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Mergers &
Acquisitions

Capital Raise

Strategic
Advisory

Outdoor & Recreation Market Monitor

Spring 2024



EXPERIENCE

Proven Track Record of Successful Transactions

- Deep expertise and strong relationships with relevant market participants
- Battle-tested process that drives maximum valuation and enhanced terms
- Exclusive focus on private, middle market companies
- A life-cycle approach to client service



Industry Overview

According to the Outdoor Industry Association, retail sales in the Outdoor Recreation market was down 3% for FY 2023 when compared to FY 2022. While the M&A activity in the Outdoor Recreation space was relatively slow through the first four months of 2023, there has been a notable increase in completed transactions through the same period of time in 2024.

Of the 12 transactions completed through YTD April 2023, 10 were strategic acquirers and 2 were financial buyers. However, through YTD April 2024, 32 transactions have been completed with 24 being acquired by strategic buyers and 8 by financial buyers. This is encouraging, particularly given the lasting concerns around high interest rates and the current inflationary environment.

Additionally, there have been a plethora of new companies participating in the Outdoor Recreation market – brands aimed at new trends such as pickleball, outdoor adventure and camping, and extracting and maximizing peak physical performance. Data suggests that consumers may be spending less across a broader range of Outdoor Recreation segments, but rather directing expendable income on a narrower focus of sports and or activities in the category.

M&A activity is expected to pick up as 2024 progresses. Financial buyers will look to make acquisitions to break into the Outdoor Recreation segment and others will look to add on to existing platforms after a relatively slow 2023. Strategic buyers will look to focus on core competencies and to further grow within their respective areas of focus.



