

**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 8, 2019**

**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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

## Item 8.01 Other Events

The Company is furnishing its presentation delivered at its 2019 Annual Meeting of Stockholders on Wednesday, May 8, 2019 (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 [Ruger.com/corporate](http://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>
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99.1	The Annual Meeting Presentation, delivered at the Company’s Annual Meeting of Stockholders on May 8, 2019.
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## 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,  
Senior Vice President, Treasurer  
and Chief Financial Officer

Dated: May 8, 2019





# RUGER 2019 ANNUAL MEETING

# Caution: Forward Looking Statements

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, 2018 and Form 10-Q for the fiscal quarter ended March 30, 2019. 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, 2018 and our Form 10-Q for the quarter ended March 30, 2019, which are also posted on our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.







# RUGER 2019 ANNUAL MEETING



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# OUR VISION

We aim to be a world leader that provides a spirit of freedom, recreation and peace of mind to our responsible customers for generations to come.







# OUR VALUES

Innovation, Teamwork, Respect and Integrity.





# INNOVATION

Drive the development of exciting new products while continually improving all aspects of the business.





# TEAMWORK

Work together in ways that leverage individual contributions to achieve collective goals.







# RESPECT

Treat others as we want to be treated.







# INTEGRITY

Be honest, ethical and fair  
in everything we do.



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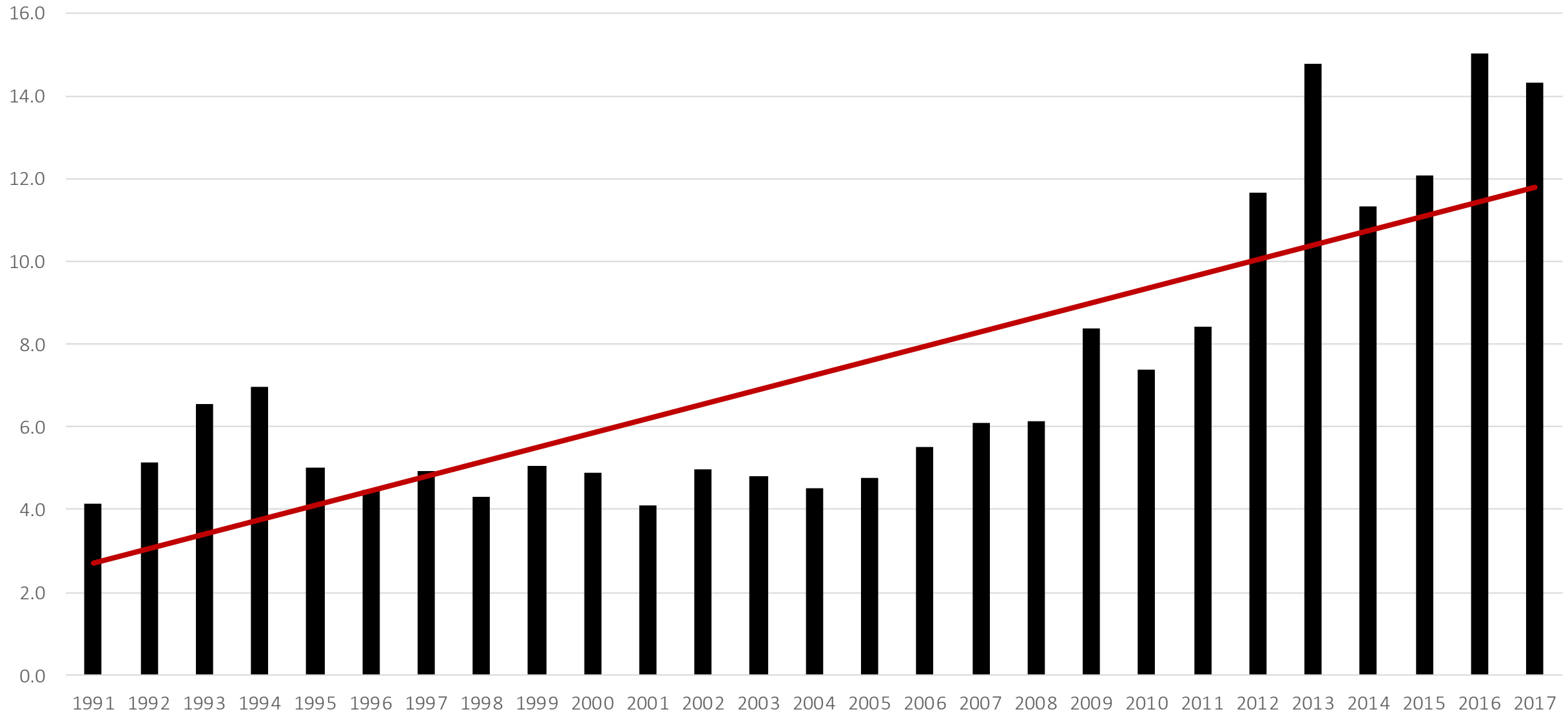


