



REACHING THE OUTDOOR CONSUMER

www.mossyoak.com | ©2017 Haas Outdoors, Inc. • Mossy Oak

Research and statistics provided by: National Shooting Sports Foundation, U.S. Fish and Wildlife Service, True North Outdoor Marketing Inc. and Southwick Associates

CONTENTS

| | |
|-----------------------------|-------|
| Intro | 2 |
| Mossy Oak Brand Impact | 3-12 |
| Camo Patterns | 13-22 |
| Enterprise | 23-26 |
| Social Media Impressions | 27-36 |
| More Than Cloth | 37-40 |

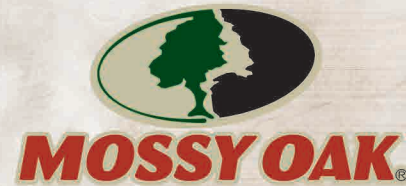


IN 1986, it began with a fistful of dirt. We are blessed to say that the same hunting and outdoors lifestyle that founded Mossy Oak still exists here today. Our love of the outdoors and our commitment to sustain that lifestyle drives us to partner with companies sharing our values. We work to support programs and organizations committed to the outdoors, as well as to build relationships that complement the Mossy Oak brand lifestyle.

Mossy Oak has grown from its simple beginnings as a camouflage company to the embodiment of the outdoors lifestyle. Mossy Oak not only provides hunters and outdoors people with effective concealment but with a symbol of their love of the outdoors in their daily lives. From the dirt to the wildlife groceries to the fostering of the outdoors lifestyle, Mossy Oak is in the business of being outdoors. Through all facets of our Enterprise, we strive to get people outdoors planting, hunting, or sharing it with others.

Using the many avenues available to us today from print to TV to the World Wide Web and social media, through events, ProStaff, trade shows, and at hunting camp – everything we do goes back to hunting, land stewardship, conservation and our outdoors heritage.

Thanks to over 30 years of great partners who have helped make Mossy Oak what it is today!



Brand
Impact



95.0%

MOSSY OAK®

BRAND FAMILIARITY
ACROSS ALL OUTDOORS
BRANDS

Mossy Oak Brand

Mossy Oak has been a leading brand in the outdoors industry for 30 years, reaching billions of people annually through marketing and promotional efforts. Mossy Oak has grown from its simple beginnings as a camouflage company to the embodiment of the outdoors lifestyle. Mossy Oak not only provides hunters and outdoors people with effective concealment but with a symbol of their love for the outdoors in their daily lives. Putting Mossy Oak on a product non-specific to hunting opens the door to the outdoors consumer.

