



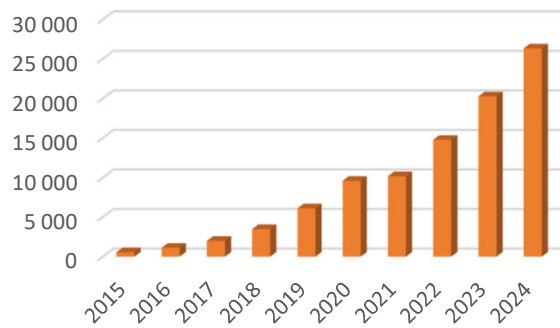
2024 SATISFACTION SURVEY

2583 respondents

2273 complete responses

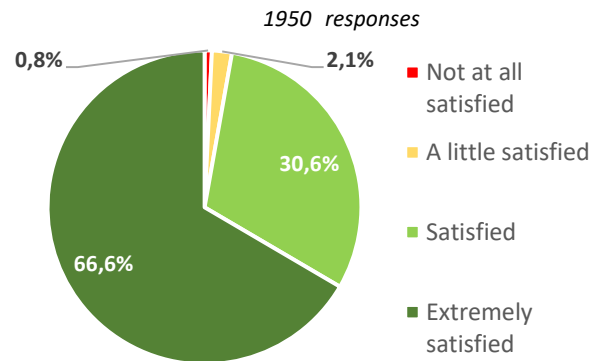
Satisfaction survey conducted from May 1 to May 24, 2024

1.1 : Number of Ski~Mojo users



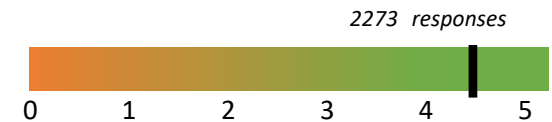
+ 53% per year on average since 2015

1.2 : User satisfaction rate



97,2% overall satisfaction

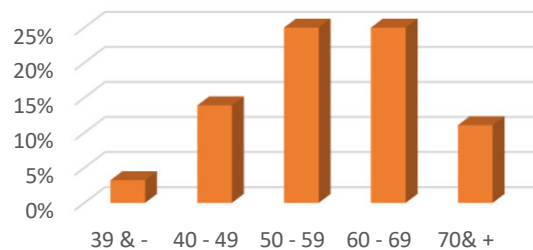
1.3 : Overall (product, customer service, communication, brand image, etc.), what rating (out of 5) would you give our company?



Average rating = 4,43 / 5

2.1 : Average age at the time of purchase

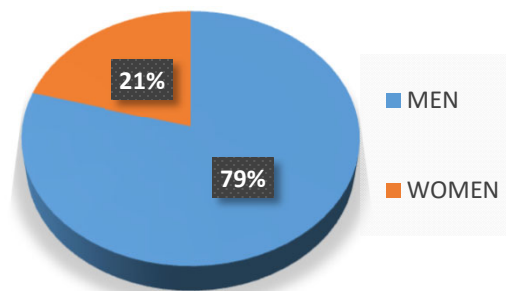
1950 responses



Average age 57,7 years

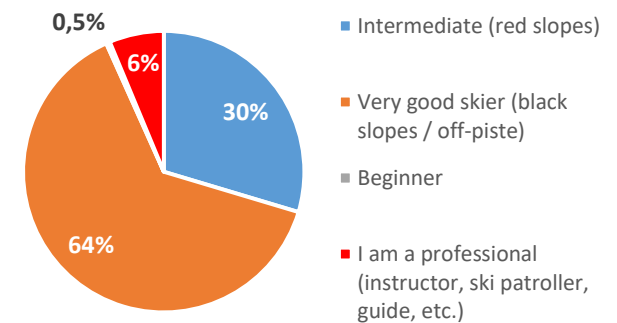
2.2 : Distribution of Men / Women

1847 responses



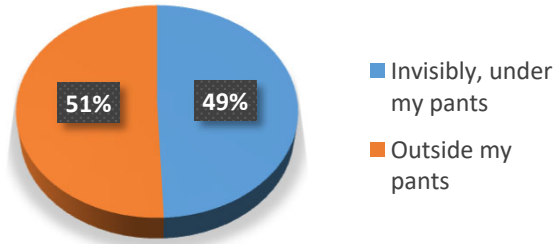
2.3 : What is your skiing level?

