

Outdoorsmen

www.Outdoorsmen.com



*Connecting the
generations of
Outdoorsmen through
Technology,
Innovation and the
Human Experience.*





noun, plural **out·doors·men**

1.) people devoted to outdoor sports and recreational activities, such as hunting, fishing, camping, boating, hiking and competitive sports that take place outdoors.

Outdoorsmen.com is a technology company that embodies the spirit of the outdoorsman. We empower the small but competitive business operator who never stops aiding their outdoorsmen customers, who relentlessly challenge themselves each day, month and year to make a sport and outdoor activity ever better.

There are hundreds of thousands of small business operators supporting the outdoors industry, who share our passion, drive, and determination to make the billions of Outdoorsmen throughout the world the best that they can be. We invite you to join our mission in making each of them stronger, and more competitive than they were yesterday.



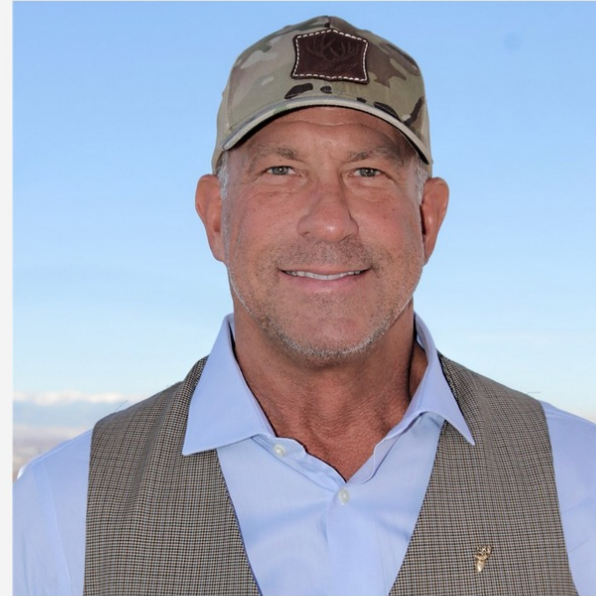
MANAGEMENT TEAM

Meet our Founders, Executives, Board of Directors, and Advisors



Ken Tapp

Chief Technology Officer - Chairman



Lynn Murphy

Chief Executive Officer - Director



Frederick M. Lehrer, P.A.

Securities Attorney



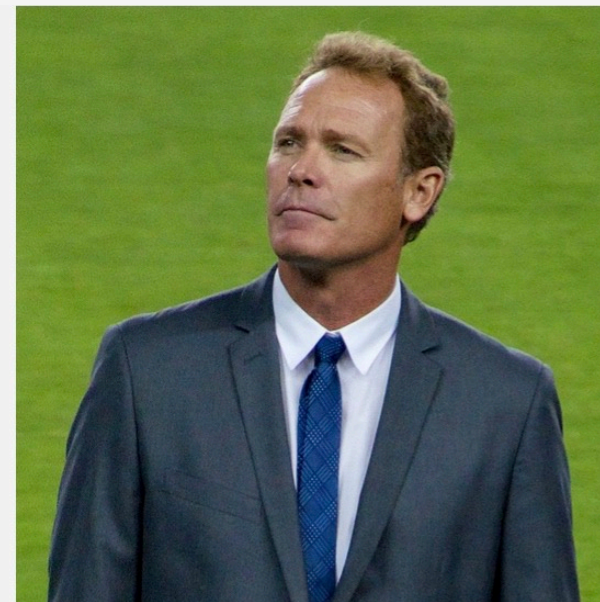
David Natan

Outdoorsmen - Interim CFO



Britt Glassburn

Investors Relations Officer - Director



John Doyle

Sports & Entertainment President -



Scott Bursey

HuntPost President - Director



Chuck Barton

Chief Marketing Officer - Director



MANAGEMENT TEAM



Debbie Avrin

National Accounts - Director



Stephen Wentworth

Outdoorsmen - VP Investor Relations



Peter Bunting

FutPost - Board Advisor



Mike Fuller

Outdoorsmen - CIO



Gene Carbonell

EbikeLink President - Board Advisor



Tanner Martin

Outdoorsmen - Marketing Manager



Chad Brooks

Outdoorsmen - Board Advisor



Andy Zodin

RacketStar - Board Advisor



MANAGEMENT TEAM



Chris Wondolowski

FutPost - Board Advisor



Mary Moses

RacketStar - Board Advisor



Keith Christman

RacketStar - Board Advisor



Adrienne Wilson

RacketStar - Board Advisor



Marvell Wynne II

FutPost - Board Advisor



Greg Tella

FutPost President - Board Advisor



Fred Wilson

FutPost - Board Advisor



Quincy Amarikwa

FutPost - Board Advisor



Overview of the United States Outdoor Economy

The United States outdoor recreation economy is strong, with \$862 billion in gross economic output, 4.5 million jobs, and 54% of the population participating. The outdoor economy produces 1.9% of the total U.S. GDP and puts the outdoor industry on even footing with well-recognized industries including mining and utilities. The economic output of the outdoor industry increased by 21.7% in 2021





U.S. FINANCIAL SIZE

OUTDOORSMEN SPORTING INDUSTRY

\$862 B

**ANNUAL CONSUMER
SPENDING**

Total Available
Market (TAM)

\$94 B

**JUST PRODUCTS
AND SERVICES**

Service Available
Market (SAM)

\$2.3 B

**2.5% OBTAINED
ANNUALLY BY 2027**

Serviceable Obtainable
Market (SOM) Equals

According to the U.S. Bureau of Economic Analysis (BEA), the outdoor recreation economy produced a record \$862 billion in economic output, 4.5 million jobs, representing 1.9% of the total U.S. GDP in 2022. There are 288,652 small businesses with less than 20 employees supporting the industry in the United States, according to the BEA.



