



QUARTERLY REPORT

2ND QUARTER 2021

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

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2QT-2021 – THE HOME OF THE BRAVE TOUR

2021 The Home of the Brave Tour

SHOOT LIKE A GIRL CONTINUES SUCCESS IN 2021!

The 2nd Quarter of 2021 came and went so very fast; especially compared to same quarter in 2020, when time came to a stand-still. I look back now, and am proud that Shoot Like A Girl was able to be on the front lines of grass roots initiatives; safely traveling to deliver the message of safety and share the confidence that comes from the shooting sports. We completed five more shows in the 2nd Quarter, and it was nice to move to the CDC's new guidance of no masks required if vaccinated.

In addition to our normal operations, Shoot Like A Girl successfully entered our newest chapter with Hunt Like A Girl, hosting three all women turkey hunts. As predicted, the results were amazing. We experienced ladies gaining confidence on their hunting adventures. but also, that peace and tranquility that is felt by getting afield before the sun comes up. We will host three more hunts this year, and more in 2022, too!

Speaking of 2022, we are just about ready to release our schedule for 2022. It is robust, and we plan to move to areas of the country that we had to avoid during COVID. There is a very high demand for the experience we offer. We are hopeful to secure all of our 2022 schedule by the end of third quarter so we can have the resources to expand and travel to more locations.

All in all, 2021 has continued to be a sprint. Myself and our entire team is so grateful for our Corporate Partners. I always say, "I had a good idea, and our staff/instructor staff bring it to life, but our Corporate Partners enable us to truly make a positive impact on the lives of our guests, the communities we visit and the shooting sports industry." Thank you all!

Sincerely,



Karen Butler
President/Founder SLG2, Inc.

*The data is compiled from a survey is from guests who visited Shoot Like A Girl from April 1st to June 30, 2021. The survey was sent to guests 3 weeks post their experience with Shoot Like A Girl; and is as of July 17, 2021; with a Confidence Rate of 90% with a 6% Margin of Error

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Summary of Events

THE HOME OF THE BRAVE TOUR:

In the 2nd Quarter of 2021, 516 women participated in Shoot Like A Girl's experience to shoot a pistol, rifle and bow. We had stops at Bass Pro Shops and Cabela's stores in Waco, TX; Wichita, KS; Council Bluffs, IA; Hammond, in; and Lawrenceville, GA.

Shoot Like A Girl's mobile range traveled 3,498 miles; we put over 4,000 miles on rental cars; we used a total of 67 hotel rooms, 21 round trip airline tickets, 9 rental cars and lots of meals, and a cupcake or two!

Shoot Like A Girl gives back. We are so appreciative of the people in the communities we visit that this year, we decided to donate \$100 to local charities supporting military and/or first responders. 2nd Quarter 2021 Donations went to the following charities, as selected by some of our instructors and staff:

The Texas Ranger Foundation Association's, Waco, TX. Their mission is to support active and retired Texas Rangers and immediate family members through scholarships, financial assistance, and operational support in service to the citizens of Texas. (Selected by Melanie Bolke)

The Wellington Police Department, Wichita, KS. These officers stayed with us during our show in Wichita and will put the money to good use in the community. (Selected by Christa Forrester)

The Council Bluffs Fire Department Honor Guard, Council Bluffs, IA. Their mission is to serve both past and present Fire Department personnel and their families. (Selected by Pilar Cobb)

NWI Veteran's Action Council, Hammond, IN. Their mission is to coordinate services provided to active service members and veterans and to promote awareness of new initiatives on their behalf. (Selected by Karen Butler)

Hope Center For Veterans in Lawrenceville, GA. Their mission is to enrich the lives of U.S. veterans through harmony in their physical, mental, social, and spiritual well-being. (Selected by Ashleigh Mallard)



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Demographics of Guests

This year we are beginning to see a bit of a shift with the demographic impacted by our experience. The survey results are showing the attendees are a bit older. We also are noticing more families attending who are researching options for home protection, for both the wife and her husband, as well as bringing the children for our firearm safety lesson.



