

OUTDOOR MARKET ANALYSIS

SALES VARIANCE (PERCENT CHANGE)	Weekly		CAL YTD	
	U	\$	U	\$
Outdoor Hardgoods	-1.7%	-5.4%	FLAT	-8.2%
Outdoor Apparel	-5.1%	-6.6%	+6.7%	-3.4%
Outdoor Footwear	+4.1%	+7.0%	+3.3%	+1.9%
Outdoor Essentials	-15.4%	-4.6%	-7.7%	-6.5%
Camping Equipment	-4.0%	-12.5%	+3.6%	-6.0%
Light Hiking Footwear	+32.9%	+17.4%	+24.5%	+12.1%
Beverage Bottles	-6.9%	-10.2%	-6.8%	-5.4%

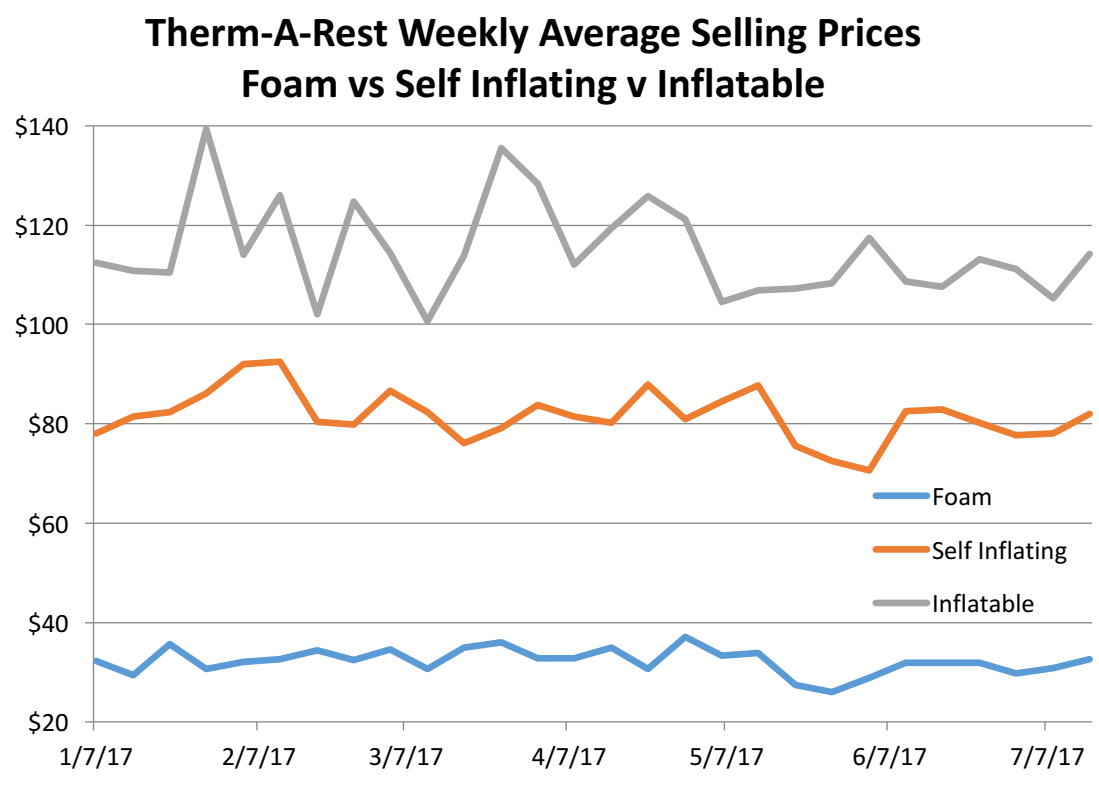
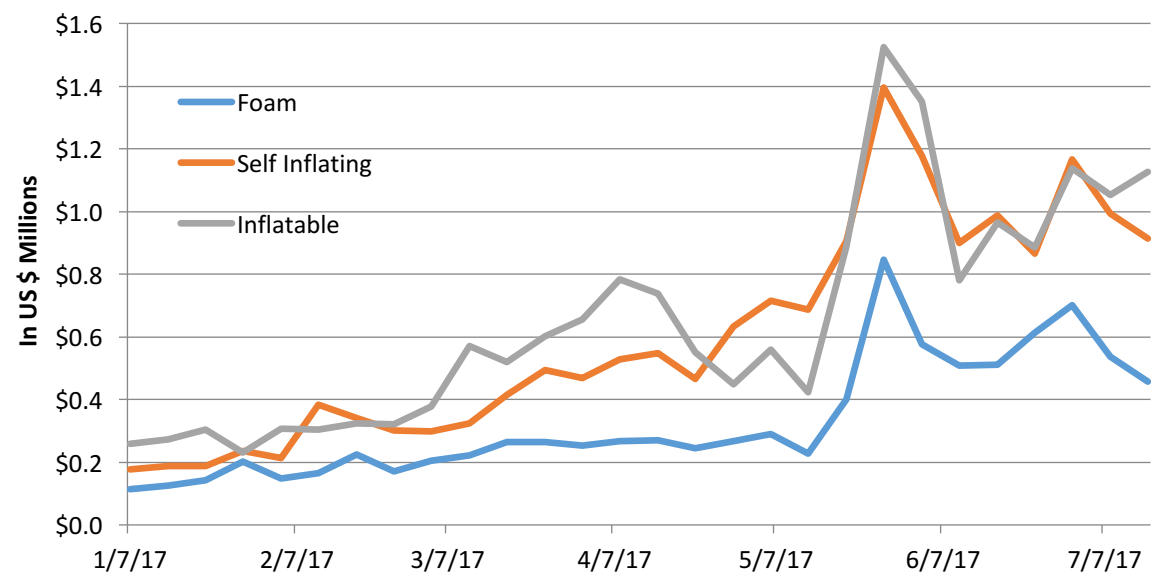
REPORTED WEEK (ENDED JULY 15)

