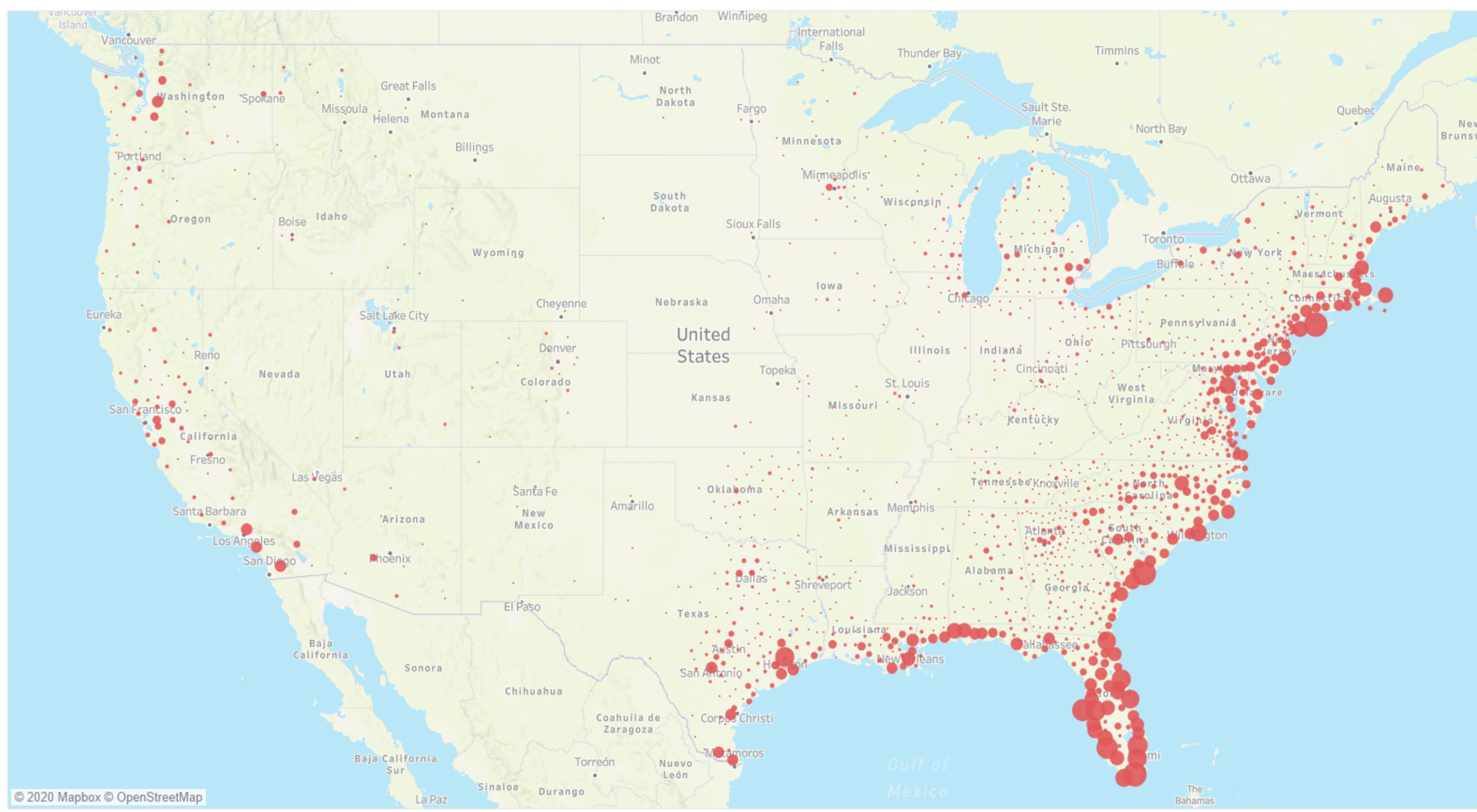


U.S. Flats / Bay Fishing Boat Market

16-20 foot fiberglass boats designed for inshore recreational fishing



Total Fleet (all registered boats as of year-end 2019)



