



INVESTOR PRESENTATION

January 2020

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 store traffic trends, our market share opportunities and competitive positioning, our outlook for fourth quarter and fiscal year 2019 and future plans and prospects, including statements about our financial position, financial targets, business strategy and store opening pipeline. 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, our retail-based business model, general economic conditions and consumer spending, our concentration of stores in the Western United States, competition in the outdoor activities and sporting goods market, our ability to integrate recently acquired stores, changes in consumer demands, our expansion into new markets and planned growth, current and future government regulations, risks related to our continued retention of our key management, our distribution center, quality or safety concerns about our merchandise, events that may affect our vendors, trade restrictions, 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 February 2, 2019, which was filed with the SEC on March 29, 2019 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 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.

In this presentation, we refer to "Adjusted EBITDA" and "Adjusted EBITDA margin," 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 Warehouse," "we," "us," and "our" refer to Sportsman's Warehouse Holdings, Inc.

UPDATED FOURTH QUARTER AND FULL YEAR OUTLOOK (AS OF 1/9/20)



Current Guidance	Q4 2019	Full Year 2019
Net Sales <i>(in millions)</i>	\$250 - \$254	\$878 - \$882
Same Store Sales	(6.0)% - (7.0)%	(1.3)% - (1.7)%
EPS ¹	\$0.17 - \$0.21	\$0.43 - \$0.47

- Temporary headwinds impacted Q4 2019 performance more than initially projected
 - Key competitors discounting firearms and ammunition as they de-emphasize or completely exit these categories
 - Difficult year-over-year sales growth comparisons due to legislative changes in California and Washington
 - Challenging holiday store traffic, partially offset by outsized online growth, which validates our omni-channel strategy and investments
- Significant intermediate- and long-term opportunities
 - Industry consolidating with large players de-emphasizing or exiting the space
 - Store traffic normalized in January
 - Our e-commerce business is in early stages of development but growing rapidly
 - E-commerce sales up over 90% YOY during our first holiday season on the new platform

Positioned Well to Capitalize on Increased Market Share Opportunities

1

Authentic, differentiated outdoor specialty retail experience with a loyal customer base

2

Strong and experienced management team driving operational excellence with proven track record

3

Increasing market share in hunting, fishing, camping, and outdoor products while expanding our geographic footprint

4

Significant opportunity with new omni-channel platform initiatives to increase customer acquisition and retention

5

Consistent double-digit four-wall adjusted EBITDA margins to enhance long-term profitable growth and shareholder value

We Provide Outstanding Gear and Exceptional Service to Inspire Outdoor Memories

KEY FACTS¹

FOUNDED	1986
MARKET-CAP	~\$340M
TOTAL EMPLOYEES	~5,800
CURRENT STORES	103
CURRENT STATES	27
AVG. STORE SIZE (SQ. FT.)	40,000
AVG. 4-WALL ADJ. EBITDA MARGIN ² IN YEAR 1	11.0%

FY'18 RESULTS³

NET SALES	\$849.1M
GROSS PROFIT	\$284.9M
ADJ. EBITDA	\$68.5M
ADJ. EBITDA MARGIN	8.1%

SUSTAINABLE COMPETITIVE ADVANTAGES



A one-stop shopping experience with the largest, pure-play outdoor specialty store base in the Western U.S.



Largest omni-channel firearm offering of any retailer, responsibly operating with industry-leading compliance



Comprehensive, locally-relevant product assortment and merchandising strategy



Trusted guide with NPS⁴ >70% due to highly-knowledgeable associates regarding products and local outdoor activities

WHERE WE ARE

- Experiencing an inflection point with new leadership team focused on financial discipline and rigor
- Leveraging and building upon our strong brick-and-mortar foundation in highly fragmented market
- Top 3 firearm merchandiser by revenue with strict compliance controls (i.e., in-person verification)
- Continued focus on profitable growth: >10% 4-wall Adj. EBITDA Margin and >20% ROIC (including initial inventory)

WHERE WE ARE GOING

- Enhancing customer experience with focus on acquisition and retention by offering access to expanded firearm merchandise and services
- Expanding customer reach via investments in omni-channel capabilities to further gain share
- Strengthening loyalty rewards program
- Modernizing operations and supply chain management

