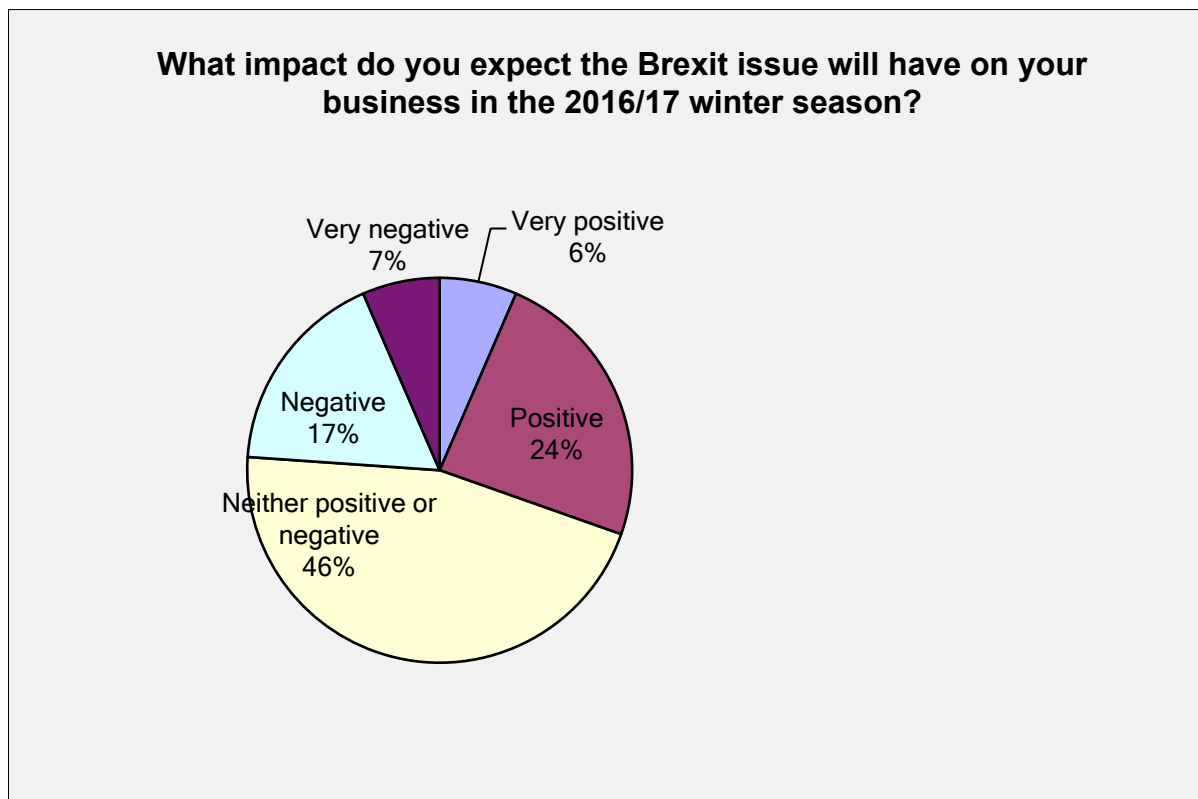




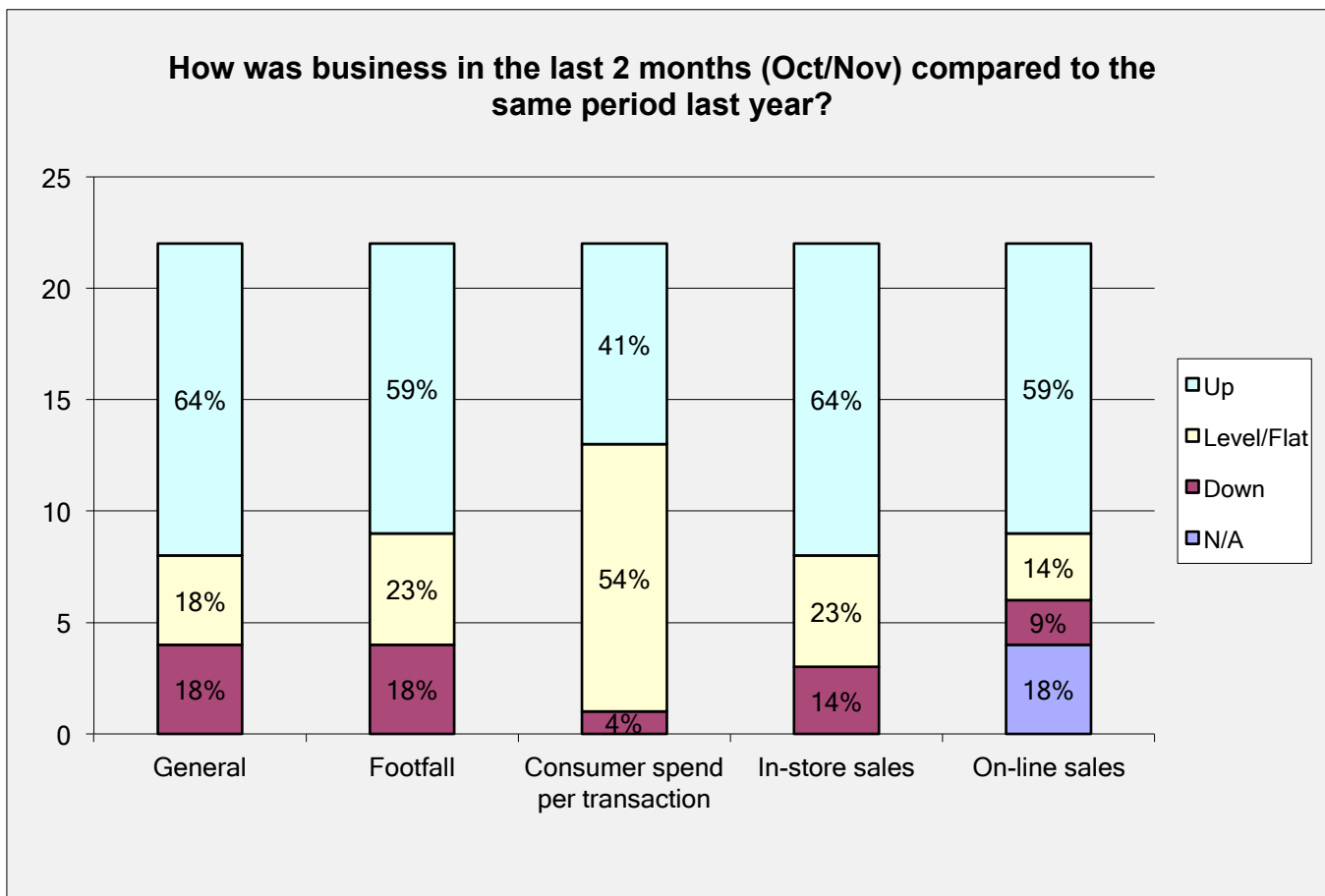
SIGB Web Survey, December 2016

An on-line survey took place in the first half of December, for members of the Snowsport Trade. It was distributed to over 1900 email addresses via an SIGB Email newsletter, direct to specialist retailers and via social media. A total of 46 responses were received, 48% of which were from retailers.



