

Company Update: State of Orvis Wingshooting

**Pursell Farms, Alabama
August, 2016**



INTRODUCTION

Dave Perkins
Executive Vice Chairman
The Orvis Company



STATE OF THE COMPANY

At the core of our brand identity:

WE ARE BIRD HUNTERS.

We leave before dawn. We wear out our boots, and tear our pants, and return home muddy and wet. We have shot shells in our dresser drawers and feathers in our sinks.

The seasons and the species differ with geography, but our language is common. It is as universal as gun oil and ripening wheat. We know all about these things. These are the things that feed our souls.

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ORVIS[®]
SPORTING TRADITIONS
Since 1856

STATE OF THE COMPANY

Brand Innovation – Simplify and Focus



Waterproof Leather Boots

Actually guaranteed waterproof. These boots are beautifully soft, require no breaking in. The silicone-tanned leather breathes for foot comfort but keeps water out. A new seam-sealing process and a vulcanized sole construction complete the protection that enables Orvis to guarantee the boots fully waterproof at time of sale . . . and that they will stay that way if you simply avoid polishes, oils, greases, soaps and detergents in favor of an occasional application of the familiar Dow Corning "Shoe Saver" (a silicone liquid).

We can recommend this boot as all the maker claims for it, and as exceptionally comfortable. 9" high.

Men's 6-13 in half sizes, regular and Wide E.

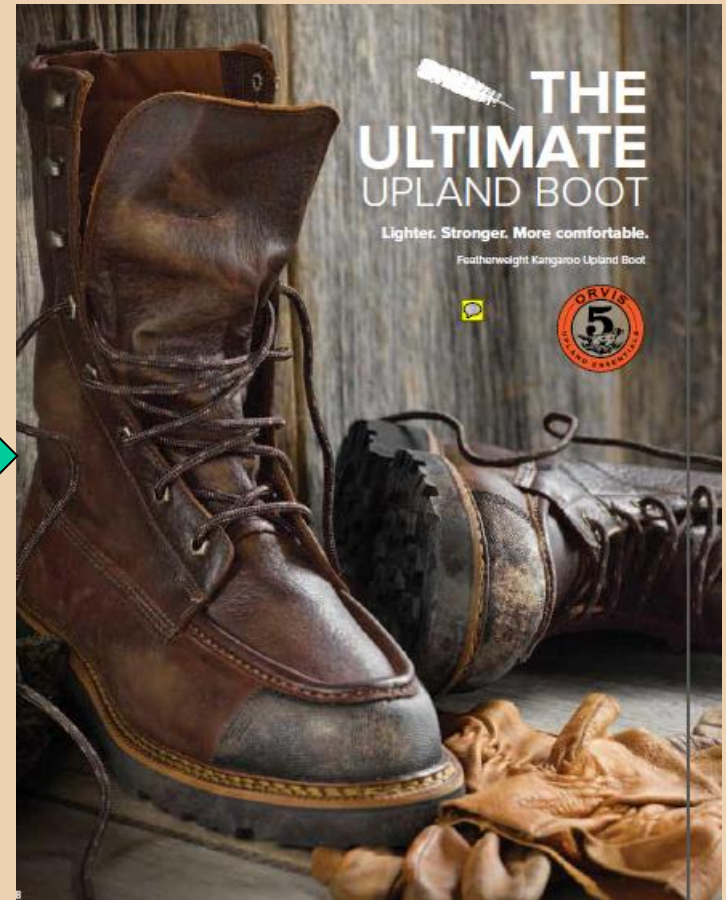
#2990—(5 lbs.) \$29.95



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← 1968

2016 →



STATE OF THE COMPANY

Simplify and Focus

- How are we telling this story?
- How are we building brand equity?