Total number of Boats
500,200

Purchased in Past 5 Years
46%

Average Annual Scrap Rate
10,400

Average Boat Age
21 yrs

2019 Purchases

8.0K

New Boats

60.1K

Pre-owned Boats

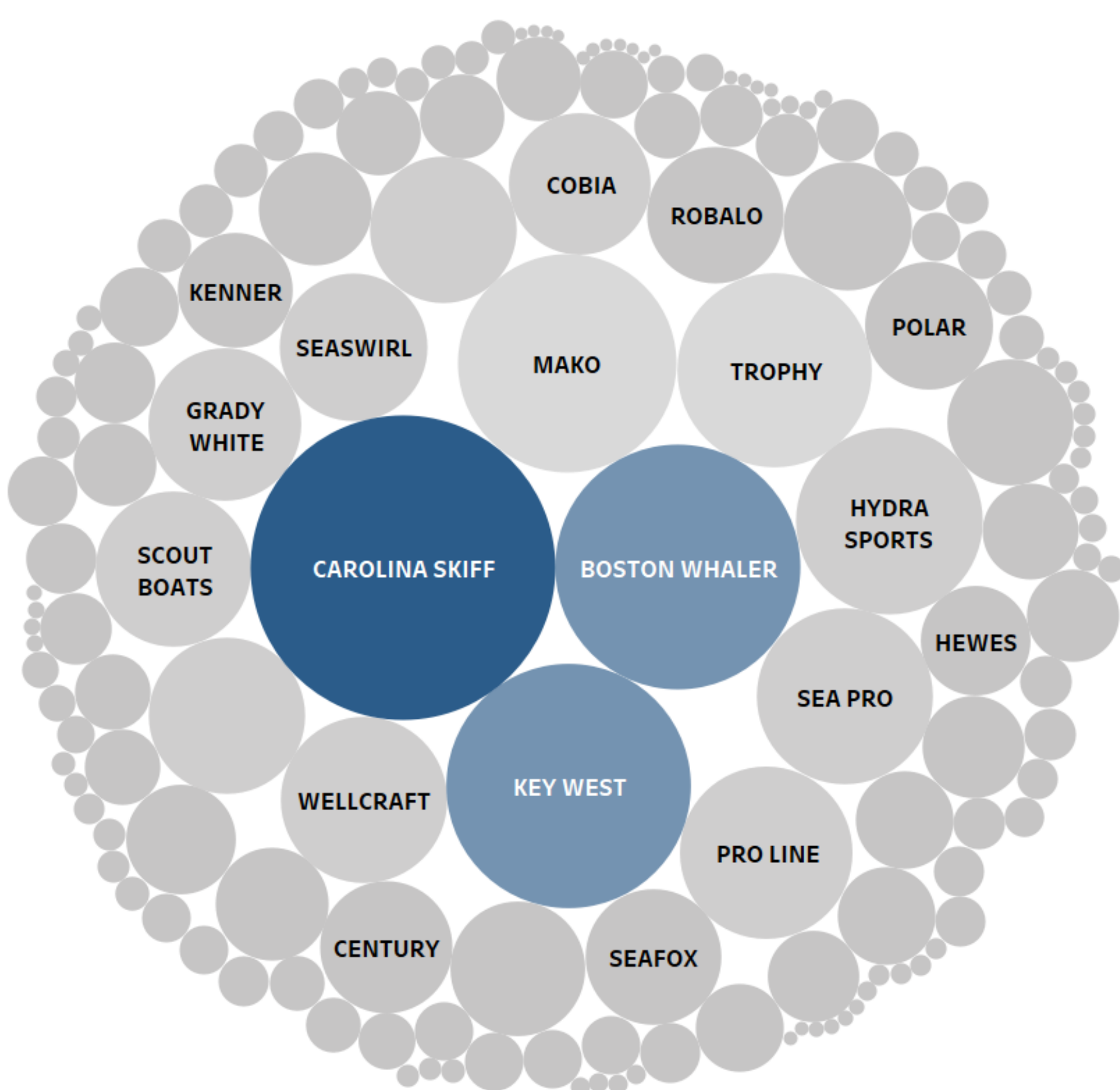
2019 Buyers

31%

First-time Boat Buyers

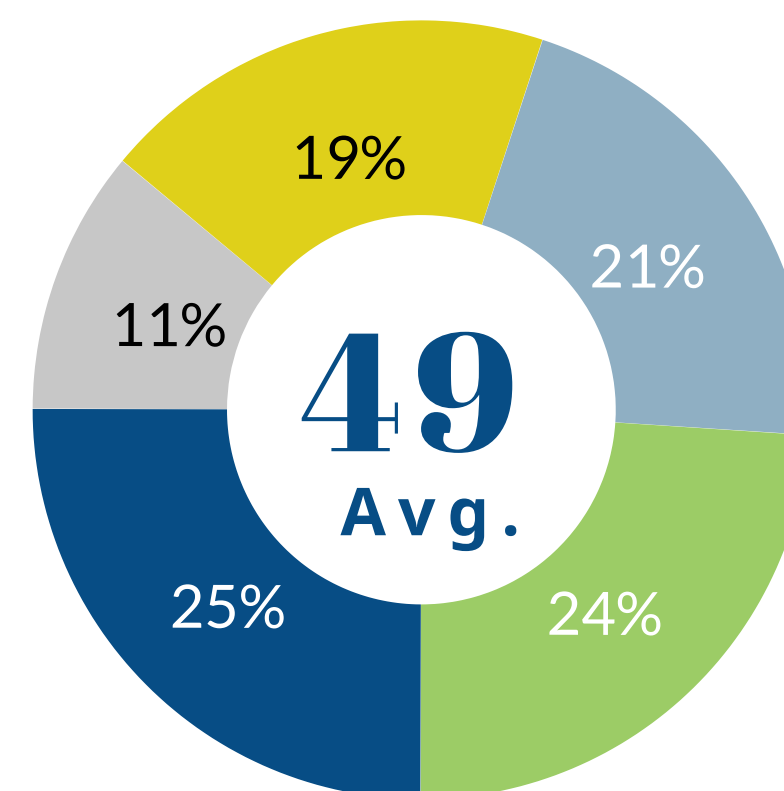
31%

Own More Than One Boat



