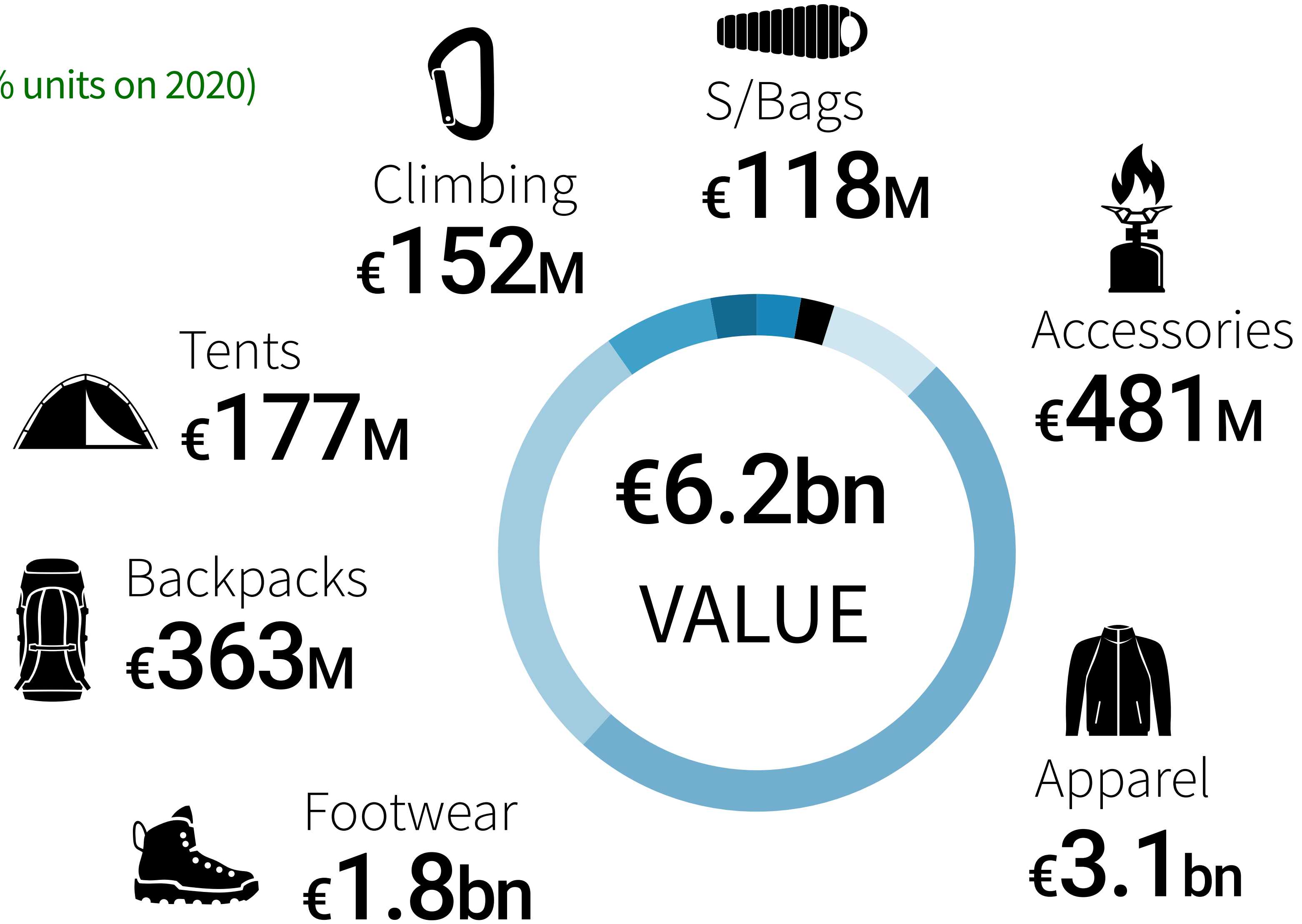


# Wholesale Value of Trade

State of Trade 2021  
(18.7% value / 18.2.% units on 2020)



