



QUARTERLY REPORT

3RD QUARTER 2021

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

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3QT-2021 – THE HOME OF THE BRAVE TOUR

2021 The Home of the Brave Tour

SHOOT LIKE A GIRL NEARS 1,000 PARTICIPANTS IN 3RD QUARTER 2021!

The 3rd Quarter of 2021 had a very aggressive travel schedule. We traveled to the beautiful mountains of Utah, then headed to the scenic hills of the Ozarks and then back to the foothills of Rockies in Colorado Springs.

It was very special to be back in Colorado Springs, CO. Not only did I get to visit with family and friends, I also got to reflect on just how far the company has come since I was introduced to shooting on the back side of Pike's Peak over 20 years ago. It is truly overwhelming to think of how my first experience shooting changed the trajectory of my life, and led me to this point. I am overcome with emotions as I think about the tremendous impact we have had on others' lives. I'm so thankful to Todd and my family and friends, the team of instructors and staff and our corporate partners.

Yes, Shoot Like A Girl is a marketing company, and our partners do get a great return on their investment. However, the real win is the intangible investment in people, and their attitude about themselves. I started Shoot Like A Girl because I wanted women to feel that complete confidence found in shooting sports, in aiming at a target and hitting it. We've expanded that reach to families, and the impact is ten-fold. Who would have ever thought that a girl who didn't like camping, was terrified of guns and would rather sit at the beach than climb a mountain would now, in this 3rd Quarter of 2021, be able to say that through her mission, over 27,500 people were able to experience shooting at a Shoot Like A Girl event. Not me, but I'm glad I trusted in God to lead me down this path.

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 July 1st to September 30, 2021. The survey was sent to guests 3 weeks post their experience with Shoot Like A Girl; and is as of October 26, 2021; with a Confidence Rate of 95% with a 6% Margin of Error

3QT-2021 – THE HOME OF THE BRAVE TOUR

Summary of Events

THE HOME OF THE BRAVE TOUR:

In the 3rd Quarter of 2021, 977 people participated in Shoot Like A Girl's experience to shoot a pistol, rifle and bow. We had stops at Cabela's in Farmington, UT and Bass Pro Shops in Springfield and Independence, MO and Colorado Springs, CO; and at the Rocky Mountain Elk Foundation's Mountain Festival in Park City, UT. We also got to treat Bass Pro Shops employees to some shooting at their headquarters in Springfield, MO.

Shoot Like A Girl's mobile range traveled 4,581 miles; we used a total of 69 hotel rooms, and one rental house, 42 round trip airline tickets, 8 rental cars and lots of meals!

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. 3rd Quarter 2021 Donations went to the following charities:

The Utah Search and Rescue Teams, State of Utah. Our donation ensures their teams have the tools that they need to do their jobs effectively. We watched them search for a man while we were in Park City, UT

The Green County 100 Club, Springfield, MO. This charity provides financial support to the surviving spouse and dependent children of police officers and firefighters killed in the line of duty in Greene County, Missouri.

Independence Police Foundation, MO. The Foundation solicits private donations and grant funding for projects, programs, equipment and other department needs.

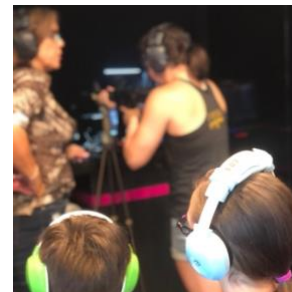
Colorado Springs Firefighters Foundation, CO. Their mission focuses on providing support for firefighters that have experienced a tragedy, been injured, or are suffering from job related disease.



3QT-2021 – THE HOME OF THE BRAVE TOUR

Demographics of Guests

This quarter we saw a much younger demographic at Shoot Like A Girl events. We believe this is due to our appearance at the Rocky Mountain Elk Foundation's Mountain Festival. The total archery challenge was also happening, and we saw many young families.