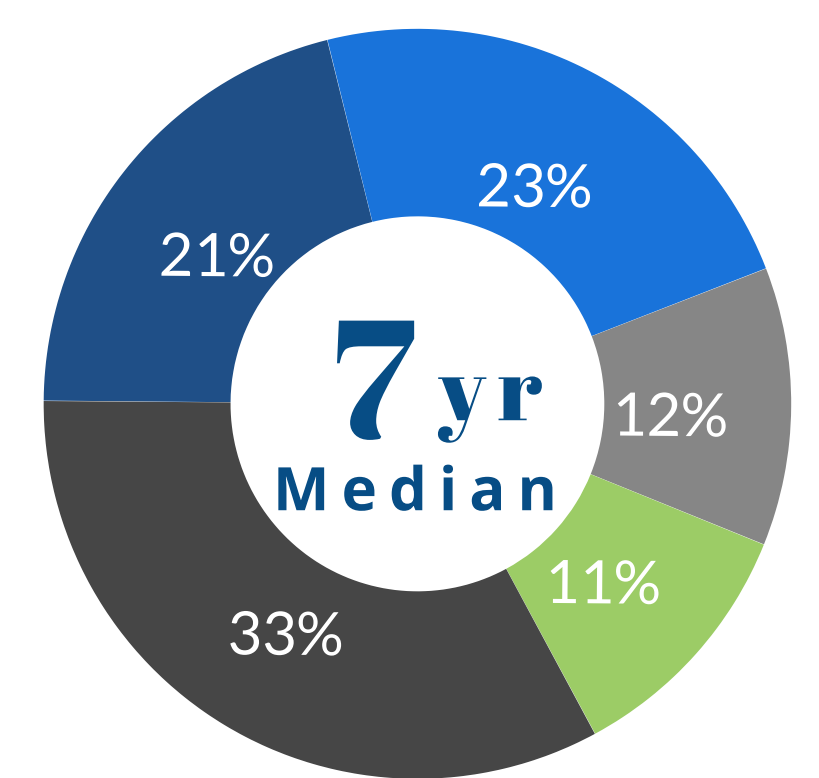
BRANDS purchased - New & Pre-owned

Buyer Age



- < 30 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 59 years old
- 60+ years old

Length of Residence



- < 3 years
- 3 to 6 years
- 7 to 10 years
- 11 to 14 years
- 15+ years

Buyers are usually well-established and over 90% own their home