1951 responses



2.4 : The Ski~Mojo is most often worn:

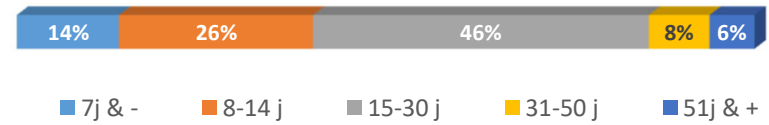
1951 responses



2.5 - Ski~Mojo users ski on average:

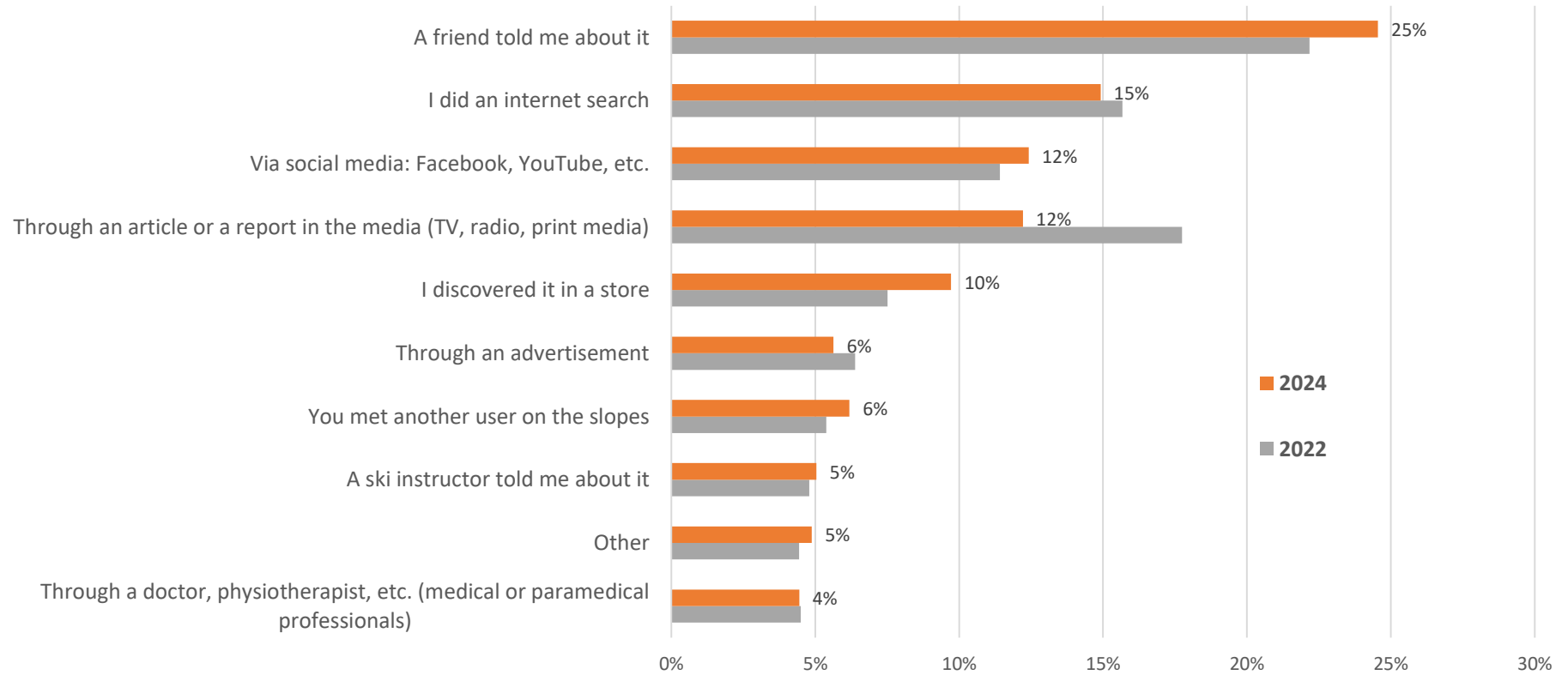
22 days / year

1948 responses



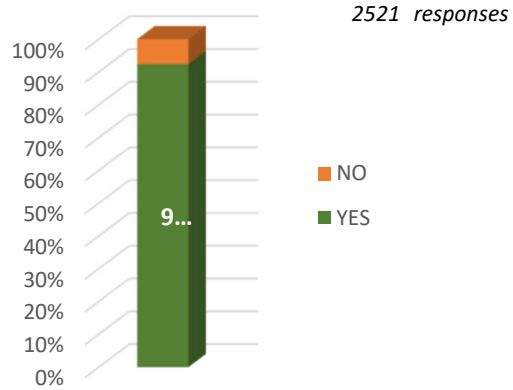
2.7 : How did you learn about Ski~Mojo?

2521 responses



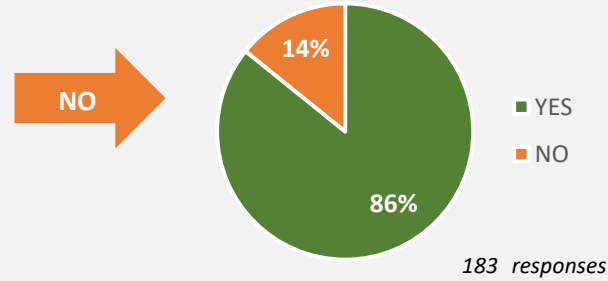
3 - The Ski~Mojo test

3.1 : Have you tested the Ski~Mojo on the slopes?

