

BCA

BACKCOUNTRY ACCESS

Sales Meeting F26
October 2025



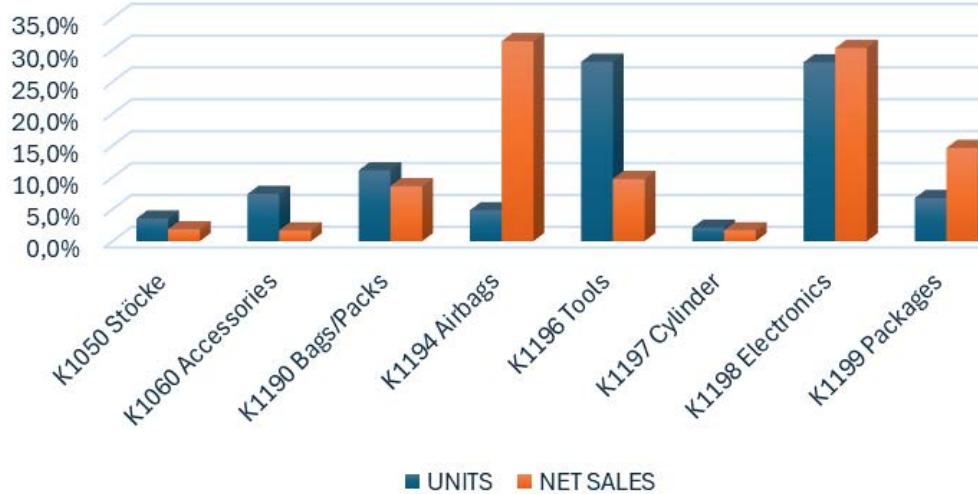
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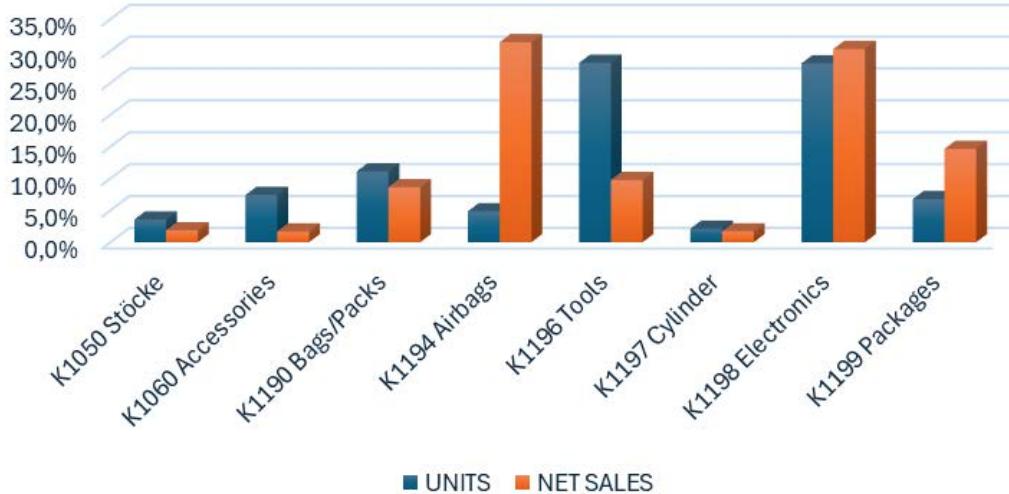
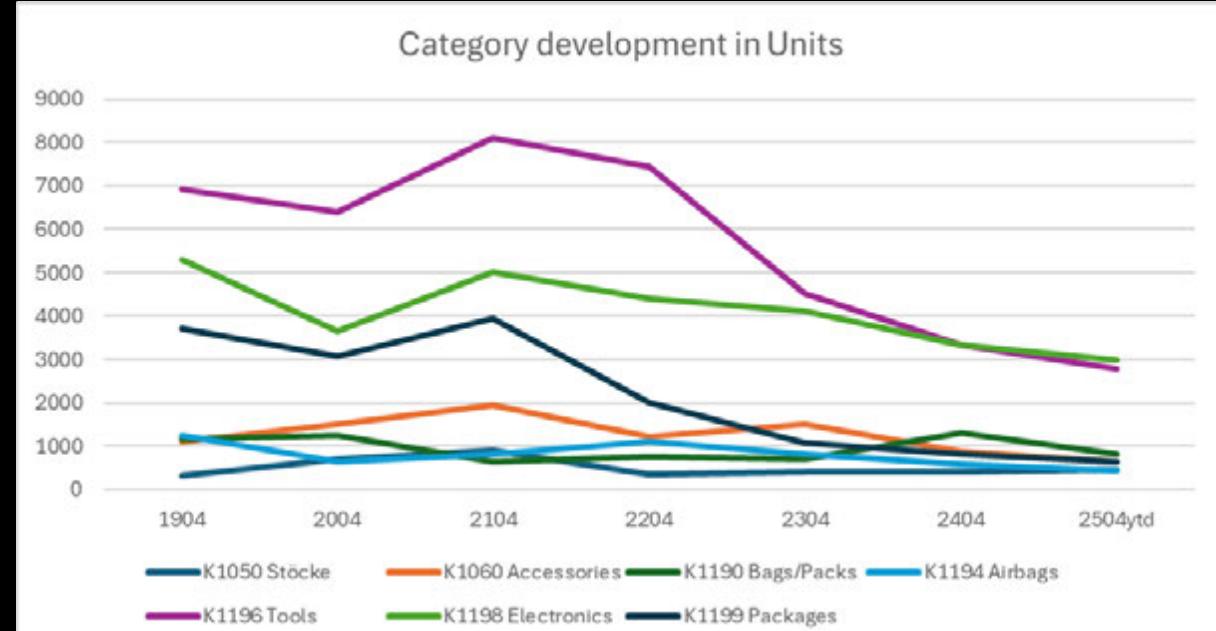
Steve



