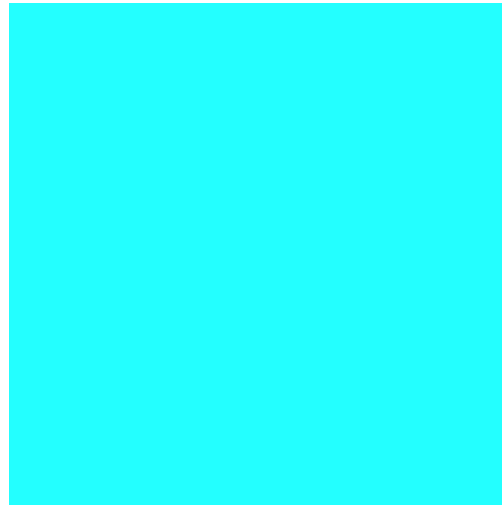


# 2024





# BRAND LANES

## ADVENTURER



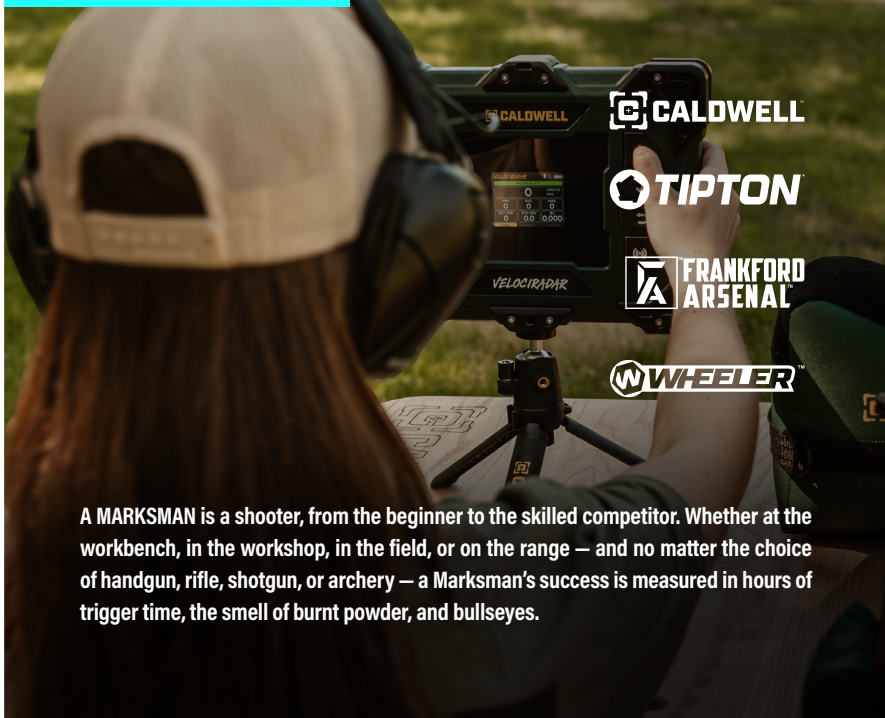
The ADVENTURER is at home when they are away. Whether it is conquering a mountain, navigating the open ocean, trekking through a valley, or taking on any other outdoor escapade, the Adventurer's thrill is their comfort zone. It is more than a connection with the outdoors, it is about being a part of it.

## HARVESTER



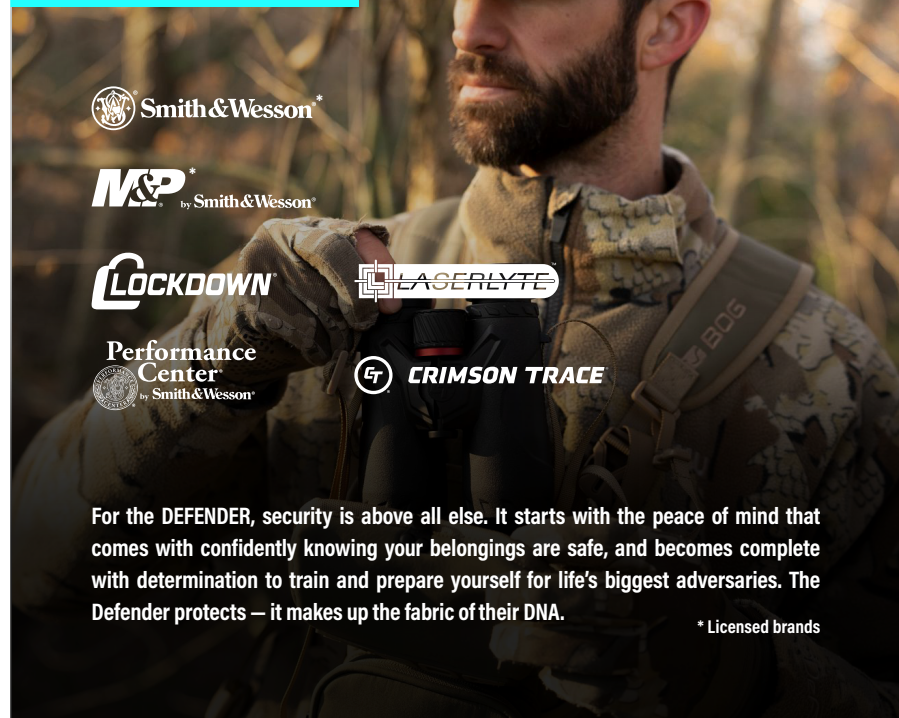
To the HARVESTER, it's not a job. It's not about mounting a trophy. It's a passion that lives within to create, to grow, to conserve, and to ensure that the hunger to hunt and experience the most inaccessible terrain is passed down for future generations. Being a Harvester is not about taking, it's about giving back.

## MARKSMAN



A MARKSMAN is a shooter, from the beginner to the skilled competitor. Whether at the workbench, in the workshop, in the field, or on the range — and no matter the choice of handgun, rifle, shotgun, or archery — a Marksman's success is measured in hours of trigger time, the smell of burnt powder, and bullseyes.

## DEFENDER



For the DEFENDER, security is above all else. It starts with the peace of mind that comes with confidently knowing your belongings are safe, and becomes complete with determination to train and prepare yourself for life's biggest adversaries. The Defender protects — it makes up the fabric of their DNA.

\* Licensed brands



# About American Outdoor Brands

American Outdoor Brands, Inc. (NASDAQ: AOUT) is a leading provider of outdoor lifestyle products and shooting sports accessories encompassing hunting, fishing, outdoor cooking, camping, shooting, and personal security and defense products for rugged outdoor enthusiasts. We focus on the establishment of product categories in which we believe our brands will resonate strongly with the activities and passions of consumers and enable us to capture an increasing share of our overall addressable markets. We develop and market all our products, as well as assemble some of our electro-optics products, at our facility in Columbia, Missouri.

We know that making a difference through sustainability initiatives is a team effort. We're leveraging our position as a leading provider of outdoor products and accessories to advance sustainability in our business through three key areas: our commitment to the environment, our social impact, and our culture of governance. We also believe that the effective management of environmental, social, and governance issues will help support the sustainable long-term growth of our business and create value for our stakeholders. Therefore, we strive to integrate sustainability principles into our business strategy in ways that advance our long-term goals while optimizing opportunities to make positive impacts.

This report provides an overview of these sustainability initiatives, as well as updates on our 10 primary tenets and our achievements. To support clear communication, we have engaged in robust data gathering and reporting using the investor-focused disclosure standards developed by the Sustainability Accounting Standards Board (SASB) and United Nations Sustainable Development Goals (SDGs). Working with investor stakeholders, SASB has developed a standardized disclosure on the industry specific issues most important to investors, while the Sustainable Development Goals are a collection of 17 interlinked global goals.

In the pages that follow, we provide a comprehensive view of our achievements and progress over the past year. To address the diverse interests of our stakeholders, we have brought together a detailed overview of our activities and data. This Sustainability Report covers American Outdoor Brands' operations from April 30, 2023, to April 30, 2024, and focuses on developments and actions for our key programs, progress toward our corporate goals during the year, and preparations for activities in 2025. We have not obtained external assurance for this Report, but its contents have been subject to an internal quality review. Given the inherent uncertainty in predicting and modeling future conditions, caution should be exercised when interpreting the information provided in this Report.

This Report contains forward-looking statements, including our commitments, targets, and other statements that are not historical facts. These statements are subject to risks and uncertainties and are not guarantees of future performance. Factors that could cause actual results to differ materially from those expressed or implied by such statements are set forth in our SEC filings. All forward-looking statements are based on management's current assumptions, estimates, and projections.





