

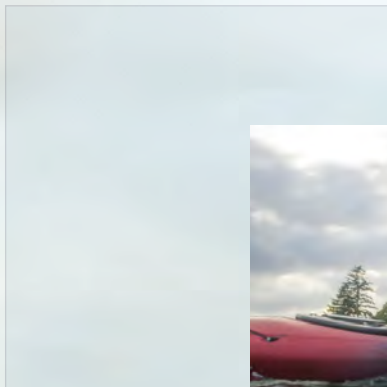
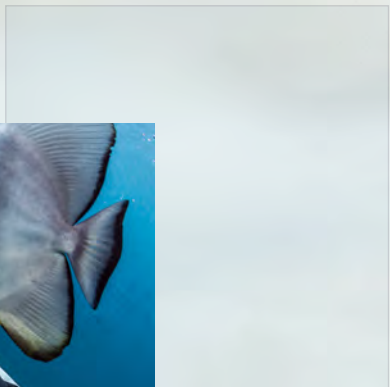


ADVENTURES

FOR GENERATIONS TO COME



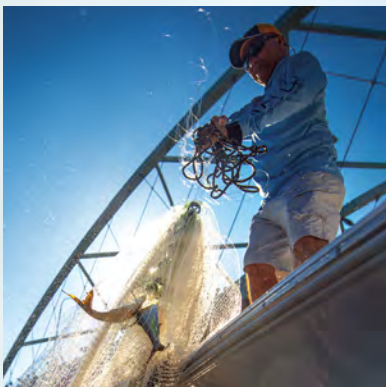
ENGAGING FOR **THE FUTURE**





JOHNSON OUTDOORS PUSHES FOR CHANGE EVERY DAY.

From creating the equipment that empowers people to experience their next great adventure, to promoting environmental participation that protects our natural spaces, we seek to reach out with an ever-expanding positive impact. Our focus is on continuing to earn the trust of our stakeholders—while inspiring people to experience and value the great outdoors for generations to come.



COMPANY SNAPSHOT

Our businesses translate deep, rich consumer insights into innovative products that create a positive impact and deliver the best outdoor experiences possible.



FISHING

Fishing motors

Fish finders

Downriggers

Shallow water anchors

Digital charts & maps



DIVING

Regulators

Buoyancy compensators

Dive computers

Masks/fins/snorkels

Divewear



JOUT-NASDAQ 2022 COMPANY SNAPSHOT (AS OF 9.30.22)

\$743.4 M

NET SALES

16

PRODUCT
CATEGORIES

1,500

EMPLOYEES

20

FACILITIES
WORLDWIDE

80

COUNTRIES



CAMPING

Tents

Personal & family
cooking systems

Camp furniture & accessories



WATERCRAFT RECREATION

Kayaks & canoes

Fishing craft

Personal flotation devices

Paddles & accessories





ADVENTURES FOR GENERATIONS TO COME

SALES HELD STEADY THROUGHOUT 2022 AS WE SAW CONTINUING DEMAND FOR JOHNSON OUTDOORS PRODUCTS.

FY 2022 PERFORMANCE

This fiscal year was marked by two competing trends. First, demand from our trade partners for Johnson Outdoors products remained strong, with high participation in outdoor recreation. We saw double-digit growth in our Camping business, continuing momentum in Watercraft, and growth in Diving as markets opened and tourism began to recover.

At the same time, however, global supply chain disruptions persisted—especially in our Fishing business. Fiscal 2022 sales held relatively steady, down just 1 percent from last year's record high. Operating profit decreased 40 percent, and net income fell 47 percent over the prior fiscal year.

It's clear that managing the challenging supply chain environment is a top priority. We continue to evaluate all avenues to mitigate supply and cost pressures moving into the next fiscal year.

PURSUING PROVEN STRATEGIES

Even as we're working to maximize product build and shipments to customers, we're also looking to the future—pursuing the strategic initiatives that over the years have helped us develop strong, market-leading brands across our portfolio.

Building on powerful consumer insights.

Our intense focus on deep, rich consumer insights is key to creating equipment that people can rely on for their next great adventure. We continue to earn the trust of experienced outdoor enthusiasts as well as outdoor recreation newcomers—because our products demonstrate that we understand their wants and can uncover their needs.