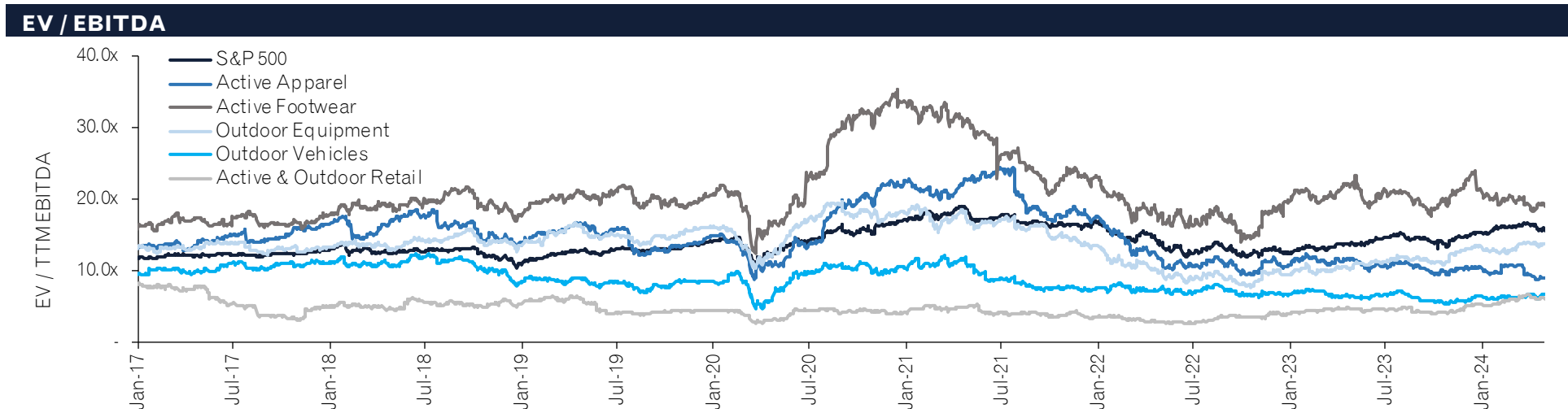
MARKET DATA

Industry Overview

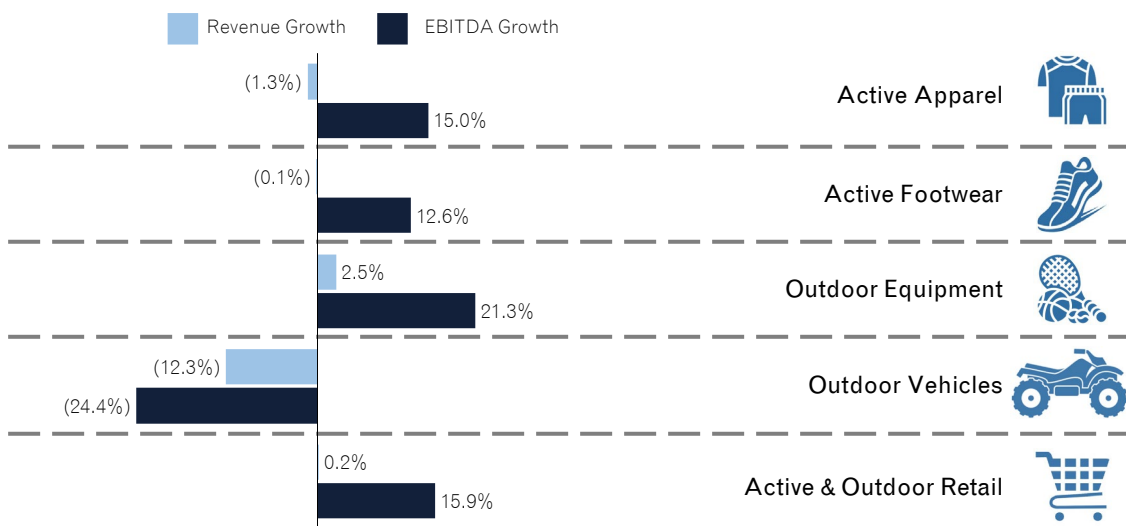
2024 YTD Select Industry Transactions