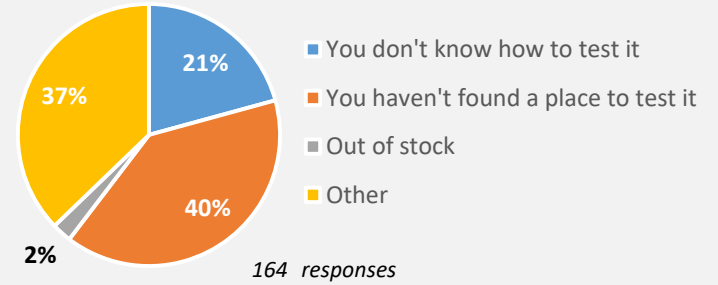


If you haven't tested Ski~Mojo yet:

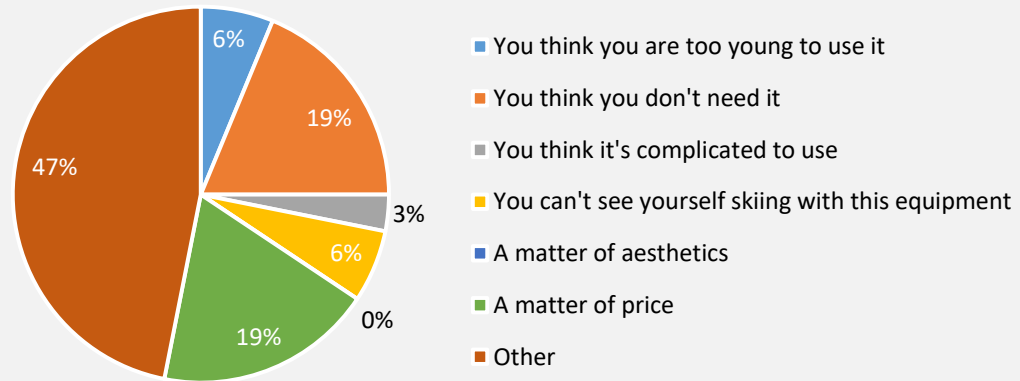
3.1-B : Do you plan to test it?



3.1-C : If you intend to test it, why haven't you done so yet?



3.1-C : You do not wish to test the Ski~Mojo. Why?



If you are one of those who have tried the Ski~Mojo :

3.2 : What impression did this Ski~Mojo test leave you with?

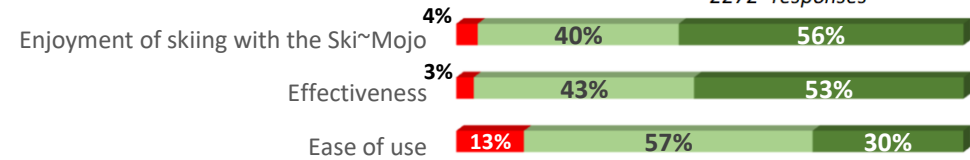
2289 responses



- I was amazed and thrilled by the effectiveness of the Ski~Mojo
- I was happy to test it, but that's all.
- I was disappointed

3.3 : To what extent did the Ski~Mojo meet your expectations?

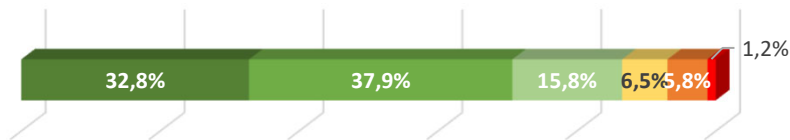
2272 responses



- Below my expectations
- Met my expectations
- Beyond my expectations

3.4 : How long did it take you to get used to skiing with the Ski~Mojo?

2292 responses



- One run or less
- Two to three runs
- Half a day
- One day
- More than one day
- I couldn't get used to it

87% of skiers get used to the Ski~Mojo in less than half a day

3.7 : Under what conditions did you test Ski~Mojo?

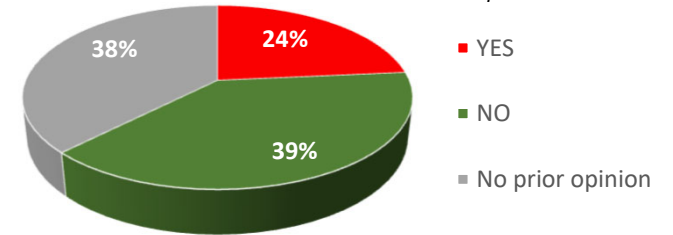
1746 responses



- I went to a store
- I met a Ski~Mojo agent on the slopes
- During a test day organized by Ski~Mojo
- A friend lent it to me

3.5 : Before testing it, were you skeptical about what the Ski~Mojo could offer you?