# MARKET UPDATE



RUGER®

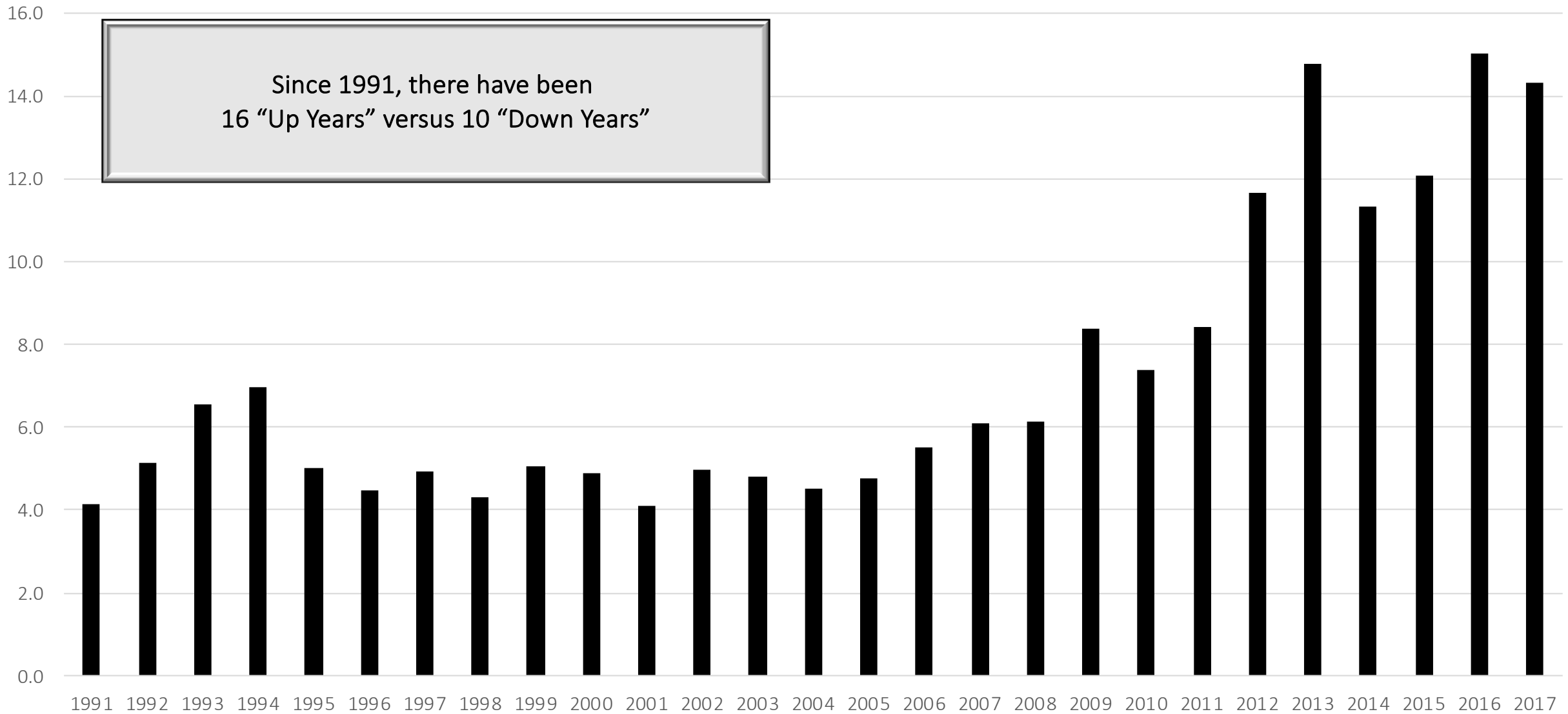
# NSSF Firearms Available to Consumer Market



