

**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 18, 2021

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.)

2100 Roosevelt Avenue
Springfield, Massachusetts 01104
(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 \$.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 7.01. Regulation FD Disclosure.

We are furnishing this Current Report on Form 8-K in connection with the disclosure of information, in the form of the textual information from a PowerPoint presentation to be given at meetings with investors and analysts. This information may be amended or updated at any time and from time to time through another Form 8-K, a later company filing, or other means. The PowerPoint presentation attached as Exhibit 99.1 to this Current Report on Form 8-K updates and replaces in its entirety all prior PowerPoint presentations filed by us, including the PowerPoint presentation filed as Exhibit 99.1 to the Current Report on Form 8-K dated July 29, 2020, which was filed with the Securities and Exchange Commission on July 29, 2020.

The information in this Current Report on Form 8-K (including the exhibit) is furnished pursuant to Item 7.01 and shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section. This Current Report on Form 8-K 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 on Form 8-K is available on our website located at www.smith-wesson.com, although we reserve the right to discontinue that availability at any time.

Item 9.01. Financial Statements and Exhibits.

(d) *Exhibits.*

| <u>Exhibit Number</u> | <u>Exhibits</u> |
|---------------------------|---|
| 99.1 | Investor Presentation, dated June 2021 |
| 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.

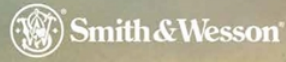
SMITH & WESSON BRANDS, INC.

Date: June 21, 2021

By: /s/ Robert J. Cicero
Robert J. Cicero
Senior Vice President, General Counsel, Chief
Compliance Officer, and Secretary



EMPOWERING AMERICANS



SAFE HARBOR STATEMENT

Certain statements contained in this presentation 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, our estimated addressable market; our growth lanes; our pillars for success; our belief that with flexible manufacturing we have a built in ability to react faster, ramp up, ramp down, maintain profit margins, and maximize capital utilization; our belief that we are the best brand; our belief that we are #1 rated in awareness, most used, most trusted, most owned, and highest in quality; our strategy to refocus on our core values; our purpose, mission, and vision; our goal to create a brand that is trusted by all gun owners; our plans for targeted marketing; our plans for product innovation and innovation beyond the product; our estimates for EBITDAS, gross margin, cash, and debt for future periods; and our plans to grow our dividend and reduce share count. 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, economic, social, political, legislative, and regulatory factors; the potential for increased regulation of firearms and firearm-related products; actions of social activists that could have an adverse effect on our business; the impact of lawsuits; the demand for our products; the state of the U.S. economy in general and the firearm industry in particular; general economic conditions and consumer spending patterns; our competitive environment; the supply, availability, and costs of raw materials and components; our strategies; our ability to maintain and enhance brand recognition and reputation; our ability to introduce new products; the success of new products; the potential for cancellation of orders from our backlog; and other factors 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, 2021.



