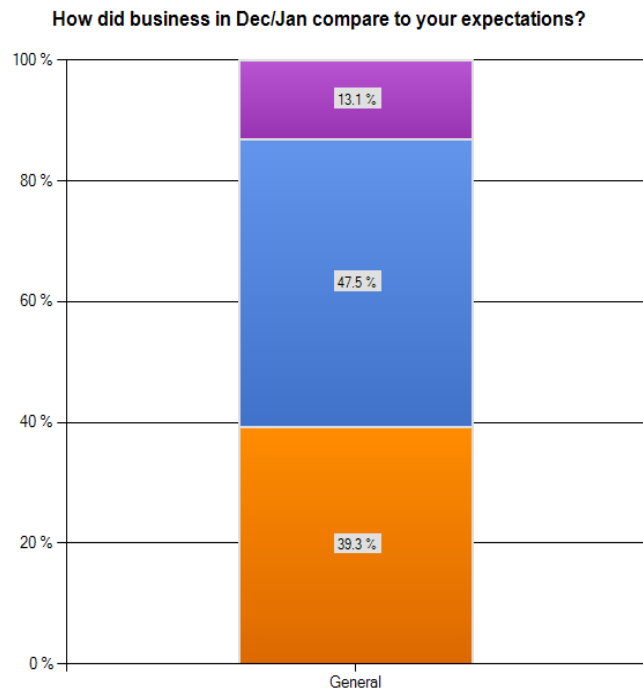
Which is the closest to your company's main activity?



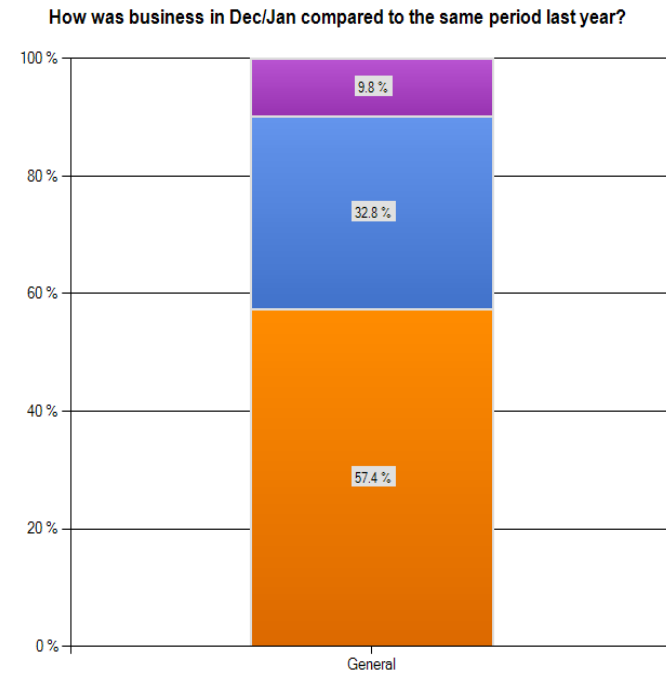


All Respondents

All Respondents



- N/A
- Worse than expected
- As expected
- Better than expected

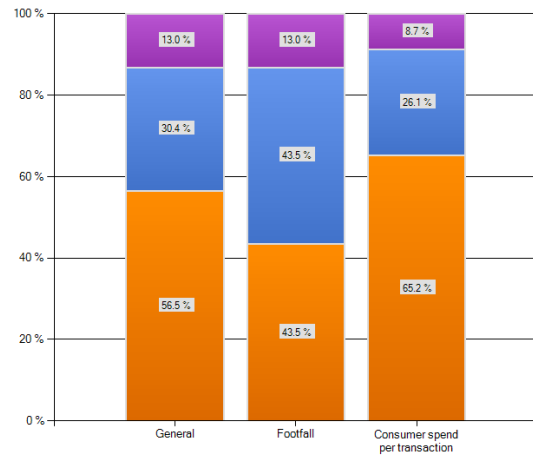


- N/A
- Down
- Level/Flat
- Up



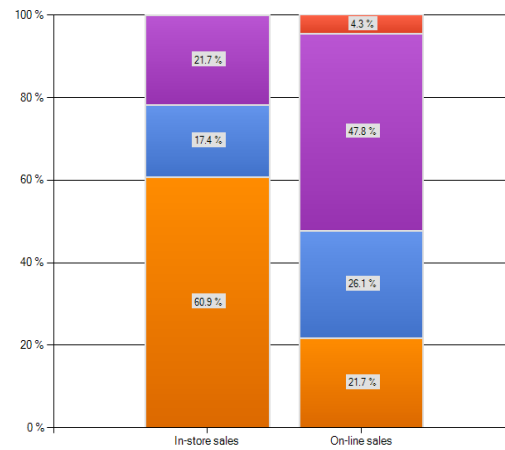
Retail Respondents

How was business in Dec/Jan compared to the same period last year?