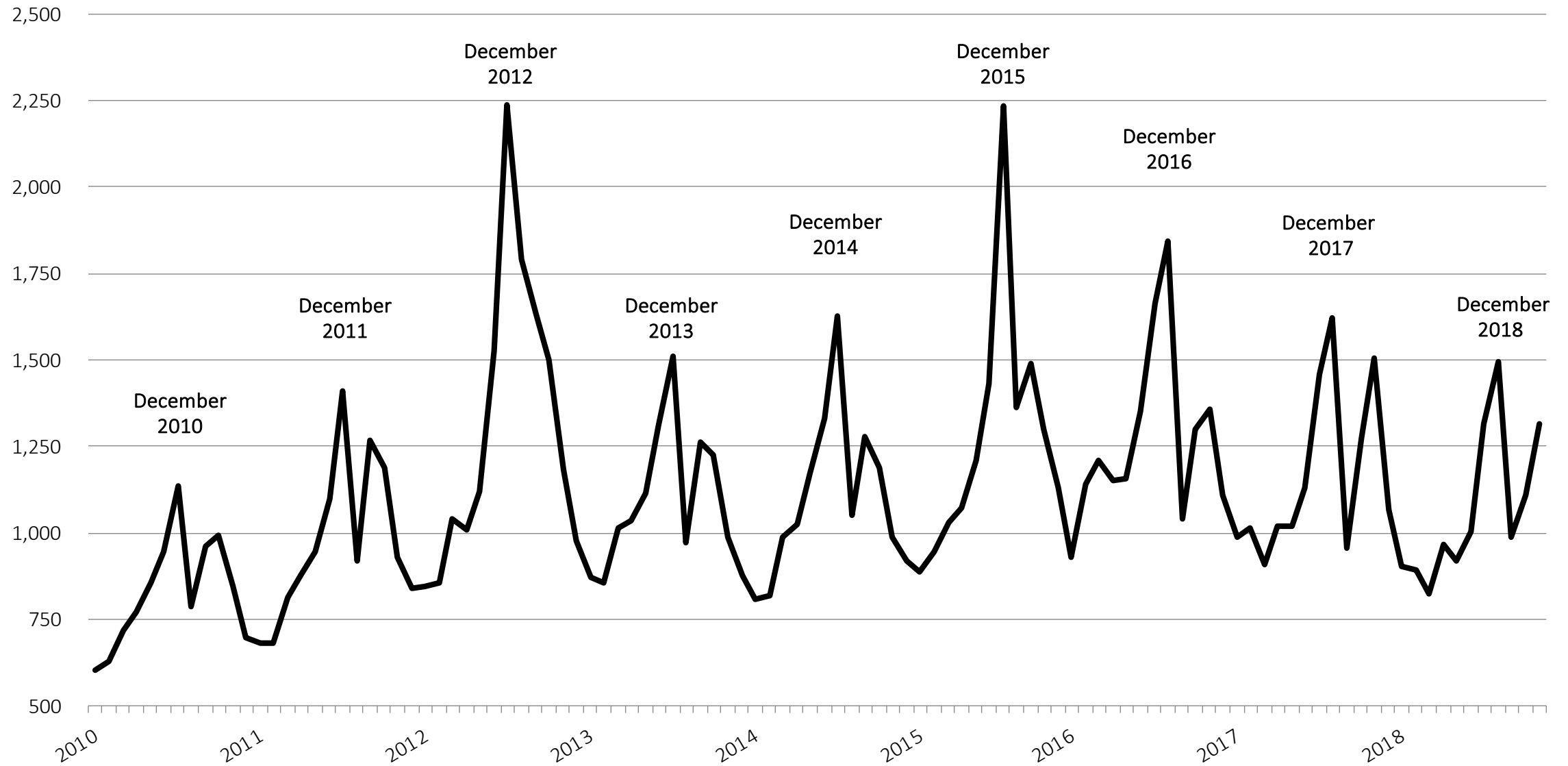




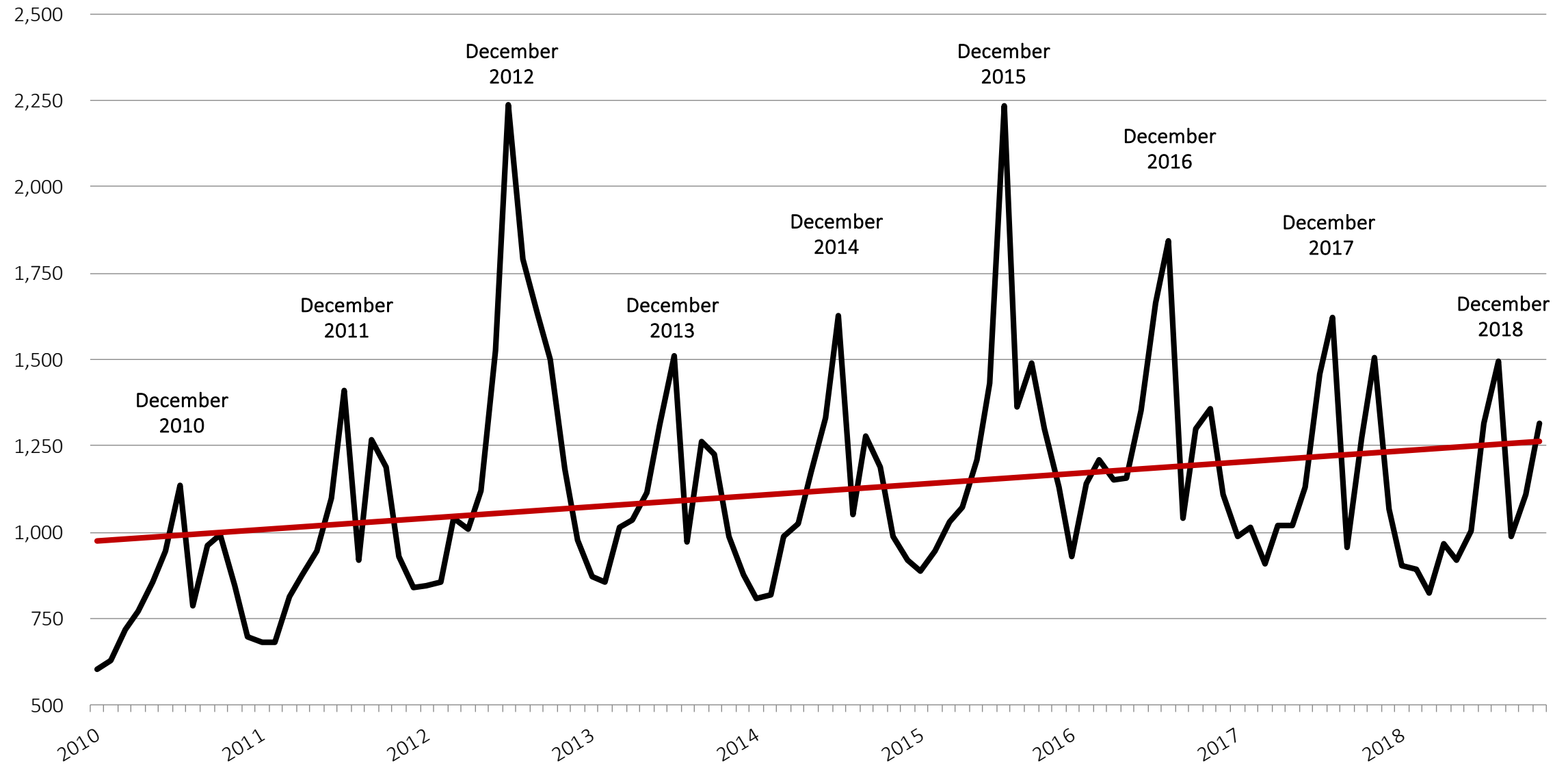
# NSSF Firearms Available to Consumer Market



# NSSF Monthly Adjusted NICS (in Thousands)



# NSSF Monthly Adjusted NICS (in Thousands)





# NEW PRODUCT INNOVATION



RUGER®





# 2018 & YTD 2019

44 New Products

60 New Models

Over 300 Distributor Exclusives

Currently Offering Over  
700 Variations Across  
Almost 40 Product Lines





# SHOOTING SPORTS

**Beginner / Target / Plinking / Competition**



# HUNTING

**Small Game / Large Game / Dangerous Game**



# PROTECTION

**Concealed Carry / Personal Protection / Home Defense / Law Enforcement & Military**





# THE PERFECT REVOLVER.

WHETHER IT IS YOUR FIRST OR YOUR NEXT.



