



HEVI-SHOT

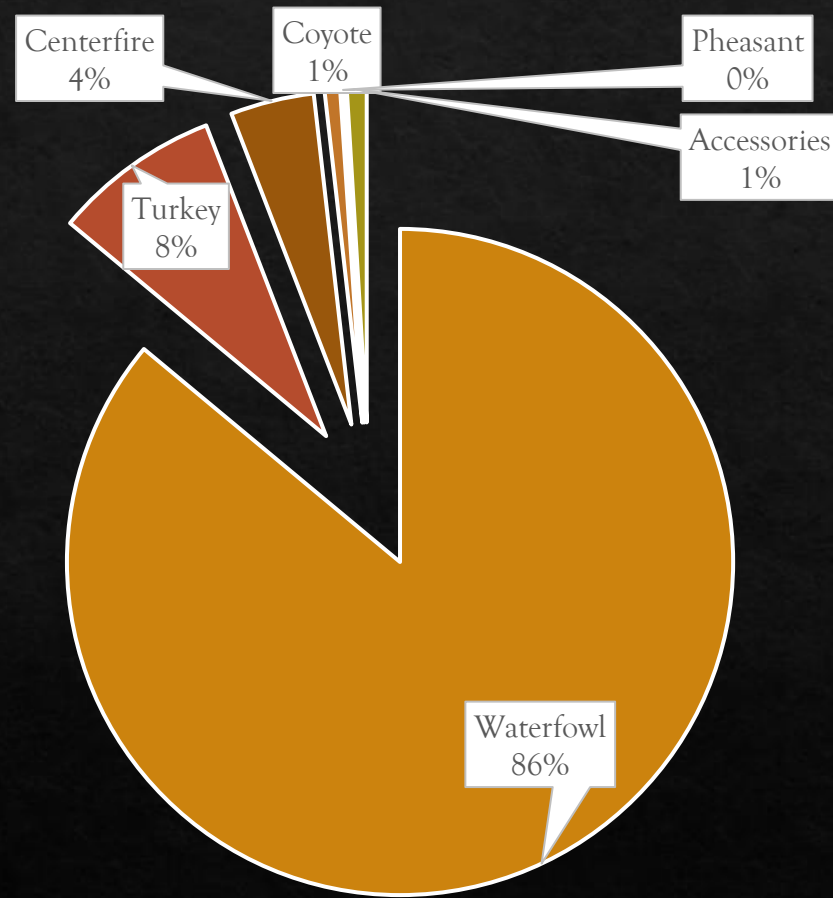
2021 Product Line Review



Topics

- ◇ Our story – Video
- ◇ Top ten lists for 2020 (overall, waterfowl, and turkey)
- ◇ Waterfowl line up
- ◇ Turkey line up
- ◇ Upland and specialty munitions
- ◇ Discontinued or phased out products