Sustaining innovation leadership.

Year after year, our innovative products win industry recognition and drive sales. We're strategic about integrating the right new technologies and features, building on our consumer insights as well as our technical know-how and our own passion for adventure.

Surfacing new growth opportunities.

The willingness to embrace change enables us to identify opportunities for both organic growth and growth through acquisition. We regularly challenge current thinking, grounding our approach in research, analytics and expertise in new technologies.

Advancing digital leadership.

Consumer habits and expectations evolve as rapidly as the technology that serves them. We continue to optimize our digital and ecommerce effectiveness, emphasizing both digital marketing and omnichannel access.

EXPANDING ENVIRONMENTAL FOCUS

Leaving the world a better place has always been central to our values. We continue to build the capabilities to drive environmental action as a company and with our consumers.

We're assessing the natural resources we use in our operations, such as water and energy, and looking for opportunities to reduce waste, recycle materials and pursue continuous improvement. For example, we're exploring the use of renewable energy to power a portion of our operations.

This year we also launched our partnership with the National Wildlife Federation, a crucial step to advance natural resource conservation. While we'll support NWF programs like Eco-Schools USA and the Earth Tomorrow program for underserved youth, our focus is the initiative we created with NWF—the Clean Earth Challenge.

This challenge calls on outdoor enthusiasts all over the world to remove litter from the wild spaces we all love, tracking progress and encouraging others to join in. We're excited to see the momentum building, kicked off by our enthusiastic employees, consumers and other participants.

APPRECIATING OUR PEOPLE

Recognizing that our people truly are our greatest asset, we continually look for ways to make Johnson Outdoors a workplace of choice. We're expanding inclusivity efforts as well as continuing to emphasize employee safety, well-being, engagement and professional development.

FOR GENERATIONS TO COME

Johnson Outdoors works every day to create long-term value for all stakeholders—from our people, customers, consumers and investors to the entire planet. When it comes to the great outdoors, we're determined to make decisions for the greater good—ensuring continuing adventures for generations to come.



Helen P. Johnson-Leipold
Chairman & Chief Executive Officer

MAKING A POSITIVE



National Wildlife Federation

JOHNSON OUTDOORS

Our commitment to leaving the planet better than we found it has always been at the core of Johnson Outdoors and our family of brands. Now more than ever, it is imperative that we work together with partners like the National Wildlife Federation as well as our consumers to ensure that our natural spaces are healthy and thriving for us and generations to come.

— Helen P. Johnson-Leipold, Chairman & Chief Executive Officer

IMPACT, TOGETHER



JOHNSON OUTDOORS PARTNERS WITH NATIONAL WILDLIFE FEDERATION

AS OUTDOOR ADVENTURERS, WE BELIEVE IT'S OUR DUTY to be good stewards of the land. That's why Johnson Outdoors is partnering with the National Wildlife Federation to protect and preserve the wild spaces we love.

The NWF is America's largest, most trusted conservation organization, working to unite us all in giving wildlife a voice. Its six million-plus members and supporters include hunters, anglers, gardeners, birders, hikers, campers, paddlers, and other outdoor enthusiasts. NWF programming focuses on conserving wildlife, restoring habitats and waterways, expanding outdoor opportunities, connecting children with nature, and addressing the causes and consequences of climate change.

Together we're creating the Clean Earth Challenge—calling on individuals and organizations worldwide to get outdoors and take simple conservation actions. Our goal is to advance restoration and resilience of the land and water that sustain people, wildlife and the planet.





GET OUTDOORS AND CLEAN UP THE EARTH

CLEAN EARTH CHALLENGE
INSPIRES GLOBAL ACTION

THIS SUMMER, HUNDREDS OF EMPLOYEES AT OUR LOCATIONS AROUND THE WORLD represented Johnson Outdoors in kicking off the **#CleanEarthChallenge**, which we created in partnership with the National Wildlife Federation. They swept through parks, hiking trails, and beaches, alongside and even in rivers, streams and lakes, to pick up tens of thousands of pieces of trash.

