




Nyman's Notes: Recapping Revelyst's 2025

 CEO Broadcast

4 min read

Team Revelyst:

Last week, the DragonFlyer posted several "year in review" posts highlighting some of the things we've accomplished as a company in 2025. This installment of Nyman's Notes will be the final piece in the series recapping Revelyst's year. For my last weekly memo of 2025, I'd like to look back on where this journey has led over the past 12 months and, most importantly, thank each one of you for a successful ride that's only just beginning.

2025 was a year of real change for Revelyst. In January, we began a new chapter as a privately held, standalone company after closing the deal with Strategic Value Partners (SVP). That moment marked a new beginning for our business. It allowed us to reframe our vision and refocus on the most important priorities alongside a well-capitalized ownership group with real expertise in transformation journeys.

Throughout the year, we made meaningful progress. We sharpened our strategy, strengthened collaboration across our portfolio of brands and began operating with greater clarity and accountability. Our teams brought compelling new products to market, announced cool collabs, deepened key partnerships and showed resilience in the face of a challenging macro environment.

At the same time, we overcame tariff headwinds, welcomed new members of the Revelyst Leadership Team and adapted to ever-changing market conditions.

The challenges were often daunting — and it wasn't always easy to find our footing in an unstable environment — but through all the adversity, I was proud of how our Revelyst TEAM leaned into the headwinds and positioned ourselves not just to compete, but to lead. And where we struggled, particularly in our Outdoor Performance business, we took accountability and searched for solutions: a foundational principle of a successful team.

There are many things to be proud of in 2025. We highlighted many of the big wins in the DragonFlyer's "[In the Press](#)" roundup that listed our national newswire releases. But those only scratch the surface of how we built momentum and continued building the Revelyst story. Behind the splashy headlines, I'd like to reshare some of the highlights that show our "from-to" in 2025:

- **Platform Portfolio Management:** We drove brand management principles and edited down our brand portfolio to focus on the opportunities with our eight Power Brands alongside a few select Challenger Brands with the highest EBITDA potential across our three platforms. We made great progress with strong EBITDA gains in Revelyst Adventure Sports and Revelyst Golf Technology. We also made progress in reshaping our portfolio by acquiring GolfLogix and selling Gold Tip and Bee Stinger to ensure strong ownership for those brands for the future.
- **GEAR UP:** We continued our GEAR UP operational transformation program with strong progress in sourcing, logistics and distribution, along with radical consolidation of our real estate footprint from more than 20 domestic outposts to three primary



platform locations, simplifying day-to-day operations across our company.

- **TEAM:** Focused on the principles of Trust, Empowerment, Accountability and a Maker mentality, we hired several new members to our management team with transformation expertise and added key new talent at all levels of the organization to our platform teams to drive growth on our Dragonfly Flywheel. We've added significant resources to our platform teams, as well as many key functions, such as supply chain, finance and legal, helping create scale with partners and suppliers and enabling higher-quality decisions.
- **Margins:** We worked hard and made significant progress toward creating a new culture focused on being brand-led, consumer-obsessed and maker-fueled — with a laser focus on driving high EBITDA returns.

What we've accomplished together over the past 12 months is a testament to what this team is capable of when aligned around a shared purpose.

In addition to our business achievements, we made great strides in building our culture with our collective efforts on **Revelyst Day**. Across the globe on Oct. 3, hundreds of Revelyst employees united to contribute thousands of volunteer service hours to organizations that share our values and strengthen the places we call home. On the same day, we [announced the launch of the Revelyst Gives charitable foundation](#) and made grants to two organizations: Warriors & Quiet Waters and Folds of Honor. When I reflect on the past year, those moments stand out. And I'm excited about what 2026 will bring for both Revelyst Day and our Revelyst Gives initiative.

As proud as I am of all that we achieved as a team in 2025, this is only the beginning. I know we can create more value where we started to find momentum and can do even better in areas where we struggled. The past year was about forging a new path and figuring out what's possible. We experienced a lot of change this year — and there's undoubtedly more to come. Because businesses that stand still don't get ahead, we will continue to reassess Revelyst to ensure we're positioned for success with the evolution of our Revelyst Unleashed value creation program. I'm confident the best chapters of Revelyst are still ahead, and I'll be sure to keep you apprised of changes along the way.

THANK YOU again for everything you've done this year. I look forward to what we'll accomplish together in 2026 and beyond.

I wish you and your families a safe, restful and well-deserved holiday break as we close out 2025. We'll be back the first week of January with a kick-off message for the New Year.

#WeAreRevelyst

Eric