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# Introduction

Our approach to sustainability is a strategic imperative for us. This Report marks a step forward in our sustainability journey and demonstrates our commitment to regularly communicating our sustainability priorities and progress. We are pleased to share our commitments, progress to date, and aspirations on topics that matter most to our company and stakeholders.

In fiscal 2021, the Nominations & Corporate Governance Committee revised its charter to more clearly define its sustainability oversight responsibilities. We also engaged consultants who, along with our senior leadership, helped us develop our sustainability strategy and establish a framework for monitoring our sustainability initiatives. This process selected 10 key tenets and topics, including board composition; business ethics; data, privacy, and cybersecurity; diversity, equity, and inclusion; employee engagement; energy management and usage; management and retention; our community; product safety; and supply chain management.



## Our Sustainability Pillars



### OUR COMMITMENT TO THE ENVIRONMENT

Energy Management  
& Usage  
Supply Chain Management



### OUR SOCIAL IMPACT

Employee Engagement  
Inclusion & Belonging  
Our Community  
Product Safety  
Development & Retention



### OUR CULTURE OF GOVERNANCE

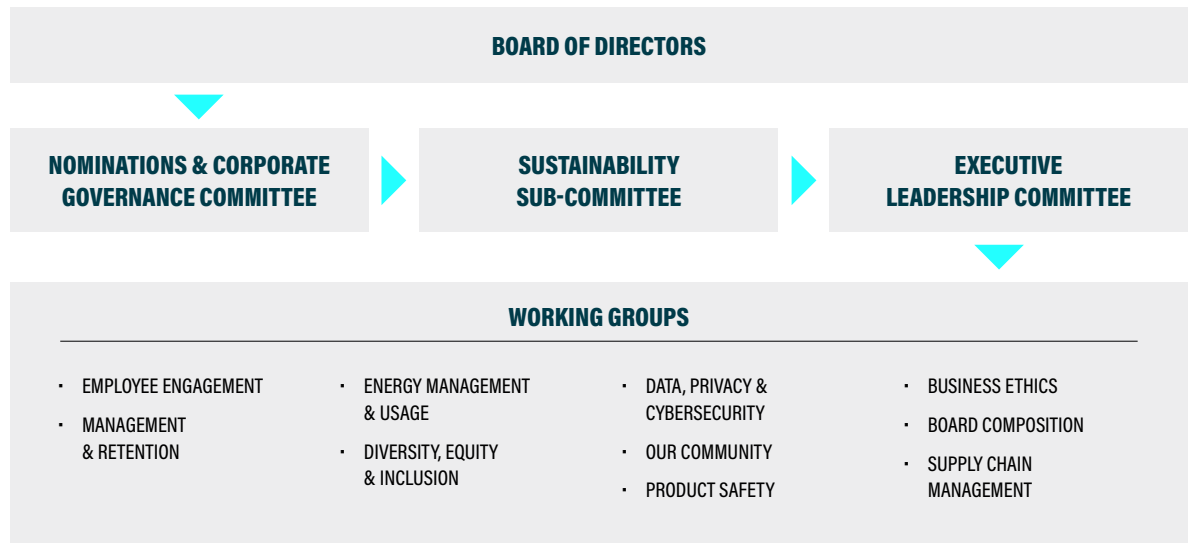
Business Ethics  
Board Composition  
Data Privacy & Cybersecurity



In fiscal 2022, we expanded our Board with the addition of a new director with sustainability expertise within a global Fortune 500 company and established a working group to assist in developing and implementing our strategy and monitoring our corporate social responsibility and environmental sustainability initiatives. This group includes cross-functional subject matter experts from across our company.

In fiscal 2023, our Board created an ESG Committee, to assist the Board and its committee in fulfilling the oversight responsibilities of the Board with various sustainability matters. Our senior leadership team is tasked with driving results in these areas given the strategic importance of sustainability. In fiscal 2024, the Board expanded the scope of and renamed the “ESG Committee” to the “Sustainability Committee” to reflect that committee’s enhanced oversight of sustainability policies, practices and goals.

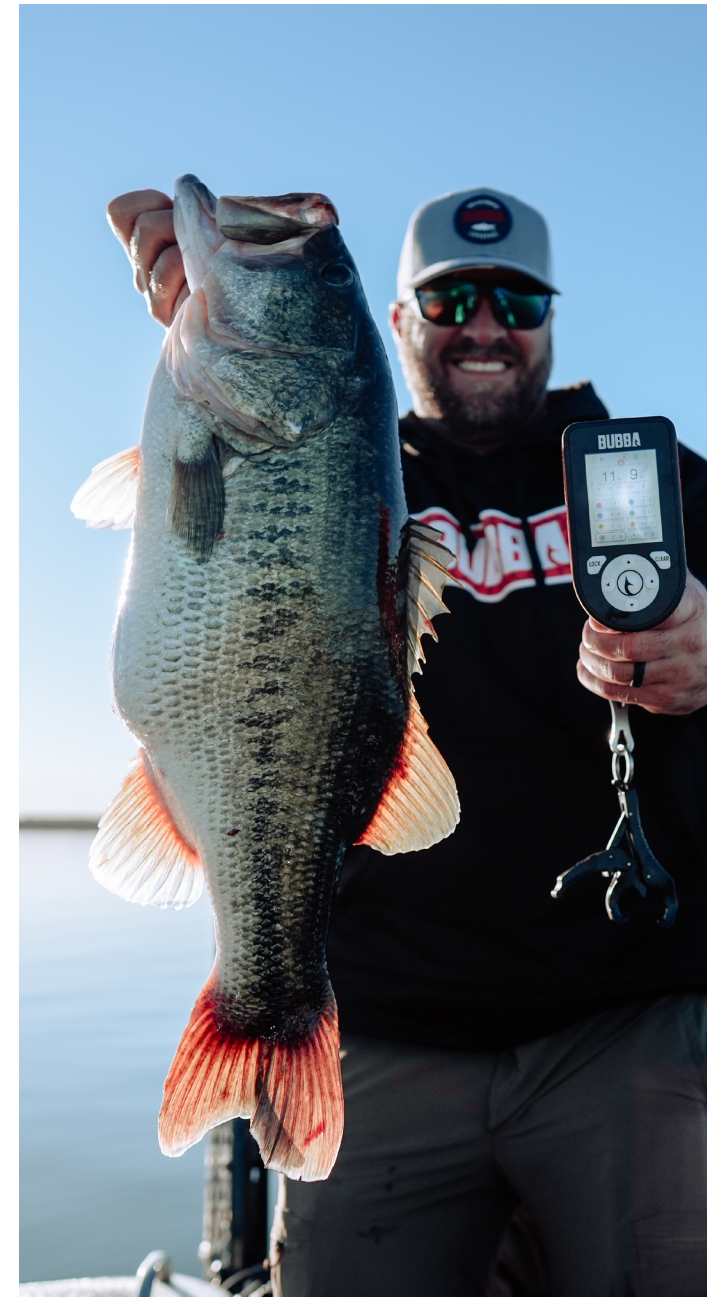
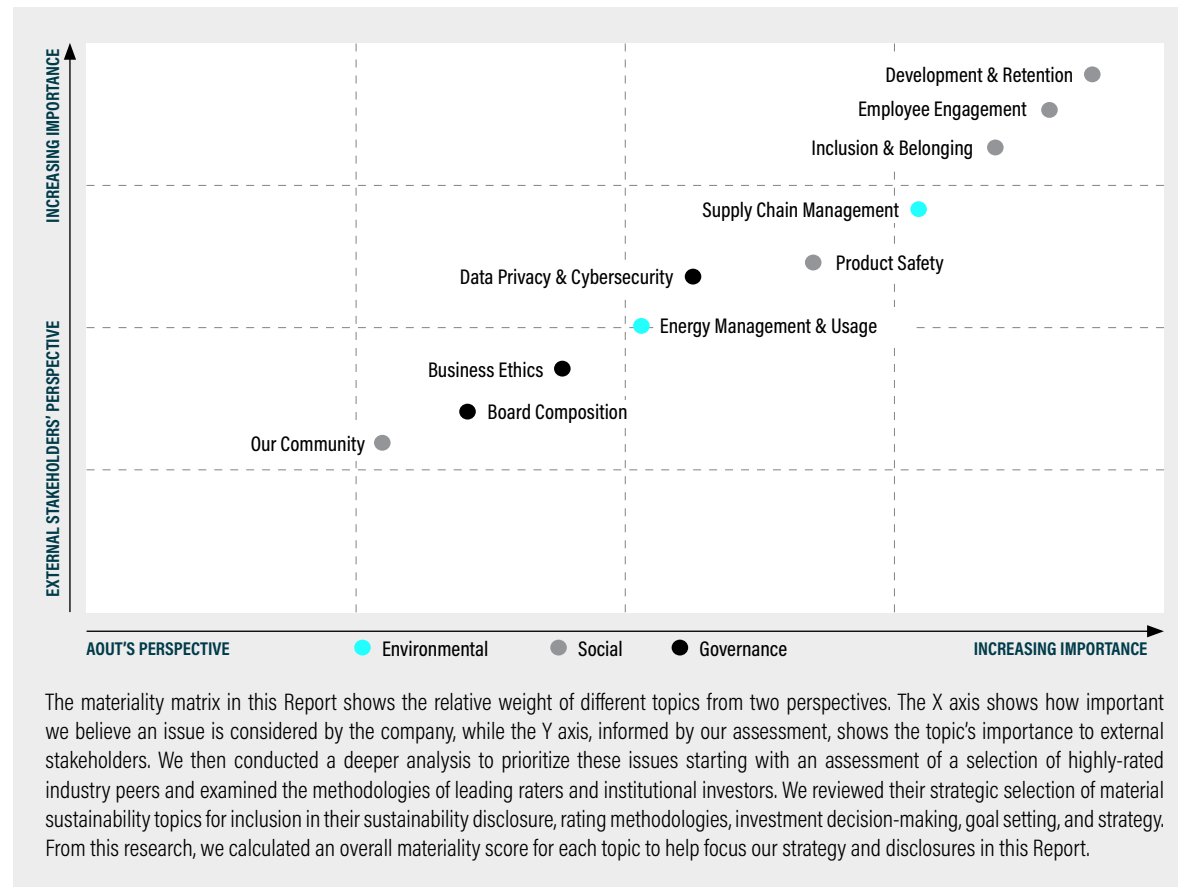
In fiscal 2025, the Board has decided that effective immediately following the 2024 annual meeting of stockholders, it will return sustainability oversight responsibilities to the Nominations & Corporate Governance Committee, as originally chartered, to strengthen the alignment of those responsibilities through the establishment of a Sustainability Sub-Committee.