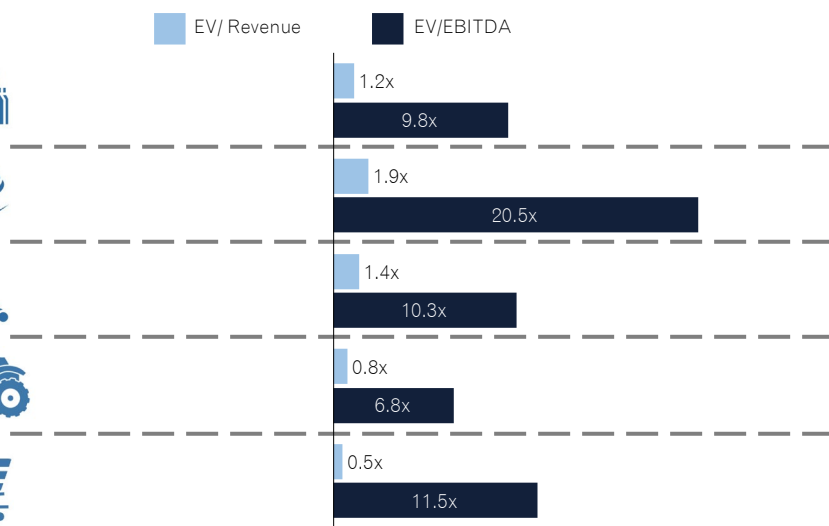
Outdoor Recreation Public Market Overview



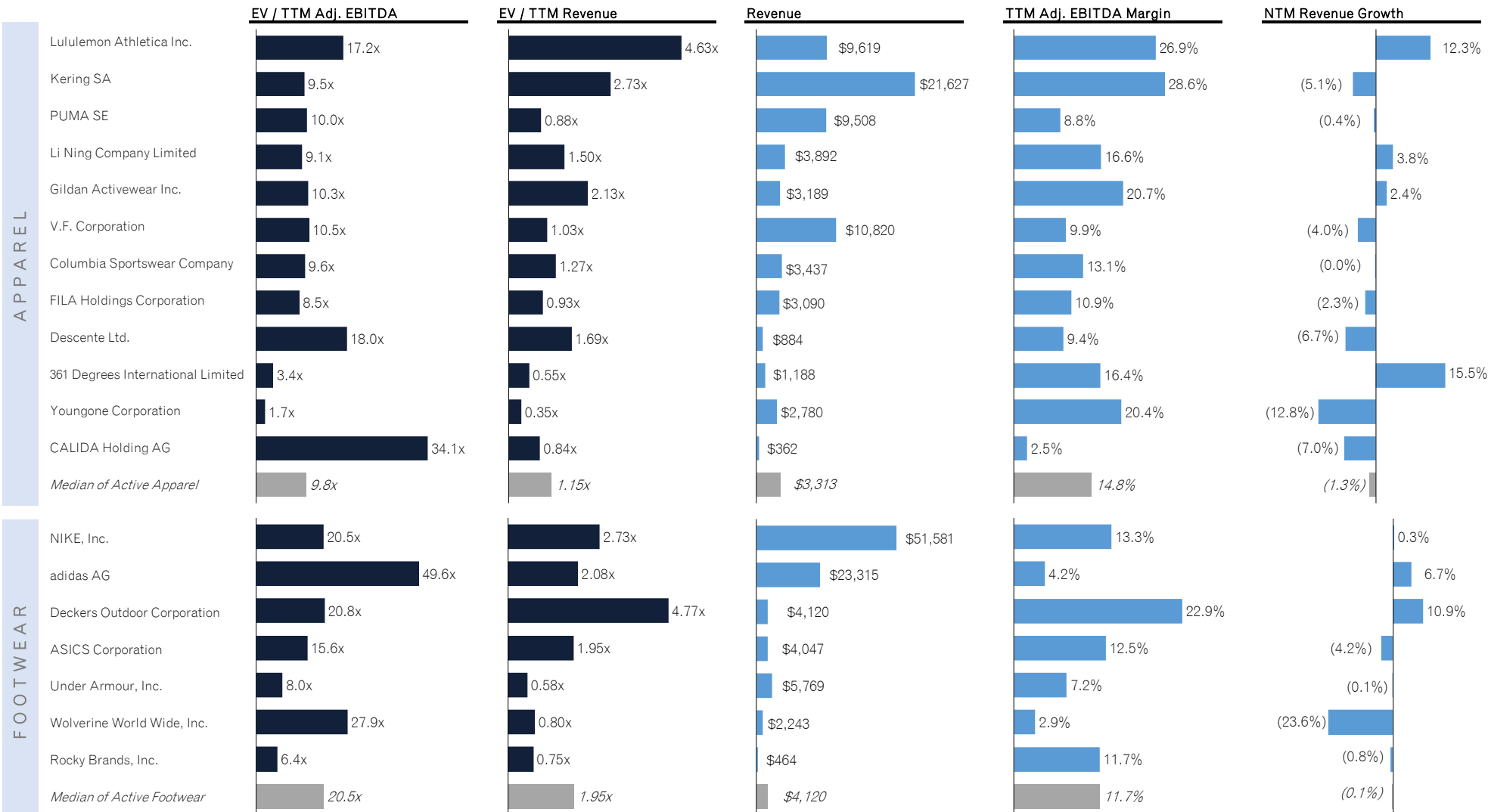
Median Expected Growth (next 12 months)



