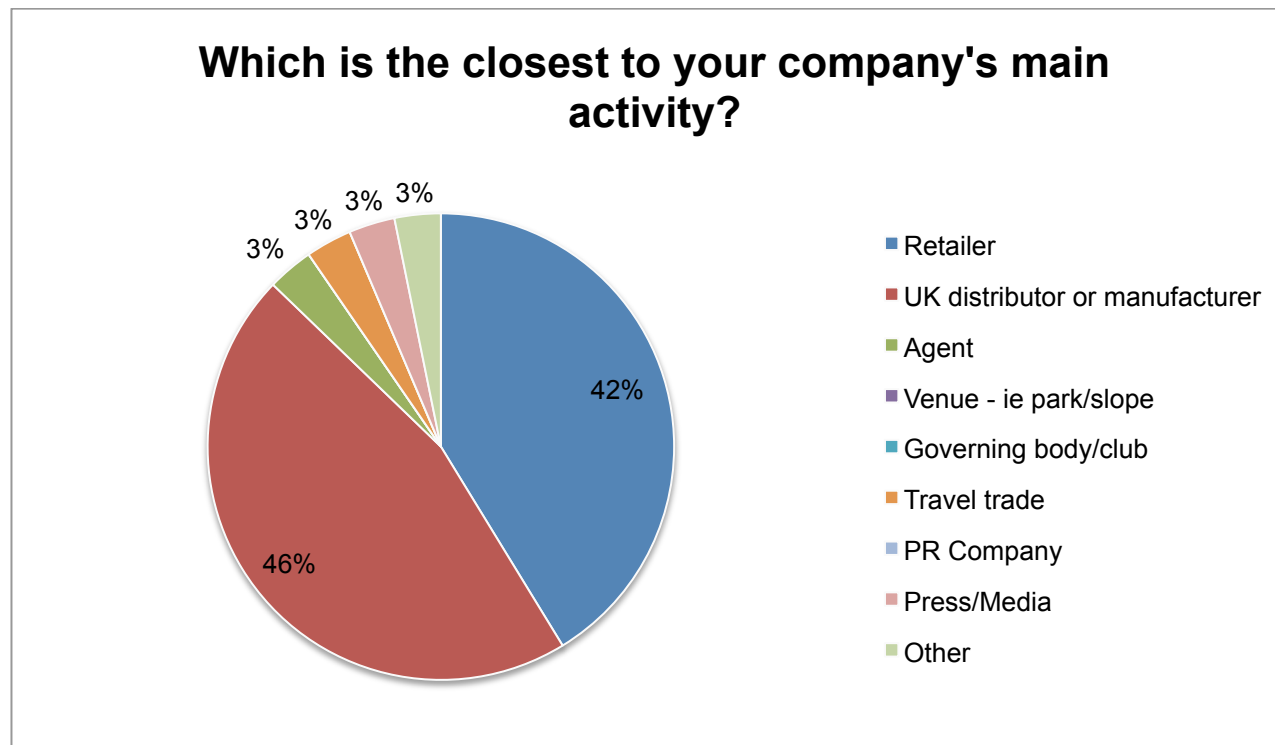




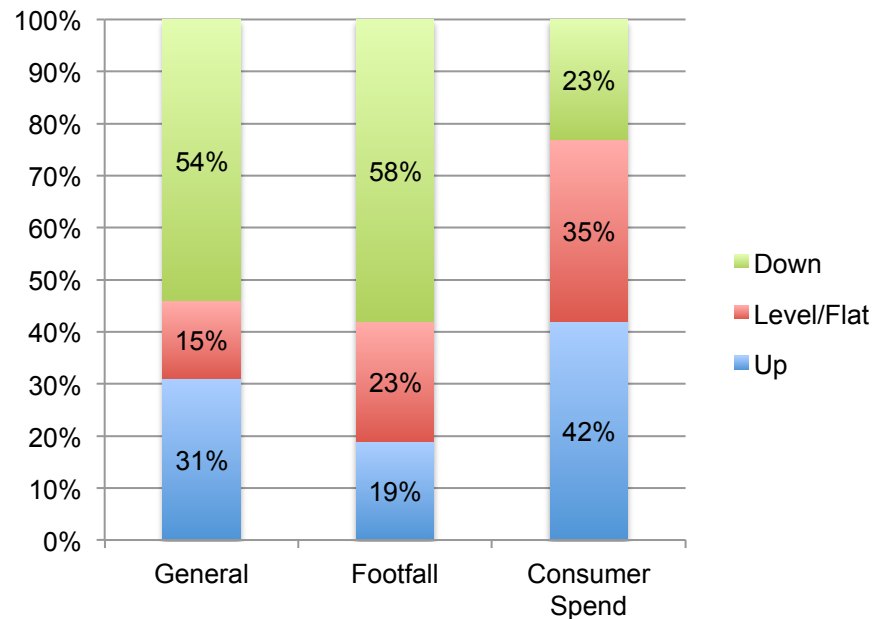
SIGB Web Survey, December 2014

An on-line survey took place in the first half of December, for members of the Snowsport Trade. It was distributed to over 2,100 email addresses via