

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

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): January 13, 2025

Smith & Wesson Brands, Inc.

(Exact Name of Registrant as Specified in Charter)

Nevada
(State or other jurisdiction
of incorporation)

001-31552
(Commission
File Number)

87-0543688
(IRS Employer
Identification No.)

**1852 Proffitt Springs Road
Maryville, Tennessee 37801**
(Address of principal executive offices) (Zip Code)

(800) 331-0852
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, Par Value \$0.001 per Share	SWBI	Nasdaq Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR 230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

On January 13, 2025, Susan J. Cupero, Smith & Wesson Brands, Inc.'s (the "Company") Vice President of Sales, notified the Company that she will retire in May 2025.

A copy of the press release issued by the Company is attached as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits.

(d) *Exhibits.*

Exhibit No.

99.1 [Press release, dated January 17, 2025.](#)

104 Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SMITH & WESSON BRANDS, INC.

Date: January 17, 2025

By: /s/ Deana L. McPherson
Deana L. McPherson
Executive Vice President, Chief Financial Officer, Treasurer,
and Assistant Secretary

Smith & Wesson Brands, Inc. Announces Upcoming Retirement of Sue Cupero

January 17, 2025

MARYVILLE, Tenn., January 17, 2025 /Agility/ — **Smith & Wesson Brands, Inc. (NASDAQ Global Select: SWBI)**, a U.S.-based leader in firearm manufacturing and design, today announced the upcoming retirement of Sue Cupero, Vice President of Sales, after more than four decades of dedicated service to the company and the firearms industry. Ms. Cupero notified the company that she will retire in May 2025.

Since joining Smith & Wesson in 1979, Ms. Cupero has played a pivotal role in shaping the company's sales strategies, expanding its market presence, and fostering strong lasting relationships with clients and partners.

"In the earliest days of her impressive career, Sue worked in our Customer & Sales Service department, where she helped solve problems and interacted daily with our largest customers. She thrived in this role and, in the decades since, has become not just the top sales executive at Smith & Wesson, but a household name within the firearms industry through her hard work, dedication, ability to solve almost any problem, and willingness to go the extra mile for our customers. But what truly has turned Sue into what I have described many times as an industry icon is the fact that she has forged so many genuine friendships and strong relationships across the industry, and has ensured this legacy will endure through the passionate, hardworking, and dedicated Smith & Wesson sales team that she has built. On behalf of the entire Smith & Wesson team, I want to congratulate Sue on an amazing career – and wish her well as she embarks on this next chapter," said Mark Smith, Smith & Wesson's CEO.

"We will immediately begin a search for Sue's replacement – and are confident that we will be able to have her successor appointed in time for Sue to transition her responsibilities smoothly," said Mr. Smith.

About Smith & Wesson Brands, Inc.

Smith & Wesson Brands, Inc. (NASDAQ Global Select: SWBI) is a U.S.-based leader in firearm manufacturing and design, delivering a broad portfolio of quality handgun, long gun, and suppressor products to the global consumer and professional markets under the iconic Smith & Wesson® and Gemtech® brands. The company also provides manufacturing services including forging, machining, and precision plastic injection molding services. For more information call (844) 363-5386 or visit smith-wesson.com.

Safe Harbor Statement

Certain statements contained in this press release may be deemed to be forward-looking statements under federal securities laws, and we intend that such forward-looking statements be subject to the safe-harbor created thereby. Such forward-looking statements include, among others, that we will immediately begin a search for Ms. Cupero's replacement – and are confident that we will be able to have her successor appointed in time for Ms. Cupero to transition her responsibilities smoothly. We caution that these statements are qualified by important risks, uncertainties, and other factors that could cause actual results to differ materially from those reflected by such forward-looking statements. Such factors include, among others, the risks detailed from time to time in our reports filed with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the fiscal year ended April 30, 2024.

Contact:

investorrelations@smith-wesson.com
(413) 747-3448