1992 →

Dog Visor

Put another peg on the hat rack. Fido may want to hang his new trim there. That's right, now your pet no longer has to squint every time he ventures out into the bright sun. The Dog Visor, which comes in a camo color or blaze orange with Orvis logo, slips on pooch just as easily as his human counterpart puts on a hunting cap. Aside from being dashing, the visor helps shield the dog's eyes from the sun, reducing harmful ultraviolet rays. Specify 12-camo or 60-blaze orange. Comes in four sizes: S (for toy/poodle size dogs), M (beagle size), L (golden retriever size), and XL (Great Dane size). The small size even fits cats and rabbits. Made in USA.
S1362 — Dog Visor \$15.00

Weather Radio Fits Into a Pocket

You won't be caught off guard by the weather again with this rugged weather forecast radio. Gives you 24-hour access to the latest official forecasts from your nearest U.S. Weather Service radio station. Great to take along on hunting, fishing, or camping trips. Excellent for boaters as well. Being able to anticipate the weather can spell the difference between a successful outing and a miserable, even a tragic, one. Small size slips conveniently in your pocket or gear bag. Has telescoping antenna and three weather frequencies. Weighs just 5 oz. Takes 9-volt battery (not included).
S5019 — Weather Radio \$42.00

**Opening Day Alarm Clock
Shines Time on Ceiling**

Alarm clock projects the time on the ceiling in large, easy-to-read numerals, continuously or at the touch of a button. Read the time without having to get out of bed and assure that you're awake for those early morning hunting trips. It's blackout-proof — runs on three AA batteries. Continuous beep alarm function. 4" square, tucks in suitcase for travel. With adapter to conserve battery power; batteries not included.
S5108 — Alarm Clock \$39.50

**Legend™ Flashlight
This Mini Flashlight
Is Not a Toy**

Designed by a sheriff's deputy and favored by police, fire departments, and rescue workers, the Legend™ flashlight has features that ensure it will work, even after you've drenched it in water or dropped it on cement. The light features a one-handed, push-button on-off switch independent of the beam adjustment, so the light you need will be there instantly, without fumbling. O-rings throughout keep it working in all weather, the beam adjusts for spot and flood, rubber sleeves on the barrel for a solid grip, aircraft-grade aluminum construction with durable anodized finish, and a computer-designed parabolic reflector for maximum candle power. Our special kit contains 6 1/4" flashlight, lens holder with three different colored lenses, two spare bulbs in waterproof holder, and a handy holster that fits on your belt. Camo. Uses two AA batteries (included).
S2784-12 — Legend™ Flashlight \$25.00

Toolchest Knife

Carry a whole tool chest in a single multi-purpose knife. This versatile tool includes heavy-duty pliers, grippers, wire cutter, razor sharp spoonpoint blade, serrated blade, utility blade, two screwdrivers, two wire strippers, cross-hatched file, pry bar, and bottle opener. Constructed completely with the toughest stainless steel. Comes with rugged clip so you can fasten it to a pocket or belt. Keep one in your car, another in your hunting bag for emergency repairs. 5 1/4" H x 1 1/4" W x 1/2" D. Weighs 7 oz.
S5790 — Toolchest Knife \$72.50
S5790-10 — Sheath \$9.75

STATE OF THE COMPANY

Simplify and Focus

- Great products developed, tested, and presented in an intentional way.
- Authenticity and credibility are critical.

2016 



**PUNISHING
FIELD TESTS
RESULT IN SUPERIOR
PROTECTION**

D



D. UPLAND SHELL
A minimal softshell perfect for wearing under a strap vest. We tested three fabrics on dog vests and sent the dogs hunting in rugged cover for five days. The toughest traffic was used for our jacket. It slides up to brush, but stays breathable and water resistant. Warm, lightweight, soft fleece liner. Blaze accents. Gusseted, adjustable cuffs. Underarm zips. Adjustable bungee waist. Inside jacket. In tan, charcoal, blaze orange. Sizes M(38-40), L(42-44), XL(46-48), XXL(50-52). Polyester. Washable. Imported. HH2CS5 \$198

FIND AN ORVIS STORE NEAR YOU AT ORVIS.COM/STORES | 800-548-9548 | ORVIS.COM | 11

STATE OF THE COMPANY



BRAND DIFFERENTIATOR

At its core, we are a fly fishing and wingshooting brand. We are inspired by nature, driven by curiosity and fulfilled by adventure. We are proud to own, use and share our products and are committed to offering experiences that help you live your most rewarding life.