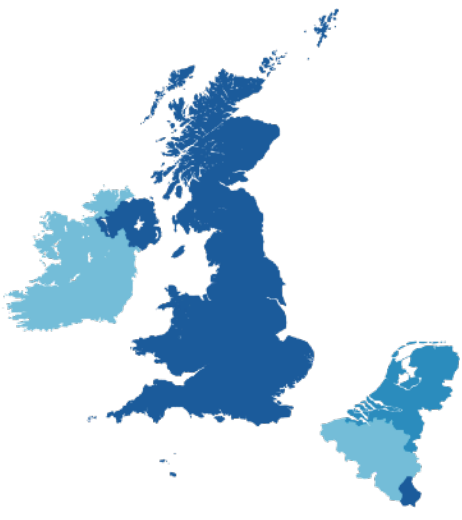





# Category % Change

Category	% Change Value	% Change Volume
<b>All categories</b>	6.2 bn -18.7%	240M -18.2%
Apparel	20%	18%
Footwear	22%	16%
Backpacks & Luggage	7%	17%
Tents	16%	7.6%
Climbing Equipment	5%	6%
Sleeping Bags & Mats	11%	9.4%
Outdoor Accessories	16%	25%

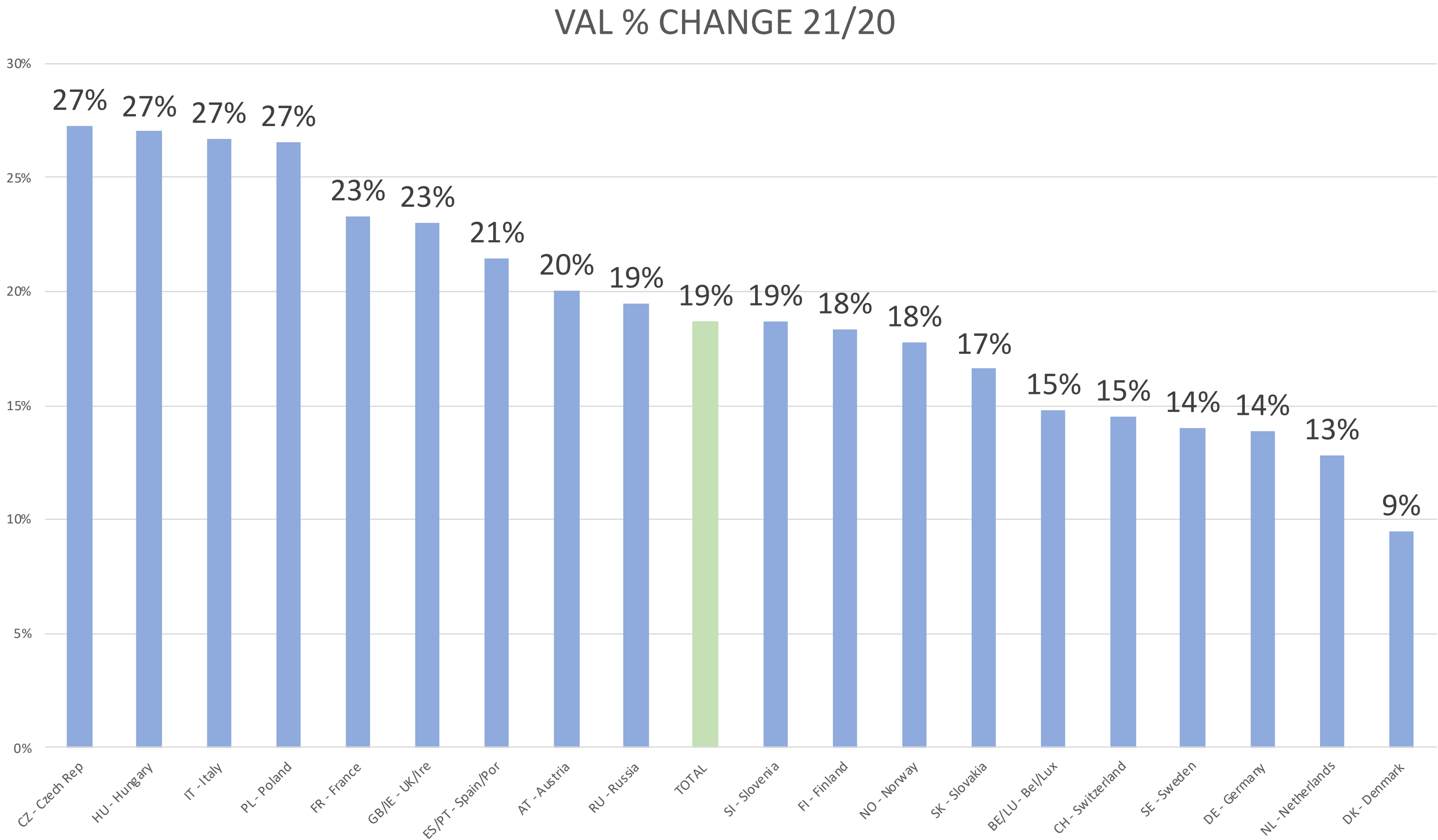
# Regions Value, % Change and Share

(18.7% value / 18.2.% units on 2020)

