

COVID-19 Response: A Letter from our CEO

The COVID-19 pandemic is a global health event unlike anything we have seen, and the situation is changing daily. For Vista Outdoor, our response has been grounded in our collective pursuit of healthy lifestyles and our vision to make positive impacts in everything that we do. This has resulted in 24/7 action from our leadership team to plan and respond to the needs of employees, customers and the communities in which we live.

Supporting Our Employees

Employees are the lifeblood of Vista Outdoor and we have gone to great lengths to keep them safe. For many in our organization, we issued work-from-home directives long before policymakers made it a requirement. For our employees whose essential functions are performed on-site and in-person, we have implemented a variety of protocols and responses to ensure their safety while meeting the needs of the critical customers we serve. We have created leave flexibility, increased wages, provided masks, gloves and other personal protective equipment, and reconfigured production lines and workflows to ensure proper social distancing.

Serving Our Customers

Worker safety and on-site cleanliness is not only the right thing to do, it's an essential element of our business continuity. The federal Department of Homeland Security has identified many of the products and services provided by Vista Outdoor to meet the criteria of "essential critical infrastructure." This designation means that we have an obligation to stay open and operational during the pandemic. Our organization takes pride in the role we play supporting our nation's armed forces, law enforcement and other critical functions during this time of national crisis. This pride has driven our safety and wellness protocols and compliance and have allowed us to stay on track in serving the needs of so many critical sectors in our country.

Continued Support for Local Causes

Our team and employees have also answered the call in supporting those who are supporting us. We have donated surplus masks to local health care providers. We have shipped thousands of ski and snowboard goggles to nurses and doctors on the frontlines. We have shipped thousands of water bottles and our engineers have reconfigured existing infrastructure to produce hand sanitizer and PPE to be used by those in need. We have stood by our partners in the non-profit sector, whose missions of getting kids, veterans and the disadvantaged outside will play a major role in getting our country back to normal when this crisis passes. There are so many other stories happening at Vista Outdoor that go unreported, from neighbors checking on neighbors to local food drives. I am so proud of this work and am amazed each day at the drive of our employees to make the world a better place.

While the touchstones of our normal life have changed significantly, we are fortunate to live in a country that is both compassionate and resolute in its actions. We are grateful for those who are serving the community on the front lines and our hearts go out to those who have lost loved ones or experienced other hardships.

I am confident that we will collectively get through this challenge as we have with every other past challenge we have faced.

Sending our best to you and your families. Stay safe, healthy and strong!

God bless,
Chris Metz