

SLG2 INCORPORATED



**HUNT
LIKE A GIRL®**



QUARTERLY REPORT

2ND QUARTER 2026

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

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2QT-2026 – THE GRAND SAFETY TOUR

2026 The Grand Safety Tour

SLG2, INC SURPASSES 50,000 SIGNED IN GUESTS

In the 2nd quarter of 2026 SLG2, Inc. hit a major milestone while we were at Bass Pro Shops in Grapevine, Texas: we surpassed our 50,000th signed in guest since I founded the company in 2008.

We started the day needing just 46 more guests to hit the number. The whole team was recruiting — talking with families in the parking lot, inviting people in off the sales floor, building excitement one conversation at a time. That's how we found Brooklyn, our 50,000th guest.

Brooklyn walked up to the ramp, where we asked her to wait. The team gathered and told her, "You are part of something very special — you are the 50,000th person for SLG2!" Everyone cheered and waved pom-poms. But Brooklyn, like so many of our guests, walked in and announced, "I'm just here for the archery — I'm not shooting a gun." It turned out Brooklyn had a story of her own, just like the guests we share in our partner updates.



Our team did what they do best: they had a real conversation with her. Brooklyn had been taken hunting as a little girl, handed a rifle with almost no instruction, and told to pull the trigger. The recoil hurt her, the noise scared her, and she swore she'd never try shooting again. Our team acknowledged those fears and gently encouraged her to give it another try. She loved it. Our 50,000th guest turned out to be a perfect representative of the 49,999 who came before her — proof of just how many lives we've touched, and how many more lives those guests have gone on to touch themselves.

As we closed out the second quarter of 2026, that momentum carried forward. We had 801 guests across 5 events, and an estimated additional 2,000 people who engaged with our products and talked with our team outside the trailer without ever coming in to shoot. The true reach of every event is larger than any number we report.

Every guest who walks up that ramp has their own version of Brooklyn's story — a fear to name, a first shot to take, a "no" that becomes a "yes." None of it happens without our partners standing behind us. Thank you for investing in this mission, and for making moments like Grapevine possible.

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 801 guests who visited Shoot Like A Girl April 1 to June 30, 2026. The survey was sent to guests 3 or more weeks post their experience; and is as of April 30, 2026; with a Confidence Rate of 95% with a 9% Margin of Error

2QT-2026 – THE GRAND SAFETY TOUR

Summary of Events

THE GRAND SAFETY TOUR:

The Grand Safety Tour energetically continued down the road in the 2nd quarter of 2026. Shoot Like A Girl welcomed 801 guests across five geographically dispersed destinations —Bass Pro Shops in Glendale, Arizona; Albuquerque, New Mexico; Grapevine, Texas; Chesterfield, Michigan and Niles, Ohio. Six hunters were welcomed to Alabama for a turkey hunt.



2QT-2026 – THE GRAND SAFETY TOUR

Demographics of Guests

This quarter, the age of our guests shifted slightly, with an increase in guests who were 30 – 39 years old.

GUESTS' AGE:

- 8% 17 to 20 years old
- 18% 21 to 29 years old
- 16% 30 to 39 years old
- 20% 40 to 49 years old
- 23% 50 to 59 years old
- 14% 60 years old or older
- 1% prefer not to say

GUESTS' ETHNICITY:

- 62% Caucasian
- 7% African American
- 17% Hispanic or Latino
- 6% Asian or Asian American
- 4% American Indian or Alaska Native
- 1% Other
- 3% Prefer not to answer

GUESTS' GENDER:

- 74% Women
- 25% Men
- 1% prefer not to say



2QT-2026 – THE GRAND SAFETY TOUR

Firearms Statistics

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

- 22% Shot Frequently
- 39% Shot Infrequently
- 22% Shot Years Ago
- 17% Had Never Shot

FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SLG2, INC'S EXPERIENCE:

- 13% purchased one or more than one firearm
- 20% already owned a firearm
- 28% committed purchases in next 6 months
- 11% will not purchase a firearm
- 28% committed purchases at some point

TYPE OF FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SLG2, INC'S EXPERIENCE:

- 66% Committed Pistol Sales
- 21% Committed Rifle Sales
- 13% Committed Shotgun Sales

INTENDED PURPOSES FOR FIREARM:

- 82% Home Defense
- 53% Recreational Shooting
- 46% Concealed Carry in a Purse
- 32% Concealed Carry in a Holster
- 17% Hunting
- 8% Competition

IMPROVED ATTITUDE OF FIREARMS SINCE VISITING SLG2, INC:

- 43% of Guests had an improved attitude/opinion of firearms
- 51% of Guests already had a positive attitude towards firearms

RECRUITMENT:

33% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl



2QT-2026 – THE GRAND SAFETY TOUR

Archery Statistics

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

- 6% Shot Frequently
- 15% Shot Infrequently
- 31% Shot Years Ago
- 48% Had Never Shot

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

- 2% purchased a bow
- 40% plan to buy a bow(s)
- 7% already owned a bow



2QT-2026 – THE GRAND SAFETY TOUR

Testimonials From SLG2, Inc's Guests:

“The staff was **friendly, supportive**, and did not rush me I felt like I gained a good experience. I am a member of AWA, and somehow always feel like it is an uphill battle to feel like I am getting it. It seems like learning math to me. Hard. The truck **helped me** to see which gun may be better.”- Lisa, Chesterfield, MI

“Had a **great experience**, everyone was great and it was a wonderful learning experience too, especially with the **pepper spray education and hands on**. The men had a good time also!” – Regina, Niles, OH

“The girls (women) were all **super nice** and talked my way through the **process** of the **guns** and **bow**.” – Sarah, Grapevine, TX

“It was great. I was always uncomfortable with gun but after this experience I feel **a lot more confident and comfortable**.” – Ashlee, Albuquerque, NM

“Absolutely **amazing** and so **educational**. Working in the behavioral health field, I enjoyed all of the **information** on **suicide awareness**.” – Emily, Glendale, AZ



2QT-2026 – THE GRAND SAFETY TOUR

2026 Grand Safety Tour Schedule

2026 GRAND SAFETY TOUR

Jan 19 - NSSF Range Day, Boulder City, NV
Jan 24-25 - Bass Pro Shops, Las Vegas, NV
Feb 12-15 - Bass Pro Shops, Daytona Beach, FL
Feb 28-Mar 1 - Bass Pro Shops, Gainesville, FL
Mar 14-15 - Bass Pro Shops, League City, TX
Apr 11-12 - Bass Pro Shops, Glendale, AZ
Apr 25-26 - Bass Pro Shops, Albuquerque, NM
May 2-3 - Bass Pro Shops, Grapevine, TX
May 16-17 - Bass Pro Shops, Chesterfield, MI
Jun 13-14 - Bass Pro Shops, Niles, OH
Jul 11-12 - Bass Pro Shops, Hamburg, PA
Jul 18-19 - Cabela's, Harrisburg, PA
Jul 31-Aug 2 - Bass Pro Shops, Memphis, TN
Aug 15-16 - Cabela's, Rapid City, SD
Aug 28-30 - PBR, Ridgedale, MO
September 11-12 - AAFES, Fort Stewart, GA
Sep 17-19 - Bristol Motor Speedway, Bristol, TN
Oct 1-3 - World Fishing Championships,
Hot Springs, AR
Oct 10-11 - Bass Pro Shops, Fort Smith, AR
Oct 17-18 - Bass Pro Shops, Concord, NC
Oct 23-24 - AAFES, Fort Bliss
Oct 30-31 - AAFES, Fort Hood

For a current schedule visit