2020 Sales (Categories)



■ Waterfowl ■ Turkey ■ Centerfire ■ Coyote ■ Pheasant ■ Accessories

2020 Top Ten by SKU (qty)

Ordered

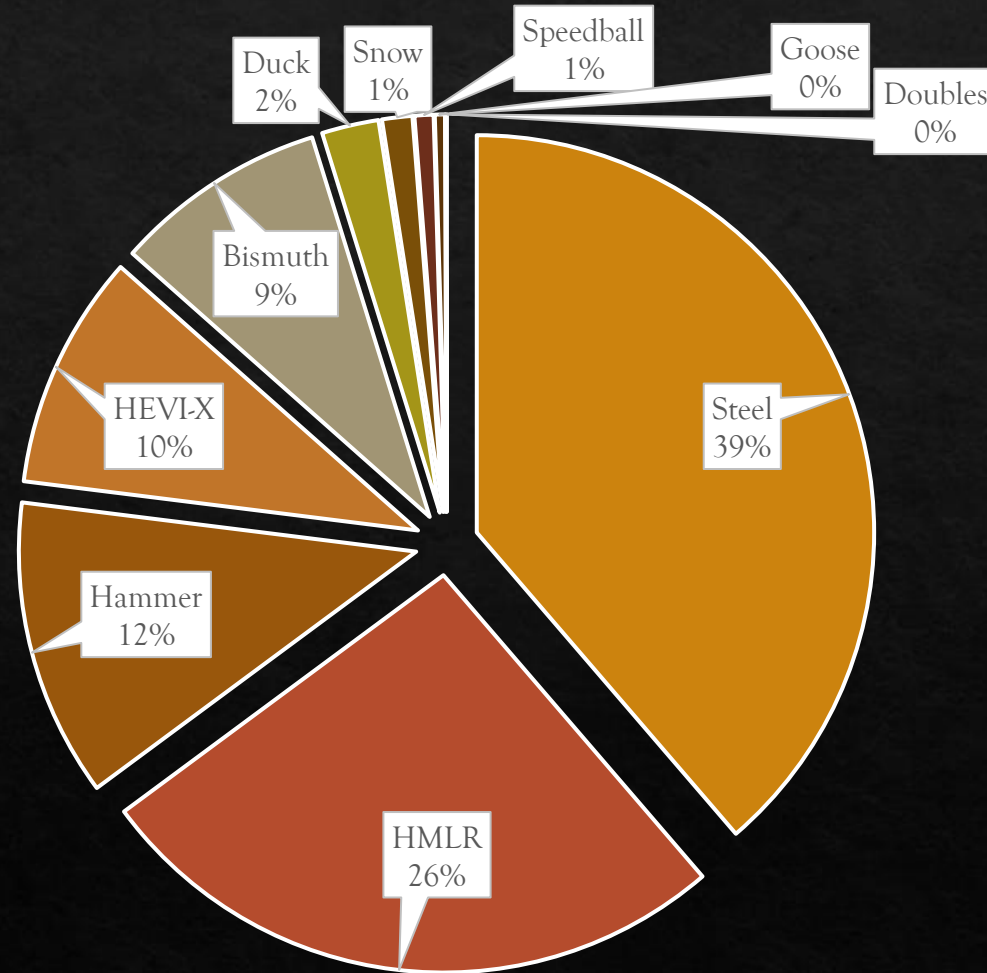
- ◆ 1: HS60002 (HEVI-Steel #2)
- ◆ 2: HS60003 (HEVI-Steel #3)
- ◆ 3: 99009 (Frangible 9mm)
- ◆ 4: HS60004 (HEVI-Steel #4)
- ◆ 5: HS38002 (HEVI-Metal LR #2)
- ◆ 6: HS65002 (HEVI-Steel 3.5" #2)
- ◆ 7: HS28002 (HEVI-Hammer #2)
- ◆ 8: HS28003 (HEVI-Hammer #3)
- ◆ 9: HS28003 (HEVI-Metal LR #3)
- ◆ 10: HS38004 (HEVI-Metal LR #4)

Shipped

- ◆ 1: HS60002 (HEVI-Steel #2)
- ◆ 2: HS60004 (HEVI-Steel #4)
- ◆ 3: HS60003 (HEVI-Steel #3)
- ◆ 4: HS38002 (HEVI-Metal LR #2)
- ◆ 5: 99009 (Frangible 9mm)
- ◆ 6: HS65002 (HEVI-Steel 3.5" #2)
- ◆ 7: HS28002 (HEVI-Hammer #2)
- ◆ 8: HS38003 (HEVI-Metal #3)
- ◆ 9: HS28003 (HEVI-Hammer #3)
- ◆ 10: HS38502 (HEVI-Metal LR #2)