RATIONALE: From its inception, Orvis has been led by outdoor enthusiasts who live the life they promote. Orvis has focused on bringing people into our lifestyle by providing high quality fly fishing and wingshooting products. Orvis strives to share our deep knowledge and passion for the outdoors with others no matter their skill or comfort level.



ORVIS[®]
SPORTING TRADITIONS
Since 1856

STATE OF THE COMPANY

Personnel & Role Changes Reinvesting in Orvis Wingshooting Business

Significant changes over the last 3 years
have allowed us to assemble a specialized team.



Bill McLaughlin - President

STATE OF THE COMPANY

Personnel & Role Changes Reinvesting in Orvis Wingshooting Business



Simon Perkins – Director of Brand Marketing

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Personnel & Role Changes Reinvesting in Orvis Wingshooting Business



Reid Bryant – Wingshooting Services Manager

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Personnel & Role Changes Reinvesting in Orvis Wingshooting Business



Greg Carpiello – Gun Room Manager

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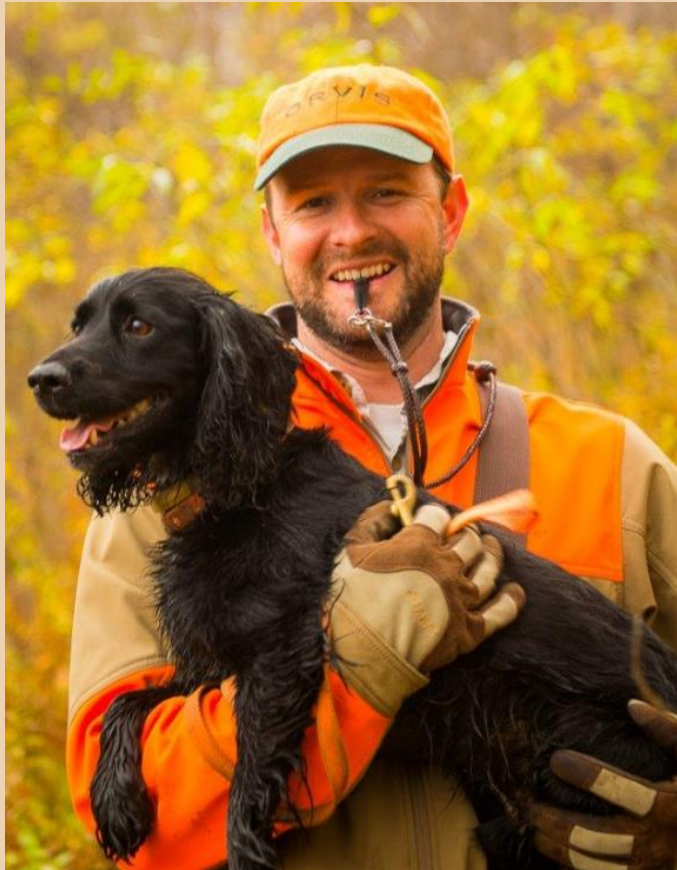
Personnel & Role Changes Reinvesting in Orvis Wingshooting Business



**Charley Perkins -
Manager, Wingshooting Merchandise**

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Personnel & Role Changes Reinvesting in Orvis Wingshooting Business



Scott McEnaney
Senior Manager of Orvis Adventures

STATE OF THE COMPANY

What Does the Future Hold?

Why is the ELOG Partnership of Value?

➤ **Continual Improvement**

It is our goal to continually reassess alongside our partners, using shared input to make certain that our products and services continually improve.

➤ **Better Experience for the Consumer**

Our eye is always on the consumer. From an ELOG standpoint, we as partners must provide the consumer with the most navigable and personalized experience. We do the hard work for them.

➤ **Best Practices**

We must share the relationship, keeping close ties with our partners to establish and communicate industry best practices.

➤ **Promotion of Product**

We must continue to make great product, so that you, as core users and authentic salespeople, continue to promote it.

