

SLG2 INCORPORATED



QUARTERLY REPORT

2ND QUARTER 2025

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2025 – The Authentic Tour

ANOTHER EXCEPTIONAL QUARTER’S WORTH OF RESULTS!

In the second quarter of 2025, we achieved a new attendance milestone with 1,874 guests participating in our Shoot Like A Girl and Safe LivinG experiences. Our Safe LivinG experience reached audiences at two military installations and the NRA Annual Meeting, while our Shoot Like A Girl experience was featured at one Bass Pro Shops Grand Opening, four Bass Pro Shops and Cabela's locations, and a special event in Alder, Montana.

Building on our first quarter pilot communications strategy, we continued refining our guest engagement approach. While our newsletter engagement showed dramatic improvement in Q1, survey response rates remained lower than expected. In the second quarter, we modified our strategy to include survey requests in guests' first welcome emails, which yielded modest improvements in response rates, but didn't accurately capture our impact. The data confirmed what we anticipated: most participants don't purchase firearms immediately after attending our experiences. Typically, purchases occur within three weeks of their initial introduction to shooting sports. We adjusted our tracking methods mid-quarter to better capture this timeline. Despite the modified data collection approach, 11% of our guests reported making firearm purchases.*

We completed our photo shoot in this quarter, too! Creative Director, Ashleigh Mallard is currently reviewing thousands of images to select the finest shots for our partners with imagery deliverables. We remain committed to providing professional photography that represents our industry with authentic people and an eye towards safety.

I love to measure our results. I think it is important to record the return on our partners' investments. However, there are things we can't fully define in a chart, like the feelings our guests have as they conquer fears, overcome barriers and embrace a new found confidence. The few testimonials included in this report show a small fraction of this sentiment.

It's remarkable to realize we've completed half the year already. We have tremendous opportunities ahead and so many wonderful people yet to meet. I'm continually humbled by our team's ability to deliver exceptional experiences that empower guests to participate in shooting sports with confidence.

Sincerely,



Karen Butler
President/Founder SLG2, Inc.

*The data is compiled from a survey sent to 1,463 guests who visited Shoot Like A Girl or Safe LivinG in the 2nd Quarter of 2025. The survey was sent to guests one week or more weeks post their experience with SLG2, Inc and is as of August 1, 2025; with a Confidence Rate of 80% and a 6% Margin of Error.

Summary of Events

THE AUTHENTIC TOUR

In the 2nd Quarter of 2025, 1,874 guests participated at nine locations across the United States. The Safe LivinG experience was held on two military installations, Fort Cavazos, Texas and Fort Benning, Georgia; and also at the NRA Annual Meeting in Atlanta Georgia. The Shoot Like A Girl experience was on site at Bass Pro Shops and Cabela's for the Grand Opening in Tyler, Texas; and stores in Dundee, Michigan; Portage, Indiana; Billings and Alder, Montana; and Post Falls, Idaho.

Our partners' logos were seen across the United States with 13,094 billboard miles.

Our digital reach continues to grow. MAGPUL one of our partners released a [MAGPUL Comms](#) and [Video](#) about Shoot Like A Girl. We were featured in 30 editorials; and our Instagram and Facebook pages had 376,000 views. We sent email campaigns to 110,892 sends with a 31% open rate.



Guest Demographics

This quarter we saw a the trend we identified in our 1st Quarter report continue; specifically we saw an increase in people attending who were 40 to 49 year olds. This could be a result of our new communications strategy, which is effective with the younger generations. We had an increase in the ethnicity of our guests, with increases in people who reported their race being Hispanic, Asian and African American. We also saw a sustained ratio of men who are eager to shoot with us; 30% of our guests were men.



GUESTS' AGE:

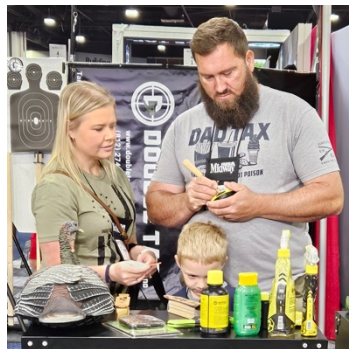
- 2% - 18 to 20 years old
- 17% - 21 to 29 years old
- 11% - 30 to 39 years old
- 1% - Prefer not to answer
- 19% - 40 to 49 years old
- 24% - 50 to 59 years old
- 26% - 60 years old or older

GUESTS' ETHNICITY:

- 69% Caucasian
- 6% African American
- 11% Hispanic or Latino
- 5% Asian or Asian American
- 1% American Indian or Alaska Native
- 1% Native Hawaiian or other Pacific Islander
- 2% Other
- 5% Prefer not to answer

GUESTS' GENDER:

- 68% Female
- 30% Male
- 2% Prefer not to answer



Firearm Statistics

GUESTS' EXPERIENCE LEVEL WITH FIREARMS BEFORE SHOOTING WITH SLG2, INC:

