



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): June 29, 2005

**SMITH & WESSON HOLDING CORPORATION**

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(Exact Name of Registrant as Specified in its Charter)

**NEVADA**

(State or Other  
Jurisdiction of Incorporation)

**001-31552**

(Commission File  
Number)

**87-0543688**

(IRS Employer  
Identification No.)

**2100 ROOSEVELT AVENUE  
SPRINGFIELD, MASSACHUSETTS 01104**

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(Address of principal executive offices) (Zip Code)

Registrant's Telephone Number, Including Area Code: (800) 331-0852

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))
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## **TABLE OF CONTENTS**

[Item 7.01. Regulation FD Disclosure.](#)

[Item 9.01. Financial Statements and Exhibits.](#)

[SIGNATURES](#)

[EXHIBIT INDEX](#)

[EX-99.1](#)

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[Table of Contents](#)

**Item 7.01. Regulation FD Disclosure.**

We are furnishing this Report on Form 8-K pursuant to Regulation FD in connection with the disclosure of information, in the form of the textual information from a slide show presentation to be given on June 29, 2005 and at subsequent meetings with institutional investors during the remainder of the quarter.

The information in this Report on Form 8-K is furnished pursuant to Item 7.01 and shall not be deemed to be “filed” for the purpose of Section 18 of the Securities and Exchange Act of 1934 or otherwise subject to the liabilities of that section. This Report will not be deemed an admission as to the materiality of any information in the report that is required to be disclosed solely by Regulation FD.

We do not have, and expressly disclaim, any obligation to release publicly any updates or any changes in our expectations or any change in events, conditions, or circumstances on which any forward-looking statement is based.

The text included with this Report omits various graphic images included in the actual slides used in the presentation. We will make copies of the actual slides, including such graphic images, available for viewing at our website located at [www.smith-wesson.com](http://www.smith-wesson.com), although we reserve the right to discontinue that availability at any time.

**Item 9.01. Financial Statements and Exhibits.**

- (a) *Financial Statements of Business Acquired.*

Not applicable.

- (b) *Pro Forma Financial Information.*

Not applicable.

- (c) *Exhibits.*

Exhibit  
Number  
99.1

Slide Show Presentation

Description

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**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.

Date: June 29, 2005

SMITH & WESSON HOLDING CORPORATION

By: /s/ John A. Kelly

John A. Kelly

Chief Financial Officer and Treasurer

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**EXHIBIT INDEX**

<u>Exhibit Number</u>	<u>Description</u>
99.1	Slide Show Presentation

# Smith & Wesson

Michael Golden  
President, CEO

June 2005



# Smith & Wesson Holding Corporation

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Certain statements contained in this presentation may be deemed to be forward-looking statements under federal securities laws, and the Company intends that such forward-looking statements be subject to the safe-harbor created thereby. Such forward-looking statements include statements regarding the Company's strategies, the demand for the Company's products, the opportunity for growth of the Company, anticipated sales and operating results, customer satisfaction and cost-reduction efforts. The Company cautions that these statements are qualified by important factors that could cause actual results to differ materially from those reflected by such forward-looking statements. Such factors include the demand for the Company's products, the Company's growth opportunities, the ability of the Company to obtain operational enhancements, and other risks detailed from time to time in the Company's reports filed with the SEC.





# Agenda

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- 11:30 a.m. Arrive at Smith & Wesson Holding Corp.
- 11:30 – 12:30 p.m. Lunch & Discussion  
Enjoy barbecued chicken, hamburgers and assorted salads.  
Company Presentation / Update - Mike Golden, President & CEO  
Informal Meet & Greet with Senior Management Team
- 12:30 – 1:45 p.m. Facility Tour / Engraving Area / Smith & Wesson Museum
- 1:50 – 2:00 p.m. Travel on bus to Smith & Wesson Shooting Sports Center
- 2:00 – 3:00 p.m. Arrive at Smith & Wesson Shooting Sports Center  
Meet in Classroom to sign waivers, check ID's, etc.  
Dessert & Refreshments will be provided.  
Folks may shoot, or meet with management.
- 3:30 p.m. Depart for NYC



# The New Smith & Wesson

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- **New Leadership Team**
- **A New Market Approach...Safety, Security, Protection, Sport**
- **A Strong, Untapped Legacy Brand**
- **Innovative New Products**
- **Growth Opportunities in Core Business & New Markets**
- **Significant Productivity Enhancement Opportunities**
- **Positive Litigation Trends**

**AMEX: SWB**

**Shares Outstanding: 31,507,000**

**Price: \$3.84 (at 6/27/05) Market Cap: \$121M**



# A New Leadership Team...

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...with World-Class Experience:

