



FIRST QUARTER 2022 EARNINGS CONFERENCE CALL

May 31, 2022

FORWARD LOOKING STATEMENTS AND NON-GAAP MEASURES



This presentation 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 presentation include, but are not limited to, statements regarding our outlook for the second quarter and fiscal year 2022, opportunity for long-term growth via market share gains, ecommerce platform growth and new physical store expansion, opportunistic acquisitions, and the uncertainty of the coronavirus (COVID-19) pandemic. Investors can identify these statements by the fact that they use words such as "continue", "expect", "may", "opportunity", "plan", "future", "ahead" and similar terms and phrases. The Company cannot assure investors that future developments affecting the Company will be those that it has anticipated.

Actual results may differ materially from those indicated by these forward looking statements due to risks relating to, among other things, current and future government regulations, our retail-based business model, general economic, market and other conditions, changes in consumer spending, our concentration of stores in the Western United States, competition in the outdoor activities and specialty retail market, changes in consumer demands or preferences, our expansion into new markets and planned growth, the potential effects of COVID-19 and measures intended to reduce its spread on our operations, risks related to our continued retention of key management, quality or safety concerns about our merchandise, events that may affect our vendors, trade restrictions, public health crises and social unrest, and other factors that are set forth in our filings with the Securities and Exchange Commission (the "SEC"), including under the caption "Risk Factors" in our Annual Report on Form 10-K for the year ended January 29, 2022, which was filed with the SEC on March 30, 2022 and our 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 presentation 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 them all. 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.

In this presentation, we refer to "Adjusted Diluted EPS," "Adjusted Net Income," and "Adjusted EBITDA," which are not financial measures prepared in accordance with Generally Accepted Accounting Principles ("GAAP"). For a reconciliation of these measures to the most directly comparable GAAP financial measure, see the Appendix to this presentation.

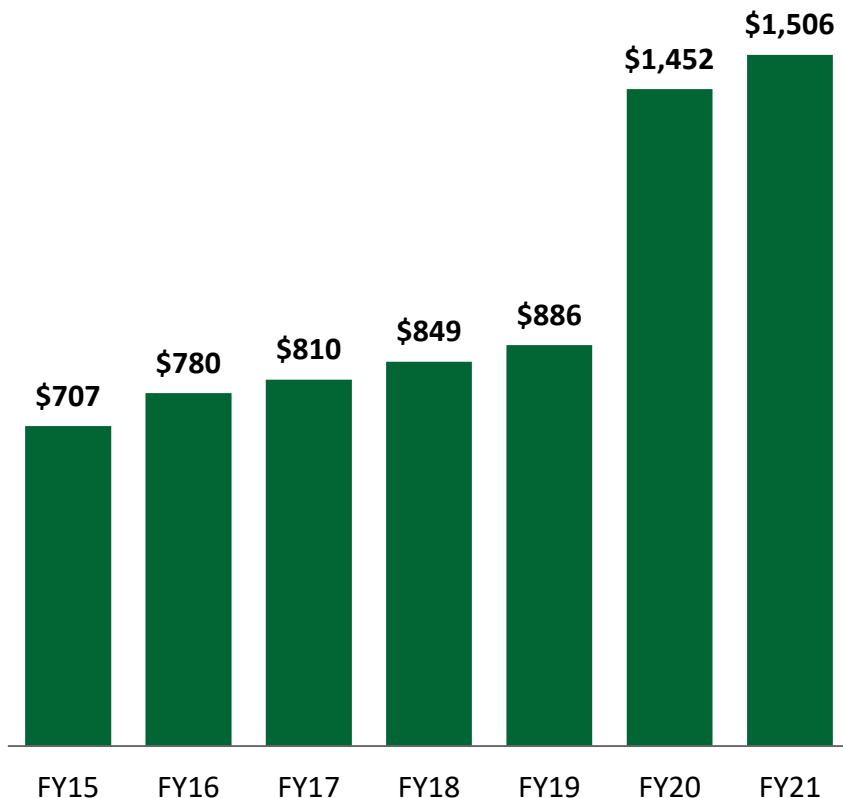
As used herein, unless the context otherwise requires, references to "Sportsman's," "Sportsman's Warehouse," "we," "us," and "our" refer to Sportsman's Warehouse Holdings, Inc.






