



EPOS REPORT

Q2 YTD 2024

APPAREL

Apparel accounts for **24.16%** overall TGI Business

This is up 2.06% from Q2 YTD 2023 (22.10%)

The Top 10 brands by market share for Q2 YTD 2024

<u>BRAND</u>	<u>Q2 YTD 2024 %</u>	<u>Q2 YTD 2023 %</u>
PETER MILLAR	13.27%	+1.99%
FOOTJOY	12.48%	-1.77%
GLENMUIR	7.76%	-0.88%
UNDER ARMOUR	5.94%	-1.60%
PING APPAREL	5.78%	+0.92%
GALVIN GREEN	4.29%	-1.16%
ADIDAS	3.89%	+0.07%
SUNDERLAND	3.15%	-0.32%
J LINDBERG	1.55%	-0.15%
TRAVIS MATHEW	1.43%	-

The top 5 brands command **45.23%** of the apparel market

This is down 2.53% from Q2 YTD 2023 (47.76%)

The top 10 brands command **59.54%** of the apparel market

This is down 3.57% from Q2 YTD 2023 (63.11%)

APPAREL MARGIN AVERAGE

41.42%

This is up 1.15% from Q2 YTD 2023 (40.27%)

APPAREL

The top 5 brands by margin% for Q2 YTD 2024

<u>BRAND</u>	<u>Q2 YTD 2024 %</u>	<u>Q2 YTD 2023 %</u>	<u>MS%</u>	<u>AFTER S/DD DISCOUNTS %</u>
PETER MILLAR	50.52%	+1.65%	13.27%	50.52%
TRAVIS MATHEW	49.28%	-	1.43%	49.28%
PROQUIP	39.55%	+1.01%	1.26%	47.05%
ISLAND GREEN	39.48%	-0.93%	1.05%	40.48%
FOOTJOY	38.22%	+0.66%	12.48%	40.22%

The bottom 5 brands by margin% for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS %</u>	<u>AFTER S/DD DISCOUNTS %</u>
PUMA	29.91%	+0.96%	0.84%	31.91%
ROHNISCH	30.97%	+3.96%	0.96%	30.97%
PING APPAREL	31.56%	-2.62%	5.78%	36.56%
GALVIN GREEN	32.16%	-2.02%	4.29%	32.16%
ADIDAS	33.96%	+0.21%	3.89%	36.96%

HARDWARE

Hardware accounts for **34.36%** of overall TGI Business

This is down 3.21% from Q2 YTD 2023 (37.57%)

The top 5 brands by market share for Q2 YTD 2024

<u>BRAND</u>	<u>Q2 YTD 2024 %</u>	<u>Q2 YTD 2023 %</u>
PING	26.67%	-2.97%
TAYLORMADE	26.12%	+1.62%
TITLEIST	16.88%	+1.42%
CALLAWAY	13.77%	-1.51%
MIZUNO	4.26%	-0.82%

The top 5 brands command **87.70%** of the hardware market

This is down 2.26% from Q2 YTD 2023 (89.96%)

HARDWARE MARGIN AVERAGE

25.80%

This is down 1.62% from Q2 YTD 2023 (27.42%)

The top 5 brands by margin% for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS %</u>	<u>AFTER S/DD DISCOUNTS %</u>
SRIXON	35.95%	-1.34%	2.00%	40.95%
MACGREGOR	33.44%	+1.83%	0.10%	35.44%
CLEVELAND	30.83%	-4.60%	1.73%	35.83%
WILSON	30.15%	-1.79%	1.46%	32.15%
YONEX	27.97%	+1.05%	0.36%	30.97%

HARDWARE

The bottom 5 brands by margin% for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS %</u>	<u>AFTER S/DD DISCOUNTS %</u>
TITLEIST	22.05%	-3.40%	16.88%	24.05%
COBRA	23.62%	-3.30%	3.02%	25.62%
ODYSSEY	25.31%	-2.03%	2.58%	25.31%
CALLAWAY	25.33%	-2.01%	13.77%	25.33%
TAYLORMADE	25.93%	-1.62%	26.12%	27.93%

* Please note the average TGI club partner with **Titleist** received **5.9%** retro in 2023, this would make their GM% after discounts [29.95%](#)

BALLS

Balls accounts for **9.27%** of overall TGI Business

This is up 0.60% from Q2 YTD 2023 (8.67%)

The top 5 brands by market share for Q2 YTD 2024

<u>BRAND</u>	<u>Q2 YTD 2024 %</u>	<u>Q2 YTD 2023 %</u>
TITLEIST	52.59%	-2.54%
TAYLORMADE	19.15%	+2.78%
CALLAWAY	12.12%	+0.12%
SRIXON	11.22%	+0.90%
WILSON	1.14%	-0.01%

The top 5 brands command **96.22%** of the balls market

This is up 1.25% from Q2 YTD 2023 (94.97%)

BALLS MARGIN AVERAGE

30.16%

This is down 1.03% from Q2 YTD 2023 (31.19%)

The top 3 brands by margin% for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS%</u>	<u>AFTER S/DD DISCOUNTS %</u>
SRIXON	43.45%	-0.71%	11.22%	48.45%
WILSON	38.95%	+4.22%	1.14%	40.95%
TAYLORMADE	29.77%	-3.49%	19.15%	31.77%

The bottom 3 brands by margin% for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS%</u>	<u>AFTER S/DD DISCOUNTS %</u>
TITLEIST	26.65%	+0.13%	52.59%	28.65%
CALLAWAY	28.58%	-2.83%	12.12%	28.58%
MIZUNO	29.06%	-1.71%	0.82%	31.06%

