

# BCA

## BACKCOUNTRY ACCESS

Sales Meeting F26  
October 2025

This is me.



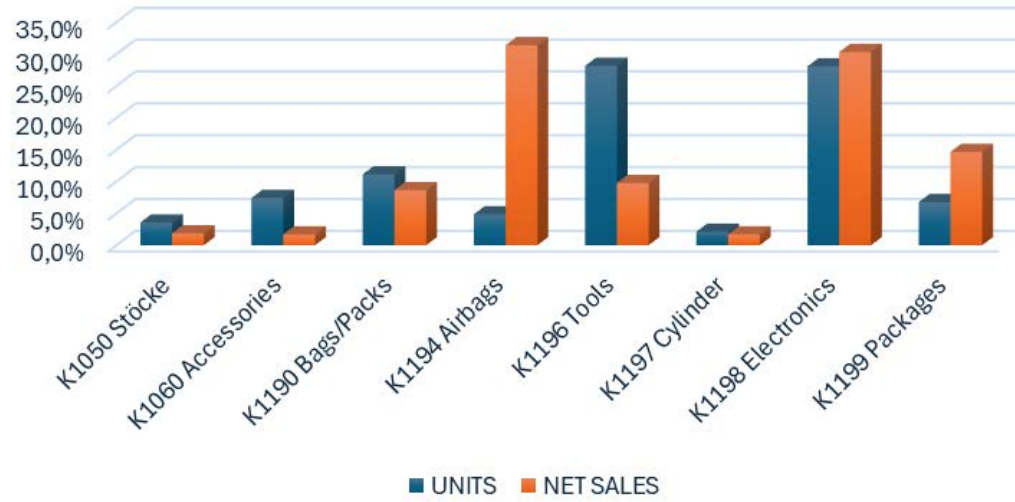
Steve



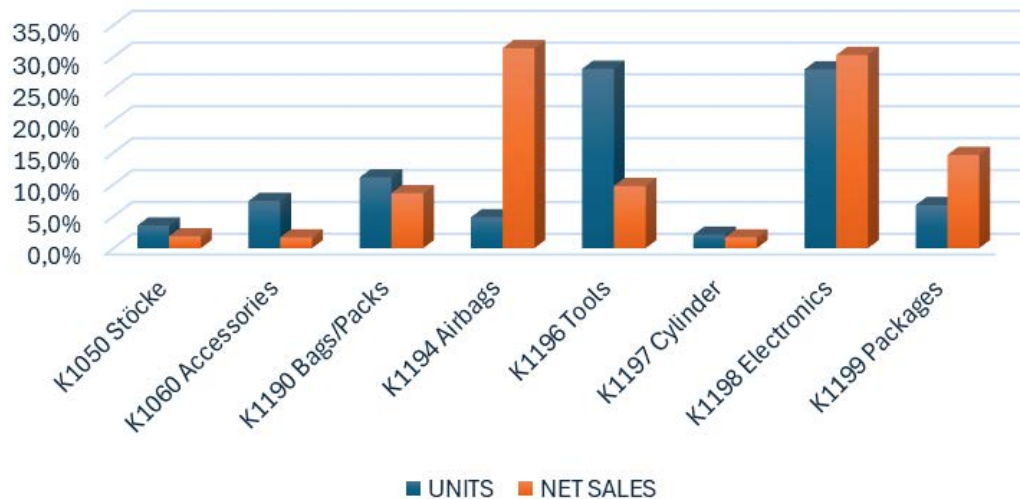
Market Update  
BCA Brand  
F26 Product Update  
F26 Line  
Roadmap  
Marketing

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.

