

**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)  
May 3, 2016**

**STURM, RUGER & COMPANY, INC.**  
(Exact Name of Registrant as Specified in its Charter)

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

**001-10435**  
(Commission File Number)

**06-0633559**  
(IRS Employer Identification  
Number)

**ONE LACEY PLACE, SOUTHPORT, CONNECTICUT 06890**  
(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code **(203) 259-7843**

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 (*see* General Instruction A.2. below):

- 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))

**Item 8.01 Other Events.**

The Company is furnishing its presentation delivered at its 2016 Annual Meeting of Stockholders on Tuesday, May 3, 2016 (the “Annual Meeting Presentation”). The Annual Meeting Presentation is attached as Exhibit 99.1 to this Current Report on Form 8-K and shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section. The disclosure of the Annual Meeting Presentation on this Current Report on Form 8-K will not be deemed an admission as to the materiality of any information in this Current Report on Form 8-K that is required to be disclosed by Regulation FD.

The Company does not have, and expressly disclaims, any obligation to release publicly any updates or any changes in the Annual Meeting Presentation or its expectations or any change in events, conditions, or circumstances on which any forward-looking statement is based.

The Annual Meeting Presentation is available on the Company’s website at [www.ruger.com/corporate](http://www.ruger.com/corporate). The Company reserves the right to discontinue that availability at any time.

**Item 9.01 Financial Statements and Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	The Annual Meeting Presentation, delivered at the Company’s Annual Meeting of Stockholders on May 3, 2016.

## **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.

STURM, RUGER & COMPANY, INC.

By: /S/ THOMAS A. DINEEN  
Name: Thomas A. Dineen  
Title: Principal Financial Officer,  
Principal Accounting Officer,  
Vice President, Treasurer and  
Chief Financial Officer

Dated: May 3, 2016





RUGER®

2016  
ANNUAL  
MEETING

# Caution: Forward Looking Statements

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Statements made in the course of this meeting that state the Company's or Management's intentions, hopes, beliefs, expectations or predictions of the future are forward-looking statements. It is important to note that the Company's actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company's SEC filings, including but not limited to the Company's reports on Form 10-K for the year ended December 31, 2015 and Form 10-Q for the fiscal quarter ended April 2, 2016. Copies of these documents may be obtained by contacting the Company or the SEC or on the Company website at [www.ruger.com/corporate/](http://www.ruger.com/corporate/) or the SEC website at [www.sec.gov](http://www.sec.gov). We reference non-GAAP EBITDA. Please note that the reconciliation of GAAP net income to non-GAAP EBITDA can be found in our Form 10-K for the year ended December 31, 2015 and our Form 10-Q for the quarter ended April 2, 2016, which are also posted on our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.



# OVERVIEW



A man in hunting attire, including an orange cap with a logo, safety glasses, and an orange vest over camouflage clothing, is holding a rifle with a scope. He is standing outdoors in a natural setting with trees in the background.

# INVESTMENT HIGHLIGHTS

HIGH VALUE PROPOSITION  
FOR CONSUMERS

SALES DRIVEN THROUGH INNOVATION

BOTTOM-LINE DRIVEN THROUGH  
LEAN METHODOLOGIES

CAPITAL ALLOCATION DISCIPLINE

CONSERVATIVE BALANCE SHEET







## RUGER HISTORY

THIS YEAR WILL BE THE  
100<sup>TH</sup> ANNIVERSARY OF  
BILL RUGER, SR.'S BIRTHDAY

AND THE 67<sup>TH</sup> YEAR FOR  
THE COMPANY HE  
FOUNDED IN 1949  
ON A SIMPLE PREMISE...



# RUGER HISTORY

WE MAKE RUGGED,  
RELIABLE FIREARMS  
FOR RESPONSIBLE CITIZENS.

INNOVATIVE FIREARMS  
THAT THE AVERAGE  
PERSON CAN AFFORD.



© RUGER 2016

1400 yds!

## RUGER TODAY

THAT VALUE PROPOSITION  
CONTINUES TODAY...



© RUGER 2016

# AMERICAN-MADE PRODUCTS

OVER 500 FIREARM  
MODELS IN 10  
PRODUCT CATEGORIES.

SOLD TO 18  
INDEPENDENT  
WHOLESALE  
DISTRIBUTORS.



# IN AMERICAN FACTORIES

WITH MANUFACTURING  
FACILITIES IN FOUR STATES:

NEWPORT, NH    PRESCOTT, AZ  
MAYODAN, NC    ST. LOUIS, MO



# BY AMERICAN WORKERS

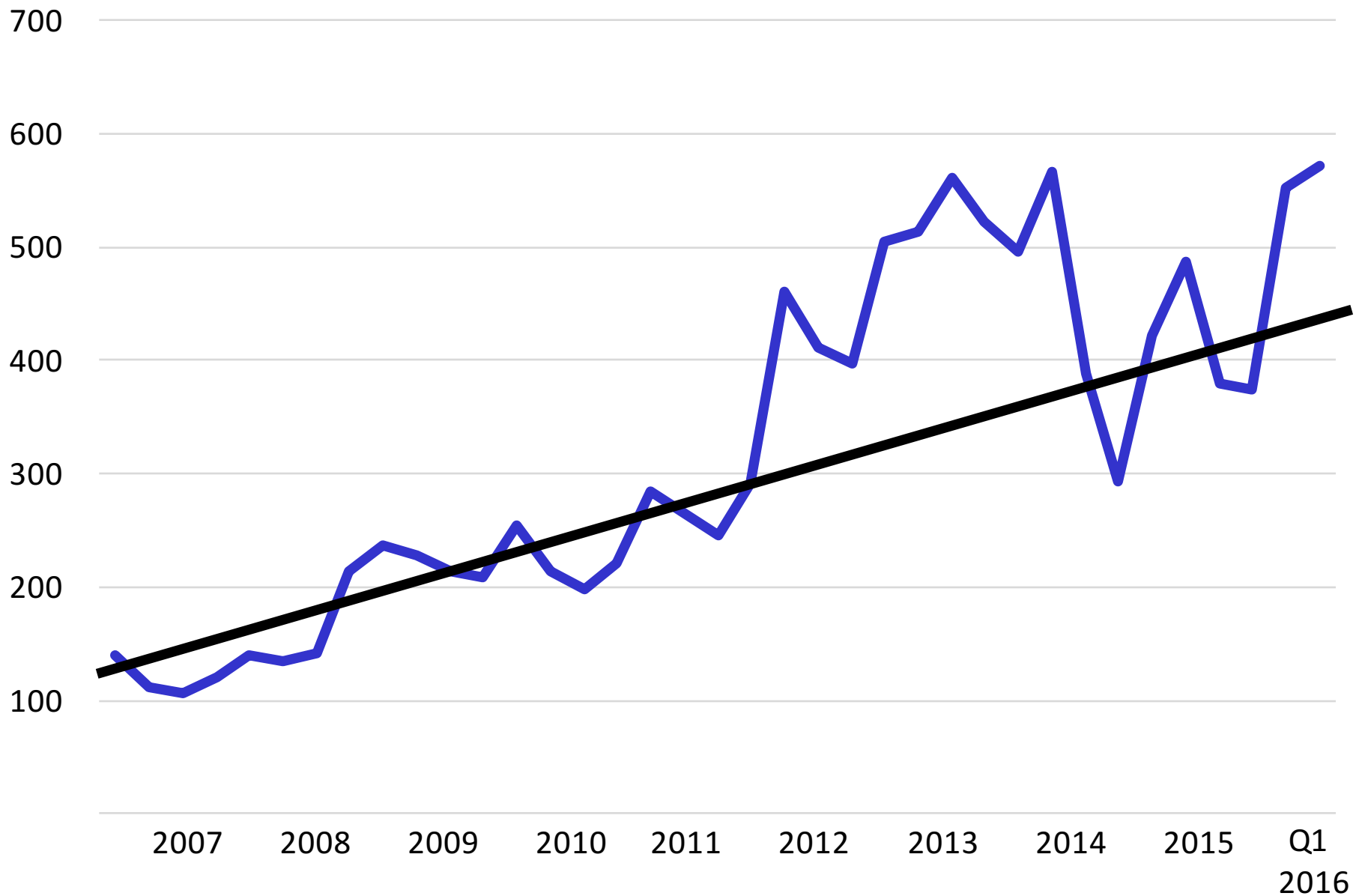
WITH 1,950 NON-UNION  
EMPLOYEES AND 290  
TEMPORARY EMPLOYEES.



# FINANCIAL & OPERATING HIGHLIGHTS



# Quarterly Sell-Through (in Thousands of Units)





# Quarterly Financial Results (in Millions, Except EPS)

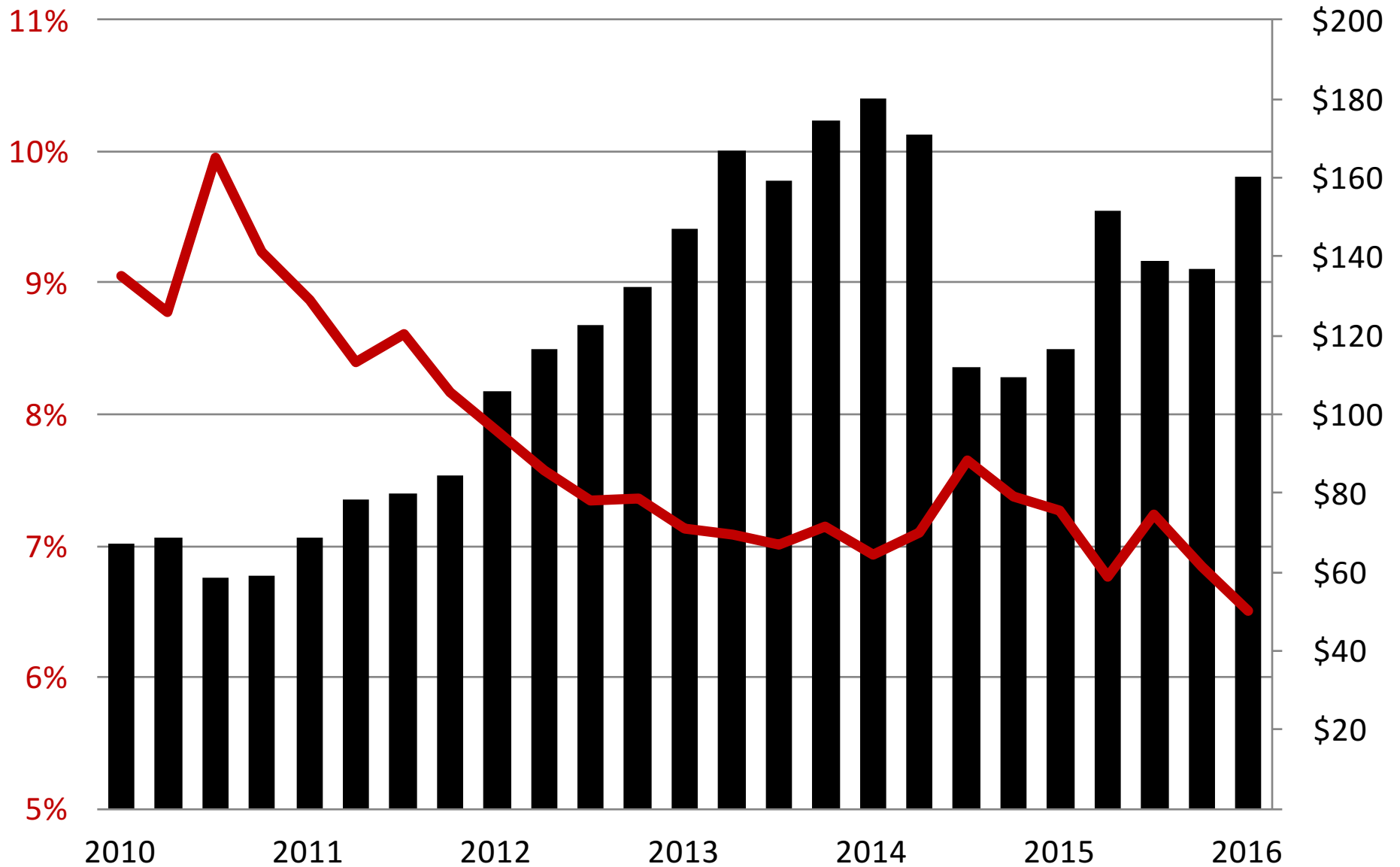
	2016	2015			
	Q1	Q4	Q3	Q2	Q1
<b>Revenues</b>	\$173.1	\$152.4	\$120.9	\$140.9	\$137.0
<b>Gross Margin</b>	\$59.1	\$48.2	\$34.0	\$48.5	\$41.4
<b>Operating Profit</b>	\$36.2	\$26.0	\$18.0	\$26.7	\$23.8
	21%	17%	15%	19%	17%
<b>EPS</b>	\$1.21	\$0.88	\$0.62	\$0.91	\$0.81
<b>EBITDA</b>	\$44.8	\$36.0	\$27.1	\$36.2	\$33.2
	26%	24%	22%	26%	24%

