

The next generation of boaters are different than today's.

We conducted extensive research to identify the following growth audiences of next generation boaters:

Traditional Segments

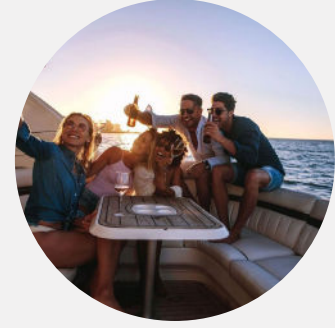


45-53 yrs

- Older, male and rural
- Least active, less exercise
- Heavy hunting/fishing
- Least college educated
- Domestic travelers



Growth Segments



39 yrs

- Active and outdoorsy – hiking, fishing, kayaking, cycling, climbing, skiing
- Most likely to have kids at home
- Tech savvy/Heavy Social media



Emerging Segments

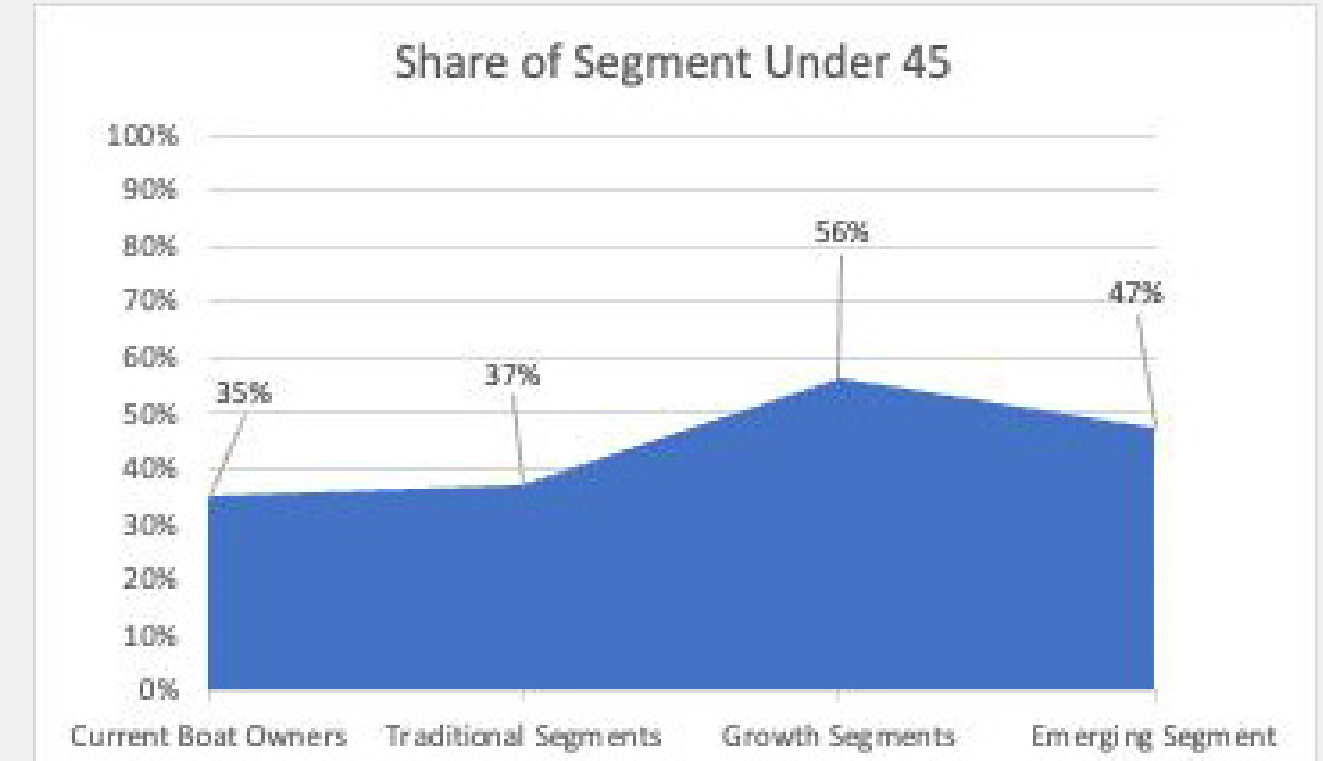


47 yrs

- Highest net worth luxury buyers
- Most diverse
- Global and adventure travelers
- Least likely to hunt or fish
- Most environmentally conscious



There are **91 million potential future boaters** in our growth and emerging segments, more than **1.5x the traditional segment size.**



By 2032, 48% (7.9 million) of today's boat owners will be over 65 years old. By contrast, there will be **48 million Americans under 45** in our growth and emerging segments.