Jon Barker
Chief Executive Officer

COMPANY & STRATEGIC OVERVIEW

Net Sales (\$M)



DIFFERENTIATED OUTDOOR SPECIALTY RETAILER

-  **The largest, fastest growing public, pure-play outdoor specialty** retailer serving participants of all experience levels
-  **Largest omni-channel hunting and shooting sports offering** of any retailer, responsibly operating with industry-leading compliance
-  **Currently operating 126 stores across 29 states**, with locally-relevant product assortment and merchandising strategy

EXECUTING ON GROWTH INITIATIVES



**Leverage
Omni-Channel
Platform**

**Grow Loyalty and
Credit Card
Programs**

**Expand Store
Footprint**

**Strategic
Acquisitions**

**Improved
Product
Merchandising**

**E-COMM 15%
OF SALES**

**3.3M LOYALTY
MEMBERS**

**TARGETING 10 NEW
STORES IN 2022**

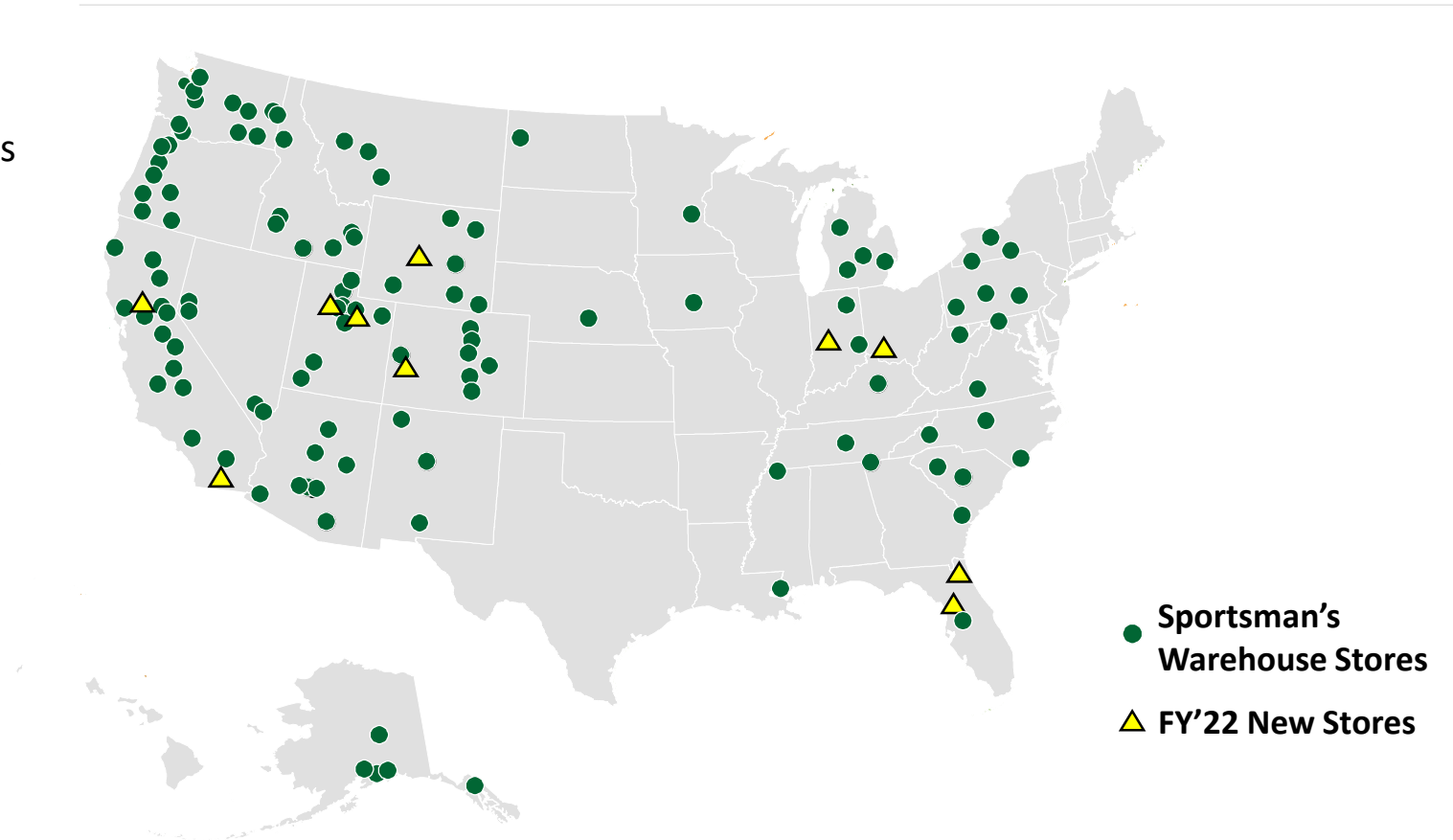
**ADDITIONAL SOURCE
of GROWTH**

**STORE WITHIN
A STORE**

HIGHLIGHTS

- Robust ecommerce sales growth with strong traffic to Sportsmans.com
- 4 new stores opened YTD 2022 with 6 new stores expected to open during back-half 2022
 - Stansbury, Utah
 - Saratoga Springs, Utah
 - Riverton, Wyoming
 - Santee, California
 - **Cincinnati, Ohio**
 - **Yuba City, California**
 - Jacksonville, Florida
 - Seminole, Florida
 - Brownsburg, Indiana
 - Montrose, Colorado

U.S. FOOTPRINT

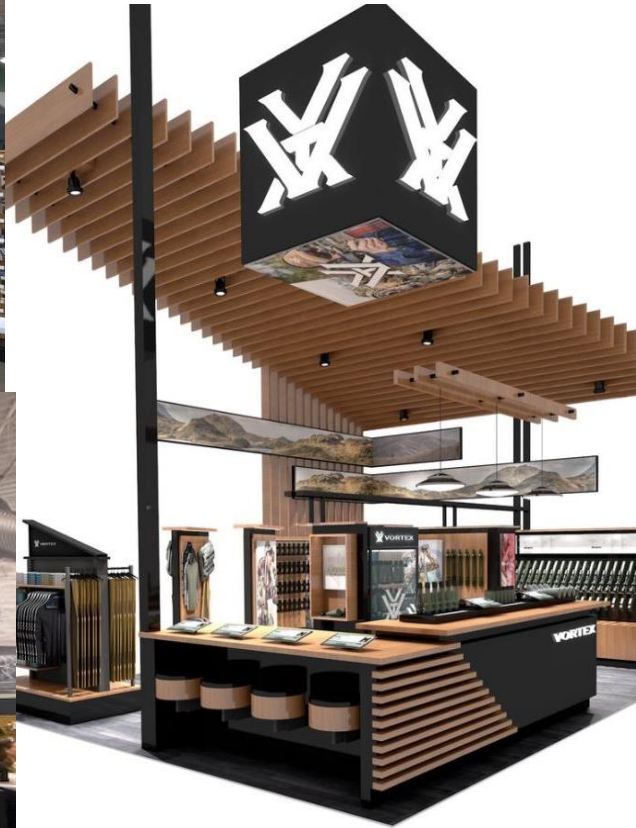


FLEXIBLE STORE FORMAT



- “Spike Camp” concept stores (~10K sq. ft store)
- Greater reach to more geographies
- Value Engineering