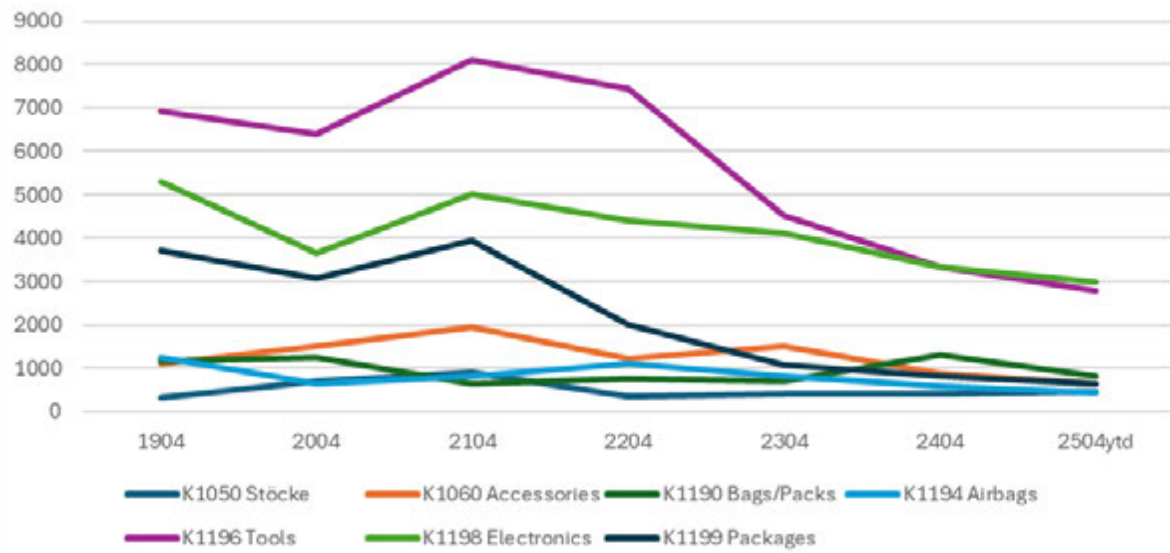
## 2404 per category



## 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

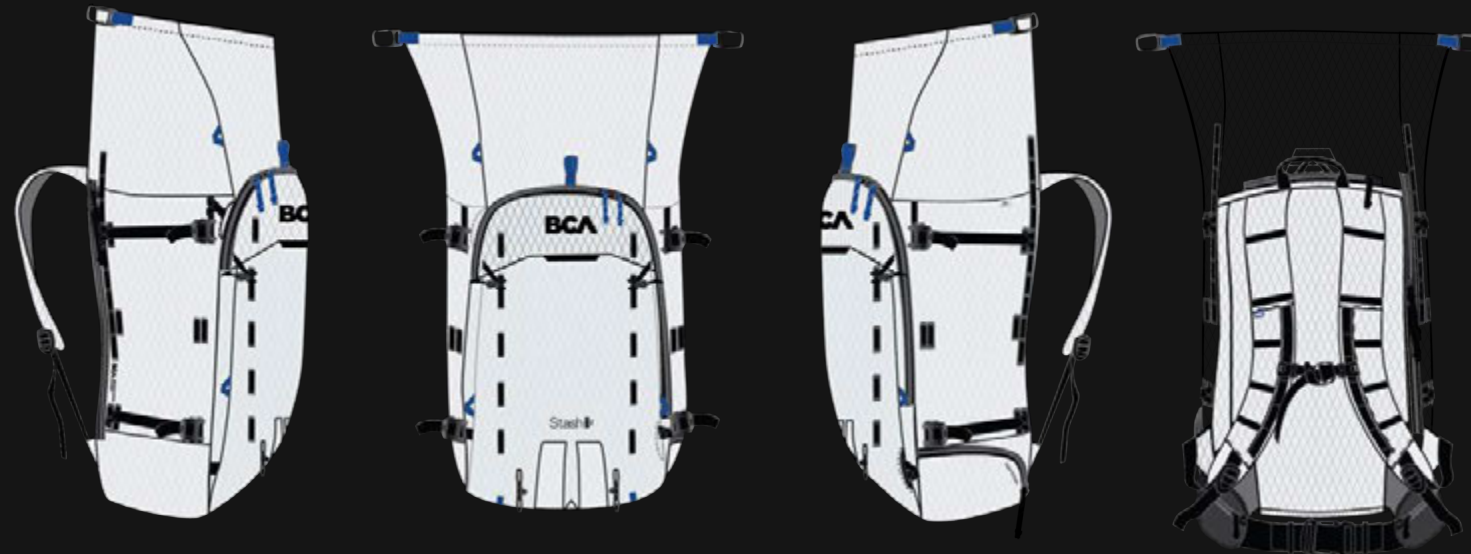
- New BCA logo
- Aligned with newer BCA colors



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



Float E2-25



Float E2-35



Float E2-45



Float E2-25 Turbo



Float E2 MTNPRO Vest



Tunnel Bag



Elite Tunnel Bag



Float 12



Float 22



Float 32



Float 42



Float 15 Turbo



Float 25 Turbo



Float MTNPRO Vest



Float 2.0 Cylinder



Stash 25 Throttle



Stash 12



Stash 20-S



Stash 25



Stash 35



Stash Pro 30-UL



Stash Pro 40-UL

## Beacons

Tracker 4



Tracker S



## Radios

BC Link Mini



BC Link 2.0



## Rescue Packages

Tracker 4 Rescue Package



Tracker S Rescue Package





## Packs & Bags

Float E2-15



Float E2-25



2 sizes in both c/w

Float E2-35



2 sizes in both c/w

Float E2-45



Float E2-25 Turbo



Float E2 MTNPRO Vest



Tunnel Bag



New Logos

Elite Tunnel Bag



New development

Float 12



Float 22



Float 32



Float 42



Float 15 Turbo



Float 25 Turbo



Float MTNPRO Vest



Float 2.0 Cylinder



Stash 25 Throttle



Stash 12



Stash 20-S



Stash 25



Stash 35



Stash Pro 30-UL



New development

Stash Pro 40-UL



New Material

## Beacons

Tracker 4



Tracker S



## Radios

BC Link Mini



BC Link 2.0



## Rescue Packages

Tracker 4 Rescue Package



Tracker S Rescue Package



## 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



ECT Cord



Field Book



Stealth 240



Stealth 270



Stealth 300



Stealth 330



Stealth Carbon 240



Stealth Carbon 300



15X Magnifying Loupe



Slope Meter



Scepter Carbon Aluminum Adjustable



Scepter Aluminum Adjustable



Scepter 35



Scepter 45



Scepter Fixed-length



2M Ruler



Thermometer



## Tools, Poles, & Snow Study

Dozer 1T



Dozer 1T-UL



Dozer 2T



Dozer 2D



Dozer 2H



New Color

Dozer 2T-S



New Color

Dozer 2H-S



New Color

Dozer 3D



Stealth 240



Stealth 270



Stealth 300



Stealth 330



New Color

Stealth Carbon 240



Stealth Carbon 300



Scepter Carbon  
Aluminum Adjustable



Scepter  
Aluminum Adjustable



Scepter 35



Scepter 45



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



# BCA

## BACKCOUNTRY ACCESS

Sales Meeting F26  
October 2025