

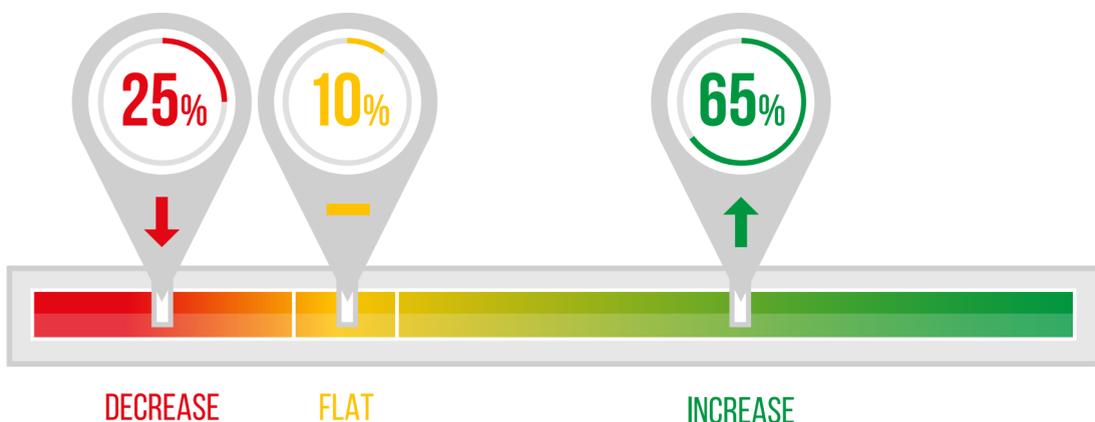
RETAIL SALES INDICATOR OUTDOOR PRODUCTS



QUARTER 1 2016: JANUARY TO MARCH 2016 vs QUARTER 1:
JANUARY TO MARCH 2015

MONTH – MARCH 2016 vs MARCH 2015

EUROPEAN
OUTDOOR
GROUP



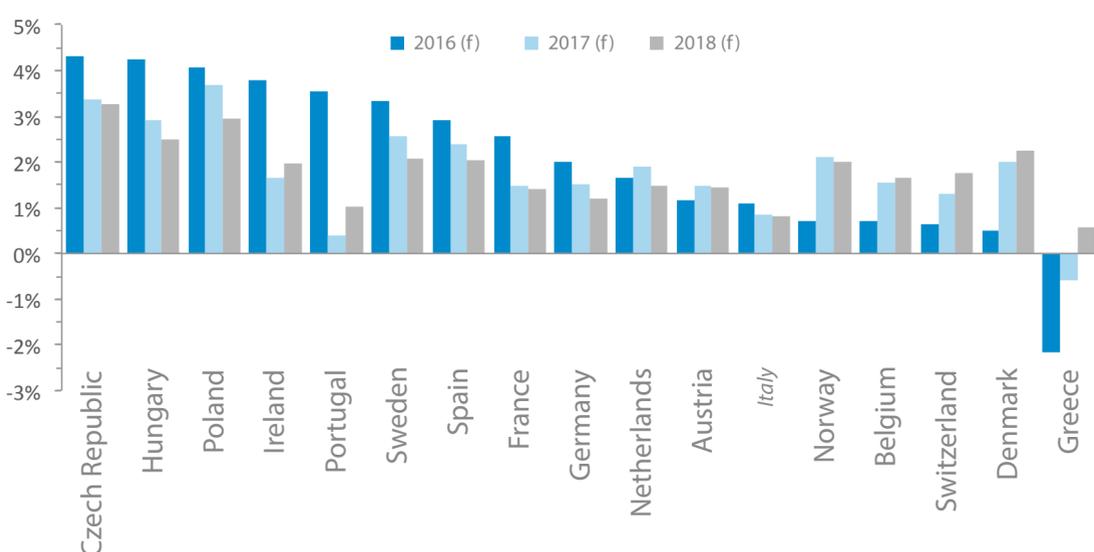
Q1 2016, COMPARED TO Q1 2015

GENERAL ECONOMIC ENVIRONMENT

The Eurozone economy is on a long road to recovery – with growth of 1.6% forecast for 2016 at a topline level. Retail sales, new car registrations, and industrial output are all helping to drive growth. At the same time, low inflation is helping to ease the pressure on household finances and unemployment is at its lowest in 5 years. However, unemployment remains in double digits for much of southern Europe. *(Source: Oxford Economics/nVision, April 2016)*

EUROPEAN RETAIL SALES VOLUME GROWTH, YEAR ON YEAR

Oxford Economics forecast, April 2016 projection



Q1, 2016 Retail Barometer results:

Q1 2016 – QUARTERLY MARKET DEVELOPMENT



of surveyed companies reported positive growth comparing Q1, 2016 to Q1, 2015

- Of those, 45% reported an increase of 5% or more in Q1
- Growth slowed in the month of March with 35% reporting growth of 5% or more

** See footnote for data guidelines*



“Late winter season in Jan, Feb & March”.

“An early Easter and improving ski conditions across Europe during Q1 resulted in Snow categories performing well”.



“A slower start of the new Spring/Summer 2016 collection, mainly due to a rather cold March'16 compared to the more normal March'15”.

CATEGORY PERFORMANCE

In Q1, 2016, the market performance is mixed.



BACKPACKS

was the best performing category, 73% of surveyed companies reported an increase, in Q1 2016 vs Q1 2015.



APPAREL

two thirds of respondents reported growth in Q1, 2016, and a third a drop compared to Q1, 2015.



FOOTWEAR

just over a half registered growth in Q1, 2016 and this increased to 65% for the Easter month of March 2016, vs March 2015.



CLIMBING

for some retailers climbing recovered, with 40% reporting an increase in the quarter, but 60% a decrease.

*DATA GUIDELINES – RETAIL BAROMETER

The retail barometer tracks retail sell out development for outdoors products. Each quarter, outdoor retailers and brands with a retail outlet state their % market development for the quarter via a confidential survey. The results reflect the total aggregated results of those companies that take (not the whole industry). EOG member companies participate, although the survey is open to all outdoor retailers.