U.S. CONSUMERS

OUTDOORSMEN SPORTING INDUSTRY

168 M

**U.S. Outdoor
Recreation
Participants**

Total Available Market
(TAM)

131 M

**U.S. Outdoor
Recreation
Consumers 18+**

Serviceable Market
(SAM)

26.2 M

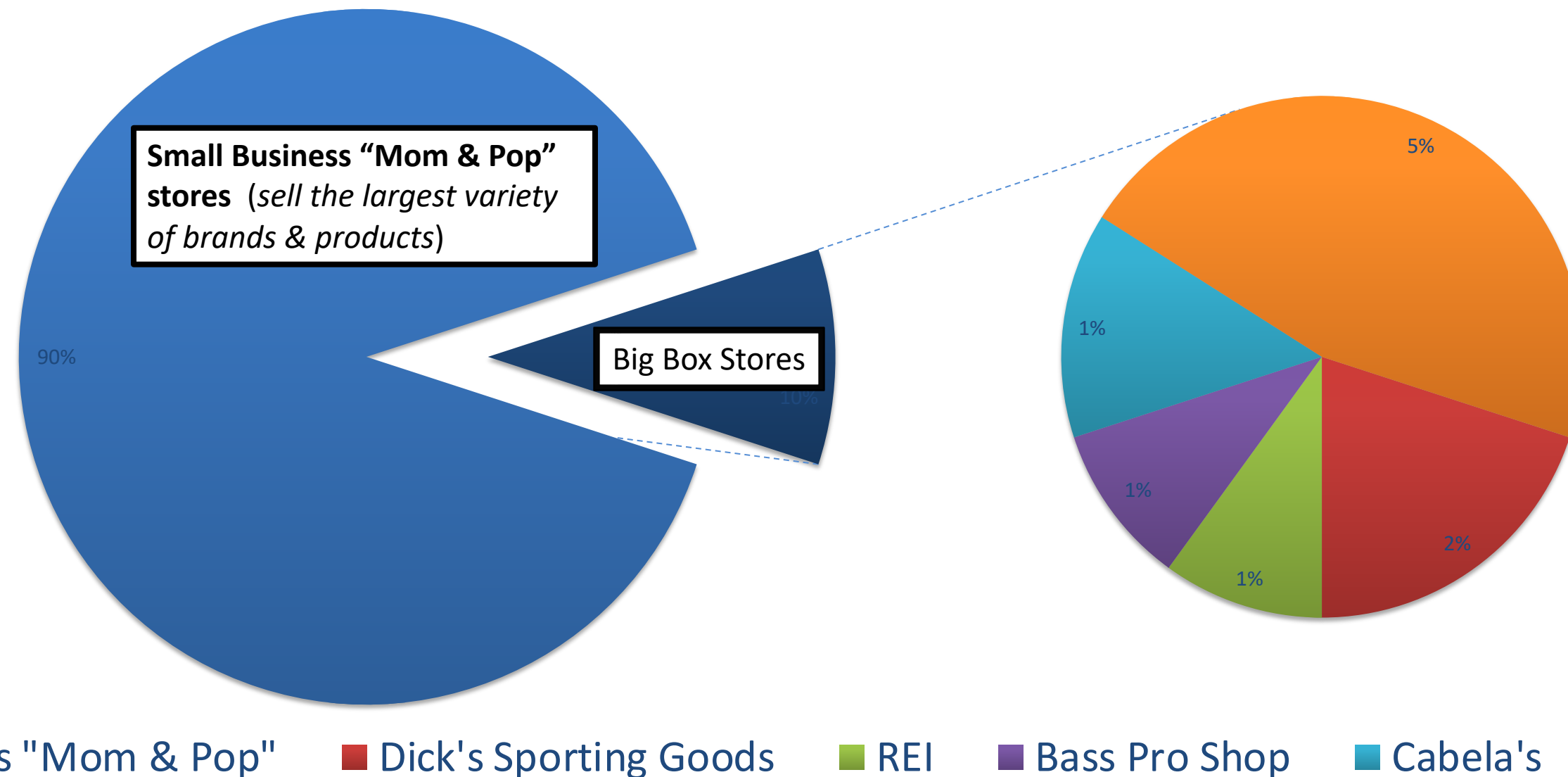
**20% of U.S. Consumers on
Outdoorsmen.com
by 2027**

Serviceable Obtainable Market
(SOM)

As of DEC 22nd, 2022 – After a historically low rate of change between 2020 and 2021, the U.S. resident population increased by 0.4%, or 1,256,003, to 333,287,557. According to a Spring 2023 report produced by the Outdoor Industry Association, the outdoor recreation participant base grew 2.3 percent in 2022 to a record 168.1 million participants or 55 percent of the U.S. population ages six and older. 80% of outdoor activity categories experienced participation growth in 2022, including large categories like camping and fishing and team participation categories like youth sports.



U.S. STORES SEGMENTATION



The U.S. retail store market consist of dozens of Big-Box Sporting Good Stores, that carry many of the same brands and most popular products, offered by manufacturers that can keep up with their demand for keeping shelf-space stocked. Industry experts estimate those mass-produced products make up roughly 10% of the total available outdoor recreational products sold in the United States.