YEAR IN REVIEW

\$1.1B

Net revenue surpassed \$1B for 1st time in 169-year history

\$317M

Cash from operations leveraged flex model to capitalize on demand surge

34.6%

EBITDAS percentage of revenue

14%

Reduction in outstanding shares since spin through share repurchase program

\$16.5M

Profits shared with employees

300

New jobs created in FY21

15.9M

First time visitors to our website¹

2.2M

Views of GUNSMARTS videos²

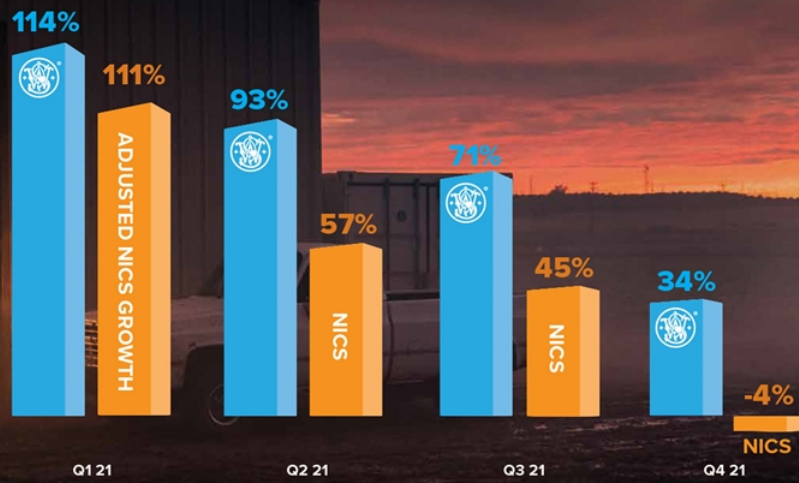
2.6M

Total firearms shipped during FY21, a 68% increase YoY

YEAR IN REVIEW

In a year of turmoil, we gained market share in a cyclical industry

Smith & Wesson®
outpaced
NICS by
28%



S&W units shipped growth vs NICS growth¹

The August 2020 Spin-Off

THE MONTH THAT DEFINED OUR FUTURE

A return to our roots

- Singular focus
- Simplification of the business
- Execution & results

WE'RE JUST GETTING STARTED.

GROWTH

\$5.2B TTL ADDRESSABLE MARKET¹
5.25% 20 YR CAGR²



OVER TIME

LARGE AND GROWING ADDRESSABLE FIREARMS MARKET

- Estimated annual domestic non-military firearm market based on shipments is \$2.9B for handguns and \$2.3B for long guns.
- Estimated 66 million gun owners in the US. First time buyers, minorities, and women driving growth in 2020.³

S&W GROWTH LANES

CORE INNOVATION

- Handguns & MSR's
- New products to enthusiasts

NEW GROWTH

- Hunting rifles & shotguns
- Untapped markets

NEW CONSUMERS

- 8 million & growing!
- Estimated \$40B lifetime value?

FIREARMS ADJACENCIES

- Licensing
- Gun parts & accessories
- Manufacturing services

RUNWAY FOR GROWTH

PILLARS FOR SUCCESS



EMPOWERING AMERICANS

KEYS TO SUCCESS

- INCREASED MARKET SHARE
- BUSINESS SIMPLICITY
- MARKET LEADING PRODUCT PORTFOLIO
- SHAREHOLDER RETURN

FLEXIBLE
MANUFACTURING

MARKETING
DRIVEN

EFFICIENCY
THROUGH
AUTOMATION

NON-NEGOTIABLES

- QUALITY
- COST
- EXECUTION
- COMPLIANCE
- 2ND AMENDMENT
- SAFETY
- BUSINESS ETHICS

FOUNDATION

ENGAGED EMPLOYEES & CULTURE

EXPERIENCED MANAGEMENT TEAM

Mark Smith
President & CEO

Deana McPherson
EVP, CFO & Treasurer

Sue Cupero
Vice President, Sales

Rob Cicero
Sr. VP, General Counsel,
Chief Compliance Officer & Secretary

Kyle Tengwall
Vice President,
Marketing

Kathy Salvador
Sr. Director,
Human Resources

Steve Rowley
Sr. Director, Business
Systems & Analytics


Luc Hardyn
Vice President, Operations

Smith & Wesson® Experience

**138 Years
Total Combined**

**19 Years
Average Tenure**

Broad Backgrounds

 **Bushnell**

Deloitte.



ECOLAB

Hartz

FEDERAL

wood.



Smith & Wesson

FLEXIBLE MANUFACTURING

Built in ability to react faster

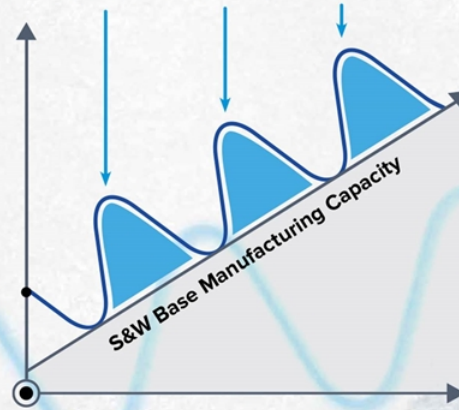
- Ramp up
- Maintain profit margins
- Ramp down
- Maximize capital utilization

10-Year EBITDAS Average

23.6%



MAXIMIZE SURGES WITH OUTSOURCED SUPPLIERS



MARKETING *DRIVEN*

Our advantages...