And that's just the beginning. We're calling on all fellow outdoor enthusiasts to help us remove one million pieces of litter from the great outdoors. Join in—and bring a friend! Visit www.cleanearthchallenge.com.



WHY IS PICKING UP TRASH IMPORTANT?

"There are many treasures in our waste: raw materials and valuable substances that can be recycled. That's why we separate our waste and collect metal, glass and paper. This creates a cycle that protects our environment."

—SCUBAPRO® Employee

WHY WERE YOU EXCITED TO PARTICIPATE?

“My family and I love to spend time outside, and I have a 3-year-old who loves to run around barefoot. I’d like to have the woods clean so she’ll be safe and can enjoy them.”

—Humminbird® Employee



JOHNSON OUTDOORS COMPANY-WIDE CLEAN EARTH CHALLENGE **2022 RESULTS**

- 80,047** pieces to date*
- 482** employees participated
- 17** locations participated
- 23** employee clean-up events

*May 28 through September 9, 2022

HOW DO YOU FEEL ABOUT WORKING FOR A COMPANY THAT SUPPORTS THIS KIND OF EVENT?

“An event like this shows everyone that we care. ‘Outdoors’ is right in our name—and Johnson Outdoors really cares about the environment.”

—Minn Kota® Employee



FISHING



TIMELESS LEADERSHIP



REAL-LIFE LEGEND

MOTORS WITH THE NAME ANGLERS WANT

FOR NEARLY 90 YEARS, ANGLERS HAVE DEPENDED on Minn Kota® for cutting-edge, tough-as-nails trolling motors that go wherever the fish are.

This year saw continued demand for Ultrex™ trolling motors, renowned for Power Steering and Spot-Lock® technology. The legend grew when we added the new Humminbird® MEGA Live Imaging™ TargetLock™ feature. Anglers can lock in their MEGA Live view whether the boat is moving or anchored via Spot-Lock—making it easier to stay on a point and catch more fish.

The One-Boat Network® continues our commitment to make the most advanced fishing gear even better, by making it work together. Uniting Humminbird fish finders with Minn Kota trolling motors and shallow water anchors like the Raptor™ unlocks epic potential for anglers everywhere.





ULTREX™ TROLLING MOTORS, with years of proven performance, now bring anglers new benefits with Humminbird® MEGA Live Imaging™ TargetLock™ technology.



FISHING



HUMMINBIRD® MEGA LIVE HAND CONTROL™ UNIVERSAL gives anglers independent control of the MEGA Live™ Imaging Transducer on any vessel, with or without a trolling motor—for detailed views of what's below.



PERFECTLY ON POINT

FISHING'S MOST POWERFUL TECHNOLOGIES

WE CHANGE THE WAY PEOPLE FISH with breakthrough Humminbird® technology—and we're always looking for new ways to connect with Minn Kota® products. This year's award-winning MEGA Live Imaging™ TargetLock™, used with the Ultrex™ trolling motor, lets anglers steer the MEGA Live transducer beam independently of the trolling motor—from the foot pedal, the fish finder, or optional hand remote—to easily stay on a productive fishing point.

Other recent innovations extend the benefits of MEGA Live Imaging to any boat, with the universal MEGA Live Hand Control™. And all-new LakeMaster® maps now include features like SmartStrike, enabling anglers to enter parameters such as season, time of day, temperature and targeted fish species to highlight areas where fish are most likely to be biting. It all comes down to one vital point: helping anglers catch more fish.



HUMMINBIRD MEGA LIVE IMAGING™ TARGETLOCK™ brought home our 11th ICAST “Best in Category for Electronics” win in 12 years. This exclusive technology locks on to structure at the push of a button, even while the boat is moving or anchored using Minn Kota® Spot-Lock®—empowering anglers to fish on with absolute confidence.



HUMMINBIRD LAKEMASTER® and LakeMaster Premium, both with VX Technology, bring anglers exceptional map performance, packed with more information and powerful features for customization.