## Trailing 12-Months Ending April 2, 2016

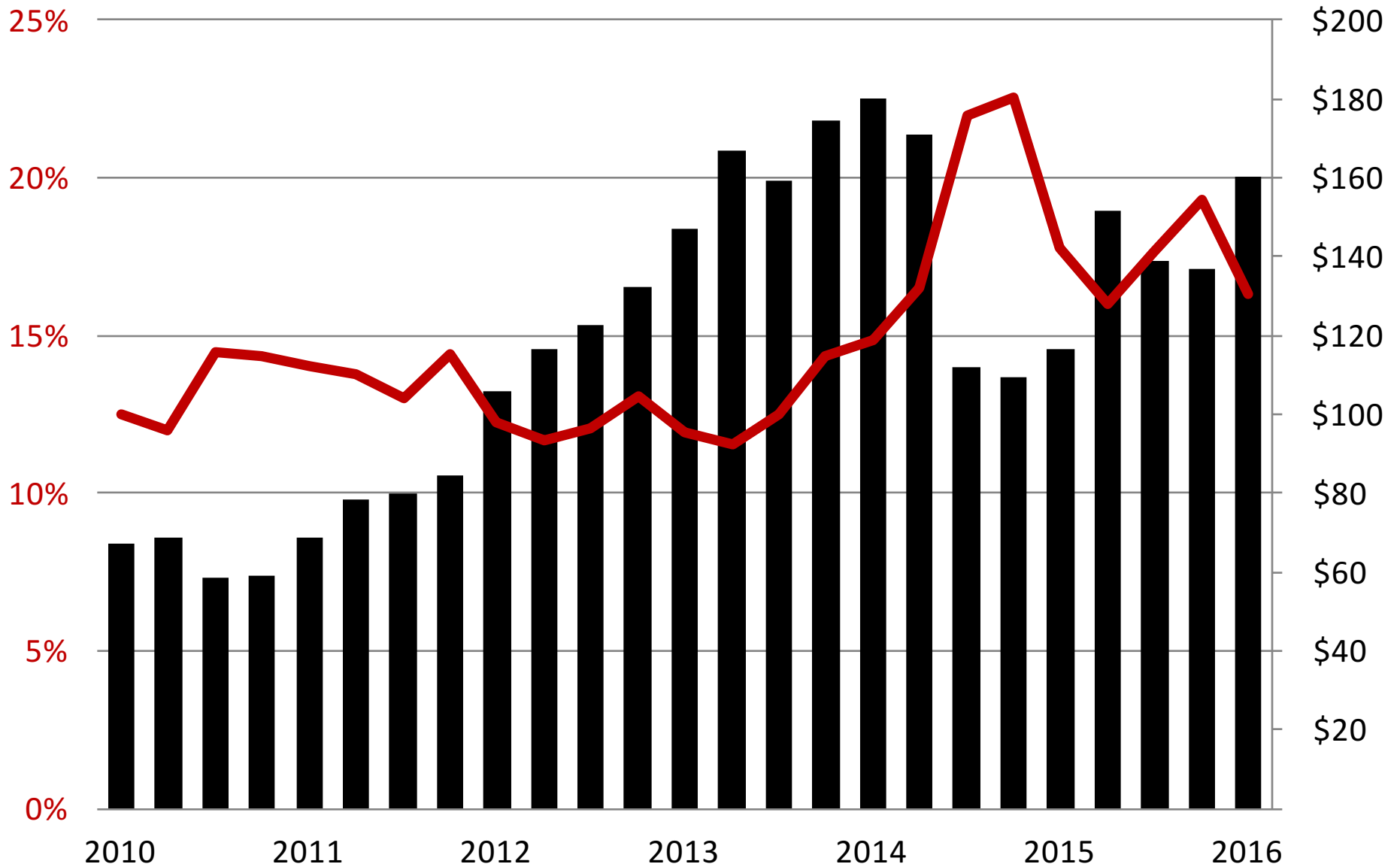
<b>Sales</b>	\$581 Million	<b>Operating Profit</b>	18%
<b>EBITDA</b>	23%	<b>EPS</b>	\$3.61
<b>EBITDA PER SHARE</b>	\$7.12		



# Direct Labor as % of Sales Value of Production\*



# Non-Personnel Overhead as a % of SVP\*



# MARKET CONDITIONS





Target shooting participation in the U.S. is on the rise -- up 25% from 40.8 million Americans in 2012 to 51.2 million Americans in 2014.

