

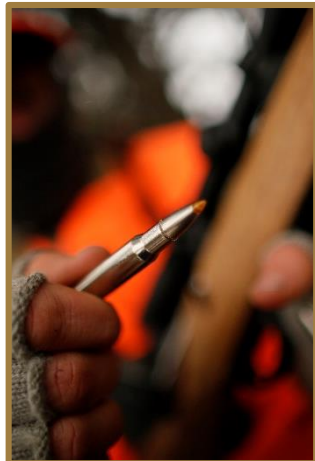
# WHO WE ARE

~\$2B leading global designer, manufacturer and marketer of outdoor and shooting sports products

**Ammunition**  
~\$0.9B in Sales

**Hunting & Shooting Accessories**  
~\$0.4B in Sales

**Action Sports & Outdoor Recreation**  
~\$0.5B in Sales



**FEDERAL** 

**Bushnell**  
**BLACKHAWK!** **PRIMOS HUNTING**  
SPEAK THE LANGUAGE

**Bushnell**  
**GOLF**

**CAMP CHEF**

**CAMELBAK**

**BELL**  
**GIRO**

**#1 in Commercial Ammunition**

**#1 in Hunt / Shoot Accessories**

**#1 in Rangefinders**

**#2 in Camp Stoves**

**#1 in Bike / Hike Hydration Packs**

**#1 in Helmets & Accessories**

**#1 in U.S. Law Enforcement Ammunition**

**Notes:**

Sources: Ammo: Southwick Associates consumer survey of equipment purchases, SSI Data, POS Data, internal data, management estimates and calculation based on law enforcement agencies served relative to total U.S. agencies, adjusted for the size of larger agencies; Hunt / Shoot: 2018 Southwick Associates Hunting-Shooting Participation and Equipment Purchases Report and SEC filings; Bushnell Golf: Golf Datatech; Camp Chef: internal data and management estimates; CamelBak: NPD Group; Bell/Giro: NPD Group, retail channel checks, internal data and management estimates.

**#1 in Tritan & Bike Bottles**

**#2 in Snow Goggles**