an SIGB Email newsletter and direct to specialist retailers. A total of 63 responses were received, 42% of which were from retailers.

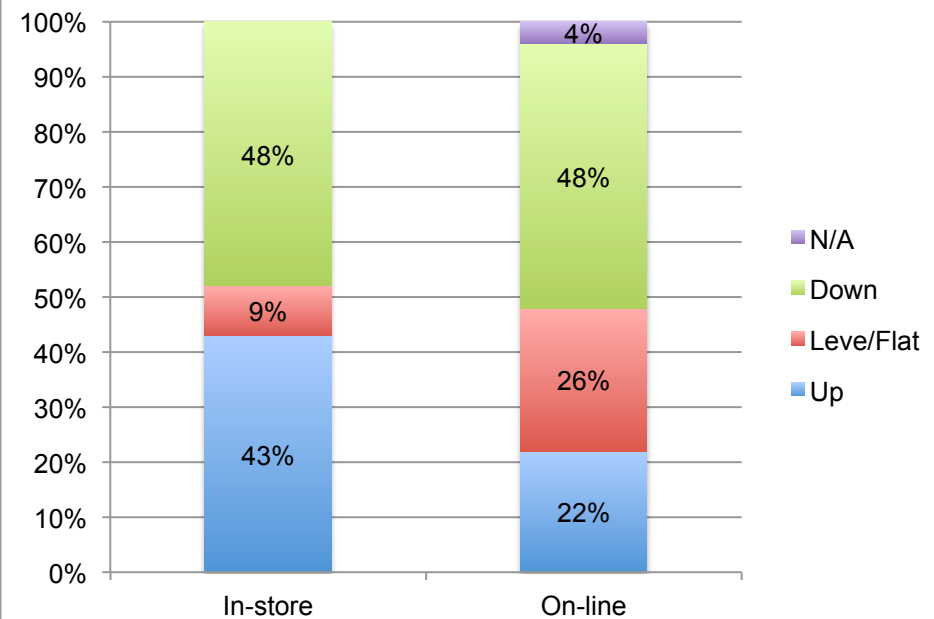




Retailer Respondents How was business in Oct/Nov compared to the same period last year?