BIG-BOX SPORTING GOOD STORES IN THE OUTDOOR RECREATION ECONOMY

2022 TOTAL WAS \$26.9B IN ANNUAL SALES



\$12.4 B



\$3.9 B



\$4.1 B



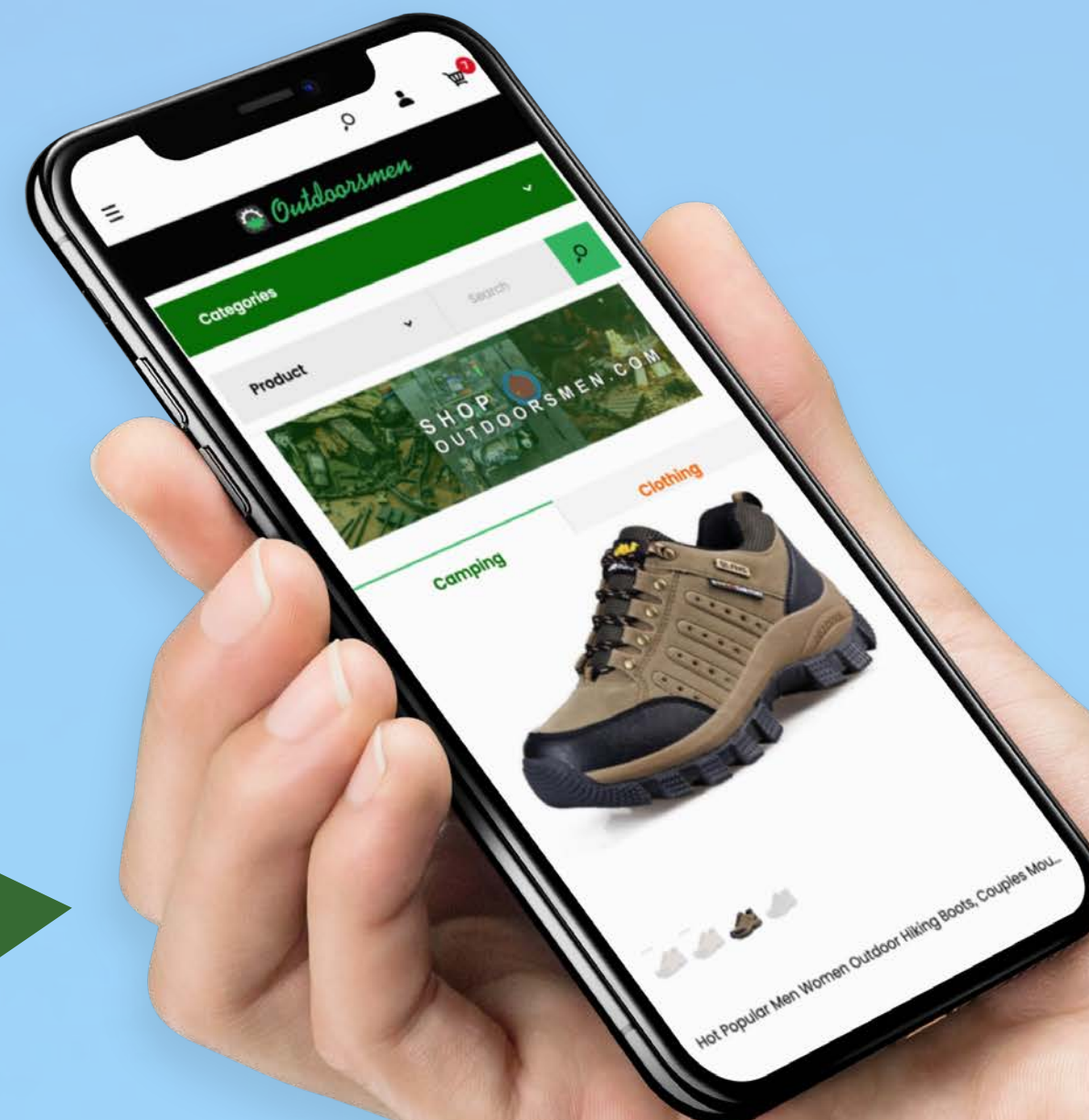
6.5 B

Outdoorsmen.com aims to obtain an annual market share of just \$2.3 Billion in year 3 of being a public company. This rapid growth will be done by acquiring hundreds of outdoor industry related trade shows that support the 288,652 small business “Mom & Pop” Stores that make up an estimated 90% of the brands and products offered in the U.S. Outdoor Recreation Economy.



AN INDUSTRY IN CHANGE

CONSUMERS MOVE TO SOCIAL NETWORK MARKETPLACES





THE GROWING PROBLEM

- 100's of large Big-Box Sporting Good Stores have been closing (Sports Authority, Sports Chalet, Eastern Mountain Sports, Modell's, Olympia Sports, Omega Sports – to name a few) due to the change in consumer buying trends away from the traditional brick and mortar building to online e-commerce.

Big-Box Stores are carrying the *large overhead expenses of selling shelf space, while their customer foot traffic diminishes each year.*





THE PROBLEM – Small Business Retailers

- There are more than 288 thousand small business in the United States (defined as 20 employees or less) that support the outdoor sports industry economy, and they are too small to scale and have their products carried on the shelf of big-box sporting good stores. Therefore, their only option is to sell online or in-person at trade shows.
- The small business operator is not using the full potential of Online Selling Experience (OSX) with their customers. They struggle to effectively use social networking to connect to their customers, and leverage influencers to promote their products and services.