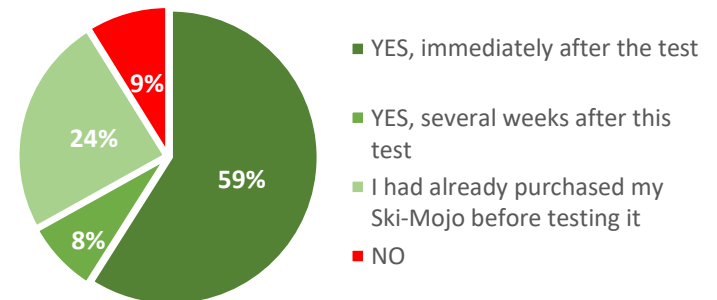
2293 responses



- YES
- NO
- No prior opinion

3.6. Following this test, did you purchase a Ski~Mojo?

2290 responses



- YES, immediately after the test
- YES, several weeks after this test
- I had already purchased my Ski-Mojo before testing it
- NO

27% of users purchased their Ski-Mojo without having tested it

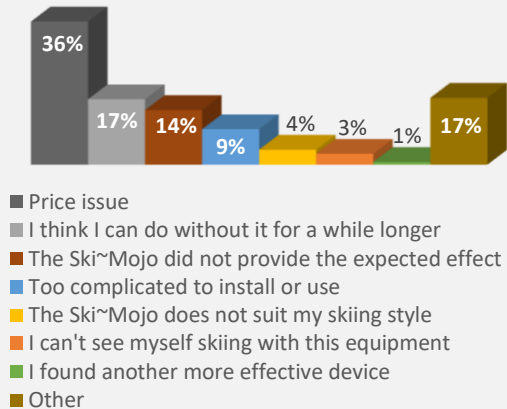
88% of people testing the Ski-Mojo buy it immediately or within a few weeks (if they didn't already have one).

Impact of the testing conditions of Ski~Mojo on your impressions of this test:

	I was amazed and thrilled by the effectiveness of the Ski~Mojo	I was happy to test it, but that's all.	I was disappointed	Number of responses
I met a Ski-Mojo representative on the slopes:	94,0%	6,0%	0,0%	216
I tested it during a Ski-Mojo demo day:	91,7%	7,4%	0,9%	108
I went to a store:	89,7%	8,4%	1,8%	1363
I bought my Ski-Mojo before testing it:	88,2%	10,0%	1,8%	542
A friend lent me their Ski Mojo:	81,4%	16,9%	1,7%	59

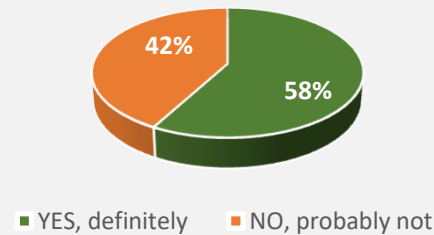
The testing conditions of the Ski-Mojo may give you a slightly different feel. If you don't have access to a trained person (Ski-Mojo staff or retail store), take the time to carefully read the user manual to optimize the settings

4.1 - If you did not buy a Ski~Mojo after your test, what was/were the reason(s)? 289 responses

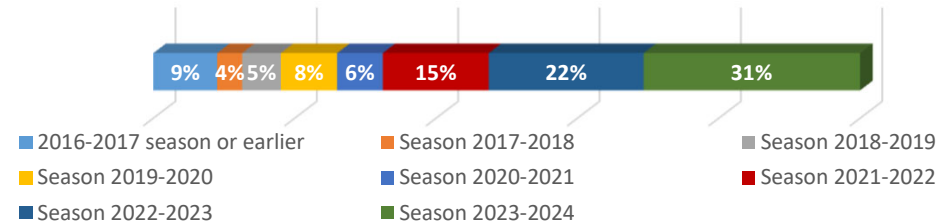


4.2 : Do you plan to purchase a Ski-Mojo in the coming months/years?