**New target shooters are leading the way!**

# THE CHANGING FACE OF TODAY'S TARGET SHOOTER



**Established Target Shooters**  
(More than 5 years of experience)

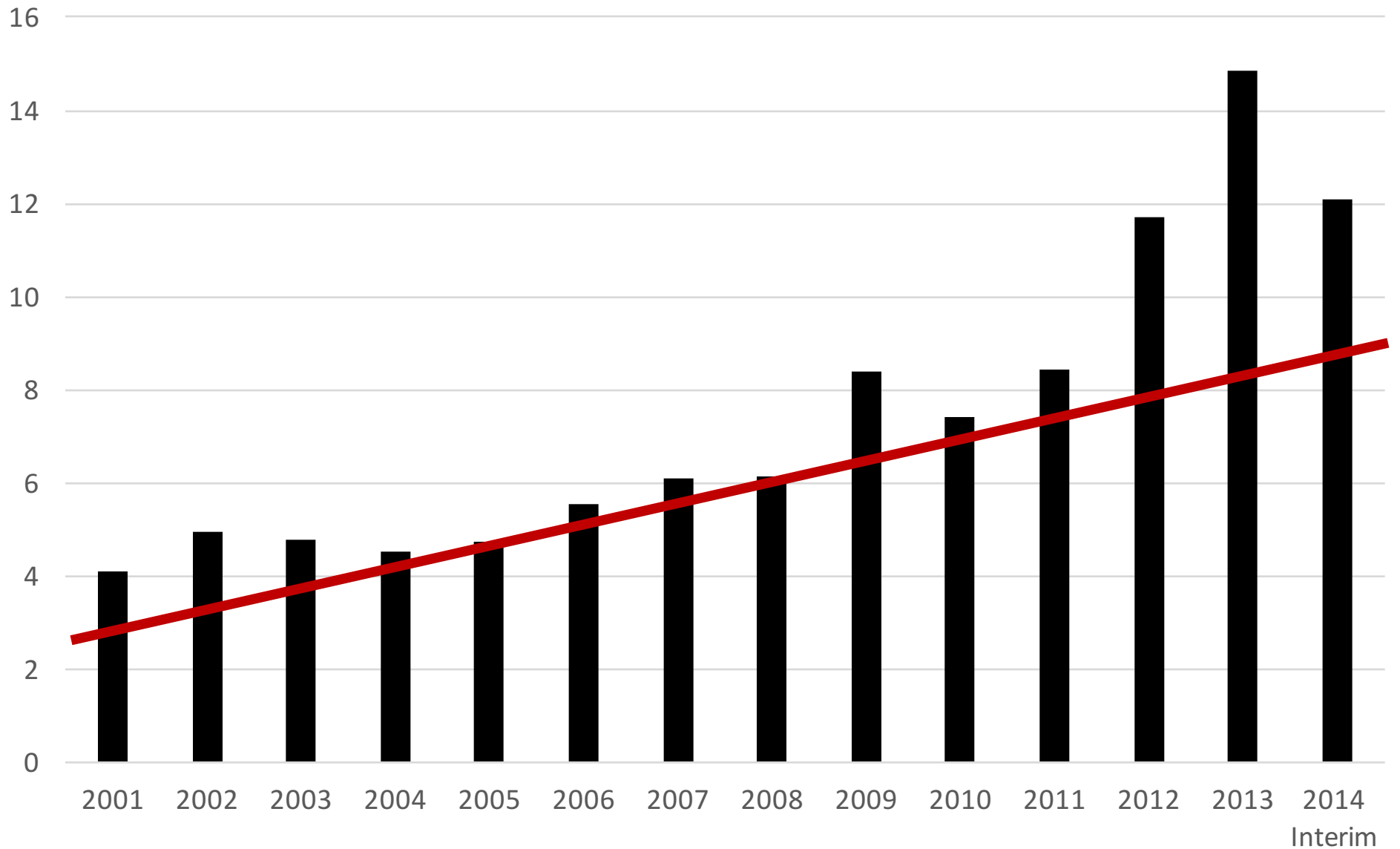


**New Target Shooters in 2014**  
(5 years or less of experience)

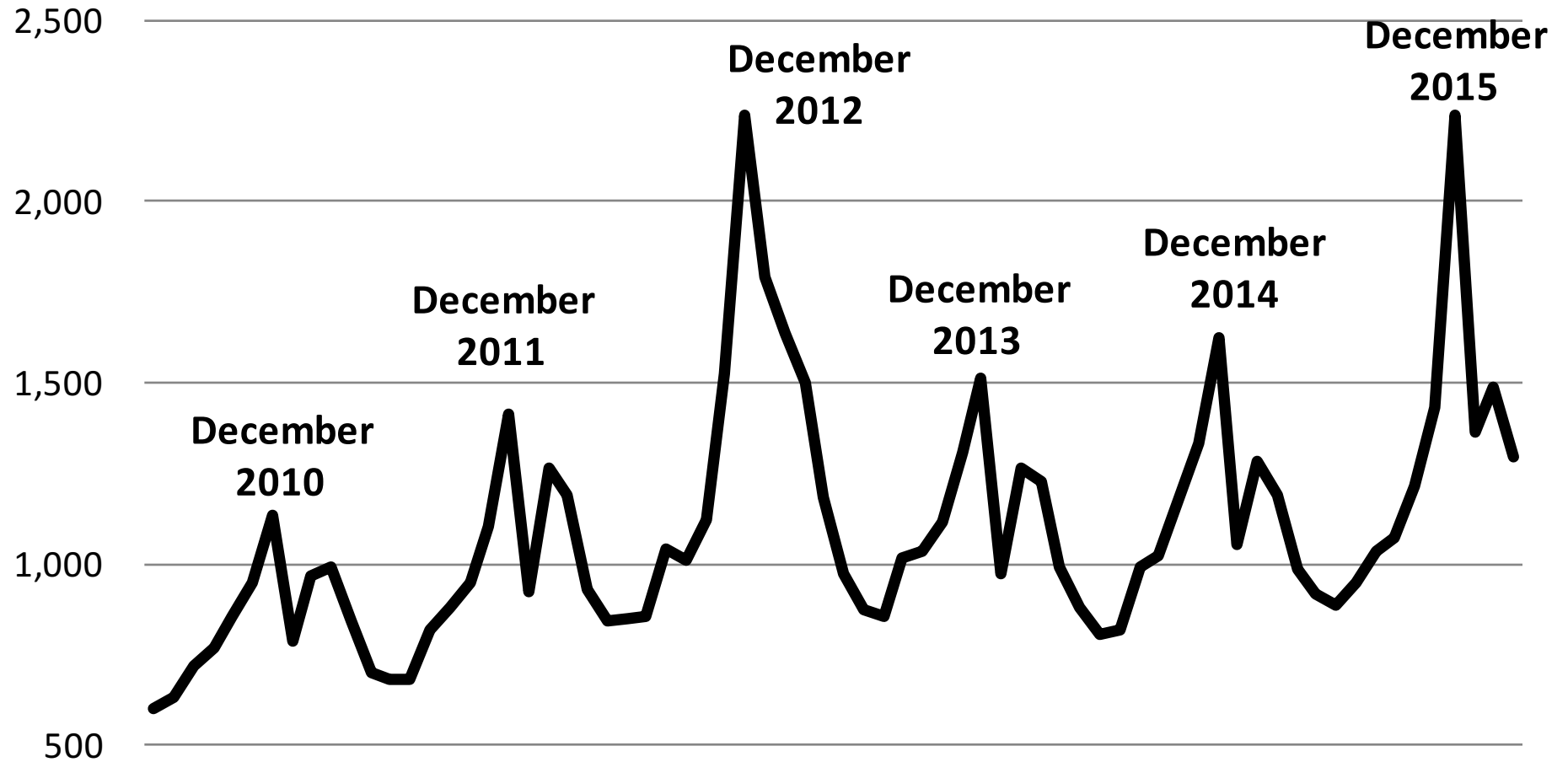
<b>43</b>	◀	<b>Average Age</b>	▶	<b>32</b>
<b>26%</b>	◀	<b>Female</b>	▶	<b>50%</b>
<b>37%</b>	◀	<b>Live in Urban/ Suburban Area</b>	▶	<b>56%</b>
<b>51%</b>	◀	<b>Hunted in 2014</b>	▶	<b>19%</b>
<b>19%</b>	◀	<b>Got Started Older Than Age 18</b>	▶	<b>73%</b>

Source: NSSF and Responsive Management report Sport Shooting Participation in the U.S. in 2014.

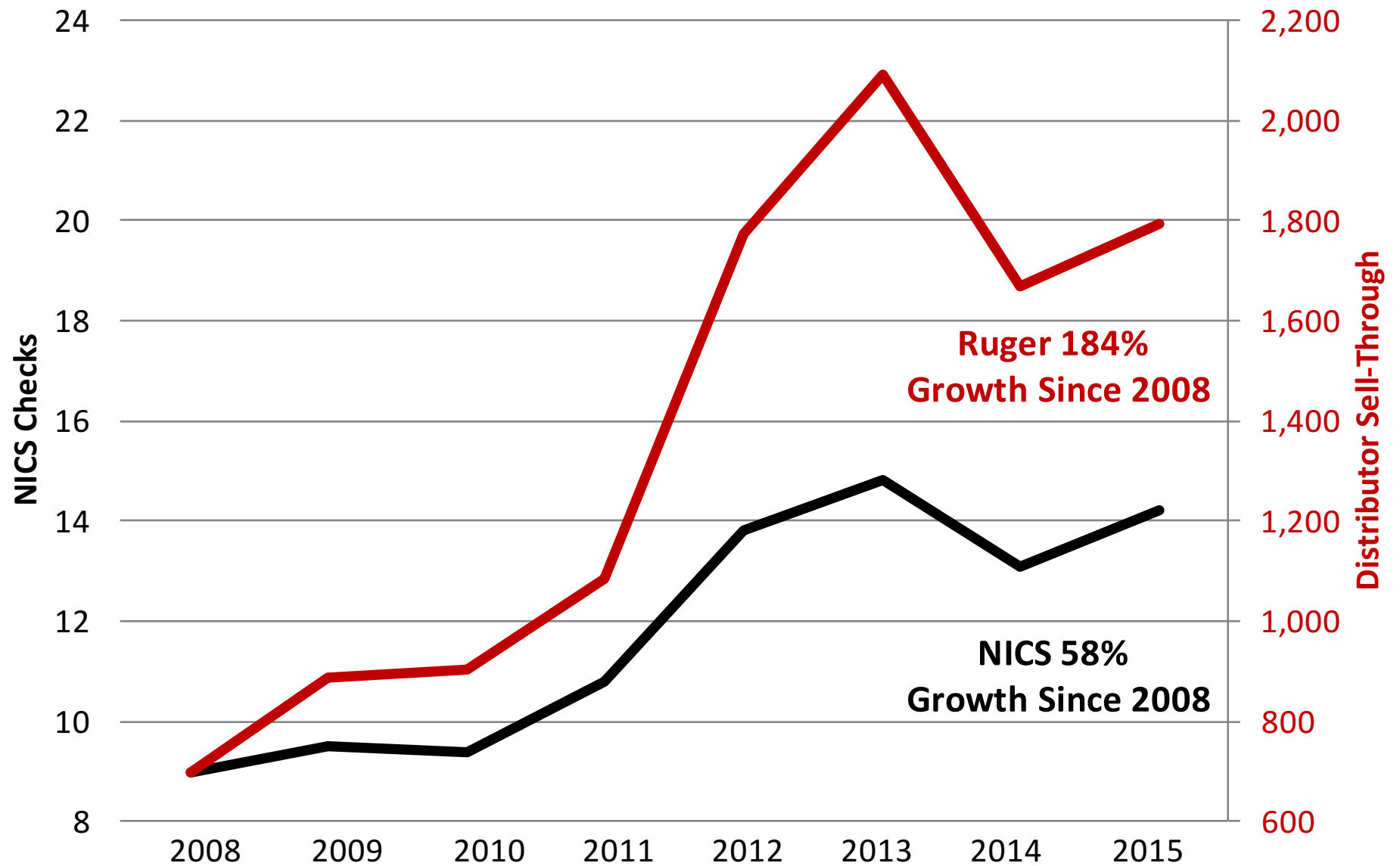
# U.S. Firearm Availability (In Millions of Units)



# Monthly Adjusted NICS (In Thousands)



# Trends in Retail Demand



*The adjusted National Instant Criminal Background Check System data presented above was adjusted by the National Shooting Sports Foundation to eliminate background checks associated with permit checks rather than firearm sales.*





