



Outdoor Designs

January 10, 2016

We are happy to present the Outdoor Designs report for FY 2015!

In the fourth quarter 2015, Outdoor Designs retained its position as the #1 manufacturer of outdoor recreational products, in spite of the challenging economic climate.

Our sales across all products and regions avoided major losses, and many increased significantly. Our sales rose 7.9%, even better than our forecasts. The reason? Customers are looking for reasonably priced, yet sustainable, recreation and vacations, and that's just what we offer.

Two older boat designs were discontinued at the end of 2013, but the wide range of new products we introduced in 2015 has more than compensated for that. Our new products have generated a lot of excitement in focus groups, particularly due to our new offerings in our Build Your Own Boat Kit line, and to our new social networking initiatives. Our well-established Facebook and Twitter followers are actively reading our blogs, including our new *Notes from the Field* by well-known naturalist Sterling Treadwell.

One major reason for our success is our outstanding Outdoor Designs workforce. They have stood with us through these difficult times and helped us thrive, with their creativity, drive, and dedication to our goals. In addition, our marketing plan has brought us into new markets, especially in the online and international arenas.

Here are our strategic highlights:

- Increased boat kit sales 30% in the Northwest region
- Best-selling brand in Northwest markets
- 54% rise in website hits and tweets have increased brand awareness
- Each region has added over 20 new accounts
- Our new Mercer Racing Canoe is our fastest-selling new product

Survey Results By Region			
	Use Social Networking	Use Online Content	Have Purchased Our Products
Northeast	89%	82%	43%
Midwest	75%	70%	40%
South	73%	56%	52%
West	85%	89%	65%

