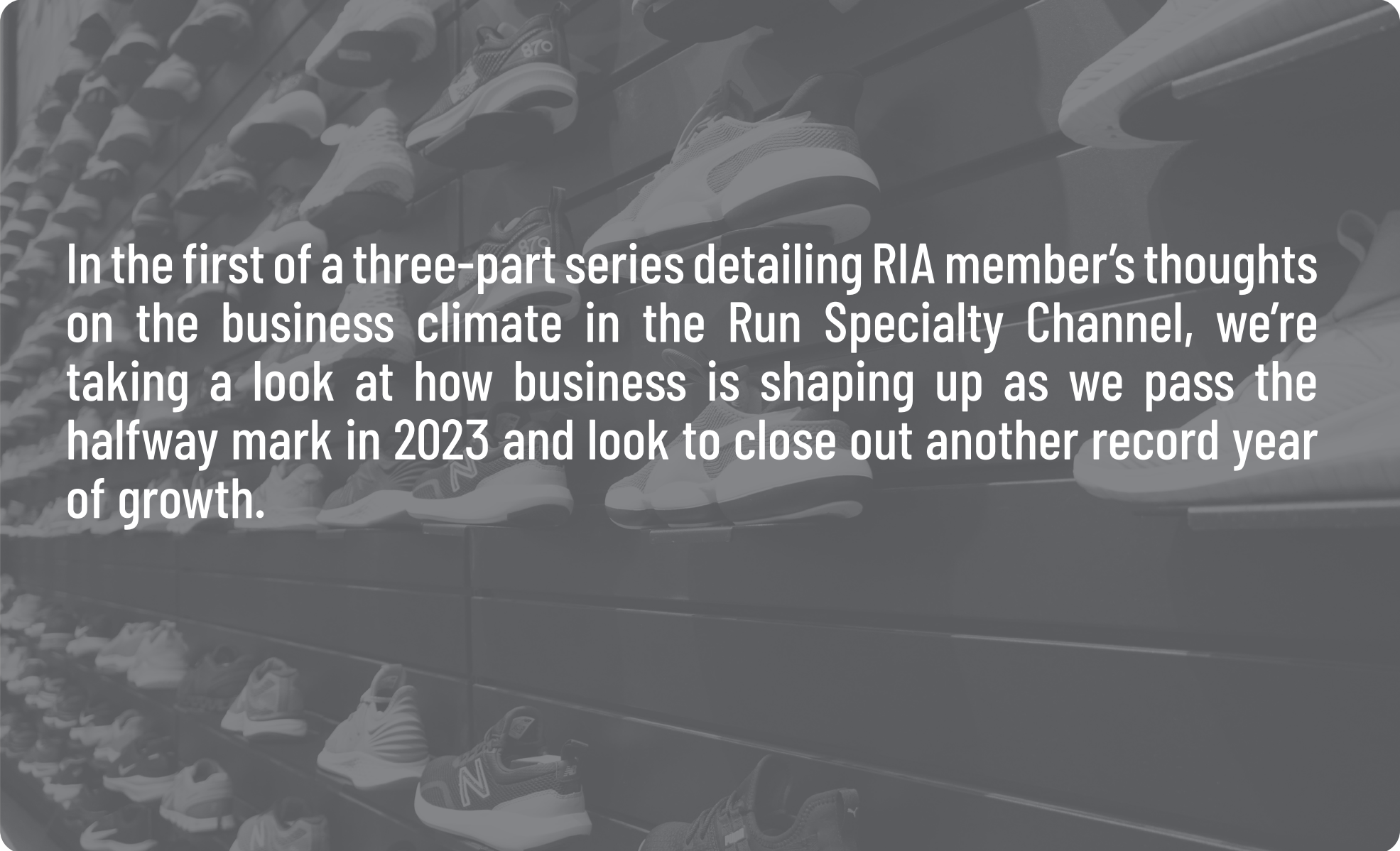




2023 Year-to-Date Sales

August 1, 2023

A grayscale photograph of a retail display of running shoes. The shoes are arranged on multiple shelves, with some shoes prominently displayed in the foreground and others receding into the background. The lighting is soft, highlighting the textures and shapes of the footwear.