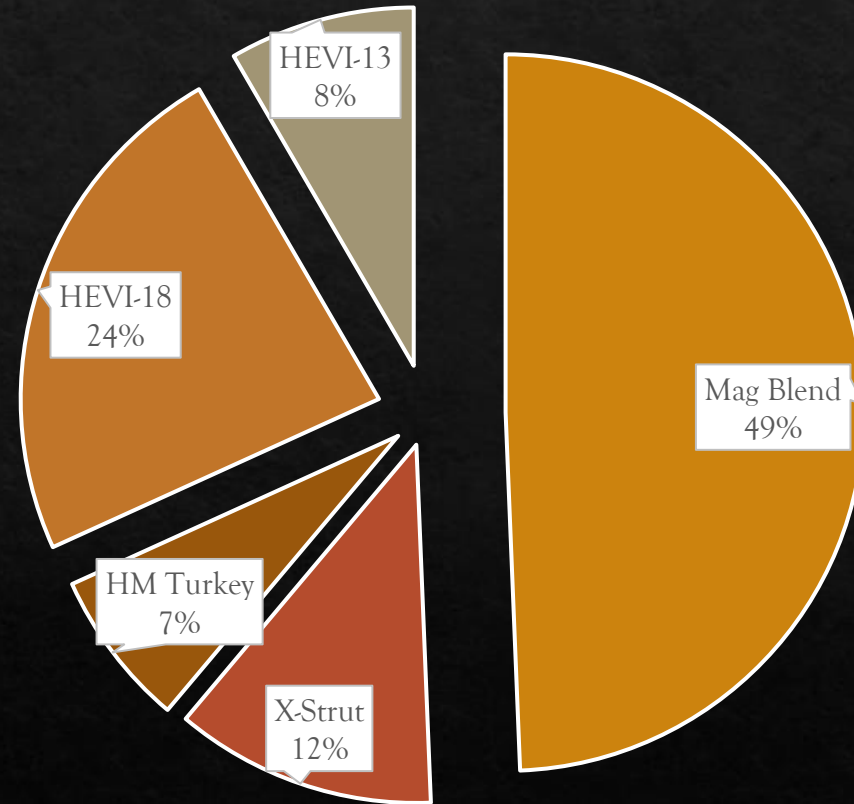
Due to supply chain disruptions, production focused on producing steel products.

Waterfowl (Dollars) – 86%



■ Steel ■ HMLR ■ Hammer ■ HEVI-X ■ Bismuth ■ Duck ■ Snow ■ Speedball ■ Goose ■ Doubles

Turkey (Dollars) – 8%



■ Mag Blend ■ X-Strut ■ HM Turkey ■ HEVI-18 ■ HEVI-13

2020 Top Ten Turkey SKU List

- ◆ 1: HS41225 (Magnum Blend 12g 3") #17
- ◆ 2: HS41205 (Magnum Blend 12g 3.5") #18
- ◆ 3: HS00567 (Magnum Blend 20g 3") #36
- ◆ 4: HS44306 (HEVI-X Strut) #60
- ◆ 5: HS43557 (Magnum Blend 12g 3.5" 4,5,7) #63
- ◆ 6: HS30045 (HEVI-Metal Turkey 12g) #64
- ◆ 7: HS44356 (HEVI X-Strut 12g 3.5") #70
- ◆ 8: HS44106 (HEVI-X Strut 410) #77
- ◆ 9: HS01007 (HEVI-18 .410 #7) #82
- ◆ 10: HS33345 (HEVI-Metal Turkey 12g 3.5") #85

HEVI-XII

- ◆ Bringing you the ORIGINAL HEVI-Shot, non-toxic, high performance shell in a 25 count box.
- ◆ 12 g/cc cast tungsten (Steel is only 7.8 g/cc)
- ◆ Over 50% more range than steel (Lethality is out to 60 yards)
- ◆ The density advantage gives hunters the option of dropping shot sizes while matching downrange energy. This means an increased pellet count for more pellets on target.
- ◆ Allows the consumer to use 3 shot sizes smaller than steel for the same lethality. This is a 72% increase in pellet count over steel!