Market Update
BCA Brand
F26 Product Update
F26 Line
Roadmap
Marketing

1. Pieps releasing IPS Mini at 299,00 €
2. Pieps sold to Denali International GmbH (8403 Lebring, Austria)
3. Airbag market is saturated but with several successful bag launches in EU (Ortovox Litric)
Emphasis on lighter weight
4. Safeback SBX → Real Snow-Burial Study with great results: Avg. time 35 Minutes buried under snow without suffering any clinical events.

2404 per category

2404 per category**Category development in Units**

Safety

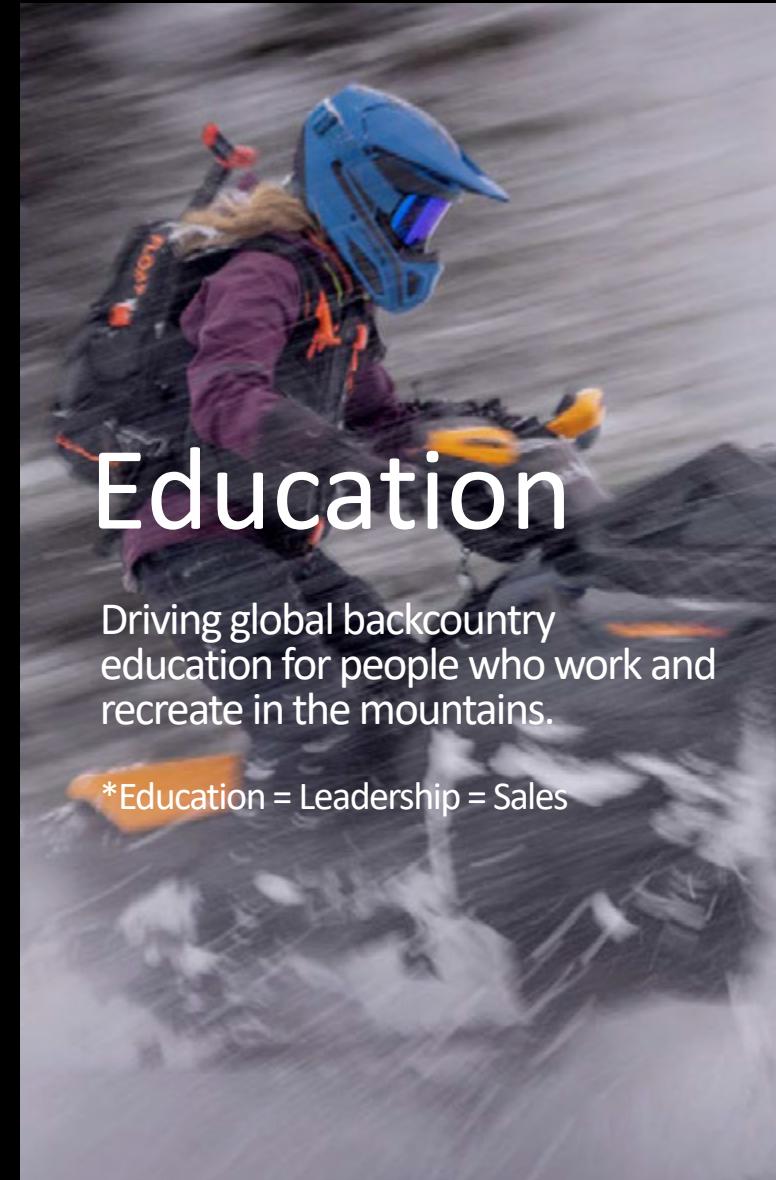
Be the world's foremost leader in backcountry safety.



