



July 28, 2022

### **Riddell Response to Inquiry about Football Equipment for the Fall 2022 Season**

Since the onset of the COVID-19 pandemic, there has been a series of global issues – supply chain, transportation, and labor shortages, to name a few – disrupting access to protective equipment for the football community. While this environment has proven challenging for Riddell, it has also severely impacted other providers and their ability to service the marketplace.

As the industry leader in this category, Riddell has proactively developed new capabilities to support participation growth and compensate for the instability in the football equipment landscape. Riddell strongly encouraged early ordering and reconditioning pick-ups to provide greater visibility into our workload. Riddell has worked diligently to both meet the increased marketplace demand and prioritize existing customers' needs.

As a result of these efforts heading into the 2022 season, Riddell will ship 10% more total helmet units, including +20% more youth helmet units, compared to 2019, pre-pandemic benchmarks. Equipment reconditioning will also end consistent with 2019 levels.

To ensure we're positioned to complete existing orders, Riddell is no longer accepting new orders for the 2022 season. Riddell will deliver all existing reconditioning orders by the first week of August. Consistent with our communication to customers, most new helmets and shoulder pads in our backlog will ship by the end of August, with the remainder following shortly after in September.

Riddell values our important role in football and will continue to work closely with schools, organizations, and teams, toward a successful fall season. Looking ahead to 2023, Riddell is aggressively pursuing plans for expanded production capacity to supply even more of the marketplace.