# NEW PRODUCT DEVELOPMENT



# VOICE OF THE CUSTOMER RESEARCH



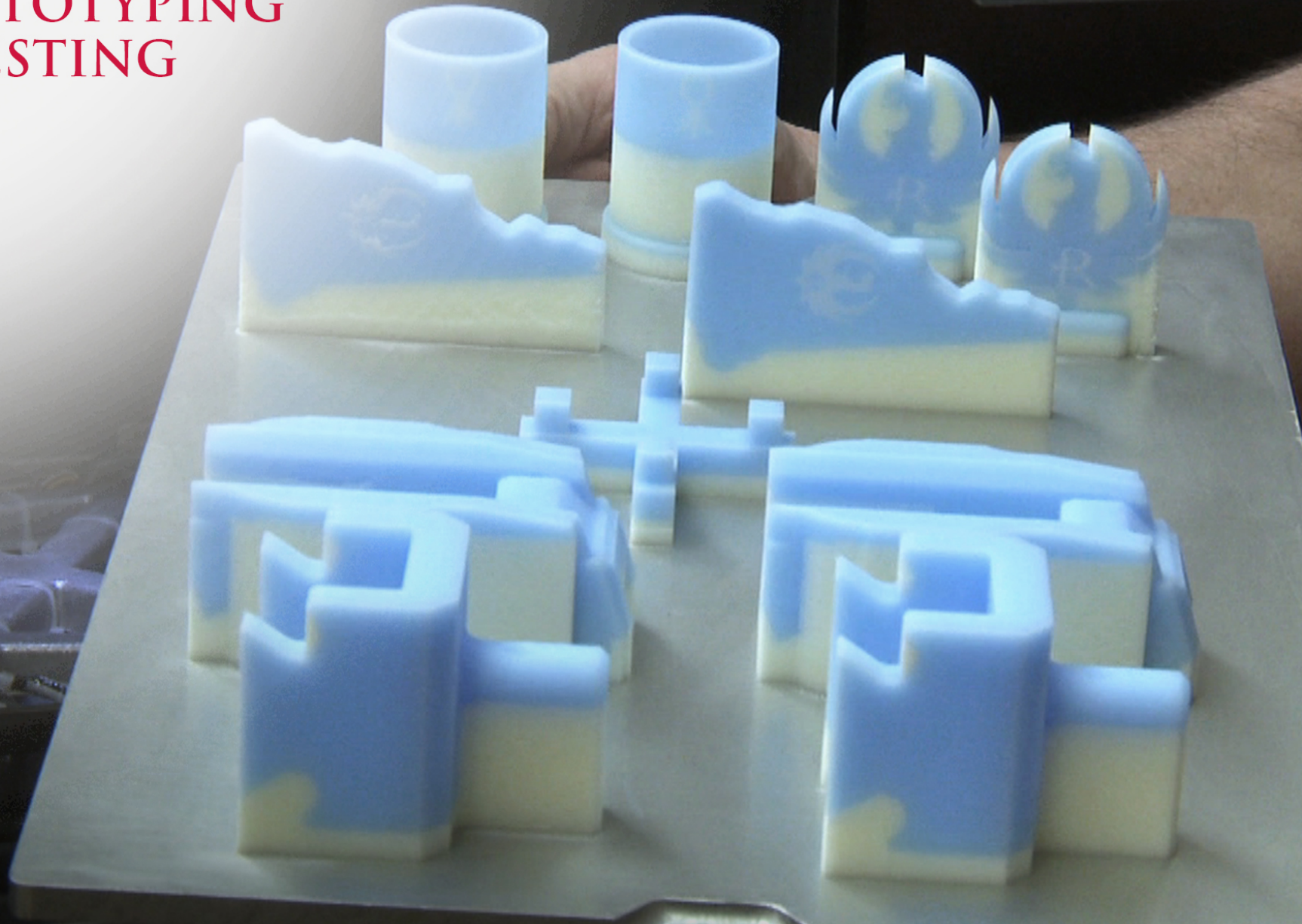


# NEW PRODUCT ENGINEERING & DEVELOPMENT



© RUGER 2016

# RAPID PROTOTYPING & TESTING



# PRODUCT TESTING IN FIELD CONDITIONS



© RUGER 2016

# TWO-STEP DISTRIBUTION



# DISTRIBUTOR SALES



NEW PRODUCT  
LAUNCH



© RUGER 2016



# EDITORIAL COVERAGE



# EDITORIAL COVERAGE



**FIVE GLOCKS THAT CHANGED HISTORY** PG. 14

GunDigest Presents

## MODERN SHOOTER

MODERN SHOOTER COMES TO TV PG. 6

WINTER 2015

Own A Suppressor  
4 EASY STEPS

THE AIR  
RIFLES  
OF COLT

### RUGER GUNSITE SCOUT

THE ULTIMATE SURVIVAL RIFLE GETS EVEN BETTER

- PLUS:**
- ✦ MASSAD AYOUB ON DEADLY FORCE
  - ✦ TODAY'S TOP DEFENSIVE AMMO
  - ✦ 12 KEYS TO LONG-RANGE ACCURACY



FALL/WINTER  
RETAILER: DISPLAY UNTIL SEPTEMBER 15, 2015  
U.S. PRICE \$9.95 OUTSIDE U.S. \$12.95  
VOLUME #23

Cast and Jacketed Bullet Loads for the Vintage .38-55

## HANDLOADER

Ammunition Reloading Journal

The Evolution of  
Rifle Powders

**TESTED:**  
Norma 202  
Rifle Powder

.327 Magnum Handloads for  
Ruger's NEW Single-Seven Revolver!

Then and Now:  
**.270 WINCHESTER**

February 2015 No. 294  
Rifle Magazine Presents - HANDLOADER  
U.S. \$5.99  
7 25274 01240 02  
\$5.99 U.S./Canada

# EDITORIAL COVERAGE

**ON TARGET**  
**SHAVED TO PERFECTION**  
RUGER'S NEW SUPPRESSOR, OPTIC-READY .27/45 LITE BLUE  
OF THE 2015 **SHOT SHOW** AND-OUT NEW PRODUCTS  
5 BINE  
PRESRT STD  
U.S. POSTAGE  
PAID  
NORTH CONWAY, N.H. 03860  
PERMIT NO. 20

**CONCEALED CARRY LAWS 2015 BUYER'S GUIDE**  
**Pocket PISTOLS**  
PERSONAL & HOME DEFENSE FIREARMS  
250+ GUNS & IN-DEPTH PRODUCT REVIEWS  
RUGER LCR 9mm  
QUICK-DRAW HANDGUN TACTICS  
BOND ARMS .45/9mm BACKUP  
WALTHER PPS 9mm  
SIG SAUER P290RS .380  
90+ MAXIMUM CONCEALMENT CARRY OPTIONS  
PLUS 10 MICRO 1911s  
GUN TESTS  
TAURUS CURVE 380  
SPRINGFIELD XD MOD 2 9mm  
BOBERG XR45-S .45  
SCW MODEL 442 9mm

**EXCLUSIVE AIR RIFLE SECTION**  
**RIFLESHOOTER**  
**PRECISION**  
A NEW RUGER RIFLE RAISES THE BAR ON AFFORDABLE ACCURACY  
BEST .30 MAGNUM WHICH ROUND GETS THE NOD AS NO. 1?  
DEER AMMO WINCHESTER'S NEW DEER SEASON XP  
SCREAMIN' 7 NOSLER'S HOT ENTRY INTO THE 7MM MARKET  
RIFLE REPORTS BROWNING X-BOLT STALKER LWRCI R.E.P.R.  
NOVEMBER/DECEMBER 2015  
USA/CANADA \$4.99  
1.2  
0 70989 34825 1 7




# EDITORIAL COVERAGE

HANDGUNS • Ammo • RIFLES • Optics • **SHOTGUNS**

# SHOOTING TIMES





JUNE 2015



RUGER 58311 CND LIGHTWEIGHT

## 2015 GUNS & GEAR

The hottest new firearms, ammunition, optics, reloading tools and accessories

SHOOTINGTIMES.COM \$4.99 USA 06

0 70992 30312 0

**WIN! SPECIAL PREPPERS' SWEEPSTAKES! THREE BIG PRIZE PACKAGES! PAGE 50**

# S.W.A.T.

SURVIVAL WEAPONS AND TACTICS

## ALL-AROUND UTILITY

Ruger .223 Gunsite Scout Rifle

## TWIST FOR THE CLOSE FIGHT

SureFire Rapid Transition Sights

## ONE SHOT, ONE KILL

A Contradiction in Terms

## FIREARM SAFETY RULES

Real World Versus Square Range

## MAKING RESPONSIBILITY

Ready Line Training Facility

## RIDING SHOTGUN

Fighting From Vehicles

**BONUS! 2014 S.W.A.T. ARTICLE INDEX**

JANUARY 2015 \$4.99 US \$6.99 CAN

0 74851 08582 0

# SHOOTING TIMES

DECEMBER 2015 // JANUARY 2016

## CRIME LAB TALES: Medical Examiners & Hollowpoint

# .300 BLACKOUT

Ruger's Mini-14 is now chambered for the popular defensive round

**QUICK SHOTS**  
Rock River 1911 Carry Pistol  
Kahles KG241 6-24X 56mm  
Otis Ear Shield

**GUN REVIEW**  
Alexander Arms Side-Charge

**RANGE REPORT**  
Stainless-Steel .50 AE Desert Eagle

**HANDLOADING**  
the .458 SOCOM

**GUNSMITHING TIP:**  
for Concealed-Carry Guns

**Nikon**  
M-300 BLK  
1.5-5X 42MM

SHOOTINGTIMES.COM \$4.99 USA 01


0 70992 30312 0

# EDITORIAL COVERAGE

OWB VERSUS IWB: Best Holsters for Concealed Carry

# SHOOTING TIMES AMERICAN

MAY 2016



**QUICKSHOTS**  
Coonan .357 Magnum Model 1911  
Leupold VX-6 3-18X 44mm CDS-ZL  
Clemet ScopeAid

**CARTRIDGE COLUMNS**  
.280 Ackley Improved  
.300 Savage  
.505 Gibbs

**HANDLOADING HORNYADY**  
FTX and MonoFlex Bullets

★ LASERLYTE  
LYTE RYDER  
UNIVERSAL  
LASER SIGHT

Developed through a "Voice of the Customer" program,  
Ruger's new polymer-frame pistol meets U.S. military standards

DESANTIS + LASERLYTE + PUG | COLT COMPETITION 1911 PISTOL BEATS SPRINGFIELD'S R.O.? | SWEENEY'S TIPS FOR SUPPRESSING PISTOLS

# GUNS&AMMO

MARCH 2016

## RUGER AMERICAN

YOU ASKED FOR IT, THEY LISTENED!

- 9mm or .45
- MADE in USA!
- NOVAK SIGHTS
- CONVERTIBLE GRIPS
- MODULAR SS CHASSIS
- LOW FELT RECOIL
- SPEC'D FOR UNCLE SAM

PAGE 42

★ LASERLYTE  
LYTE RYDER  
UNIVERSAL  
LASER SIGHT

G&A SCORED THE FIRST TESTFIRE!

**BECKSTRAND'S RIFLES & GLASS**

RUGER M77 GUIDE RIFLE MEETS BURRIS VERACITY 2-10X42

PAGE 33

**BROWNING AMMO**  
Craig Boddington & Eric Poole  
Hunt Whitetails with Browning's New BXR Bullet

THE WORLD'S GREATEST GUN BOOK!

# GunDigest 2017

71<sup>st</sup> EDITION



■ FEATURE ARTICLES  
■ NEW PRODUCT REPORTS  
■ ILLUSTRATED FIREARMS CATALOG

Edited by JERRY LEE



# BEST-IN-CLASS CUSTOMER SERVICE

Date	Call Source	Waiting Agents	Abandoned Agents	Callers in Queue	Callers Handled	First Call
10/23/2016 10:40:00	NH Technical	0	2	14	4	287
Total Calls: 305						



# HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016

3 NEW PRODUCT PLATFORMS

MORE THAN 20 NEW  
PRODUCT LINE EXTENSIONS

OVER 100 DISTRIBUTOR EXCLUSIVES



# HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016

## 3 NEW PRODUCT PLATFORMS

RUGER PRECISION RIFLE™

RUGER AMERICAN PISTOL™

SILENT-SR™ .22 LR SOUND SUPPRESSOR





HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



# RUGER PRECISION RIFLE™



## 2016 RIFLE OF THE YEAR

**NRA GOLDEN BULLSEYE AWARD**

AMERICAN RIFLEMAN

"RIFLE OF THE YEAR"

RUGER PRECISION RIFLE™, 2016



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**RUGER  
AMERICAN  
PISTOL™**



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



# SILENT-SR™

.22 LR SOUND SUPPRESSOR



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016

**MORE THAN 20 NEW LINE EXTENSIONS**

INCLUDING:

SR-556® TAKEDOWN

MINI-14® TACTICAL RIFLE  
IN .300 BLK

EXTENSIONS TO  
OUR 77-SERIES,  
RUGER AMERICAN RIFLE®,  
RUGER AMERICAN RIMFIRE®  
& 10/22® RIFLE LINES

NEW 22 CHARGER™ PISTOLS

AND NEW PISTOL &  
REVOLVER EXTENSIONS



HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



# SR-556<sup>®</sup> TAKEDOWN



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**MINI-14<sup>®</sup>**  
**TACTICAL RIFLE**  
**IN .300 BLK**



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



77/17<sup>®</sup>

IN .17 WSM



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**RUGER AMERICAN RIFLE<sup>®</sup>**  
MAGNUM



**RUGER AMERICAN RIFLE<sup>®</sup>**  
WITH VORTEX<sup>®</sup> CROSSFIRE II<sup>®</sup> RIFLESCOPE





HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**RUGER AMERICAN RIMFIRE®**  
**WOOD STOCK**



**2015 RIFLE OF THE YEAR**

**NRA GOLDEN BULLSEYE AWARD**

AMERICAN RIFLEMAN

"RIFLE OF THE YEAR"

RUGER AMERICAN RIMFIRE®, 2015



© RUGER 2016

# HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



## 10/22® COLLECTOR'S SERIES SECOND EDITION

**\$25 GIFT CERTIFICATE FOR SHOPRUGER.COM**

Once you have completed your order on ShopRuger.com and are ready to enter your payment information, select **Redeem Gift Certificate** and enter the number listed below to receive \$25 off your total order.

