



# Mission Statement

## Vision

*Our desired future state*

To be the best-run business in America, and the most successful, most respected business in our industry, for the benefit of our Customers.

## Purpose

*Why we exist*

To be a role-model organization for America and to maximize the long-term value of the organization for our Shareholders, by meeting or exceeding our operational and long-term goals.

## Mission

*What we do*

We are an internet retailer of shooting, hunting and outdoor products relying on high-performing, engaged Employees who share our Values and align with our Culture.

## Values

*The non-negotiable family principles that guide us*

- Honesty
- Integrity
- Humility
- Respect for others
- Teamwork
- Positive attitude
- Accountability
- Stewardship
- Loyalty