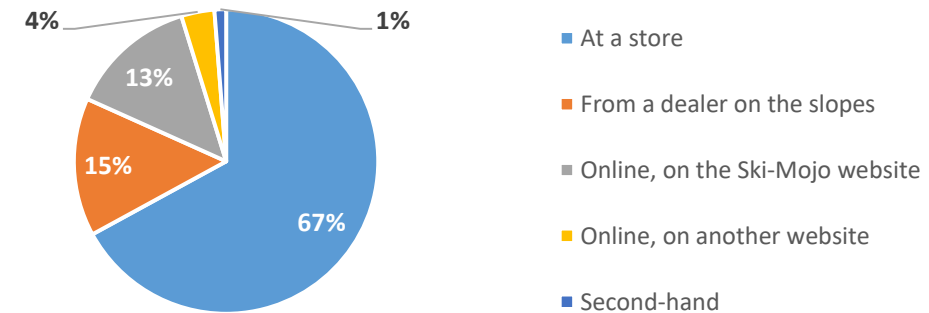
200 responses



5.1 : When did you buy your Ski~Mojo? 2061 responses



5.2 : Where did you buy it? 2060 responses

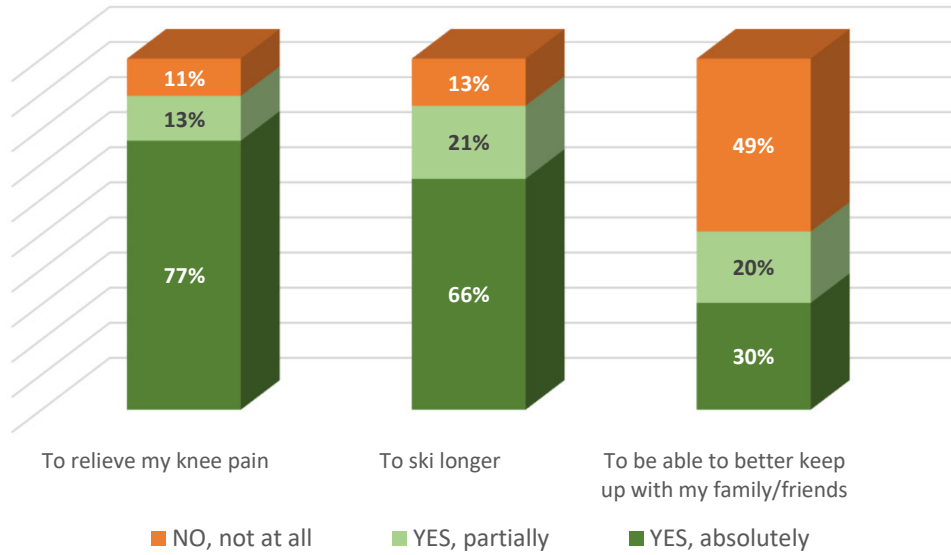


5.2 : If you didn't buy your Ski-Mojo from a retailer, does the User Manual seem clear and precise to you?



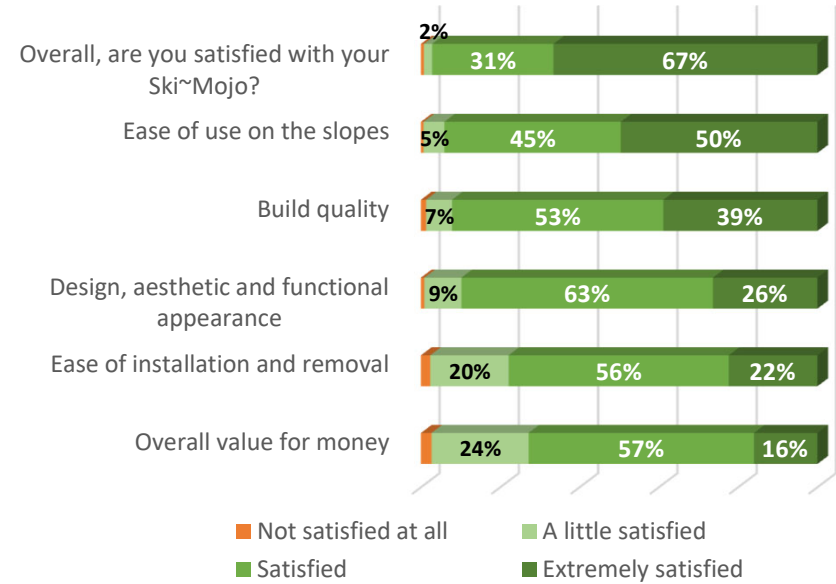
5.3 : For what reason(s) did you buy a Ski~Mojo?

2012 responses

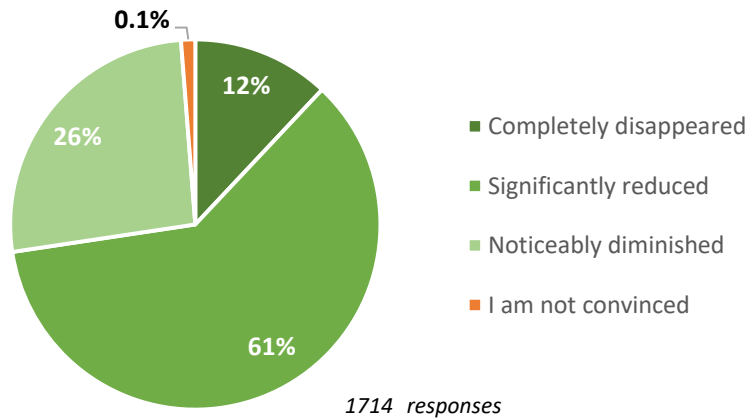


5.4 : Overall, are you satisfied with your Ski~Mojo?