THE PROBLEM – Small Business Retailers

(continued)

- **Lack of knowledge / resources regarding social network platforms and how to effectively promote products & services**
- **The need of capital for growth and inventory**
- **Only 1-out-10 outdoor sport products sold in the United States can only be found on the shelf at BIG Box sporting good stores**
- **Need for guidance on efficiency and technology for operational needs, accounting, HR, legal, inventory management, and administrative systems**





THE PROBLEM – The Consumers

- **Consumers want access to unique high-quality products and services that can't be found at big-box sporting good stores.**
- **They struggle finding the best products and services online, so they attend trade shows to meet new retailers and buy in person or from their websites.**
- **Consumers need online communities to help them learn and connect with trusted experts for “how to” and educational content, before they shop for and buy from the more than 288K small businesses in the U.S. that service their outdoor sports passion.**





OUR SOLUTION



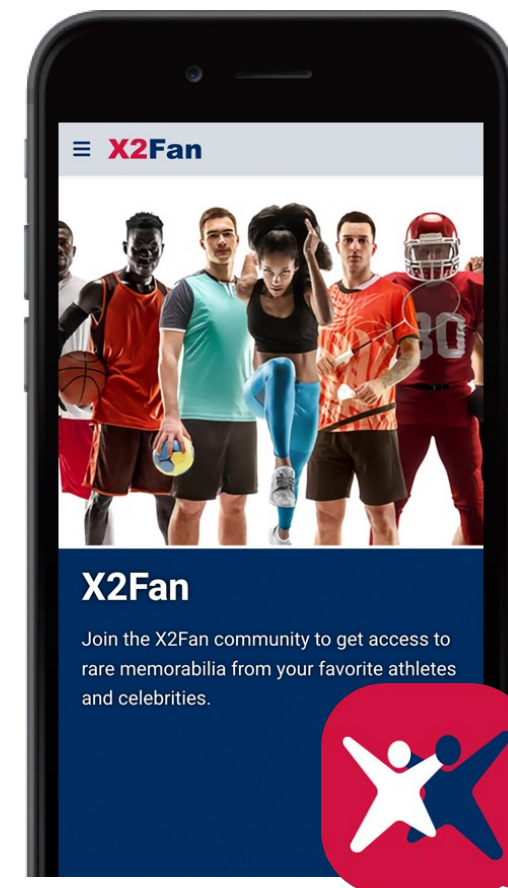
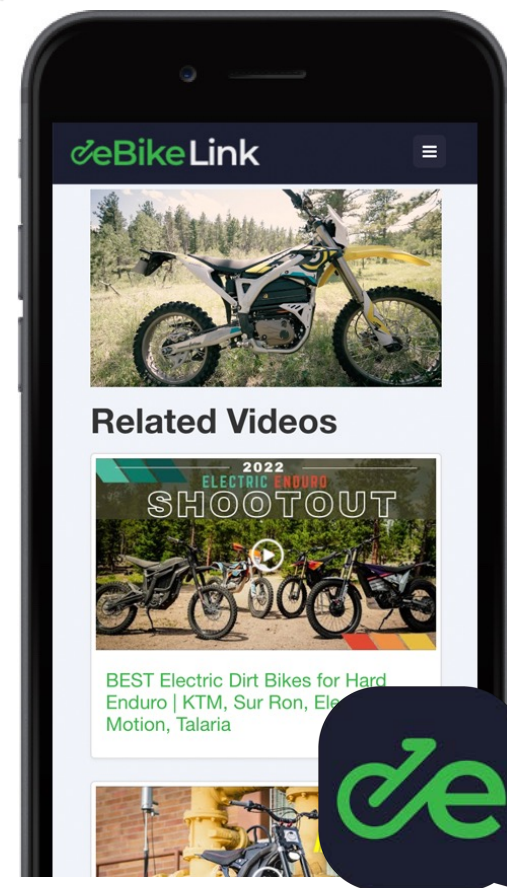
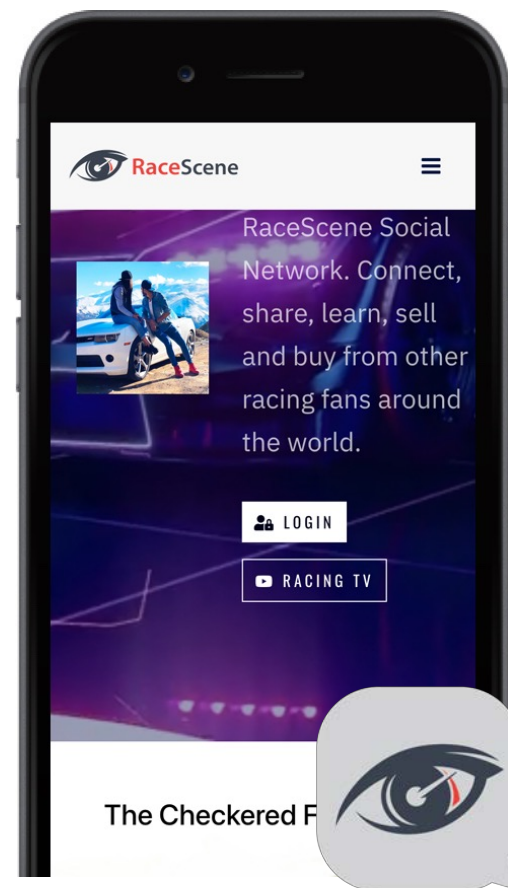
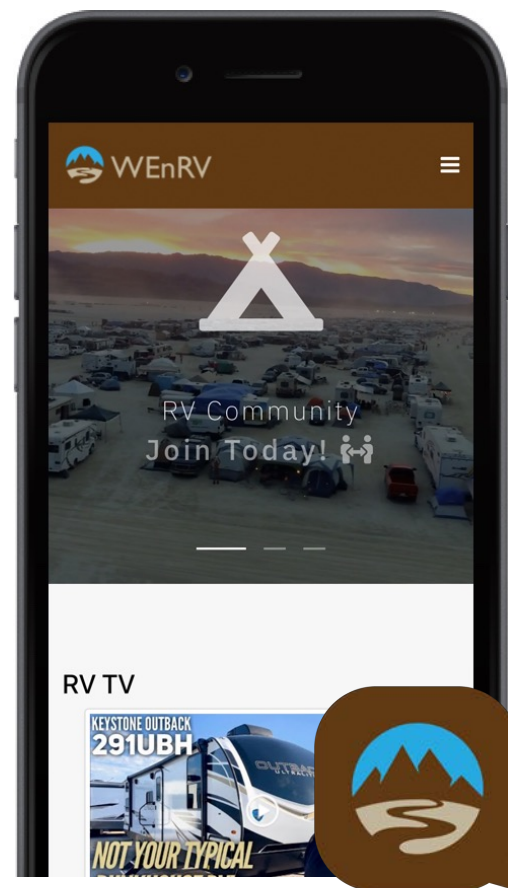
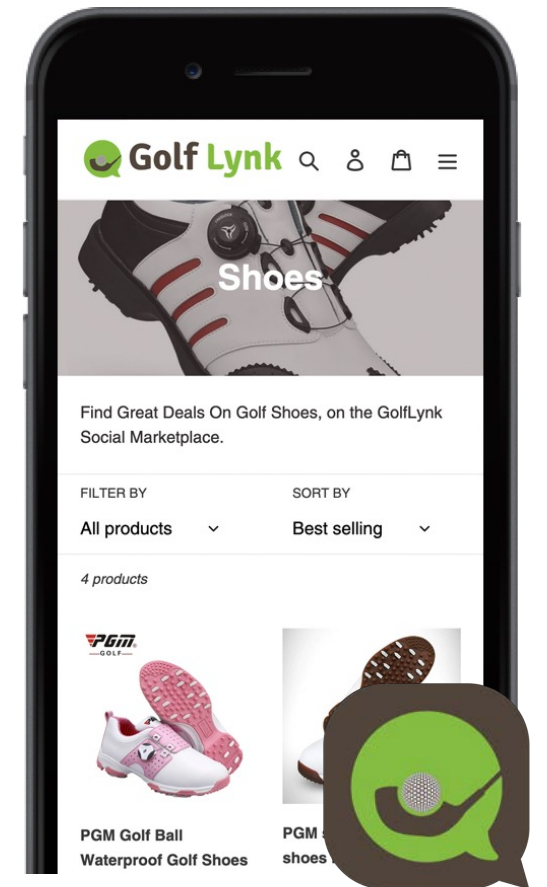
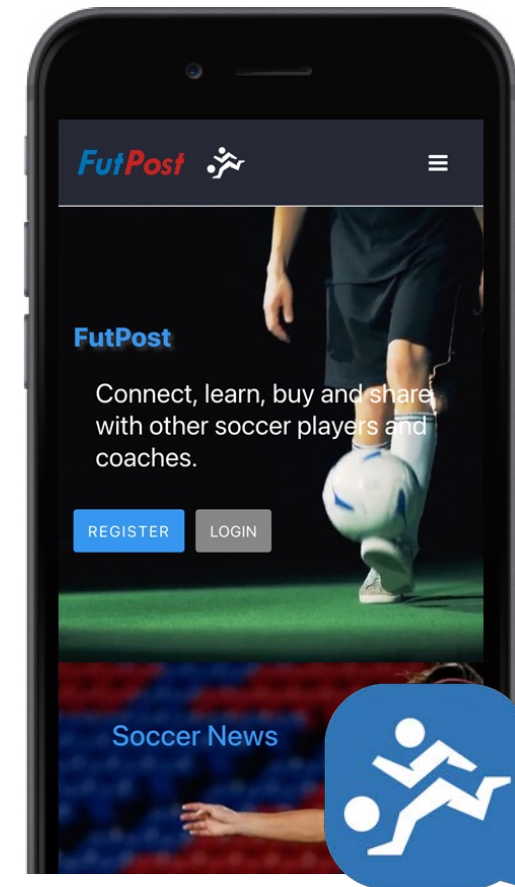
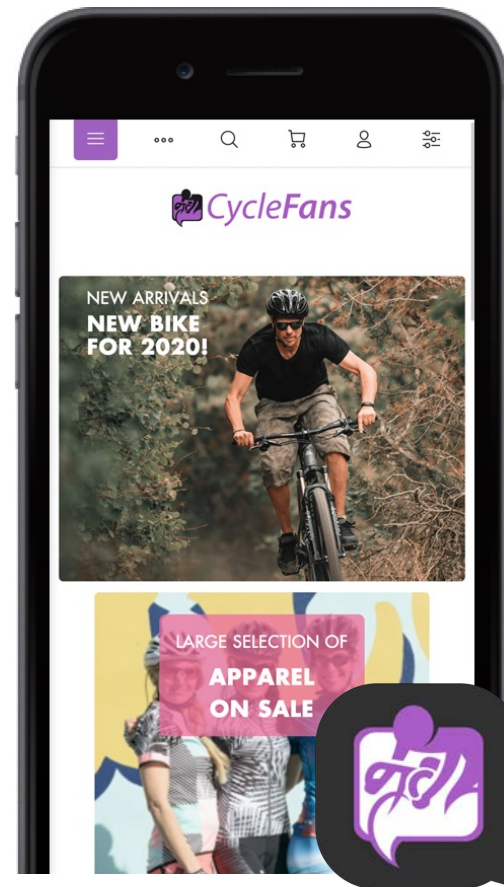
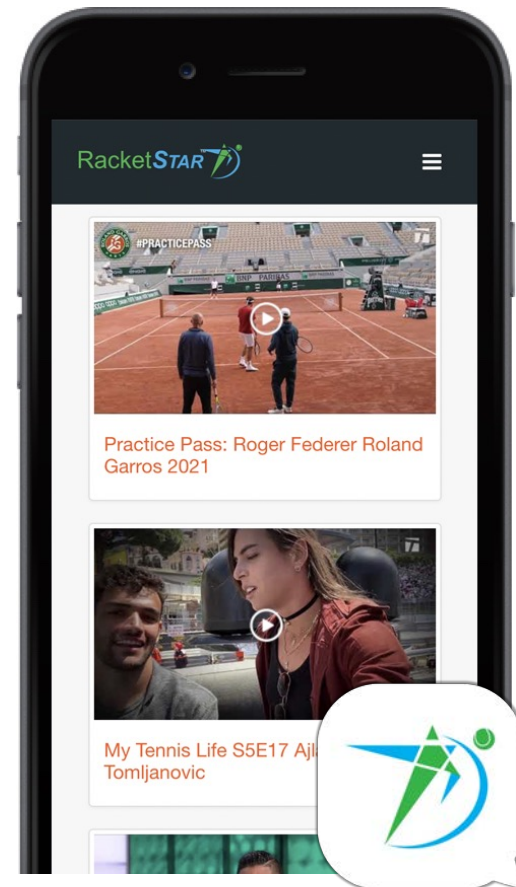
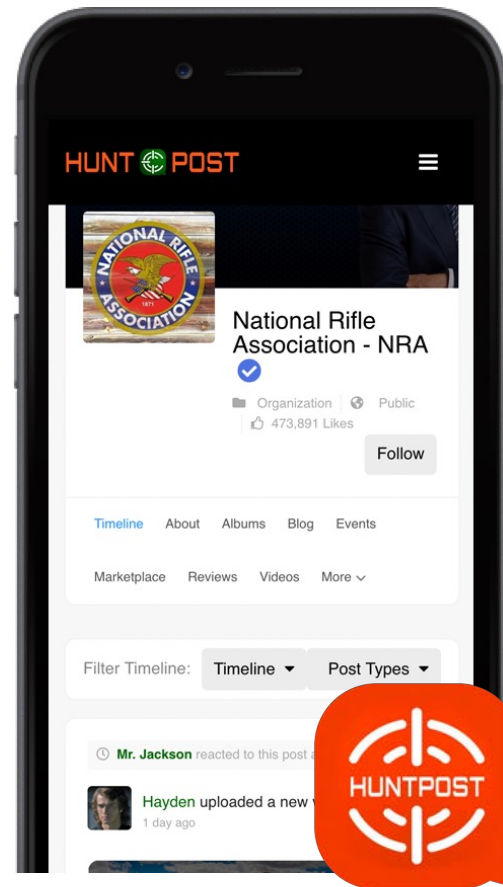
Outdoorsmen.com is the future of the big-box sporting goods store, with each department having its own social network marketplace for consumers and small business operators to connect, learn, influence buyers, and sell.

