



DFIN CASE STUDY

How we helped
a lifestyle brands
company modernize
its proxy statements

DFIN
ActiveDisclosure

 **AMERICAN**
OUTDOOR BRANDS

CORPORATE SNAPSHOT

American Outdoor Brands (NASDAQ GS: AOUT) is an industry-leading provider of outdoor products and accessories for rugged outdoor enthusiasts.



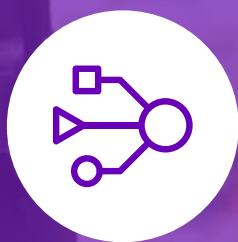
2020

Spin-off from
parent company



\$191M

Full-year net sales for
Fiscal 2023



21

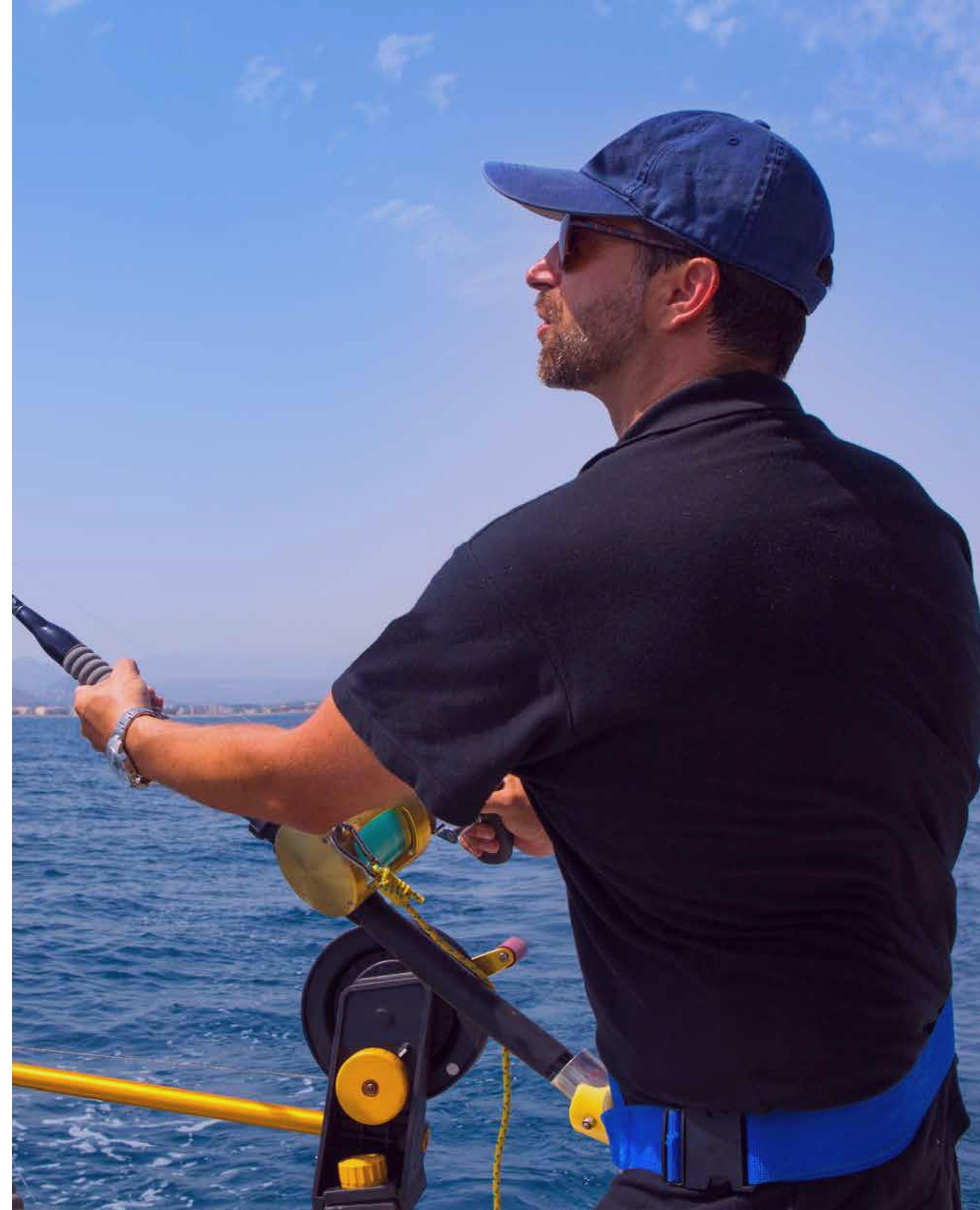
Distinct brands
of products

CHALLENGE

Basic proxy statements were preventing AOB from telling their company story.

The legal team at American Outdoor Brands wanted to improve the effectiveness of their proxy statements, but a lack of resources prevented this type of innovation.

Also, their incumbent solution made exploring alternative proxy statement design costly as changes triggered unpredictable expenses that spiraled out of control.



SOLUTION

ActiveDisclosure modernizes proxy communications.

American Outdoor Brands collaborated with DFIN advisory, strategy and design experts to develop highly stylized proxy statements focused on better amplifying their company story and defining what sets their company apart. The collaborative solution yielded superior results with value-driven, intelligently designed shareholder materials leveraging DFIN's ActiveDisclosure software for drafting and editing documents and DFIN's Guide to Effective Proxies, which showcased over 500 examples of innovative proxy disclosures.



