



2023 Operational Goals

Operational Goals are how we determine success now and in the future. Our strategy is to achieve our Operational Goals by meeting or exceeding our Stakeholders' key requirements.

#1 Customer Satisfaction & Engagement: 90-95%

1. Competitive product pricing
2. In stock products
3. Product selection
4. Low-cost shipping
5. Accurate, intact shipments
6. Super-fast shipping and delivery
7. Easy to do business with
8. Ease of finding what you're looking for
9. MidwayUSA's support of the NRA, 2nd Amendment, shooting sports industry, and key conservation groups
10. Fast, feature-rich, user-friendly website
11. Extremely helpful product information
12. Frequent, engaging, relevant promotions



Revised by Customers September 13, 2022

#2 Employee Satisfaction & Engagement: 80-85%

1. Competitive salary for my position
2. Appropriate amount of work and time away from work for my position
3. Advancement opportunities and growth within my position
4. Clear, effective, candid, two-way communication
5. The right tools and support to do my job
6. Competitive benefits
7. Relationship with my coworkers, supervisor, manager, and senior leaders
8. Safe, comfortable work environment
9. Continuous learning, training and development
10. Leaders and coworkers whose actions align with our Values and Culture
11. Meaningful, challenging, and satisfying job assignment(s)
12. Input into decision-making
13. Organizational sustainability and growth
14. Rewards, recognition and esprit de corps



Revised by Employees May 23, 2022

#3 Supplier & Partner Satisfaction: 90-95%

1. Timely payment
2. Accurate payment



Revised January 26, 2023

#4 Shareholder Satisfaction: 95-100%

1. Grow the value of the Company through Customer acquisition and retention
2. Grow the value of the Company through growth in gross sales
3. Gross margin percent
4. Grow the value of the Company through growth in net income
5. Percent of sales from product promotions
6. Increase market share
7. Timely payment of earnings
8. Inventory management
9. Key community support
10. Legal, ethical and regulatory compliance
11. Continuous innovation through strategic plan execution
12. Continuous improvement in productivity, efficiency and quality



Revised by the Board of Directors December 13, 2022

Key Stakeholders and Operational Goals approved by the Board of Directors December 13, 2022