

|                              |                          |                    |                         |                  |
|------------------------------|--------------------------|--------------------|-------------------------|------------------|
| <b>B</b>                     | <b>I</b>                 | <b>N</b>           | <b>G</b>                | <b>O</b>         |
| We Go<br>Further<br>Together | AOV                      | (Lights<br>Go Out) | Hardgoods               | Softgoods        |
| RCAF                         | E-Bikes                  | Twinkie<br>Roast   | SOM                     | Teams            |
| Asset<br>Protection          | Membership<br>Conversion | Community          | Pipeline                | Summit<br>Payout |
| Q4                           | Shop<br>Sales            | TORs               | Insurance               | Holidays         |
| SAP                          | BOPUS                    | SIF                | Anderson<br>Nominations | Stocking         |

|                              |                     |                  |                  |                         |
|------------------------------|---------------------|------------------|------------------|-------------------------|
| <b>B</b>                     | <b>I</b>            | <b>N</b>         | <b>G</b>         | <b>O</b>                |
| Membership<br>Conversion     | Asset<br>Protection | Pipeline         | Twinkie<br>Roast | AOV                     |
| We Go<br>Further<br>Together | SOM                 | Softgoods        | SAP              | Anderson<br>Nominations |
| SIF                          | Teams               | E-Bikes          | Hardgoods        | Sales<br>Goal           |
| Winter<br>Sale               | Stocking            | Summit<br>Payout | Community        | Shop<br>Sales           |
| (Lights<br>Go Out)           | RCAF                | Warehouse        | BOPUS            | Year<br>Over<br>Year    |

|                       |                |                      |                        |          |
|-----------------------|----------------|----------------------|------------------------|----------|
| <b>B</b>              | <b>I</b>       | <b>N</b>             | <b>G</b>               | <b>O</b> |
| Winter Sale           | E-Bikes        | Anderson Nominations | Stocking               | SOM      |
| HR                    | Year Over Year | AOV                  | We Go Further Together | RCAF     |
| Community             | Softgoods      | Pipeline             | Hardgoods              | SIF      |
| Membership Conversion | Holidays       | Shop Sales           | Warehouse              | Footwear |
| Summit Payout         | Q4             | (Lights Go Out)      | BOPUS                  | SAP      |