HEVI-XII – Comp

Company	Product	Density	% of Tungsten in Shell	Notes
HEVI-Shot	HEVI-XII	12	100%	\$2.00 a shell
Kent	Tungsten Matrix	10.8	100%	\$4.00 a shell
HEVI-Shot	HEVI X (discontinued)	10.1	100%	\$1.84 a shell
Federal	Black Cloud TSS	18	60%	\$4.39 a shell - Layered Load
Apex	WS series	18.1/7.8	25%	\$1.68 a shell - Layered Load
Apex	Z series	18	100%	\$4.49 a shell
Backridge	ITX-13	13	100%	\$4.40 for 20g

HEVI-Bismuth

- ◆ With high charge weights and blistering velocities, these are terrific hunting shotshells. Our HEVI-Bismuth is extremely dense at 9.64 g/cc. This unique alloy improves pellet integrity over the 1990's bismuth and lets you shoot 1 shot size smaller than steel.
- ◆ With more lethal pellets on target, birds are simply dead in the air.
- ◆ Our bismuth is cast right here in Sweet Home, Oregon
- ◆ Safe for modern and classic shotguns.
- ◆ Box of 25 retails for approximately \$2.36 a shell



HEVI-Bismuth - Comp

- ◇ Many manufactures offer a bismuth load:
 - ◇ BOSS (Sells to consumers direct only) @ \$2.88 a shell
 - ◇ Federal (now will be almost identical since they will be using HEVI-Shot Bismuth) @ \$2.32 a shell.
 - ◇ Kent (Kent has a supply chain issue) @ \$1.88 a shell
 - ◇ Winchester - box of 10 @ \$3.99 a shell (marketed as a Turkey and waterfowl load)

HEVI-Metal Longer Range

- ◇ 70% 7.8 g/cc precision steel pellets
- ◇ 30% 9.64 g/cc Bismuth
- ◇ This bismuth layer is 1 shot size smaller than steel to provide more lethal pellets on target.
- ◇ 16% more downrange energy than steel alone.
- ◇ MAP/UPP protects dealers margins

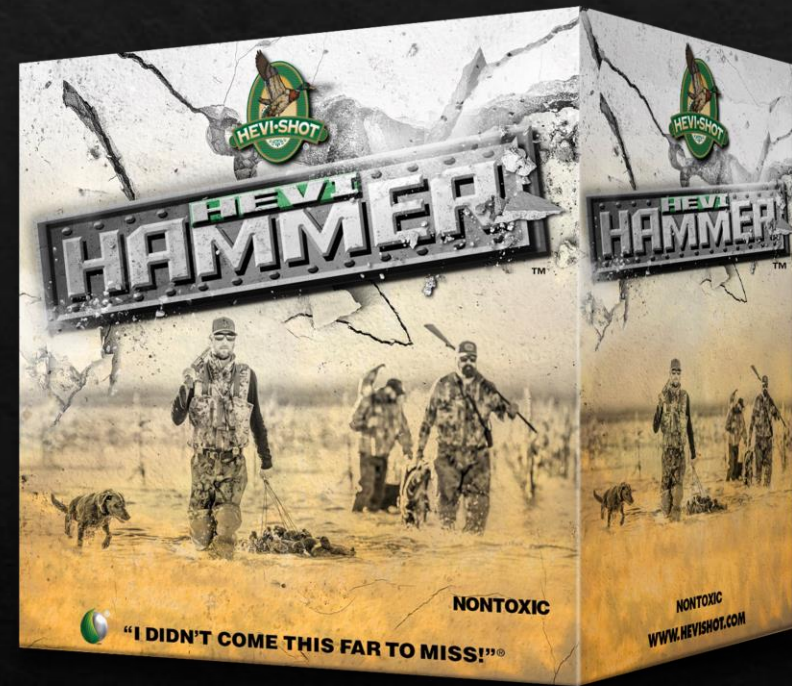


HEVI-Metal Longer Range – Comp

Company	Product	Density	Percentage of Bismuth	Cost per shell	Key points of interest
HEVI-Shot	HEVI-Metal LR	9.64/7.8	30%	\$1.16	Layered load with 30% bismuth allows more downrange energy and more pellets on target.
Federal	Black Cloud	7.8 g/cc	0%	\$.87	Just steel...
Winchester	Blind Side	7.8g/cc	0%	\$.95	Just steel and patterns horribly.
Migra	Timber plus	Not listed	Not listed	\$1.12	The 2020 season showed they have a QC issue.

