



Nyman's Notes: The Revelyst Story



CEO Broadcast

3 min read

Team Revelyst:

This past Friday, I had the opportunity to present Revelyst during an investor conference hosted by our private equity sponsor, Strategic Value Partners. For the latest installment of Nyman's Notes, I want to share an overview

of the presentation with each of you, because it's the heart of who Revelyst is and how we want to show up every day with our employees, customers, consumers and investors.

During the presentation, in partnership with **Alec Roman** and **Juan Benegas-Lynch** from SVP, we walked through the highlights and challenges of our year so far. The past 12 months have been a remarkable journey. One year ago, we were still connected with The Kinetic Group and part of Vista Outdoor. Since then, we have transformed our business from just one part of a much larger public



company to a focused, disciplined, privately held company. Here are some of the highlights and hallmarks of our journey:

- **Portfolio:** We've driven 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.
- **Footprint:** We've radically consolidated our real estate footprint from more than 20 domestic outposts to three primary platform locations, simplifying day-to-day operations across our company.
- **Leadership:** We've hired an entirely new management team with transformation expertise, added key new talent at all levels of the organization to our platform teams to drive growth on our Dragonfly Flywheel, and to support the platforms, we've centralized a lot of key functions like supply chain, finance and legal. This has helped create scale with partners and suppliers, leading to higher-quality decisions.
- **Margins:** We're hard at work creating a new culture focused on being **Brand-led, Consumer-obsessed and Maker-fueled** to drive high EBITDA returns.

It gave me tremendous pride to stand before a room of investors as your leader and share the Revelyst story, starting with the power of our platforms and brands. Our platform strategy, the result of many months of hard work through our transformation, will help us unlock future growth and valuations, while giving athletes and consumers around the world the ability to reach the highest levels of their abilities through the incredible products our maker brands design, manufacture, market and sell.

Though I remain optimistic about our company's future, we did address several persistent headwinds, including softening consumer demand, a tumultuous tariff environment and more, which are impacting our industry peers as well as ourselves.

And for us only, it is important to recognize that not everything we are doing is working as smoothly as we had hoped. Our Revelyst Outdoor Performance results are missing our expectations, and I look forward to continuing to partner with that platform to help our team stabilize the business and start hitting our marks on a more consistent basis as we look toward the future.

I know there are several elements across our business transformation where we can continue to learn, grow and improve. Thanks to the dedication and diligence across our team, I am confident we will find solutions to our challenges, and I believe the Revelyst story remains one of progress and potential.

What I emphasized—and what I want to reiterate here—is that Revelyst has several levers we can pull to navigate these headwinds while keeping an eye on the opportunities ahead. From executing on our revamped digital strategy, which is already showing signs of traction, to driving new product innovation across our portfolio, we're positioning ourselves to win—not just to close out 2025 strong, but to enter 2026 with even more momentum than we had to begin the year. This will be reflected in the hard work many of you are doing on our Revelyst Unleashed program that I'll be discussing here in the weeks ahead, and which obviously will be influenced by your hard work to win the week, month and quarter, as I discussed in the [Oct. 13 installment of Nyman's Notes](#).

When I left the SVP investor conference on Friday afternoon, I felt more encouraged than ever—by the progress we've made, the resilience of our team and the belief that our best days are still ahead.

Thank you for your continued hard work and dedication. Let's stay focused, stay connected and keep pushing forward together as we close the year strong.

#WeAreRevelyst

Eric