BRAND THAT BEST
REPRESENTS
MY LIFESTYLE



BRAND THAT WOULD
MOST INFLUENCE
PURCHASE INTENT



FAVORITE BRAND



**2016 True North
Outdoor Marketing
(total exceeds 100%
due to respondents
selecting more than
one response)*



Logo Recognition

Un-Aided Consumer Recognition of Prominent Logos within the Outdoors Industry



MOSSY OAK



66.5%



CARHARTT



57.2%



BONE COLLECTOR



44.1%



REALTREE



37.7%



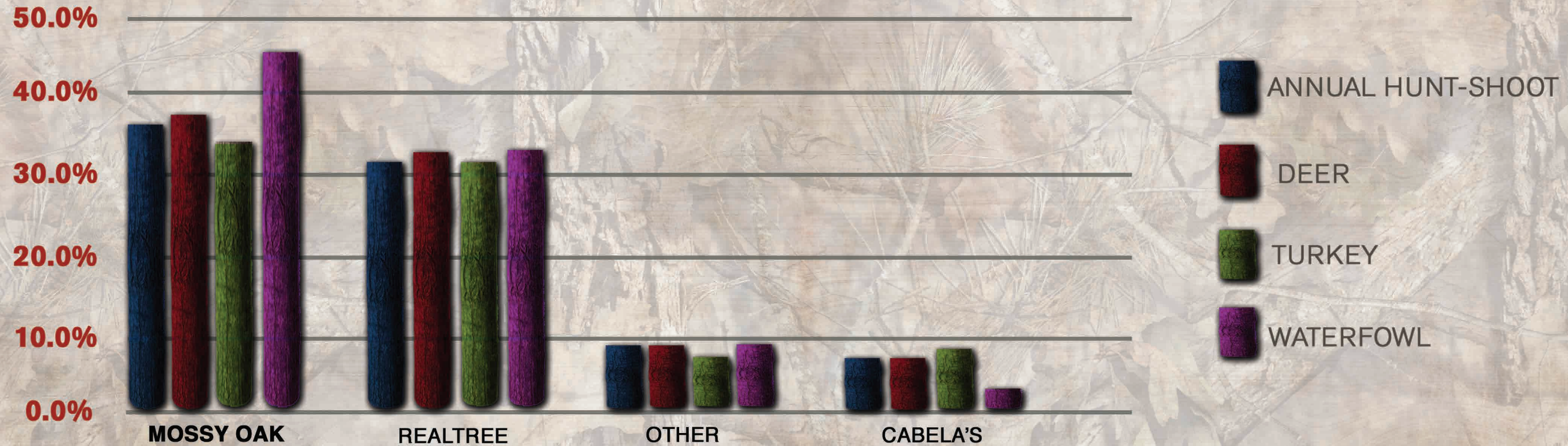
BUCK COMMANDER



11.8%

*2016 Trophy Research

Mossy Oak is the Brand of Choice for All Hunters

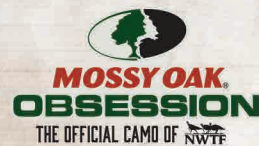


It's not a passion. It's an obsession.

Source: Southwick Associates: 2015 Annual Hunt-Shoot Survey, 2015 Deer Hunter Report, 2015 Turkey Hunter Report, 2015 Waterfowl Hunter Report

Camouflage Patterns

Designing effective camouflage patterns is the foundation of what we do. As we continue to develop breakthrough patterns, we'll continue to support those patterns through various marketing, public relations and new media efforts.



MARKETING IMPACT ON PURCHASE INTENT AMONG ALL OUTDOORS BRANDS

WHICH ONE CAMOUFLAGE BRAND WILL CONSUMERS BE PURCHASING IN 2016

44.5%
MOSSY OAK

42.6%
REALTREE

BREAK-UP COUNTRY IS THE PATTERN CHOICE

DEER HUNTING



28.5% Mossy Oak
Break-Up Country
27.1% Realtree AP®

WATERFOWL HUNTING



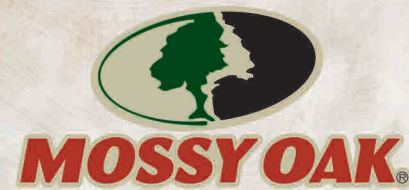
23.6% Mossy Oak
Break-Up Country
21.4% Realtree AP®

