

# TUCK-IN ACQUISITION APPROACH

We are looking for businesses that, through the help of our Centers of Excellence, we can take to the next level in terms of sales and profitability

## Criteria

**Acquire in Adjacent Spaces**

**Acquire Great Brands that Resonate with Our Consumer**

**Acquire Businesses to Which Vista Outdoor Can Add Value**

## Post-Closing

**Vigorously Execute Integration and Investment Thesis**

**Drive Synergies Through Cost-Sharing Opportunities**

**Drive Value Through Our Centers of Excellence**

**Integrate Using Repeatable Model**

**Drive Revenue Synergies Through Cross-Selling with Other Brands**

**Maintain “Founder’s Mentality” and Culture that Made the Business Great**