ANNUAL REPORT

FY 2020

SLG2, Inc - P.O. Box 1211, Athens, AL 35612

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To Our Corporate Partners

REFLECTIONS OF SHOOT LIKE A GIRL'S 2020 COAST TO COAST TOUR

I can only come up with one word to describe the sentiment of 2020, Gratitude. Gratitude for the support we received from our partners, friends and family; gratitude for our staff and talented team of instructors; and gratitude that we were able to provide over 2,700 women and their families with the Shoot Like A Girl experience. Especially in this year of turmoil. I doubt we could find one American that wouldn't say 2020 has been one of the most difficult years in our lifetime, with massive natural disasters, civil unrest, violent protest and of course, "Rona". As a result, the impact of the Shoot Like A Girl experience was more important than ever; with more families wanting to safely and responsibly own firearms. I am grateful we were able to deliver our experience across the country.

Gratitude easily describes the sentiment of the year; however, I can't come up with one word to describe the experiences of 2020 for Shoot Like A Girl. In military terms, our operating environment changed when the country came to a standstill because of COVID-19, and then reopened. I am proud to say the company was agile, and immediately adapted to the situation. We initiated virtual discussions with our audience, and provided information on a myriad of topics surrounding shooting sports, safety and coping with lock downs. These virtual interactions proved to be a great way to expand the Shoot Like A Girl experience, and will continue. In June, in accordance with the Re-Open America and CDC Guidelines, we resumed operations, but with new and different procedures ensuring our staff and guests were protected. Pre-COVID we conducted five events; post-COVID we conducted seventeen.

Our post-COVID operating process also enhanced the experience of Shoot Like A Girl events. Due to the social distancing guidelines, our clients received a more personal experience with our instructors. We started using a touchless sign in process, and our guests could go inside the Bass Pro Shops/Cabela's and shop while they waited, and four to six women would wait their turn on our chalk painted social distancing dots. This provided us with an attentive audience, and we conducted product demonstrations; these will continue in 2021. The new process actually gained us efficiencies, and our guests patiently waited for the experience of Shoot Like A Girl, and left empowered with confidence.

Upon reflection, there is one word that describes the experience of Shoot Like A Girl in 2020, Gratitude. Alongside and with the support of our partners, the team faced the challenges of COVID, and we were able to successfully complete our 2020 Coast to Coast Tour. When you look at the data in this report*, you will find we continued the trends of previous years - we grew the number of women who participate in shooting sports, but moreover, we empowered women and their families with confidence.

Sincerely,

Karen Butler
President/Founder SLG2, Inc.

*The data is compiled from two surveys as of December 30, 2020; one with a Confidence Rate of 99% with a 5% Margin of Error, and the other with a Confidence Rate of 95% with a 6% Margin of Error.

Summary of Events

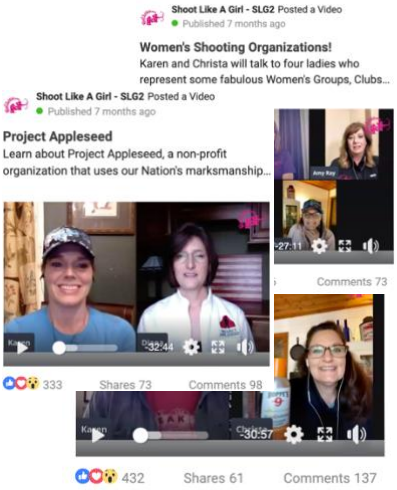
THE COAST TO COAST TOUR:

2,701 women (and some men) experienced shooting across the country in the Shoot Like A Girl Mobile Range in 2020. This attraction provides the opportunity to shoot a pistol, rifle and bow in a safe controlled environment with the guidance of NRA Certified Instructors and Archery Coaches.

Shoot Like A Girl's mobile range traveled over 20,000 miles to conduct 22 events as part of the 2020 Coast to Coast Tour. The tour included stops at Bass Pro Shops and Cabela's, Conservation Events and Corporate events. This year, several stops had lines out the door and record numbers of attendees.

In the spring, Shoot Like A Girl's tour was interrupted momentarily by COVID19; however, the company quickly adapted to the shelter in place conditions and utilized social media platforms to inform followers on shooting sports, and importantly, the firearms safety message. These sessions included topics on Firearm Safety, Kids and Guns, Shooting Competitions, Range Etiquette, Gun Cleaning, Archery, Hunting, Selecting a Handgun, and conversations with several industry leaders.

As soon as the President announced the "Re-open America Guidance" Shoot Like A Girl implemented new operating procedures to abide by CDC COVID19 guidelines and began travel. The stops after June of 2020, saw an increased need for Shoot Like A Girl's experience, as the team met many soon to be first time gun owners, and families who had recently purchased a gun thirsty for information on how to be safe and responsible gun owners. Waiting times at some points were over 2 hours, but the guests reported that it was worth the wait for the information and opportunity to check out the firearms at Shoot Like A Girl's gun counter.