TURKEY HUNTING



26.1% Mossy Oak
Break-Up Country
24.0% Realtree AP®

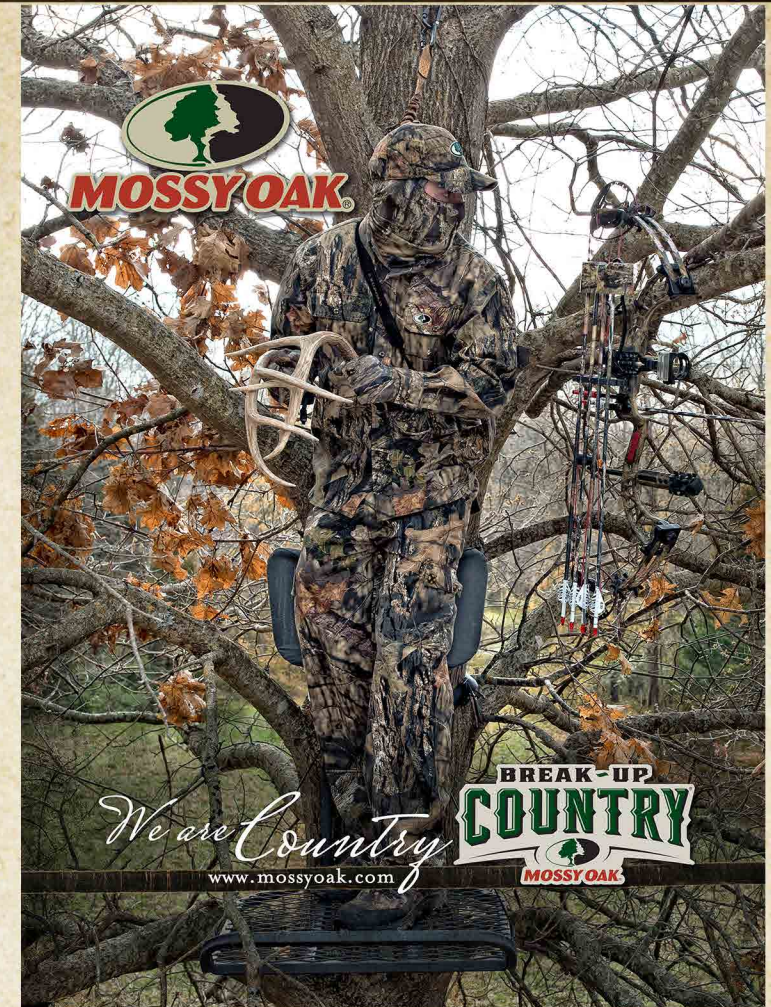




Camo Patterns

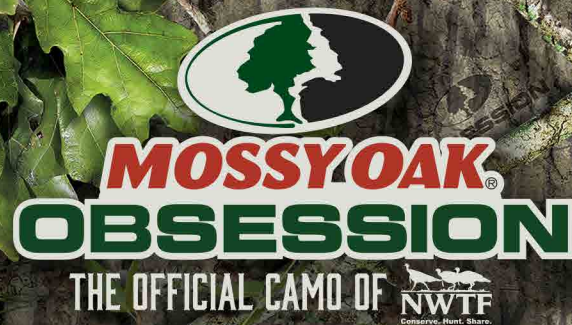


Break-Up Country combines digitally enhanced, life-sized natural elements with the perfect color tones to help you blend in and shadowing elements that truly break up your outline like no other pattern available today. So, no matter where you hunt, becoming a part of your surroundings won't be a problem anywhere across the country. It is a camouflage pattern not only meant to keep you concealed on the hunt, but to keep you connected to the outdoors lifestyle. Country is more than a pattern; it's who you are.