In the first of a three-part series detailing RIA member's thoughts on the business climate in the Run Specialty Channel, we're taking a look at how business is shaping up as we pass the halfway mark in 2023 and look to close out another record year of growth.

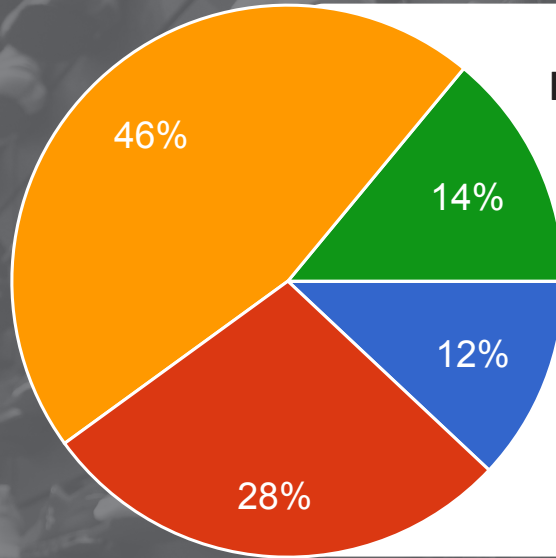
2023 Year-to-Date Sales Results

KEY TAKEAWAYS:

- ▶ So far the news is good, with 74% of our members reporting their first half year of business to be single or double digit growth over the same period in the prior year, with an additional 12% reporting over 20% growth compared to 2022.
- ▶ A bullish outlook prevails for the back half of 2023 as well, with a whopping 90% of respondents projecting single to double digit growth to close out the year.
- ▶ Not surprisingly, footwear is driving the growth figures, with a vast majority of retailers reporting at least 79% of their sales being driven by the category. What some may find surprising is that accessory sales are seen as contributing secondarily to growth, ahead of apparel. Specifically, 30% of respondents feel that accessories will lead their growth, compared to 14% who feel that apparel will be the key driver.

2023 Year-to-Date Sales Results

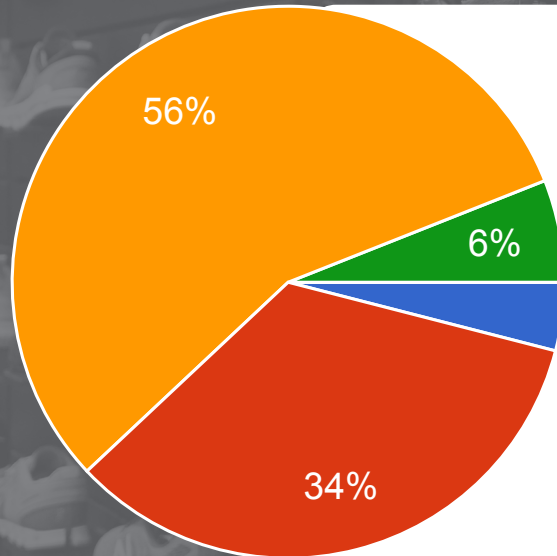
1



How did 2023 Q2 sales compare to the same period in 2022?

- Over 20% up
- 11% - 20% up
- Flat to 10% up
- Flat to 10% down
- 10% - 20% down
- 20% - 30% down
- Over 30% down

2



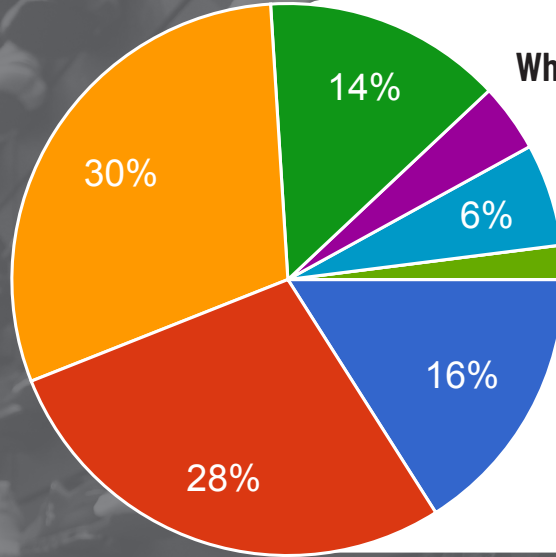
How are you projecting your Q3 and Q4 sales?