Our 10 individual social network marketplaces make it easier and more efficient for consumers, businesses and experts to connect and share with one another.

The trade shows and consumer expos that are Outdoorsmen.com customers, and the shows that we will own in the future, make it simple and efficient for the consumers and show exhibitors to connect in person throughout the year, and online 365 days a year.



OUR SOCIAL MARKETPLACE DEPARTMENTS





WHY SOCIAL MARKETPLACES' WORK



Hunting, Fishing &
Camping U.S. audience
is 141 Million People



Racket Sports U.S.
audience is 32
Million People



Cycling & Biking U.S.
audience is 51
Million People



Soccer U.S.
audience is 103
Million People



Golfing U.S.
audience is 41
Million People



RV'ing U.S.
audience is 40
Million People



Motor Racing U.S.
audience is 75
Million People



Ebikes are outselling
EV's 2:1 in the U.S.
w/500K sold in 2021



Sports Fan U.S.
audience is 234
Million People



Boating U.S.
audience is 100
Million People

According to the 2022 National Sporting Goods Report produced by the World Federation Sporting Goods Industry, "Amid growing user numbers and relentless expansion of its capabilities, social media is taking its place at the center of sports brands' e-commerce strategies. As companies experiment with new strategies, leaders are taking the art to a whole new level—creating powerful blends of social interaction and e-commerce. This is a result of more than 80% of consumers now using online channels to search for products."



OUR SOLUTION – Small Business Retailers

- Create strength in the aggregate with small businesses to compete against big box stores and their large resources by providing the tools needed to fill in the missing gaps to improve each business
- Online communities of passionate consumers and experts for specific outdoor niches
- Provide a unique retail space that is a targeted community (comparable to an online trade show) that maintains the small company feel and personal touch of a “mom & pop shop” but allows access to all the benefits of a full online business
- Provide a suite of technology solutions as SaaS
 - Digital marketing and social media
 - Internal communication and management
 - Administration, human resources, accounting and sales



OUR SOLUTION – The Consumers

- Continue the same interaction with vendors and shops as they have enjoyed in the past at trade shows, but now can purchase these unique *products and services* easily throughout the entire year
- Interaction with like-minded enthusiasts within their community, with access to industry experts, influencers and celebrities
- One location to learn about key events, experiences, products and information
- Access to trusted “how to” and educational content not from an online store just pushing products but from a community of experts, retail shops and customers that share the same passion in their community.