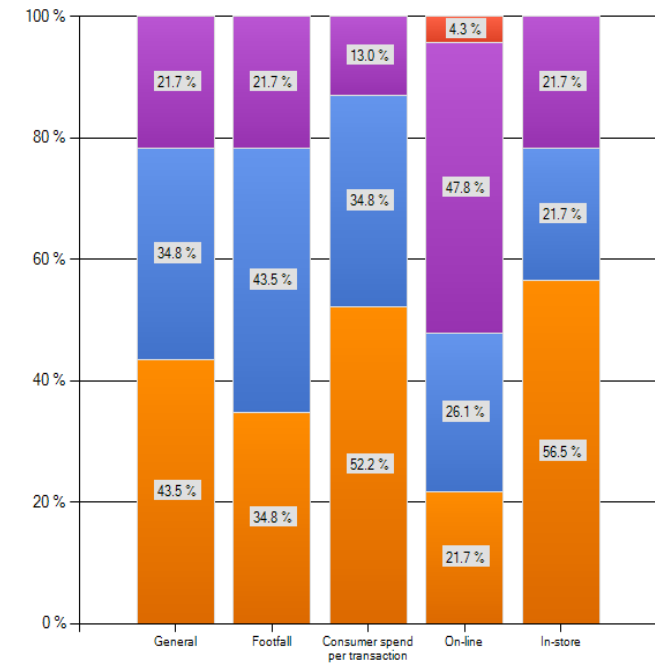
Retail Respondents

How have the last 2 months sales (Dec/Jan) compared to the same period last year in terms of:



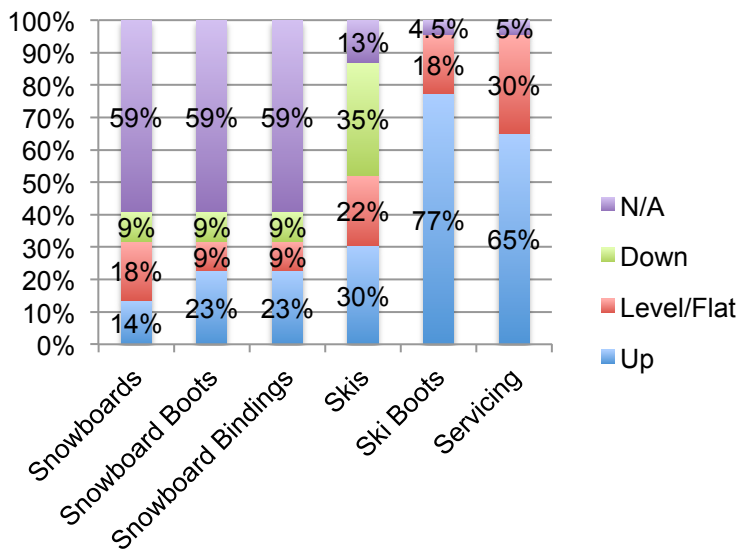
Retail Respondents

How did business in Dec/Jan compare to your expectations?

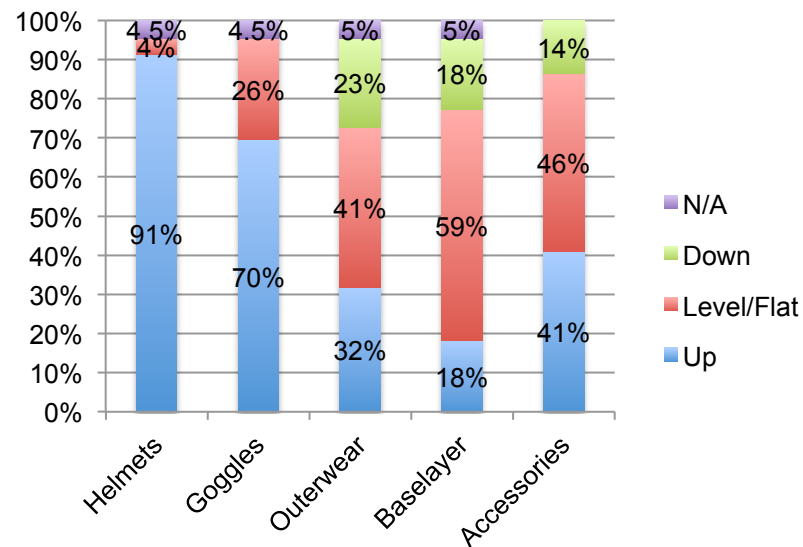




Retail Respondents Hardware
How have the last 2 months (Dec/Jan) compared to the same period last year?



