



Good For The Great Outdoors



— 2024 —

**INVESTOR
PRESENTATION**

COMPANY SNAPSHOT

Johnson Outdoors is a family of core brands preferred by consumers for creating the best possible outdoor experiences. Through innovative, top-quality products, we earn industry awards, customer loyalty, and above all, consumer trust.

1,400

EMPLOYEES

18

FACILITIES
WORLDWIDE

80

COUNTRIES

15

PRODUCT
CATEGORIES

\$663.8

MILLION
NET SALES
(FY2023)

\$11.7

MILLION
OPERATING PROFIT
(FY2023)





FROM YESTERDAY

Johnson Outdoors was founded more than 50 years ago by **Sam Johnson**, a spirited adventurer and passionate outdoorsman. Part of the Johnson Family Enterprises:

- JOHNSON OUTDOORS
- S.C. JOHNSON
- JOHNSON FINANCIAL GROUP

➤ IPO 1987



Sam Johnson, Founder



TO TODAY

Johnson Outdoors is led by **Helen Johnson-Leipold**, Sam's daughter and the fifth generation of the Johnson family.

- Became Chairman and CEO in 1999
- Has 30+ years of strategic marketing and branding, global operations and strategic planning experience



Helen Johnson-Leipold, Chairman & CEO

WHO WE ARE

A photograph of a white fishing boat on the water. A person is visible on the boat, holding a fishing rod. In the background, there is a rocky island with several birds perched on it. The sky is overcast and the water is choppy.

Our Purpose

Our passion for the outdoors creates a positive impact on the lives of more people and more communities for generations to come.

Our Vision

Be known as the most innovative outdoor equipment company, trusted to make a positive difference in people's lives.

OUR VALUES

WE'RE COMMITTED TO
MAKING A POSITIVE
DIFFERENCE FOR PEOPLE
AND COMMUNITIES

- Our People are our biggest asset
- Trust and Respect
- Innovation in everything we do
- Leave the world a better place



We continue to build the capabilities to drive environmental action as a company and with our consumers. This includes:

- Assessing the natural resources we use in our operations, such as water and energy, and looking for opportunities to reduce waste, recycle materials and pursue continuous improvement
- Partnering with the National Wildlife Federation to create the Clean Earth Challenge



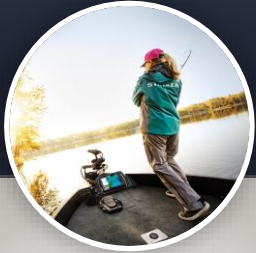
WHY INVEST IN JOHNSON OUTDOORS?



1. Attractive consumer dynamics in outdoor recreation products
2. Market-leading brands with strong, consumer-focused innovation
3. Strategic initiatives focused on driving accelerated profitable growth
4. Solid financial performance and cash flow

MARKET-LEADING BRANDS

WITH STRONG, CONSUMER-FOCUSED INNOVATION



Fishing

\$492.9 M

FY2023 net sales

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



Diving

\$85.1 M

FY2023 net sales

Regulators
Buoyancy compensators
Dive computers
Masks/fins/snorkels
Divewear



Camping

\$45.3 M

FY2023 NET SALES

Personal & family
cooking systems



Watercraft Recreation

\$40.7 M

FY2023 net sales

Kayaks & canoes
Fishing craft
Personal flotation devices
Paddles & accessories



FISHING

Johnson Outdoors continues to combine consumer insights with technology innovations to delight anglers—reimagining and redefining trolling motors, underwater imaging and the ultimate experience of fishing.



FISHING

Leadership position
in trolling motors

FY2023

**Fishing Sales down
6% and Operating
Profit Margin of 8.4%**



Ultrex™ QUEST™ gives anglers more to love with a new brushless design for the most challenging conditions. With a programmable foot pedal, even more advanced GPS functionality and an eco mode to extend battery life, the new Ultrex perfectly suits bass anglers and the areas they fish.



DIVING

The SCUBAPRO® brand is committed to inspiring divers worldwide, with intuitive, sophisticated designs that make the most of leading-edge technologies.

SCUBAPRO demonstrates a deep understanding of what divers want down deep—the BEST.



DIVING

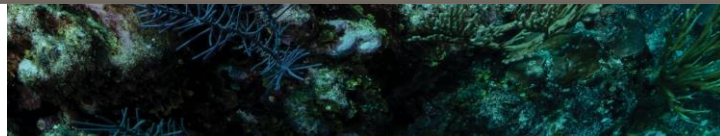
Solid trends coming out of the pandemic

FY2023

Diving Sales up 8% and Operating Profit Margin of 7.2%



GALILEO G3 AND LUNA 2.0 DIVE COMPUTERS deliver the reliability and comfort that make SCUBAPRO an industry leader. The Luna is designed to be one of the market's thinnest dive computers, while the G3's vibrant, high-contrast, full-color display offers easy readability and a backlight for excellent visibility in all conditions.