CLASSIC EXPERIENCE



Old Town[®]

OCEAN  **KAYAK**[®]

PIONEERS IN PADDLING

SHAPING ADVENTURE ON THE WATER

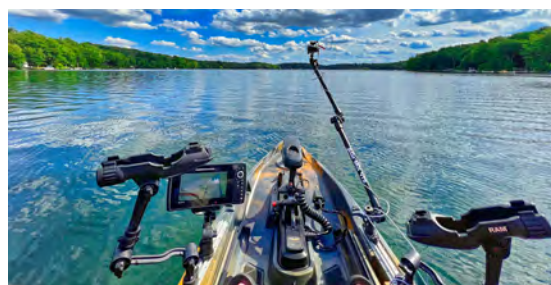


FROM OUR FIRST CANOES IN 1898 to our most recent fleet of innovative kayaks, Old Town® has delivered an industry-defining mix of quality and versatility.

Our Old Town Sportsman fishing kayaks continue to win awards, starting with the Discovery Solo 119 Sportsman—a lightweight solo canoe that paddles like a kayak and is great for anglers, hunters and explorers.

The Old Town Sportsman AutoPilot™ 136 shows the power of integrating our products. This motorized kayak has a hull designed for bigger water and includes Minn Kota® Spot-Lock® technology. Anglers can motor to their fishing spot faster, then hold position with ease.

All Sportsman kayaks feature customizable accessory tracks, cushioned floor pads, a custom tackle box, and plenty of rod holders—everything to set the standard for a great day on the water.



PADDLING MAGAZINE

BEST FISHING BOAT FOR 2022,
PADDLING MAGAZINE The Sportsman AutoPilot™ 136 uses a GPS-enabled Minn Kota® trolling motor to propel, maneuver and “anchor” the kayak using Spot-Lock® technology.



FIELD & STREAM

BEST OVERALL FISHING CANOE FOR 2022, FIELD & STREAM The Discovery 119 Solo Sportsman blends the simplicity of a classic solo canoe with the agility of a kayak for grab-and-go ease.





DEEP-ROOTED PASSION



Eureka!



HERITAGE MEETS VISION

KEEPING CAMPERS AT HOME IN THE OUTDOORS

CAMPING IS A GATEWAY TO LIFELONG PARTICIPATION in outdoor recreation—and with more than 125 years of providing camping essentials, Eureka!® makes it easy to ignite a love of adventure.

We encourage consumers to **#GOFORTHEFUNOFIT** with user-friendly tents like the Copper Canyon. Easy setup, smart features and full standing height make it Eureka’s most livable family car camping tent.

Camp stoves like the popular SPRK Camp Grill™ let campers pack small without sacrificing their grill top. The SPRK features precise temperature controls, an easy-to-clean ceramic grate, and an integrated fuel compartment, making campsite cooking a pleasure.

With smarter, comfier, “funner” gear, Eureka! welcomes the continuing surge of campers—and the next generation of outdoor enthusiasts.



Eureka!



Men's Health

**BEST PORTABLE GAS GRILL 2022,
MEN'S HEALTH MAGAZINE**

The Eureka!® SPRK Camp Grill™, described by Men's Health as "a no-nonsense grill to throw into the car" for your weekend getaway, features a compact, all-in-one design.



A WAY OF LIVING

GEAR FOR THE NEXT HORIZON

BACKCOUNTRY HIKERS, CAMPERS AND BIKERS know it's essential to streamline every last item in your pack—and that's where Jetboil® excels. Our cooking systems are intuitive, reliable and lightning-quick, combining efficiency with a convenient form factor.

Award winners like the Jetboil Stash™ and the Jetboil MiniMo deliver superior efficiency with our groundbreaking FluxRing® technology.

Both cooking systems can reach a rolling boil in just over two minutes, with half the fuel consumption of traditional systems. That makes a difference whether users are boiling water for coffee or cooking dinner for the crew.

Jetboil helps consumers cook amazing meals, in places that make them happy, with friends that make them even happier. It's what we mean by **#MEALTIMEELEVATED**.





THE PERFECT STOVE FOR WEIGHT- AND SPACE-CRITICAL MISSIONS, FORBES VETTED The Jetboil® Stash™ cooking system weighs less than half a pound; at 7.1 ounces, Forbes Vetted says, it's "the weight of a pair of socks." Rapid boil time makes it "a morning coffee and dehydrated meal powerhouse."