1950 responses



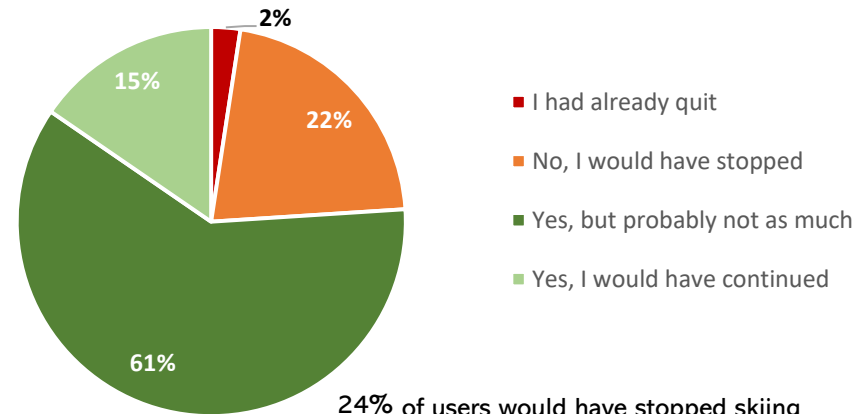
5.5 : If you experience knee pain while skiing, would you say that thanks to the Ski~Mojo your pain has:



1714 responses

5.6 : Without the Ski~Mojo, would you have continued skiing?

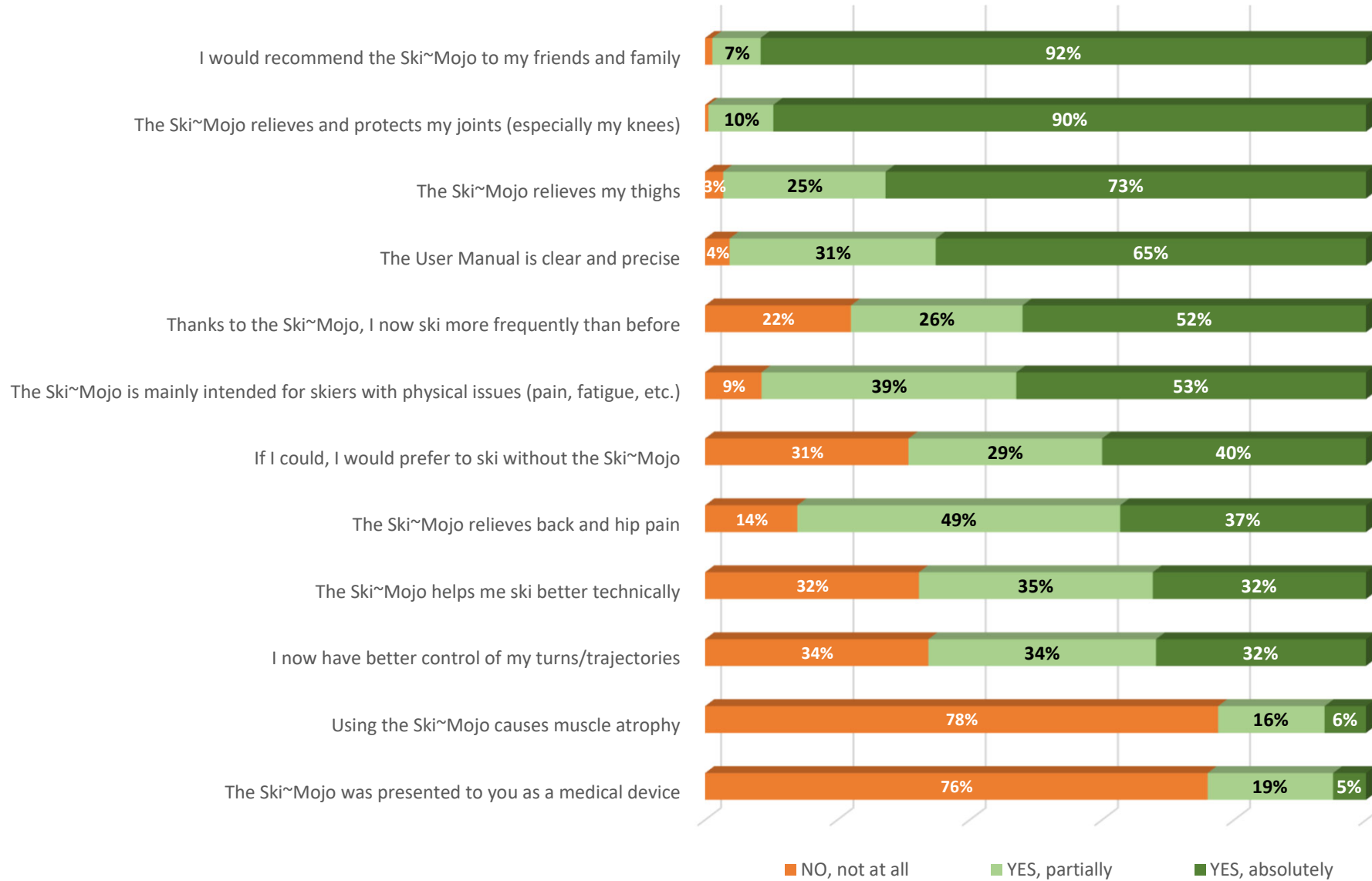
1951 responses



24% of users would have stopped skiing if they hadn't discovered the Ski~Mojo which means 2E+05 skier.days lost in 2023-2024