# Approach to Sustainability

Previously, we conducted a materiality assessment which prioritized sustainability topics most important to the company and its stakeholders. The results informed our strategic ESG focus areas and reporting. The materiality assessment identified 10 material topics across the environmental, social, and governance categories, visualized in the matrix below.





# Dear Stakeholders,

We are pleased to present the American Outdoor Brands 2024 Sustainability Report, a representation of our ongoing commitment to corporate responsibility. This Report embodies our dedication to leveraging our culture of innovation to deliver solutions for consumers in the moments that matter.

As a leading provider of outdoor products and accessories, we are advancing sustainability through three key sustainability areas: our commitment to the environment, our commitment to social impact, and our commitment to a culture of governance. These pillars are integral to our long-term sustainable growth strategy and value creation for our stakeholders.

In 2024, we marked a number of achievements that helped strengthen our business while supporting our sustainability initiatives. Firstly, on January 1, 2024, we assumed full tenancy of our approximately 630,000 square foot headquarters and distribution facility in Columbia, MO. Operating the entire facility has increased our ability to yield more control over the flow of our business operations, helping identify efficiencies, and gives us the ability to track energy usage in our primary business location. Secondly, in FY24, we unveiled several strategically significant new products including the Hooyman Vehicle Spreader, the Grilla Mammoth Vertical Smoker, the Caldwell Claymore PullPup, and the Caldwell Claymore Solo. Thirdly, we strengthened our balance sheet, generated significant operating cash flow, controlled our costs, and demonstrated effective capital deployment, all while growing year-over-year net sales by more than 5%.

Sustainability is a team effort, and our governance structures are designed to reflect that. Our Sustainability Working group—comprised of cross-functional executives from departments such as Environmental Health and Safety, Legal and Compliance, Operations, Human Resources, Finance, Information Technology, Investor Relations, and Marketing—is responsible for helping to monitor progress on sustainability initiatives in alignment with the company's strategic objectives. Oversight and guidance are provided by the Nominations & Corporate Governance Committee of our Board of Directors.

We report sustainability disclosures through multiple resources, including this Report, to provide stakeholders with an understanding of our approach to sustainability within the context of our long-term strategy. This Report, again, formalizes our commitment to regularly communicate our sustainability actions and performance. We are not just proud of our achievements; we are inspired by what they represent.

**BRIAN D. MURPHY**

President,  
Chief Executive Officer



**“At American Outdoor Brands, sustainability is a team effort, and together we are advancing our efforts in key areas that are integral to our long-term sustainable growth strategy, and create value for our stockholders.”**

**BRIAN D. MURPHY**





## Our Commitment to the Environment

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# Energy Management & Usage

We believe that our focus on environmental sustainability, with the objective of reducing costs and improving sustainability of our operations, will provide a strategic benefit. We continue to advance plans to create further efficiencies in our operations and reduce our environmental footprint.

Our business is vulnerable to damage or interruption from earthquakes, fires, floods, power losses, telecommunications failures, acts of war, human errors, public health crises, such as pandemics and epidemics, and other similar events. Each of these events could be exacerbated or increase in frequency due to environmental impacts, including climate change. Should environmental impacts, including climate change, become more prevalent, we recognize the need to comply with increased environmental regulations. As we build out our sustainability roadmap, we will continue to evaluate our climate-related risks and opportunities.

In addition, we continue to assess applicable regulatory requirements, including disclosure of our physical and transition risks, as well as opportunities, such as:

**WHAT TRANSITION RISKS MAY EMERGE AND WHAT MAY OCCUR AS A RESULT OF A TRANSITION TO A LOW-CARBON ECONOMY**

**ACUTE RISKS SUCH AS NATURAL DISASTERS AND LONGER TERM RISKS SUCH AS CLIMATE CHANGE**

**OPPORTUNITIES RELATED TO POTENTIAL EFFORTS TO MITIGATE AND ADAPT TO CLIMATE CHANGE**

We comply with all applicable legal and regulatory requirements to control and reduce emissions and energy usage in our operations. We are committed to making the necessary investments in systems and technology to ensure compliance and to meet or exceed these standards. We are continuously exploring innovative ways to boost efficiency and minimize our environmental impact, including installing high-efficiency electronics and new cardboard recycling compactors; and upgrading our facilities with motion-based LED lighting to reduce energy consumption when spaces are not in use. We continue to recycle toner cartridges and electronic equipment.

In the future we will seek to engage with suppliers throughout our global value chain to measure and manage these impacts—to the best of our individual and collective abilities—in order to conserve resources, reduce costs, and promote ethical practices. In parallel with our sustainability strategy, we evolved the strategic priorities that drive our environmental responsibility to include the following:

- incorporating biodegradable packaging via recycled material when possible;
- collecting and processing production-based recyclable material whenever possible;
- establishing processes to document, track, and review regulated materials within our product portfolio; and
- installing energy efficient materials in offices and distribution locations whenever possible.

Our team performs environmental inspections of our sites to verify compliance with environmental laws, regulations, and permits. These programs provide a conduit for identifying and communicating best practices, risks, and improvement opportunities among sites. To ensure environmental compliance during operations, facilities are reviewed periodically to verify the facility is complying with applicable environmental requirements.



### Environmental sustainability efforts and accomplishments:



#### MIGRATING

TECHNOLOGY INFRASTRUCTURE TO CLOUD AND VIRTUALIZED ENVIRONMENTS, REDUCING ENERGY USAGE



#### ENCOURAGING

ENVIRONMENTALLY FRIENDLY WORKPLACE PRACTICES BY SUPPORTING THE RECYCLING AND SEPARATION OF WASTE THROUGHOUT OUR FACILITIES.



#### UNITING

TO REDUCE OUR CONSUMPTION OF NATURAL RESOURCES, WHICH IN TURN MITIGATES THE STRAIN WE PLACE ON THE POWER GRID.



#### INCREASING

THE USE OF E-RECORDS AND E-SIGNING TECHNOLOGY RESULTING IN PAPER WASTE AND CARBON EMISSIONS REDUCTION.