Strategic Execution is Underway

LEADERSHIP TEAM WITH BALANCE OF NEW AND SEASONED LEADERS



JON BARKER

CEO
Joined: 2017



ROBERT JULIAN

CFO
2019



PHIL STEVENS

CTO
2019



STEVE STONER

SVP, Human Resources
2019



JEREMY SAGE

SVP, Stores
2001



SCOTT WALKER

SVP, Merchandising
2019



TRAVIS MANN

VP, Field Merch. & Real Estate
2000



MATTHEW FRENCH

VP, Compliance
1997



JARED TANNER

VP, Marketing & E-Comm
2018



CAITLIN HOWE

VP, Corp. Dev. & Investor Rel.
2019

➔ Focused on data-driven operations and customer excellence

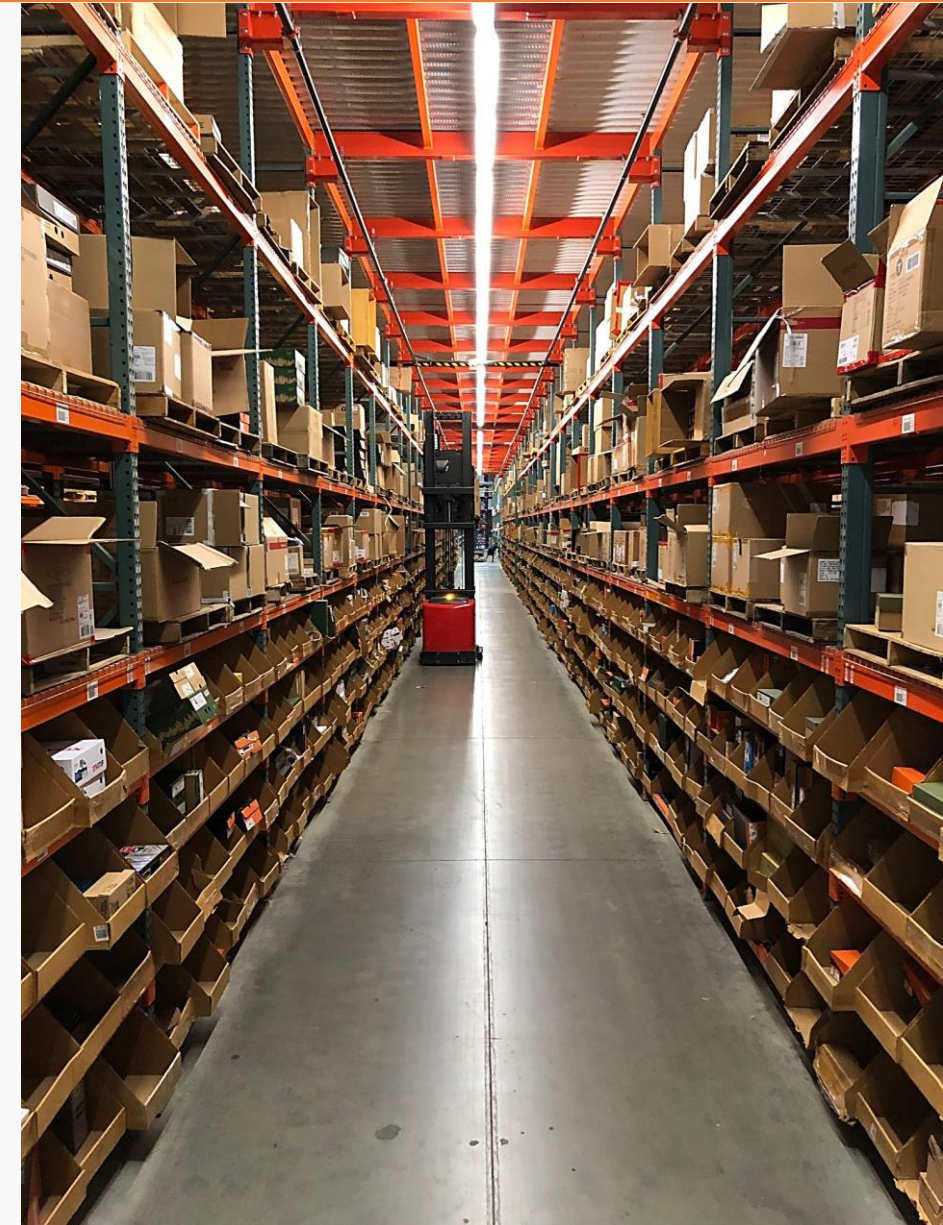
- Upgrading POS platform
- Multiple initiatives to reduce freight and parcel costs
- Expanding customer center of excellence capabilities through investments in talent and technology

➔ Optimize distribution center capacity

- Investments in equipment to increase safety and efficiency with batch inventory selection
- Very narrow aisle (VNA) storage racking with wire-guided technology to enhance efficiency

➔ Network optimization with regional distribution capabilities







- Partnered with logistics expert to consolidate shipments and increase back office flexibility
- Financial rigor around freight costs and operations



UNIQUE BRAND POSITIONING



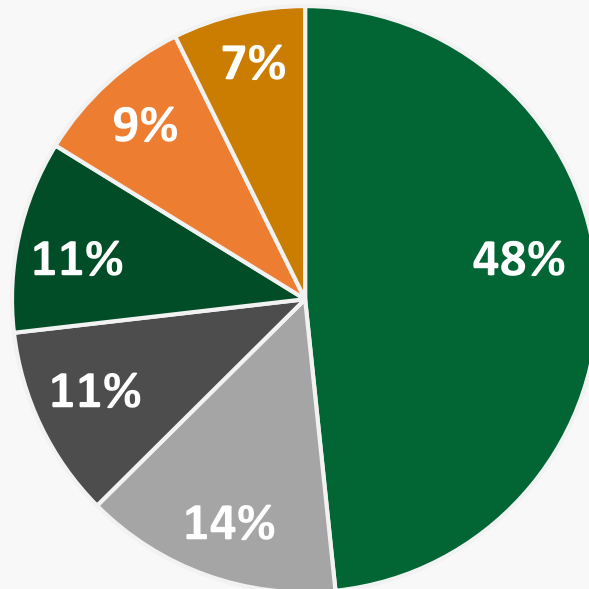
Independent

						
Area of Concentration	West	All	South	East	Midwest	All
U.S. Stores	103	87	85	32	27	NA
Western Penetration of Stores ¹	80	20	9	2	1	NA
Customer Draw	Convenience / Destination	Entertainment / Destination	Entertainment / Destination /	Convenience / Destination	Convenience / Destination	Convenience
Box Size (sq. ft.)	15k-65k	35k-250k	27k-535k	20k-80k	50k	NA
Cost to Open New Units	Lower	Higher	Higher	Lower	Higher	NA
Relative Pricing	Low	High	High	Medium	High	Varies