**Mike Golden, President, CEO**

**John Kelly, CFO**

**Tom Taylor, VP Marketing**

**Ken Chandler, VP Operations**

**Leland Nichols, VP Sales**

**Barbara Hunnicutt, VP Licensing**

**Ann Makkiya, Corporate Counsel**



# S&W: 87% Brand Awareness

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**Extremely high in our served markets, and in markets we do not serve today:**

A company-sponsored, 2004 survey asked consumers about their purchase intent for the following products & services. S&W ranked as follows:

Revolvers	#1	(served)
Pistols	#1	(served)
Shotguns	#3	(not served)
Hunting Rifles	#3	(not served)
Tactical Rifles	#1	(not served)
Ammunition	#4	(not served)
Security Systems	#3	(not served)

Source: American Sports Data - Nov, 2004



# A New Market Approach

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Smith & Wesson Today: We Sell Handguns  
in the U.S. Sporting Goods Channel

GOAL

Smith & Wesson Tomorrow: A Global Leader in  
***Safety...Security...Protection...Sport***



# Growth Strategy

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Use “Safety-Security-Protection-Sport” platform to enter new markets while driving CAGR of 10-12% in core business in 2006.

## Brand Development

- Re-invent the legacy
- Key to new market entry
- Licensing opportunities
- Marketing initiatives

## Existing Handgun Business

- Innovative New Products
- Sporting Goods
- Law Enforcement
- Military/Federal Government
- International

## New Market Possibilities

- Less Lethal
- Long Guns
- Ammunition
- Security Systems
- Training/Ranges
- Criminal Investigation
- Homeland Defense Products/Services

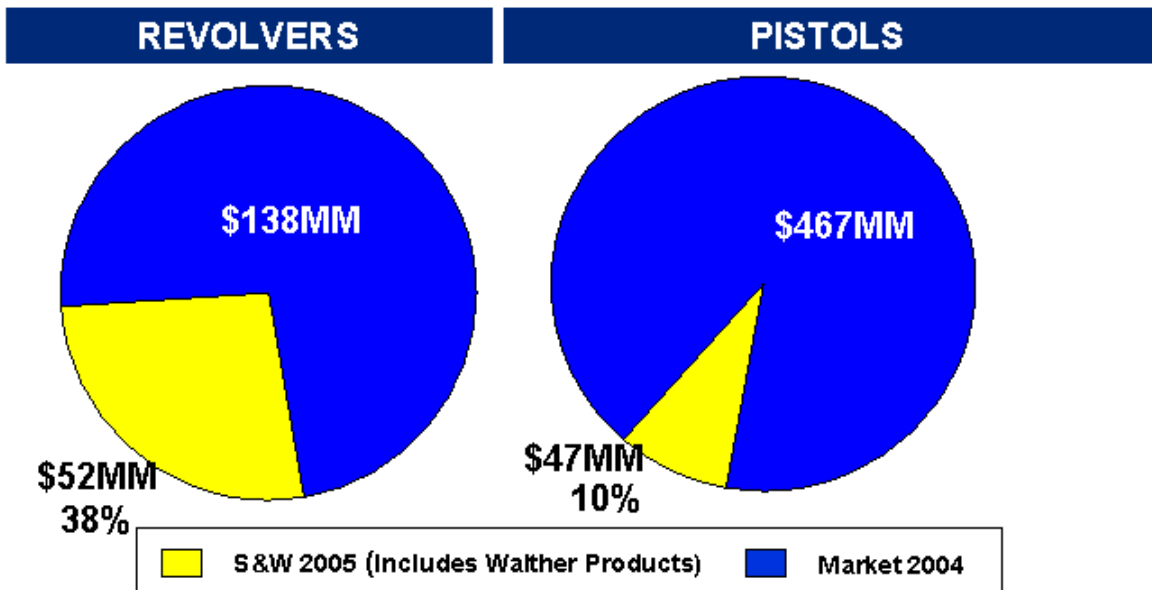


**Smith & Wesson**



# REVOLVER/ PISTOL MARKET: \$605MM

2004 U.S. DOMESTIC NON-MILITARY MARKET – 2005 S&W SALES



SOURCE: BATF 2004 Excise Tax Study & Smith & Wesson Management Estimates



# Innovative New Products

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## Revolvers



## Pistols





# Military & Police Pistol Series

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# Handgun Growth Strategy

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## New Channel Strategy: Sporting Goods

- **New Sales Leadership**
  - **Eoin B. Stafford, Director of Sporting Goods Sales**  
**Formerly General Manager with H&K, USA**
- **Reorganized Sales Force**
- **Increase focus on high margin segments**
  - **Engraving**
  - **Performance Center**
  - **Custom Guns**
- **New Products: S&W 460, S&W 500, 1911's, etc.**
- **New Marketing Programs**
  - **Event Marketing**
  - **Consumer Pull Marketing Promotions**



