



Sportsman's Warehouse Promotes Susan Sanderson to Chief Marketing Officer

April 3, 2025

WEST JORDAN, Utah, April 03, 2025 (GLOBE NEWSWIRE) -- Sportsman's Warehouse Holdings, Inc. ("Sportsman's Warehouse" or the "Company") (Nasdaq: SPWH) announced the promotion of Susan Sanderson to Chief Marketing Officer. This strategic position further strengthens the Company's leadership in an area of the business that is essential to the Company's immediate and long-term growth plans.

"Susan's positive influence on the business was felt immediately after joining the Company mid last year," said Paul Stone, Sportsman's Warehouse President and Chief Executive Officer. "She brings a transformation and strategy-focused mindset that has rippled through the business creating positive change and outcomes. Her ability to move with speed, to quickly adapt our marketing and ecommerce capabilities, has been a key part of our recent success. I am excited to continue working alongside Susan as we enhance our brand awareness and position Sportsman's Warehouse for growth."

Susan joined Sportsman's Warehouse in July 2024 as Senior Vice President of Marketing, E-commerce, and Loyalty. With over two decades of experience in omni-channel retail and business turnarounds, she brings a proven track record of driving growth in dynamic environments. Her strategic leadership will play a key role in accelerating performance and guiding the company through its next phase of growth and renewal.

"Over the past year, we've laid a strong foundation for transformational growth, and I'm incredibly proud of the momentum we've built," said Sanderson. "As Chief Marketing Officer, I'm focused on accelerating that progress—sharpening our brand, strengthening customer connections, and driving growth across every channel. By listening intently to our customers and turning insights into action, we're building meaningful competitive advantage—positioning Sportsman's Warehouse as the go-to destination for hunting and fishing, trusted for local expertise and seasonally right gear so that our customers are always next-adventure-ready. I'm energized by the opportunity to lead the marketing efforts through this next phase of our transformation."

About Sportsman's Warehouse Holdings, Inc.

Sportsman's Warehouse Holdings, Inc. is an outdoor specialty retailer focused on meeting the needs of the seasoned outdoor veteran, the first-time participant, and everyone in between. We provide outstanding gear and exceptional service to inspire outdoor memories.

For press releases and certain additional information about the Company, visit the Investor Relations section of the Company's website at www.sportsmans.com.

Forward-Looking Statements

This press release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 as contained in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements in this release include, but are not limited to, statements regarding the responsibilities of Ms. Sanderson as the Chief Marketing Officer and the future growth prospects and market position of the Company's omni-channel business by the fact that they use words such as "aim," "anticipate," "assume," "believe," "can have," "could," "due," "estimate," "expect," "goal," "intend," "likely," "may," "objective," "plan," "positioned," "potential," "predict," "should," "target," "will," "would" and similar terms and phrases. These forward-looking statements are based on current expectations, estimates, forecasts and projections about our business and the industry in which we operate and our management's beliefs and assumptions. We derive many of our forward-looking statements from our own operating budgets and forecasts, which are based upon many detailed assumptions. While we believe that our assumptions are reasonable, we caution that predicting the impact of known factors is very difficult, and we cannot anticipate all factors that could affect our actual results. The Company cannot assure investors that future developments affecting the Company will be those that it has anticipated. Actual results may differ materially from these expectations due to many factors including, but not limited to: current and future government regulations, in particular regulations relating to the sale of firearms and ammunition, which may impact the supply and demand for the Company's products and ability to conduct its business; the Company's retail-based business model which is impacted by general economic and market conditions and economic, market and financial uncertainties that may cause a decline in consumer spending; the Company's concentration of stores in the Western United States which makes the Company susceptible to adverse conditions in this region, and could affect the Company's sales and cause the Company's operating results to suffer; the highly fragmented and competitive industry in which the Company operates and the potential for increased competition; changes in consumer demands, including regional preferences, which we may not be able to identify and respond to in a timely manner; the Company's entrance into new markets or operations in existing markets, including the Company's plans to open additional stores in future periods, which may not be

successful; the Company's implementation of a plan to reduce expenses in response to adverse macroeconomic conditions, including an increased focus on financial discipline and rigor throughout the Company's organization; impact of general macroeconomic conditions, such as labor shortages, inflation, rising interest rates, economic slowdowns, and recessions or market corrections; and other factors that are set forth in the Company's filings with the SEC, including under the caption "Risk Factors" in the Company's Form 10-K for the fiscal year ended February 2, 2025, which was filed with the SEC on April 2, 2025, and the Company's other public filings made with the SEC and available at www.sec.gov. If one or more of these risks or uncertainties materialize, or if any of the Company's assumptions prove incorrect, the Company's actual results may vary in material respects from those projected in these forward-looking statements. Any forward-looking statement made by the Company in this release speaks only as of the date on which the Company makes it. Factors or events that could cause the Company's actual results to differ may emerge from time to time, and it is not possible for the Company to predict all of them. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws.

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