GUESTS' AGE:

- 3% - 17 to 20 years old
- 6% - 21 to 29 years old
- 21% - 30 to 39 years old
- 26% - 40 to 49 years old
- 20% - 50 to 59 years old
- 20% - 60 years old or older

GUESTS' ETHNICITY:

- 70% Caucasian
- 7% African American
- 6% Hispanic or Latino
- 3% Asian or Asian American
- 2% American Indian or Alaska Native
- 1% Other
- 11% Prefer not to answer



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Firearms Statistics

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

- 26% Shot Frequently
- 33% Shot Infrequently
- 23% Shot Years Ago
- 18% Had Never Shot



427 FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE. GUESTS REPORTED THE FOLLOWING:

- 5% purchased one or more than one firearm
- 18% committed purchases in next 6 months
- 38% committed purchases at some point
- 24% already owned a firearm
- 5% will not purchase a firearm

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

- 73% Committed Pistol Sales
- 17% Committed Rifle Sales
- 9% Committed Shotgun Sales

INTENDED PURPOSE FOR FIREARM:

- 77% Home Defense
- 51% Target Shooting for Fun
- 41% Concealed Carry in a Purse
- 34% Concealed Carry in a Holster
- 13% Hunting
- 3% Competition



IMPROVED ATTITUDE OF FIREARMS SINCE VISITING SHOOT LIKE A GIRL:

- 39% of Guests had an improved attitude/opinion of firearms
- 56% of Guests already had a positive attitude towards firearms

RECRUITMENT:

28% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl

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Archery Statistics

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

- 7% Shot Frequently
- 8% Shot Infrequently
- 24% Shot Years Ago
- 61% Had Never Shot

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

- 7% already owned a bow
- 41% plan to buy a bow(s)



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Impact at Events

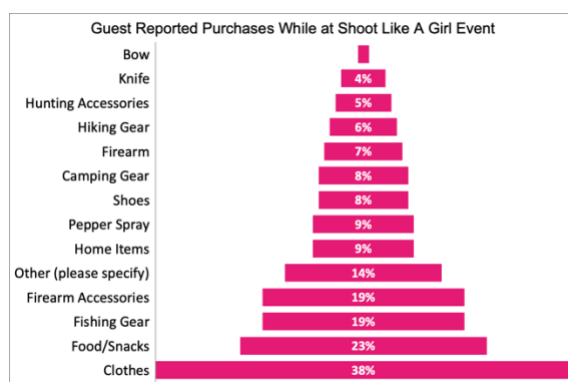
REASON FOR VISITING BASS PRO SHOPS AND/OR CABELA'S

- 62% of Shoot Like A Girl's guests visited Bass Pro Shops and/or Cabela's specifically to participate in Shoot Like A Girl's experience
- 53% of Shoot Like A Girl's guests returned to shop at Bass Pro Shops and/or Cabela's since participating in Shoot Like A Girl's experience

SALES REPORTED BY GUESTS:

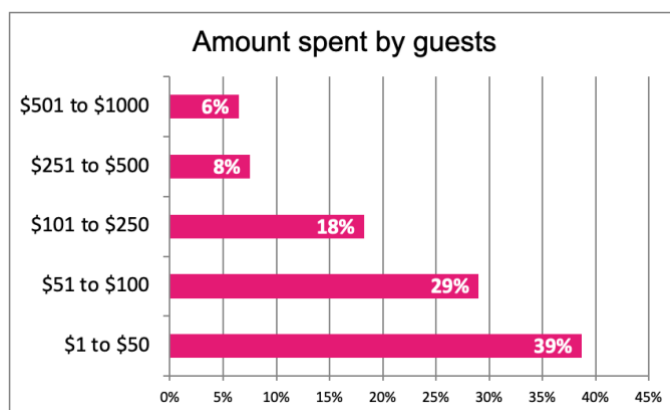
- 82% of Shoot Like A Girl's attendees reported purchasing items in Bass Pro Shops/Cabela's while at the event or in the weeks following. The items purchased can be seen on the chart to the right.

Note: Other indicates boating gear, sunglasses and dog supplies.



DOLLAR AMOUNTS SPENT REPORTED BY GUESTS:

- The amount of money spent by Shoot Like's guests who shopped while at attending the event is reported in the chart on the right.



MANAGER/LEADER TESTIMONIALS:

“They are awesome and the female customers like it when they come because Shoot Like A Girl is so patient and understanding when teaching the ladies about guns, archery and self-defense items such as pepper spray.”

“They were very well received by our customers and added a great deal of value for them. We saw many people walk away more comfortable about handling both firearms and archery.”

“Was a great experience both for the outfitters as well as the customers. Staff was courteous will all and we really enjoyed having them here.”