Education

Driving global backcountry education for people who work and recreate in the mountains.

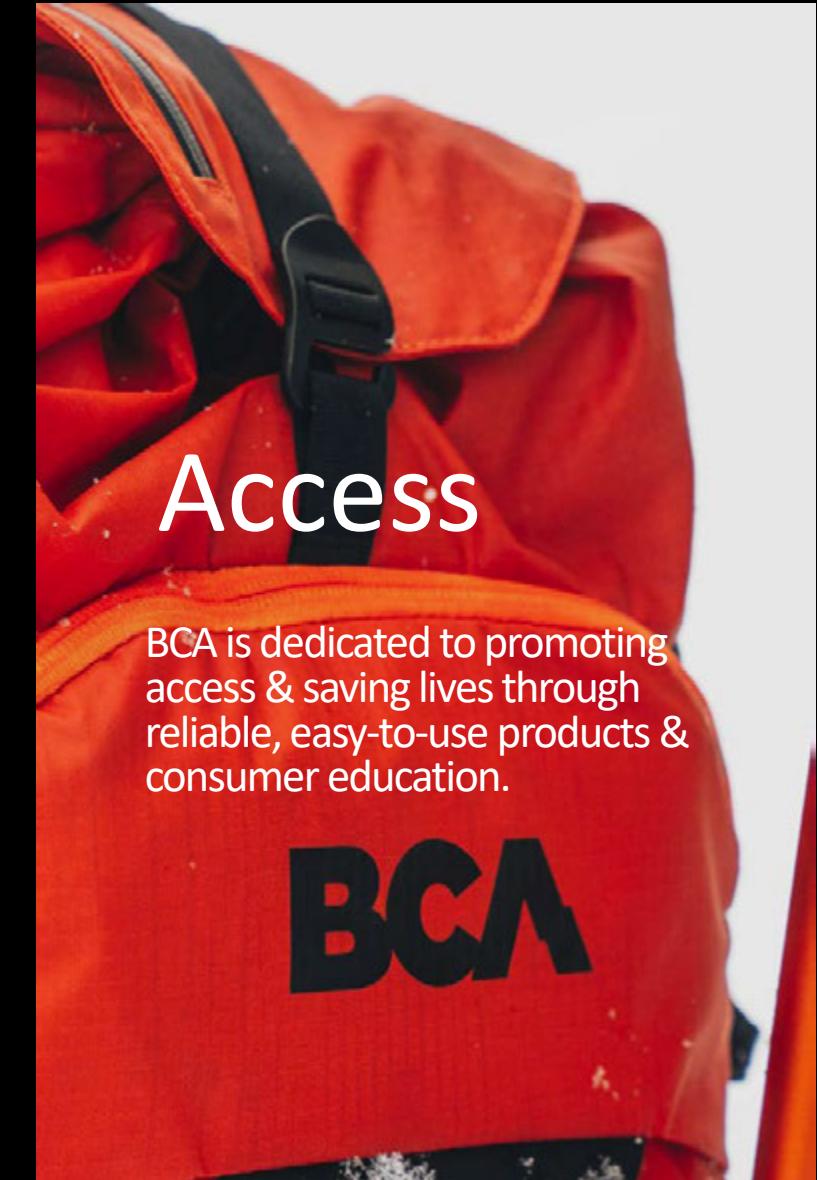
*Education = Leadership = Sales



Access

BCA is dedicated to promoting access & saving lives through reliable, easy-to-use products & consumer education.

BCA



Ski / SNB image

We Focus on the Hardcore Backcountry to the Recreational Consumer & Everything in-between.

Our Foundation:

“Grounded in Reality”

- Simplicity trumps everything when it comes to saving lives (snow safety products)
- Communication enhances safety and helps eliminate confusion (radios)
- We acknowledge proactive vs. reactive in our product line (airbags vs. tools)
- We recognize the need for better external gear and modern features (packs)
- We recognize that snow safety is a limited market...



Understanding Global Markets

- We do not appeal as strongly outside of North America - we strive to!
- Snowmobiling is a major component of our global business (40%) and we need to look for more global opportunities
- Radio use is more popular/less restrictive in some regions than others
- **We recognize the importance to evolve and improve GLOBALLY.**



Goal



Continuity

Continue to provide brand updates on products still using the old logo as inventory permits.

A strong, cohesive brand presence on our product will provide a greater impact for dealers and customers on future product releases and showings.

F26 Goals:

- Brand update complete on Stealth Probes
- Brand update complete on Dozer 2H, 2T-S and 2H-S





Consolidation

We will make progress in consolidating colorways/sizes where possible to maximize SKU efficiency, ease MOQs, and provide sharp product stories for our dealers and customers.