HEVI-Hammer

- ◇ 85% 7.8 g/cc precision steel pellets
- ◇ 15% 9.64 g/cc Bismuth
- ◇ This bismuth layer is the same size as the steel to provide devastating results.
- ◇ Fantastic in decoying birds.
- ◇ Price point is slightly higher than steel comparison shells. Making it perfect for the newer hunters with less disposable income.
- ◇ This is Duck Commander and Claudio Ongaro's favorite shell.

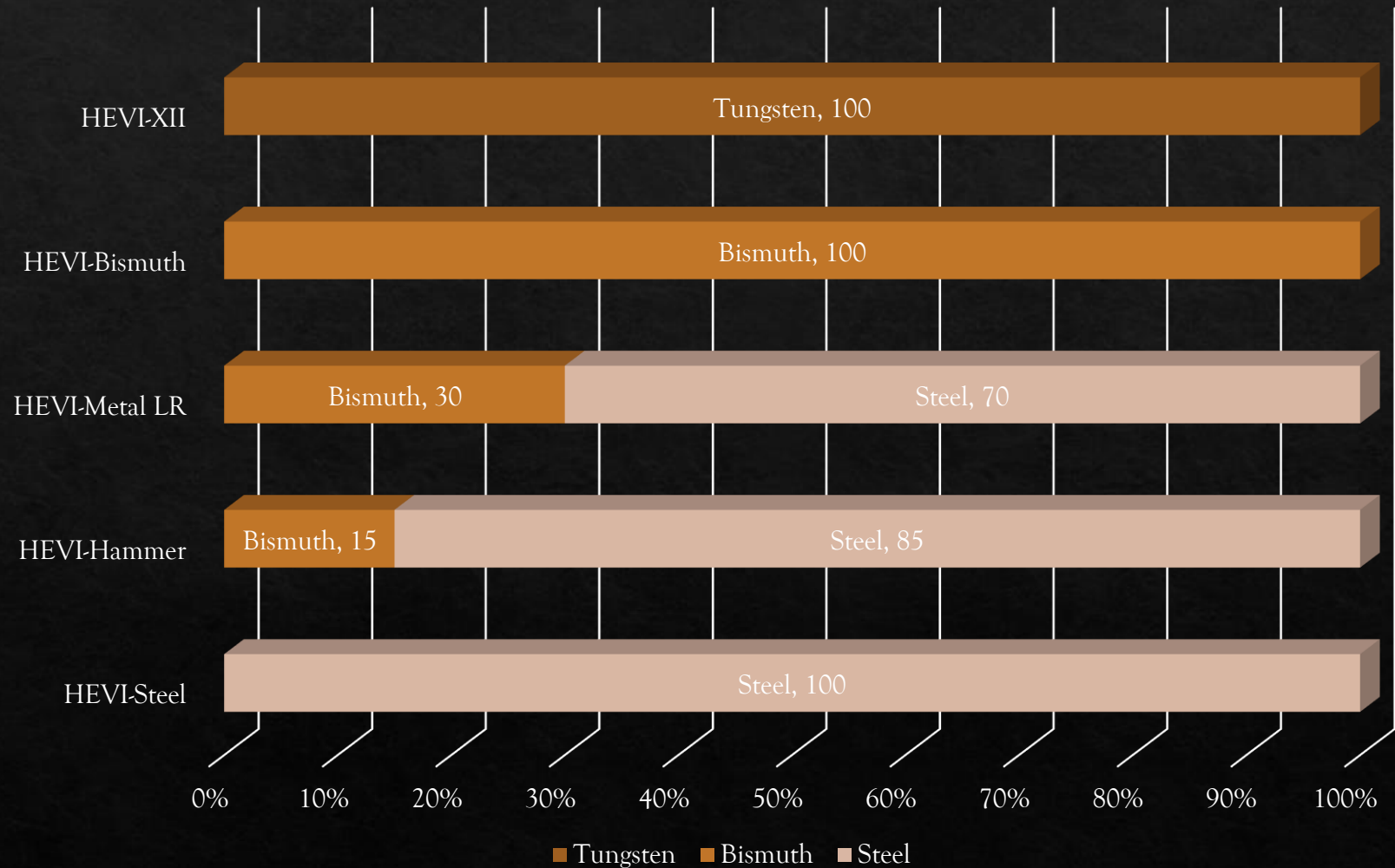


HEVI-Steel & HEVI-Teal

- ◇ 7.8 g/cc precision steel pellets
- ◇ 1500fps
- ◇ Perceived brand value allows/demands higher price tag.