REVENUE MODEL

DIGITAL SERVICES



Online Business &
Trade Show
Software as a
Service (SaaS)



Online store front
marketing,
management &
customer support

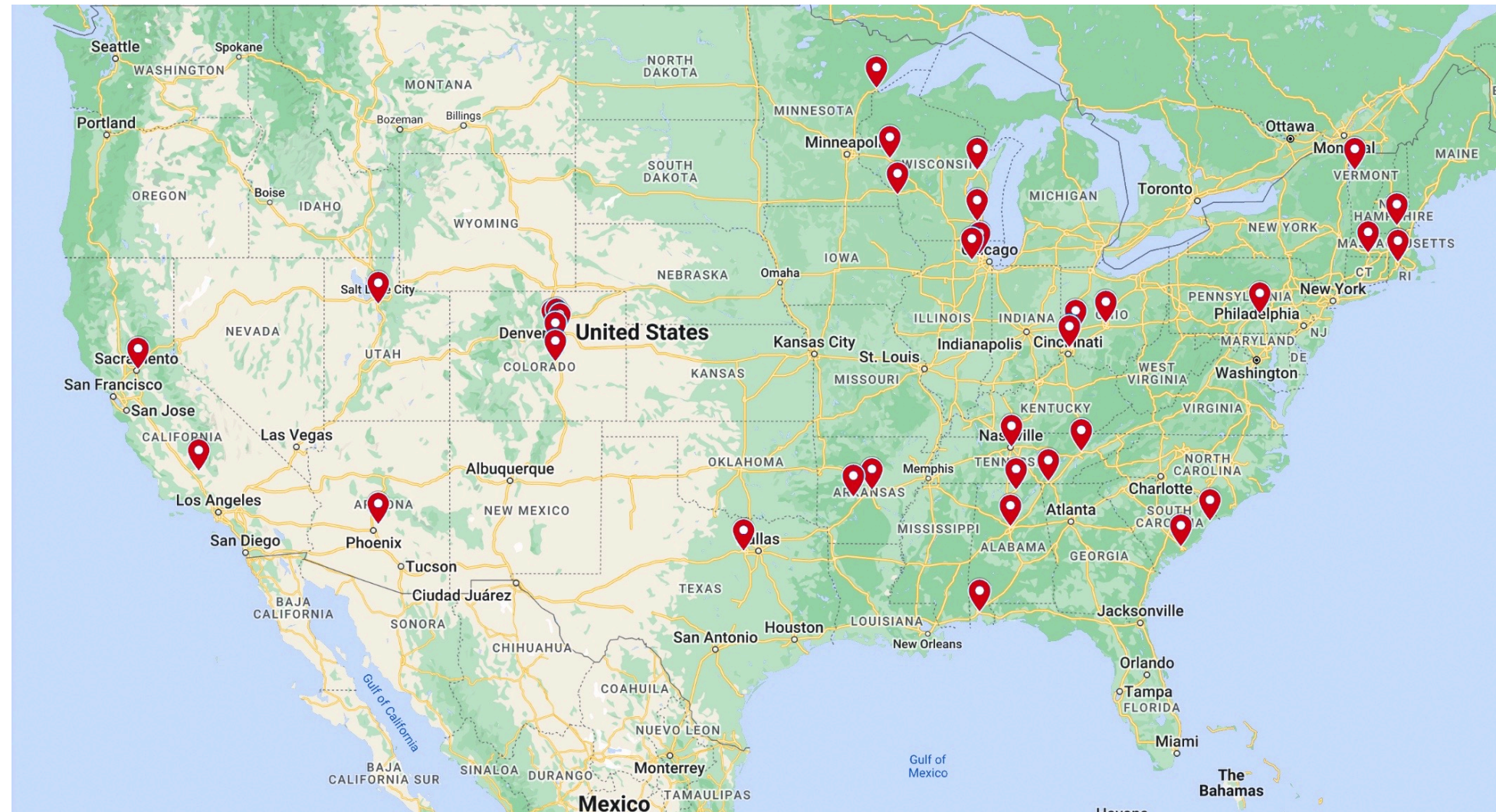


Online and in-person
transaction fees on
products and
services sold



Roll-up Trade Shows and Retailers

ACQUIRING OUTDOOR INDUSTRY COMPANIES



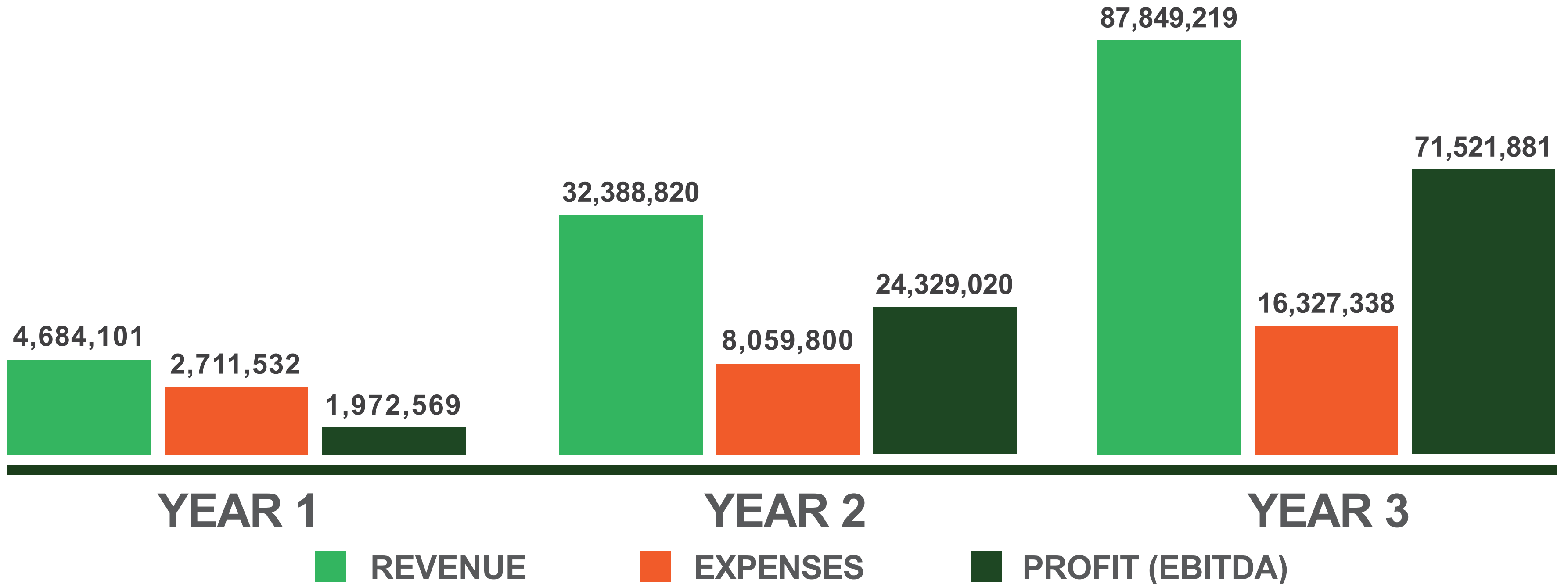
**We aim to take
Outdoorsmen.com, Inc.
public through a merger
or acquisition with an
existing public company,
in 2024**