SI SHOWCASE

BEST CAMPING STOVE FOR 2022, SPORTS ILLUSTRATED The Jetboil® MiniMo cooking system saves pack space with its clever sideways burner storage design. Jetboil's proprietary regulator technology offers incremental heat adjustments from light simmer to full boil, perfect for sautéing greens, simmering sauces, and more.



ESSENTIAL INNOVATION



DEEP INTO THE FUTURE

THE WORLD'S MOST TRUSTED DIVE BRAND



WE KEEP DIVERS LOOKING FORWARD to the next adventure with reliable, innovative SCUBAPRO® gear.

This year's Seawing Supernova fin fine-tunes the angle of attack according to the strength of kick, for effortless power and speed. The Supernova's award-winning two-piece design simplifies transport, and with the optional full foot pocket, the fin can be modified for any warm-water dive scenario.

We continue to enhance our range of dive regulator systems, with forward-thinking designs and materials to deliver reliability and durability. Comfortable gear is also a priority, as evidenced by the award-winning Level BCD. And this year we furthered color options with additions such as the GO Sport fin in pink and the Zoom dual-lens mask in orange. With SCUBAPRO gear, the possibilities are truly endless.





reddot design award

RED DOT AWARD – PRODUCT DESIGN
 The SCUBAPRO® 2022 Seawing Supernova represents the next generation of powerful SCUBAPRO fins. It's a step up from the Seawing Nova in performance, construction, fit and versatility, maximizing speed, power and kicking control.



SCUBALAB TESTERS CHOICE, SCUBA DIVING MAGAZINE The SCUBAPRO® Level BCD offers eye-catching graphics while advancing comfort and performance. The bladder is lightweight yet rugged, designed to wrap without squeezing. And multiple harness features make it easy to fine-tune for the perfect fit.



FOCUSED ON OPPORTUNITY



FOCUSED

ON STRATEGIC PRIORITIES

JOHNSON OUTDOORS SALES HOLD STEADY, BUT SUPPLY CHAIN ISSUES IMPACT PROFITABILITY

Total company revenue for fiscal 2022 fell 1 percent to \$743.4 million, versus \$751.7 million in fiscal 2021.

Factors affecting results included:

- In Fishing, despite strong demand, revenue declined 5 percent, driven primarily by supply chain disruptions that slowed our ability to complete and ship finished goods.
- Camping grew 12 percent due to higher sales for both Jetboil® and Eureka!® products.
- Watercraft Recreation sales increased 2 percent due to continued demand for the Sportsman line.

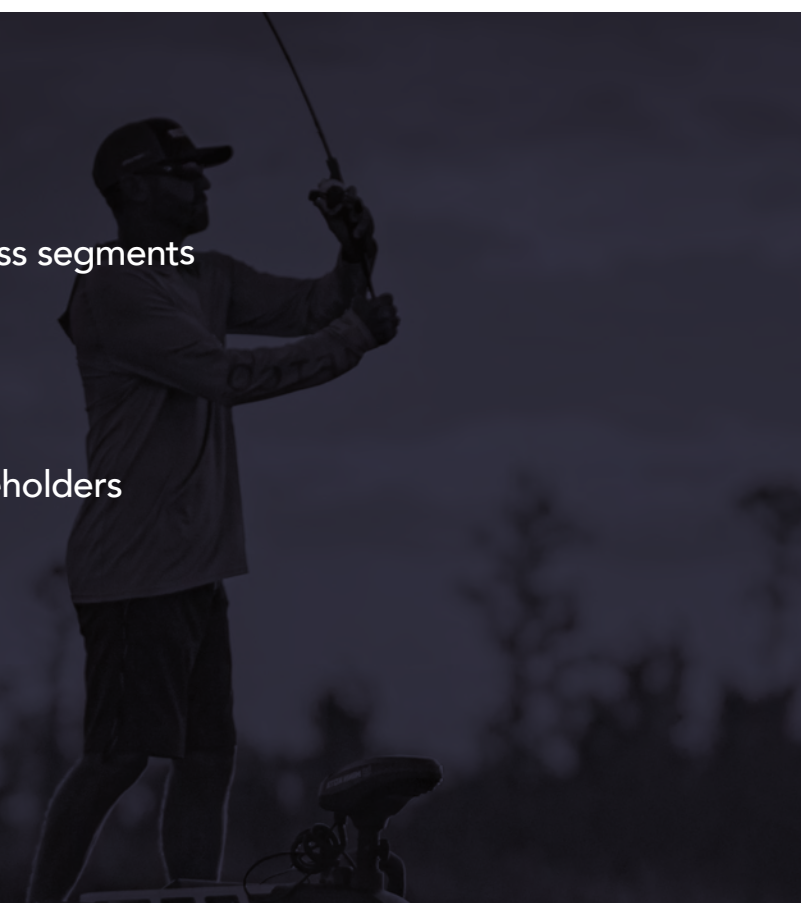
- Diving sales rose 14 percent as global regions reopened and tourism increased.

