

# SLG2 INCORPORATED



QUARTERLY REPORT

1ST QUARTER 2023

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



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# 1QT-2023 – 15-YEAR EXPANSION TOUR

## 2023 15-Year Expansion Tour

### EXPANDING THE SLG2, INC BRANDS

When I started SLG2, Inc 15 years ago, I had a plan to grow the business to empower as many women as I could with the confidence that is achieved through shooting sports. As the company has grown, I've continually tweaked the details of the plan. Thanks to a great support from my family, a great team, and tremendous partners we've been able to succeed. Over the past two years, I looked at the landscape of our industry and realized there was a need to expand our reach, and our brands and their missions. Now, SLG2, Inc has four viable brands, Shoot Like A Girl, Safe LivinG, Hunt Like A Girl and SLG2 Consulting.

In the 1<sup>st</sup> Quarter of 2023, we successfully launched the newest brand of SLG2, Inc: Safe LivinG at NSSF Range Day in Boulder City, Nevada. Safe LivinG is dedicated to empowering women, men, families and communities to live securely in their homes and neighborhoods utilizing an experience-based introduction to a variety of safety measures. This experience is a similar version of the Shoot Like A Girl experience, but in a smaller footprint, and without archery, but delivering the same high quality experience to guests through the mobile simulated range, with a gun bar and product demonstrations. We also launched a new web site, [Safe LivinG](#), and are moving up in the google search.

The data in this report supports the fact that the decision to expand was not only timely, but there is a high demand for our services as a community public safety initiative. In the first quarter alone, we had 1,006 guests through both the Shoot Like A Girl and Safe LivinG experiences in five different locations; not including range day guests.

Thank you for your support.

Sincerely,



Karen Butler  
President/Founder SLG2, Inc.

\*The data is compiled from a survey sent to 1,006 guests who visited Shoot Like A Girl and/or Safe LivinG from January 1 to March 31, 2023. The survey was sent to guests 3 or more weeks post their experience with Shoot Like A Girl; and is as of May 6, 2023; with a Confidence Rate of 95% and a 7% Margin of Error.

# 1QT-2023 – 15-YEAR EXPANSION TOUR

## Summary of Events

### THE 15-YEAR EXPANSION TOUR:

In the 1st Quarter of 2023, 1,006 guests participated in five experiences at Safe LivinG at Bass Pro Shops/Cabela's in Prattville, Alabama; Buda, TX and Oklahoma City, Oklahoma; and at Shoot Like A Girl at Bass Pro Shops/Cabela's in Daytona and Tampa, Florida.

The mobile ranges traveled 11,163 miles; using 1,972 gallons of Fuel.



# 1QT-2023 – 15-YEAR EXPANSION TOUR

## Demographics of Guests

This quarter the guests represented a younger representation of age. Notably 60% of the guests were under 50 years old. Note: 2% of guests preferred not to report their age.



### GUESTS' AGE:

- 2% - 17 to 20 years old
- 12% - 21 to 29 years old
- 17% - 30 to 39 years old
- 17% - 40 to 49 years old
- 23% - 50 to 59 years old
- 27% - 60 years old or older

### GUESTS' ETHNICITY:

- 75% Caucasian
- 4% African American
- 10% Hispanic or Latino
- 1% Asian or Asian American
- 2% American Indian or Alaska Native
- 2% Native Hawaiian or other Pacific Islander
- 3% Other
- 3% Prefer not to answer

### GUESTS' GENDER:

- 68% Female
- 31% Male
- 1% Prefer not to answer



# 1QT-2023 – 15-YEAR EXPANSION TOUR

## Firearms Statistics

### GUESTS' EXPERIENCE LEVEL WITH FIREARMS BEFORE SHOOTING WITH SLG2:

- 34% Shot Frequently
- 40% Shot Infrequently
- 18% Shot Years Ago
- 8% Had Never Shot



### FIREARM PURCHASES AND PLANNED PURCHASES, SINCE EXPERIENCE WITH SLG2:

- 15% purchased one or more than one firearm
- 26% already owned a firearm
- 24% committed purchases in next 6 months
- 12% will not purchase a firearm
- 23% committed purchases at some point

### TYPE OF FIREARM PURCHASES AND PLANNED PURCHASES, SINCE EXPERIENCE WITH SLG2:

- 70% Committed Pistol Sales
- 24% Committed Rifle Sales
- 14% Committed Shotgun Sales

### INTENDED PURPOSE FOR FIREARM:

- 77% Home Defense
- 56% Recreational Shooting
- 40% Concealed Carry in a Purse
- 50% Concealed Carry in a Holster
- 27% Hunting
- 10% Competition



### IMPROVED ATTITUDE OF FIREARMS SINCE EXPERIENCE WITH SLG2:

- 31% of Guests had an improved attitude/opinion of firearms
- 67% of Guests already had a positive attitude towards firearms