Median Enterprise Value Multiples (trailing 12 months)

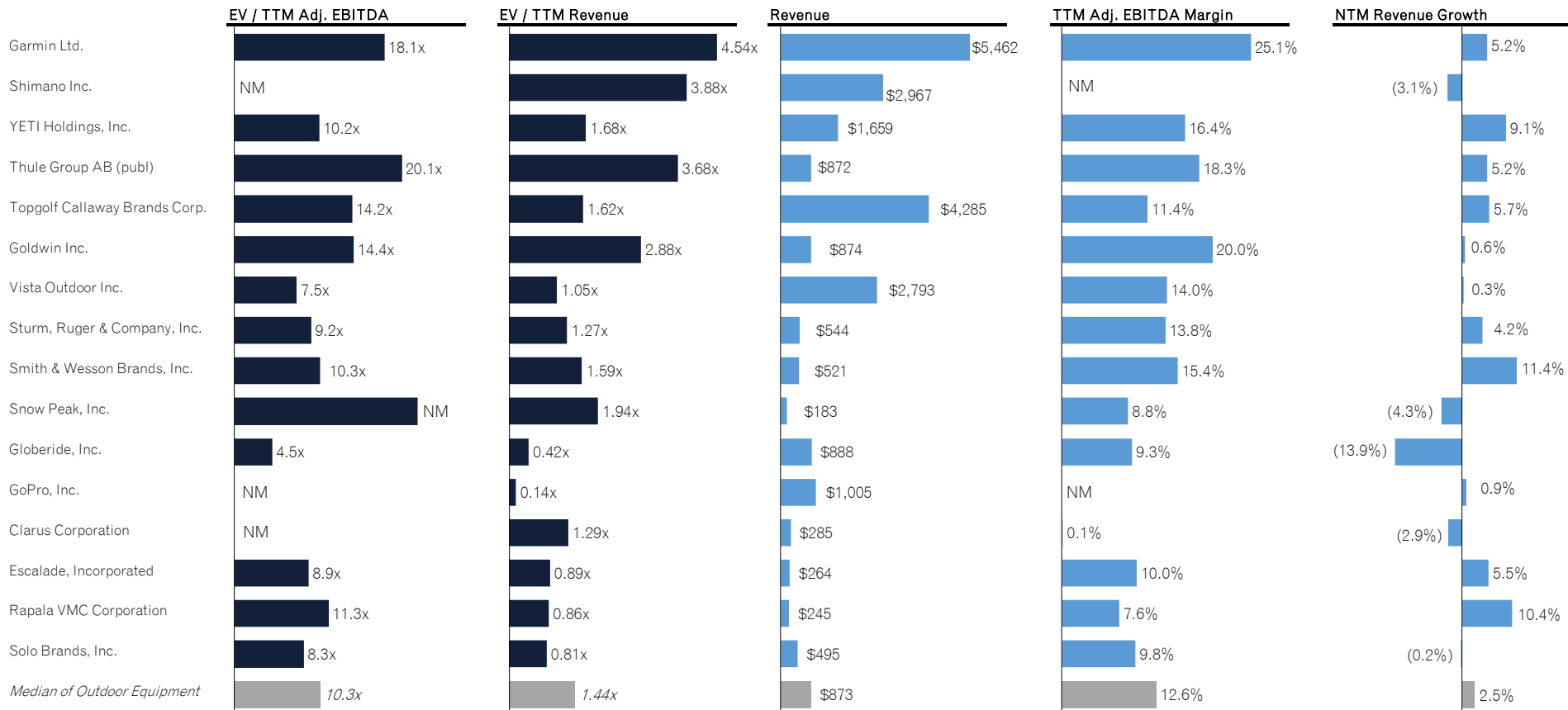


Industry Data by Segment



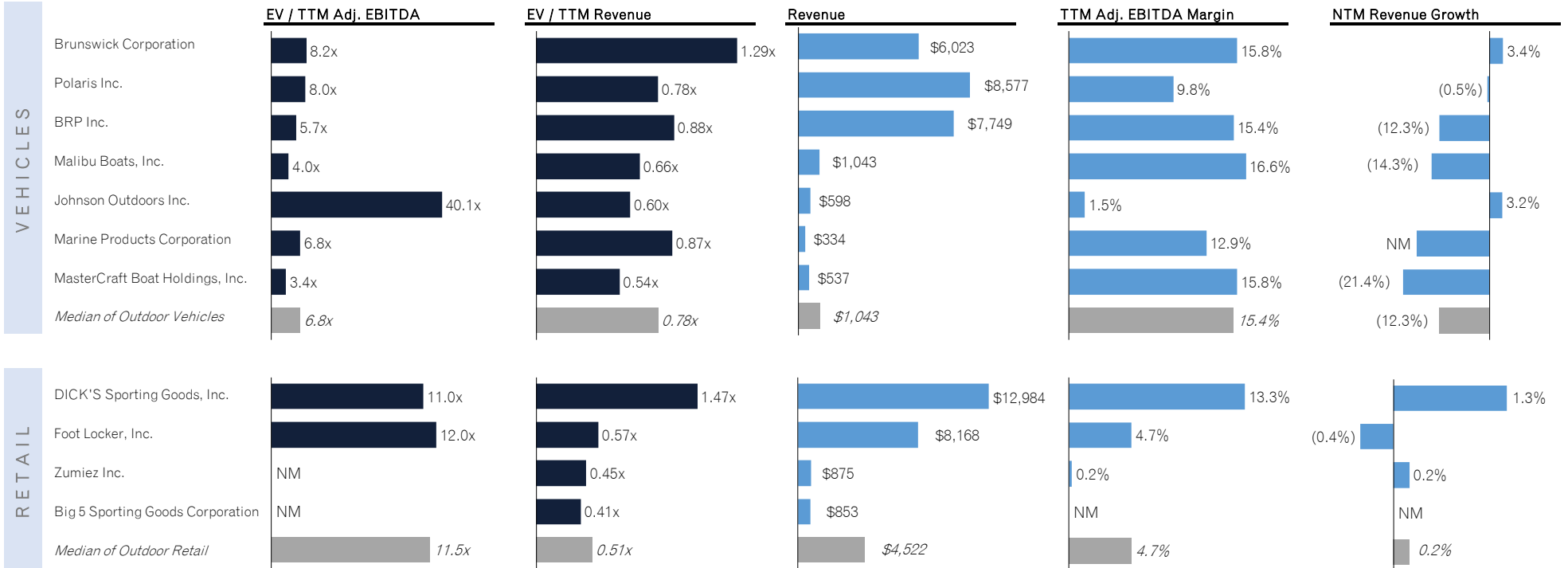
Industry Data by Segment

OUTDOOR EQUIPMENT



MARKET DATA

Industry Data by Segment



MARKET DATA

Public Company Valuations

\$ in millions, except per share data											
Category	Company Name	4/30/24 Share Price	Market Cap	Enterprise Value	TTM Data			NTM Est. Growth	EV Multiple		
					Sales	Gross Profit	Gross Margin	Sales	TTM Sales	TTM EBITDA	
Active Apparel	Lululemon Athletica Inc.	\$360.60	\$45,404	\$44,563	\$9,619	\$5,609	58.3%	12.3%	4.63x	17.2x	
	Kering SA	352.87	43,254	58,970	21,627	16,499	76.3%	(5.1%)	2.73x	9.5x	
	PUMA SE	46.56	6,976	8,345	9,508	4,407	46.3%	(0.4%)	0.88x	10.0x	
	Li Ning Company Limited	2.67	6,752	5,851	3,892	1,883	48.4%	3.8%	1.50x	9.1x	
	Gildan Activewear Inc.	34.72	5,854	6,777	3,189	907	28.4%	2.4%	2.13x	10.3x	
	V.F. Corporation	12.46	4,845	11,197	10,820	5,656	52.3%	(4.0%)	1.03x	10.5x	
	Columbia Sportswear Company	79.63	4,736	4,360	3,437	1,720	50.0%	(0.0%)	1.27x	9.6x	
	FILA Holdings Corporation	29.62	1,780	2,870	3,090	1,510	48.9%	(2.3%)	0.93x	8.5x	
	Descente Ltd.	22.67	1,713	1,492	884	522	59.1%	(6.7%)	1.69x	18.0x	
	361 Degrees International Limited	0.61	1,258	658	1,188	488	41.1%	15.5%	0.55x	3.4x	
	Youngone Corporation	27.75	1,217	966	2,780	875	31.5%	(12.8%)	0.35x	1.7x	
CALIDA Holding AG	31.58	264	305	362	246	67.9%	(7.0%)	0.84x	34.1x		
	Median Average		\$4,790	\$5,106	\$3,313	\$1,615	49.5%	(1.3%)	1.15x	9.8x	
			\$10,338	\$12,196	\$5,866	\$3,360	50.7%	(0.4%)	1.54x	11.8x	
Active Footwear	NIKE, Inc.	\$92.26	\$139,253	\$140,785	\$51,581	\$22,848	44.3%	0.3%	2.73x	20.5x	
	adidas AG	242.09	43,224	48,477	23,315	11,453	49.1%	6.7%	2.08x	49.6x	
