

BETTER TOGETHER: LEVERAGING VISTA'S KEY STRENGTHS

Vista Outdoor's market leading brands, in combination with corporate scale and Centers of Excellence, provide a unique investment opportunity in the outdoor industry

Key Differentiators

Vista Outdoor's Brands are Renowned and Market Leaders in Many of Their Categories

Operational and Digital & E-Commerce Centers of Excellence Provide Value Across Portfolio and Build a Platform for Tuck-in Acquisitions

People – Executive Team is Composed of Strong Operators that Drive Accountability and Discipline

Strong Knowledge of Core Consumer Combined with Established Channel Relationships to Reach End Consumers Wherever They Prefer to Shop

Hyper-focus on Free Cash Flow Generation Through Cost Cutting, Working Capital Management and Disciplined Capital Expenditures

Market Leading Brands

FEDERAL CCI  #1 in Commercial Ammunition

Bushnell #1 in Hunt / Shoot Accessories

CAMELBAK #1 in Bike / Hike Hydration Packs

BELL / **GIRO** #1 in Helmets & Accessories

GIRO #2 in Snow Goggles

CAMP CHEF #2 in Camp Stoves

Notes:

Sources: Ammo: Southwick Associates consumer survey of equipment purchases, SSI Data, POS Data, internal data & management estimates; Hunt/Shoot: 2018 Southwick Associates Hunting-Shooting Participation and Equipment Purchases Report and SEC filings; Camp Chef: internal data and management estimates; CamelBak: NPD Group; Bell/Giro: NPD Group, retail channel checks, internal data and management estimates.