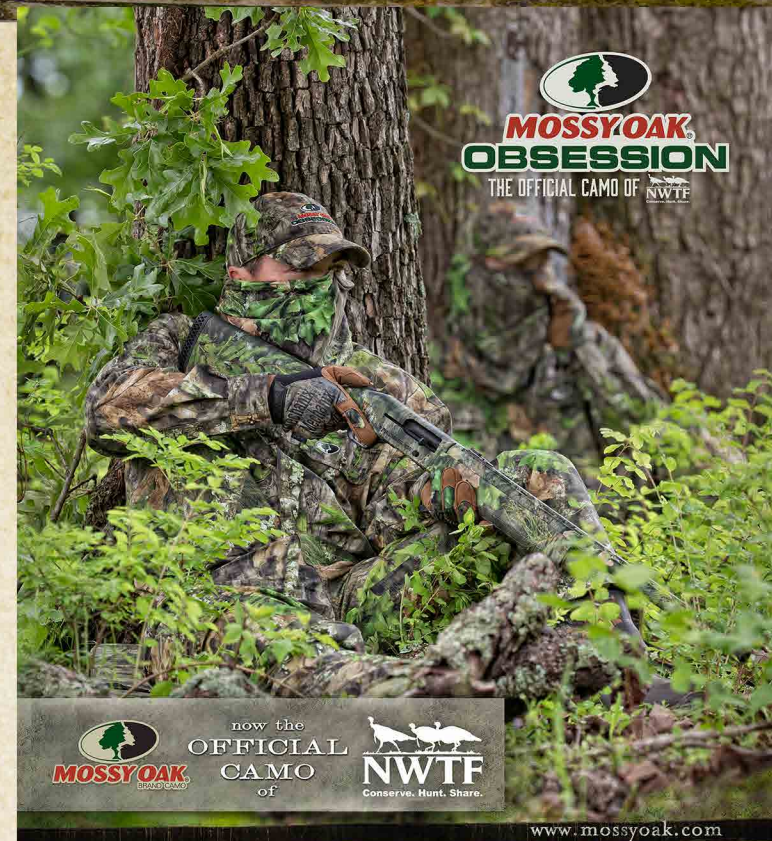


now the
OFFICIAL
CAMO
of



"Turkey hunting is at the very core of what Mossy Oak is all about," states Toxey Haas, Founder and CEO of Mossy Oak. "From our very earliest days in the industry we drew our inspiration from those magical spring mornings, and we are so very proud to now be the **Official Camo of the NWTF**. The NWTF has done an incredible job of galvanizing all the outdoorsmen and women who love wild turkeys, and have been instrumental in some of our great country's most successful conservation efforts. We are honored to elevate our partnership to this level and look forward to many years of working together."

The new version of Obsession includes the iconic NWTF logo embedded within the pattern.



Concealed and Committed. All-new Mossy Oak Obsession was developed for the turkey hunter to provide both concealment for the hunt and support for the resource. Mossy Oak is proud to be the official camo of the NWTF and the new Mossy Oak Obsession pattern includes the NWTF logo inlayed throughout. A portion of every Obsession purchase goes back to the NWTF to further support wild turkey conservation and the continued enjoyment of turkey hunting.

It's not a passion. It's an obsession. 18



the
OFFICIAL
CAMO
of
DUCKS
UNLIMITED



"For the past 30 years, Mossy Oak has considered waterfowl and specifically waterfowl conservation a priority. From our corporate funding to the resource to developing the best camouflage to hunt ducks and geese across North America, it is a passion second to none here at Mossy Oak. Our long term partnership with Ducks Unlimited as the Official Camouflage pattern, enables us to further our dedication to the resource, our waterfowl licensees and our cherished fraternity of waterfowl hunters across the nation."

- Chris Paradise
Chief Sales Officer
Haas Outdoors, Inc.
Mossy Oak Brand Camo

The DU specific version of Shadow Grass Blades includes the iconic DU logo embedded within the pattern and is available through Mossy Oak to all Ducks Unlimited licensees.



Mossy Oak's commitment to waterfowl conservation has never been stronger than it is today. As the Official Camo of Ducks Unlimited, your purchase of Shadow Grass Blades will help further the outstanding efforts of Ducks Unlimited and show that you, too, are waterfowl hunting.

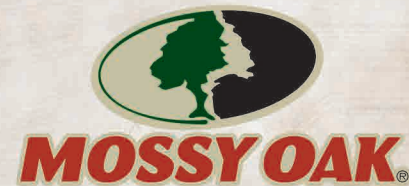
It's not a passion. It's an obsession. 20



Utilizing the latest in image technology to capture some of the most beautiful landscapes of the Rocky Mountains, Mossy Oak Mountain Country is a pattern that is 100-percent true to nature. Mountain Country combines the unmistakably western blue-green sage, aspen and conifer trees with mountainous rock formations resulting in the most accurate western pattern we've ever created.



Introducing Mossy Oak® Mountain Country.™ With realistic three-dimensional elements that perfectly match the high-country environment, like your determination matches the challenge of hunting there, it's mountain camouflage designed by nature, not a computer.



Enterprise

There's more to the hunting and outdoors lifestyle than just staying hidden in the woods. First, we need woods. From dirt to wildlife groceries to the fostering of the outdoors lifestyle, Mossy Oak is in the business of being outdoors. Through other branches of the Mossy Oak Brand, we strive to get people outdoors planting, hunting, and sharing it with others.