	Deckers Outdoor Corporation	818.47	21,009	19,632	4,120	2,242	54.4%	10.9%	4.77x	20.8x	
	ASICS Corporation	42.93	7,764	7,890	4,047	2,106	52.0%	(4.2%)	1.95x	15.6x	
	Under Armour, Inc.	6.73	2,885	3,319	5,769	2,638	45.7%	(0.1%)	0.58x	8.0x	
	Wolverine World Wide, Inc.	10.74	858	1,789	2,243	873	38.9%	(23.6%)	0.80x	27.9x	
	Rocky Brands, Inc.	25.77	191	349	464	180	38.9%	(0.8%)	0.75x	6.4x	
		Median Average		\$7,764	\$7,890	\$4,120	\$2,242	45.7%	(0.1%)	1.95x	20.5x
				\$30,741	\$31,749	\$13,077	\$6,049	46.2%	(1.5%)	1.95x	21.3x
Outdoor Equipment	Garmin Ltd.	\$144.47	\$27,750	\$24,797	\$5,462	\$3,154	57.7%	5.2%	4.54x	18.1x	
	Shimano Inc.	163.95	14,718	11,508	2,967	1,119	37.7%	(3.1%)	3.88x	NA	
	YETI Holdings, Inc.	35.72	3,044	2,781	1,659	943	56.9%	9.1%	1.68x	10.2x	
	Thule Group AB (publ)	28.59	3,023	3,211	872	357	40.9%	5.2%	3.68x	20.1x	
	Topgolf Callaway Brands Corp.	16.02	2,947	6,930	4,285	1,402	32.7%	5.7%	1.62x	14.2x	
	Goldwin Inc.	60.97	2,738	2,515	874	457	52.3%	0.6%	2.88x	14.4x	
	Vista Outdoor Inc.	35.09	2,040	2,923	2,793	874	31.3%	0.3%	1.05x	7.5x	
	Sturm, Ruger & Company, Inc.	46.23	804	690	544	134	24.7%	4.2%	1.27x	9.2x	
	Smith & Wesson Brands, Inc.	16.97	772	828	521	156	30.0%	11.4%	1.59x	10.3x	
	Snow Peak, Inc.	7.90	299	355	183	108	58.9%	(4.3%)	1.94x	22.1x	
	Globeride, Inc.	12.77	293	374	888	327	36.8%	(13.9%)	0.42x	4.5x	
	GoPro, Inc.	1.73	263	146	1,005	323	32.2%	0.9%	0.14x	NA	
	Clarus Corporation	6.33	242	367	285	97	34.0%	(2.9%)	1.29x	NM	
	Escalade, Incorporated	12.46	173	235	264	65	24.7%	5.5%	0.89x	8.9x	
Rapala VMC Corporation	3.20	124	212	245	139	56.7%	10.4%	0.86x	11.3x		
Solo Brands, Inc.	1.88	109	403	495	302	61.1%	(0.2%)	0.81x	8.3x		
	Median Average		\$788	\$759	\$873	\$325	37.3%	2.5%	1.44x	10.3x	
			\$3,709	\$3,642	\$1,459	\$622	41.8%	2.1%	1.78x	12.2x	