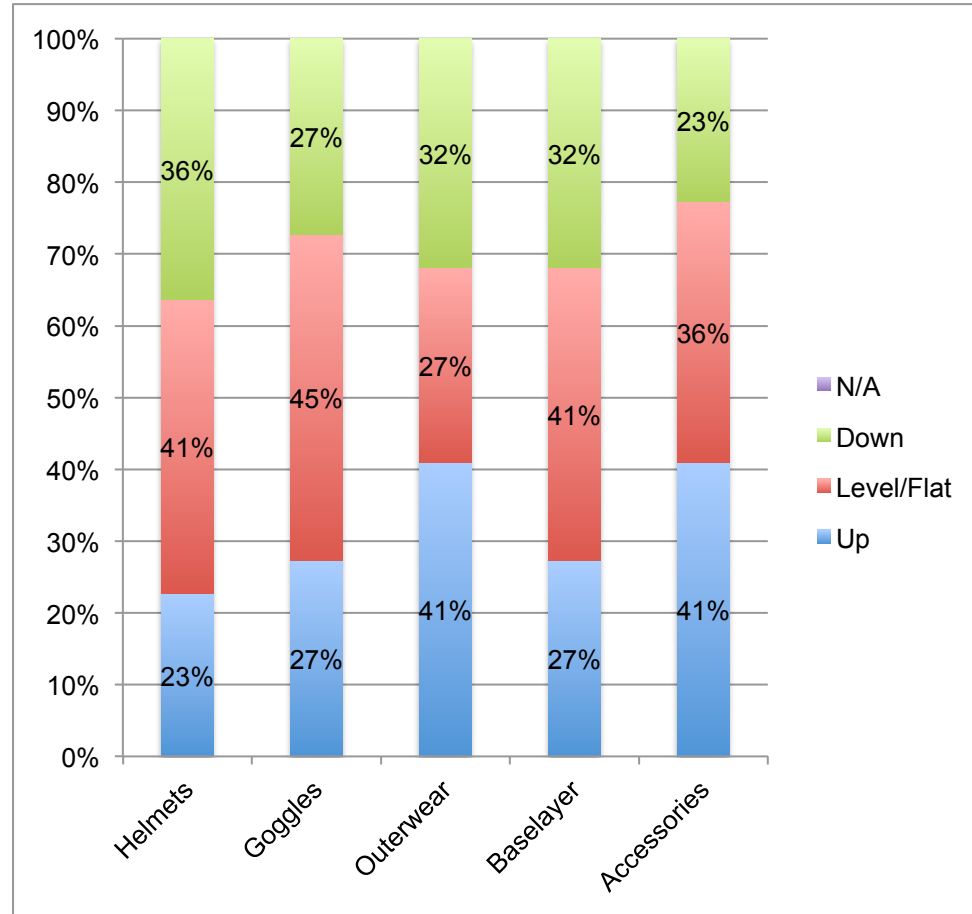
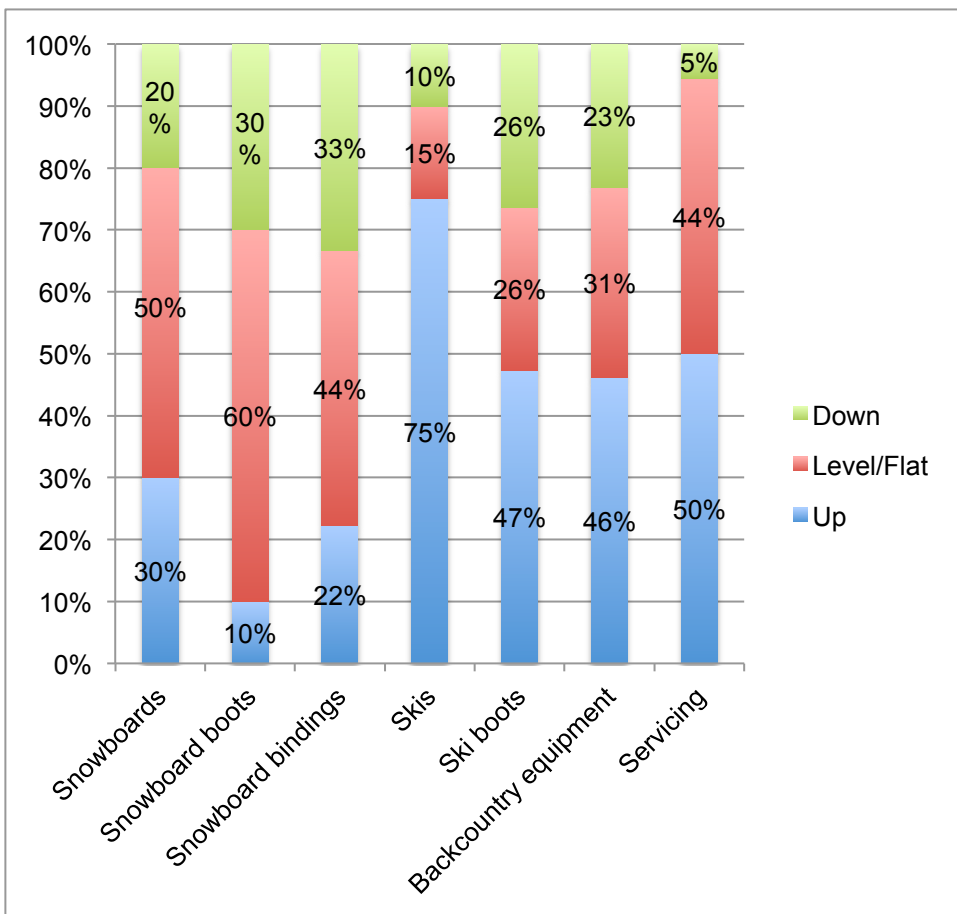