Total operating profit was \$66.3 million in fiscal 2022, comparing unfavorably to \$111.3 million in the prior fiscal year. High materials costs pushed gross margin down to 36.5 percent in fiscal 2022, versus 44.5 percent in fiscal 2021. Operating expenses decreased \$17.8 million, due largely to lower variable and deferred compensation expense. Profit before income taxes was \$58.9 million versus \$112.9 million in the prior year.

Net income for fiscal 2022 was \$44.5 million, or \$4.37 per diluted share, a 47 percent

FY2022 HIGHLIGHTS

- Continued strong orders in all business segments
- Awards for new product innovation
- Debt-free balance sheet
- Increased quarterly dividend to shareholders




decline from \$83.4 million, or \$8.21 per diluted share, in fiscal 2021. The effective tax rate was 24.4 percent versus fiscal 2021's rate of 26.2 percent.

Heading into fiscal 2023, we continue to closely monitor demand and proactively manage inventory. While we've seen the supply chain improve for raw materials and purchased components, we expect constraints to occur periodically and for our margins to continue to be impacted by inflationary pricing.

Our balance sheet and healthy cash position give us the flexibility and resources to invest in strategic opportunities to strengthen the business, while consistently paying dividends to shareholders.



Helen P. Johnson-Leipold
Chairman & Chief Executive Officer



David W. Johnson
Vice President & Chief Financial Officer

OPERATING RESULTS*

	2020	2021	2022
Net sales	\$ 594,209	\$ 751,651	\$ 743,355
Gross profit	264,993	334,125	271,332
Operating profit	71,070	111,283	66,310
Net income	55,233	83,381	44,491
Diluted earnings per common share	\$5.47	\$8.21	\$4.37
Diluted average common shares outstanding	10,064	10,120	10,151

CAPITALIZATION

	2020	2021	2022
Total debt	—	—	—
Shareholders' equity	378,100	458,505	488,014
Total debt to total capital	0%	0%	0%

* \$ Thousands, except per-share amount

BUSINESS PERFORMANCE FY2022

DEMAND FOR OUR PRODUCTS CONTINUES

FISHING



\$526.6 M

FY2022 NET SALES

In Fishing, demand remained strong but supply chain challenges persisted throughout much of the fiscal year. As a result, revenue declined by 5 percent.

Sustaining innovation leadership is a key focus, and we're always looking for new ways that Humminbird® and Minn Kota® products can work together. Our latest Humminbird innovation, MEGA Live Imaging™ TargetLock™, used with the Minn Kota Ultrex™ trolling motor, makes it easier for anglers to stay on a point and catch more fish. MEGA Live Imaging Targetlock won Best in Category for Electronics at this year's ICAST, marking our 11th award in this category in the past 12 years.

DIVING



\$78.9 M

FY2022 NET SALES

Diving sales rose 14 percent from the prior fiscal year, as destinations around the world reopened and tourism increased.

Sustaining innovation is critical to our growth—and divers are loving the award-winning, powerful Seawing Supernova fin launched this year by SCUBAPRO®. Winner of the prestigious Red Dot award for design, the Supernova is the go-to fin for avid recreational and professional divers seeking maximum speed, power and kicking control.

Our continued innovation efforts will ensure SCUBAPRO's position as the most trusted dive brand in the world.