Authentic Outdoor Retail Experience with Everyday Low Prices

FY 2018 PRODUCT BREAKDOWN

NET SALES: \$849.1M



- Hunting & Shooting
- Camping
- Fishing
- Optics, Electronics, Accessories & Other
- Clothing
- Footwear

PORTFOLIO OF BRANDS



EXCLUSIVE PRODUCTS



DIFFERENTIATED OUTDOOR SPECIALTY RETAIL EXPERIENCE



- ✓ Conveniently located stores with easy-in, easy-out access
- ✓ Highly trained employees with experienced and “localized” knowledge
- ✓ Store layout is easy to navigate with wide aisles and clear signage
- ✓ Locally relevant features including fishing reports, customer photo board and outdoor conditions
- ✓ Touch and feel the latest equipment



DATA-DRIVEN, LOCAL MARKETING FOCUS



Effective “Localized” Advertising



Targeted marketing budget is **~1% of sales**

Grass Roots Campaigns



‘Go-to’ retailer in local communities

In-Store and Off-Site Events

Ladies Night

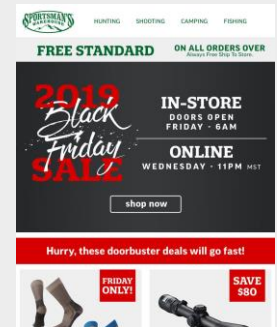
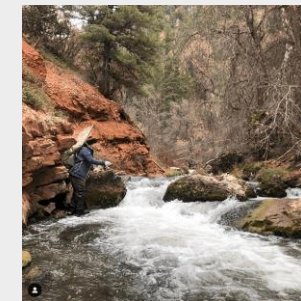


Addicted to Fishing



Hold **~3,000 events** annually

Digital / E-commerce Strategy



38 million total visitors
to our website during 2019



Avid Andrew

Experts at their craft that study and search for any advantage they can find to optimize their performance, including buying best-in-class products to help ensure a great experience



Enthusiast Eric and Emily

Younger version of our Avid customer who are just as passionate about spending time outdoors with friends and family but aren't as experienced; occasionally spring for a big-ticket item



Casual Cody

Occasional outdoor goers who look for great deals whenever possible, which is understandable considering they really aren't brand loyal



AGE
HOUSEHOLD INCOME
HOMEOWNER
SHOPS AT
EATS AT
DRIVES
KIDS
OTHER ACTIVITIES
EDUCATION
LISTENS TO
WORK

48
\$70,000
✓
Home Depot, Walmart
Texas Roadhouse, Chick-Fil-A
Chevy Silverado 2500
3
Kid's Sports, College Sports, Church
College Graduate
Country
Service Company Business Owner

36
\$75,000
✓
Amazon, Old Navy
Sonic, Cracker Barrel
Ford F-150
2
Kid's Sports, Nascar
Some College
Country
Construction Management

42
\$60,000
✓
Best Buy, Costco
Carl's Jr., Outback
Ram 1500
4
Kid's Basketball, UFC
College Graduate
Country
Government Employee

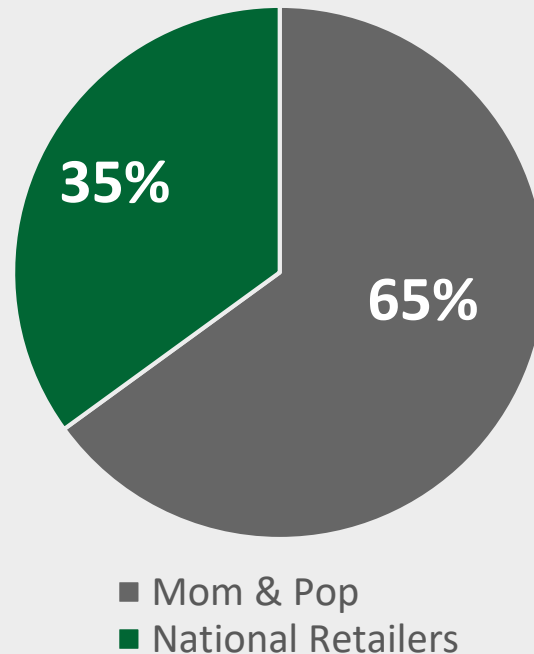
ESTIMATED INDUSTRY SIZE¹

\$70B+

Competitive advantages over Mom & Pop retailers

- ✓ Selection of inventory
- ✓ Everyday low prices
- ✓ Service and knowledge of associates
- ✓ Loyalty rewards

MARKET SHARE RETAIL STORES¹



INCREASING PARTICIPATION²

Hunting and Firearms Participation	↑ 13% Male ↑ 3% Female ↑ 59%
Fishing Participation	↑ 9%
Hiking Participation	↑ 9%
Wildlife Viewing	↑ 6%
Camping Participation	↑ 3%