Waterfowl Alloy Summary



HEVI-18

- ◆ 18 g/cc Tungsten Super Shot (TSS)
- ◆ Ultra tight patterns using our unique spherical shaped buffer.
- ◆ When using HEVI-18 Tungsten Super Shot, you can drop down 3 pellet sizes than lead and have the same lethality! So if you usually shoot #6 lead, our #9 has the same lethality! Imagine how many pellets would be on target!
- ◆ HEVI-18 provides the highest energy possible with today's technology.
- ◆ Available in 7 and 9 shot.



HEVI-18 – Comp

Company	Product	Density	Charge weight in comparison	Shot Size	Cost per shell	Key points of interest
HEVI-Shot	HEVI-18	18	12g 3" 2 oz	7 or 9	\$12.60	Spherical buffer
Federal	Heavy Weight TSS	18	12g 3" 1-3/4 oz	7, 8, 9, or 10	\$11.40	
Apex	TSS	18	12g 3" 2 oz	7 or 9	\$10	
Browning	TSS	18	12g 3" 1-3/4 oz	7 or 9	\$8.80	
Remington	TSS	18	12g 3" 1-3/4 oz	7, 8, or 9	\$9.20	

Magnum Blend

- ◆ Ounce for ounce, dollar for dollar, this is the best bang for your tom!
- ◆ 12 g/cc cast Tungsten (The same as our original HEVI-Shot pellet).
- ◆ With 12 density you are able to drop 1 shot size smaller than lead for the same lethality.
- ◆ 3 shot sizes in a single shell! 5, 6, & 7.
- ◆ 437 pellets in a single 12g 3" shell.



Magnum Blend – Range Chart



HEVI-X Strut

- ◆ In 2021, HEVI-X Strut got an upgrade! (from 10.1 g/cc to 12 g/cc).
- ◆ 2 shot sizes in the same shell (5 & 6).
- ◆ Lower price point for the consumer.