IMPROVED MERCHANDISING – ‘STORE WITHIN A STORE’



LOYALTY REWARDS PROGRAM IS AMONG TOP IN THE INDUSTRY



5x Points earned on in-store purchases



3.3M+ existing members



~45% of Revenue generated from program



2x Spend over non-members



Exclusive Events and sales for members

CO-BRANDED VISA CREDIT CARD

- Sportsman's VISA including a store only credit card option with up to 12-month no-interest financing on large ticket items (\$300+)
- Extends customer benefits to current loyalty program through additional, personalized experiences (e.g., exclusive classes and events)
- Access to full suite of data-driven marketing services to further drive brand loyalty and sales
- Enhanced data analytics to understand customer shopping behavior within and outside our brand
- 100% issuance growth year-to-date



LARGE, GROWING INDUSTRY WITH STRONG PARTICIPATION AND RETENTION



ESTIMATED INDUSTRY SIZE¹

\$70B+



INCREASING OUTDOOR PARTICIPATION

Hunting and Shooting Sports ²	<p>↑ 12 million new gun owners since start of 2020</p>	Increased Outdoor Participation ³	<p>53% of Americans participate in outdoor activities. Highest participation rate on record</p>
Repeat Customers ²	<p>22.1% of customers purchased a second firearm within 18 months of initial purchase</p>	High Outdoor Participation by Younger Demographic ³	<p>Hiking, Camping, and Fishing have the highest participation rates among ages 6-24 with 49.1 million participants</p>
Broad Industry Participation Increase ²	<p>44.5% of first time gun buyers in 2021 were under the age of 40</p>	Hunting and Fishing Licenses ⁴	<p>↑ YOY increases</p>
Diverse Industry Participation ²	<p>YOY increase in first time firearm ownership among Women, African American, Hispanic American, and Asian American population</p>	Camping and National Park Use ⁵	<p>↑ YOY increases</p>



JEFF WHITE

Chief Financial Officer

FINANCIAL RESULTS & OUTLOOK

FIRST QUARTER 2022 FINANCIAL RESULTS



SPORTSMAN'S WAREHOUSE HOLDINGS, INC.
Condensed Consolidated Statements of Income (Unaudited)
(in thousands, except per share data)

For the Thirteen Weeks Ended

	<u>April 30, 2022</u>	<u>% of net sales</u>	<u>May 1, 2021</u>	<u>% of net sales</u>	<u>YOY Variance</u>
Net sales	\$ 309,505	100.0%	\$ 326,992	100.0%	(\$ 17,487)
Cost of goods sold	210,414	68.0%	222,945	68.2%	(12,531)
Gross profit	<u>99,091</u>	<u>32.0%</u>	<u>104,047</u>	<u>31.8%</u>	<u>(4,956)</u>
Operating expenses:					
Selling, general and administrative expenses	96,085	31.0%	90,419	27.7%	5,666
Income from operations	3,006	1.0%	13,628	4.1%	(10,622)
Interest expense	567	0.2%	226	0.1%	341
Income before income tax expense	2,439	0.8%	13,402	4.0%	(10,963)
Income tax expense	441	0.1%	2,952	0.9%	(2,511)
Net income	<u>\$ 1,998</u>	<u>0.7%</u>	<u>\$ 10,450</u>	<u>3.1%</u>	<u>(\$ 8,452)</u>
Earnings per share					
Basic	\$ 0.05		\$ 0.24		(\$ 0.19)
Diluted	<u>\$ 0.05</u>		<u>\$ 0.23</u>		<u>(\$ 0.19)</u>
Weighted average shares outstanding					
Basic	43,938		43,690		248
Diluted	<u>44,221</u>		<u>44,514</u>		<u>(293)</u>

BALANCE SHEET HIGHLIGHTS (as of April 30, 2022)