RETAIL QUESTION



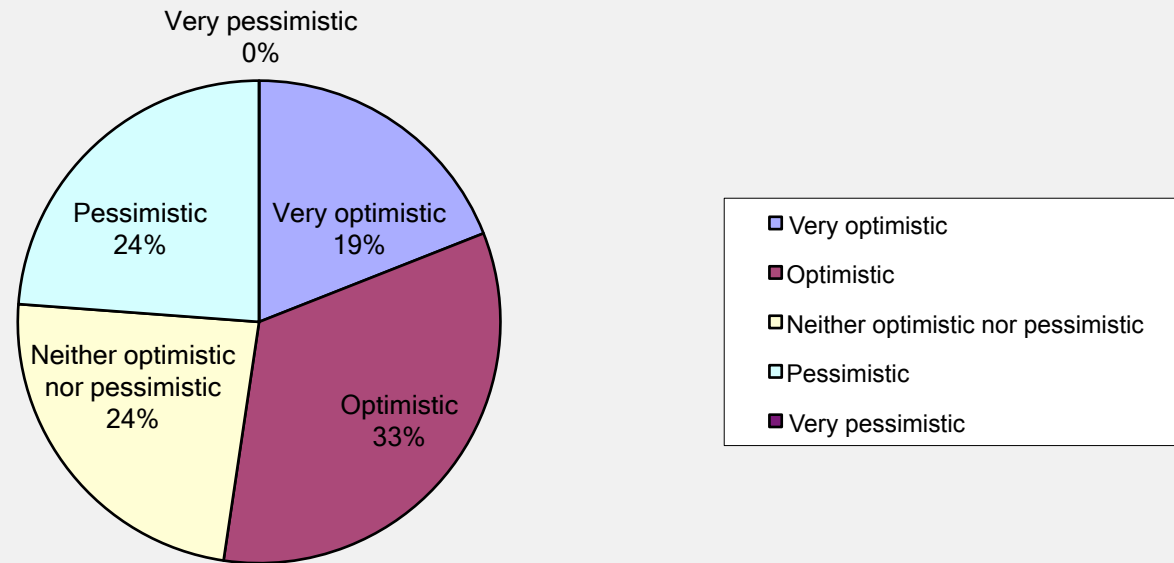


Retail Question - How have sales this winter so far (Oct/Nov) compared to the same period last year in the following categories?