#1
IN AWARENESS
84%
AWARE OF
S&W

#1
MOST TRUSTED
85% ARE
LIKELY TO
RECOMMEND

#1
MOST USED
63% HAVE
USED S&W
FIREARMS

#1
MOST OWNED
37% OWN 1 OR
MORE S&W
FIREARMS



RATED #1

**BEST BRAND
HIGHEST IN QUALITY**

MARKETING *DRIVEN*

Core Values

Empowering Americans Since 1852 Smith & Wesson has empowered Americans with the security and confidence to pursue their goals and define their futures.

Behind every gun we build is you Our brand is more than our products. It is the people who make them and the empowered Americans who own them.

Reason for Being

Purpose Equip, educate, and encourage Americans to own firearms for personal protection and the lifelong enjoyment of shooting.

Mission Continuously improve the experience of buying, owning, and shooting a gun, offering 1st time gun buyers and enthusiasts the knowledge to choose the right gun, promote safety, improve their skills, and pass it on.

Vision Ensure Americans always have the confidence and freedom that only comes with personal security.

EMPOWERING AMERICANS SINCE 1852. 11

MARKETING
DRIVEN



TELLING OUR BRAND STORY 

<https://youtu.be/QvG96wIKoD4>

MARKETING DRIVEN

Powerful

“...video was about good values and looking out for each other.”

- Experienced gun buyer

What consumers felt...

| | |
|----------------|-----|
| Believable | 79% |
| Relevant | 74% |
| Important | 71% |
| Talking to me | 70% |
| Would purchase | 64% |

“...inspiring and moving.”

- Novice gun owner

“...made me want to learn more about the brand and what they represent.”

- Novice gun owner

“...‘Prepare for the worst, but expect the best,’ is a great message...”

- Experienced gun owner

“It says that I am dealing with a quality company.”

- Experienced gun owner

“I just get the sense that Smith & Wesson caters to all buyers.”

- Novice gun owner

“...American as apple pie.”

- Novice gun owner

Source: Smith & Wesson – brand anthem full film and advertising evaluation research, 2021

MARKETING DRIVEN

A brand that is trusted by all Gun Owners

Serve core consumers

Our enthusiasts are our largest segment and most loyal brand ambassadors. Their word-of-mouth is sought out by the gun curious.

Attract more 1st time gun buyers

Our research has painted a clear picture of the gun curious and 1st time buyer. Our brand is built to welcome them.

Create lifelong enthusiasts

As a trusted source for new and experienced gun owners alike, we foster lifelong enthusiasts.



EMPOWERING AMERICANS SINCE 1852.

MARKETING
DRIVEN

TRUST

Putting it
into action...



...establishing
trust, credibility,
and long-lasting
relationships with
our consumers.

RELATIONSHIPS

MARKETING *DRIVEN*

Identify and understand consumer needs throughout the pathway.



CONSUMER EXPERIENCE PATHWAY

From unique backgrounds to a common destination.

Gun Curious > 1st Time Gun Buyer > Gaining Experience > Enthusiast

40%+

Of first time buyers were women and minorities in 2020¹

\$650

Average spend per firearm²

41%

Made their last purchase at an independent gun store²

75%+

Say personal protection is a reason to own³

64%

Use their firearm at least once per month²

7.6

Average number guns owned²

MARKETING *DRIVEN*

Welcome to the journey

Targeted marketing moves them along the pathway

Comfort

- GUNSMARTS
- Website redesign (*GunBuilder*)
- Increase reach via mainstream platforms
- Improve retail experience