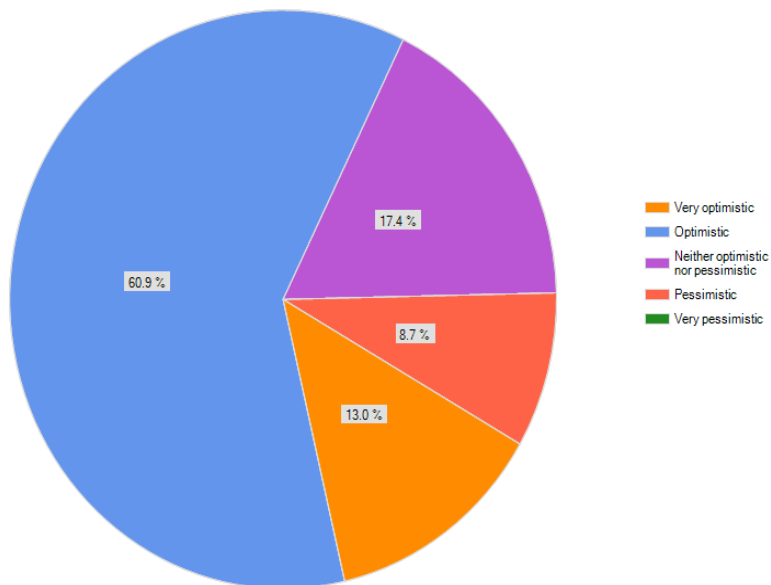
Retailer Respondents Apparel, Accessories
How have the last 2 months (Dec/Jan) compared to the same period last year?





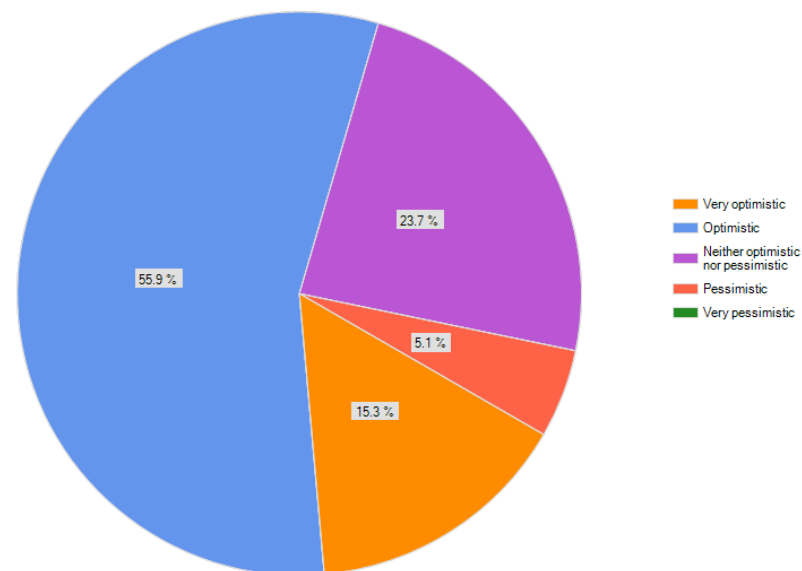
All Respondents

How would you describe your business outlook for the next 2 months (Feb/Mar)?



Retail Respondents

How would you describe your business outlook for the next 2 months (Feb/Mar)?





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

Comments from retailers:

- Jacket sales quite flat but pant sales well up possibly reflecting massive choice of jackets available both online and on the high street. Customers more fussy about fit of pants and styling/colour. Boot sales VERY strong despite the cheap offerings from well known French discounters. Ski sales have increased as traditional older skiers who have always owned skis change for new models. Off piste models quite slow on sales reflecting poor snow conditions in early January. Helmet sales very strong with lots of customers changing from models purchased 3/4/5 years ago. Ski servicing well up with a lot of 'old' models brought in for servicing (when will they upgrade!). Accessories selling through well especially goggles and socks. Base layers a 'bit slow' reflecting milder temperatures in UK and Alps.
- A good feeling in the shop this winter - new people coming into the market, noticeably families with children aged 10 – 12
- Lets have a cold snap here in UK to make a perfect end to the season
- January has been good December was very slow in the first two weeks.
- Just let the rain turn to snow – PLEASE

Comments from other respondents:

- Specialist media seems to have stabilised and be rising again in newsagents. Online e-shots are popular and Sochi is boosting social, but it doesn't really convert to sales.
- Weather is the key - not cold enough so far.
- We are seeing confidence amongst retailers, but there is still a long way to go to get back to pre 2008 levels of business
- Slide may have been one of the most disappointing shows I have ever been to.