

JOHNSON OUTDOORS INC.
STOCK OWNERSHIP GUIDELINES

(Adopted June 03, 2022)

The Compensation Committee of the Board of Directors of Johnson Outdoors Inc. (the “Committee”) believes that certain of the Company’s executives and all of the non-employee members of the Company’s Board of Directors should own and hold Class A Common Stock, par value \$0.05 per share, of the Company (the “Class A Stock”) to further align their interests with the interests of the Company’s shareholders, and to focus the Company’s executives and directors on the long-term success of the Company. Therefore, the Compensation Committee has adopted these Stock Ownership Guidelines (the “Guidelines”) effective June 03, 2022.

I. Minimum Ownership Requirements

Executives and directors are expected to own and hold at least a number of shares of Class A Stock with a value equal to the applicable Ownership Guidelines set forth in the following table.

<u>Position</u>	<u>Ownership Guidelines</u>
Chief Executive Officer	6 times annual base salary
Chief Financial Officer	2 times annual base salary
Other Executives	1 times annual base salary
Outside (Non-employee) Directors	5 times the annual cash retainer

The annual base salary for executive employees subject to these Guidelines represents the aggregate base salary actually paid to such person during the most recently completed fiscal year ending on or prior to the applicable Compliance Date (defined below). Other executives include those executives of the Company who are designated by the Company’s Chief Executive Officer as being subject to compliance with these Guidelines.

The annual cash retainer equals the annual cash retainer actually paid by the Company to the outside directors with respect to the most recently completed fiscal year ending on or prior to the applicable Compliance Date. The annual cash retainer does not include any amounts paid by the Company with respect to Board or Committee meeting fees or any amounts (whether in the form of an additional retainer or otherwise) paid for participation on any Committee of the Board of Directors or for serving as Chairman of any such Committee. Additionally, the annual cash retainer does not include any non-cash or equity compensation paid to a director.

II. **Satisfaction of Guidelines**

An executive or director may satisfy his or her obligations under these Guidelines with any of the following relating to the Company's Class A Stock or any stock convertible into Class A Stock:

- Shares owned directly (including unvested time-based restricted stock).
- Shares owned by a trust if all of the beneficiaries consist of the executive or director and/or a spouse or other immediate family member who shares the same household as the executive or director.
- Shares held in the executive's account in the Company's Employee Stock Purchase Plan or other benefit plans.
- Shares that are vested, but for which an election to defer the receipt of such shares has been made.
- Non-performance, time-based restricted stock units awarded to directors.

For purposes of determining whether the ownership target is satisfied, shares underlying any unvested restricted performance stock units, unexercised options, whether or not vested, will not be included.

III. **Valuation Methodology**

Shares will be valued at the average closing price of the Company's Class A Stock over the 60 trading days immediately preceding the applicable Compliance Date.

IV. **Compliance Dates**

Compliance with these Guidelines will be required beginning on the five-year anniversary of the date of these Guidelines, but the ownership target will be based upon the amount of the salary or retainer paid with respect to the Company's fiscal year ending immediately prior to such five-year anniversary date (i.e., October 2, 2026). Subsequent to such initial year, compliance will be measured as of the end of each fiscal year beginning with fiscal 2027 (each, a "Compliance Date"). Newly appointed or elected directors or executives after the date of adoption of these Guidelines, shall have five years from their appointment or election to satisfy these ownership targets. Each executive and director will be notified as to his or her compliance with these Guidelines following each applicable Compliance Date.

V. **Compliance with the Guidelines**

The Compensation Committee will have the authority to administer compliance with these Guidelines and has the discretion as it relates to the CEO or other directors to determine circumstances where compliance with these Guidelines would cause a hardship and to provide extensions of time for compliance or other relief that is deemed

appropriate in such circumstances. The Compensation Committee has delegated to the CEO the discretion to determine circumstances where compliance with these Guidelines would cause a hardship for an executive other than the CEO and to provide extensions of time for compliance or other relief that is deemed appropriate in such circumstances. Notwithstanding the foregoing, a year-to-year decline in the Company's stock price cannot by itself cause a violation of these Guidelines.

VI. Administration

The Compensation Committee will have the full authority, subject to any limitations imposed by the Board of Directors, to construe, interpret and administer these Guidelines and to make determinations which shall be final, binding and conclusive on all persons.

VII. Other Matters

Executives and directors are also subject to federal and state laws and Company policy restricting trading on material non-public or inside information. These laws and rules may also limit the ability of an executive or director to buy or sell shares from time to time. Compliance with these Guidelines is in addition to, not in lieu of, compliance with any other applicable laws or Company policies (including the Company's Insider Trading Policy).