COMPLETE PROXY SOLUTION

Includes design ideas, software & support, and expert services



BETTER INVESTOR COMMUNICATIONS

Collaborate with DFIN experts to give investors what they want



SIMPLE BUDGETING & LOWER EXPENSES

Affordable solution with annual pricing that eliminates surprises.

In our opinion, the unaudited interim condensed consolidated financial statements contain all adjustments (consisting of only normal recurring adjustments) necessary to present fairly, 

010-Cover

Josh Duncan Today - 11:16 AM 

030-Balance Sheets

Stan Smith Today - 9:55 AM

040-Statements of Operations

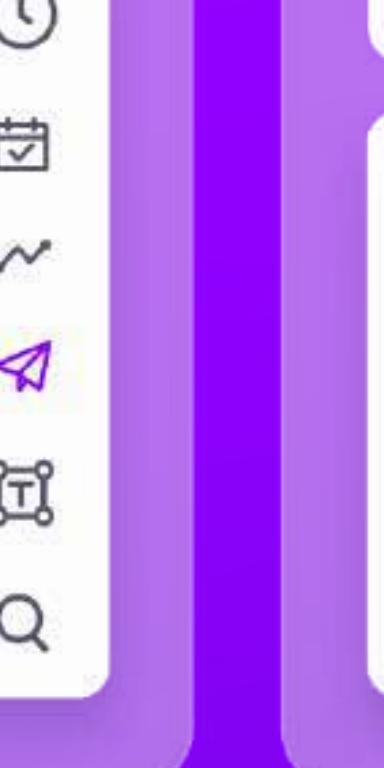
Amy Flannery Today - 12:29 AM

Do you want to replace this workbook?

Original Updated

11 Tables 11 Tables

105 Items 105 Items



Our consolidated financial statements as of September 30, 2020, results of operations for the three months ended March 31, September 30, 2020, and for the three months ended March 31, 2020, are necessarily indicative of the results that may be expected for the year ended September 30, 2020.

Assets

Current Assets:

Cash

Accounts receivable

Prepaid expenses

Total current assets

“

ActiveDisclosure gives us the flexibility of doing a lot of the work on our own and then using DFIN proxy statement experts to make everything look amazing.”

Douglas Brown

Chief Counsel and Corporate Secretary
American Outdoor Brands

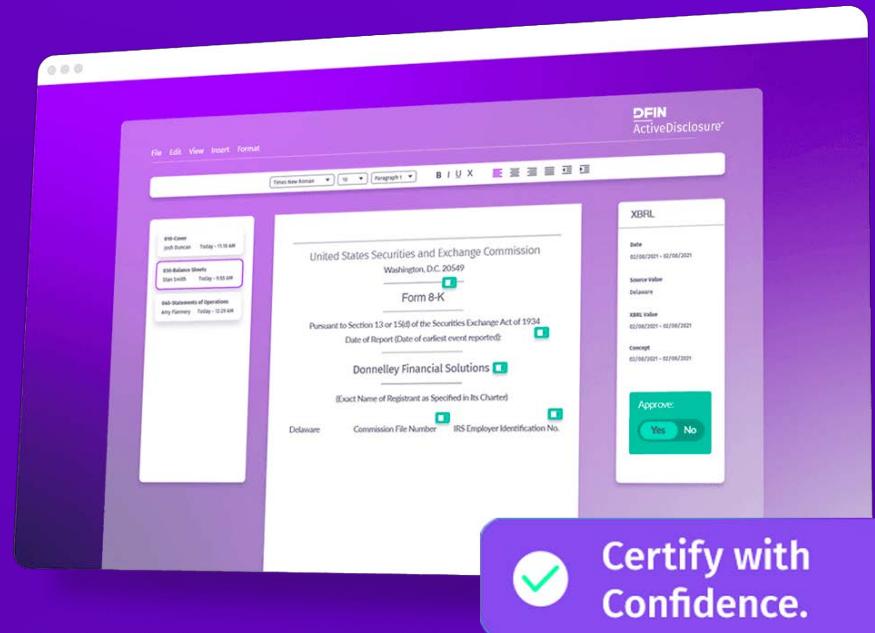




ActiveDisclosure

Affordable ActiveDisclosure streamlines proxy statements

ActiveDisclosure improves proxy communications and is backed by proxy strategy and design experts. Highly intuitive collaboration tools help optimize productivity for teams of any size. Seamless integration with Excel and other data sources saves time, reduces errors and lowers costs. Unsurpassed security ensures peace of mind.



PURPOSE-BUILT

Core tools you need for effective shareholder communications, without extra functionalities you'll never use



SECURE

Best-in-class, built-in security tools ensure mitigation of data and risk



COLLABORATIVE

Optimizes productivity with powerful collaboration features like sign-off workflows and task assignments



EFFICIENT

Streamlines proxy statement creation and filing with features like data linking, commenting, Intelligent iXBRL tagging and more



CONNECTED

Simple integration to your current data sources and tech stack (e.g. Excel/MS Office, ERP)



EXPERT-DRIVEN

24/7/365 support by DFIN experts dedicated to your success



Get in touch

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