#### RESEARCHING

AND DESIGNING INNOVATIVE WAYS TO BOOST EFFICIENCY, SUCH AS UTILIZING HIGH-EFFICIENCY ELECTRICAL EQUIPMENT INCLUDING LED AND MOTION DETECTOR LIGHTING, AND HIGH-EFFICIENCY HVAC UNITS.



#### INVESTING

IN TECHNOLOGICAL ADVANCEMENTS TO INCREASE EFFICIENCIES, LOWER OUR OPERATING COSTS, OPTIMIZE CAPITAL EXPENDITURES, AND ADD VALUE FOR OUR CUSTOMERS.



#### PROTECTING

BIODIVERSITY AT OUR SITES AND IN SURROUNDING HABITATS.



# Supply Chain Management

As we work to reduce our own environmental footprint, we are also realizing sustainability opportunities in our supply chain. We are committed to working with suppliers who support our sustainability initiatives. We believe that managing a responsible supply chain includes a proactive approach to risk assessment and due diligence. We believe that a focus on supply chain is fundamental and integral to the work we do every day to serve our customers, create value for our stockholders, and benefit our global community.

The sustainability of operations, products, supply chains, and projects are central to sustained value creation. We are committed to creating environmental awareness with our employees and other partners, and discussing with them ways to potentially reduce consumption of natural resources; preserve air, soil, and water quality; manage waste properly and encourage reuse or recycling; reduce use of toxic substances; and apply an ethical approach to source reduction and disposal efforts.

Prior to conducting business, we ask our suppliers, and their contractors, to review our policies, which are posted on our website to ensure compliance. Suppliers are expected to abide by our [Global Supplier Code of Conduct](#). These standards include our expectations for supporting our sustainability mission, including business conduct, environmental awareness, social responsibility, fair labor, and a safe workplace.

Senior leaders from across the company are responsible for identifying and managing risks and opportunities associated with our supply chain. We require that vendors provide only products that comply with applicable laws, including those related to

environmental protection and product safety. We will not knowingly purchase products made in violation of established environmental or consumer product safety requirements. Additionally, we maintain a supply chain with a broad network of suppliers to give us flexibility in the event that any of our individual suppliers do not meet our standards.

In January 2024, we expanded the lease at our Missouri headquarters and distribution facility, making room for organic growth and acquisitions, and identifying several operational efficiencies. We plan to continue expanding and enhancing our supply chain, seeking to identify, qualify, attract, and maintain contract manufacturers and other suppliers that meet our efficiency, quality, cost, delivery, and other requirements. Qualifying additional suppliers reduces our dependence on any one or small group of suppliers and helps protect us against supplier financial, operational, performance, or capacity issues. We are committed to honoring our supplier contracts and paying for orders already produced or in production, as we place great value on the relationships we have with our supplier partners, including the workers. Notably, we demand:

**SAFE AND HEALTHY WORKING ENVIRONMENTS,  
INCLUDING ACCESS TO CLEAN WATER**

**NO FORCED LABOR**

**RESPECTING HUMAN RIGHTS FOR ALL WORKERS IN OUR  
SUPPLY CHAIN—SPECIFICALLY AT-RISK GROUPS SUCH AS  
WOMEN, YOUNG WORKERS, AND CONTRACT WORKERS**

**Our Environmental Management System (EMS) is managed at each site, and we feature direct representation in our primary Columbia, MO, Shenzhen, China, and Yanjiang, China, facilities, where a representative ensures that the system is implemented and maintained. We are committed to ensuring that proper working conditions exist for the health and safety of our employees. Our commitment includes:**

**ADVANCING SHARED ENVIRONMENTAL GOALS THROUGH STRATEGIC ENGAGEMENT WITH OUR SUPPLIERS.**

**A ROBUST PHYSICAL SECURITY POLICY THAT PROVIDES A FRAMEWORK TO DETECT, DETER, AND MITIGATE RISKS THAT COULD JEOPARDIZE THE COMPANY'S INTEGRITY, PEOPLE, PROCESSES, OR CRITICAL ASSETS.**

**TAKING STEPS TO VALIDATE THE ABSENCE OF SLAVERY, HUMAN TRAFFICKING, AND FORCED LABOR IN OUR SUPPLY CHAIN.**



## Our Social Impact

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# Employee Engagement

At American Outdoor Brands, we strive to champion a work environment that promotes our values. We are committed to being a good corporate citizen as well as creating a positive employee environment. We believe that our growth and future are closely tied to the recruitment, development, and retention of exceptional employees. We maintain that a key differentiator is our people and our core values. We seek to hire and retain talented personnel to support our business. As of April 30, 2024, we had 289 employees, most of whom were located in the United States.

Our success depends on a highly skilled, properly motivated, and valued workforce. Our goal is to be the preferred place to work in our industry, and to attract the best people by creating a culture that is exciting, creative, fun, and embraces continuous improvement. Our management is focused on developing an inclusive and respectful work environment where our employees are highly engaged and motivated. In addition, we foster an engaging and rewarding experience for our people. Ensuring high levels of employee pride and engagement requires significant attention to topics such as growth and development, rewards and recognition, and the evolving needs of the workforce of the future. This is supported by our **Moments that Matter** program where employees recognize each other's good work, and the development opportunities that we provide our employees through workshops and training programs.

We have an ongoing focus to continually enhance our talent management processes through the implementation of Human Capital Management (HCM) reporting and practices. These practices include standards for goal setting, performance evaluations, succession planning, and learning and development. We are committed to fairness in compensation and regularly review our compensation model to ensure fair and inclusive pay practices across our business.

## Other highlights include the following:

**EMPLOYING THE PROCESS OF BENCHMARKING OUR TOTAL COMPENSATION PRACTICES SO WE REMAIN COMPETITIVE IN THE MARKETS IN WHICH WE HAVE EMPLOYEES**

**ENHANCING OUR TALENT MANAGEMENT PROCESS, WHICH INCLUDES AN ANNUAL PERFORMANCE REVIEW WITH PERIODIC CHECK-INS THROUGHOUT THE YEAR**

**STRENGTHENING OUR RELATIONSHIPS WITH LOCAL UNIVERSITIES TO BENEFIT OUR RECRUITMENT PROCESS**

**CHAMPIONING THE PROFESSIONAL DEVELOPMENT OF WOMEN THROUGH OUR WOMEN'S RESOURCE GROUP, WHICH PROVIDES OPPORTUNITIES FOR DISCUSSION, TRAINING, AND NETWORKING**



We encourage every one of our team members to form healthy working relationships with those around them based on mutual respect, dignity, and understanding. We have nondiscrimination and anti-harassment policies located on our employee policy portal. These policies drive a workplace and workforce that embraces the highest ethical and moral standards. We maintain strong and confidential reporting processes and procedures that allow employees to express concerns and support an open and honest environment in an effort to ensure that the highest principles of integrity and inclusion are maintained. In addition, we have required, and monitor completion of, mandatory training for all employees regarding sexual harassment.

We also believe our industry and our employees need to diversify and engage with our youth if we are to maintain a strong pipeline for future talent acquisition. Therefore, it is more important than ever to continue connecting with our schools and universities. As key stakeholders in the industry, engaging and investing in social impact and social value is no longer optional. We focus on recruiting candidates from diverse backgrounds.

As part of our commitment to building a culture of continuous improvement, we are dedicated to engaging with our employees and seeking feedback that we can use to enhance our programs and initiatives. We endeavor to:

**GROW THE NUMBER OF STUDENTS ENTERING OUR INDUSTRY**

**PROVIDE AN ENVIRONMENT THAT SUPPORTS DIVERSITY OF THOUGHT**

**CONTINUE TO SUPPORT LOCAL INITIATIVES SUCH AS EDUCATIONAL AND NETWORKING FORUMS**



**“As a new and growing company, we can offer our employees the opportunity to have a meaningful impact on our future while developing a personal sense of achievement and satisfaction. Our learning and development programs are an important part of supporting our employees, helping them, and our organization, to achieve success.”**

**LORI SMITH**  
Director of Human Resources



# Inclusion & Belonging

As a market leader, we attract people with a diverse set of skills and experiences from all over the world. Attracting and retaining a highly skilled and multi-generational workforce helps us deliver on our commitments. We rely on our employees to bring forth innovative ideas and help transform our industry. We are committed to hiring qualified candidates without regard to race, religion, color, sex, sexual orientation, pregnancy, gender identity, age, national origin, ancestry, physical or mental disability, genetic information, or any other status. This commitment extends to all levels of our organization, including senior management and our Board of Directors.