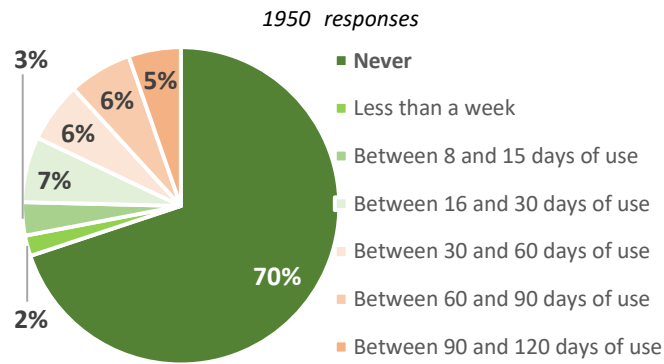
5.7 : Do you agree with the statements below?

1776 responses

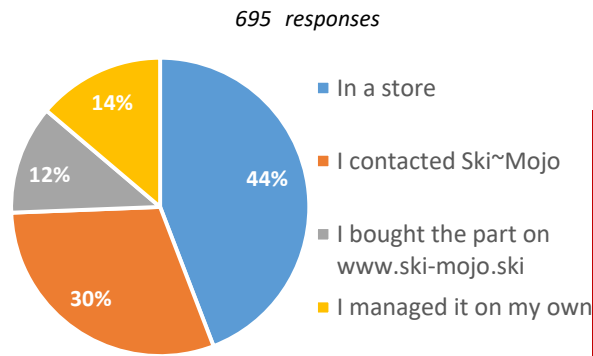


6 - After-Sales Service

6.1 : Have you ever had a mechanical issue with your Ski~Mojo that required a repair?

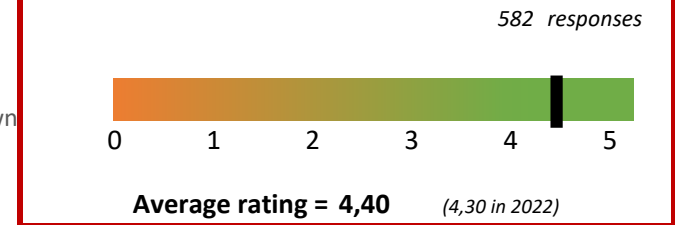


6.2 : How did you get your Ski~Mojo repaired?

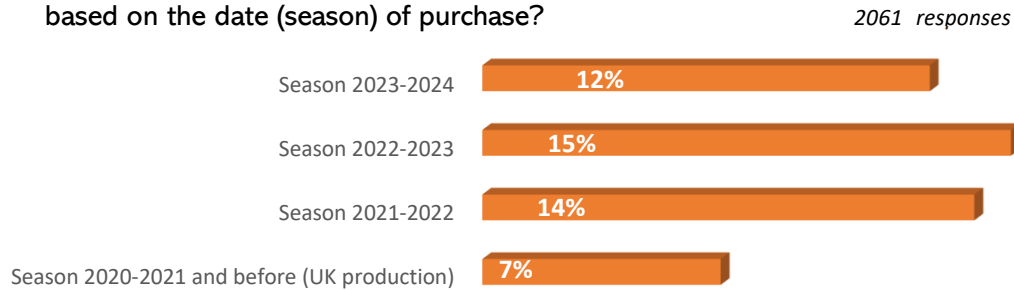


This survey was sent to a list of people who either purchased their Ski~Mojo from us or contacted us for an after-sales issue. Therefore, the figure of 70% of people who have never had any problems is likely underestimated.

6.3 : What rating (between 0 and 5) would you give to the After-Sales Service?

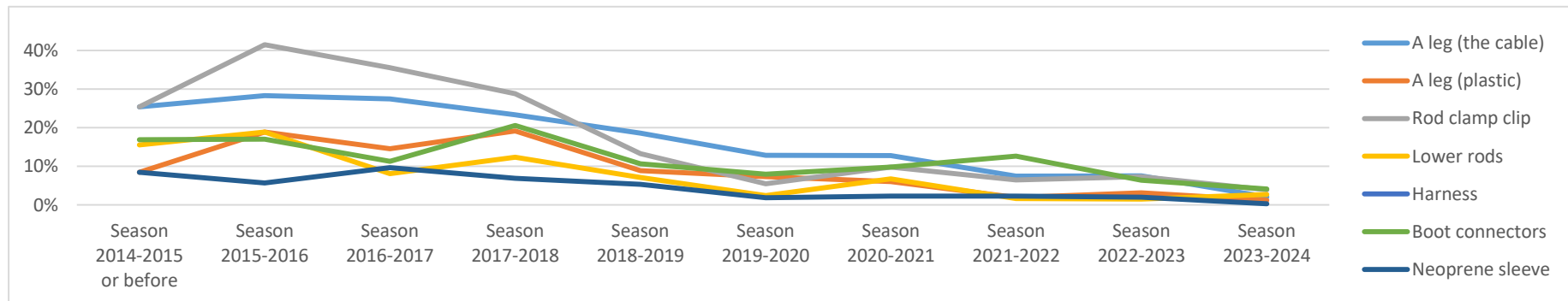


6.3 : What proportion of you encountered a mechanical issue within the first 15 days of use, based on the date (season) of purchase?



