SEC Form 4

FORM 4

Check this box if no longer subject

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL

- 1	-					
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this box if no longer subject tion 16. Form 4 or Form 5 ions may continue. See tion 1(b).		Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940					
			5. Relationship of Reporting Persor (Check all applicable)				

1. Title of Secu	rity (Instr. 3)	2	. Transaction	2A. Deemed Execution Date.	3.	4. Securities Acquired (A Disposed Of (D) (Instr. 3.	.) or	5. Amount of Securities	6. Ownership Form: Direct	7. Nature of Indirect
		Table L. Non-	.Derivative S	Securities Aca	uired Dis	oosed of, or Bene	ficially	Owned		
Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.										
(City)	(State)	(Zip)	Rul	e 10b5-1(c)	Transact	ion Indication				
(Street) RACINE	WI	53403						Form filed by Mo Person	re than One Re	porting
555 MAIN S	TREET		^{4. II P}	amendment, Date o	Onginal Filed	r (Mohin/Day/Year)	Line)	ridual or Joint/Grou Form filed by One		
	ON OUTDOOR	S INC.	4 16 0	mandmant. Data a			C. India			Applicable
(Last)	(First)	(Middle)		te of Earliest Trans 3/2023	action (Month/	Day/Year)	X	Officer (give title below)	other below ent and CFO	(specify)
1. Name and Ac Johnson D	ddress of Reporting avid W	Person*		uer Name and Tick INSON OUT				tionship of Reportir all applicable) Director	10% 0	Owner

Code V Amount (A) or (D) Price Transaction(s) (Instr. 3 and 4)		Date (Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Transa Code (8)		Disposed Of 5)		. 3, 4 and	Securities Beneficially Owned Following Reported	Form: Direct (D) or Indirect (I) (Instr. 4)	of Indirect Beneficial Ownership (Instr. 4)
				Code	v	Amount	(A) or (D)	Price	Transaction(s)		(11150. 4)
Class A Common Stock 09/13/2023 S I,000 ⁽¹⁾ D \$54.85 26,857.25 ⁽²⁾ D	Class A Common Stock	09/13/2023		S		1,000 ⁽¹⁾	D	\$54.85	26,857.25 ⁽²⁾	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		of Deriv	r osed) 1. 3, 4	6. Date Exerc Expiration Da (Month/Day/N	ate	7. Titl Amou Secur Unde Deriv Secur 3 and	unt of rities rlying ative rity (Instr.	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. These shares are being sold by the reporting person pursuant to a 10b5-1 trading plan previously adopted by the reporting person on March 7, 2023.

2. The number of securities beneficially owned following the reported transaction does not include: 2,439 shares of Class A Common Stock issuable in connection with a performance-based RSU award granted on December 6, 2016 that became earned on December 4, 2019 and pursuant to which the reporting person has made an election to defer receipt of these shares for a five year period.

<u>/s/ Eric P. Hagemeier, via</u> Power of Attorney

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

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09/13/2023

Date