IN EARLY STAGES OF CLEAR, LONG-TERM GROWTH INITIATIVES



**Enhance
Omni-channel
Platform**



**Improve Loyalty
Program**



**Grow Store
Footprint**



**Broaden Firearm
Products and
Services**



**Expand Exclusive
Products**

THREE-PRONGED APPROACH TO ENHANCE OMNI-CHANNEL PLATFORM



1 BETTER USER EXPERIENCE

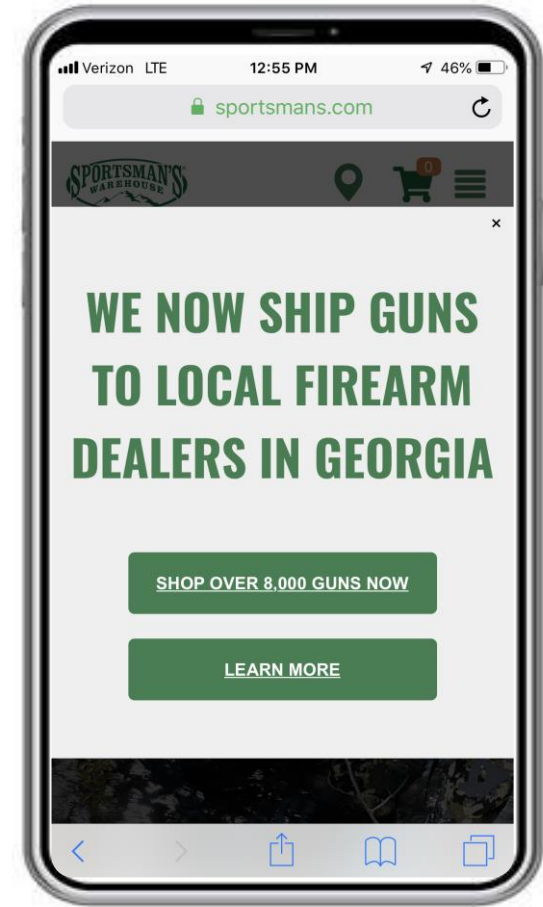
- Continuous category optimization
- Customers able to buy online:
 - Growing high double digits percentage vs. prior year (pickup in store)
 - Generating incremental foot traffic and sales
- Personalization and product recommendations for online shopping

2 LARGER ASSORTMENT AND INVENTORY

- Expanding:
 - SKUs
 - Buy online, pickup in store (same day)
 - Dropship expanding integration capabilities
- 3rd party federal firearm license (FFL) partnerships launched in 2019 and expanding
- Invested \$3.5M in 2018 plus \$1M in 2019 in omni channel systems

3 EXPAND CONTENT AND EXPERTISE

- Live Q&A and customer reviews
- Exclusive content including news, buyer's guide, how to's, and wild game recipes