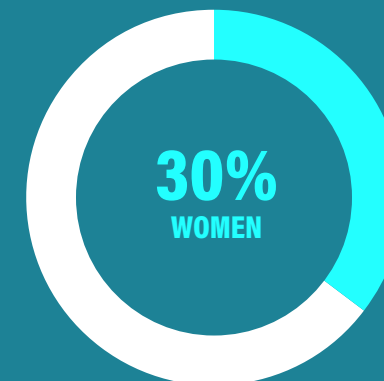
In support of this commitment, we developed a Women's Resource Group in Summer of 2023. This group is dedicated to engaging women within our organization and giving them opportunities to showcase their skill sets that contribute to our business. This group provides them opportunities to further develop their leadership skills and network with each other along the way. In 2024, the company held several events for this group, including organizing external speakers and developmental training. We engage with our employees in a variety of forums to elicit feedback for continuous improvement in areas throughout our company.

Prioritizing a workplace that fosters diversity is essential to our long-term growth and sustainability, and we have made it an imperative in our continued business transformation. We have implemented policies and training focused on non-discrimination and harassment prevention. We embrace inclusion, which we believe fosters leadership through new ideas and perspectives.

In 2024, we continued the evolution of our inclusion objectives. As stated in our Code of Ethics, we are fully committed to providing our applicants and associates with an equal employment opportunity. Our commitment to the LGBTQ+ community is reflected in our company's policies. We offer same-sex marriage benefits and we have a strong anti-discrimination policy. The inclusion of people with disabilities can help drive our success. As such, we provide a training course for employees on inclusion in the workplace that incorporates disability inclusion. Reasonable accommodations include adaptive equipment, allowances for on-site service animals, flexible work arrangements, special parking assignments, hotlines, and a number of other inclusive services.

In alignment with the UN Guiding Principles on Business and Human Rights, we respect human rights and seek to avoid adverse human rights impacts resulting from our business activities. We are continuously working to do better and improve our impact. However, if adverse impacts arise, our approach focuses on mitigation and remediation through effective remedies. Discrimination and harassment are not tolerated in the workplace or in any work-related circumstances outside of the workplace. We do not tolerate disrespectful or inappropriate behavior, unfair treatment, or retaliation of any kind. To reinforce these priorities, all employees are required to complete annual mandatory training on compliance with our Codes, anti-discrimination, unconscious bias, as well as state-specific training on sexual harassment.

## Workforce Diversity



# Our Community

Our success is interdependent with the health and prosperity of the communities we serve. We are committed to having a positive impact on the communities where we operate by being good neighbors and good corporate citizens. We seek partnerships with non-profit organizations and provide support both financially and through employee volunteering coordinated through our Ambassadors of Goodwill program. Our primary areas of support include education, health and wellness, arts and culture, and the environment.



Our company and employees collectively sponsored, donated product, and participated in a number of fundraisers to support **The Food Bank for Central & Northeast Missouri**, an organization that helps feed our neighbors in 32 counties in Missouri.



We have established a strategic relationship with **Missouri 4H**, an organization dedicated to providing experiences where young people learn by doing and explore ways to make their lives and communities better. Our company sponsored, and our employees participated in, the Missouri 4H Clover Classic and Clover Clays Classic events, as well as 4H training programs.



In an ongoing environmental improvement project initiated by our employees and sponsored by our company, we have adopted a section of walking/hiking trail under the **Missouri Adopt-A-Trail program**. Employees and their family members gather periodically and, equipped with our Hooyman tools, help clear debris and waste from the natural environment, keeping it clean and safe for future generations.



We believe that children are our most precious resource, so for the second year in a row, we have aligned with St. Jude, an organization leading the way in the treatment and defeat of childhood cancer and other life-threatening diseases. In 2024, we donated a full Grilla outdoor kitchen to the Missouri St. Jude Dream Home auction in Springfield, Missouri, and the St. Jude Dream Home auction in St. Louis, Missouri. We are honored to support this worthy cause.



We believe that investing in local communities to create social and economic outcomes is at the heart of generating social impact. We are aware of how our presence and partnership can affect others, therefore, we are consciously working to systemically create positive social change and are focused on supporting various organizations through fundraising efforts, community development efforts, charity drives, and partnerships.

Through strategic nonprofit partnerships, volunteerism, and philanthropy, our corporate responsibility is focused on contributing to the creation of a better world. Going forward, we will continue to partner with nonprofit organizations that work to increase our community initiatives, decrease the number of individuals facing economic barriers, and make our communities reflections of our company's commitments and values.

We continue to strengthen our relationships with local schools and universities to benefit our recruitment process. We recently participated in a Columbia, Missouri-based, **Show-Me Careers** program, which allows local educators to better understand the future needs of each participating business and identify skill requirements and future opportunities for their students. We are proud to participate in this program, which will help us build a more sustainable workforce in the surrounding Columbia area.



**“The Missouri Adopt-a-Trail program allows volunteers to support ecological conservation, helping keep the Columbia Trail System safe and looking great for visitors by removing invasive plant species, trash, and overgrowth. In addition to spending great quality time with co-workers, we also learn about tree and land care, while making a personal contribution to the community in which we live.”**

**DIANE MEAD**  
Senior Paralegal

# Product Safety

We have a robust product safety process that ensures compliance with relevant regulatory requirements on consumer health and safety. We consider the health and safety impacts of our products throughout the product life cycle, including the selection of materials that can be used safely for intended applications. Our focus on health and safety continues throughout the production stage to ensure quality control, and then end-of-life to ensure safe disposition of products.

We are dedicated to ensuring the health and safety of our team members by supporting the whole person. Our dedicated global health and safety function ensures that employees are trained on best practices to create a safe and healthy workplace for all. Each of our locations performs regular safety audits to ensure that proper safety policies are in place and appropriate safety training is provided. In addition to training and development, we measure and report on monthly safety metrics and periodically review our safety performance with our Board.

We require that our products meet mandatory safety standards, and we frequently require vendors to exceed regulatory requirements. We expect our products to comply with good manufacturing and quality processes. We conduct vendor compliance checks to ensure appropriate product safety and quality efforts. Our product safety and quality program is incorporated at every stage of the product life cycle. These products must pass rigorous testing before they are approved.





# Development & Retention

The development and retention of our employees is a top priority. We believe that our employees are our greatest asset and are critical to our ability to execute our strategy. As such, we are committed to a strong, healthy culture that provides respect for all employees, focuses on creating and sustaining an atmosphere of collaboration and innovation, and rewards team and individual successes. We embrace diverse viewpoints and perspectives, recognizing that greater inclusion fosters innovation and improves decision-making and financial results. We invest in our people accordingly.

Our compensation program is designed to attract, retain, and reward performance and align incentives with achievement of our strategic plan and both short- and long-term operating objectives. We benchmark our total compensation practices so that we may remain competitive in the markets in which we have employees. In accordance with our compensation philosophy established by the Compensation Committee and the Board, we believe our executive pay is well-aligned with performance, creating a positive relationship between our operational performance and stakeholders. We also offer competitive benefit packages that reflect the needs of our workforce. We base annual pay increases and incentive compensation on merit, which is communicated to employees upon hire and documented through our performance management program.

The physical and mental health and wellness of our employees is a top priority. In this regard, we aim to provide robust health and wellness employee benefits for our workforce. We continually evolve our benefit plans to remain competitive and to meet the needs of our workforce to include medical benefits, dependent care, life insurance, accident and disability coverage, mental health coverage, and a 401(k) program, as well as an employee stock purchase plan (ESPP).

## We offer training and development programs to encourage professional growth and advancement from within, including the following:

**SUPPORT FOR MEMBERSHIP  
IN PROFESSIONAL ASSOCIATIONS**

**IN-HOUSE TRAINING TO AID  
WITH CAREER ADVANCEMENT**



We also provide access to self-directed online courses taught with curated learning paths that are designed specifically for the professional interests of our employees. We believe that this training and development leads to more valuable contributions from our employees, while improving their satisfaction within existing roles and positioning them for potential future advancement.



