

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): December 21, 2023**

**American Outdoor Brands, Inc.**

(Exact name of Registrant as Specified in Its Charter)

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**001-39366**  
(Commission File Number)

**84-4630928**  
(IRS Employer  
Identification No.)

**1800 North Route Z, Suite A**  
**Columbia, Missouri**  
(Address of Principal Executive Offices)

**65202**  
(Zip Code)

**Registrant's Telephone Number, Including Area Code: (800) 338-9585**

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Securities registered pursuant to Section 12(b) of the Act:**

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, Par Value \$0.001 per Share	AOUT	The Nasdaq Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§ 230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§ 240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**Item 7.01. Regulation FD Disclosure.**

On December 21, 2023, the Company issued a press release reporting the promotion of Mr. James E. Tayon to the role of Chief Product Officer. A copy of the press release is furnished as Exhibit 99.1 to this report and incorporated herein by reference.

The information in this Item 7.01 of this Current Report on Form 8-K (including the exhibit) is furnished pursuant to Item 7.01 and shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section. This Current Report on Form 8-K will not be deemed an admission as to the materiality of any information in the Report that is required to be disclosed solely by Regulation FD.

**Item 9.01 Financial Statements and Exhibits.**

(d) *Exhibits.*

Exhibit

Number	Description
99.1	<a href="#">Press Release</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMERICAN OUTDOOR BRANDS, INC.

Date: December 21, 2023

By: /s/ H. Andrew Fulmer  
H. Andrew Fulmer  
Executive Vice President, Chief Financial Officer, and Treasurer

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**Exhibit 99.1**  
1800 N Route Z, Suite A  
Columbia, MO 65202  
(800) 338-9585  
NASDAQ: AOUT

Contact:  
Liz Sharp, VP, Investor Relations  
lsharp@aob.com  
(573) 303-4620

## **Tayon Named Chief Product Officer at American Outdoor Brands**

**COLUMBIA, Mo., December 21, 2023 – American Outdoor Brands, Inc. (NASDAQ Global Select: AOUT)**, an industry leading provider of products and accessories for outdoor enthusiasts, today announced that James Tayon, Vice President of Marketing & Product Development, has been named to the newly created role of Chief Product Officer, under which he will continue to lead the Company’s strategic product direction, including product innovation, design, development, and marketing.

President and Chief Executive Officer, Brian Murphy, said, “I am excited to announce that James Tayon will hold the newly created title of Chief Product Officer. James joined our company as a Product Development Engineer, long before the spin-off from our former parent company in 2020. Since then, he has taken on increasing responsibilities, combining his product development expertise and focus on process, with his leadership capabilities and passion for the outdoors. As a result, he has been a driving force in establishing our culture of innovation, which has yielded a repeatable innovation process, a sustainable pipeline of innovative new products across our brand family, and a robust portfolio of intellectual property, all of which are core to our long term growth strategy. I look forward to James’ ongoing contributions to our future growth.”

Prior to American Outdoor Brands, Tayon served as a Product Engineer for J2 Scientific, a laboratory automation equipment designer and manufacturer, where he developed custom automation solutions for testing applications. In 2012, he joined Battenfeld Technologies, a provider of hunting and shooting accessories, as a Product Development Engineer, and later, Engineering Supervisor. He joined American Outdoor Brands in 2017 upon its acquisition of Battenfeld Technologies. He earned his Bachelor of Science in Mechanical Engineering, as well as his MBA in Management and Operations, at the University of Missouri.

### **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](http://www.aob.com).

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