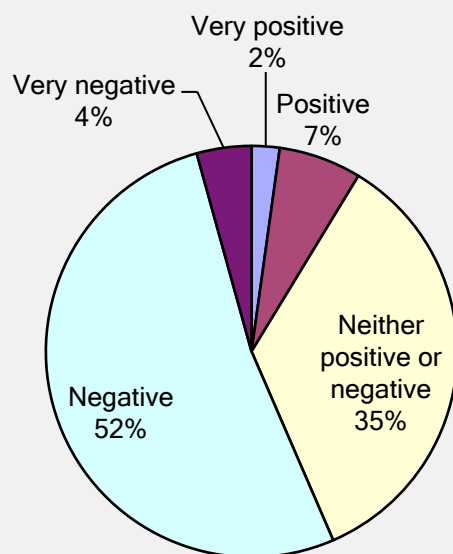


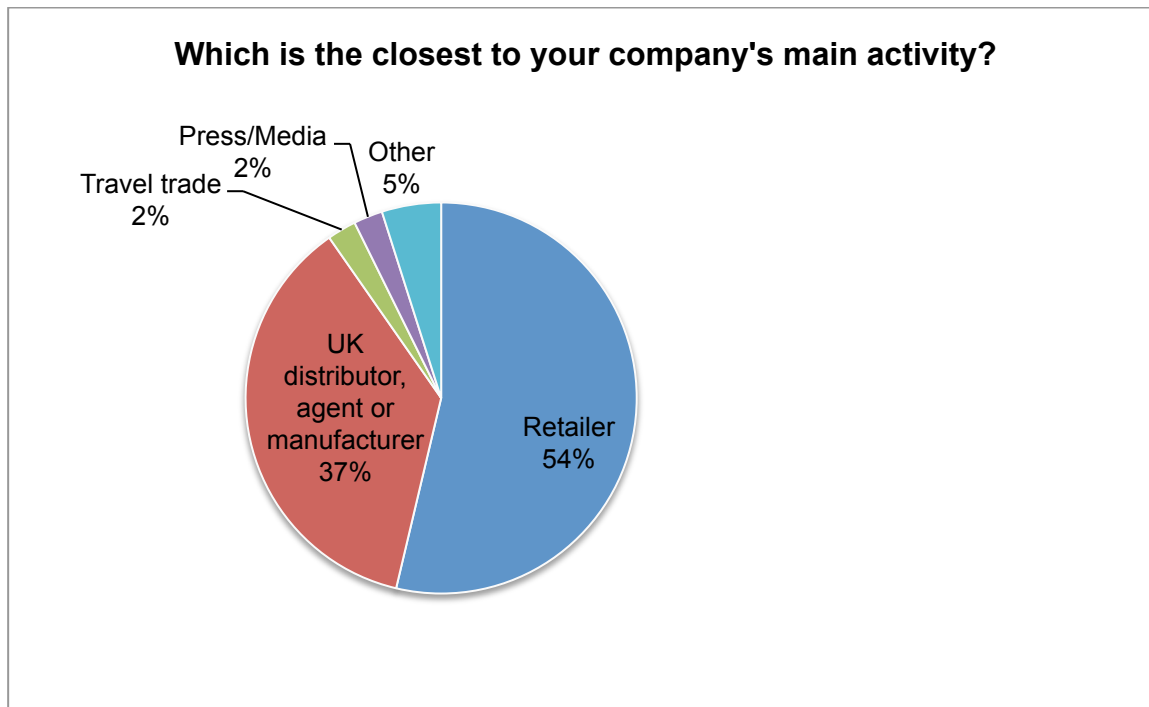
How would you describe your business outlook for the next 2 months (Dec/Jan)?





Looking ahead, what impact do you expect the Brexit issue will have on your business in the 2017/18 winter season?





NB: In the 'other' category, respondents were governing bodies and promotion agencies.



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

Comments:

- Customers still seem very positive about going skiing and none of them mention Brexit our European price comparisons.
- I felt generally the level of enthusiasm for snowsports is lower this year than the last two seasons. I think this is down more to poor snow last year, bad £ - euro and there not being any winter Olympics or big buzz about snowsports.
- Looks like Salomon are keeping the same colours for their hardware next year? Which will help. Cuts out the need to clear stock.
- Brexit is helping current business due to the demise of the £ and therefore making the UK more competitive. But as the costs of the currency filter through to next year and the price rises bite - it can only be a negative for all of us. Brexit is a disaster.
- The specialist retail market seems to be shrinking. In line with most trades online sales (especially from discounters) seem to be taking a larger and larger share. The .co.uk companies from abroad are STILL taking a share although UK prices are so competitive at the moment. We still need to get the message across that UK is good value. There seems to be less and less independents every Winter. The long term future for us is not good as all customers seem to want the 'best deal' AS WELL as the service! If goods aren't seen on the racks of the specialist traders, online sales will also suffer for some brands. Suppliers take note!
- Happy Christmas xxx
- Hardware sales have had a strong start to the season. The weak pound has contributed to both a growth in exports & the reduction of discounting from European websites targeting the UK. A very positive start to the winter. Consumer confidence appears to be good, but fragile. A lot of discussions to be had regarding pricing for next season...
- Merry Christmas
- Looks like it's going to be a great season
- Pleasantly surprised by business to date although fear there will be a substantial downturn in sales either on pre-orders and or re-orders during winter 17-18 as the pinch on living standards continues.