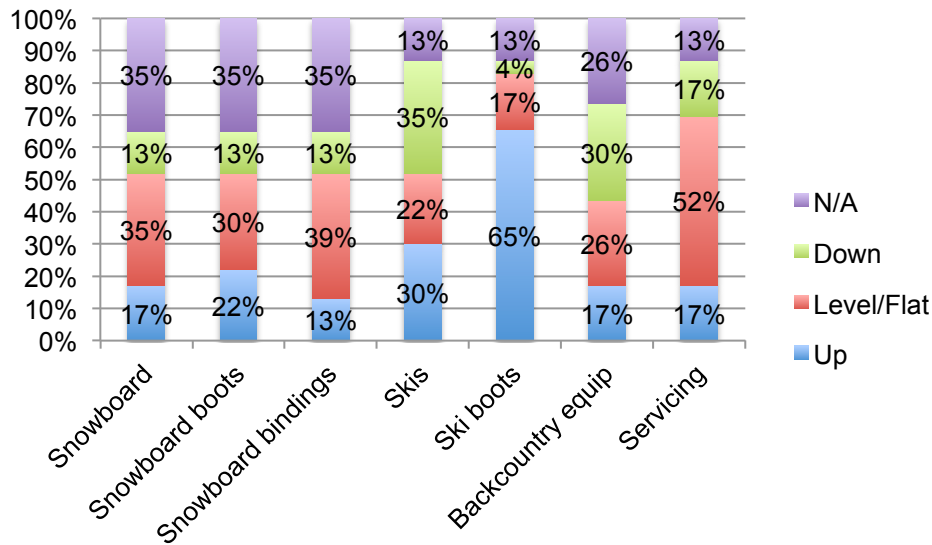


Retailer Respondents How have the last 2 months sales compared to the same period last year in terms of instore/online?

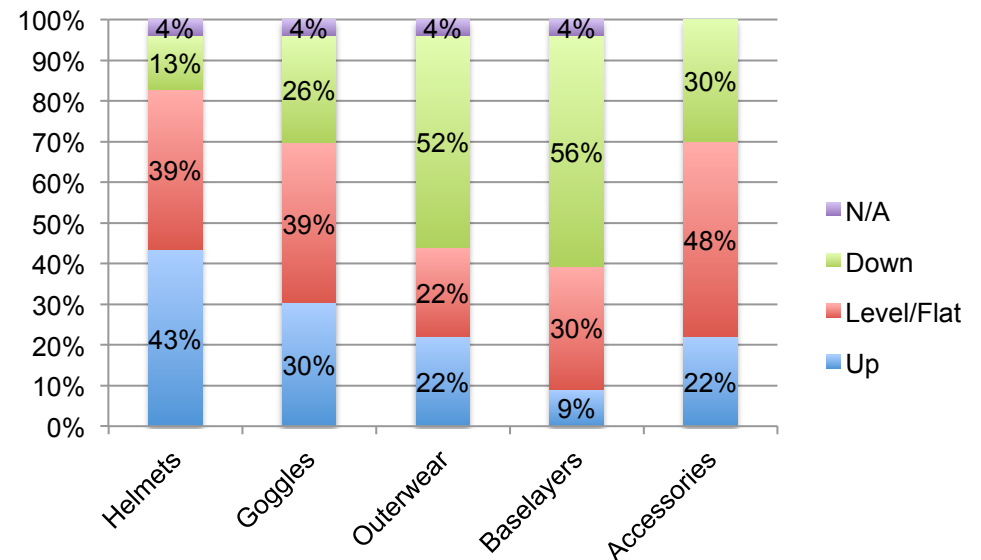




Retailer Respondents How have the last 2 months sales (Oct/Nov) compared to last year?

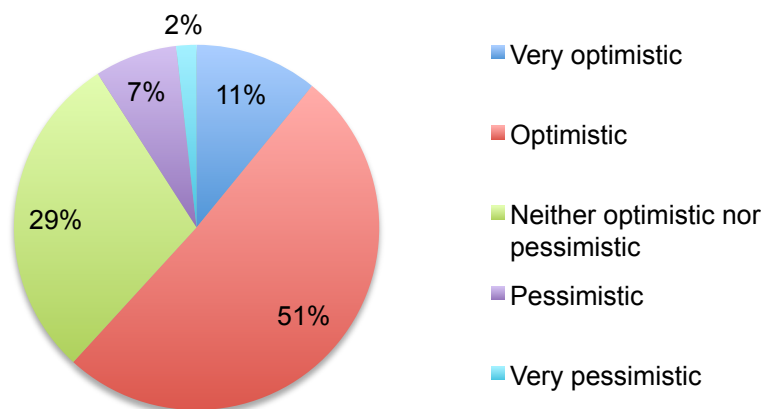


Retailer Respondents How have the last 2 month sales (Oct/Nov) compared to last year?

