

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934 (Amendment No.    )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to § 240.14a-12

**Smith & Wesson Brands, Inc.**

(Name of Registrant as Specified in its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
  - (1) Title of each class of securities to which transaction applies:  
\_\_\_\_\_
  - (2) Aggregate number of securities to which transaction applies:  
\_\_\_\_\_
  - (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):  
\_\_\_\_\_
  - (4) Proposed maximum aggregate value of transaction:  
\_\_\_\_\_
  - (5) Total fee paid:  
\_\_\_\_\_
- Fee paid previously with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
  - (1) Amount Previously Paid:  
\_\_\_\_\_
  - (2) Form, Schedule or Registration Statement No.:  
\_\_\_\_\_
  - (3) Filing Party:  
\_\_\_\_\_
  - (4) Date Filed:  
\_\_\_\_\_



SMITH & WESSON BRANDS, INC.  
2100 ROOSEVELT AVENUE  
SPRINGFIELD, MA 01104

# Your **Vote** Counts!

SMITH & WESSON BRANDS, INC.

2021 Annual Meeting  
Vote by September 26, 2021  
11:59 PM ET



D58040-[TBD]

## You invested in SMITH & WESSON BRANDS, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on September 27, 2021.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to September 13, 2021. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and  
vote without entering a  
control number



#### Vote Virtually at the Meeting\*

September 27, 2021  
12:00 p.m., Eastern Time

Virtually at:  
[www.virtualshareholdermeeting.com/SWBIZ021](http://www.virtualshareholdermeeting.com/SWBIZ021)

\*Please check the meeting materials for any special requirements for meeting attendance.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
<b>1. PROPOSAL 1: ELECTION OF DIRECTORS:</b> To elect as directors all of the nominees listed below to serve until our next annual meeting of stockholders and until their successors are elected and qualified: <b>Nominees:</b> 01) Robert L. Scott      04) Fred M. Diaz      07) Mark P. Smith 02) Michael F. Golden    05) John B. Furman    08) Denis G. Suggs 03) Anita D. Britt        06) Barry M. Monheit	<input checked="" type="checkbox"/> For
<b>2. PROPOSAL 2:</b> To provide a non-binding advisory vote on the compensation of our named executive officers for fiscal 2021 ("say-on-pay").	<input checked="" type="checkbox"/> For
<b>3. PROPOSAL 3:</b> To ratify the appointment of Deloitte & Touche LLP, an independent registered public accountant of firm, as the independent registered public accountant of our company for the fiscal year ending April 30, 2022.	<input checked="" type="checkbox"/> For
<b>4. PROPOSAL 4:</b> To approve 2021 Employee Stock Purchase Plan.	<input checked="" type="checkbox"/> For
<b>5. PROPOSAL 5:</b> A stockholder proposal, if properly presented at the meeting.	<input checked="" type="checkbox"/> Against
and upon such matters which may properly come before the meeting or any adjournment or postponement thereof.	
The shares represented by the proxy, when properly executed, will be voted in the manner directed herein by the undersigned stockholder(s). <b>If no directions are made, the proxy will be voted FOR all directors, FOR proposals 2, 3, 4 and AGAINST proposal 5.</b> If any other matters properly come before the meeting, the persons named in the proxy will vote in their discretion.	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".