Built on the legacy of the popular Ruger® Single-Six®, the new **Wrangler™** complements Ruger's rich history of producing quality, rugged, reliable single-action revolvers. The attractive price, combined with the affordability of rimfire ammunition, make this revolver ideal for learning to shoot, introducing friends or family to the sport, or just experiencing the fun of single-action shooting.



[RUGER.COM/WRANGLER](https://www.ruger.com/wrangler)



# PURPOSE-BUILT

## TO DISTANCE ITSELF FROM THE TYPICAL LONG-RANGE RIFLE.



Ruger Precision® Rifle  
in 6.5 Creedmoor



Ruger Precision® Rimfire  
in .17 HMR



Ruger Precision® Rifle in .300 PRC



The Ruger Precision® Rifle is a highly configurable, bolt-action rifle. Available in rimfire and centerfire configurations, these rifles offer both training and long-range capabilities and outstanding accuracy.

 **RUGER**

[RUGER.COM/PRECISIONRIFLE](https://www.ruger.com/precisionrifle)



# Introducing the First Ruger® Firearms Chambered in the **All-New .350 Legend** Cartridge from Winchester®.



Ruger American® Ranch Rifles



AR-556® MPR



The first Ruger® rifles chambered in Winchester's all-new .350 Legend cartridge include: two Ruger American® Ranch rifles (standard and compact lengths of pull) and one AR-556® MPR. These new rifles give hunters and shooters a variety of options to use this exciting new cartridge.



[RUGER.COM/NEW](http://RUGER.COM/NEW)



# ADAPTABLE PORTABLE VERSATILE



PC Carbine™  
in .40 S&W



PC Carbine™ with  
Free-Float Handguard

The Pistol Caliber Carbine is ideal for any shooter, from novice to experienced. Built to excel in a variety of roles from plinking or competitions, to home or personal defense, the PC Carbine™ is highly configurable and compact, making it the perfect compatible companion to match with many pistols.



[RUGER.COM/PCCARBINE](https://www.ruger.com/pccarbine)



# WHEN IT COMES TO SECURITY, SIMPLE AND AFFORDABLE IS HARD TO BEAT.



Security-9®



Security-9®  
Compact



Security-9® with  
Viridian® E-Series™  
Red Laser



Security-9®  
with Hogue®  
Grip Sleeve



The Ruger® Security-9® is an affordable, rugged, centerfire pistol that provides everyday security in the perfect caliber and size, at the perfect price point.



[RUGER.COM/SECURITY-9](https://www.ruger.com/security-9)



THE RUGGED RELIABILITY YOU EXPECT.  
THE CRAFTSMANSHIP YOU DESERVE.



While Ruger® products have long been recognized for their quality and innovative features, these latest offerings embody the pinnacle of style, performance and design. Custom Shop products offer a level of refinement and attention to detail that could only be expected from an industry leader like Ruger. Whether you are an advanced shooter or hunter demanding the most from your shooting experience or an avid collector looking for that next special piece, the Ruger® Custom Shop is sure to have something of interest.



[RUGER.COM/CUSTOMSHOP](https://www.ruger.com/customshop)



Built to compete at the  
**HIGHEST  
LEVEL**

Ruger's professional shooting team, led by world champion shooter Doug Koenig, has already proven to be a winning group, competing at the highest levels. Shooting in various disciplines like IDPA, SASS, ICORE, USPSA, 3-Gun and more, Team Ruger is making its mark in the competitive shooting world.