Season 2023-2024	631 réponses
Season 2022-2023	452 réponses
Season 2021-2022	309 réponses
Season 2020-2021 and before (UK production)	669 réponses
TOTAL	2061 réponses

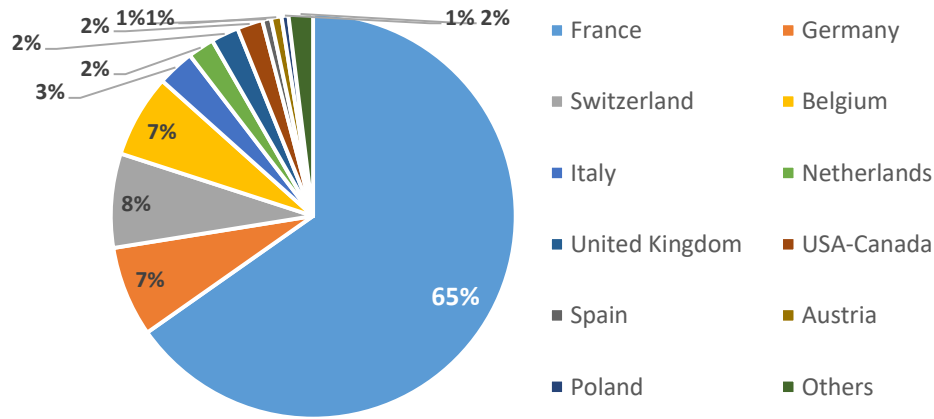
6.4 : Which part of your Ski~Mojo needed to be repaired (based on your purchase date)?



8 - Miscellaneous

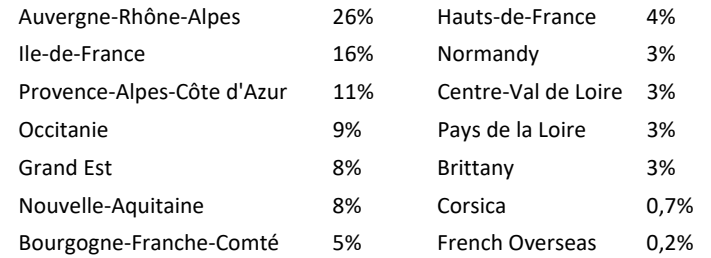
8.1 : In which country do you live?

2565 responses



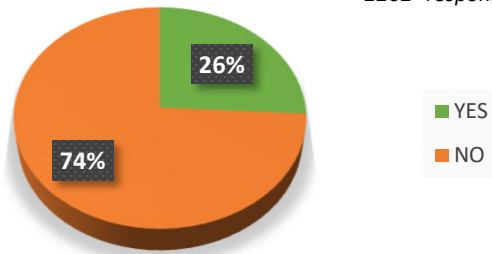
8.2 : If in France, in which region?

1666 responses



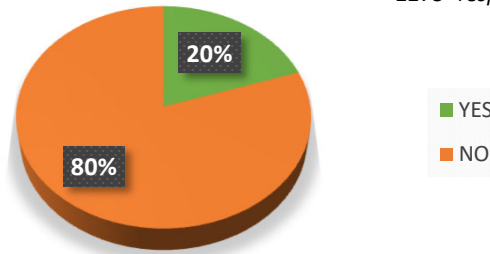
8.2 : Do you follow us on Facebook ?

2262 responses



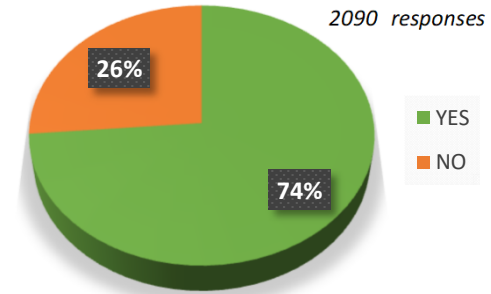
8.3 : Are you aware of the existence of the Ski~Mojo Club (www.skimojoclub.fr), a ski club affiliated with the French Ski Federation?

2273 responses



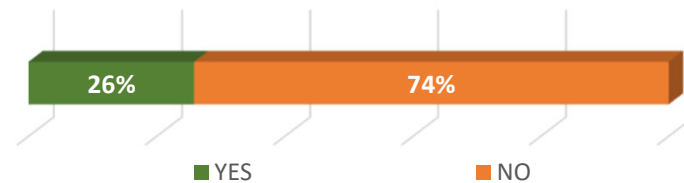
8.4 : Are you familiar with the website www.ski-mojo.ski?

2090 responses



8.6 : Did purchasing your Ski~Mojo encourage you to upgrade any part of your ski equipment (skis, boots, etc.)?

1944 responses



If YES, what did you upgrade?

