

# Johnson Outdoors

11:04 07 Dec 2018

## Johnson Outdoors' fishing business holds up in 'seasonally slow' fourth quarter

Outdoor recreation equipment specialist Johnson Outdoors (NASDAQ:JOUT) said the success of its fishing and diving equipment division offset the seasonally slow fiscal fourth quarter.

The Racine, Wisconsin-based outdoor gear company enjoyed revenue growth for its Minn Kota, Humminbird, Scubapro, Jetboil and Eureka product lines, which lifted group sales for fiscal 2018 by 11% to \$544.3 million from \$490.6 million the year before.

However, Kayak market declines across all channels negatively impacted watercraft recreation revenue.

Fishing and diving brands propelled an 11% increase in sales as operating profit grew 38% and net income rose 16% over the prior fiscal year.

"Unprecedented growth in our flagship fishing business has driven record results two years in a row. Our goal is consistent bigger, better new product success like this across our entire brand portfolio," **Johnson Outdoors** CEO Helen Johnson-Leipold said in a statement.

"Going forward, our ability to connect with more consumers in new, more meaningful ways will enable us to fully leverage investments in digital transformation, marketing sophistication and ecommerce to enhance performance in all segments," she added.

Due to the seasonality of warm weather outdoor recreation equipment industry, the company's fourth quarter reflected industry-wide slowing of sales and production. For the quarter ended September 2018, the company reported a loss of \$2 million, or \$0.49 per share on revenue of \$91.1 million, primarily due to seasonality and "digital investments."

The consensus estimate was a loss of \$0.05 per share on revenue of \$94.9 million. Revenue fell 0.7% compared to the same quarter a year ago.

Johnson Outdoors is engaged in the design, manufacture and marketing of brand name outdoor equipment, diving, watercraft and marine electronics products.

Shares in Johnson Outdoor topped nearly 19% to \$55.71.

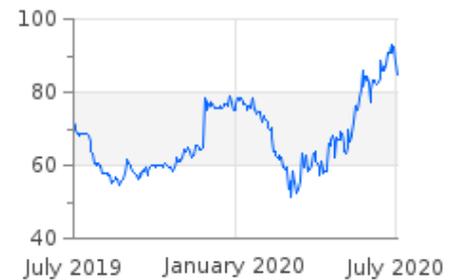
Contact Uttara Choudhury at [uttara@proactiveinvestors.com](mailto:uttara@proactiveinvestors.com)

Follow her on Twitter: @UttaraProactive

**Price:** 88.81

**Market Cap:** \$895.44 m

### 1 Year Share Price Graph



### Share Information

**Code:** JOUT

**Listing:** NASDAQ

**52 week High Low**  
93.19 49.38

**Sector:** Retail

**Website:** [www.johnsonoutdoors.com](http://www.johnsonoutdoors.com)

### Company Synopsis:

*Innovation and disciplined financial management curb effects of long, harsh winter. Strong market momentum of new products in the second half of fiscal 2014 nearly offset the declines Johnson Outdoors experienced due to extreme weather in the year's first six months. Total company net sales were \$425.4 million versus \$426.5 million in fiscal 2013.*

[action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 [action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.