*Doug Koenig*

Doug Koenig,  
Captain,  
Team Ruger



DOUG  
**KOENIG**



MAGGIE  
**REESE VOIGT**



RANDI  
**ROGERS**



DAVE  
**OLHASSO**



JAMES  
**MCGINTY**



TINA  
**MARTIN**



TREVOR  
**BAUCUM**



BETH  
**WALKER**



[Ruger.com/TeamRuger](http://Ruger.com/TeamRuger)

# FINANCIAL PERFORMANCE



RUGER®

# Quarterly Financial Results (in Millions, Except Per Share Data)

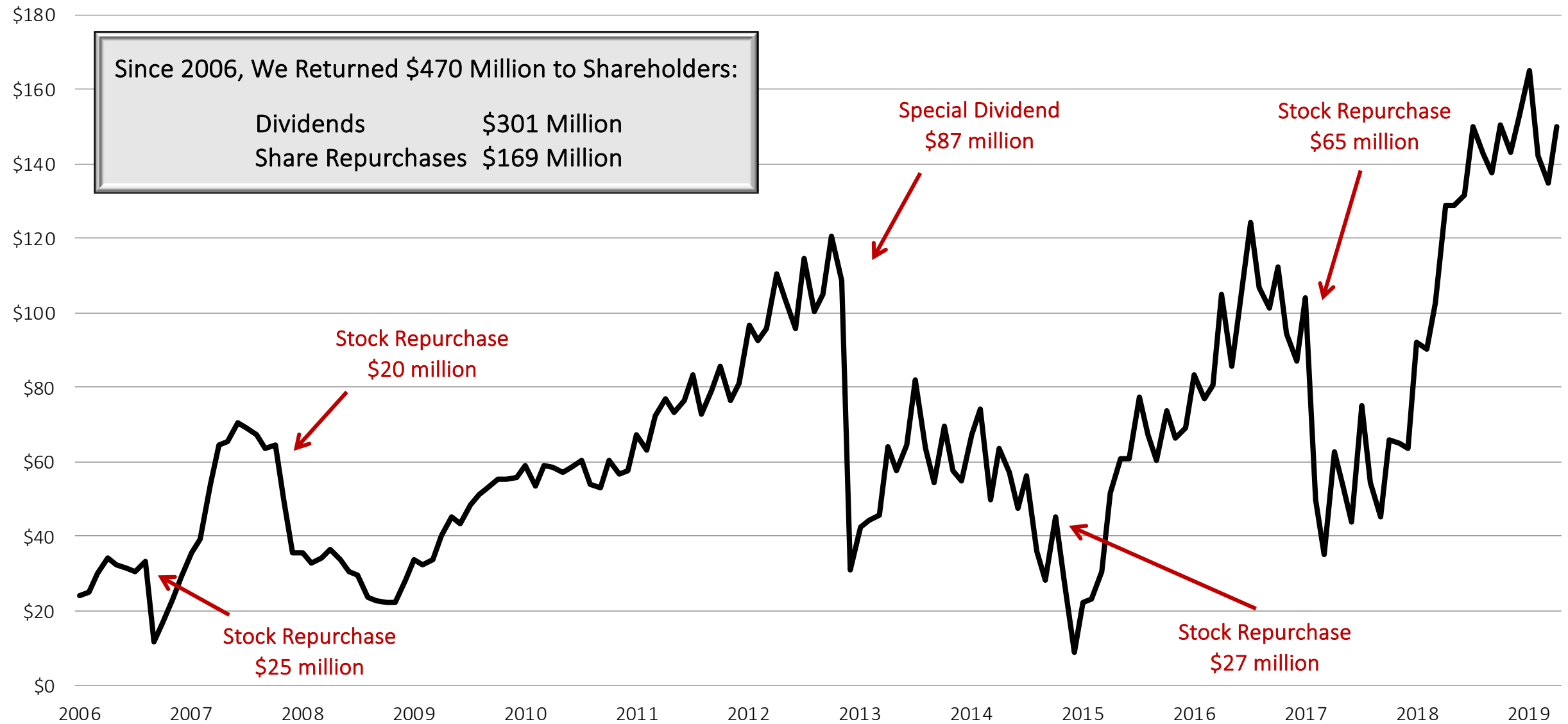
	2019	2018			
	Q1	Q4	Q3	Q2	Q1
Revenues	\$114.0	\$121.1	\$114.9	\$128.4	\$131.2
Gross Margin	\$32.6	\$33.8	\$28.1	\$36.6	\$35.8
Operating Profit	\$16.5	\$17.1	\$12.0	\$19.4	\$18.6
	14%	14%	10%	15%	14%
EPS	\$0.74	\$0.69	\$0.52	\$0.86	\$0.81
EBITDA	\$24.2	\$25.0	\$20.5	\$28.2	\$27.1
	21%	21%	18%	22%	21%