HEVI-Metal Turkey

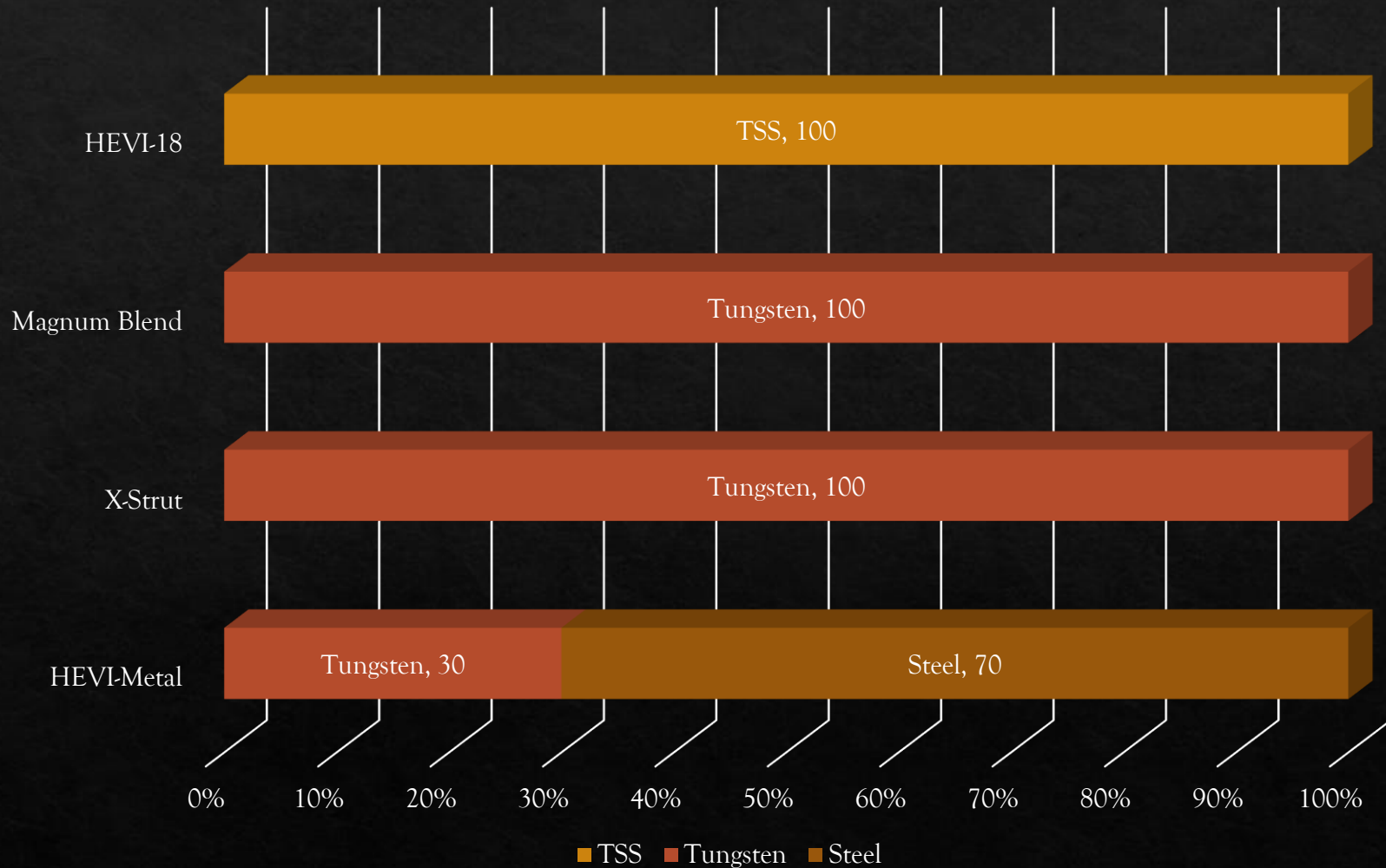
- ◆ Using our same Pattern Density layer technology as our HEVI-Metal Longer Range, the HEVI-Metal Turkey has a layer of #5 bismuth shot over a layer of #4 steel.
- ◆ This is a high performance NONTOXIC shell at a standard lead shotshell price point!



HEVI-Shot – Turkey loads

Company	Product	Density	Charge weight in comparison	Shot Size	Cost per shell	Key points of interest
HEVI-Shot	HEVI-18	18	12g 3" 2 oz	7 or 9	\$12.60	
HEVI-Shot	Magnum Blend	12	12g 3" 2 oz	5, 6, & 7	\$6.60	
HEVI-Shot	HEVI-X Strut	12	12g 3" 2 oz	5 & 6	\$4.00	
HEVI-Shot	HEVI-Metal Turkey	9.64/7.8	12g 3" 1-1/4 oz	4 & 6	\$3.16	
HEVI-Shot	HEVI-13	12	12g 3" 2 oz	5, 6, or 7	\$6.80	Phased out/discontinued

Turkey Alloy Summary



Upland



HEVI-Bismuth Pheasant

- ◇ Bismuth is cast in Sweet Home, Oregon
- ◇ 9.64 Density
- ◇ Allows the consumer to use 1 shot size smaller than steel for the same lethality. Only available in 12g and 20g (5 shot)
- ◇ Safe for modern and classic shotguns.
- ◇ Box of 25 retails for approximately \$2.36 a shell



HEVI-Hammer Upland & Dove

- ◆ 85% 7.8 g/cc precision steel pellets
- ◆ 15% 9.64 g/cc Bismuth
- ◆ This bismuth layer is the same size as the steel to provide devastating results.
- ◆ Perfect for the environmentally conscious hunter or where lead is prohibited.
- ◆ This is a premium upland shell.