- 34% Shot Frequently (Increase due to NRA Annual Meeting Attendance)
- 42% Shot Infrequently
- 14% Shot Years Ago
- 10% Had Never Shot

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

- 11% purchased one or more firearms
- 24% committed purchases in next 6 months
- 32% committed purchases at some point
- 27% already owned a firearm
- 6% will not purchase a firearm

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

- 64% Committed Pistol Sales
- 24% Committed Rifle Sales
- 12% Committed Shotgun Sales

INTENDED PURPOSE FOR FIREARM:

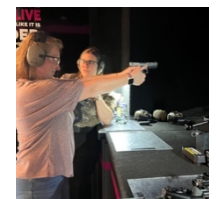
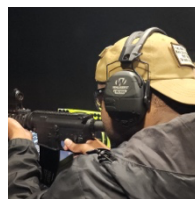
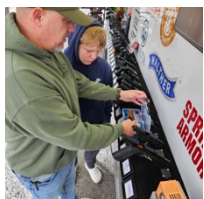
- 72% Home Defense
- 57% Recreational Shooting
- 37% Concealed Carry in a Purse
- 38% Concealed Carry in a Holster
- 27% Hunting (Increase by 10% from 1st Quarter could be due to NRA Annual meeting attendance)
- 12% Competition

IMPROVED ATTITUDE OF FIREARMS SINCE EXPERIENCE WITH SLG2:

- 37% of Guests had an improved attitude/opinion of firearms
- 59% of Guests already had a positive attitude towards firearms

RECRUITMENT:

- 35% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl



Archery Statistics

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

- 9% Shot Frequently
- 14% Shot Infrequently
- 36% Shot Years Ago
- 41% Had Never Shot

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

- 11% already owned a bow
- 4% already purchased a bow
- 36% plan to buy a bow(s)



Guest Testimonials

“All the workers and instructors were friendly, knowledgeable, and **set me at ease** with the various weapons. They were able to point out strengths and weaknesses in how we used the guns and bow and gave me the **confidence I needed** to someday **get a bow or handgun of my own**”. – Jayme, Tyler, TX

“**Wonderful experience!** The instructors were very helpful, kind, and gave great tips for shooting and operating both the bow trigger release and the simulator firearms! Really enjoyed shooting a bow for the **first time**, and it has made me very interested in more research, **purchase of, and possibly hunting with a bow!** Definitely a wonderful service to recommend!” Mariah, Tyler, TX

“My girlfriend **thought AR15’s were evil, now she wants one** after trying one with Shoot Like A Girl.” – Lane, Dundee, MI

“**Great experience** and the knowledge of firearms and how to use them were great.” – Jay, NRA Meeting, Atlanta, GA

“Glad I gave it a try even though **I was hesitant at first**. The women knew exactly how to give **perfect instructions** on how to properly hold and fire a firearm.” – Emiliano, Portage, IN

“I was impressed with how the bows handle compared to 30 or 40 years ago! **It was fun** to shoot the different types of weapons and would look seriously at **adding to my collection** of weapons based on what I learned!” – Dana, Billings, MT

“This was a great experience. I was able to bring my aunt with me who has always been very **uncomfortable** around firearms and she really learned a lot and **enjoyed the experience** with you all. I had **not ever shot an AR** before and this was a wonderful **learning experience**. Thank you ladies!” – Megan, Fort Benning, GA





2025 SLG2, Inc The Authentic Tour



Shoot Like A Girl Schedule

January 20	NSSF Range Day	Boulder City, NV (Invite Only)
January 25-26	Bass Pro Shops	Las Vegas, NV
February 8-9	Bass Pro Shops	Tampa, FL
February 14-16	Bass Pro Shops	Daytona Beach, FL
March 1-2	Cabela's	Fort Worth, TX
March 15-16	Cabela's	Buda, TX
March 29-30	Bass Pro Shops	San Antonio, TX
April 16-20	Bass Pro Shops	Grand Opening, Tyler, TX
May 17-18	Cabela's	Dundee, MI
June 7-8	Bass Pro Shops	Portage, IN
June 21-22	Bass Pro Shops	Billings, MT
June 28-29	Cabela's	Post Falls, ID
July 12-13	Cabela's	Thornton, CO
August 1-3	Bass Pro Shops	Memphis, TN
August 29-31	Professional Bull Riding	Ridgedale, MO
September 27-28	Cabela's	Huntsville, AL
October 11-12	Bass Pro Shops	Mesa, AZ
TBD (5 days)	Bass Pro Shops	Grand Opening, Odessa, TX

Safe Living Schedule

April 4-5	AAFES	Fort Cavazos, TX
June 13-14	AAFES	Fort Moore, GA
August 1-2	AAFES	Fort Meade, MD
August 15-16	AAFES	Fort Campbell, KY
September 11-13	Bristol Motor Speedway	Bristol, TN
October 3-4	AAFES	Joint Base Randolph, TX

