



QUARTERLY REPORT

1ST QUARTER 2022

SLG2, Inc - P.O. Box 1211, Athens, AL 35612

TABLE OF CONTENTS

Contents

2022 The Sea to Shining Sea Tour	1
Summary of Events	2
Demographics of Guests	3
Firearms Statistics	4
Archery Statistics	5
Shoot Like A Girl Trailer Event Guests' Testimonials:	6
2022 Sea To Shining Sea Tour	7

2QT-2021 – SEA TO SHINING SEA TOUR

2022 The Sea to Shining Sea Tour

SHOOT LIKE A GIRL CONTINUES TO HAVE HUGE IMPACTS

The 1st Quarter of 2022 seems like a blur. In three months, Shoot Like A Girl conducted 8 events with record breaking attendance of over 1,091 attendees. The impact on the attendees is remarkable. I am a firm believer in “things happen for a reason,” and at each stop on the tour our team relayed stories of how they made a difference in our guests lives, and how our guests made a difference in their lives. When I reflect back over the past thirteen years and the over 29,000 women and their families we’ve interacted with, it evokes a feeling of joy and pride I can’t quite articulate. I am just so thankful.

There were a few changes to operations in the first quarter that were implemented with great success. First, I am not traveling all of the time with the trailer. Our Trailer Leads, Dub Fincher and Melanie Bolke now handle the bulk of the travel. In honesty, this is hard for me, because I miss the reward of meeting all of our guests; however I am able to focus on building the business as we hope to expand in 2023. We also hosted our first Instructor Summit. This investment in our staff has already paid for itself ten-fold by reinforcing our message and building stronger brand experts for our partners’ products. Another improvement we have made is to give our guests a shopping list, with items new gun and bow owners need, with a QR Code they can scan to take them to the “[As Seen At Shoot Like A Girl](#)” page. There if they click the link, they are taken to purchase the product from our affiliate links with Bass Pro Shops | Cabela’s.

We can’t really measure the intangible impact to our guests and their families, but we can measure the impact we continue to make to the shooting sports industry. This 1st Quarter 2022 report shows those tangible results. These results, both the impact Shoot Like A Girl has on women and their families across this great Nation of ours and our influence on buying decisions, are made possible only through our Corporate Partners. Thank you so much for entrusting us with your future and current customers.

Sincerely,



Karen Butler
President/Founder SLG2, Inc.

*The data is compiled from a survey is from 1,041 guests who visited Shoot Like A Girl from January 1st to March 31, 2021. The survey was sent to guests 3 weeks post their experience with Shoot Like A Girl; and is as of May 2, 2022; with a Confidence Rate of 85% with a 5% Margin of Error

2QT-2021 – SEA TO SHINING SEA TOUR

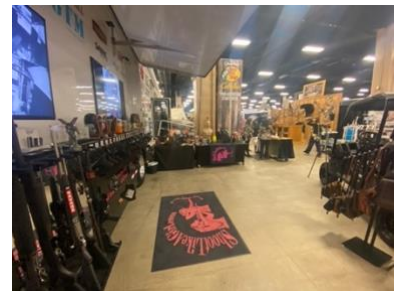
Summary of Events

THE SEA TO SHINING SEA TOUR:

In the 1st Quarter of 2022, 1041 women participated in Shoot Like A Girl's experience to shoot a pistol, rifle and bow. We had stops 8 locations: Dallas Safari Club's Convention in Dallas, TX; Industry Day at the Range in Boulder City, NV; National Wild Turkey Federation's Convention in Nashville, TN; a private corporate event, and Bass Pro Shops and Cabela's stores in Fort Worth, TX; Spanish Fort, AL; and Bossier City, LA.

We also hosted a live fire range event for our friends at Toyota. They host a "Sportswoman" event, where they brought ten influencers to Barnsley Resort in Adairsville, GA to introduce them to outdoor sports (shooting, fishing and off-roading).

Shoot Like A Girl's mobile range traveled 8,471 miles; 1,042 gallons of Diesel Fuel; we used a total of 65 hotel rooms, over 54 airline tickets, 8 rental cars, lots of meals and one stop for some needed fuel at Black Rifle Coffee Shop in Fort Worth, TX.



2QT-2021 – SEA TO SHINING SEA TOUR

Demographics of Guests

This year we are beginning to see a bit of a shift with the demographic impacted by our experience. The survey results are showing the attendees are a bit older. We also are noticing more families attending who are researching options for home protection, for both the wife and her husband, as well as bringing the children for our firearm safety lesson.