Competence

- GUNSMARTS
- Retail events / training
- Professional shooting team content

Community

- Social media
- Influencer partnerships
- Create new digital platforms



MARKETING *DRIVEN*



LEARN FROM THE PROS
GUNSMARTS SERIES 2

WATCH NOW

<https://youtu.be/Slm1cXilapM>



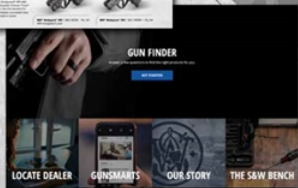
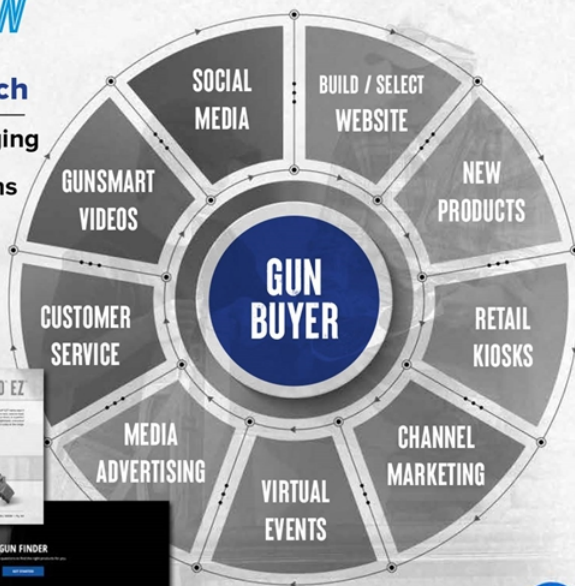
GUNSMARTS



MARKETING *DRIVEN*

360° Marketing Approach

- Relevant & targeted messaging
- Consistency across platforms
- Prolific content generation



MARKETING *DRIVEN*

PRODUCT

INNOVATION

BEYOND PRODUCT

TWO-PRONGED APPROACH

Identify & Address Existing Market White Space

• Lowest risk

• Steal market share; make it better; make more

• Leverage brand reputation

Identify & Address Unmet Consumer Needs

• Largest opportunity potential

• Expand market by generating new segments

• Enhance brand reputation

SPEED TO MARKET FOCUS

Industry leading product portfolio

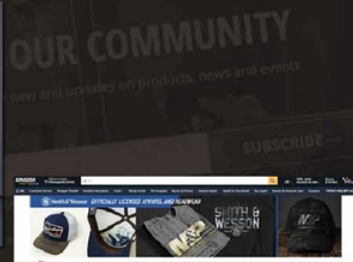
Participation in all segments

Keep brand loyalists engaged

Maximize market share

Be the "It" Brand by Being Unconventional

- State of the art retail displays
- Sophistication in website and social media
- Reinforce brand message through licensees



EFFICIENCY THROUGH AUTOMATION

Operations



Back Office



Manufacturing

- Efficiency
- Quality / Repeatability
- Throughput

Distribution

- Traceability / Compliance
- Shipping capacity
- Flexibility



Information Technology

- Modernize back office technology
- AI driven consumer insights
- Sophistication in business analytics

NO MATTER WHAT HAPPENS...



- 20% - 30% EBITDAS
- 32% - 42% Gross Margin

- \$100M+ Cash on Hand
- \$0 Debt

- >\$75M Cash Generated
- ~\$25M Annual Capital Spend
- Grow Dividend
- Reduce Share Count



THANK YOU



S&W Analyst Day Presentation

Data Sources

Year in Review (pgs. 2)

- (1) Smith & Wesson Google analytics data, Fiscal year 2021
- (2) Smith & Wesson social media analytics data, 2020-2021

Year in Review (pgs. 3)

- (1) National Sporting Shooting Foundation (NSSF) Adjusted NICS data, Fiscal year 2021

Large Addressable and Growing Market (pg. 5)

- (1) U.S. Bureau of Alcohol, Tobacco, and Firearms (ATF) – Firearms and Ammunition Excise Tax data for calendar year 2020
- (2) NSSF Adjusted NICS data
- (3) Firearms in the United States data, Statista, 2020

Runway for Growth (pg. 6)

- (1) NSSF industry data
- (2) Smith & Wesson Attitudes, Trial, Usage and Brand Positioning study, 2020

Smith & Wesson Advantages (pg. 10)

- (1) Smith & Wesson Attitudes, Trial, Usage and Brand Positioning study, 2020

Brand Anthem (pg. 14)

- (1) Smith & Wesson – brand anthem full film and advertising evaluation research, 2021

Consumer Pathway Experience (pg. 16)

- (1) NSSF Industry data
- (2) Smith & Wesson Attitudes, Trial, Usage and Brand Positioning study, 2020
- (3) NSSF Firearms Consumer Personas research, 2020