A LEGACY OF CONSERVATION

Leigh H. Perkins – Chairman

Trout Unlimited – National Board Chair
Ruffed Grouse Society - Co-founder
Tall Timbers, 10 years Vice Chair
Nature Conservancy National Board
National Fish & Wildlife Board

Dave Perkins–Executive Vice Chairman

Trout Unlimited
Ruffed Grouse Society
Chair - Tall Timbers
Chair – Theodore Roosevelt Conservation Partnership
National Fish & Wildlife Foundation

Nancy Mackinnon – (Dave’s Wife)

Trout Unlimited Natl. Board
RARE Belize
ID/Patagonia
28 years Nature Conservancy employee

Charley Perkins, Manager, Wingshooting Merchandise

Trout Unlimited
Headwaters Youth Program Board

Perk Perkins – CEO

Chair - Montana Nature Conservancy Board
Chair - World Wildlife National Council
Greater Yellowstone Coalition Board
Clark Fork Coalition Board
National Council - Land Trust Alliance
Trout Unlimited - National Board

Laurie Andrews - (Perk's Wife)

10 years Nature Conservancy employee
10 years Exec. Director-Jackson Hole Land Trust
Board of Directors - Land Trust Alliance

Simon Perkins–Director of Brand Marketing

Trout Unlimited
Headwaters Youth Program Board

2016 CONSERVATION PROJECTS



CHESAPEAKE BAY FOUNDATION
Saving a National Treasure

YOU DONATE WE MATCH
Join the fight in restoring Mother Nature's water filter.

Did you know that one oyster filters up to 50 gallons of water each day? In 2016, the Chesapeake Bay Foundation planted 5 million oysters and 300 reef balls to complete a network of self-sustaining oyster reefs in the Laysan River, a vital bay tributary. Find out more at orvis.com/cbf

ORVIS CO. OF MONTANA



EIGHT GREAT GR8 TROUT STREAMS CAMPAIGN MONTANA

YOU DONATE WE MATCH
HEAL THESE TROUT STREAMS FOR FUTURE GENERATIONS.

The Eight Great Trout Streams Campaign will re-water, rehabilitate, and reconnect critical trout streams in Montana's Upper Clark Fork River basin—finally healing the waters damaged by more than a century of large-scale mining, logging, and agriculture. Join the action and donate today.

orvis.com/clarkfork

ORVIS CO. OF MONTANA

ORVIS CO. OF MONTANA

ORVIS CO. OF MONTANA



YOU DONATE WE MATCH TAILS START WAGGING.

Join Orvis and the Petfinder Foundation in helping more than 12,000 shelters nationwide rescue dogs and place them in loving homes.

orvis.com/petfinder

Petfinder FOUNDATION

ORVIS CO. OF MONTANA



GET THE TREAD OUT SOUTH HOLSTON RIVER

JOIN US FOR THE NEXT CLEAN UP
OCTOBER 23, 2016

Words & Images by David Grossman, Editor and Publisher of the online magazine *Southern Culture On the Fly*

I have been a part of many river clean-ups. Usually, we pick up trash from along the banks and everyone goes home—knowing that a darker pile of garbage was left in the river and will be there the next time we come back. The tires that inhabit way too large a number of our Southern waterways seem immovable and endless. They stay there for decades. We Southerners learn to mark fish by certain tires—as in "The big one is behind the third tire down, fifth from the right" sort of thing.

The Orvis "Get The Tread Out" Campaign was conceived at the Orvis Eastern Guide Rendezvous last February. Last week—with the help of Orvis, Mountain Sports Ltd., Sweetwater Brewing, *Southern Culture On the Fly* magazine, and a lot of other fine folks—a group of more than 30 intrepid fly-fishing garbagemen (and women) got the tread out...literally.

The South Holston River is down 300 tires, and I feel awesome about it. We armed ourselves with homemade gaffs, grappling hooks, and good old-fashioned mushroom anchors. Backs were strained, boats were dirtied, and a difference was made. Three hundred tires, two sidewalk newspaper boxes, a broken toilet with the bathroom floor still attached, a TV from the 1970s (as evidenced by the dial), and one super creepy doll head was our bounty. This giant pile of refuse is no longer in the river, and it only took a day. Who knows? We might be able to clean every tire out of the river in a week? Two weeks? A month? Whatever that period of time may be, it's not forever and eternity. Just because the tires have been there since you or I have been fishing the river doesn't mean it has to stay that way for generations to come. All it takes is a boat and someone willing to get them out.

Thank you!