- Over 20% up
- 11% - 20% up
- Flat to 10% up
- Flat to 10% down
- 10% - 20% down
- 20% - 30% down
- Over 30% down

2023 Year-to-Date Sales Results

3

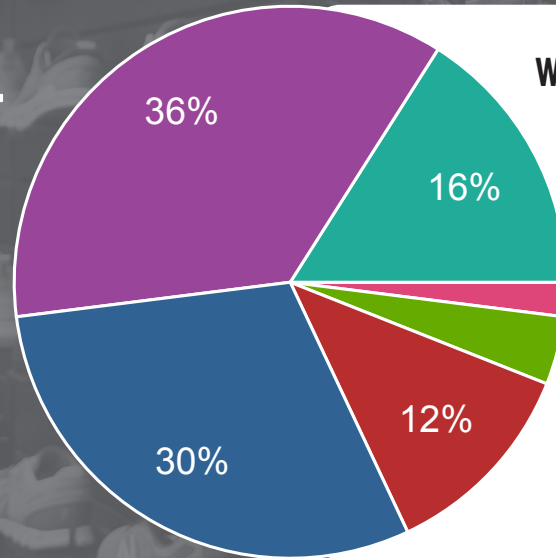
What percentage of your overall business comes from footwear sales?



- 85% or more
- 80% - 84%
- 75% - 79%
- 70% - 74%
- 65% - 69%
- 60% - 64%
- 55% - 59%
- 50% - 54%

4

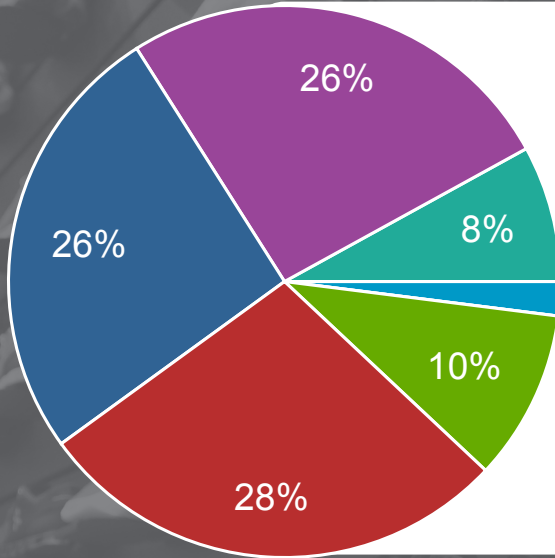
What percentage of your overall business comes from apparel sales?



- 55% - 59%
- 50% - 54%
- 45% - 49%
- 40% - 44%
- 35% - 39%
- 30% - 34%
- 25% - 29%
- 20% - 24%

2023 Year-to-Date Sales Results

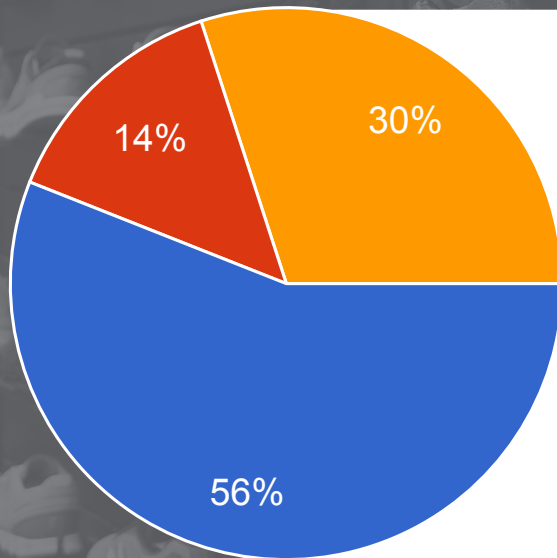
5



What percentage of your overall business comes from accessory sales?

- 55% - 59%
- 50% - 54%
- 45% - 49%
- 40% - 44%
- 35%-39%
- 30% - 34%
- 25% - 29%
- 20% - 24%

6



Which category do you project will grow most compared to the others this year?

- Footwear
- Apparel
- Accessories