GIFT CERTIFICATE NUMBER: XXXXXXXXXXXX

ShopRUGER.com

Gift certificate not redeemable for cash. Limit one (1) gift certificate per order. Void where prohibited by law.



**RUGER®**

IF A SPORTSMAN TRUE YOU'D BE LISTEN CAREFULLY TO ME...

**RUGER**  
COLLECTOR'S SERIES  
SECOND EDITION

"Early Instruction"  
By Carl Hays  
© 1920

PMXXX

**A FATHER'S ADVICE**

If a sportsman true you'd be  
Listen carefully to me...

Never, never let your gun  
Pointed be at anyone,  
That it may unloaded be  
Matters not the least to me.

When a hedge or fence you cross  
Through of time it cause a loss  
From your gun the cartridge take  
For the greater safety's sake.

If hawk you and neighboring gun  
Bird shall fly or beast may run  
Let this mason ere he bite  
"Father not across the line."

Stops and beaters oft unseen  
Lure behind some leafy screen,  
Calm and steady always be  
"Never shoot where you can't see."

You may kill or you may miss  
But at all times think this:  
"All the pheasants ever bred  
Wor't repay for one man dead."

Written by Mark Beaudry of Countess House,  
Shalbury, Dorset, England, in 1920,  
as presented by Carl Hays.  
Henry Shaw, with his 10/22 gun.  
Reproduced here by permission  
of the author's granddaughter,  
Mrs. M. M. Shaw.



HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**10/22 TAKEDOWN<sup>®</sup>**  
**WITH TARGET BARREL**



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



## 22 CHARGER™

WITH POLYMER STOCK  
(IN BOTH STANDARD  
& TAKEDOWN MODELS)



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**RUGER 22/45 LITE<sup>®</sup>**  
WITH OD GREEN ANODIZED  
VENTILATED BARREL



2012



2013



2014



2015



HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**SR22<sup>®</sup>**  
WITH 4.50" BARREL



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**LCR<sup>®</sup>**  
IN .327 FED MAG  
(6 SHOT)



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**RUGER SP101<sup>®</sup>**  
IN .327 FED MAG  
(6 SHOT)



© RUGER 2016



HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**GP100®**

IN .22 LR  
(10 SHOT)



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**REDHAWK<sup>®</sup>**  
IN .45 AUTO/.45 COLT



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



## NEW MODEL SUPER BLACKHAWK®

IN .454 CASULL OR .480 RUGER



## 2016 HANDGUN OF THE YEAR

**NRA GOLDEN BULLSEYE AWARD**

AMERICAN HUNTER

"HANDGUN OF THE YEAR"

NEW MODEL SUPER BLACKHAWK®

IN .454 CASULL OR .480 RUGER, 2016



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016

## OVER 100 DISTRIBUTOR EXCLUSIVES

INCLUDING:

NRA RUGER 22/45 LITE®

RUGER AMERICAN  
RIMFIRE® WITH  
MUDDY GIRL  
CAMO STOCK

RUGER AMERICAN  
RIMFIRE® FARMER  
EDITION

NEW MODEL BLACKHAWK®  
CONVERTIBLE IN .357 MAG



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**RUGER**  
**22/45 LITE®**  
DAVIDSON'S