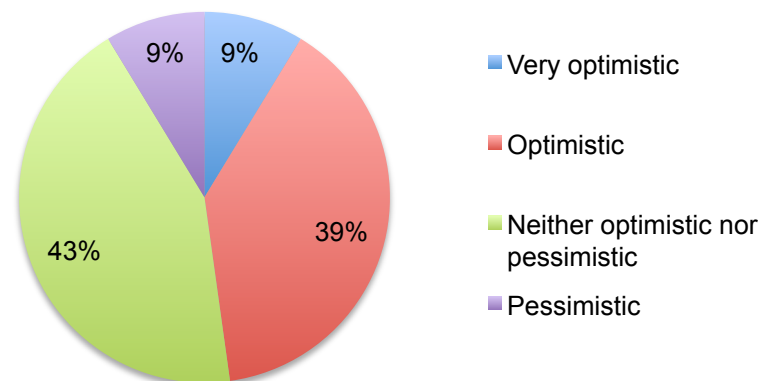




All respondents How would you describe your business outlook for the next 2 months? (Dec/Jan)



Retailer Respondents How would you describe your business outlook for the next 2 months? (Dec/Jan)





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

Comments from retailers:

- More snow in the Alps
- Actual October figures were very bad (due to mild weather). November bounced back, but as a 2 month example, we were down on 2013.
- We feel that the warm October affected sales.
- 'Showrooming' where people use your staff's time and expertise to select products, then b...r off to buy it online or spend hours trying to find it anywhere else in the world that is cheaper (demanding you price match) is becoming much more of an issue.
- Less objection to higher price items.
- Some cold weather and snow in the Alps.
- Experiencing a lot of online problems with cheap discount sites in France and Spain. Instore sales are up as we have opened up a new shop which is much nicer than the old store and much larger.
- Let it snow, let it snow, let it snow!
- Can we have some snow now please☺
- Ski boot and helmet sales strong during past 2 months. Everything else is pretty flat. Poor footfall during October probably due to mild weather. Ski prices YET AGAIN seem to be a real yoyo from online players. If they keep lowering prices early in season, the public will just wait for the next offer and not commit. As we look at webcams in late November showing 'green fields' think we should all be grateful that the buying public 'believe' it will snow. Here's hoping and praying!
- Warm weather has played a large part in poor sales at the start of the season – so surprise there! However, November has been much stronger and points to a good winter if it stays cold. Online discounting across Europe is growing and is a real threat to the industry.
- We're in the hands of the weather gods again. If it goes cold soon and the snow arrives in Europe then it will be a good year. If not it'll be a struggle. Helmets are a bright point and hardware is doing ok.

Comments from other respondents:

- Sadly it's the weather that has had the most detrimental effect to our business over this period. An earlier cold snap would have completely reversed the sales.
- Clients seem to be more active, earlier this year.
- More snow required in Europe please.....
- December very quiet for Tour Operators – lack of snow in Alps a contributing factor.
- I've tried to relate the sales of our magazine and online business to the questions (eg backcountry ad sales are up, physical mag sales (relating to store sales) are up (because we've spent more on distribution), ski ad sales are down etc etc.
- As a distributor/agent, feeling fairly confident about the winter ahead. The strong pound against the euro is making the same product look less expensive overseas and some online giants are targeting the UK, which is creating some problems on retail prices in the UK. Not a log can be done about this problem unfortunately.