REGIONS	Scandinavia	UK/Benelux	DACH	Southern	Eastern
					
<b>€ - Sell-in Value 2021 -M</b>					
	876.3	1,108	2,235	1,440	363
<b>€ - Sell-in Units 2021-M</b>					
	33.4	52.3	74.3	55.6	15.0
<b>Market Share value %</b>					
	14%	17.7%	35.7%	23%	5.8%

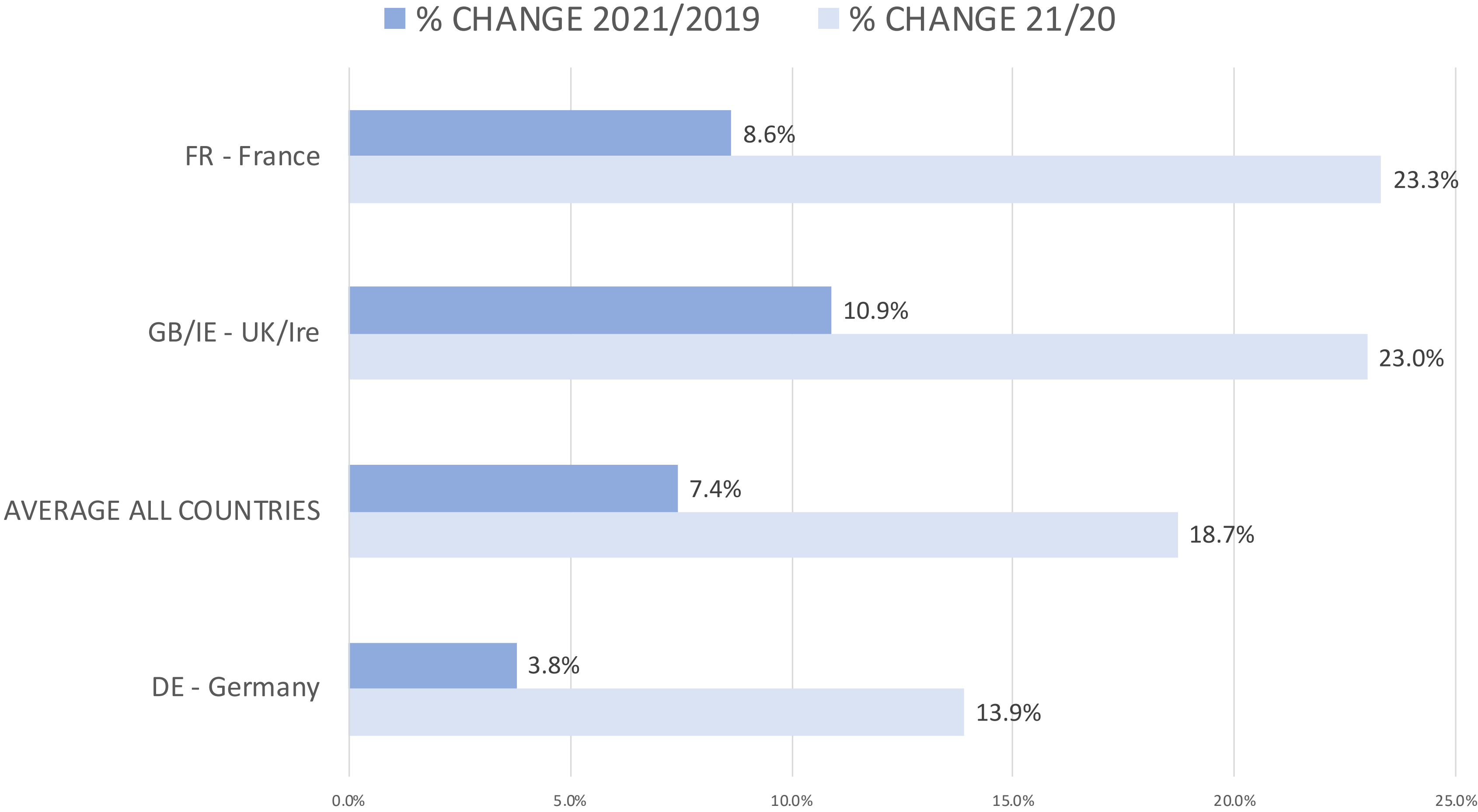
Russia €238M/ +19.5%/9.2M Units

# Country Benchmark



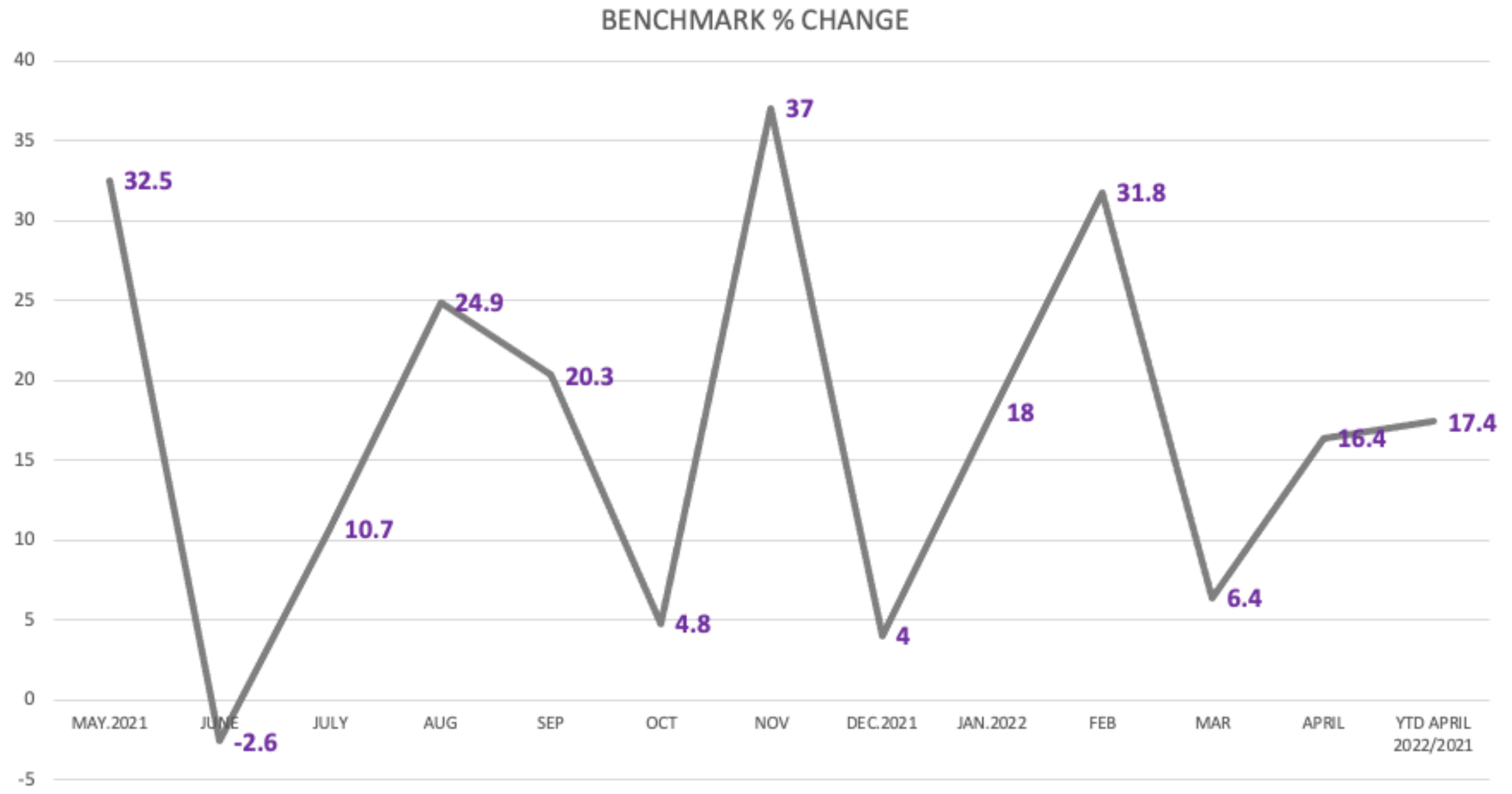
# Germany, UK, France (€2.6bn / 50% Share)

Value % change



# Outdoor Segment

May 2021 to April 2022



# Sport Segment Market Share