(\$ in Millions)	30-Apr-22	29-Jan-22
Total Liquidity	\$168.2	\$203.0
<i>Cash Plus Availability on Revolving Credit Facility</i>		
Cash	\$57.7	\$57.0
Revolving Credit Facility	\$98.5	\$66.1
Term Loan	\$0	\$0
Total Debt	\$98.5	\$77.0
Stockholders' Equity	\$315.7	\$314.2

Borrowing Capacity Increased from \$250M to \$350M in May

Authorized Share Buyback Program - \$75 million available

Net Debt of \$40.8M

Net Sales

SSS

Adj. EPS

Adj. EBITDA

CAPEX

Q2 2022:
\$330 – \$350 million

Q2 2022:
(16)% – (10)%

Q2 2022:
\$0.22 – \$0.30

FY 2022:
High Single-Digits

FY 2022:
\$48.0 – \$55.0 million





APPENDIX

NON-GAAP TO GAAP RECONCILIATION TABLE



SPORTSMAN'S WAREHOUSE HOLDINGS, INC.
GAAP and Non-GAAP Measures (Unaudited)
(in thousands, except per share data)

Reconciliation of GAAP net income and GAAP dilutive earnings per share to adjusted net income and adjusted diluted earnings per share:

	For the Thirteen Weeks Ended	
	April 30, 2022	May 1, 2021
Numerator:		
Net income	\$ 1,998	\$ 10,450
Acquisition costs (3)	-	2,845
Executive transition costs (4)	222	-
Less tax benefit	(57)	(767)
Adjusted net income	\$ 2,163	\$ 12,528
Denominator:		
Diluted weighted average shares outstanding	44,221	44,514
Reconciliation of earnings per share:		
Dilutive earnings per share	\$ 0.05	\$ 0.23
Impact of adjustments to numerator and denominator	-	0.05
Adjusted diluted earnings per share	\$ 0.05	\$ 0.28

Reconciliation of net income to adjusted EBITDA:

	For the Thirteen Weeks Ended	
	April 30, 2022	May 1, 2021
Net income	\$ 1,998	\$ 10,450
Interest expense	567	226
Income tax expense (benefit)	441	2,952
Depreciation and amortization	7,411	5,777
Stock-based compensation expense (1)	1,358	1,016
Pre-opening expenses (2)	951	195
Acquisition costs (3)	-	2,845
Executive transition costs (4)	222	-
Adjusted EBITDA	\$ 12,948	\$ 23,461

(1) Stock-based compensation expense represents non-cash expenses related to equity instruments granted to employees under our 2019 Performance Incentive Plan and Employee Stock Purchase Plan.

(2) Pre-opening expenses include expenses incurred in the preparation and opening of a new store location, such as payroll, travel and supplies, but do not include the cost of the initial inventory or capital expenditure required to open a location.

(3) For the 13 weeks ended May 1, 2021 includes \$2.8 million of expenses incurred relating to the terminated merger with Great Outdoors Group.

(4) Expenses incurred relating to the recruitment and hiring of various key members of our senior management team. These events are not expected to be recurring.

SPORTSMAN'S WAREHOUSE HOLDINGS, INC.
GAAP and Non-GAAP Measures (Unaudited)
(in thousands, except per share data)

Reconciliation of second quarter 2022 guidance:

	Estimated Q2 '22	
	Low	High
Numerator:		
Net income (loss)	\$ 9,590	\$ 13,150
Executive transition costs (1)	\$ 200	\$ 200
Adjusted net income (loss)	\$ 9,790	\$ 13,350
Denominator:		
Diluted weighted average shares outstanding	44,500	44,500
Reconciliation of earnings per share:		
Diluted earnings (loss) per share	\$ 0.22	\$ 0.30
Impact of adjustments to numerator and denominator	-	-
Adjusted diluted earnings (loss) per share	\$ 0.22	\$ 0.30

(1) Expenses incurred relating to the recruitment and hiring of various key members of our senior management team. These events are not expected to be recurring.