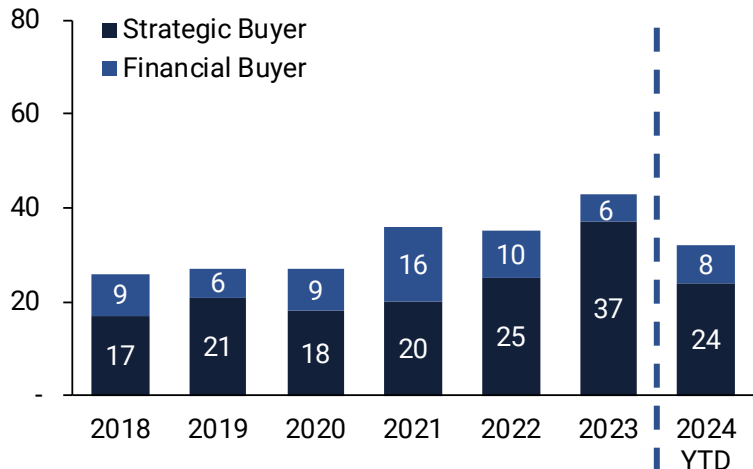
MARKET DATA

Public Company Valuations

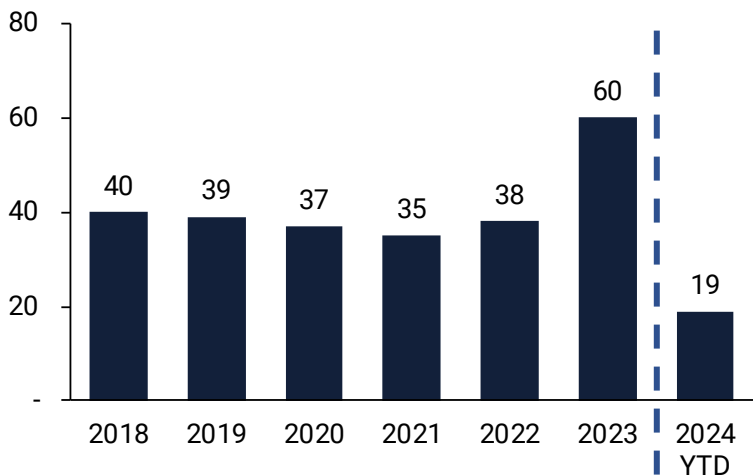
<i>\$ in millions, except per share data</i>											
Category	Company Name	4/30/24 Share Price	Market Cap	Enterprise Value	TTM Data			NTM Est. Growth	EV Multiple		
					Sales	Gross Profit	Gross Margin	Sales	TTM Sales	TTM EBITDA	
Outdoor Vehicles	Brunswick Corporation	\$80.64	\$5,477	\$7,755	\$6,023	\$1,701	28.2%	3.4%	1.29x	8.2x	
	BRP Inc.	67.39	5,055	6,848	7,749	1,944	25.1%	(12.3%)	0.88x	5.7x	
	Polaris Inc.	85.16	4,813	6,704	8,577	1,907	22.2%	(0.5%)	0.78x	8.0x	
	Malibu Boats, Inc.	34.02	695	692	1,043	237	22.7%	(14.3%)	0.66x	4.0x	
	Johnson Outdoors Inc.	41.01	418	362	598	220	36.8%	3.2%	0.60x	40.1x	
	Marine Products Corporation	10.75	373	292	334	75	22.5%	(17.9%)	0.87x	6.8x	
	MasterCraft Boat Holdings, Inc.	20.23	345	287	537	126	23.5%	(21.4%)	0.54x	3.4x	
	Median Average		\$695 \$2,454	\$692 \$3,277	\$1,043 \$3,551	\$237 \$887	23.5% 25.9%	(12.3%) (8.6%)	0.78x 0.80x	6.8x 10.9x	
Active & Outdoor Retail	DICK'S Sporting Goods, Inc.	\$200.94	\$16,567	\$19,030	\$12,984	\$4,546	35.0%	1.3%	1.47x	11.0x	
	Foot Locker, Inc.	20.85	1,970	4,616	8,168	2,273	27.8%	(0.4%)	0.57x	12.0x	
	Zumiez Inc.	17.20	349	398	875	282	32.2%	0.2%	0.45x	NM	
	Big 5 Sporting Goods Corporation	3.54	78	346	853	271	31.7%	NA	0.41x	NA	
	Median Average		\$1,160 \$4,741	\$2,507 \$6,098	\$4,522 \$5,720	\$1,278 \$1,843	32.0% 31.7%	0.2% 0.4%	0.51x 0.72x	11.5x 11.5x	
Overall Outdoor Recreation			Median Average	\$2,005 \$9,450	\$2,826 \$10,309	\$2,511 \$5,066	\$875 \$2,309	38.9% 41.5%	(0.0%) (0.9%)	1.04x 1.51x	10.2x 13.4x

Industry Transaction Volume

U.S. M&A Transaction Volume by Buyer Type



U.S. Private Placement Transaction Volume



Notable Transactions



has been acquired by



On January 31, 2024, Yeti Holdings announced the acquisition of Mystery Ranch, a designer of premier load-bearing backpacks, bags and accessories.

“MYSTERY RANCH packs have earned a global reputation within the most demanding communities by building load-bearing equipment that delivers in the harshest environments. Their ethos, passion and people not only align with the YETI team, but also connect well with our commitment to innovation and our customers.” said Matt Reintjes, President & CEO at YETI.

Yeti has stated that the company sees a big opportunity in the softgoods segment which will compliment the brand’s ever-growing offering of hardgoods and technical accessories.



have been acquired by



On January 9, 2024, Platinum Equity announced the acquisitions of Augusta Sportswear Brands and Founder Sport Group. Both companies are distributors of team uniforms and performance wear and fan apparel for youth and recreational sports.

