



## 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.



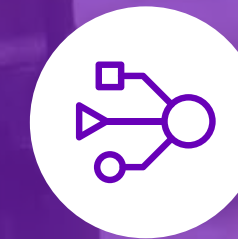
**2020**

Spin-off from  
parent company



**\$191M**

Full-year net sales for  
Fiscal 2023



**21**

Distinct brands  
of products

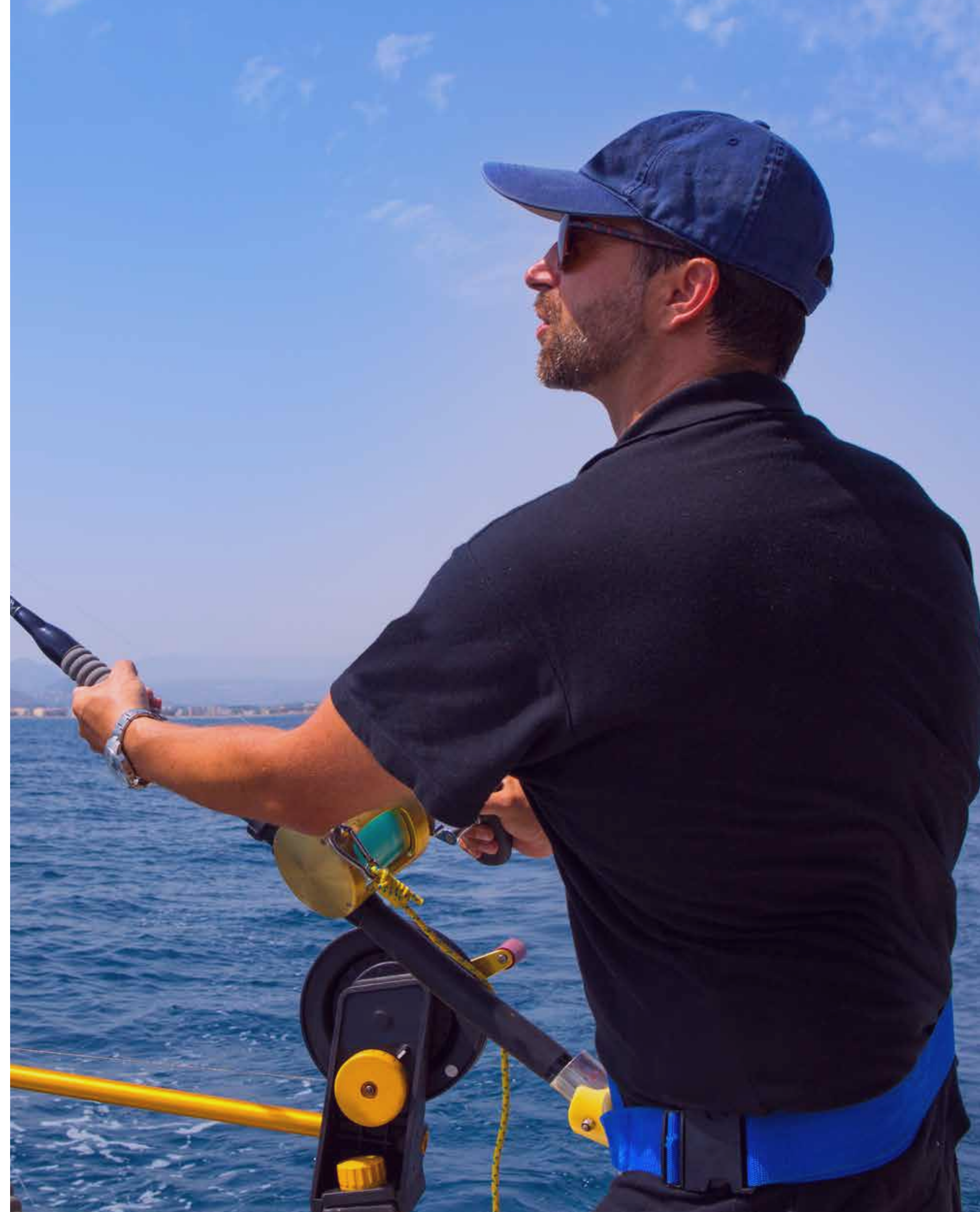


## CHALLENGE

# 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, **T**

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
<b>11</b> Tables	<b>11</b> Tables
<b>105</b> Items	<b>105</b> Items

Assets

Current Assets:

Cash
Accounts receiv
Prepaid expens
Total current as

“

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.”

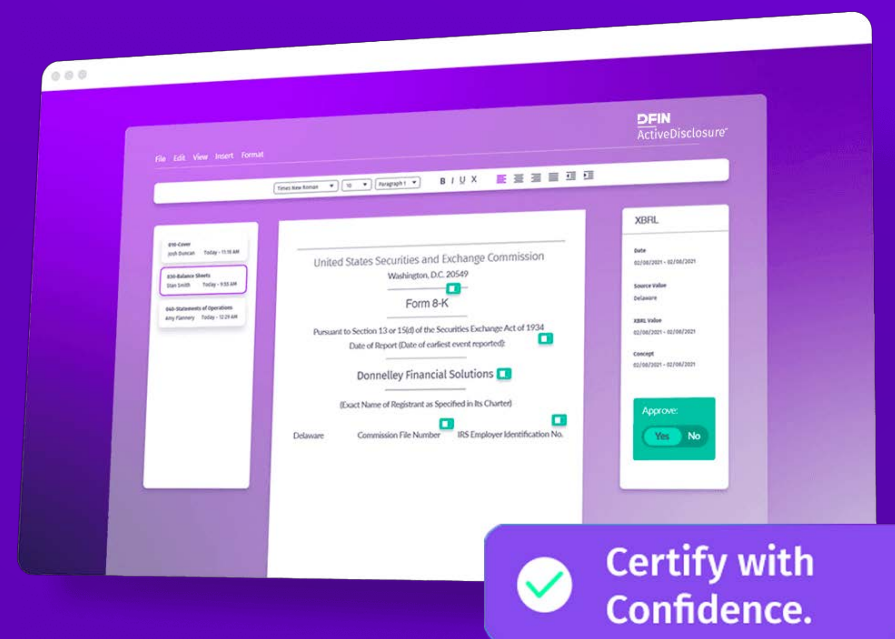
## **Douglas Brown**

Chief Counsel and Corporate Secretary  
American Outdoor Brands



# 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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