

INSPIRED



JOHNSON
OUTDOORS

November 2017

JOUT:NASDAQ



Company Snapshot



**Outdoor recreation equipment
sold in 80 countries**

A family of core brands

16 product categories

20 facilities worldwide

1,200 employees

Revenue \$491 MM*

** Fiscal Year ending 2017*

Our History



Founded by Sam Johnson

- IPO 1987

**Part of the Johnson Family
Enterprises--**

**Five generations of successful
business leadership:**

- SC Johnson
- Johnson Financial Group
- Johnson Outdoors

**Helen Johnson-Leipold
JOUT Chairman & CEO**

- 25+ years global
marketing/operations experience

Our Purpose

**Johnson Outdoors
will continually
inspire more people
to get out there and
experience the
amazing awe of the
great outdoors
again and again.**



Business Unit Overview

FISHING



\$328 M

FY2017 NET SALES

Electric trolling motors
Sonar Fishfinders
Downriggers
Shallow water anchors
Digital charts & maps

MINN-KOTA

HUMMINBIRD

DIVING



\$77 M

FY2017 NET SALES

Regulators
Buoyancy compensators
Dive computers
Masks/fins/snorkels
Divewear

SCUBAPRO

CAMPING & HIKING



\$38 M

FY2017 NET SALES

Tents
Sleeping bags & pads
Personal & family cooking systems
Camp furniture & accessories

Eureka!

JETBOIL

WATERCRAFT RECREATION



\$48 M

FY2017 NET SALES

Kayaks & canoes
Fishing craft
Personal flotation devices
Paddles & accessories

Old Town

OCEAN KAYAK

Competitive Advantages



- **Highly recognized, respected, leading brands**
- **Innovation leader in all categories**
- **Versatile distribution capability**
- **Shared vision, common strategies, shared expertise**
- **Seasoned management, industry experts: strong institutional knowledge and business acumen**

JOHNSON
OUTDOORS

MINN-KOTA

HUMMINBIRD

Old Town

OCEAN KAYAK

Eureka!