MOSSY OAK BIOLOGIC

If you want to attract game from growing season through hunting season, you want BioLogic. BioLogic seed blends offer nutrition, attraction and delicious groceries for deer, turkey, waterfowl, upland birds and fish. Growing healthy game makes for good hunting.

www.plantbiologic.com



MOSSY OAK GOLF

Designed by 2016 Olympic golf course architect Gil Hanse, Mossy Oak Golf Club delivers a truly special golf experience in the South known as Nature's Golf – one that accentuates the beauty and habitat of the region and delivers a full-sensory golf experience.

www.mossyoakgolf.com



MOSSY OAK TEAM SPORTS

Mossy Oak recognizes that both fans and athletes in the team sports arena often have an equal passion for hunting, fishing and other outdoors, pursuits. Mossy Oak Team Sports allows that shared passion to be celebrated equally in both arenas with high-quality, team sports products decorated with Mossy Oak Camo. Mossy Oak Team Sports offers the perfect way to express your obsessions.



MOSSY OAK NATIV

Mossy Oak's Nativ brand offers products and services that help consumers create sustainable wildlife habitat and live hand in hand with nature. What began as a small nursery now encompasses trees, seeds, plants, wildflowers and more.

www.nativnurseries.com



MOSSY OAK NATIV HARVEST

Mossy Oak Nativ Harvest provides outdoorspeople with a unique culinary experience focusing on the utilization of wild game. This is accomplished by delivering seasonings, marinades and other gourmet items through multiple retail outlets.

www.nativharvest.com



MOSSY OAK NATIV LIVING

Mossy Oak Nativ Living is for those who are drawn to the beauty of nature and whose passion for the outdoors inspires them to bring those elements into their home. Using textures, colors, elements and designs inspired by nature, Mossy Oak Nativ Living offers a variety of products to complement any cabin, home or lodge.

www.mossyoak.com



MOSSY OAK GAMEKEEPERS

GameKeepers brings information and aspiration together. For the outdoors people seeking to create and provide habitat for wildlife, GameKeepers offers information and support for taking care of the land and the animals for the future.

www.gamekeepersclub.com



MOSSY OAK PROPERTIES

Finding a piece of land to call your own is a truly rewarding experience. Whether you're looking to settle, hunt, plant or play, Mossy Oak Properties wants to help you find the perfect piece of land. Buying or selling, we see real estate from an outdoorsman's point of view.

www.mossyoakproperties.com



MOSSY OAK GAMEKEEPER KENNELS

Dedicated to breeding and training "A Hunter's Best Friend for Life," Mossy Oak GameKeeper Kennels specializes in breeding and training British Labradors for hunting and outdoors companionship. Our training methodology is focused on using 100% natural techniques, creating the best waterfowl, upland and recovery dogs in the field.

www.mossyoakkennels.com



MOSSY OAK PRODUCTIONS

From concept to broadcast-ready delivery, Mossy Oak Productions reaches millions of viewers with its positive message of the outdoors. For over 20 years, we've been in the business of sharing the hunting lifestyle and message through weekly TV series.

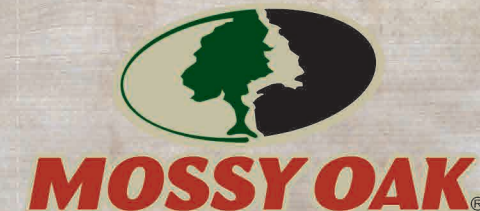
www.mossyoak.com/the-brands/productions



MOOSE MEDIA

MOOSE Media is a multi-faceted company specializing in custom television production, creative and marketing services, Pursuit Channel programming management and national advertising sales, and partnership management for Mossy Oak Productions and other partners.

www.moosemedia.tv



More than Camo



Social Media
Impressions



Enterprise Social Media Fan Base Total

3.9 Million

Enterprise Impressions:



Over 250m



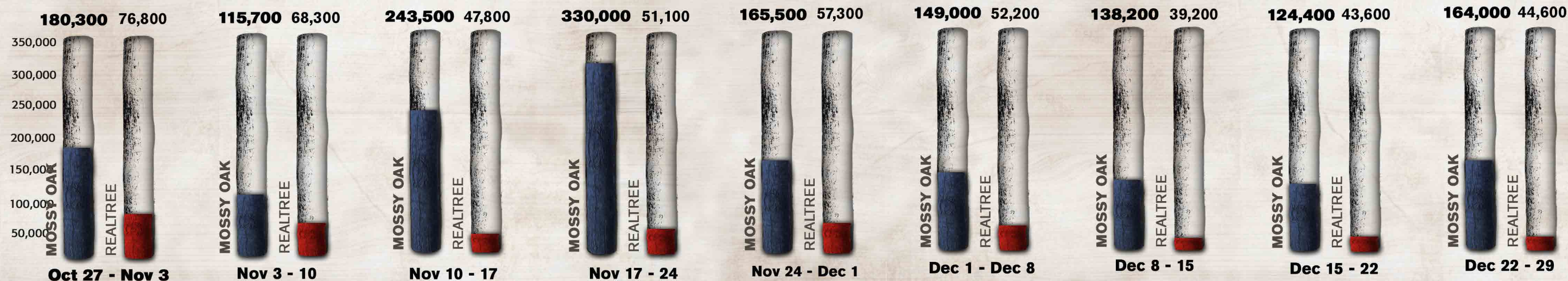
Over 75m

YouTube, Twitter, Tumblr, Google+: Nearly 26m

Total Impressions: Over 300m



MOSSY OAK® Mossy Oak Facebook Engagement Social Media Statistics vs Realtree



Mossy Oak Total Engagements Over 9 Week Period

1,610,600

Realtree Total Engagements Over 9 Week Period

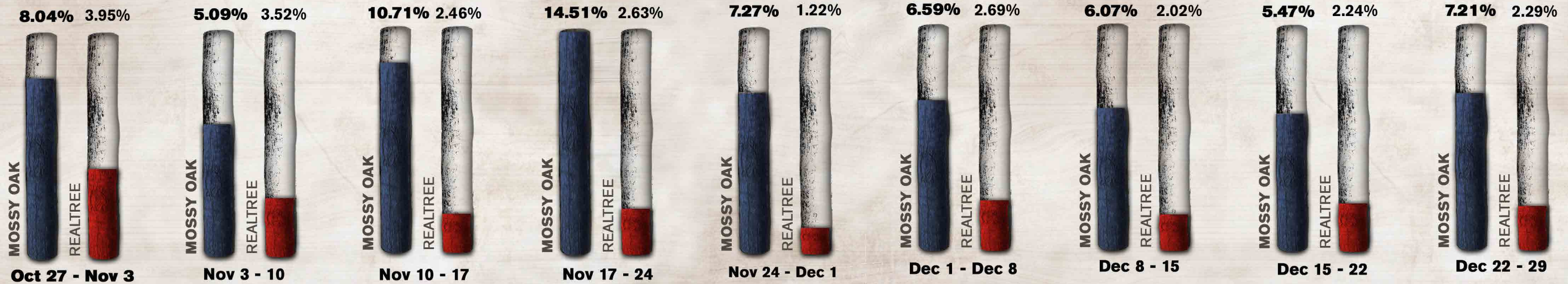
480,900

NEARLY 4 TIMES THE ENGAGEMENT OF OUR NEAREST CAMO COMPETITOR

Source: 2016 Oct - Dec Facebook Insights



MOSSY OAK® Mossy Oak Facebook Engagement Social Media Statistics vs Realtree



Source: 2016 Oct - Dec Facebook Insights



Mountain Country Launch Success 24-Hour Success

PR Impressions:
2,102,967, \$19,452.44 value

MO.com page views:
4,868

Mossy Oak New Media:
Total Impressions: **1,331,596**
Total Video Views: **369,125**
Total Engagement: **13,587**

3,439,431
Impressions

Approx 1mm FB Post Reach



It's not a passion. It's an obsession. 36



More Than
Camo



At Mossy Oak, we wake up every day thinking of ways to support our worldwide partner base. It is their support and product innovation that drives us to be the world's leading brand of camouflage and as a result, find ourselves in long-standing partnerships with some of the best brands in the outdoors industry.

Building brands is what we do. Our brand message reaches billions in print, on TV, on the World Wide Web and at events nationwide through our extensive ProStaff. Beyond camo, Mossy Oak enterprises include companies that enhance our outdoors passions through planting, conserving, managing, decorating and cooking, all supporting the pursuit of the outdoors lifestyles. Our overall brand message is to simply get people outdoors.





MOSSY OAK®