### RECRUITMENT:

31% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl

# 1QT-2023 – 15-YEAR EXPANSION TOUR

## Archery Statistics

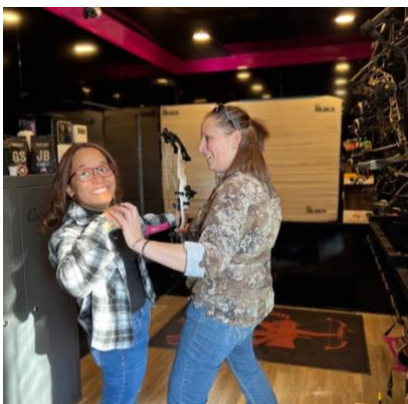
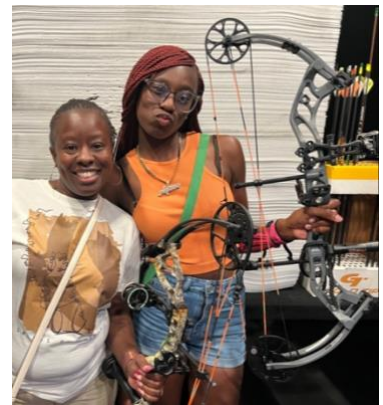
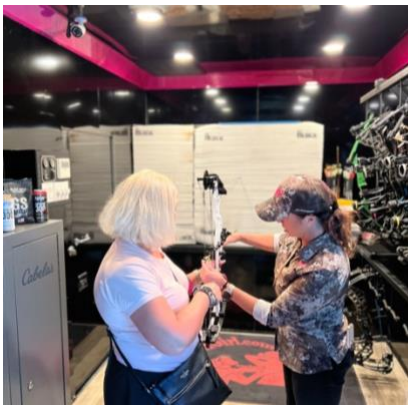
### GUESTS' EXPERIENCE LEVEL WITH ARCHERY BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 10% Shot Frequently
- 18% Shot Infrequently
- 35% Shot Years Ago
- 37% Had Never Shot

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

- 8% already owned a bow
- 1% already purchased a bow
- 26% plan to buy a bow(s)

Note: Only Shoot Like A Girl's experience includes an archery experience





# 1QT-2023 – 15-YEAR EXPANSION TOUR

## Testimonials From Shoot Like A Girl's Guests:

“Everyone associated was **professional, knowledgeable and kind**. I highly recommend Shoot Like A Girl or the Safe Living experience to anyone interested in learning more about hand guns especially prior to purchasing one.” - Prattville, AL

“The women running it were so **fun** and I brought two friends that were interested in getting a hand gun. They **loved** that they got the **help** to figure out what **guns** are **right** for them.” – Tampa, FL

“Was a great **experience** and able to share the time **with** my **wife** and **daughter**. Wife doesn't care much for handguns but was **fun** to watch her **love** shooting the AR15. Pilar was a great source of info and support.” – Buda, TX

“I **gained** so much **confidence** in just 30 minutes. They didn't make me feel dumb.” – OKC, OK

“All the instructors were **fabulous**. I absolutely loved that they were all women and made me feel so **confident** with my **first time** learning how to shoot.” – Daytona, FL

“Might **want** to **hunt** sometime. Never say never!! Shoot Like A Girl is a super **great way** for the general public to ask a **million questions** and try out firearms and Bow's. Results may not be instantaneous, but **seeds are planted**.” – Daytona, FL



# 1QT-2023 – 15-YEAR EXPANSION TOUR



## Shoot Like A Girl Schedule

|              |  |
|--------------|--|
| JAN 16       | Range Day - Boulder City, NV (Invitation Only Event) |
| FEB 16-19    | Bass Pro Shops - Daytona, FL (Daytona 500)           |
| MAR 4-5      | Bass Pro Shops - Tampa, FL                           |
| APR 1-2      | Bass Pro Shops - Garland, TX                         |
| APR 14-16    | NRA Annual Meeting – Indianapolis, IN                |
| MAY 4-7      | Bass Pro Shops - Sunset Hills, MO                    |
| MAY 20-21    | Bass Pro Shops - Clarksville, IN                     |
| JUN 10-11    | Cabela's - Centerville, OH                           |
| JUN 24-25    | Bass Pro Shops - Rossford, OH                        |
| JUL 15-16    | Cabela's - Avon, OH                                  |
| JUL 28       | Corporate Event - New Port, NH                       |
| JUL 29-30    | Bass Pro Shops - Hookset, NH                         |
| AUG 12-13    | Bass Pro Shops - Hampton, VA                         |
| AUG 18       | Corporate Event - Mayodan, NC                        |
| AUG 26-27    | Bass Pro Shops - Cary, NC                            |
| SEP 14-16    | NASCAR - Bristol Motor Speedway                      |
| SEP 30-OCT 1 | Bass Pro Shops - Kodak, TN                           |
| OCT 14-15    | Bass Pro Shops - Chattanooga, TN                     |



## Safe Living Schedule

|           |  |
|-----------|--|
| JAN 16    | Range Day - Boulder City, NV (Invitation Only Event) |
| FEB 4-5   | Bass Pro Shops - Prattville, AL                      |
| MAR 11-12 | Cabela's - Buda, TX                                  |
| MAR 25-26 | Bass Pro Shops - OKC, OK                             |
| APR 16-19 | Bass Pro Shops Club Turkey Hunt, Great Bend, KS      |
| MAY 6-7   | Cabela's - Kansas City, MO                           |
| JUN 3-4   | Bass Pro Shops - Altoona, IA                         |
| AUG 5-6   | Cabela's - Woodbury, MN                              |
| SEP 15-17 | Professional Bull Riding – Ridgedale, MO             |
| SEP 21-24 | Bass Pro Shops CLUB SLG/VORTEX Experience            |
| NOV 4-5   | Cabela's - Glendale, AZ                              |
| NOV 6     | Corporate Event - Prescott, AZ                       |

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