**Some of the various benefits we offer include:**

- **A 401(K) PLAN**
- **A COMPREHENSIVE MEDICAL, DENTAL, AND VISION PLAN FOR OUR EMPLOYEES AND THEIR FAMILIES, FOR WHICH WE PAY APPROXIMATELY 89% OF TOTAL PREMIUM COSTS**
- **A SHORT TERM AND LONG TERM DISABILITY INSURANCE PLAN FOR OUR EMPLOYEES, FOR WHICH WE PAY 100% OF TOTAL PREMIUM COSTS**
- **A PROFIT-SHARING PLAN, PAYING ELIGIBLE EMPLOYEES A PERCENTAGE OF THEIR ELIGIBLE EARNINGS BASED ON COMPANY PROFITS**
- **TWELVE ANNUAL HOLIDAYS, NINE OF WHICH ARE SCHEDULED AND THREE OF WHICH ARE DESIGNATED BY THE EMPLOYEE**
- **A PAID TIME OFF PROGRAM, INCLUDING PAID SICK AND VACATION TIME**
- **PAID AND UNPAID LEAVES OF ABSENCE, INCLUDING PAID FAMILY AND MEDICAL LEAVE**
- **FLEXIBLE WORK SCHEDULE, INCLUDING "OUTDOOR HOURS"**
- **FLEXIBLE SPENDING AND HEALTH SAVINGS ACCOUNTS**
- **LIFE AND DISABILITY INSURANCE COVERAGE**
- **EMPLOYEE STOCK PURCHASE PLAN**
- **ON-SITE FITNESS CENTER**
- **ON-SITE MOTHER'S ROOM**
- **EMPLOYEE ASSISTANCE PROGRAMS**
- **PRODUCT DISCOUNTS**





## Our Culture of Governance

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# Business Ethics

We are committed to operating responsibly based on the highest standards of ethics and integrity. This commitment starts with comprehensive corporate governance structures, processes and policies designed to promote transparency for our stakeholders and strengthen Board and management accountability. Our robust risk management programs are designed to ensure we maintain strict data security, safeguard the privacy of our customers, and uphold compliance with all applicable laws and regulations governing our business. In fiscal year 2024, we continued to enhance our Employee Risk Management (ERM) Register to confirm the alignment of our overall risk profile to our strategies and objectives.

We are committed to achieving excellence in our corporate governance practices. We emphasize a culture of accountability and conduct our business in a manner that is fair, ethical, and responsible to earn the trust of our stakeholders. We have comprehensive corporate governance policies and structures in place to foster accountability and transparency for our management team. These policies reflect our underlying commitment to maintain the highest standards of ethics and integrity and to operate our business in compliance with all applicable anti-corruption, antibribery, and anti-trust laws and regulations. We also maintain robust risk management programs to ensure compliance with applicable laws and regulations governing ethical business practices.

We have comprehensive corporate governance policies and ethics in place to foster accountability and transparency for our Board of Directors and management team. We depend on business partners to proactively share any ethical concerns or potential misconduct so that we can promptly investigate and address concerns. We also expect suppliers to maintain effective grievance mechanisms for workers, aligned with the criteria outlined. We feature a hotline and website where stakeholders can voice their ethics concerns. We continue to explore opportunities to increase accessibility to reporting options and improve the effectiveness of our responses to reported ethical concerns.





# Board Composition

We believe that good corporate governance is critical to our long-term success. As a result, we have adopted corporate governance policies, practices, and procedures designed to protect and enhance our corporate integrity; foster standards and a reputation for honesty, integrity, fairness, and candor in our business activities; and establish a framework for our directors, officers, and employees to conduct business in accordance with high ethical standards. We also maintain robust risk management programs to ensure compliance with applicable laws and regulations governing business practices.

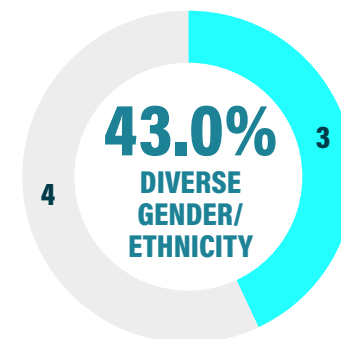
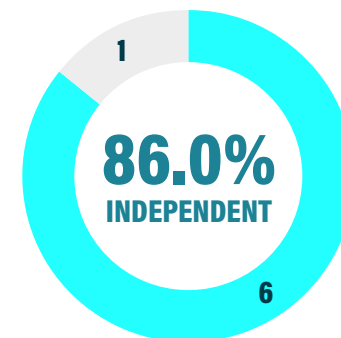
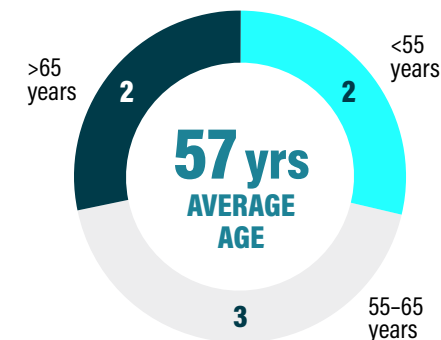
Our Board of Directors is responsible for oversight of our business, including the company's long-term business strategy to promote the diverse priorities and interests of all of our stakeholders. This oversight role includes a focus on responsible decision-making, including risk management, leadership development and succession planning, public reporting, compliance, data management, cybersecurity and data security. The Board also oversees human capital management, as well as our sustainability strategy and programs, including initiatives to promote sustainability. Our Corporate Governance Guidelines provide a framework for the governance of our company. The Guidelines are reviewed by the Board at least annually and amended or supplemented as needed.

We currently maintain separate roles between the Chief Executive Officer and Chairman of the Board in recognition of the differences between the two responsibilities. Our Chief Executive Officer is responsible for setting our strategic direction and day-to-day leadership and performance of our company. The Chairman of the Board provides input to the Chief Executive Officer, sets the agenda for Board meetings, and presides over meetings of the full Board of Directors as well as executive sessions of the Board of Directors.

The Board of Directors of American Outdoor Brands, Inc. sets high standards for our company's employees, officers, and directors. Implicit in this philosophy is the importance of sound corporate governance. It is the duty of our Board of Directors to serve as a prudent fiduciary for stakeholders and to oversee the management of our business. To fulfill its responsibilities and to discharge its duty, our Board of Directors follows the procedures and standards that are set forth in its Corporate Guidelines.

Our Board and its committees help set the tone for our company, and our leadership devotes time and attention to matters of corporate responsibility. Our Nominations & Corporate Governance Committee has oversight of our ethics, governance, and sustainability efforts. The Board is comprised of a majority of independent directors as defined by the Nasdaq listing standards and the Board's Corporate Governance Guidelines. We regularly schedule executive sessions in which independent directors meet without the presence or participation of management. The Chairman of the Board serves as the presiding director of such executive sessions.

## Board Diversity



## Certain Corporate Governance highlights include the following:

### FULLY INDEPENDENT AUDIT, COMPENSATION, AND NOMINATIONS & CORPORATE GOVERNANCE COMMITTEES

ALL OF OUR DIRECTORS ARE INDEPENDENT EXCEPT FOR OUR CEO

ANNUAL BOARD AND COMMITTEE SELF-ASSESSMENTS

INDEPENDENT DIRECTORS MEET REGULARLY WITHOUT MANAGEMENT PRESENT

A COMMITMENT TO SOCIAL RESPONSIBILITY

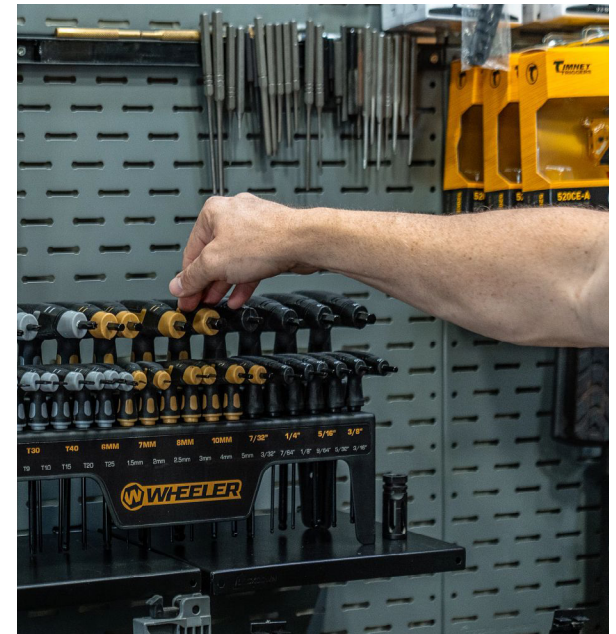
A BALANCED BOARD REFLECTING DIVERSE PERSPECTIVES DRAWN FROM A VARIETY OF AGES, EXPERIENCES, GENDERS, AND ETHNICITIES

The Board determines nominees to be recommended to stockholders for election to the Board, taking into consideration the recommendations of the Nominations & Corporate Governance Committee. The Board strives to maintain a diverse group of directors who will make a significant contribution to the Board and the company based on a variety of factors including their background, skills, and experience in executive management, business operations, information technology and finance, along with relevant industry experience in banking and financial services. The Board is also committed to maintaining diversity with respect to race, ethnicity, and gender to strengthen and increase the diverse perspectives of the Board.