CAMPING

Jetboil® continues to build on top technology, engineering and insights, to bring campers at all levels a peak experience in the great outdoors.



CAMPING

Leveraging opportunities in camp cooking

FY2023

Camping Sales down 36% and Operating Profit Margin of 1%



JETBOIL® HALF GEN AND JETBOIL FLASH won recognition this year for their blistering-fast boil times, small form factor and reliability. The full range of Jetboil options makes it easy to cook for a few or a crew, in backyards or the deepest backcountry.



WATERCRAFT RECREATION

With the world's oldest, largest and most revered watercraft brands, Johnson Outdoors continues to shape canoes, kayaks and paddles to the needs of our consumers—and thereby shape the industry's future.

Old Town



WATERCRAFT RECREATION

Technology that
resonates with
consumers

FY2023

Watercraft
Recreation Sales
down 40% and
Operating Profit
Margin of -4.4%



The patented Old Town Sportsman BigWater ePDL+™ 132 is a power-assisted pedal drive that delivers unmatched adaptability. Anglers can switch seamlessly between manual pedal, power-assisted pedal, and fully motorized cruise control, for the freedom to move on the water the way they want.

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



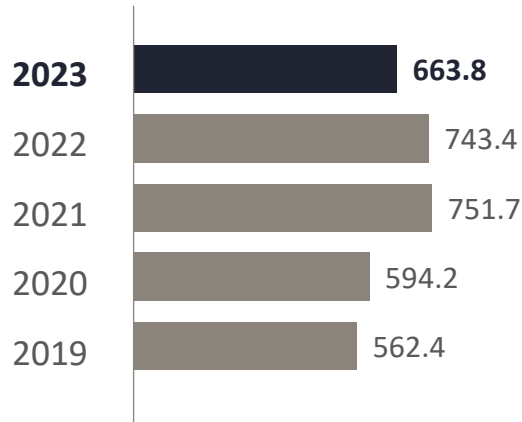
ADVANCING DIGITAL LEADERSHIP

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

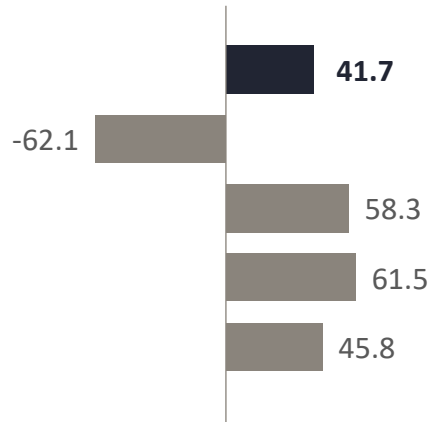
STRONG FINANCIAL PERFORMANCE



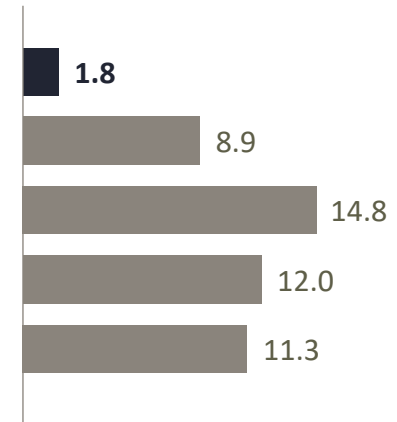
SALES (\$, M)



CASH FROM OPS (\$, M)



OPERATING MARGIN (%)

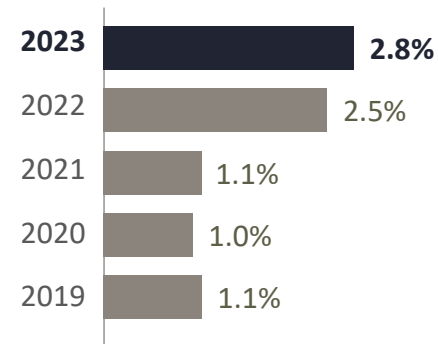


USE OF CASH



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

AVERAGE DIVIDEND YIELD



FY2024 YEAR-TO-DATE RESULTS

NET SALES

\$138.6 M

NET INCOME

\$4.0 M

PROFIT BEFORE
INCOME TAXES

\$5.9 M

2.9% of Sales

4.3% of Sales

(AS OF 12.29.23)

LOOKING AHEAD



We're focused on:

- Investing in innovation and marketing to position our brands for success
- Continuing to improve operational efficiency to strengthen margins
- Continuing to manage inventory levels
- Leveraging our strong balance sheet



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Questions?

Contact investor@johnsonoutdoors.com.

Certain matters discussed in this report are "forward-looking statements" intended to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. Please see "Forward-Looking Statements" in the 2023 Form 10-K for a discussion of uncertainties and risks associated with these statements.



JOHNSON
OUTDOORS

JOHNSONOUTDOORS.COM