GUESTS' AGE:

- 2% - 17 to 20 years old
- 14% - 21 to 29 years old
- 26% - 30 to 39 years old
- 20% - 40 to 49 years old
- 19% - 50 to 59 years old
- 18% - 60 years old or older

GUESTS' ETHNICITY:

- 84% Caucasian
- 3% African American
- 3% Hispanic or Latino
- 1% Asian or Asian American
- 1% American Indian or Alaska Native
- 1% Other
- 7% Prefer not to answer



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Firearms Statistics

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

- 22% Shot Frequently
- 38% Shot Infrequently
- 27% Shot Years Ago
- 13% Had Never Shot



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

- 9% purchased one or more than one firearm
- 23% already owned a firearm
- 18% committed purchases in next 6 months
- 16% will not purchase a firearm
- 34% committed purchases at some point

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

- 74% Committed Pistol Sales
- 16% Committed Rifle Sales
- 10% Committed Shotgun Sales

INTENDED PURPOSE FOR FIREARM:

- 83% Home Defense
- 56% Target Shooting for Fun
- 41% Concealed Carry in a Purse
- 31% Concealed Carry in a Holster
- 19% Hunting
- 4% Competition



IMPROVED ATTITUDE OF FIREARMS SINCE VISITING SHOOT LIKE A GIRL:

- 48% of Guests had an improved attitude/opinion of firearms
- 48% of Guests already had a positive attitude towards firearms

RECRUITMENT:

29% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl

3QT-2021 – THE HOME OF THE BRAVE TOUR

Archery Statistics

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

- 10% Shot Frequently
- 13% Shot Infrequently
- 21% Shot Years Ago
- 56% Had Never Shot

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

- 14% already owned a bow
- 38% plan to buy a bow(s)



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Impact at Events

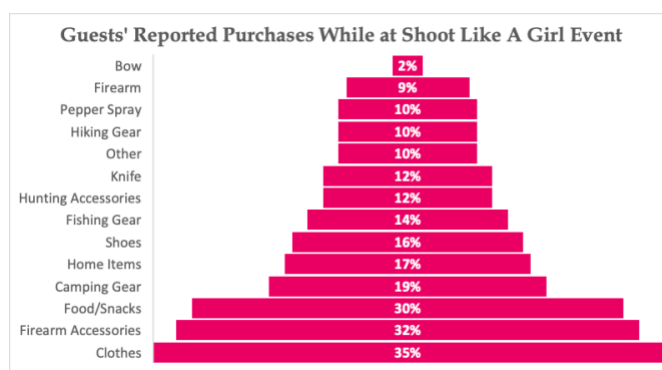
REASON FOR VISITING BASS PRO SHOPS AND/OR CABELA'S

- 52% 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
- 44% 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:

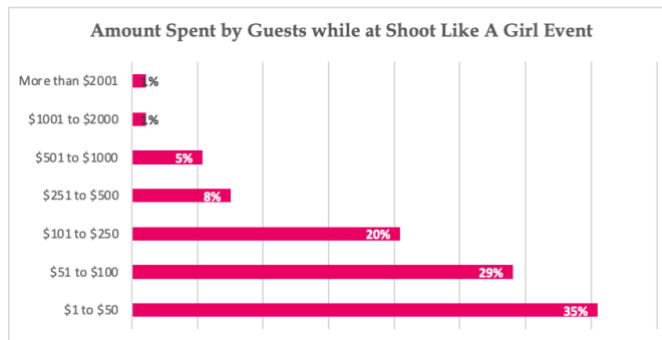
- 90% of Shoot Like A Girl's attendees reported purchasing items in Bass Pro Shops/Cabela's while at the event or in the weeks following. The items purchased can be seen on the chart to the right.

Note: Other indicates GPS gear, toys 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:

“The group was amazing !!!.”

“Customers really enjoyed the interactive activities and knowledge from the team.”