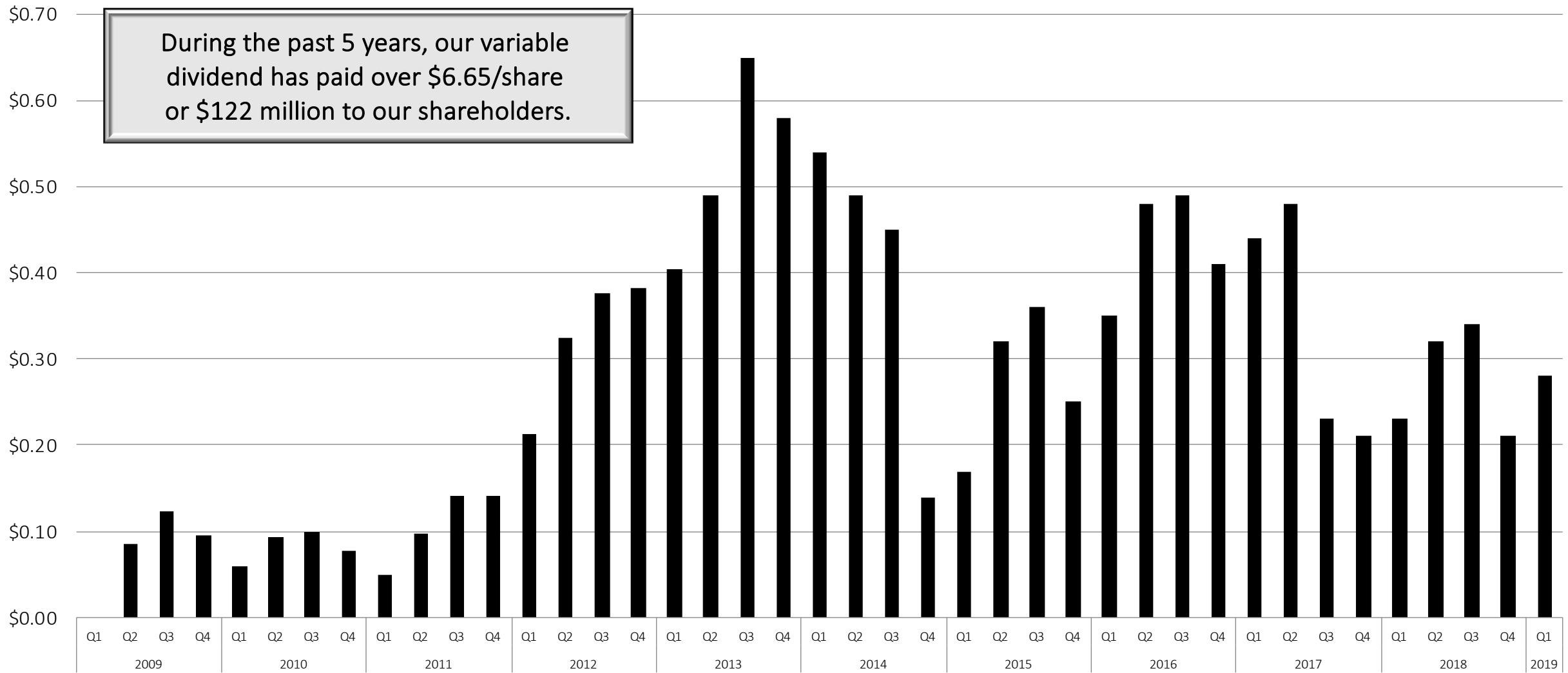
# Cash & Short Term Investments (in Millions)



# Cash & Short Term Investments (in Millions)



# Variable Quarterly Dividends (per Share)



During the past 5 years, our variable dividend has paid over \$6.65/share or \$122 million to our shareholders.