FIREARMS STATISTICS

Firearms Statistics

CLIENTS' EXPERIENCE LEVEL WITH FIREARMS BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 23% Shot Frequently
- 43% Shot Infrequently
- 22% Shot Years Ago
- 12% Had Never Shot

3,141 FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE. CLIENTS REPORTED THE FOLLOWING:

- 38% purchased one or more than one firearm
- 10% committed purchases in next 3 months
- 20% committed purchases at some point
- 20% already owned a firearm
- 8% committed purchases next six months
- 4% will NOT purchase a firearm

TYPE OF FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE:

- 67% Committed Semi-Automatic Pistol Sales
- 16% Committed Modern Sporting Rifle Sales
- 26% Committed Shotgun Sales
- 23% Committed Revolver Sales
- 23% Committed Traditional Rifle Sales

INTENDED PURPOSE FOR FIREARM:

- 81% Home Defense
- 58% Target Shooting for Fun
- 44% Concealed Carry in a Purse
- 31% Concealed Carry in a Holster
- 27% Hunting
- 6% Competition

ATTENDANCE AT SHOOTING COURSE AND/OR BASIC SAFETY COURSE SINCE VISITING THE SHOOT LIKE A GIRL TRAILER:

- 19% Have Attended a Shooting/Safety Course
- 30% Plan to Attend a Shooting/Safety Course
- 34% Had Previously Attended a Shooting/Safety Course

Archery Statistics

CLIENTS' EXPERIENCE LEVEL WITH ARCHERY BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

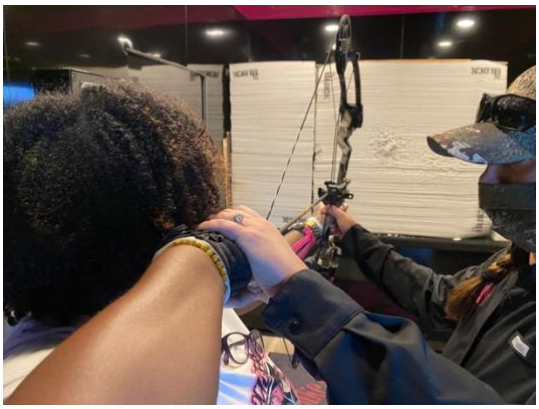
- 12% Shot Frequently
- 15% Shot Infrequently
- 30% Shot Years Ago
- 43% Had Never Shot

1000 BOW PURCHASES OR PLANNED PURCHASES, SINCE SHOOTING IN THE SHOOT LIKE A GIRL TRAILER:

- 250 Confirmed Bow Sales and 750 Committed Bow Sales
- 21% already owned a bow
- 7% bought one or more bows
- 28% plan to buy a bow(s)

DID YOUR EXPERIENCE AT SHOOT LIKE A GIRL CONTRIBUTE TO YOUR DECISION TO COMMIT TO PURCHASING A BOW?

- 11% Yes by a lot, I would not have bought a bow without the Shoot Like A Girl experience
- 14% Yes, Shoot Like A Girl helped me make my decision to start shooting a bow
- 19% No



Impact at Events

Bass Pro Shops/Cabela's Managers were surveyed following Shoot Like A Girl's events, of those who responded*, they reported:

INCREASED TRAFFIC DURING SHOOT LIKE A GIRL EVENT:

- 89% reported an increase in traffic, with 44% reporting increased by more than 10%

INCREASED SALES DURING SHOOT LIKE A GIRL EVENT:

- 100% reported increased sales, and 56% by more than 10%

INCREASED FIREARMS SALES DURING AND AFTER SHOOT LIKE A GIRL EVENT:

- 78% reported increased firearms sales

INCREASED ARCHERY SALES DURING AND AFTER SHOOT LIKE A GIRL EVENT:

- 67% reported increased archery sales

MANAGER/LEADER TESTIMONIALS:

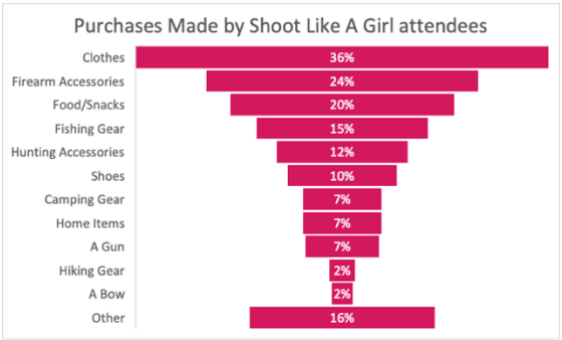
"I think it's a fantastic outing for women to get information and learn from your professional staff. It really makes women feel more comfortable about getting into the sport and have someone they feel very comfortable with to explain everything to them."

"We were happy to have you at our store. The customers greatly enjoyed it and it was definitely a boost for the weekend."

*NOTE: Manager's data represents 9 respondents of 17 surveyed.