# Handgun Growth Strategy

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## New Channel Strategy: Military/Federal Government

- **New Leadership**
  - **Ernest Langdon, Director of Federal Law Enforcement & Military Sales**
  - **Formerly Operations Manager, Law Enforcement Sales with Beretta**
  - **Tactical training provider to law enforcement and military**
  - **Multiple national and world titles in competitive shooting sport**
- **Lobbying efforts underway**
  - **Hired major lobbying firm**
  - **Regular CEO visits to Washington**
- **First contract secured**
  - **April 2005: Pistols for Afghan Army via US Army**
- **New M&P pistol to be launched in Summer 2005**



# Handgun Growth Strategy

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## New Channel Strategy: Law Enforcement

- **New Leadership Planned**
- **Expanding Sales Force**
- **New M&P pistol ready for launch**
  - **Designed to support police/military needs**
  - **Previewed by a dozen law enforcement agencies**
    - **Very positive response**
  - **Launch Date: Summer 2005**



# Handgun Growth Strategy

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## New Channel Strategy: International

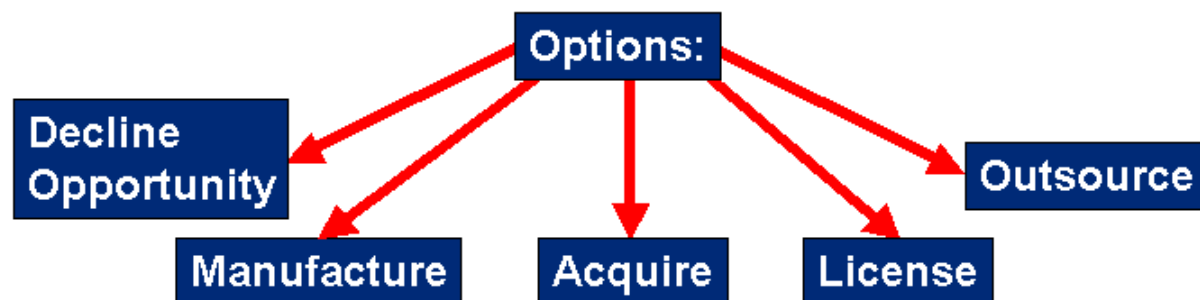
- **New Leadership: Amaro Goncalves, Director of International Sales**  
**Formerly Director International Sales, Colt Firearms**
- **New Products**
  - **Geared toward law enforcement & military**
- **Lobbying underway**
  - **Shorten/lessen federal export approval requirements**
- **Established sales channel and revenue base**
  - **Expanding international sales presence**
  - **Upgrading sales agents by country**
    - **Europe, Latin America, Asia, Middle East**



# New Market Opportunities & Options

## Safety...Security...Protection...Sport

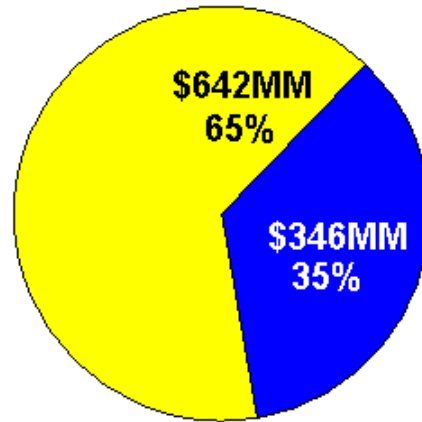
- **Less Lethal**
- **Long Guns**
  - Shotguns
  - Hunting Rifles
  - Tactical Rifles
- **Ammunition**
- **Security Systems**
- **Training/Ranges**
- **Criminal Investigation**
- **Homeland Defense Products/Services**
- **Other...**



# Long Gun Market: \$1B

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2004 U.S. DOMESTIC NON-MILITARY MARKET – RIFLES & SHOTGUNS



SOURCE: BATF 2004 Excise Tax Study and Smith & Wesson Management Estimates



# The Brand: Licensing Opportunities

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- **New leadership in licensing: Bobbie Hunnicutt, VP Licensing**
- **2005 Licensing Revenue: \$1.8M**
  - **Hearing and Eye Protection, Body Armor, Knives, Safes, Soft Air Guns, etc.**
- **Target: Grow Licensing Revenue 3-5X by 2008**
  - **New Possibilities: Monitored Security Systems, Ammunition, Truck and Hunting Accessories**
- **Focus: Use licensing to serve brand loyalty opportunities, and aggressively pursue initiatives that fall within:**