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Shoot Like A Girl Trailer Event Guests' Testimonials:

“No more fear. Smile with the bow. **Confidence.** I always wanted to shoot like John Wick in the movie. **Accurate.** I got 2 bullseyes and 5 of my bullets hit the first 3 rings in target. The others were where shoulders would be. I'm not against guns, just the idiots that spray bullets everywhere that hurt people. I say, aim, hit, no strays. I believe I can do that now. I have been telling all my lady friends and my husband's hunting friends if this event. Incredible... **Life changing.** I came on Saturday and stayed a while and then asked hubby to go back with me on Sunday... The ladies were uplifting, calming, easy to be around and helped me to not be scared and safety aware. The one lady mentioned situational awareness is key. I've been practicing that in my morning dog walks.” - Stephanie, Hammond, IN

“I brought my daughter with me, and she **loved the experience.** It was her first time shooting a bow, and she absolutely loved it. Thank you for your time and the experience.” - Christine, Waco, TX

“Very professional trainers, pleasant, thorough and fun. For such a brief time allowed the shooting was amazing! I walked out the door and **called one of my friends to come and participate.** Then I drove over to Diamond archery **to buy** the exact bow I was provided to shoot with! I'm saving up my money. Shooting was definitely the highlight of my week. Being allowed to actually use real firearms **reignited my desire** for target shooting and archery. It had been so long since I'd been shooting, I was actually scared to use my own weapons. Thank you very much for bringing your test flight to Wichita Kansas.” - Margaret, Wichita, KS

“It was amazing!” - Erica, Council Bluffs, IA

“My experience was amazing. The ladies took time with me and **educated me** on guns as well as the bows. I just **purchased my firsthand gun yesterday** I now **feel confident and comfortable** with a little more protection.” – Britknie, Lawrenceville, GA



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Hunt Like A Girl

Hunt Like A Girl was created to address the need to break down barriers; so that women who say they want to hunt, but don't, can find a way to feel encouraged and empowered to go afield. In the 2nd Quarter of 2021, 36% of the guests at Shoot Like A Girl Trailer events said that they don't hunt, but wanted to. Shoot Like A Girl hosted three hunts, where female mentors, brand new, inexperienced and lifelong female hunters came together to share in the adventure of turkey hunting.

HUNT LIKE A GIRL TESTIMONIALS:

“Shoot Like a Girl's hunting experience was a **life changing** event filled with comradery, learning and activity. The effort and passion put into this event were felt by everyone involved. I'm happy to say I left the event with new skills, new friends and a new outlook on nature.” - Ashley

“I learned about turkey hunting but more important **I learned** how much help and support each lady gave one another. The **confidence and comfort** that was installed in camp was because of Shoot Like a Girl.” - Donna

“**You have changed my life path.** It was such a great experience in every way. I still talk to my roommate my mentor daily. We are all planning future hunts and more travels together :)But more than anything, I realized how much I need a time for myself... and just something that I could invest in on my own. Thank you so much.” - Jennifer

“I really learned start to finish for turkey hunting. **I feel prepared and able** to at least start the process of turkey hunting on my own. I am still unsure about how to call a turkey. But I believe I learned more in those few days they are I would have learned over the course of two years. From where to set up the blind or where to sit in a field. I learned the differences in some of the animal habits. I learned to be prepared for the weather.” - Christina

“I waited a long time for this hunt! I faced some personal challenges and almost backed out, but I went, **I accomplished my goal**, I had a great time, and I met some wonderful people. My only regret is leaving a day early. I really appreciated seeing the photos Tess took. I enjoyed sharing the photos and telling my story. I truly appreciated the opportunity and was overwhelmed with the gear package. This trip was **the bravest thing** I've done for myself in a long time.” - Shannon



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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
April 24-25, 2021	Hunt Like A Girl – Bass Pro Shops/Cabela's Experience
May 1-2, 2021	Bass Pro Shops - Council Bluffs, IA
May 9-7, 2021	Hunt Like A Girl Turkey Hunt
May 11-14, 2021	Hunt Like A Girl Turkey Hunt
May 22-23, 2021	Cabela's - Hammond, IN
June 12-13, 2021	Bass Pro Shops - Lawrenceville, GA
July 17-18, 2021	Cabela's, Farmington, UT
July 22-25, 2021	RMEF Mountain Festival, Park City, UT
August 5, 2021	Private Corporate Event
August 7-8, 2021	Bass Pro Shops, Springfield, MO
August 28-29, 2021	Bass Pro Conservation Event (TBD)
September 11-12, 2021	Bass Pro Shops, Independence, MO
September 16-19, 2021	Hunt Like A Girl – Bass Pro/Cabela's Experience
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 12-15, 2021	Hunt Like A Girl Pheasant Hunt
October 23-24, 2021	Bass Pro Shops - Katy, TX
November 6-7, 2021	Bass Pro Shops, Concord, NC
November 15-18, 2021	Hunt Like A Girl Duck Hunt