25% of EPS

40% of EPS



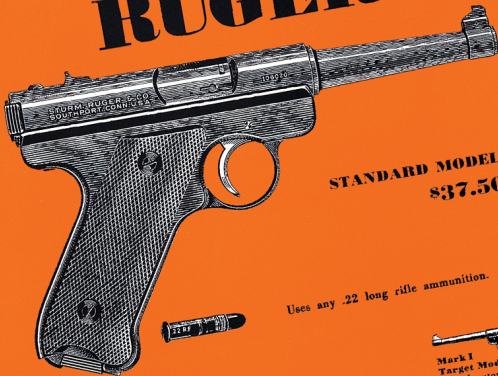
# CULTURE OF RESPONSIBILITY



RUGER®




**RUGER**




**STANDARD MODEL**  
\$37.50

Uses any .22 long rifle ammunition.



**Mark I Target Model**  
.22 cal. automatic  
\$57.50



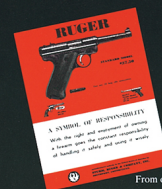
.22 caliber  
\$61.25

**A SYMBOL OF RESPONSIBILITY**  
With the right and enjoyment of owning a firearm goes the constant responsibility of handling it safely and using it wisely.

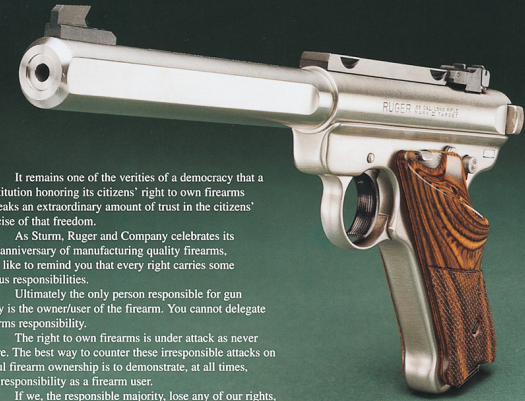
manufactured entirely in the United States of America by  
**STURM, RUGER & COMPANY, INC.**  
SOUTHPORT, CONNECTICUT.

Write Dept. RA-2 for descriptive literature.

**A CONTINUING SYMBOL OF RESPONSIBILITY**  
*We Said it 40 Years Ago...and It's Still True Today.*



From our 1955 ad series.



It remains one of the verities of a democracy that a constitution honoring its citizens' right to own firearms bespeaks an extraordinary amount of trust in the citizens' exercise of that freedom.

As Sturm, Ruger and Company celebrates its 45th anniversary of manufacturing quality firearms, we'd like to remind you that every right carries some serious responsibilities.

Ultimately the only person responsible for gun safety is the owner/user of the firearm. You cannot delegate firearms responsibility.

The right to own firearms is under attack as never before. The best way to counter these irresponsible attacks on lawful firearm ownership is to demonstrate, at all times, your responsibility as a firearm user.

If we, the responsible majority, lose any of our rights, it will be due to the actions of the irresponsible few. We owe it to ourselves to be responsible in exercising our right to bear arms.

Sturm, Ruger & Company, Inc.  
Southport, Connecticut 06490

**RUGER**  
Arms Makers for Responsible Citizens

.22 Mark II Competition Model KMK-678GC has a suggested retail price of \$441.00.  
Free instruction manuals for all Ruger firearms are available on request.

*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  
Though of time it cause a loss  
From your gun the cartridge take  
For the greater safety's sake.

If twist you and neighboring gun  
Bird shall fly or beast may run  
Let this maxim ere be thine  
"Follow not across the line."

Stops and beaters oft unseen  
Lurk 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  
Won't repay for one man dead."

*"Early Instruction"*  
By Carl Rankin  
c. 1902

Written by Mark Beatty of Coombe House, Shaftesbury, Dorset, England, in 1902, in presenting his older son, Henry Mark, with his first gun. Reproduced here by permission of the author's granddaughter, Mrs. D. M. Gould.



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ARMS MAKERS FOR RESPONSIBLE CITIZENS®

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A person wearing an orange safety vest, a red baseball cap, and camouflage clothing stands in a field of tall grass, holding a rifle. The scene is set during sunset or sunrise, with a warm, golden glow over the landscape. The person is seen from behind, looking out over the field.

# OUR VISION

We aim to be a world leader that provides a spirit of freedom, recreation and peace of mind to our responsible customers for generations to come.



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