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**RUGER AMERICAN RIMFIRE®**  
WITH MUDDY GIRL CAMO STOCK - TALO



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**RUGER AMERICAN RIMFIRE®**  
FARMER EDITION - TALON



© RUGER 2016

HIGHLIGHTED NEW PRODUCTS • 2015 AND YTD 2016



**NEW MODEL  
BLACKHAWK®  
CONVERTIBLE**

IN .357 MAG/9MM LUGER - LIPSEY'S



© RUGER 2016



# FINANCIAL MANAGEMENT

CONSERVATIVE BALANCE SHEET  
DISCIPLINED CAPITAL ALLOCATION

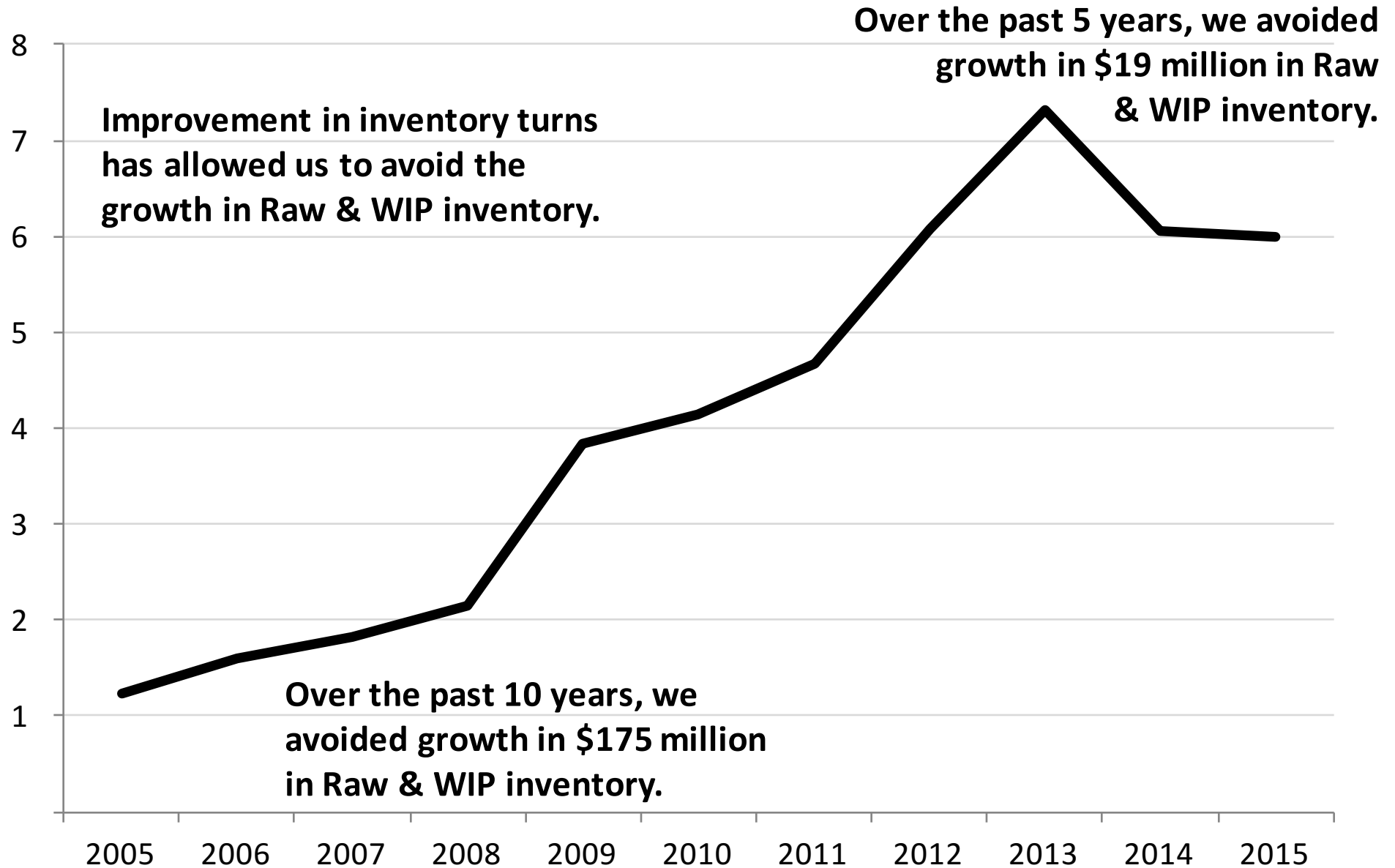


# ACCOUNTS RECEIVABLE

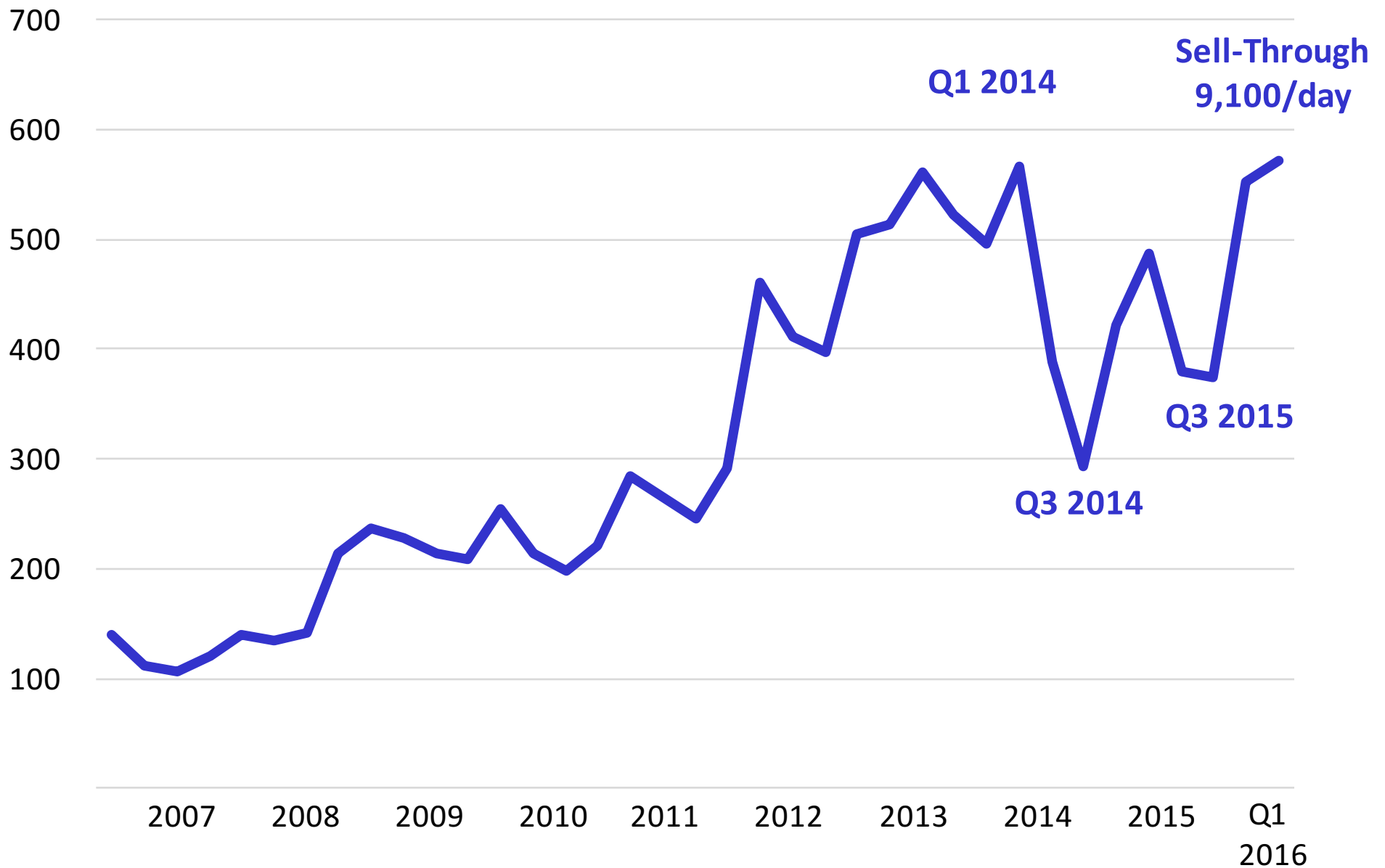
99.5% CURRENT



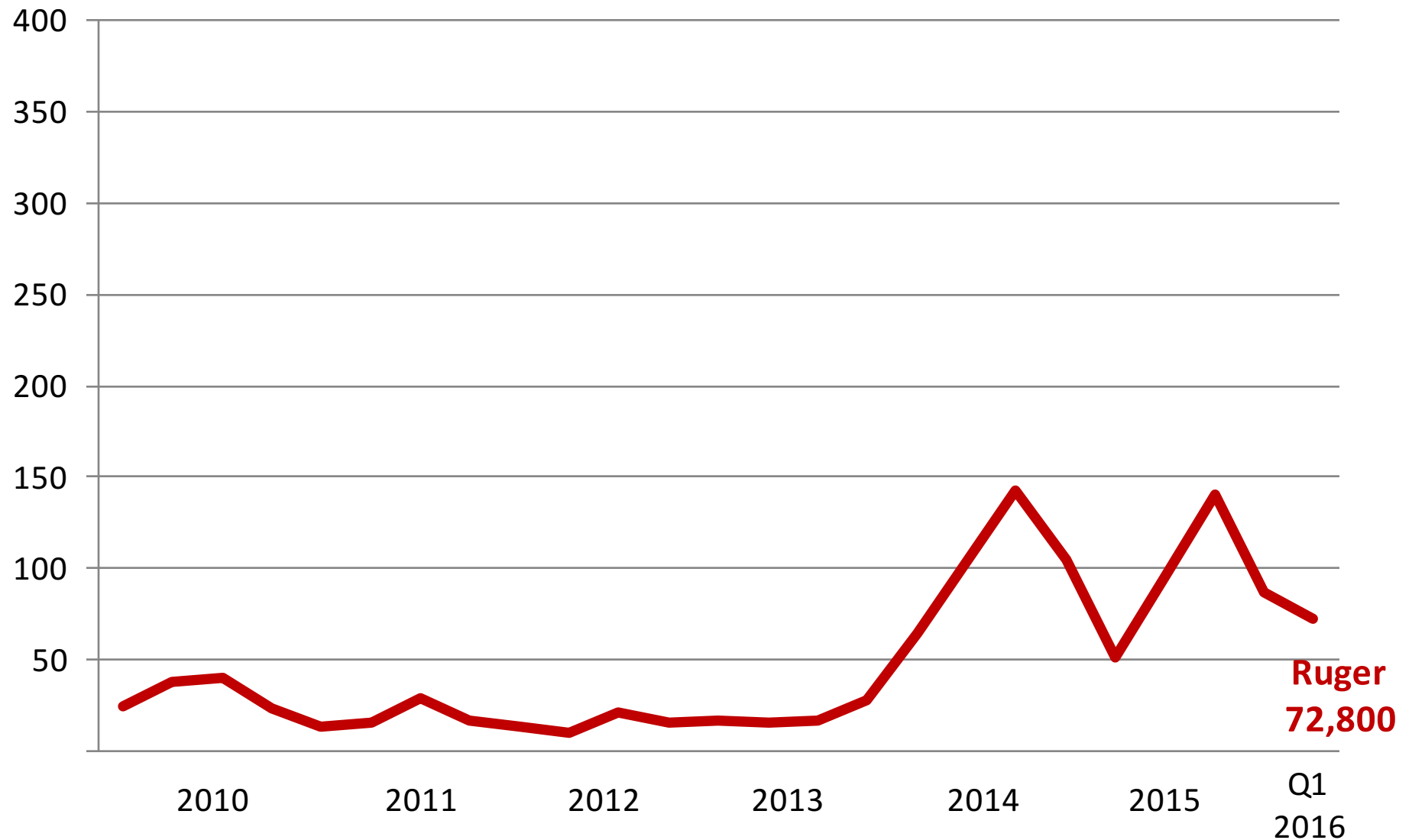
# Raw & WIP Inventory Turns (Based on Cost of SVP)



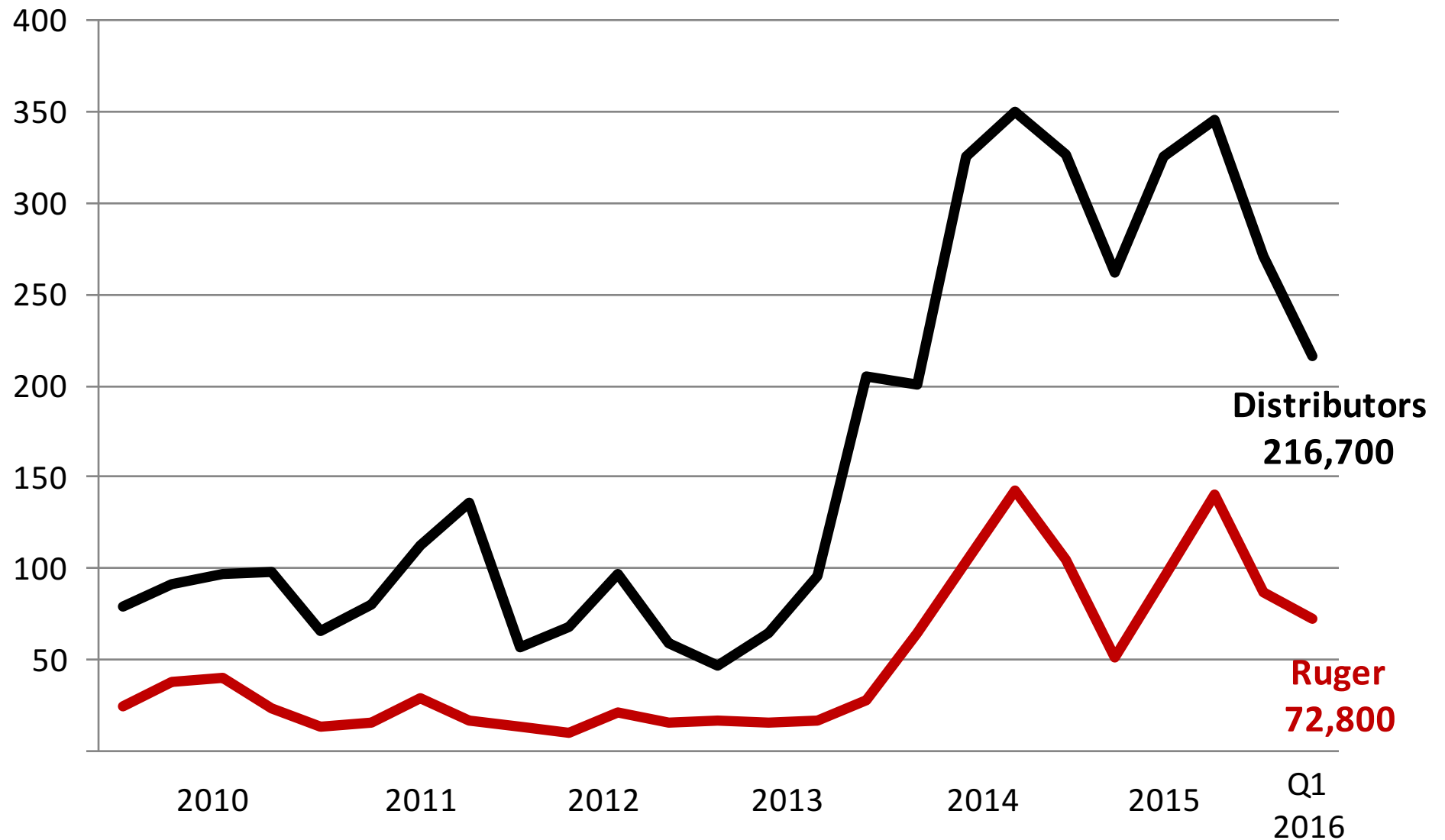
# Quarterly Sell-Through (in Thousands of Units)



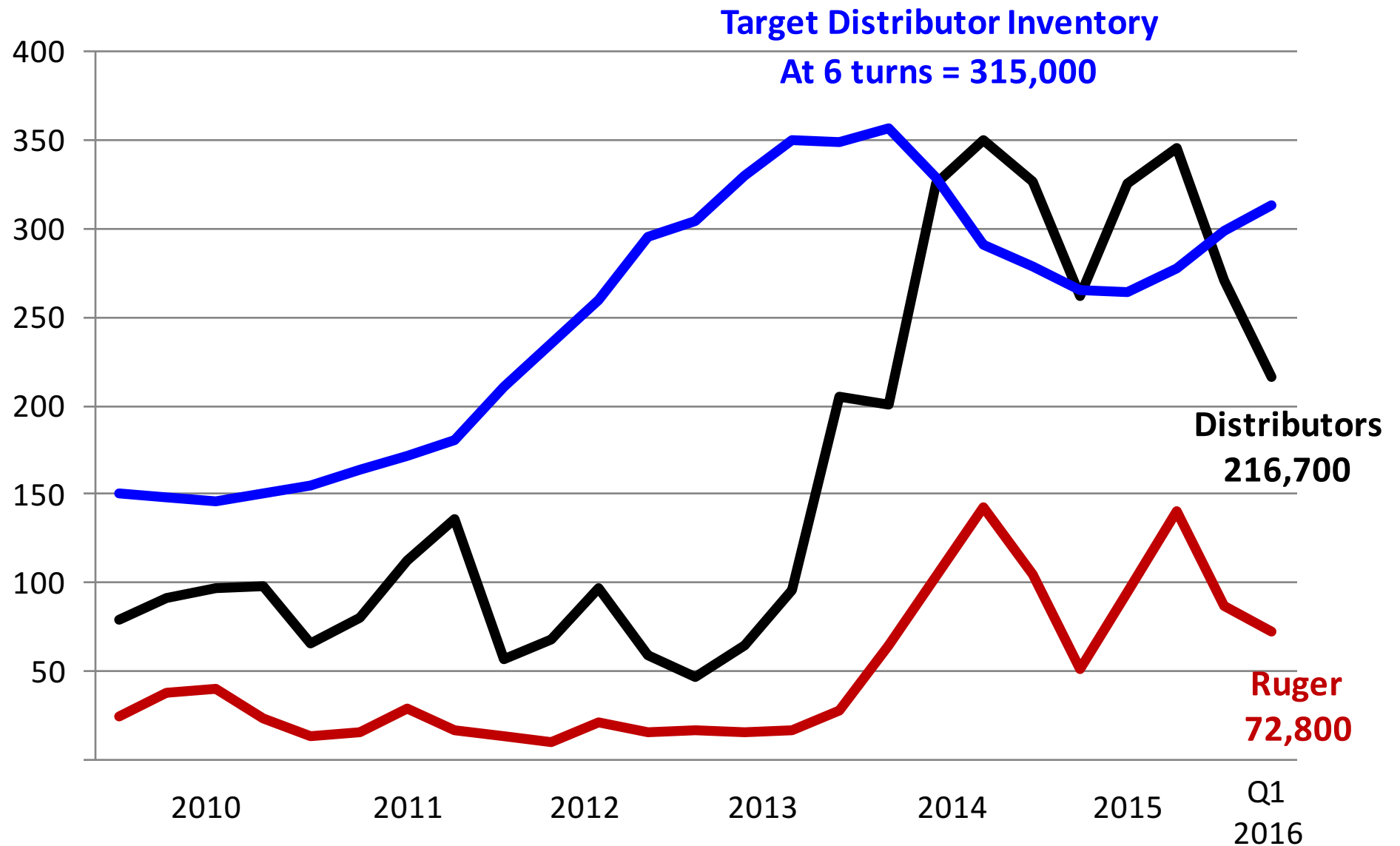
# Quarterly Finished Goods Unit Inventory (in Thousands)