Through the proposed roll-up of as many as 75 outdoor industry trade shows and retail companies (totaling an estimated \$15 to \$25 Million in annual revenue), the Outdoorsmen roll-up plan will expedite the company physical footprint and brand name across the United States.

See the MAP above for proposed trade shows to be acquired after going public.



3 YEAR P&L PROJECTIONS



in millions of USD



FORWARD - LOOKING

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This information does not constitute an offer to sell or a solicitation of an offer to buy securities or assets of Outdoorsmen.com, Inc. All information presented herein with respect to the existing business and the historical operating results of Outdoorsmen.com, Inc. and estimates and projections as to future operations are based on materials prepared by the management of Outdoorsmen.com, Inc. and involve significant elements of subjective judgment and analysis which may or may not be correct. While the information provided herein is believed to be accurate and reliable, Outdoorsmen.com, Inc. makes no representations or warranties, expressed or implied, as to the accuracy or completeness of such information. In furnishing this information, Outdoorsmen.com, Inc. reserves the right to amend or replace some or all of the information herein at any time and undertakes no obligation to provide the recipient with access to any additional information.

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These forward-looking statements are subject to known and unknown risks, uncertainties and other factors, which may cause actual results to be materially different from those contemplated by the forward-looking statements. Outdoorsmen.com, Inc. undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The recipient of this information is cautioned not to place undue reliance on forward-looking statements. No representations or warranties are made as to the accuracy of such forward-looking statements or whether any of the projections included herein will be realized.

INVESTMENTS UNDER RULE 506(C) OF THE SECURITIES ACT OF 1933, AS AMENDED (THE "SECURITIES ACT")

Be advised of the following regarding 506(c) Offering to Accredited Investors only: (a) Rule 506(c) Offering is only available to Accredited Investors as defined pursuant to Rule 501 of the Securities Act; (b) any person claiming Accredited Investor status must verify their Accredited Investor status to the Company's satisfaction; the Company may accordingly reject a proposed investment in the Company; (c) an investment in the Company involves innumerable risks; investors need to carefully their financial situation and risk tolerance; (d) investors should consult with their financial professional. Including whether such investment is suitable under their circumstances; (e) the securities offered have not been registered under the Securities Act and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements; (f) no government agency has reviewed or approved the securities being offered or made any determination concerning the accuracy or adequacy of the information provided.



FORWARD - LOOKING CONTINUED (FINANCIAL PROJECTIONS)

CAUTIONARY ADVICE REGARDING FINANCIAL PROJECTIONS AND INDUSTRY DATA IN THIS PRESENTATION

The financial projections of (the “Projections”) set forth herein constitute forward looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Our actual results, performance or achievements or industry standards may differ materially from those express or implied in in such forward-looking statements.

The forward-looking statements in the Projections are not guarantees of future results and are subject to the risks contained herein that could cause actual results to differ materially and adversely from those expressed in any forward-looking statements. As such, you are cautioned not to place undue reliance on such forward-looking statements. The Company is under no obligation (and expressly disclaims any such obligation) to update or alter its forward-looking statements whether as a result of new information, future events or otherwise. All forward-looking included below are qualified in their entirety by this cautionary statement and the statements under “Important Information” below.

Important Information: The Projections and the underlying assumptions were prepared internally by the Company’s management, and were not prepared with a view towards compliance with published SEC or the American Institute of Certified Public Accountants for preparation and presentation of financial forecasts or generally accepted accounting principles. No independent auditors or independent accountants, have compiled, examined or performed any procedures or review with respect to the Projections, nor have they expressed any opinion or given any form of assurance with respect to such information or its achievability.

Furthermore, the Projections are necessarily based on numerous variables, assumptions and estimates that are inherently uncertain, many of which are beyond the Company’s control, including a wide variety of industry performance, general business, economic, regulatory, market and financial conditions, as well as matters specific to the Company’s business.

The Projections should not be regarded as an indication that any of Company or its affiliates or management considered to be predictive of actual future events. Actual results will likely vary from the Projections, and such variations may be material. Neither the Company or its affiliates or management can give you any assurance that actual results will not differ materially from the Projections.

The industry data that has been presented herein is extracted from materials prepared by third-party organization and could include significant elements of subjective judgment and analysis which may or may not be correct. **Please reference our website to access the sources we used from the United States Government and industry associations.**



Outdoorsmen

***Success is where preparation
and opportunity meet.***

- Bobby Unser

**Interested In Joining
Our Successful Team?**

Contact

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