



2023 INVESTOR FACTSHEET

JOHNSON OUTDOORS is a family of core brands building on the power of the whole to deliver a superior consumer experience and create awe-inspiring outdoor adventures. Through innovative, top-quality products, we earn industry awards, customer loyalty and the trust of consumers who share our passion.

WHY JOHNSON OUTDOORS?

- Attractive consumer dynamics in outdoor recreation products
- Market-leading brands with strong, consumer-focused innovation
- Strategic initiatives focused on driving accelerated profitable growth
- Strong financial performance and great cash flow

COMPANY SNAPSHOT

\$743.4 M NET SALES

16	1,500	20	80
PRODUCT CATEGORIES	EMPLOYEES	FACILITIES WORLDWIDE	COUNTRIES

STOCK INFORMATION*

Ticker.....	JOUT
Share Price	\$66.12
52 Week Range	\$46.304 - \$96.63
Average Volume (10 Day)	35,955.34
Shares Outstanding	10,063,297
P/E (TTM).....	15.088
Market Cap	\$665,385,200

*As of Market Close on 12/31/22

LEADING BRANDS

AND MARKET POSITIONS IN FOUR ATTRACTIVE BUSINESSES



FISHING

\$526.6 M

FY2022 NET SALES

Fishing motors
Fish finders
Downriggers
Shallow water anchors
Digital charts & maps



DIVING

\$78.9 M

FY2022 NET SALES

Regulators
Buoyancy compensators
Dive computers
Masks/fins/snorkels
Divewear



CAMPING

\$70.4 M

FY2022 NET SALES

Tents
Personal & family
cooking systems
Camp furniture & accessories



WATERCRAFT RECREATION

\$67.9 M

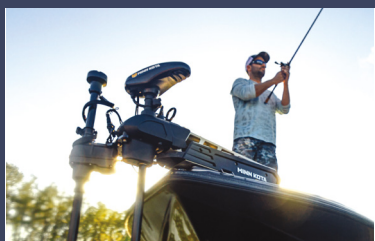
FY2022 NET SALES

Kayaks & canoes
Fishing craft
Personal flotation devices
Paddles & accessories

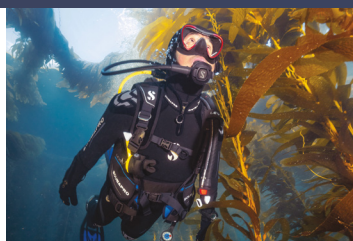


MARKET-LEADING,
CONSUMER-FOCUSED

INNOVATION



HUMMINBIRD MEGA Live Imaging™ TargetLock™ brought home our 11th ICAST "Best in Category for Electronics" win in 12 years. This exclusive technology locks on to structure at the push of a button, even while the boat is moving or anchored using Minn Kota® Spot-Lock®—empowering anglers to fish on with absolute confidence.



ScubaLab Testers Choice, Scuba Diving magazine

The SCUBAPRO® Level BCD offers eye-catching graphics while advancing comfort and performance. The bladder is lightweight yet rugged, designed to wrap without squeezing. And multiple harness features make it easy to fine-tune for the perfect fit.



Best Fishing Boat for 2022, Paddling Magazine

The Sportsman AutoPilot™ 136 uses a GPS-enabled Minn Kota® trolling motor to propel, maneuver and "anchor" the kayak using Spot-Lock® technology.



Best Camping Stove for 2022, Sports Illustrated

The Jetboil® MiniMo cooking system saves pack space with its clever sideways burner storage design. Jetboil's proprietary regulator technology offers incremental heat adjustments from light simmer to full boil, perfect for sautéing greens, simmering sauces, and more.



STRATEGIC INITIATIVES

FOCUSED ON DRIVING ACCELERATED PROFITABLE GROWTH



POWERFUL CONSUMER INSIGHTS

We continue to earn the trust of experienced outdoor enthusiasts as well as outdoor recreation newcomers—because our products demonstrate that we understand their wants and can uncover their needs



SUSTAINING INNOVATION LEADERSHIP

We're strategic about integrating the right new technologies and features, building on our consumer insights as well as our technical know-how and our own passion for adventure



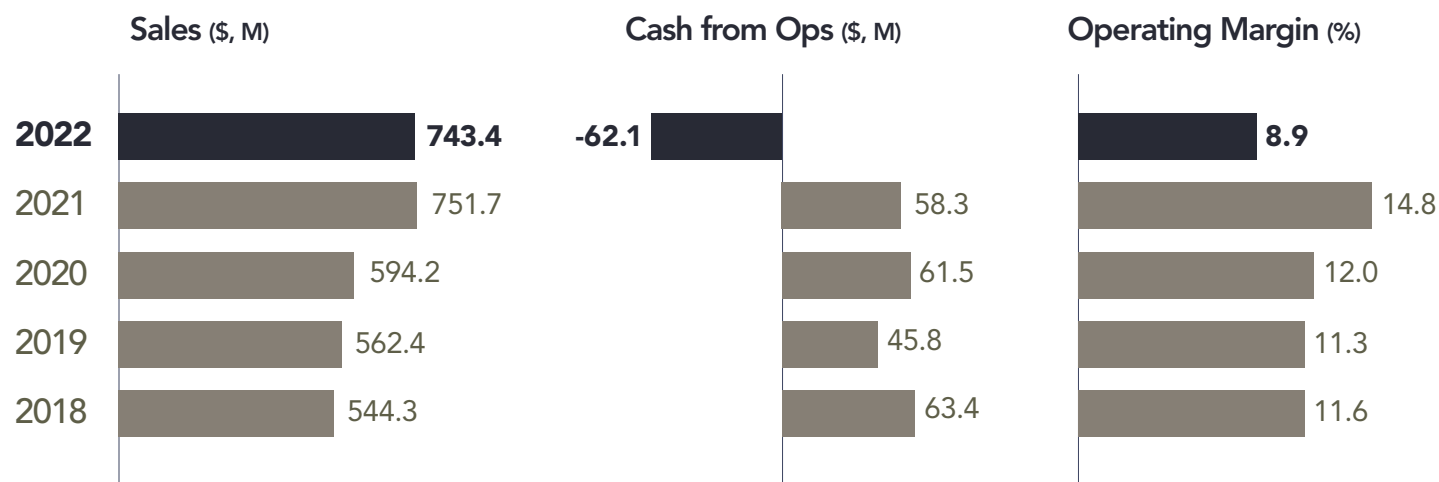
ADVANCING DIGITAL LEADERSHIP

We continue to optimize our digital and ecommerce effectiveness, emphasizing both digital marketing and omnichannel access

STRONG FINANCIAL PERFORMANCE

Use of Cash

- Invest organically in the business
- Committed to a meaningful dividend each year
- Targeting enhanced technology and innovation with M&A



FY 2022 results impacted by supply chain challenges



JohnsonOutdoors.com

Questions?
Contact investors@johnsonoutdoors.com