“The core market for youth sports apparel and accessories has grown steadily over the past decade, but the ecosystem is highly fragmented and, in many ways, inefficient. We saw the potential to combine two established companies very rapidly and orchestrate a transaction that we believe leverages our unique integration and operational capabilities with the goal of improving those industry dynamics and ultimately bringing to life a better customer experience.” said Platinum Equity Co-President Louis Samson.

This newly integrated portfolio of brands will result in better service to youth sports teams, clubs, schools and leagues.

Select M&A Transactions

May '24		acquired by		SuperStroke's acquisition of Lamkin Grips, will combine the operations of two of the biggest players in the golf club grip market.
Apr '24		acquired by		Daisy Manufacturing Company's (Daisy) acquisition of Crossman Corporation will bring together two of the largest airgun manufactures.
Apr '24		acquired by		Storyteller Overland's acquisition of TAXA Outdoors will allow a larger number of individuals to pursue their passions for the outdoors by way of offering an increased volume of quality, innovative and lightweight towable campers.
Apr '24		acquired by		Lax.com's acquisition of Universal Lacrosse will make Lax.com the largest e-commerce retailer and team dealer dedicated to the sport of lacrosse. Customers will benefit from wider product offerings at competitive prices.
Mar '24		acquired by		Gordon Brothers' acquisition of Catch Co. will provide the fishing brand the opportunity to continue serving customers while pursuing growth among the products offered and fishermen served.
Mar '24		acquired by		Soccer Post's, a TZP Group portfolio company, acquisition of Soccer Pro will allow the company to better serve customers in Northern California at the retail and the local organized soccer community.
Feb '24		acquired by	Private Party	Chase Gardaphe, a real estate developer, acquired Romp Skis as his first venture into the manufacturing of premier skis. Chase is excited to grow the business without sacrificing product quality.
Feb '24		acquired by	 HEPCO CAPITAL MANAGEMENT LLC	HEPCO Capital Management's acquisition of Original Waterman will support Waterman's team in further growing the brand, expanding B2B relationships and new product introduction to better service customers worldwide.
Feb '24		acquired by		Think Better Group's acquisition of Klean Kanteen will expand product offering around the globe while maintaining an environmentally sustainable outlook.
Jan '24		acquired by		Yeti's acquisition of Mystery Ranch will allow the company to continue its quest to become the foremost outdoor and adventure technical gear and accessories brand.
Jan '24		acquired by		Platinum Equity's acquisition of Founder Sport Group supports the firm's commitment to streamlining the North American youth sports market by offering sports apparel, accessories and team uniforms.
Jan '24		acquired by		Platinum Equity's acquisition of Augusta Sportswear Brands supports the firm's commitment to streamlining the North American youth sports market by offering sports apparel, accessories and team uniforms.
Jan '24		acquired by		RIP-IT, a Gauge Capital portfolio company, acquisition of Tachikara USA will allow RIP-IT to build upon the growing momentum in volleyball apparel and equipment by developing innovative and high-performance equipment.