NEW LOYALTY REWARDS PROGRAM LAUNCHED OCTOBER 2019



5x Points earned on in-store purchases



2M+ existing members



~50% of Revenue generated from program¹



2x Spend over non-members



Exclusive Events and sales for members

ENHANCED THROUGH 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

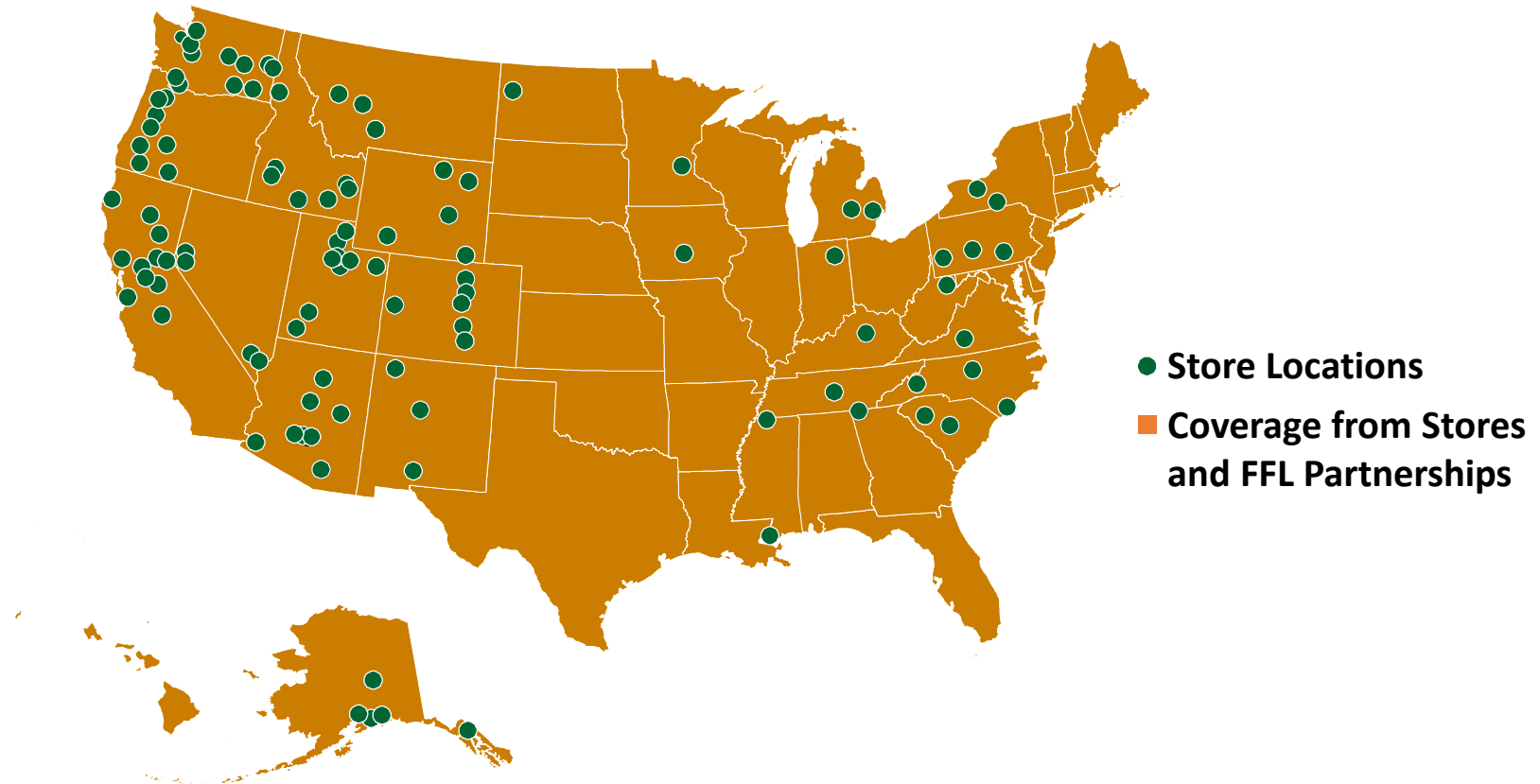




HIGHLIGHTS

- 2019 new store openings
 - 11 stores in 6 states
- Selective, strategic partnerships with local dealers holding federal firearm licenses (FFLs)
- FFL program expands our reach
 - Footprint in 50 states (23 without a Sportsman's store) covering ~85% of U.S. population
 - Significantly higher average selling price for 3rd party versus online

2019 U.S. FOOTPRINT



Significant Opportunity for National Store Expansion



STRATEGIC FILTERS

- Data-driven market prioritization to expand footprint (e.g., areas with high hunting and fishing licenses, wildlife memberships, etc.)
- Convenient location (within 60-minute drive radius)
- Smaller format stores (5,000 – 65,000 sq. ft.)



FINANCIAL CRITERIA

- >10% 4-wall EBITDA margin in year 1
- >20% ROIC in year 1 (including initial inventory)

Strong Emphasis on Data Analytics and Financial Rigor

BROADEN FIREARM PRODUCTS AND SERVICES



USED FIREARMS: BUY, SELL, & TRADE

- Increasing demand for places that sell firearms safely
- Encourage trade-ins and trade-ups – 5 active locations
- Significantly higher margin on used versus new firearms



FIREARM SERVICE PLANS

- Highly accretive and growing product, offering 1-or-3-year plans
- Convenient and consistent way to get your firearms serviced
- Fair pricing with quick turnaround time
- Services include
 - Mounting and bore sighting
 - Field cleaning
 - Factory-service augmentation



GUNSMITH SERVICES

- The NEW experience in gunsmithing offering a full-service, comprehensive gunsmithing center
- Full suite of services include all kinds of repairs, renovations, refurbishing, and restorations
- Team of handpicked highly experienced gunsmiths
- Direct shipping available for all U.S. customers



Top 3 Firearm Merchandiser by Revenue with Continuous Focus on Improving Customer Experience

EXPAND EXCLUSIVE PRODUCT PENETRATION



✓ Good, Better, Best Strategy to complement portfolio of brand name suppliers

- **Good:** Sportsman's Warehouse
- **Better:** Rustic Ridge, Lost Creek
- **Best:** Killik

✓ Sourcing

- Use of low-cost trading partners
- Product development using third-party firms and direct factory resources
- Utilize technology of branded product at value pricing
- Direct sourcing opportunities in apparel, footwear, camping, and cooking

✓ Product category

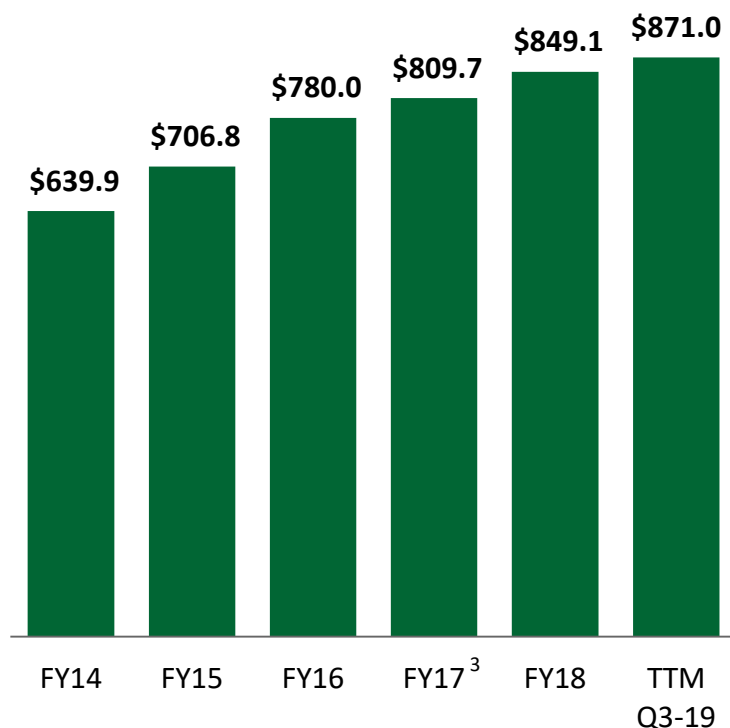
- Apparel: expansion of better and best product options
- Camping and Cooking: direct factory sourcing
- Firearms: leveraging purchasing power for exclusive products from key manufacturers