JETBOIL

SCUBAPRO



Goal: #1 or #2 in our markets



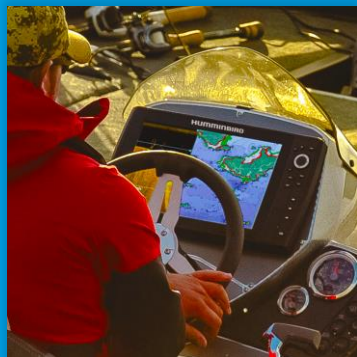
Award-winning Innovation



**Minn Kota®
Ultrax™**



BEST IN SHOW



**Humminbird®
Helix™ 10 SI**



**Old Town®
Predator™ PDL**



**Jetboil® Genesis™
dual burner cooking
system**



**SCUBAPRO®
Everflex drysuit**

Tauchen Award


**Bronze Dolphin
Winner**



Broad Distribution

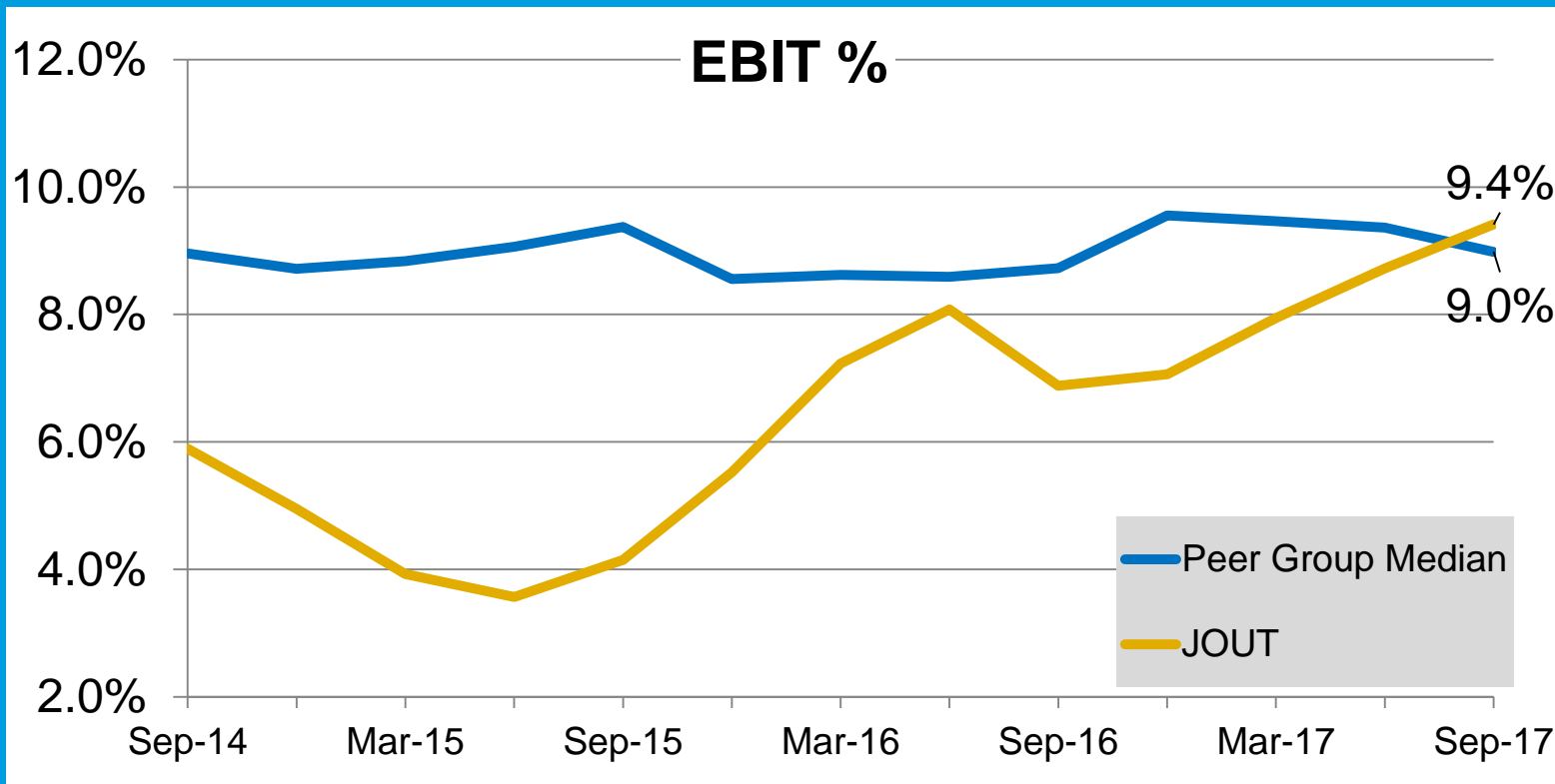
- **Distributed in 80+ countries**
- **Broad portfolio creates unmatched scope of distribution**
 - e-Commerce retailers
 - Direct mail/catalogs
 - Outdoor specialty retailers and chains
 - OEM
 - Paddle sports retailers
 - Marine
 - Sporting goods retailers and chains
 - Distributors
 - Dive specialty stores
 - Export
 - Resorts
 - Government/military
 - Rentals

Financial Highlights



Operating Results	FY 2015	FY 2016	FY 2017
Net sales (\$000)	\$430,489	\$433,727	490,565
<i>Gross margin</i>	39.9%	40.7%	43.0%
Operating profit	17,853	22,894	45,591
<i>OP margin</i>	4.1%	5.3%	9.3%
Net income	10,616	13,501	35,157
Diluted earnings per common share	\$1.06	\$1.34	\$3.51
Operating cashflow	\$18,056	\$43,434	\$46,350
Cash & STI, net of debt	61,729	79,904	110,417

Peer group comparison



Peer Group: AMEAS, BC, CLAR, ELY, ESCA, GRMN, MBUU, MPX, NLS

Source: NASDAQ IR Insight



Looking Forward

Strategic Priorities

Deeper Understanding of Consumer

- Implementing cutting edge techniques, methods and analytic tools to understand evolving consumer trends, needs and expectations

Revamped Innovation Process

- Product development process moving to best-in-class level to consistently deliver greater new product successes

Enhanced Digital Sophistication

- Transforming consumer's experience online to build stronger, deeper relationships

Use of Cash



- **Invest organically in the business**
 - Innovation fueled by consumer focus
 - Enhanced marketing capability
- **Return cash to shareholders**
 - Committed to a meaningful dividend each year
- **M&A**
 - Target enhanced technology and innovation within four existing segments
 - Strong track record of successful acquisitions in adjacent markets

Why Johnson Outdoors?



- **Leading brands and market positions in attractive businesses**
- **Culture of innovation ensures products remain at the forefront of trends and technology**
- **Strong competitive advantages and barriers to entry**
- **Seasoned management team to execute strategy**
- **Strategic initiatives focused on driving accelerated profitable growth**
- **Strong balance sheet, cash flow generation provides flexibility**