

# SLG2 INCORPORATED



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QUARTERLY REPORT

2ND QUARTER 2023

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



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# 2QT-2023 – 15-YEAR EXPANSION TOUR

## 2023 15-Year Expansion Tour

### EXPANDING THE SLG2, INC BRANDS

What a year it has been so far! 2<sup>nd</sup> Quarter 2023 was hugely successful and packed full of firsts for SLG2, Inc. We had nearly 2,000 signed in guests and were in front of an estimated 90,000 people at our events; we hosted two events simultaneously; we presented our first ever *Excellence in Safety Awards*; and we hosted two turkey hunts.

Adding a second rig has given us the flexibility of being at two places at once, and for a weekend in May we did just that! In one weekend we had a total of 543 signed in guests with events in Kansas City and Sunset Hills, Missouri. It was an honor to be part of the Grand Opening and history at the Bass Pro Shops newest store at Sunset Hills.

*The Excellence in Safety Award* was created to recognize companies that go the extra mile in creating safe products and promoting safety. This award, presented quarterly, consists of a cut crystal trophy of the Safe LivinG logo that signifies the importance of always reflecting on safety. At the NRA Annual Meeting, we presented GLOCK with the 1<sup>st</sup> Quarter Award, and the 2<sup>nd</sup> Quarter Award was presented to Ruger. The [SafeLiving2.com](https://www.SafeLiving2.com) website is also growing, and we are proud of this initiative.



It was another great year of turkey hunting; we took 16 women turkey hunting! One of my favorite things is taking new hunters afield and sharing the passion for great outdoors.

One of our guests, Rhindi shared this testimonial, *“This was such a positive experience for me. It gave me self-confidence and appreciation of the outdoors and hunting. The women I met were so encouraging, patient and kind. We also were given the opportunity to learn how to clean and filet the turkey, plus how to make our own tail mount. I left there not only loving the total experience but I learned how to love myself. Thanks to all the women who lifted me up.”*



I appreciate the support of our partners so much. The results of their investments are demonstrated in this report.

Sincerely,

A handwritten signature in black ink that reads 'Karen'.

Karen Butler  
President/Founder SLG2, Inc.

\*The data is compiled from a survey sent to 1,787 guests who visited Shoot Like A Girl and/or Safe LivinG from April 1 to June 30, 2023. The survey was sent to guests 3 or more weeks post their experience with Shoot Like A Girl; and is as of July 15, 2023; with a Confidence Rate of 95% and a 4.5% Margin of Error.

# 2QT-2023 – 15-YEAR EXPANSION TOUR

## Summary of Events

### THE 15-YEAR EXPANSION TOUR:

In the 2<sup>nd</sup> Quarter of 2023, for the first time, we conducted two events during the same weekend, with tremendous success. Overall, in the 2<sup>nd</sup> quarter, 1,787 guests participated in eight experiences at Safe LivinG at Bass Pro Shops/Cabela's in Kansas City, Kansas and Altoona, Iowa; and at Shoot Like A Girl at Bass Pro Shops/Cabela's in Garland, Texas; Sunset Hills, Missouri; Clarksville, Indiana; and Centerville and Rossford, Ohio; we also were featured at the NRA Annual Meeting in Indianapolis, Indiana. This was also turkey season, and we hosted a Bass Pro Club Experience Turkey Hunt for Bass Pro Shops and an Industry Hunt for Beretta.

The mobile ranges stay on the road; either parked at the previous or next store. The trucks logged 4,051 miles, traveling through 16 States, and using 699 gallons of Fuel.



# 2QT-2023 – 15-YEAR EXPANSION TOUR

## Demographics of Guests

This quarter the guests represented an older representation of age; this demographic was impacted by our attendance at NRA Annual Meeting. 31% of our guests at NRA AM were over 60 years old. Note: 2% of guests preferred not to report their age.