GUESTS' AGE:

- 4% - 17 to 20 years old
- 9% - 21 to 29 years old
- 26% - 30 to 39 years old
- 16% - 40 to 49 years old
- 28% - 50 to 59 years old
- 17% - 60 years old or older

GUESTS' ETHNICITY:

- 75% Caucasian
- 5% African American
- 6% Hispanic or Latino
- 1% Asian or Asian American
- 6% American Indian or Alaska Native
- 1% Other
- 6% Prefer not to answer



2QT-2021 – SEA TO SHINING SEA TOUR

Firearms Statistics

GUESTS' EXPERIENCE LEVEL WITH FIREARMS BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 36% Shot Frequently
- 47% Shot Infrequently
- 11% Shot Years Ago
- 6% Had Never Shot

Note: The number of experienced shooters was higher than normal, based off the two Conservation Conventions we attended.



FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL'S EXPERIENCE:

- 12% purchased one or more than one firearm
- 16% committed purchases in next 6 months
- 27% committed purchases at some point
- 39% already owned a firearm
- 6% will not purchase a firearm

TYPE OF FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE:

- 56% Committed Pistol Sales
- 23% Committed Rifle Sales
- 21% Committed Shotgun Sales

INTENDED PURPOSE FOR FIREARM:

- 74% Home Defense
- 50% Recreational Shooting
- 42% Concealed Carry in a Purse
- 32% Concealed Carry in a Holster
- 39% Hunting
- 5% Competition



IMPROVED ATTITUDE OF FIREARMS SINCE VISITING SHOOT LIKE A GIRL:

- 32% of Guests had an improved attitude/opinion of firearms
- 65% of Guests already had a positive attitude towards firearms

RECRUITMENT:

31% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl

2QT-2021 – SEA TO SHINING SEA TOUR

Archery Statistics

GUESTS' EXPERIENCE LEVEL WITH ARCHERY BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 14% Shot Frequently
- 20% Shot Infrequently
- 24% Shot Years Ago
- 42% Had Never Shot

BOW PURCHASES OR PLANNED PURCHASES, SINCE SHOOTING IN THE SHOOT LIKE A GIRL TRAILER:

- 17% already owned a bow
- 41% plan to buy a bow(s)



2QT-2021 – SEA TO SHINING SEA TOUR

Shoot Like A Girl Trailer Event Guests' Testimonials:

“The ladies who were there in Spanish Fort were **awesome!** They were super **helpful and kind** to me as someone who has **never shot a gun before**. They made me feel **comfortable** and let me ask all the questions about everything so I could know what I was doing!.” – Jessica, Spanish Fort, AL

“**Loved** the experience at DSC! **Most memorable** part of our trip. We told a bunch of people about it, too. Thank you!!” - Caroline, Dallas Safari Club Convention, TX

“I liked **learning** how to shoot with a **bow** and a **gun**.” - Tonya, Fort Worth, TX

“It was an **amazing experience** that I will **never forget**. Just to see and know that this company and group is here and for women makes my soul so happy, because there are not many hunting and shooting groups that focus on women hunters and shooters that are willing to teach and show women that they **can too** do this. It was also my **first time** being shown how to hold and **shoot a bow** and **ever since** then I have been wanting to make a **purchase** but I do not know where to start on purchasing one.” – Cierra, National Wild Turkey Federation Convention, TN (NOTE: Cierra ended up being our contest winner for the turkey hunt!)

“When shooting with my husband I always get nervous around him because he has so much experience (military veteran). I **love** that this event is operated by women and this helped **set me at ease**. I was much **more comfortable learning** a few extra things from a woman.” – Robin, Bossier City, LA

“Until Shoot Like A Girl I had always thought shooting a bow to be too hard or shooting a gun to be scary. Not any more **I will definitely own both** and learn how to hunt with the bow I purchase. Thank you Shoot Like A Girl for your **awesome** help!!” – Kaitlynn, Spanish Fort, AL



2QT-2021 – SEA TO SHINING SEA TOUR

2022 Sea To Shining Sea Tour

January 6 – 9:	Dallas Safari Club Expo - Dallas, TX
January 17:	NSSF - Range Day - Boulder City, NV (Restricted Attendance)
February 5 – 6:	Bass Pro Shops/Cabela's – Fort Worth, TX
February 17 – 20:	NWTF Convention- Nashville, TN
March 5 – 6:	Bass Pro Shops - Spanish Fort, AL
March 19 – 20:	Bass Pro Shops - Bossier City, LA
April 2 - 3:	Bass Pro Shops - Little Rock, AR
April 23 - 24:	Bass Pro Shops - Olathe, KS
May 14 - 15:	Cabela's - Grand Junction, CO
June 4 - 5:	Bass Pro Shops - Reno, NV
June 25 - 26:	Cabela's - Springfield, OR
July 9 - 10:	Cabela's - Tulalip, WA
July Pending:	Cabela's - Montana
August 6 - 7:	Bass Pro Shops - Auburn Hills, MI
August 20 - 21:	Cabela's - Columbus, OH
September 3 - 4:	Cabela's - Hamburg, PA
September 15 - 18:	Bristol Motor Speedway - NASCAR Event
October 1 - 2:	Bass Pro Shops - Morgantown, WV
October 15 - 16:	Cabela's - Round Rock, TX
November 5 - 6:	Cabela's - Glendale, AZ