# Quarterly Finished Goods Unit Inventory (in Thousands)



# Quarterly Finished Goods Unit Inventory (in Thousands)



# CAPITAL ALLOCATION

## Cash Position



March 31, 2007 Cash Balance                      \$54.1 million

### Possible Uses of Cash

- Acquisitions
- Stock Buyback
- Special Dividend
- Regular Quarterly Dividend

**2007  
ANNUAL  
MEETING**

The Company will use its cash to generate shareholder value, or it will be returned to the shareholders.





A wide-angle photograph of a large industrial manufacturing facility. The scene is filled with rows of complex machinery, likely CNC machines or lathes, arranged in long aisles. The ceiling is high with numerous overhead lights and a network of pipes and cables. In the distance, several workers in blue uniforms are visible, tending to the equipment. The overall atmosphere is one of a busy, modern industrial environment.

# CAPITAL ALLOCATION

SINCE EARLY 2007,  
WE INVESTED  
\$238 MILLION  
IN CAPITAL  
EXPENDITURES  
TO GROW  
THE BUSINESS





← 11-21  
**WALL ST**

## **CAPITAL ALLOCATION**

**DISCIPLINED  
STOCK REPURCHASES**

**WE HAVE REPURCHASED  
\$89.8 MILLION IN STOCK**

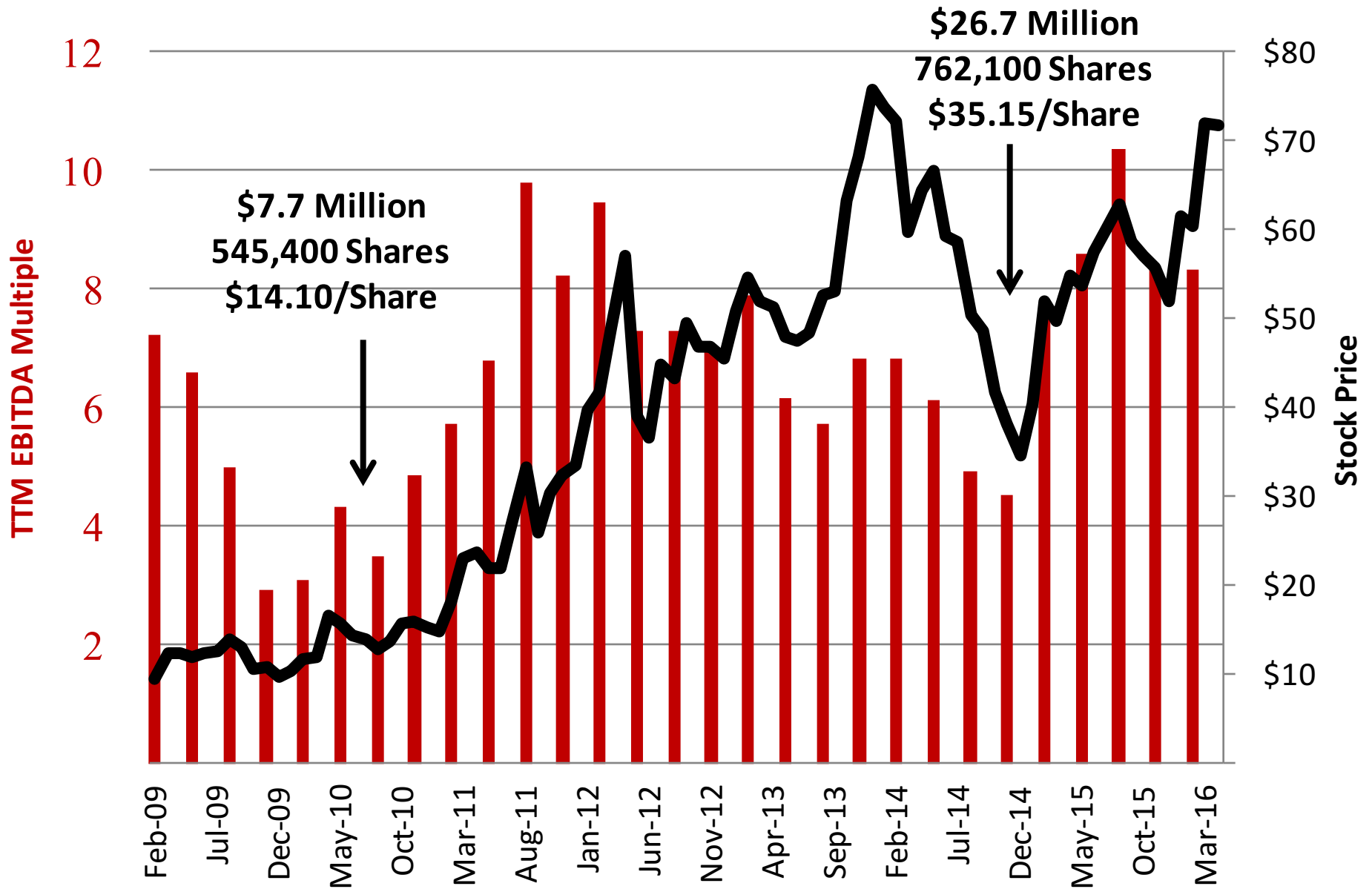


# Disciplined Stock Repurchases

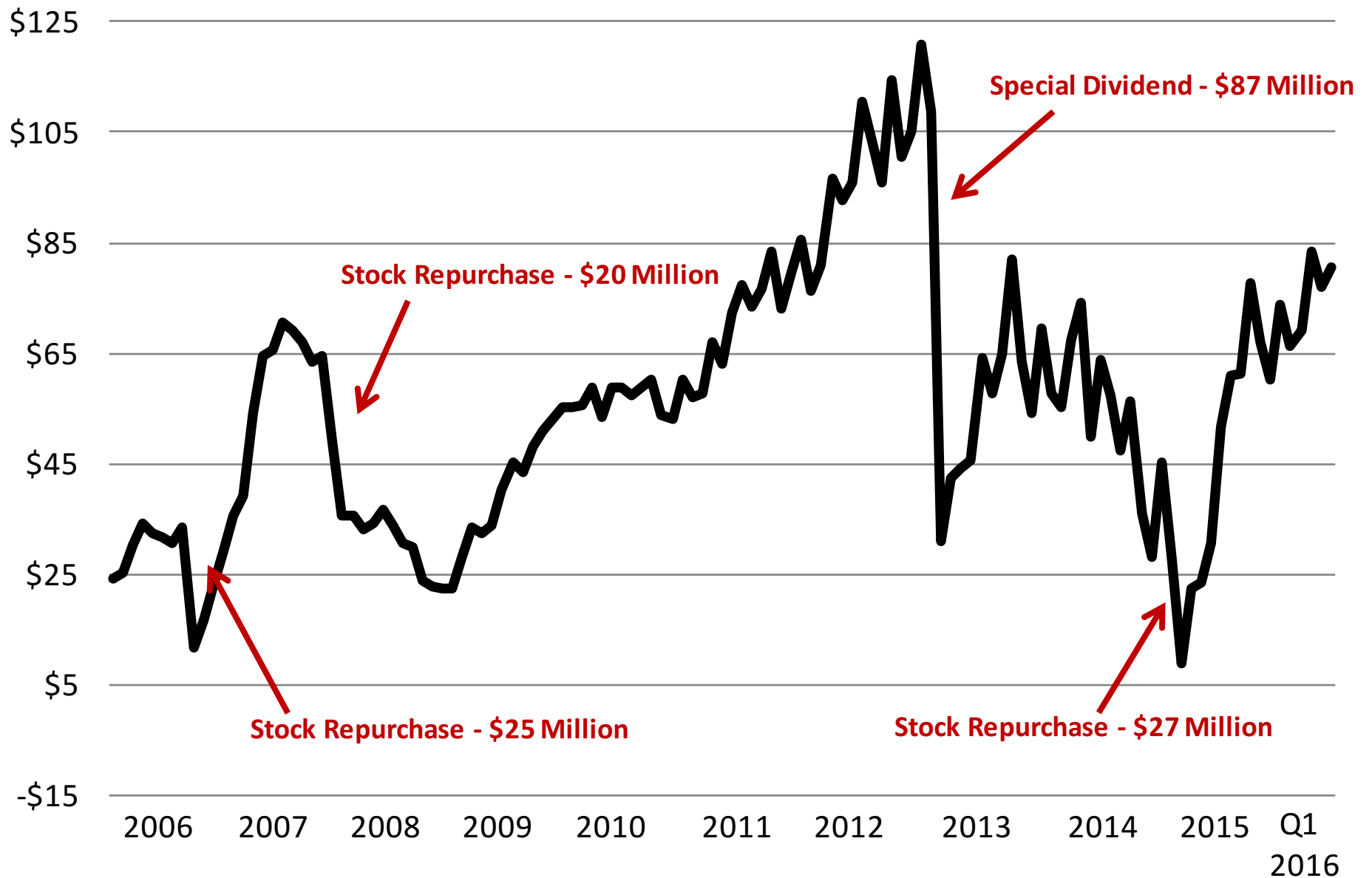
	<b>Total Dollars</b>	<b>Total Shares</b>	<b>Price Per Share</b>
<b>Q3 2006</b>	\$25.2	4,272,000	\$5.90
<b>Q4 2007</b>	\$20.0	2,216,000	\$8.99
<b>Q3 &amp; Q4 2008</b>	\$10.2	1,535,000	\$6.57
<b>Q3 2010 to Q1 2011</b>	\$7.7	545,400	\$14.10
<b>Q4 2015 &amp; Q1 2015</b>	\$26.7	762,100	\$35.15
<b>Total</b>	<b>\$89.8</b>	<b>9,330,500</b>	<b>\$9.62</b>



