COMPANY HIGHLIGHTS

- 8 Years of custom Lifestyle Camo®
- Over 200 Licensees.
- Hundreds of licensed products.
- Over 1 million social media followers.
- Seen by tens of millions annually in social media, retail stores, sporting events, sponsorships and charities.
COMPANY

- EST. 2010
- 3000 Sq. Ft. Garage
  - Office
  - Warehouse
  - Fulfillment

NEW FACILITY

- September 2014
- 21 Acres
- 23,000 Sq. Ft.
  - Offices
  - Warehouse
  - Fulfillment
  - Outlet Store
HISTORY

- Men’s apparel lines
- 2011 launch of Muddy Girl
- 2012 through 2016 Lifestyle Camo patterns introduced
- 2017 launch of Muddy Girl Serenity
- 2018 Company rebranding
- 2019...
PRODUCTS FOUND AT

Bass Pro Shops
Sportsman's Warehouse
DICK'S Sporting Goods
Walmart
Cabela's
Academy Sports + Outdoors
BI-MART
REBRANDING

• Company started as an alternative to wearing concealment camo beyond the woods.

• Lifestyle Camo® became THE choice for outdoor enthusiasts, but it is still an abstract take on camo.

• Next evolution as a design company needed to be beyond camouflage!

• Our designs define many surfaces. Sirphis™ ….. DISCOVER YOURS™
WEBSITE DEMOGRAPHICS

AGE OF VISITORS IN PERCENTAGE

- 18-24: 40%
- 25-34: 30%
- 35-44: 20%
- 45-54: 10%
- 55-64: 0%
- 65+: 0%

GENDER OF VISITORS IN PERCENTAGE

- Male: 41.8%
- Female: 58.2%

WEBSITE TRAFFIC POPULATION DENSITY CHART
(UNITED STATES MAP)

WEBSITE TRAFFIC POPULATION DENSITY CHART
(WORLD MAP)
A few of our Muddy Girl® Instagram posts including some collaborative campaigns with our licensing partners. We ensure that all of our content is relevant to the page(s) it's being posted on.

Some of our top performing Muddy Girl® Facebook posts between 2016 and 2017. We make sure to feature an even mix of product shots, lifestyle shots, giveaways, and funny/non-product oriented content to keep our fan base engaged.

*Social handles located on last slide*
DIGITAL MARKETING

1.1.17-12.31.17

Sessions by device:
- Mobile: 72.4% (↑2%)
- Desktop: 21.2% (↓1.2%)
- Tablet: 6.4% (↓0.8%)

New Visitor vs. Returning Visitor:
- New Visitor: 72%
- Returning Visitor: 23%

Top Channels:
- Organic Search: 35.6%
- Referral: 24.7%
- Social: 14.2%
- Direct: 10.7%
- Paid Search: 9.3%
- Display: 2.7%
- (Other): 1.6%

Pages / Session: 3.89
Avg. Session Duration: 00:01:54
LICENSING
Over 1.6 million page views in 2017

SALES
Hundreds of exclusive licensed products

ECOMMERCE
Extremely unique and authentic

OUTLET STORE
MOBILE OPERATIONS

Custom Wildfire truck and hauler allows us to travel nationwide and attend major consumer shows and NASCAR tracks.
SPONSORSHIPS
GIVING BACK

BENEFIT GOLF TOURNAMENT

SHINDIG

HARVEY RELIEF
TRADE SHOWS

- Archery Trade Association (ATA)
- ICAST 2017
- Outdoor Retailer + Snow Show
- Great American Outdoor Show
- Licensing Expo 2017
- May 23-25
- Shot Show
- MAGIC
- Mid-States Concrete Industries
- Giveaway & Outdoor Expo Deerassic Classic
RESOURCES AVAILABLE
FOR LICENSING INFORMATION:

THE BRAND LIAISON
OPENING DOORS. CLOSING DEALS.

STEVEN HELLER
Steven@TheBrandLiaison.com
855-843-5424

PAUL COHEN
Paul@TheBrandLiaison.com
855-843-5424