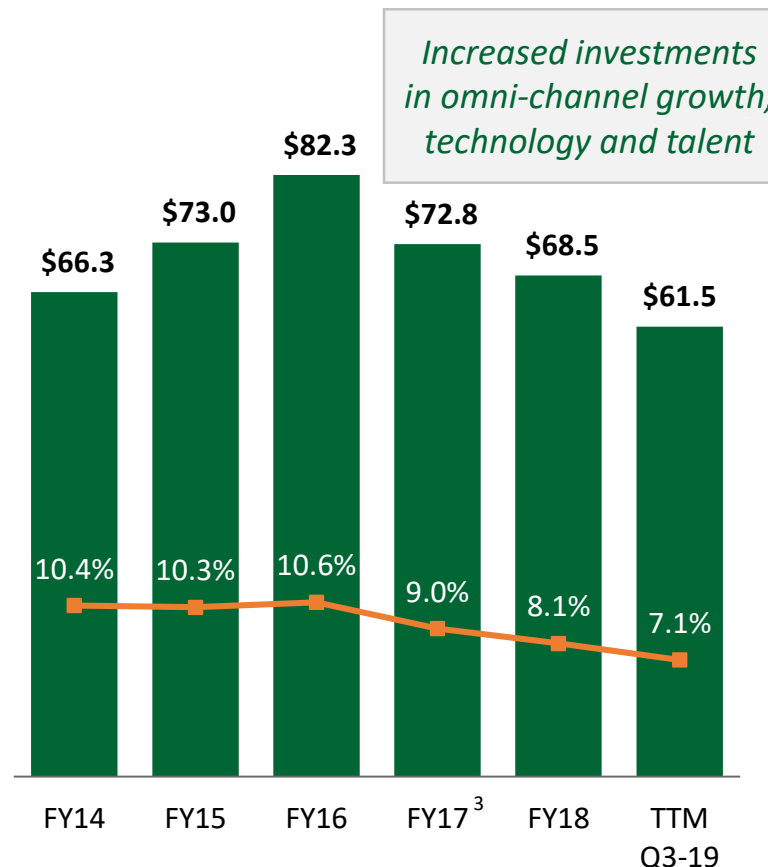
HISTORICAL FINANCIAL OVERVIEW



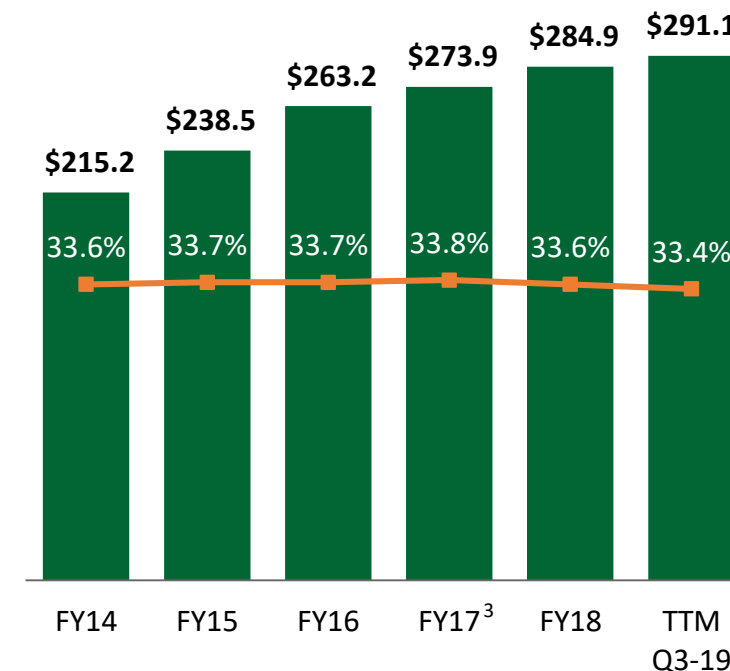
Net Sales¹ (\$M)



Adjusted EBITDA² (\$M) & Margin (%)



Gross Profit (\$M) & Margin (%)



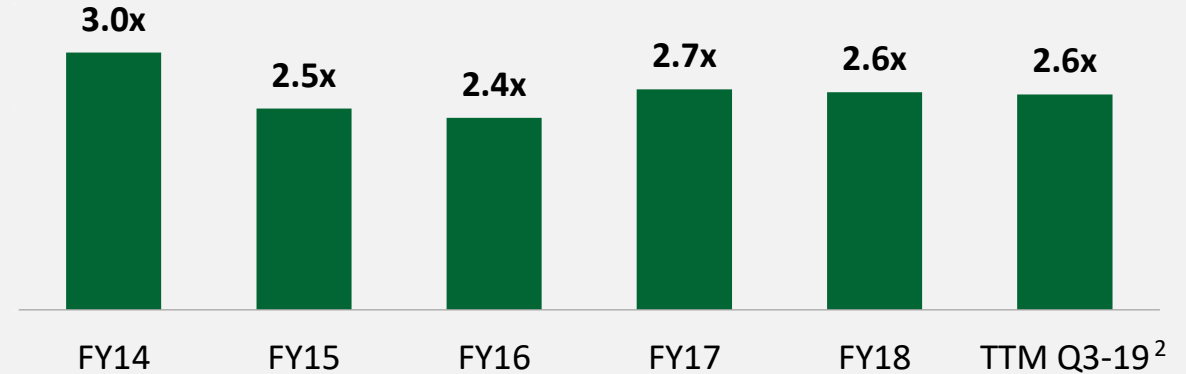
¹ Prior to fiscal year 2016, we presented our sales and costs of state fish and game licenses, duck stamps, and state government-mandated firearm background checks in net sales and cost of goods sold under the gross method. In fiscal year 2016, our management determined that the revenue from these transactions should have been presented under the net method, thereby recognizing only the commission received in net sales for acting as the agent under the principal versus agent model. Net sales and cost of goods sold for fiscal years 2014 and 2015 shown above have been revised to reflect this revision. This revision did not have any impact upon gross profit, net income or earnings per share. ² Adjusted EBITDA is calculated as net income plus interest expense, income tax expenses, depreciation and amortization, stock-based compensation expense, pre-opening expenses and other gains, losses and expenses that we do not believe are indicative of our ongoing results. See Appendix for a reconciliation of Adjusted EBITDA to Net Income. Adjusted EBITDA margin means, for any period, Adjusted EBITDA divided by net sales. ³ Fiscal year 2017 contained 53 weeks of operations.