OUTSTANDING BRANDS

Minn Kota® | Fishing Motors
Minn Kota® | Shallow Water Anchors
Humminbird® | Fish Finders
Humminbird® | Digital Maps
Cannon® | Downriggers
Eureka!® | Family Tents

Jetboil® | Personal Cooking Systems
Old Town® | Canoes & Kayaks
Old Town® | Fishing Craft
Ocean Kayak® | Kayaks
SCUBAPRO® | Diving Gear
SCUBAPRO® | Regulators & Computers

CAMPING



\$70.4 M
FY2022 NET SALES

Camping sales grew 12 percent due to higher sales for both Jetboil® and Eureka!® products.

Participation in the activity remains high, and demand for Eureka! consumer tents and stoves is strong. Camp stoves like the popular SPRK Camp Grill™ appeal to campers looking for toss-in-the-car ease.

In Jetboil, consumers remain excited about our innovative, superlight cooking systems. Both the Jetboil Stash™ and the Jetboil MiniMo won awards this year—empowering backcountry adventurers to dream big and pack small.

WATERCRAFT



\$67.9 M
FY2022 NET SALES

Watercraft Recreation sales increased 2 percent due to continued demand for the Old Town® Sportsman line, offering a watercraft for everyone looking to enjoy a great day on the water.

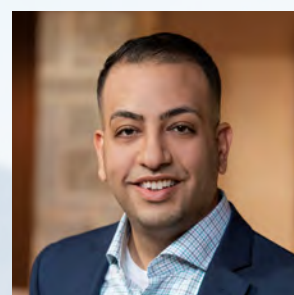
This innovative fleet includes the award-winning, wildly versatile Discovery Solo 119 Sportsman—a lightweight solo canoe that paddles like a kayak and is great for fishing, waterfowl hunting, and enjoying lakes and rivers. The Sportsman AutoPilot™ 136, a motorized kayak, also earned plaudits for its use of Minn Kota® Spot-Lock® technology. Anglers can motor to their fishing spot faster, then hold position with ease.

LEADERSHIP

OUR EXECUTIVE TEAM GIVES US AN EDGE
WITH THEIR EXPERIENCE AND CAPABILITIES



EXECUTIVE TEAM



TOP

Helen P. Johnson-Leipold
Chairman and CEO

David W. Johnson
Vice President and CFO

CENTER

Larry Baab
Group Vice President,
Camping and Watercraft

Judy Douglas
Group Vice President,
Fishing

Terry Troutman
Vice President,
Global Operations &
Supply Chain

Khalaf M. Khalaf
Vice President,
General Counsel and
Corporate Secretary

BOTTOM

John Moon
Vice President and
Chief Information Officer

Patricia Penman
Vice President,
Marketing Services and
Global Communication

Joe Stella
Group Vice President,
Global Diving

Sara Vidian
Vice President,
Human Resources

GOVERNANCE

OUR BOARD OF DIRECTORS OFFERS VITAL BUSINESS ACUMEN AND EXPERIENCE

Helen P. Johnson-Leipold, Johnson Outdoors chairman and CEO, leads with skills in strategic planning, global operations, strategic marketing and branding, drawing on deep knowledge of the company and its industry. She served as a marketing executive with S.C. Johnson and Foote, Cone & Belding. Ms. Johnson-Leipold is chairman and director of Johnson Bank and Johnson Financial Group, Inc.; director of S.C. Johnson; and chairman, The Johnson Foundation at Wingspread.



Paul Alexander, chief marketing officer for the Boston University Questrom School of Business, is knowledgeable in global branding, marketing and communications. He previously served as chief marketing and communications officer for Eastern Bank; executive vice president and chief communications officer for Liberty Mutual Insurance; vice president of global advertising and design for the Campbell Soup Company; and in advertising and brand management at Procter and Gamble. Mr. Alexander is a board member of Skyword, a content marketing software and services company; the Ad Club of Boston; and the Association of National Advertisers (ANA).