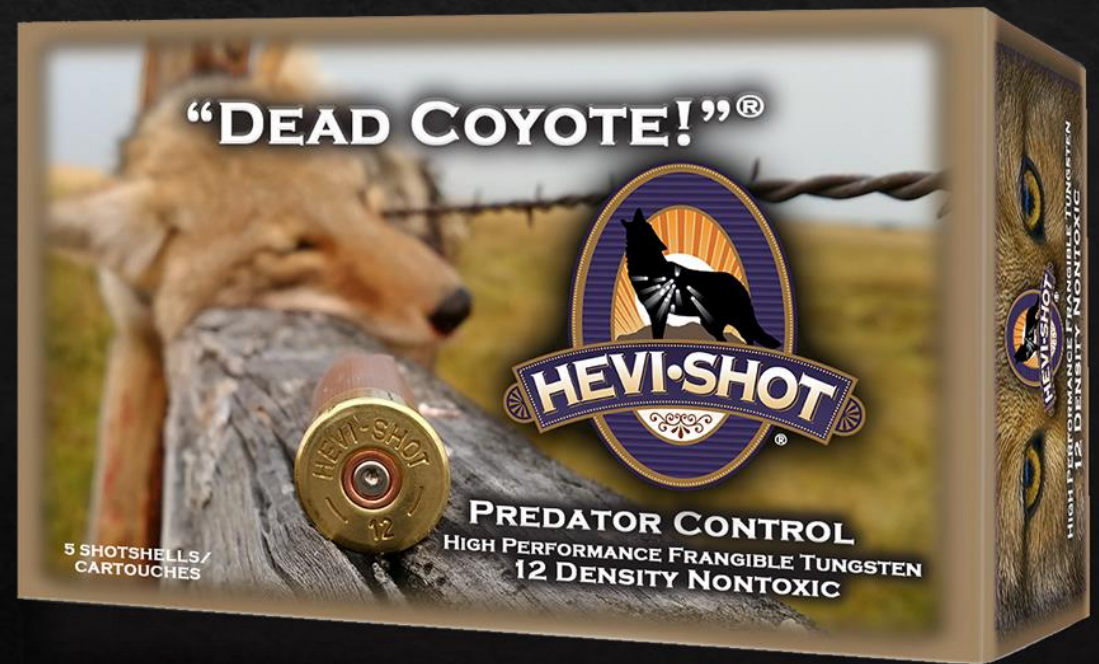


Predator Control



“Dead Coyote!”

- ◆ 12 g/cc pressed Tungsten pellet in T or 00 buck.
- ◆ This high-density shotshell has extremely tight patterns capable of taking down a ‘yote up to 70 yards away! Our new and improved formula is still nontoxic and frangible; reducing the possibility of ricochet or spark!
- ◆ This is why the USDA chooses “Dead Coyote!”[®] for predator control, including hogs.



HEVI-Duty

- ◆ Our HEVI-Duty line consists of a nontoxic and frangible projectile (9mm, 00B, and 4B).
- ◆ The 9mm is being phased out and will be loaded under Blazer brand.
- ◆ 00B and 4B is not in production.



Discontinued or Phased Out

- ◆ HEVI-Shot (Phased out). We are phasing out our 10ct boxes (duck, goose, and pheasant) and rebranding it as HEVI-XII (HEVI-12).
- ◆ HEVI-X (Discontinued). The 10.1 g/cc Tungsten blend was too expensive due to the low harvest percentage. With bismuth almost being the same weight and much cheaper to produce, it was a no brainer.
- ◆ HEVI-Snow (Discontinued). It is basically just HEVI-Steel in a white box.
- ◆ HEVI-Teal (some SKUs discontinued). We are only discontinuing the 5 shot.
- ◆ HEVI-13 (Phased out). While the HEVI-13 has a loyal following, we chose to phase out and discontinue all our HEVI-13 products. We felt the Magnum Blend was simply a better product.
- ◆ All Mossy Oak boxes/SKU's