MARKET DATA

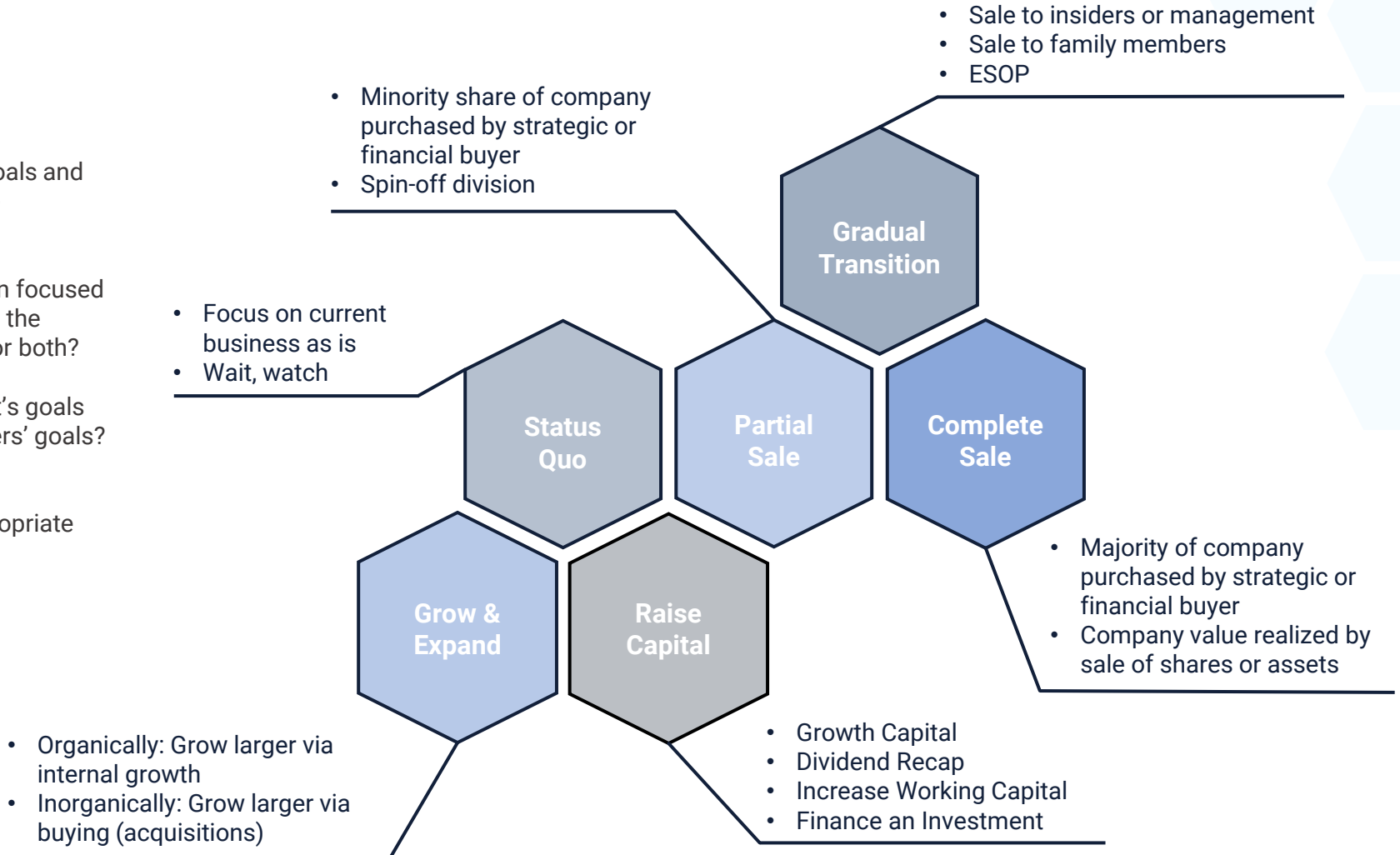
Select Private Placement Transactions

\$ in millions

Close Date	Target	Investor	Short Description
Announced	Timpanogos Hiking Co. LLC	Private Investor	Designs and manufactures outdoor apparel and accessories
Announced	Fairway Bikes, Inc.	Private Investor	Develops and manufactures electric bicycles for golf courses
Apr-24	Gaingels Navier Boat LLC	Private Investor	Designs a luxury hydrofoiling boat
Apr-24	Pure Watercraft, Inc.	Private Investor	Designs and manufactures boats, outboards and outboard battery packs
Apr-24	Tour Golf League, Inc.	Private Investor	Designs and retails golf apparel and accessories
Apr-24	Riddell Sports Group, Inc.	BC Partners Credit	Develops and manufactures protective sports equipment
Mar-24	Vvolt LLC	Private Investor	Develops and manufactures a range of electric bicycles
Mar-24	360 Sierra, Inc.	Private Investor	Provides light weight camping trailers for rent
Feb-24	True Collective LLC	Private Investor	Manufactures and retails golf shoes and apparel
Feb-24	Brownie's Marine Group, Inc.	Private Investor	Designs, manufactures and retails scuba diving and underwater equipment
Feb-24	SweetSpot Sports, LLC	Elysian Park Ventures	Designs and manufactures sports equipment and recreational sports products
Jan-24	TruBlue LLC	Centerfield Management	Manufactures equipment for the climbing and adventure industries
Jan-24	Eastside Golf, LLC	EP Golf Ventures	Designs and retails golf apparel and accessories
Jan-24	Vision Marine Technologies Inc.	Private Investor	Designs, manufactures, sells and rents electric boats
Jan-24	Lightship Energy, Inc.	THOR Industries; Alumni Ventures	Designs and produces a modern and innovative camping trailer
Jan-24	Varlo Sports, Inc.	Path Ahead Ventures	Designs and manufactures athletic apparel for multi-sport and cycling
Jan-24	Fairmonde Golf	Private Investor	Produces and retails golf wear and accessories for women

Our Clients

- What are your goals and objectives of the transaction?
- Is the transaction focused on the company, the shareholder(s), or both?
- Do management's goals differ from owners' goals? How so?
- What is the appropriate timing?



Services & Industries

With more than 300 completed transactions, HCA's investment bankers maintain relationships with key decision-makers among strategic buyers and investors and comprehensive coverage of relevant private equity groups and family offices

- Merger and Acquisition Advisory
- Equity and Debt Capital Placement
- Strategic Alternatives Assessment
- Exclusive Sales and Divestitures
- Strategic Planning
- Management Buy-outs
- Recapitalizations



PROFESSIONALS

Experienced Professionals

120+ years of combined experience in Middle-Market Mergers & Acquisitions and Corporate Finance

A team of experts well-versed in complex transactions to help guide you through the process

Assistance for owners with both preparing financially and emotionally to bring in a new business partner

Proactive about planning to meet your specific business transaction goals and optimize the outcome

Complete availability and accountability to the client



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