### GUESTS' AGE:

- 4% - 17 to 20 years old
- 10% - 21 to 29 years old
- 16% - 30 to 39 years old
- 20% - 40 to 49 years old
- 24% - 50 to 59 years old
- 24% - 60 years old or older

### GUESTS' ETHNICITY:

- 84% Caucasian
- 3% African American
- 4% Hispanic or Latino
- 1% Asian or Asian American
- 2% American Indian or Alaska Native
- 0% Native Hawaiian or other Pacific Islander
- 1% Other
- 5% Prefer not to answer

### GUESTS' GENDER:

- 73% Female
- 25% Male
- 2% Prefer not to answer

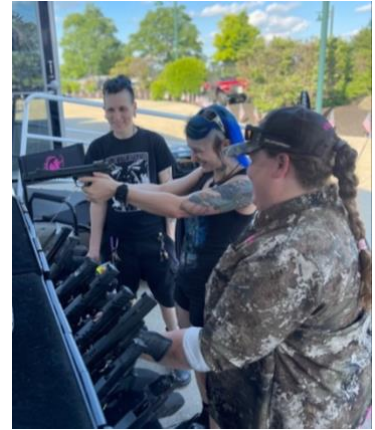


# 2QT-2023 – 15-YEAR EXPANSION TOUR

## Firearms Statistics

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

- 40% Shot Frequently
- 35% Shot Infrequently
- 15% Shot Years Ago
- 10% Had Never Shot



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

- 11% purchased one or more than one firearm
- 26% already owned a firearm
- 20% committed purchases in next 6 months
- 11% will not purchase a firearm
- 32% committed purchases at some point

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

- 67% Committed Pistol Sales
- 30% Committed Rifle Sales
- 18% Committed Shotgun Sales

### INTENDED PURPOSE FOR FIREARM:

- 77% Home Defense
- 56% Recreational Shooting
- 33% Concealed Carry in a Purse
- 38% Concealed Carry in a Holster
- 26% Hunting
- 13% Competition



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

- 28% of Guests had an improved attitude/opinion of firearms
- 68% 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

# 2QT-2023 – 15-YEAR EXPANSION TOUR

## Archery Statistics

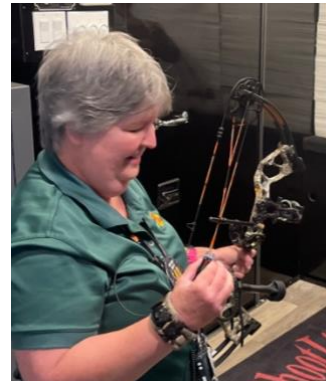
### GUESTS' EXPERIENCE LEVEL WITH ARCHERY BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 10% Shot Frequently
- 15% Shot Infrequently
- 31% Shot Years Ago
- 37% Had Never Shot
- 7% Did Not Participate Archery (Men)

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

- 11% already owned a bow
- 3% already purchased a bow
- 30% plan to buy a bow(s)

Note: Data is only from Shoot Like A Girl's experience – data from 1,488 participants





## 2QT-2023 – 15-YEAR EXPANSION TOUR

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

“The ladies you have working there are **phenomenal!** They were excellent at reaffirming the points of **safety with my child**, they allowed us to participate and explained everything about the firearms to my child although they couldn't handle the weapons, **spoke on safety** and provided a reaffirming voice to the lessons we try to instill in them. The bow experience was great for the kids. Again the workers were **patient, encouraging and very positive** to create an atmosphere that helped release anxiety of trying something new.” – Ryan, Rossford, OH

“My husband shoots in competitions, recreationally, and for hunting. He has gotten me to shoot a pistol once and I didn't care for it. I shoot a rifle with him once a year, but still don't care for it. At Safe LivinG they had me shoot the **rifle left handed** because I'm left eye dominant and that improved my opinion of shooting because I'm right handed and I was too nervous to try shooting left handed for safety since I'm not coordinated with my left hand. Being able to try that in a **safe environment** without a real bullet enabled me to realize I can shoot left hand handed safely with the rifle! I was also able to **feel more comfortable** shooting a pistol with the guidance of how (to) safely use a pistol even though my husband goes through safety every time I go shooting with him.” – Lea, Altoona, IA

“Thank you for making me **feel comfortable** with the process ... My husband just left for a year for a deployment and we were talking about **getting a handgun** for my comfort and I can't wait until I have the courage to go buy my own.” – Kimberly, Sunset Hills, MO

“It was a **great experience**. The ladies there were **helpful** and answered every question I had.” – Todd, Kansas City, KS

“**Amazing!** All the women had so much knowledge and it made me **more comfortable with shooting my own gun**. I'd had a training course before but this was better because little tips here & there for shooting, being a woman coming from a woman's experience, helped.” - Rosa, Garland, TX

Awesome idea for women to experience shooting a firearm or a bow. One of the **"best" experience at the NRA show**. Thank you.” – Ann, Indianapolis, IN



# 2QT-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
NOV 4-5	Cabela's - Glendale, AZ
NOV 6	Corporate Event - Prescott, AZ



## 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