Kathy Button Bell served as Emerson Electric Co.'s first chief marketing officer from 1999 to her December 2022 retirement. She was also a senior vice president and member of Emerson's Office of the Chief Executive. Ms. Button Bell served on the Business Marketing Association board from 2010 to 2017, and in 2018 was inducted into the ANA B2B Hall of Fame. She has also served as director and member of the Compensation Committee of Sally Beauty Holdings, held senior marketing positions at Converse Inc. and Wilson Sporting Goods, and was president of Button Brand Development. She currently serves on the Foundation Board of St. Louis Children's Hospital and joined the board of Packsized in 2022. Ms. Button Bell brings expertise in global marketing, digital strategy and market research, as well as outdoor industry experience.



John M. Fahey, Jr., non-executive chairman of the board of directors of Time, Inc., from June 28, 2017 to April 2018, and retired chairman and CEO of the National Geographic Society, is knowledgeable in key Johnson Outdoors markets and outdoor leisure, travel and recreational industries. He brings skills in leadership, strategic planning, international business and enterprise risk management. Mr. Fahey is also a director of Lindblad Expeditions Holdings and a regent of the Smithsonian Institution.



Edward F. Lang, senior vice president and CFO of the NFL's New Orleans Saints and the NBA's New Orleans Pelicans, provides insight in leisure industries and consumer products as well as broad experience in corporate finance, operations and enterprise risk management. He previously served with the NHL's Nashville Predators for 13 years, most recently as president of business operations and alternate governor.



Richard "Casey" Sheahan, CEO of Simms Fishing Products LLC, brings proven knowledge, expertise and leadership in management, marketing and sustainable business practices in the outdoor industry. Former president of Keen Footwear and former president and CEO of Patagonia, Inc. and Lost Arrow Corporation, Mr. Sheahan also held senior leadership and marketing positions at Kelty, Inc., Wolverine Worldwide, Inc., Merrell Outdoor Division and Nike, Inc. A lifelong outdoor enthusiast, Mr. Sheahan has served on the board of the Outdoor Industry Association.



Edward Stevens, founder and CEO of Preciate, Inc., a software-based virtual socializing and recognition platform, and past strategic board advisor and previous CEO for KIBO Software, Inc., brings extensive experience in digital strategy, ecommerce, and omni-channel distribution, along with his international business strategy skills. Prior to his role at KIBO Software, Inc., he was founder and CEO of Shopatron. He is also chairman of the board for Demand Q, a software-based peak demand energy solution.



Annie Zipfel is executive vice president of media at Ovative, a digital media and measurement firm, where she buys and optimizes myriad media types for clients in retail, consumer goods, healthcare and non-profits. She was senior vice president and chief marketing officer at Andersen Corporation from 2018 to September 2022, responsible for enterprise brand management, all digital, web, social media, product management, customer insight and analytics, and specialty business portfolio. Ms. Zipfel's previous roles include Starbucks global vice president of category and brand for the Roastery and Reserve brands from 2015 to 2018, and marketing leadership positions at REI, Target Corporation and General Mills. She offers extensive experience in marketing, customer insights and analytics, digital strategy, retail and ecommerce, along with business strategy skills.



*We would like to thank director **William "Bill" Perez**, who is not standing for re-election at the Annual Meeting, for his dedication and service to Johnson Outdoors.*



Certain matters discussed in this report are “forward-looking statements” intended to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. Please see “Forward-Looking Statements” in the 2022 Form 10-K for a discussion of uncertainties and risks associated with these statements.



www.JohnsonOutdoors.com

© 2023 Johnson Outdoors Inc.

Publisher: Patricia Penman
Vice President, Marketing Services
and Global Communication
Johnson Outdoors Inc.

Editor-In-Chief: Allison Kitzerow

Design: Lynne and Gil Leigh, Modern Media
www.modernmediausa.com

Editor: Mary Jo Thome

Production Coordinator: Amy Helvick

Corporate Secretary

Johnson Outdoors Inc. • 555 Main Street
Racine, WI USA • 53403-1015

For more information, contact:

Johnson Outdoors Inc.
Patricia Penman
Vice President, Marketing Services
and Global Communication
262-631-6600
patricia.penman@johnsonoutdoors.com

To contact the Board of Directors, visit:
<https://www.johnsonoutdoors.com/contact-us>





JOHNSONOUTDOORS.COM