F26 Updates:

- 2 sizes available in 2 colors for Float E2-25L
- 2 sizes available in 2 colors for Float E2-35L
- 2 sizes available in 1 color each for Stash Pro UL
- No re-entry on Skins or Helmets

F26 Cuts:

- Float E2 XXL Fit Kit (demand)
- MTN PRO Vest XXL Fit Kit (demand)
- Rescue Sled (demand)

STASH PRO 30 – UL

- New BCA logo
- Aligned with newer BCA colors



Stash Pro 30-UL**Stash Pro 40-UL**

Stash Pro UL Overview

The Stash Pro UL will get an additional size in a roll top 30L. To focus the collection, we will offer each size in one color. This gives us a broader market appeal for different travel styles and body types, without adding additional SKUs to the assortment.

New Material:

We've source a competitor fabric to our current X-Pac that will maintain our aesthetic, and lower our materials MOQ without sacrificing weight or performance.

New Colors:

Updated logos and colors, included reflective logos on the black by popular request.

Functional Improvements:

Many features have been improved based on the first year of customer feedback on the 40-UL. Updates include sternum strap, waist belt, and waist belt buckles.

Updated Dozer 2H

- New BCA logo
- Aligned with newer BCA colors



Updated Dozer 2H-S

- New BCA logo
- Aligned with newer BCA colors





Elite Tunnel Bag

The Elite Tunnel bag offers a compact, streamlined version of our MTNPRO Tunnel Bag. The smaller footprint of the Elite will leave extra room on traditional tunnels, and better accommodate the trend of shorter tunnels on newer sleds.

Internal Dry Bag:

This update comes with a roll top dry bag with an adjustable lid that allows the total volume of the bag to be modular, while keeping contents snug and dry.

Removable Lid:

Fasten gear to the lid, and use the compression straps to cinch down on top of the load in the dry bag for a range of usable volume.

Personal Versatility:

Fits a variety of rescue gear and improves compatibility across different tunnels, sled setups, and ride styles.

Packs & Bags

Float E2-15



Packs & Bags



Beacons



Radios



Rescue Packages



Tools, Poles, & Snow Study

Dozer 1T



Dozer 1T-UL



Dozer 2T



Dozer 2D



Dozer 2H



Dozer 2T-S



Dozer 2H-S



Dozer 3D



Snowsaw



Snow Study Kit



Stealth 240



Stealth 270



Stealth 300



Stealth 330



Stealth Carbon 240



Stealth Carbon 300

Scepter Carbon
Aluminum AdjustableScepter
Aluminum Adjustable

Scepter 3S



Scepter 4S

Scepter
Fixed-length

15X Magnifying Loupe



Slope Meter



PC Crystal Card



2M Ruler



Thermometer



Tools, Poles, & Snow Study

Dozer 1T



Dozer 1T-UL



Dozer 2T



Dozer 2D



Dozer 2H



Dozer 2T-S



Dozer 2H-S



Dozer 3D



Stealth 240



Stealth 270



Stealth 300



Stealth 330



Stealth Carbon 240



Stealth Carbon 300

Scepter Carbon
Aluminum AdjustableScepter
Aluminum Adjustable

Scepter 3S



Scepter 4S

Scepter
Fixed-length

Snowsaw



Snow Study Kit



ECT Cord



Field Book



15X Magnifying Loupe



Slope Meter



PC Crystal Card



2M Ruler



Thermometer



Innovation Road Map

	F25	F26	F27	F28
Beacons			Tracker 5	Tracker 5S [working name]
Radios			Link 3.0	Link Nano [working name] Link 2.0 Updates [flexible]
Packs & Bags	Float E2-15, Stash 25, Stash 35	Elite Tunnel bag, Stash Pro 30-UL	Merchandising updates on Float E2 Collection*	Update Stash and Float 2.0 collection, evaluate opportunity for emerging technologies
Tools	Brand Updates on Stealth 240 and Stealth 270	Brand Updates on Dozer 2H, Dozer 2T-S, Dozer 2H-S and Stealth 330^	New Scepter Adjustable Pole Collection, brand updates on remaining shovels as inventory allows^	Address tools needs based on inventory
Accessories	Establish DTC Logowear Collection	-	Maintain Logowear	Evaluate new category opportunities based on T5 success

Key Product Initiative

*Dependant on inventory levels

^Dependant on budget/CapEX

Marketing



- Same/similar professional imagery utilizing brand guidelines
- Slightly more emphasis on "educational" content rather than product
- Focus on Ski campaigns in Europe
- Same attention to detail on budget and schedule
- Same excellent work from Brendan Murphey

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