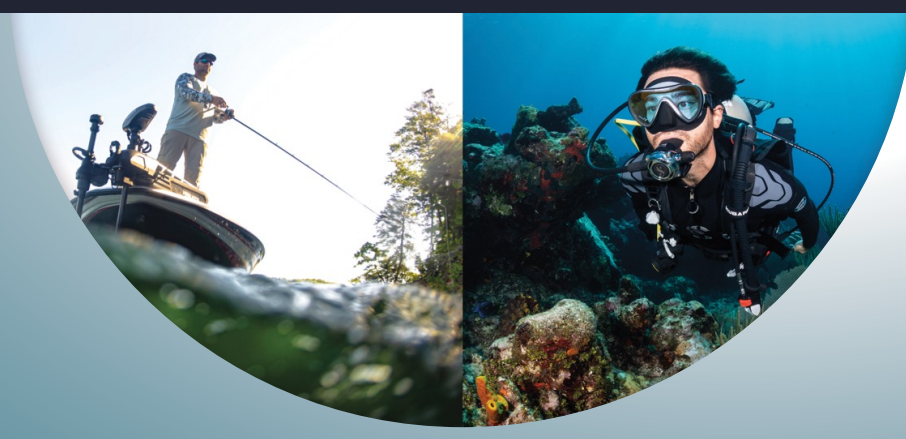




2024 INVESTOR FACTSHEET

Good for the Great Outdoors



JOHNSON OUTDOORS is a family of 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
- Solid financial performance and cash flow

COMPANY SNAPSHOT

\$663.8 M NET SALES

15 PRODUCT CATEGORIES	1,400 EMPLOYEES	18 FACILITIES WORLDWIDE	80 COUNTRIES
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STOCK INFORMATION*

Ticker.....	JOUT
Share Price	\$53.42
52 Week Range.....	\$44.69 - \$71.49
Average Volume (10 Day)	45,289.3
Shares Outstanding	9,042,974
P/E (TTM).....	28.11579
Market Cap	\$483.0756711

*As of Market Close on 12/29/23

Leading Brands

AND MARKET POSITIONS IN FOUR ATTRACTIVE BUSINESSES



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
- Dive gear



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



CONSUMER-FOCUSED

Innovation



Ultrax™ 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 Ultrax perfectly suits bass anglers and the areas they fish.



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.



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.



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.

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

SOLID FINANCIAL

Performance

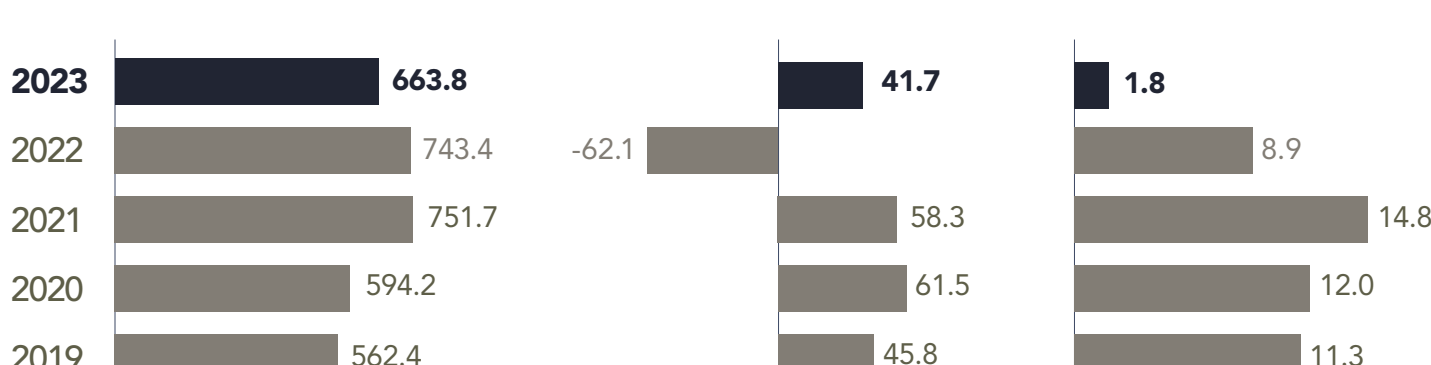
Use of Cash

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

Sales (\$, M)

Cash from Ops (\$, M)

Operating Margin (%)



Questions?

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