**Safety... Security... Protection... Sport**





# The Brand: Re-Inventing a Legacy

**Inconsistent Message to a Limited Audience**

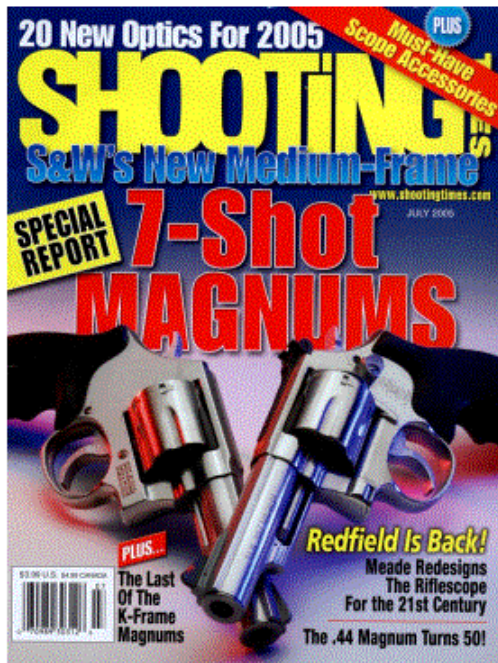
**GOAL**

**“Loud” and Visible Brand With a  
Consistent Message to a Diverse Audience**



## Editorial Blitz: Dominating Trade Press

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- Smith & Wesson has achieved 25 trade magazine covers in the past 8 months; an unprecedented accomplishment
- Smith & Wesson has consistently had more editorial coverage than its major competitors



# Marketing Initiatives

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- **Continued New Product Innovation**
- **Editorial Blitz: Dominating the Trade Press**
- **Contemporary and Consistent Advertising: Print/Television**
- **TV Show: Smith & Wesson USA**
- **Entertainment Marketing**
- **Internet Marketing**
- **NASCAR**
- **Customer Affinity Programs: Club 1852**



# Driving Gross Margin Improvement

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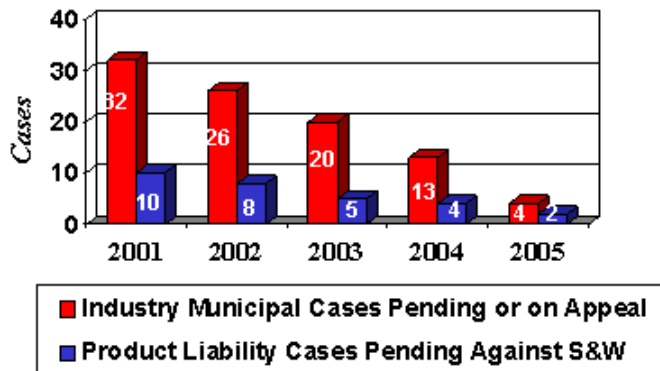
- **New Leadership: Ken Chandler, VP Operations**
  - New Equipment
  - Process Improvement
  - Supply Chain Management
  - Capacity Expansion
  - Lean Manufacturing
  - Strengthening Management Team
- **Productivity Improvements to date (6 months):**

		Dec- May
<b>Revolvers</b>	Guns Per Day	44%
<b>Pistols</b>	Guns Per Day	125%



# Litigation Trends

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## Legislation

- The *Protection of Lawful Commerce in Arms Act* under review by House and Senate
- The *Class Action Fairness Act of 2005* signed into law February 2005



# Annual Guidance

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	<u>2005 Guidance*</u>	<u>2004 Actual</u>
<b>Net Product Sales:</b>	<b>\$124 M (Est.)</b>	<b>\$117.9 M - +5% Y/Y</b>
<b>Firearms Sales:</b>	<b>+11% Y/Y</b>	
<b>Income:</b>	<b>\$5.1 - \$5.9M*</b>	<b>\$1.4 M*</b>
<b>Earnings Per</b>		
<b>Fully Diluted Share:</b>	<b>\$0.14- \$0.17*</b>	<b>\$0.04*</b>

\*Guidance does not take into account expected adjustments to reflect the early adoption of Statement of Financial Accounting Standard No. 123R, Share-Based Payment. That adoption is expected to result in a reduction in net income of between \$400,000 and \$600,000, or between \$.01 and \$.02 per diluted share, for fiscal 2005 and between \$1.0 million and \$1.2 million, or between \$.03 and \$.04 per diluted share, for fiscal 2004.

**2006: Core Business Revenue Growth 10-12% - Improving Gross Margins**



# Summary: Investment Highlights

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- **A Turnaround: New Management Team**
- **A New Market Approach...Safety, Security, Protection, Sport**
- **A Strong, Untapped Legacy Brand**
- **Growth Opportunities in Core Business & New Markets**
- **A Robust Pipeline of New Products**
- **Positive Litigation Trends**
- **Productivity Enhancement Opportunities Underway**

