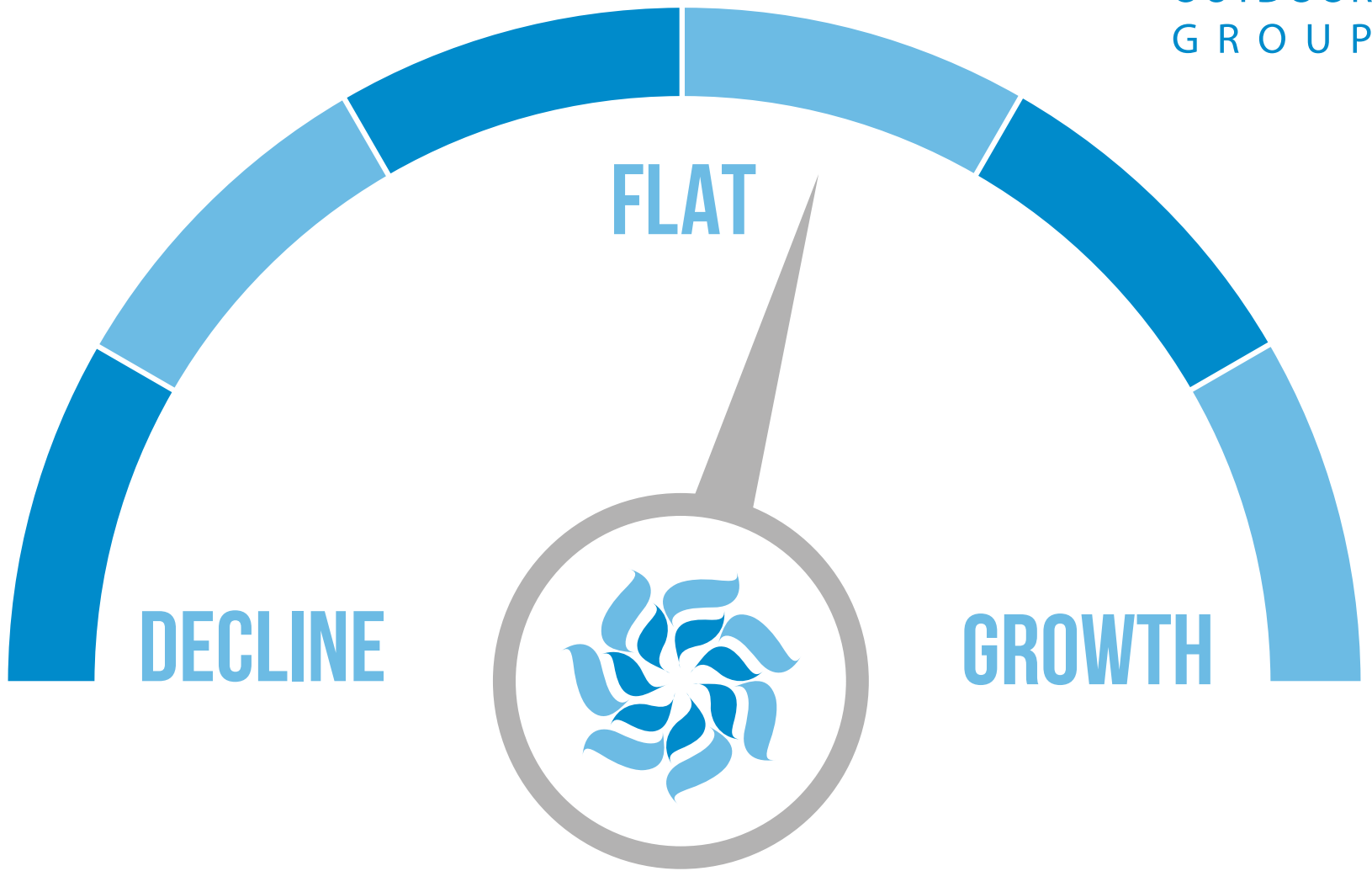


RETAIL SALES INDICATOR OUTDOOR PRODUCTS

YEAR 2014 / MNTH DEC 2014 V'S 2013



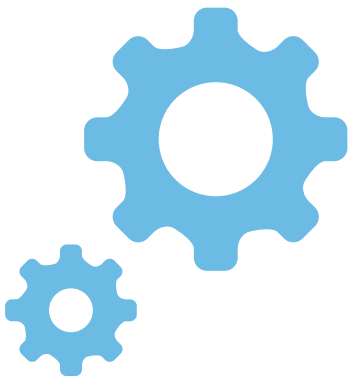
EUROPEAN
OUTDOOR
GROUP



1-3%

ANNUAL MARKET DEVELOPMENT

Increase year 2014 v's 2013*



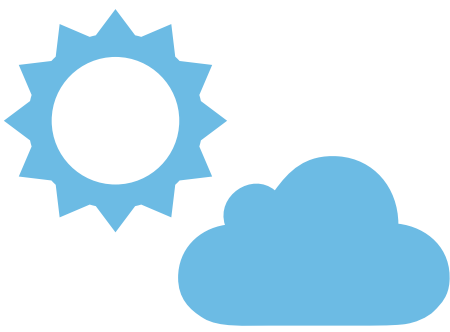
MONTHLY MARKET DEVELOPMENT

Slow start to December month
but some late recovery



FOOTWEAR

Strongest performing category



WEATHER

Mild Autumn restricted Apparel
sales with slower growth compared
to Footwear & Hard Wear categories



GROWTH INITIATIVES

Targeted promotions,
Visual merchandising



GROWTH CHALLENGES

Early discounting

* As this is the first pilot study, initial results are indicative of market development.
As more companies participate the result coverage will increase.