* Please note the average TGI ball partner with **Titleist** received **7.2%** retro in 2023, this would make their GM% after discounts **35.85%**

SHOES

Shoes accounts for **5.09%** of overall TGI Business

This is down 0.03% from Q2 YTD 2023 (5.12%)

The top 5 brands by market share for Q2 YTD 2024

<u>BRAND</u>	<u>Q2 YTD 2024 %</u>	<u>Q2 YTD 2023 %</u>
FOOTJOY	50.25%	-3.62%
ADIDAS	12.62%	+5.01%
SKECHERS	9.16%	-0.78%
UNDER ARMOUR	9.15%	-1.01%
ECCO	8.69%	-1.07%

The top 5 brands command **89.87%** of the shoes market

This is down 0.89% from Q2 YTD 2023 (90.76%)

SHOES MARGIN AVERAGE

26.95%

This is down 0.56% from Q2 YTD 2023 (27.51%)

The top 3 brands by margin% for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS%</u>	<u>AFTER S/DD DISCOUNTS %</u>
G/FORE	37.92%	+4.75%	0.58%	39.89%
UNDER ARMOUR	32.26%	-1.14%	9.15%	35.26%
ECCO	31.48%	-1.66%	8.69%	36.48%

The bottom 3 brands by margin% for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS%</u>	<u>AFTER S/DD DISCOUNTS %</u>
MIZUNO	14.11%	-8.62%	0.75%	16.11%
DUCA DEL COSMA	20.23%	-0.03%	1.05%	25.23%
FOOTJOY	23.37%	-1.65%	50.25%	25.37%

FULL REPORT

Breakdown for TGI Business is as follows for Q2 YTD 2024

<u>BRAND</u>	<u>% Q2 YTD 2024</u>	<u>% Q2 YTD 2023</u>
ACCESSORIES	7.15%	+0.71%
BAGS	3.70%	+0.18%
BALLS	9.27%	+0.60%
CLOTHING	1.01%	-0.48%
CLUB PACKS	1.12%	-0.42%
DMD'S	0.69%	-0.12%
ELECTRIC TROLLEYS	3.20%	+0.49%
FOOD AND DRINK	5.18%	-0.61%
GLOVES	3.28%	+0.20%
HEADWEAR	2.93%	+0.43%
IRONS	11.99%	-1.89%
JUNIOR	0.49%	+0.03%
PULLOVERS	7.24%	+1.27%
PUTTERS	2.95%	+0.43%
REPAIR	2.82%	-0.13%
SHIRTS	7.06%	+0.43%
SHOES	5.09%	-0.13%
TROLLEYS	0.62%	-0.16%
TROUSERS	1.60%	-0.16%
WEATHERWEAR	4.32%	+0.57%
WEDGES	3.43%	+0.33%
WOODS	14.87%	-1.66%

FULL REPORT

Top 10 brands by market share Q2 YTD 2024

<u>BRAND</u>	<u>% Q2 YTD 2024</u>	<u>% Q2 YTD 2023</u>
TITLEIST	12.39%	+0.03%
TAYLORMADE	11.66%	+0.10%
PING	10.44%	-1.88%
FOOTJOY	7.55%	-0.19%
CALLAWAY	6.55%	-0.95%
PETER MILLAR	3.25%	+0.59%
POWAKADDY	2.62%	+0.01%
MOTOCADDY	2.25%	+0.56%
MASTERS	2.11%	+0.12%
UNDER ARMOUR	2.09%	-0.30%

The top 10 brands control **60.92%** of overall TGI Business
This is down 2.62% from Q2 YTD 2023 (63.54%)

MARGIN AVERAGE

34.06%

This is down 0.45% from Q2 YTD 2023 (34.51%)

FULL REPORT

Top 10 brands by margin for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS%</u>	<u>AFTER S/DD DISCOUNTS %</u>
PATERSON	53.87%	+1.12%	0.43%	53.87%
PETER MILLAR	50.50%	+1.69%	3.25%	50.50%
TRAVIS MATHEW	49.36%	-	0.35%	49.36%
MASTERS	47.63%	-1.16%	2.11%	55.63%
SRIXON	40.46%	-0.59%	1.93%	45.46%
PROQUIP	39.55%	+1.01%	0.31%	47.05%
ISLAND GREEN	39.48%	-0.93%	0.25%	40.48%
SUNDERLAND	38.02%	-0.73%	0.76%	43.02%
GLENMUIR	37.85%	-2.52%	1.91%	42.85%
J LINDBERG	35.67%	-1.76%	0.40%	37.67%

The bottom 10 brands by margin for Q2 YTD 2024

<u>BRAND</u>	<u>GM%</u>	<u>Q2 YTD 2023 %</u>	<u>MS%</u>	<u>AFTER S/DD DISCOUNTS %</u>
POWAKADDY	21.22%	-4.23%	2.62%	22.72%
BUSHNELL	22.94%	-1.59%	0.35%	22.94%
MOTOCADDY	24.71%	-2.00%	2.25%	24.71%
TITLEIST	25.21%	-1.68%	12.39%	27.21%
COBRA	25.35%	-2.47%	1.21%	27.35%
ODYSSEY	25.93%	-	0.92%	25.93%
CALLAWAY	26.54%	-1.62%	6.55%	26.54%
TAYLORMADE	26.85%	-1.74%	11.66%	28.85%
MIZUNO	26.85%	-2.56%	1.90%	28.85%
PING	27.59%	+0.21%	10.44%	32.59%

* Please note the above GM% after discounts for Titleist don't include any retro payments

TOTAL AVERAGE SHOP (Q2 YTD 2024)

£108,512

This is down 11.30% from Q2 YTD 2023 (£121,508)