CLEAR CAPITAL ALLOCATION PRIORITIES

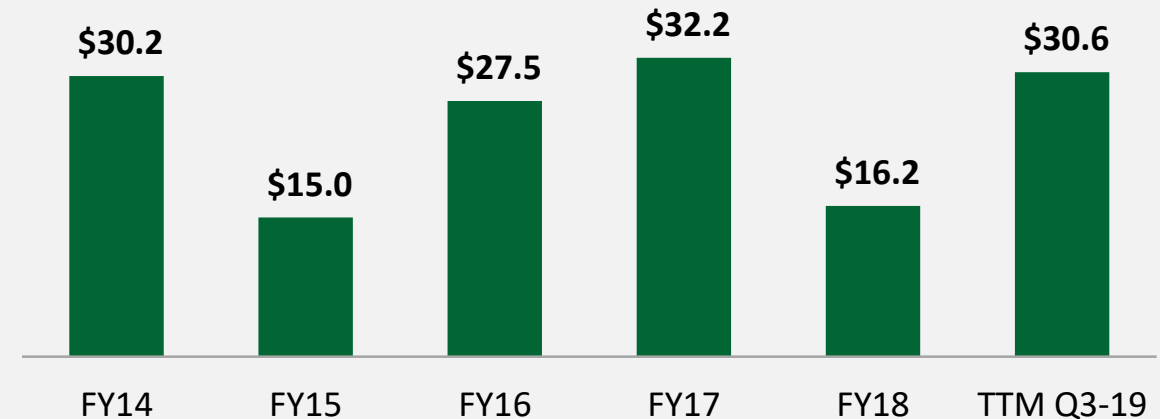
- 1 Disciplined investments for omni-channel growth (retail and E-commerce)
- 2 Technology and talent to enhance operational excellence and productivity
- 3 Debt paydown to maintain a flexible balance sheet

Leverage Ratio¹

Long-term Leverage Ratio Target: 2.0x - 2.5x



Capital Expenditures (\$M)



BALANCE SHEET HIGHLIGHTS (Q3 2019)






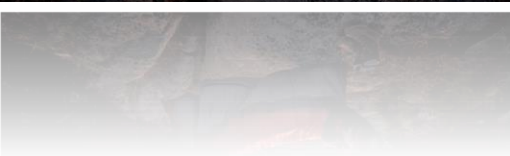

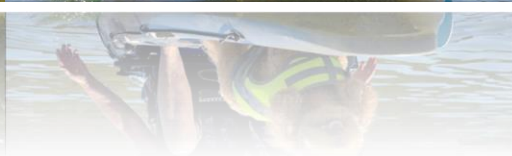

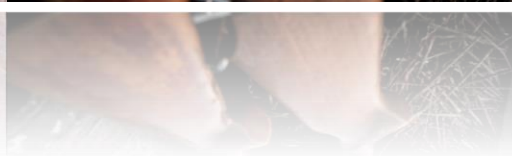
(\$M)	11/2/19	YoY Δ
Total Liquidity <i>Cash Plus \$79M of Availability on Revolving Credit Facility</i>	\$80.7	+45%
Merchandise Inventories	\$337.9	(8%)
Total Assets	\$673.0	+40%
ABL Working Capital Facility	\$130.8	(28%)
Term Loan	\$29.7	(21%)
Total Debt	\$160.5	(27%)
Shareholders' Equity	\$99.8	+48%
Total Liabilities and Stockholder's Equity	\$673.0	+40%