SALES REPORTED BY CLIENTS/ GUESTS:

- 88% of Shoot Like A Girl's attendees reported purchasing items in Bass Pro Shops/Cabela's while at the event



Impact to Industry

PARTICIPATION SINCE VISITING THE SHOOT LIKE A GIRL TRAILER:

- 67% **recruited** people to try shooting sports
- 73% spent more time shooting and enjoying the great outdoors
- 55% joined the NRA
- 37% joined women's shooting groups or clubs

HUNTING:

- 27% Don't Hunt, But Want To
- 25% Hunted Before Visiting Shoot Like A Girl

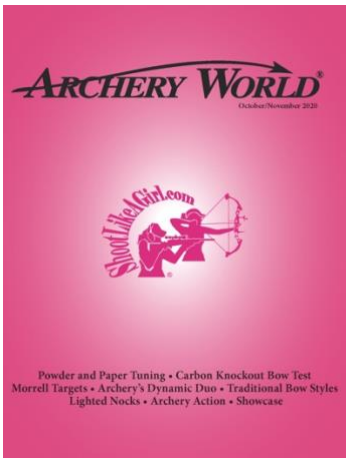
Shoot Like A Girl is engaged in growing the number of hunters and will host two Bass Pro Shops/Cabela's VIP Experience Hunts in 2021.

NEWS:

Shoot Like A Girl was featured in a myriad of media; including radio interviews, print, television news casts, web outlets and mainstream media.

MORE INTERESTING FACTS:

- Shoot Like A Girl has surpassed 25,000 clients, since the start of the company
- Christa Forrester joined the full time roster as Shoot Like A Girl's Chief of Staff
- Secretary of Interior, David Bernhard visited Shoot Like A Girl
- Shoot Like A Girl partnered with The Murray Road Agency
- Shoot Like A Girl hosted Boy Scout Troops at Fall Outdoor Days in Branson, MO
- Shoot Like A Girl was the cover story for Archery World Magazine in October
- Shoot Like A Girl conducted a weeklong photo shoot at Upper Canyon Outfitters in Alder, MT



Client Testimonials

"I had a blast at the Shoot like a Girl event. It was a great learning experience! Being able to have instructions on how to safely handle and shoot **makes me feel** more comfortable and more **confident**. That has made me really **excited to buy** guns and ammo to start hunting and for personal protection. All the ladies were very nice and knowledgeable and helped me learn about what I was shooting and how to do it safely. I've have **already purchased** a bow since that day and **plan to buy** a pistol as soon as the one I want is back in stock." - Joy, Myrtle Beach, SC

"Very comfortable experience. My nervousness disappeared because these ladies were wonderful and **gave me** much needed **confidence**." - Laura, Destin, FL

"Before the experience with Shoot Like A Girl, I was so scared of guns didn't want to own or shoot a gun! But afterwards showing me how to handle and properly shoot different guns, I became more comfortable around them and handling them. **Best experience I could have ever had**. Oh, and by the way **my husband says THANK YOU**!! Now **he can buy** guns without me asking do you really need that gun!!!" - Bridget, Pembroke, NC

"The experience **exceeded my every positive expectation**. I was able to try a variety of guns and have my questions answered by knowledgeable women that share many of my personal safety concerns. Being around experienced women lessened the intimidation and fears that had in regard to shooting." - Kimberly, Las Vegas, NV

"The staff for the event were **extremely professional**. They took care to make sure everyone followed CDC guidelines for Covid safety. They did this in a friendly, caring manner. I **enjoyed learning** about the compound bow and handgun." Jacque, Hollister, MO

"Before Shoot Like A Girl I had a very negative opinion on firearms due to a highly abusive ex-fiancé. I was terrified and the representative **made me feel so comfortable** and I had the **time of my life!** My goal is to get involved in local competitions! The shoot like a girl representative done more than teach me about firearms **she forever Changed me! I have held my head higher since I learned to shoot!**" - Emily, Charleston, WV

2021 SHOOT LIKE A GIRL - HOME OF THE BRAVE TOUR

2021 Shoot Like A Girl - Home Of The Brave Tour

February 6-7, 2021	Bass Pro Shops - Fort Myers, FL
February 10-14, 2021	Bass Pro Shops - Daytona, FL
March 6-7, 2021	Bass Pro Shops - Pearland, TX
March 20-21, 2021	Bass Pro Shops - San Antonio, TX
April 10-11, 2021	Cabela's - Waco, TX
April 22-25, 2021	Cabela's - Wichita, KS
May 1-2, 2021	Bass Pro Shops - Council Bluffs, IA
May 22-23, 2021	Cabela's - Hammond, IN
June 12-13, 2021	Bass Pro Shops - Lawrenceville, GA
June 26-27, 2021	Cabela's - Hamburg, PA
July TBD, 2021	Tentative (Morgantown, WV; RMEF Elk Camp; Farmington, UT)
August TBD, 2021	Tentative (Tulalip, WA; Springfield, OR)
September 9, 2021	Private Corporate Event
September 11-12, 2021	Fall Outdoor Days, Table Rock Lake, MO
September 25-26, 2021	Bass Pro Shops - Colorado Springs, CO
October 2-3, 2021	Cabela's - Albuquerque, NM
October 9-10, 2021	Cabela's - Lubbock, TX
October 23-24, 2021	Bass Pro Shops - Katy, TX

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