NOTE: Of the managers that replied to our survey:

- 100% saw increased sales while Shoot Like A Girl was at their store

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Shoot Like A Girl Trailer Event Guests' Testimonials:

"I did not know how **much fun** a bow and arrow was and enjoyed it very much. The AR-15 was also **not as scary** as media makes it sound. I **learned** valuable tips for handguns. Everyone who worked with me were encouraging and excited for my experience. I went home and **taught both my daughters** the tips I learned." - Christine, Colorado Springs, CO

"This was a **great experience**. I sent emails to both shoot like a girl and Bass Pro expressing how I felt. I am an instructor, but **I brought my wife** and her coworker to the event so that they could **try** different firearms and hear from female shooters. PLEASE KEEP THIS PROGRAM GOING!!!" – DC, Independence, MO

"Thank you for such a **positive experience!** Having the counter of guns to look at and actually hold was so helpful in showing me what kind of gun I need! The lady was so patient and knowledgeable and gave me **vital information** about each gun I was interested in. Thank you, again, for a **life changing experience!**" – Chery, Springfield, MO

"It was a **great experience**, especially since I was in the market for a handgun. The gals were very nice and informative. They didn't rush me or make me feel dumb at all. This is an **awesome service!** Thank you! I **now own** my first hand gun and will be attending a course for concealed carry safety." – Miriam, Farmington, UT

"The women instructors were so kind and helpful. It was such a **great experience** and while I appreciate the things my husband has taught me in using firearms, it was much more **understandable** when learning at Shoot Like A Girl. I really **appreciate** the time these women took." – Krisha, Park City, UT

Guns have always made me nervous and intimidated. But, Shoot like a Girl came to work one day, and I thought, why not go and see what it's all about because it seemed like a welcoming experience. I was **blown away**. All the women I met with were so kind, and explained everything so I **felt comfortable**. I was actually a pretty good shot and thought it was fun. They gave me great advice for how to find lessons/workshops for new women to get into the sport of shooting. **Wonderful program!**" – Hannah, Springfield, MO



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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 3rd Quarter of 2021, 32% of the guests at Shoot Like A Girl Trailer events said that they don't hunt, but wanted to. Shoot Like A Girl hosted 18 women on a pheasant hunt as part of Bass Pro Shops/Cabela's Signature Events. Below are a few comments from the guests.



HUNT LIKE A GIRL TESTIMONIALS:

“This was an amazing opportunity and I'm grateful that it was a hunt and not just a shooting event. I think getting to apply our range time and conversations into the field made a world of difference **in confidence**. Having the trip as a group of women who meshed together seamlessly, **encouraged** one another, and **laughed** together made it even more enjoyable. The environment allowed us to ask questions, make mistakes without embarrassment, and **foster growth and confidence**. I don't think the trip outcome would have been the same in a co-ed or male dominant hunt.” - Jessamine

“**Such a great experience!** Felt so **comfortable** in a **first time** hunt with so many new, unfamiliar people. The ranch was amazing and I'm looking into going again, the guides were so great. Looking into more Shoot Like a Girl event for the future and can't wait to **bring others** too.” – Stacey S.

“This was such a **positive experience**. Not only was I able to hunt and interact with my firearm and the game, but I was also subject to a wonderful group of women who are passionate about the same things I am. The activities Karen and Melanie planned were **fun and educational**. R & R Lodge provided exemplary rooms, facilities, food, and a successful hunting experience with their knowledgeable guides and talented dogs. I **cannot wait for another chance to experience** such an opportunity; I feel excited about the future of Shoot Like A Girl. What you are doing is important to the strengthening of females in the hunt and on the range. Thank you..” - Katherine

“Again this was an **amazing experience**, I can't say that enough. It was truly of true frustration at the beginning, with my shooting. By the end I was able to **gain confidence** and truly enjoyed myself and the company of all the women I was with, so much we are **planning a reunion** hunting trip! My only wish is that the experience could have been longer and that we would have had more time to both shoot trap longer before going hunting, and then had another day or chance to hunt. Overall phenomenal opportunity, hospitality on all ends from Sal and the guides and the staff to the Shoot Like a Girl team. (I wish we would have gotten a SLG hat/shirt but I will be purchasing one!) It was **one unbelievable opportunity!!**” - Jenn

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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

2022 Schedule Coming SOON!