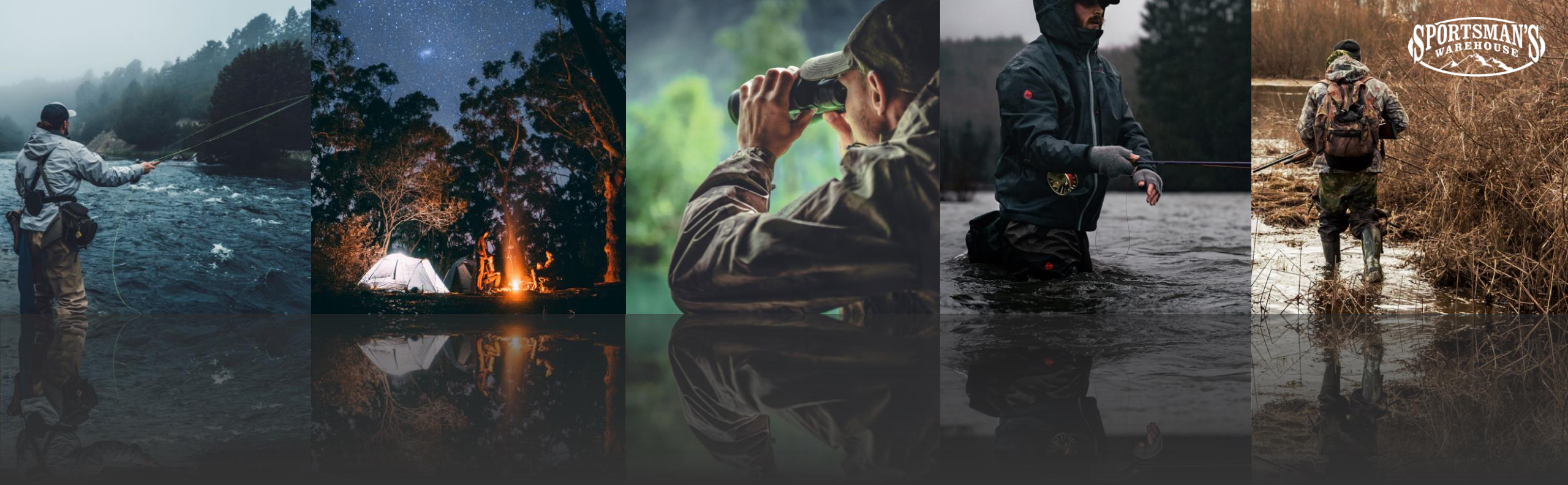
Inventory Per Store
Down 18% YoY

Net Debt
Down 27% YoY

**Net Cash from
Operating Activities**
Increased \$72.8M YoY

Managing Cash Flow and Balance Sheet with Great Financial Discipline

01	02	03	04	05
Authentic, differentiated outdoor specialty retail experience with a loyal customer base	Strong and experienced management team driving operational excellence with proven track record	Increasing market share in hunting, fishing, camping, and outdoor products while expanding our geographic footprint	Significant opportunity with new omni-channel platform initiatives to increase customer acquisition and retention	Consistent double-digit four-wall adjusted EBITDA margins to enhance long-term profitable growth and shareholder value
				
				



APPENDIX

NON-GAAP TO GAAP RECONCILIATION TABLE



Reconciliation of net income to adjusted EBITDA (in thousands):

	Q3 2019 TTM	FY18	FY17	FY16	FY15	FY14
Net income	\$ 21,161	\$ 23,750	\$ 17,742	\$ 29,669	\$ 27,771	\$ 13,784
Interest expense	9,234	13,206	13,738	13,402	14,156	22,480
Income tax expense	6,852	7,063	15,088	17,616	17,385	8,628
Depreciation and amortization	18,740	18,250	17,706	13,974	11,569	9,150
Stock-based compensation expense (1)	1,961	1,742	2,294	3,186	2,257	3,293
Pre-opening expenses (2)	2,490	1,838	3,971	4,264	3,159	2,717
Executive transition costs (3)	623	-	-	-	-	-
Professional fees (4)	387	-	1,744	-	-	-
CEO retirement (5)	-	2,647	-	-	-	-
Asset Write-off (6)	-	-	516	-	-	-
Secondary offering expenses (7)	-	-	-	143	727	-
Litigation accrual (8)	-	-	-	-	(4,000)	4,000
IPO bonus (9)	-	-	-	-	-	2,200
Adjusted EBITDA	\$ 61,448	\$ 68,496	\$ 72,799	\$ 82,254	\$ 73,024	\$ 66,252

(1) Stock-based compensation expense represents non-cash expenses related to equity instruments granted to employees under our 2013 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 expenditures required to open a location.

(3) Expenses incurred relating to the transition of our CFO (incurred only in Q1 2019) and the recruitment and hiring of various key members of our senior management team. These events are not expected to be recurring.

(4) Professional and other fees incurred in connection with an acquisition.

(5) Expenses incurred in conjunction with the retirement of our former CEO during Q1 2018.

(6) Write-off of IT related asset not yet placed in-service and deemed to be abandoned.

(7) Expenses paid by us in connection with secondary offerings of our common stock by affiliates of Seidler Equity Partners III, L.P.

(8) On March 9, 2015 a jury awarded \$11.9 million against the the defendants as outlined in our 8-K, which was filed with the SEC on March 11, 2015. In conjunction with the award, we recorded a \$4.0 million accrual related to this case. Based on the court's judgment in our favor regarding the Lacey Marketplace litigation, we determined that the likelihood of loss we determined that the likelihood of loss in this case is not probable, and, as such, we reversed the previous accrual of \$4.0 million in our results for the fiscal year ended January 30, 2016.

(9) As a result of the completion of our initial public offering and pursuant to the terms of the employment agreements with our executive officers, we paid \$2.2 million in bonuses to our executive officers.

NON-GAAP TO GAAP RECONCILIATION OF GUIDANCE



Reconciliation of fourth quarter and fiscal year 2019 guidance:

	Estimated Q4 '19		Estimated FY '19	
	Low	High	Low	High
Numerator:				
Net income	\$ 7,250	\$ 9,050	\$ 17,858	\$ 19,582
Executive transition costs (1)	\$ -	\$ -	\$ 462	\$ 462
Acquisition costs (2)	\$ 223	\$ 223	\$ 510	\$ 510
Adjusted net income	\$ 7,473	\$ 9,273	\$ 18,830	\$ 20,554
Denominator:				
Diluted weighted average shares outstanding	43,500	43,500	43,500	43,500
Reconciliation of earnings per share:				
Diluted earnings per share	\$ 0.17	\$ 0.21	\$ 0.41	\$ 0.45
Impact of adjustments to numerator and denominator	-	-	0.02	0.02
Adjusted diluted earnings per share	\$ 0.17	\$ 0.21	\$ 0.43	\$ 0.47

(1) Expenses incurred relating to the transition of our CFO and the recruitment and hiring of various key members of our senior management team, net of tax.

These events are not expected to be recurring.

(2) Expenses incurred relating to the acquisition of eight stores.