



American Outdoor Brands Expands European Sales Force

March 6, 2023

(Columbia, MO) March 6, 2023 – American Outdoor Brands, Inc. (NASDAQ Global Select: AOUT) ("AOB" or the "Company") an industry leading provider of products and accessories for rugged outdoor enthusiasts, today announced that it has named Outdoor Marketing International GmbH (OMI) as a sales representative group in Europe for AOB's knife and tool brands, including Schrade, Old Timer, Uncle Henry, M&P, and S&W, as well as AOB's optics brand, Crimson Trace.

OMI is a German-based, international sales force that operates from its headquarters near Frankfurt, Germany. Conducting business around the world, the company has developed a global sales capacity and a reputation for integrity that have earned it the respect of many manufacturers in the outdoor sporting products category.

Bob Jaccaud, Director of International Sales for American Outdoor Brands, said, "International sales growth represents an exciting opportunity for many of our brands at AOB, and we are excited to have OMI on board, applying their skills and expertise and taking these brands into new territories in Europe."

For more information about brands and products from American Outdoor Brands, Inc., visit www.aob.com.

For media inquiries, contact Matt Kinamore, Senior Director of Marketing for American Outdoor Brands, mkinamore@aob.com.

About OMI

OMI is a German-based, dynamic international sales force with offices located 87 miles east of the Frankfurt Airport. Conducting business around the globe, OMI has developed strategic practices and expertise that allow it to successfully do business with a wide variety of cultures and locales. The company's emphasis on scientific market research and worldwide marketing concepts that reward proactive customers has led to the development of a deep level of understanding for aspects of international distribution of sporting goods.

About American Outdoor Brands, Inc.

American Outdoor Brands, Inc. (NASDAQ Global Select: AOUT) is an industry leading provider of outdoor products and accessories, including hunting, fishing, camping, outdoor cooking, shooting, and personal security and defense products, for rugged outdoor enthusiasts. The company produces innovative, top quality products under its brands BOG®; BUBBA®; Caldwell®; Crimson Trace®; Frankford Arsenal®; Grilla Grills®; Hooyman®; Imperial®; LaserLyte®; Lockdown®; MEAT!®; Old Timer®; Schrade®; Tipton®; Uncle Henry®; ust®; and Wheeler®. For more information about all the brands and products from American Outdoor Brands, Inc., visit www.aob.com.