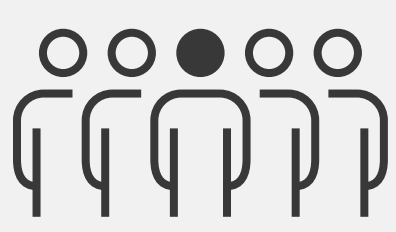
Our growth and emerging target groups are:

<p>Younger</p> <p>43.5 vs 53.9</p>	<p>Higher HHI</p> <p>\$119K vs \$94K</p>	<p>Working full time or part time</p> <p>70% vs 59%</p>	<p>Well educated</p> <p>47% vs 34%</p>
<p>"Metro Area" Counties</p> <p>79% vs 58%</p>	<p>Children in the home</p> <p>39% vs 36%</p>	<p>White</p> <p>76% vs 92%</p>	<p>Politics</p> <p>C/L vs R</p>

Next generation boaters are **increasingly diverse**

Traditional Segments

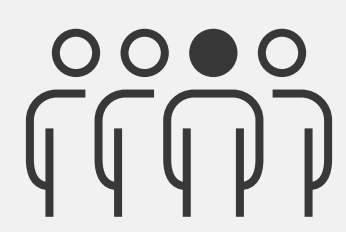
61.5 Million



1 in 5

Growth Segments

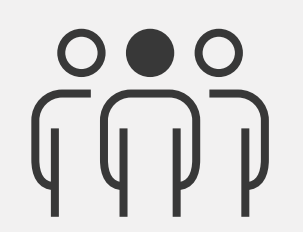
56.4 Million



1 in 4

Emerging Segments

34 Million



1 in 3

Diversity share of population

Gen Z (25 and Under)

67.7 Million



1 in 2

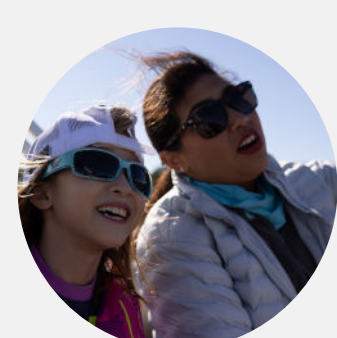
We can connect with both the traditional boating segment and our growth/emerging segments through:

A shared desire for the **freedom** brought by being **out on the water**



- Participation in **outdoor activities**
- Sports viewing** online and via key networks

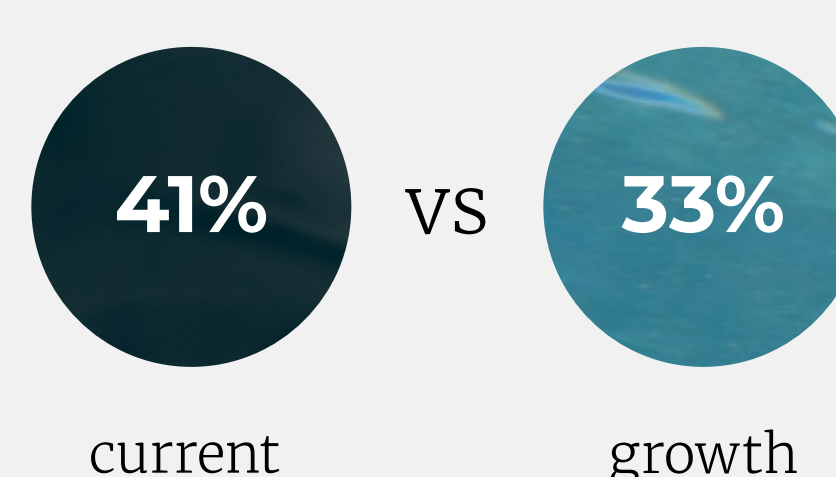
Use of **Out-of-home** media



But our younger growth/emerging segments are distinguished by their **different use of media:**



Current boat owners are **more likely** than Growth Segments to be **heavy TV users**



Growth segments are **more likely** to be **heavy social media users** than current boat owners