- **Top Outdoor Hardgoods Growth** - Recreational Kayaks (+14.3% \$)
- **Biggest OD Hardgoods Decline** - Camping & Backpacking Equip. (-12.5% \$)
- **Standout Outdoor Hardgoods Performer** - Paddles/Oars (+31.7% \$)
- **Top Outdoor Apparel Growth** – Shorts (+33.6% \$)
- **Biggest Outdoor Apparel Declines** - Full Zip Fleece Jackets/Sweaters (-36.8% \$)
- **Standout Outdoor Apparel Performer** - Swim/Water Shorts & Trunks (+49.4% \$)
- **Top Outdoor Footwear Growth** - Outdoor/Action Sports Sandals (+17.5% \$)
- **Standout Outdoor Footwear Brand** - Hi-Tec (+2.5% Brand Share \$)
- **Standout Outdoor Footwear Performer** - Trail-Specific Sandal (+20.6% \$)
- **Top Outdoor Essentials Growth** – Coolers (+19.7% \$)
- **Biggest Outdoor Essentials Declines** - Outdoor Softgoods Essentials (-34.9% \$)

FOCUSED ANALYSIS – SLEEPING PADS – TRAILING 13 WEEKS

- **Sleeping Pad Sales Decline (Trailing 13 weeks)** – (-1.1% \$)
- **Specialty Retail Sleeping Pad Sales Decline (13 weeks)** – (-3.1% \$)
- **Sharpest Channel Decline** - Independent Outdoor Specialty (-11.4% \$)
- **Top Channel Growth** - Big Box & Mall Specialty (+6.1% \$)
- **Number of 2017 Weeks Outperforming 2016 Weeks (YTD)** - 5
- **Top Week of 2017** - Week Ended May 27 (\$3.7mm)
- **Average Sales per Week in 2017** – (\$1.6mm)
- **Top Brand Share Growth** - Klymit (+8% \$)
- **Top Model Growth** - Klymit Insulated Static V
- **Camping & Backpacking Cots Declines** - (-14.1% \$)
- **Top Brand Share** - Therm-a-rest (52.5% \$)

Foam v Self Inflating vs Inflatable Sales 2017 Calendar Year-to-Date



TOP SELLERS – SLEEPING PADS – TRAILING 13 WEEKS

RANK	BRAND	ITEM DESCRIPTION	ASP
1	THERM-A-REST	NEOAIR XLITE	\$139.35
2	THERM-A-REST	PROLITE PLUS 6089	\$85.82
3	THERM-A-REST	Z LITE SOL	\$38.46
4	THERM-A-REST	TRAIL SCOUT	\$47.09
5	KLYMIT	STATIC SLEEPNG PAD COMBO	\$42.40
6	THERM-A-REST	NEOAIR XTHERM	\$164.73
7	EXPED	MEGAMAT 10 SLEEPING PAD	\$212.82
8	THERM-A-REST	NEOAIR XLITE	\$167.21
9	THERM-A-REST	PROLITE 6094	\$73.41
10	THERM-A-REST	PROLITE PLUS 6090	\$104.16