

Highly Recognized Gun and Ammunition Manufacturer/Importer

Southeastern U.S. Operations

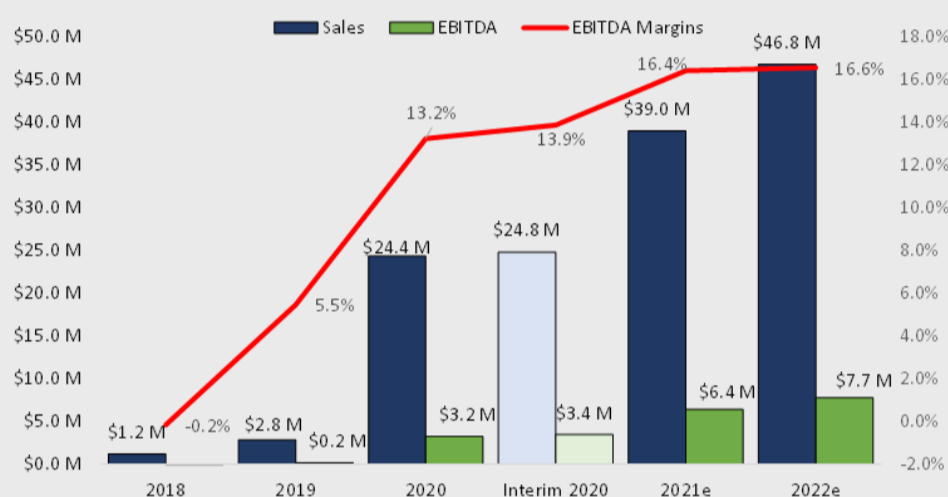
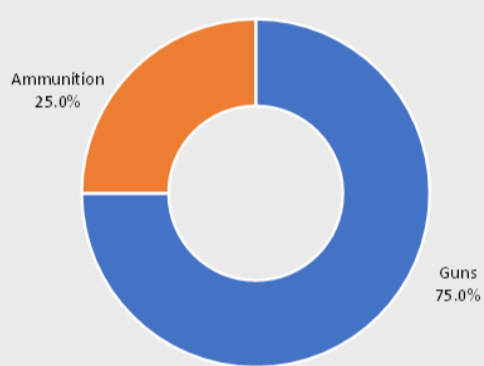
BUSINESS HIGHLIGHTS

Well known manufacturer and importer of modern sporting guns and ammunition. The Company holds multiple patents and has developed relationships with overseas manufacturers and suppliers that enable it to provide quality products that have continued to meet demand, leading to explosive growth and recognition by gun enthusiasts that have spread substantial word of mouth and brand loyalty in short order.

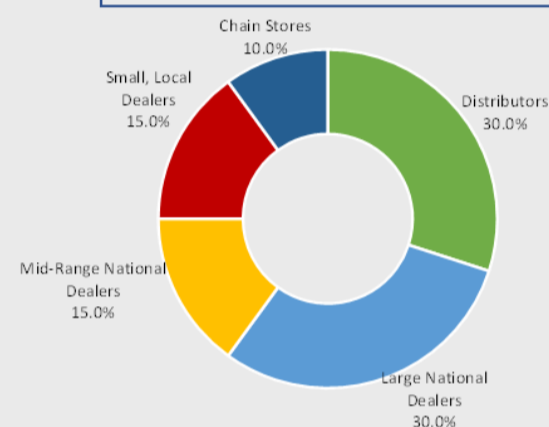
2021 Est. Rev.
\$39,000,000

2021 Est. EBITDA
\$6,400,000

2020 Product Mix as % of Sales



2020 Customer Markets as % of Sales



Additional Information

Founder Owned

8 Full-Time Employees

~15,500 ft² Facility

Strong Social Media Presence

Growth Opportunities

Marketing & Business Dev.

Diversify Customer Markets

Product Line Expansion

INVESTMENT APPEAL

- Brand Awareness and Loyalty:** The Company has been recognized by gun enthusiasts as a fun and cool sporting and home defense gun, with the brand awareness spreading dramatically within a year and a half. These gun enthusiasts are loyal to brands and tend to purchase multiple guns within a specific brand and stay committed to ammunition that pairs best. This alone is expected to be a key reason for future growth and sustainability.
- Strong Historical Sales Growth** — Historical sales have grown rapidly from \$1,204,000 in 2018 to \$24,380,000 in 2020, representing a 350.0% CAGR.
- Modest Ongoing Capital Investment Requirements** — To support pro forma growth, only modest capital investment of \$5,000 is required annually, indexed for company growth.
- Patents** — Owns five patents far from expiration, allowing for new designs.

Andre Farahmandi
 Vice President
 Email: afarahmandi@generational.com
 Office: 972-232-1140



Generational Group
 8300 N. Mopac Expy
 Austin, TX 78759

NDA Link: [NDA 65036](#)