We recognize that effectively managing enterprise risks is critically important to the long-term success of our business. Management is responsible for our company’s day-to-day risk management activities. We rely on a comprehensive risk management process to aggregate, monitor, measure, and manage risks. While we exercise oversight, we do not have full control over our supply chain nor the suppliers we do business with; however, we continually seek to partner with suppliers that share common values.

We periodically engage with our stakeholders to better understand their views on sustainability matters, carefully considering the feedback we receive and acting when appropriate. Our website contains our Board committee charters, as well as additional information on our governance related policies, including the following:

- [Corporate Governance Guidelines](#)
- [Code of Business Conduct](#)
- [Code of Ethics](#)





# Data Privacy & Cybersecurity

The primary goal of our data security program is to maintain cybersecurity defenses with capabilities that are best-in-class within our industry. We use examination guidelines, frameworks, and privacy laws to guide us in consistently meeting legal and regulatory requirements. We are committed to safeguarding data and raising security awareness related to cybersecurity risks, adhering to applicable state and federal privacy regulations, and applying sound data management practices.

Ensuring the privacy and security of customer data is critical to the success of our tech-forward business and building the trust of our customers. This commitment starts at the top with oversight by our Board's Audit Committee, which receives, at least, quarterly reports related to information security, data quality, and data privacy, as well as industry and regulatory updates. These reports focus on management's efforts to comply with evolving privacy and data management regulations as well as the ever-changing threat landscape.

Our Board oversees our data management and governance strategy, led by our Director of Information Technology, and executed upon by the respective teams. This cross-functional, multilevel approach promotes Board and leadership engagement on strategic data initiatives and associated risk management. We have processes for assessing, identifying, and managing material risks from cybersecurity threats, which are integrated into the company's overall risk management systems, primarily overseen through the Board's Audit Committee. We have established monitoring and incident response plans in place to mitigate risks related to data breaches or other security incidents originating from third parties. We engage third-party consultants and legal advisors in evaluating and testing our risk management systems and assessing and remediating certain potential cybersecurity incidents as appropriate.

Our IT team operates 24/7 and uses a combination of industry-leading tools and in-house innovative technologies to help protect our stakeholders against cybercriminals and fraudsters. Our employees are responsible for complying with our cybersecurity standards and complete mandatory annual training to understand the behaviors and technical requirements necessary to keep information secure. Our strategy allows us to perform a high level of due diligence by investing in information security and monitoring controls, which provide the best mechanism to deflect against bad actors. We utilize a combination of cloud-based, immutable backup storage systems and a separate off-site disaster recovery center to support the highest levels of business continuity. We also offer ongoing practice and education for employees to recognize and report suspicious activity. Our IT security teams perform annual penetration testing, quarterly vulnerability scanning, and 24/7 monitoring of any potentially suspicious activity across our enterprise.



In our most recent penetration testing, third-party testers were unable to exploit any known external vulnerabilities, resulting in an overall 'A+' rating of our external defenses. We have a Written Information Security Program ("WISP") to protect personal and proprietary information in compliance with applicable federal and state requirements.

**WISP is designed to:**

<p><b>ENSURE THE SECURITY AND CONFIDENTIALITY OF PERSONAL INFORMATION</b></p>	<p><b>PROTECT AGAINST ANY ANTICIPATED THREATS OR HAZARDS TO THE SECURITY OR INTEGRITY OF PERSONAL INFORMATION</b></p>
<p><b>PROTECT AGAINST UNAUTHORIZED ACCESS TO OR USE OF SUCH PERSONAL INFORMATION IN A MANNER THAT CREATES A SUBSTANTIAL RISK OF IDENTITY THEFT OR FRAUD</b></p>	

We rely on managed service providers to execute specific business processes, maintain certain systems and infrastructure, continually evaluate our defenses, and implement recommendations. We periodically have security assessments performed by third parties to analyze our current state and to stay informed of security risks. Additionally, we maintain a supplier validation process, which involves approval by our cybersecurity group for significant suppliers that will have access to any of our databases or technology. We also maintain processes to oversee and identify risks from cybersecurity threats associated with our use of third-party managed service providers.

We recognize our responsibility to appropriately use, maintain, and safeguard the personal data we collect from our stakeholders. Our overall security posture continues to evolve to address potential new threats and has bolstered our ability to protect against possible vulnerabilities. Our data security and privacy practices are designed to support privacy rights and are based on industry standards. Everyone at the company who works with personal information has a responsibility to understand and honor our privacy obligations. These individuals must read and comply with our internal privacy policies.

In 2024, as in prior years, we did not experience a material compromise to any of our data systems and did not incur any expenses resulting from information security breaches, related penalties, or settlements. The company is committed to disclosing any such data breach in compliance with relevant laws and regulations.



**“We have built a strong culture of cybersecurity. We require cybersecurity awareness training for all employees, and have seen positive impact across the organization as a result. Our staff remains vigilant when it comes to spotting suspicious activity and notifying the IT team immediately. Cybersecurity is a shared responsibility. Our employees are our first line of defense, and they do a wonderful job.”**

**JEREMI ROWLAND**  
Director of Information Technology





## Data Tables & Appendix

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This annex expands transparency through key quantitative data compiled in accordance with the SASB frameworks and standards, along with additional details on our workforce, revenues, sales, stakeholders, locations, and certification. Report data covers all global operations unless otherwise noted. In developing our Sustainability Report, we have compiled metrics organized by key ESG themes incorporated within our tables and throughout our organization.

# SDGs

The Sustainable Development Goals (SDGs) are a series of interlinked goals adopted by UN member states in 2015. These goals focus on creating a fairer, more just world with more sustainable economic and environmental practices by 2030. The goals are ambitious and will only succeed through the combined efforts of government, business, and civil society.



We support the SDGs, and recognizing the importance of the goals, we have linked our priority areas to them. We have prioritized several goals that most align with our business and where we can make a positive impact around the world.



**No Poverty**  
End poverty in all its forms everywhere.



**Reduce Inequalities**  
Reduce all forms of inequality within and among countries.



**Good Health and Well-Being**  
Provide equitable access of health services for all and end preventable deaths.



**Sustainable Cities and Communities**  
Make cities inclusive, safe, resilient, and sustainable.



**Quality Education**  
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



**Responsible Consumption and Production**  
Encourages more sustainable consumption and production patterns through various measures.



**Clean Water and Sanitation**  
Safe drinking water and sanitation are human rights and fundamental to human health and well-being.



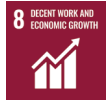
**Climate Change**  
Take urgent action to combat climate change and its impacts.



**Affordable and Clean Energy**  
Affordable, reliable, sustainable and modern energy for all by 2030.



**Life Under Water**  
Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.



**Decent Work and Economic Growth**  
Promote sustained, inclusive, and sustainable economic growth—full and productive employment and decent work for all.



**Life On Land**  
Seeks to protect, restore, and promote the conservation and sustainable use of terrestrial, inland-water, and mountain ecosystems.




**Industry, Innovation, and Infrastructure**  
Aims to build resilient infrastructure, promote sustainable industrialization, and foster innovation.



**Peace, Justice, and Strong Institutions**  
Dedicated to the promotion of peaceful and inclusive societies for sustainable development, the provision of access to justice for all, and building effective, accountable institutions at all levels.


