

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 14A  
Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934 (Amendment No. )

Filed by the Registrant   
Filed by a Party other than the Registrant   
Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to § 240.14a-12

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**American Outdoor Brands, Inc.**

(Name of Registrant as Specified in its Charter)

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(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required
- Fee paid previously with preliminary materials
- Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11
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# Your **Vote** Counts!

**AMERICAN OUTDOOR BRANDS, INC.**

2023 Annual Meeting  
Vote by September 26, 2023  
11:59 PM ET

AMERICAN OUTDOOR BRANDS, INC.  
1800 NORTH ROUTE Z, SUITE A  
COLUMBIA, MO 65202



V20989-P97009

## You invested in AMERICAN OUTDOOR BRANDS, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on September 27, 2023.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to September 13, 2023. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and  
vote without entering a  
control number



#### Vote Virtually at the Meeting\*

September 27, 2023  
12:00 PM Eastern Time

Virtually at:  
[www.virtualshareholdermeeting.com/AOUT2023](http://www.virtualshareholdermeeting.com/AOUT2023)

\*Please check the meeting materials for any special requirements for meeting attendance.

V1.2

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
<p>1. <b>PROPOSAL 1: ELECTION OF DIRECTORS:</b> To elect as directors each of the nominees listed below to serve until their successors are elected and qualified at the 2024 Annual Meeting of Stockholders, subject to their earlier death, resignation, disqualification, or removal.</p> <p><b>Nominees:</b></p> <ul style="list-style-type: none"><li>01) Bradley T. Favreau</li><li>02) Gregory J. Gluchowski, Jr.</li><li>03) Luis G. Marconi</li><li>04) Barry M. Monheit</li><li>05) I. Marie Wadecki</li></ul>	✔ For
<p>2. <b>PROPOSAL 2:</b> To ratify the appointment of Grant Thornton LLP, an independent registered public accounting firm, as the independent registered public accountant of our company for the fiscal year ending April 30, 2024.</p>	✔ For
<p>3. <b>PROPOSAL 3:</b> To approve the stockholder proposal on the adoption of simple majority voting requirements.</p>	✔ For
<p><b>NOTE:</b> Such other business as may properly come before the meeting or any adjournment thereof.</p>	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Delivery Settings".