# Disciplined Stock Repurchases



# Cash (in Millions)





NEW YORK STOCK EXCHANGE

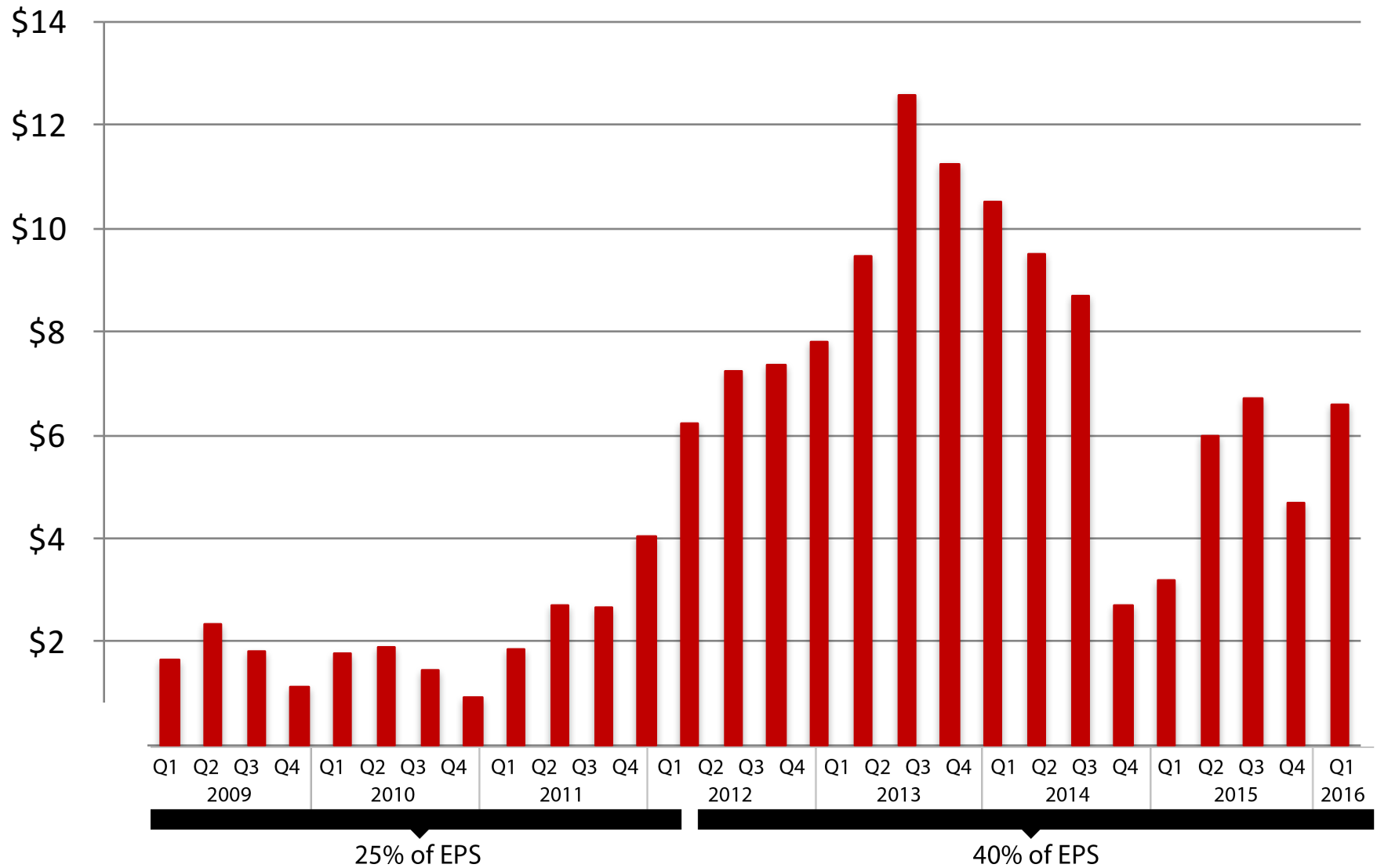
**CAPITAL  
ALLOCATION**

WE HAVE RETURNED  
\$151 MILLION IN  
REGULAR QUARTERLY  
DIVIDENDS

AND \$87 MILLION  
IN A SPECIAL DIVIDEND



# Variable Quarterly Dividends (in Millions)



**SINCE EARLY 2007**

**WE HAVE RETURNED  
\$302 MILLION TO OUR  
SHAREHOLDERS**

**OUR MARKET  
CAPITALIZATION INCREASED  
FROM \$220 MILLION  
TO \$1.3 BILLION**

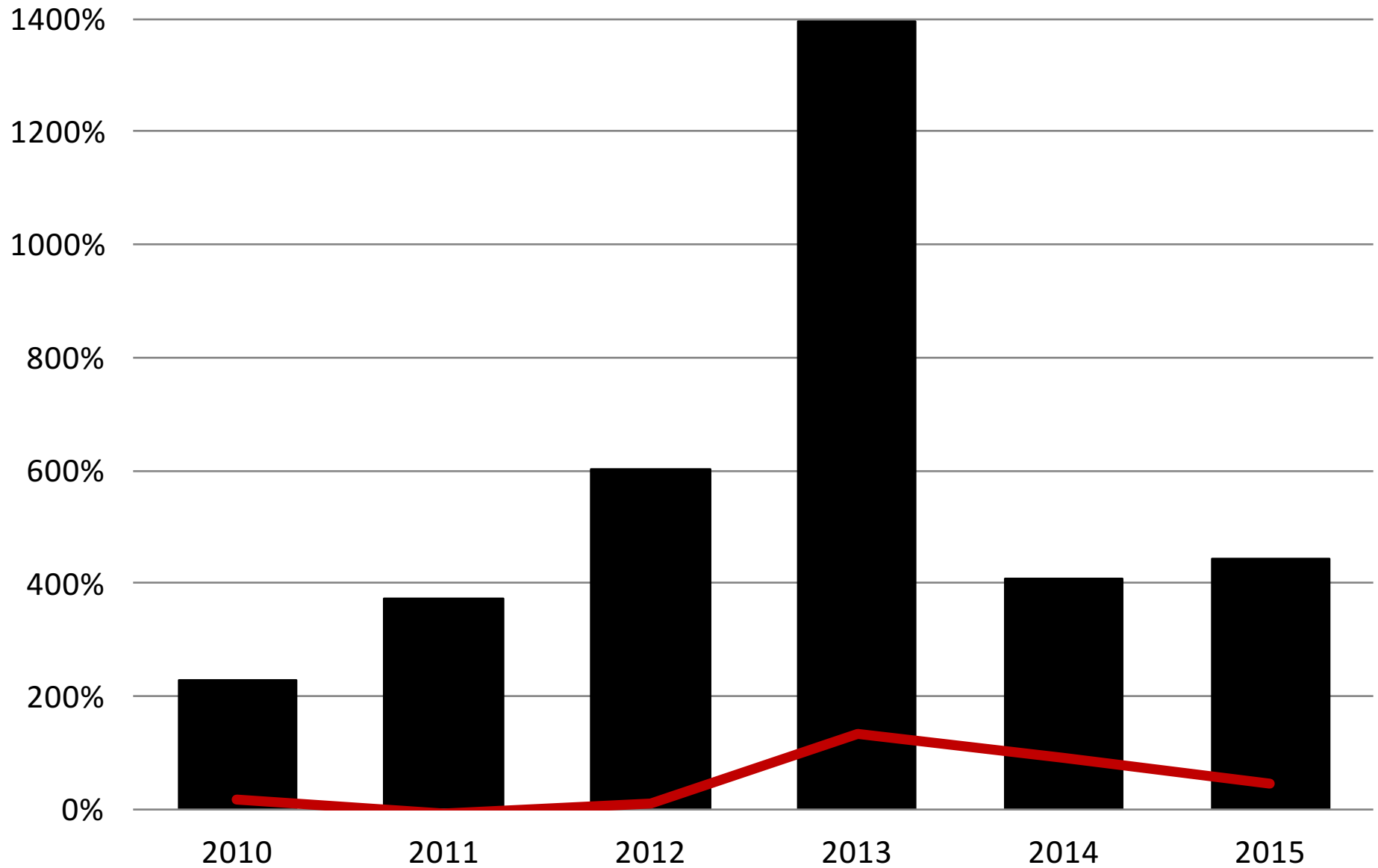
**OUR APRIL 2, 2016  
CASH BALANCE WAS  
\$80.5 MILLION AND  
WE HAVE NO DEBT**

**RGR  
LISTED  
NYSE**





# Recent 5-Year Returns: Ruger vs. Russell 2000



# Investor Communications

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We anticipate releasing 2016 quarterly earnings and holding investor conference calls on the following dates:

	<u>Earnings Release</u>	<u>Conference Call</u>
Q2 2016	August 2, 2016	August 3, 2016
Q3 2016	November 1, 2016	November 2, 2016
Q4 2016	February 21, 2017	February 22, 2017



A man in hunting attire, including an orange cap with a logo, safety glasses, and an orange vest over camouflage clothing, is holding a rifle with a scope. He is standing outdoors in a natural setting with trees in the background.

# INVESTMENT HIGHLIGHTS

HIGH VALUE PROPOSITION  
FOR CONSUMERS

SALES DRIVEN THROUGH INNOVATION

BOTTOM-LINE DRIVEN THROUGH  
LEAN METHODOLOGIES

CAPITAL ALLOCATION DISCIPLINE

CONSERVATIVE BALANCE SHEET





**RGR**  
**LISTED**  
**NYSE**

SHARES OUTSTANDING:

**19.0 MILLION**

PRICE:

**\$64.03 (4/29/16)**

MARKET CAPITALIZATION:

**\$1.2 BILLION**



# QUESTIONS



# Caution: Forward Looking Statements

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Statements made in the course of this meeting that state the Company's or Management's intentions, hopes, beliefs, expectations or predictions of the future are forward-looking statements. It is important to note that the Company's actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company's SEC filings, including but not limited to the Company's reports on Form 10-K for the year ended December 31, 2015 and Form 10-Q for the fiscal quarter ended April 2, 2016. Copies of these documents may be obtained by contacting the Company or the SEC or on the Company website at [www.ruger.com/corporate/](http://www.ruger.com/corporate/) or the SEC website at [www.sec.gov](http://www.sec.gov). We reference non-GAAP EBITDA. Please note that the reconciliation of GAAP net income to non-GAAP EBITDA can be found in our Form 10-K for the year ended December 31, 2015 and our Form 10-Q for the quarter ended April 2, 2016, which are also posted on our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.