# SASB Table

## Toys & Sporting Goods Standard


SASB TOPIC	SASB METRIC	SASB CODE	DATA	NARRATIVE RESPONSE
<b>CHEMICAL &amp; SAFETY HAZARDS OF PRODUCTS</b> 	Number of (1) recalls, (2) total units recalled	CG-TS-250a.1	1) 0 recalls 2) 0 total units recalled	We had no recalls during the most recent fiscal year.
	Number of Letters of Advice (LOA) received	CG-TS-250a.2	0	We did not receive any LOAs from the US Consumer Product Safety Commission during the most recent fiscal year.
	Total amount of monetary losses as a result of legal proceedings associated with product safety	CG-TS-250a.3	0 (or immaterial) monetary losses due to legal proceedings	For the fiscal years ended April 30, 2024, 2023, 2022, and 2021, we did not incur any material expenses in defense and administrative costs relative to product liability litigation. In addition, we did not incur any settlement fees related to product liability cases in those fiscal years.
	Discussion of processes to assess and manage risks and/or hazards associated with chemicals in products	CG-TS-250a.4		<p>As a distributor of consumer products, we are subject to the U.S. Consumer Products Safety Act of 1972, as amended by the Consumer Product Safety Improvement Act of 2008, which empowers the Consumer Products Safety Commission to exclude from the market products that are found to be unsafe or hazardous, and similar laws under foreign jurisdictions. Under certain circumstances, the Consumer Products Safety Commission or comparable foreign agency could require us to repurchase or recall one or more of our products. Additionally, other laws and agencies regulate certain consumer products sold by the company and more restrictive laws and regulations may be adopted in the future.</p> <p>We ensure compliance with all local laws and regulations, including those governing product safety. In addition, we maintain product liability insurance.</p>




## Toys & Sporting Goods Standard, cont.

SASB TOPIC	SASB METRIC	SASB CODE	DATA	NARRATIVE RESPONSE
<b>LABOR CONDITIONS IN THE SUPPLY CHAIN</b>  	Number of facilities audited to a social responsibility code of conduct	CG-TS-430a.1		We require all of our suppliers to provide a safe and healthy working environment and respect human rights. We conduct vendor compliance checks to ensure appropriate product safety & quality efforts. We also engage in a formal review process on an annual basis to ascertain whether any 3TG minerals are present and necessary for the functionality or production of our products and report to the SEC in compliance with Section 1502 of the Dodd Frank Act.
	Direct suppliers' social responsibility audit (1) non-conformance rate and (2) associated corrective action rate for (a) priority nonconformances and (b) other nonconformances	CG-TS-430a.2		If a product is determined to have a 3TG mineral, a conflict minerals survey is sent to the relevant supplier requesting information regarding the life cycle of the 3TG in question. Upon receipt of the surveys, the team will review the responses for completeness and reasonableness. If additional information is required, the team will follow up with the specific supplier accordingly.
<b>ACTIVITY METRICS</b>	Annual production	CG-TS-000.A		As a holding company of 21 brands serving four different brand lanes, not all of which fall within the "Toys & Sporting Goods" category, this disclosure is not relevant.
	Number of facilities	CG-TS-000.B	4 Facilities: - Columbia, MO - Chicopee, MA - Shenzhen, China - Yangjiang, China	At American Outdoor Brands, we sub-lease approximately 630,000 square feet of office and warehouse space in Columbia, Missouri. We also lease 5,000 square feet of office space in Chicopee, Massachusetts; and 2,500 square feet of office space in Shenzhen, China as well as 2,500 square feet of office space in Yangjiang, China.  Our Missouri facility includes our principal executive, administrative, financial, sales, marketing, R&D, production, assembly, and distribution operations. Our Massachusetts facility houses certain administrative and finance staff. Our China facility houses certain R&D staff.

## Retailers & Distributors Standard


SASB TOPIC	SASB METRIC	SASB CODE	DATA	NARRATIVE RESPONSE
<p><b>ENERGY MANAGEMENT IN RETAIL &amp; DISTRIBUTION</b></p> 	<p>(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable</p>	CG-MR-130a.1		<p>We understand the importance of being responsible stewards of our planet's resources and the importance of protecting it for our customers, communities, and employees. We are in the early stages of developing our climate strategy, but we have identified recycling, sustainable and recyclable product packaging, and energy management and usage as important components of our longer-term environmental strategy.</p> <p>We are continuously investigating and implementing ways to boost efficiency, such as utilizing high-efficiency electrical equipment, including LED and motion detector lighting, renewable energy sources, and high-efficiency HVAC units.</p>

## Retailers & Distributors Standard, cont.


SASB TOPIC	SASB METRIC	SASB CODE	DATA	NARRATIVE RESPONSE
<b>DATA SECURITY</b> 	Description of approach to identifying and addressing data security risks	CG-MR-230a.1		<p>We maintain reasonable physical, technical, and administrative security measures to protect and limit access to personal information. See our Privacy Policy for more information: <a href="https://www.AOUT.com/legal/">https://www.AOUT.com/legal/</a></p> <p>Our cybersecurity systems and policies are built on a framework of ISO/IEC 27001, the NIST Framework for Improving Critical Infrastructure Cybersecurity, and the Control Objectives for Information and Related Technologies (COBIT) recommendations. To identify and mitigate any vulnerabilities we partner with a third-party vendor to perform annual vulnerability scans and penetration testing. Internally we continuously monitor our endpoint security platform to prevent, detect and respond to potential threats. Further to this, we leverage the latest encryption configurations and cybertechnologies on our systems, devices, and third-party connections and review vendor encryption to ensure proper information security safeguards are maintained. Our employees receive training on data security, complete with attack simulations and phishing exercises which are performed throughout the year. Our data security and cybersecurity systems are overseen by our Director of IT, who reports to the Audit Committee on IT and cybersecurity matters quarterly.</p>
	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of customers affected	CG-MR-230a.2	0	We did not experience any data breaches in fiscal 2024.



## Retailers & Distributors Standard, cont.

SASB TOPIC	SASB METRIC	SASB CODE	DATA	NARRATIVE RESPONSE
<b>WORKFORCE DIVERSITY &amp; INCLUSION</b> 	Percentage of gender and racial/ethnic group representation for (1) management and (2) all other employees	CG-MR-330a.1	As of April 30, 2024, women represented 30% of our workforce and self-identified ethnic and racial minorities represented 17% of our workforce.	At American Outdoor Brands, we strive to champion a work environment that promotes the values of diversity, equality, inclusiveness, and community service. We are committed to being a good corporate citizen as well as creating a positive employee environment. We believe that our growth and future are closely tied to the recruitment, development, and retention of exceptional employees. We endeavor to foster a unique culture and celebrate our diverse workforce of approximately 300 employees. We are continuing to develop a number of initiatives to help recruit, develop, and retain employees in an effort to increase productivity, increase diversity awareness, enhance employee engagement, and encourage customer loyalty.
	Total amount of monetary losses as a result of legal proceedings associated with employment discrimination	CG-MR-330a.2	\$0	In fiscal 2024, we had no monetary losses as a result of legal proceedings associated with employment discrimination.

## Retailers & Distributors Standard, cont.

SASB TOPIC	SASB METRIC	SASB CODE	DATA	NARRATIVE RESPONSE
<b>PRODUCT SOURCING, PACKAGING &amp; MARKETING</b>  	Revenue from products third-party certified to environmental and/or social sustainability standards	CG-MR-410a.1		We are unable to disclose this information at this time
	Discussion of processes to assess and manage risks and/or hazards associated with chemicals in products	CG-MR-410a.2		<p>As a distributor of consumer products, we are subject to the U.S. Consumer Products Safety Act of 1972, as amended by the Consumer Product Safety Improvement Act of 2008, which empowers the Consumer Products Safety Commission to exclude from the market products that are found to be unsafe or hazardous, and similar laws under foreign jurisdictions. Under certain circumstances, the Consumer Products Safety Commission or comparable foreign agency could require us to repurchase or recall one or more of our products. Additionally, other laws and agencies regulate certain consumer products sold by us and more restrictive laws and regulations may be adopted in the future.</p> <p>We ensure compliance with all local laws and regulations, including those governing product safety. In addition, we maintain product liability insurance.</p>
	Discussion of strategies to reduce the environmental impact of packaging	CG-MR-410a.3		We understand the importance of being responsible stewards of the planet's resources and the importance of protecting it for their customers, communities, and employees. We are in the early stages of developing our climate strategy, but we have identified recycling, sustainable and recyclable product packaging, and energy management and usage as important components of our longer-term environmental strategy. In parallel with our ESG strategy, a key strategic priority that drives our environmental responsibility includes a focus on incorporating biodegradable packaging via recycled materials when possible.



 **BOG**

**BUBBA**

 **CALDWELL**

 **CRIMSON TRACE**

 **FRANKFORD ARSENAL**

  
**grilla**

 **Hooyman**

**IMPERIAL**

 **LASERLYTE**

 **LOCKDOWN**

  
**MEAT!**  
YOUR MAKER

  
**OLD TIMER**  
EST. 1958

 **SCHRADE**

 **TIPTON**

*Uncle Henry*

 **ust**

 **WHEELER**

LICENSED BRANDS INCLUDE:

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 **M&P** by Smith & Wesson

 **THOMPSON/CENTER**  
America's Master Gunmaker

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