

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported)
May 9, 2018**

STURM, RUGER & COMPANY, INC.
(Exact Name of Registrant as Specified in its Charter)

DELAWARE
(State or Other Jurisdiction of
Incorporation)

001-10435
(Commission File Number)

06-0633559
(IRS Employer Identification
Number)

ONE LACEY PLACE, SOUTHPORT, CONNECTICUT 06890
(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code **(203) 259-7843**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events

The Company is furnishing its presentation delivered at its 2018 Annual Meeting of Stockholders on Wednesday, May 9, 2018 (the “Annual Meeting Presentation”). The Annual Meeting Presentation is attached as Exhibit 99.1 to this Current Report on Form 8-K and shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section. The disclosure of the Annual Meeting Presentation on this Current Report on Form 8-K will not be deemed an admission as to the materiality of any information in this Current Report on Form 8-K that is required to be disclosed by Regulation FD.

The Company does not have, and expressly disclaims, any obligation to release publicly any updates or any changes in the Annual Meeting Presentation or its expectations or any change in events, conditions, or circumstances on which any forward-looking statement is based.

The Annual Meeting Presentation is available on the Company’s website at Ruger.com/corporate. The Company reserves the right to discontinue that availability at any time.

Item 9.01 Financial Statements and Exhibits

<u>Exhibit No.</u>	<u>Description</u>
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99.1	The Annual Meeting Presentation, delivered at the Company’s Annual Meeting of Stockholders on May 9, 2018.
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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

STURM, RUGER & COMPANY, INC.

By: /S/ THOMAS A. DINEEN
Name: Thomas A. Dineen
Title: Principal Financial Officer,
Principal Accounting Officer,
Senior Vice President, Treasurer
and Chief Financial Officer

Dated: May 9, 2018



2018
ANNUAL
MEETING

Caution: Forward Looking Statements

Statements made in the course of this meeting that state the Company's or Management's intentions, hopes, beliefs, expectations or predictions of the future are forward-looking statements. It is important to note that the Company's actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company's SEC filings, including but not limited to the Company's reports on Form 10-K for the year ended December 31, 2017 and Form 10-Q for the fiscal quarter ended March 31, 2018. Copies of these documents may be obtained by contacting the Company or the SEC or on the Company website at www.ruger.com/corporate/ or the SEC website at www.sec.gov. We reference non-GAAP EBITDA. Please note that the reconciliation of GAAP net income to non-GAAP EBITDA can be found in our Form 10-K for the year ended December 31, 2017 and our Form 10-Q for the quarter ended March 31, 2018, which are also posted on our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.



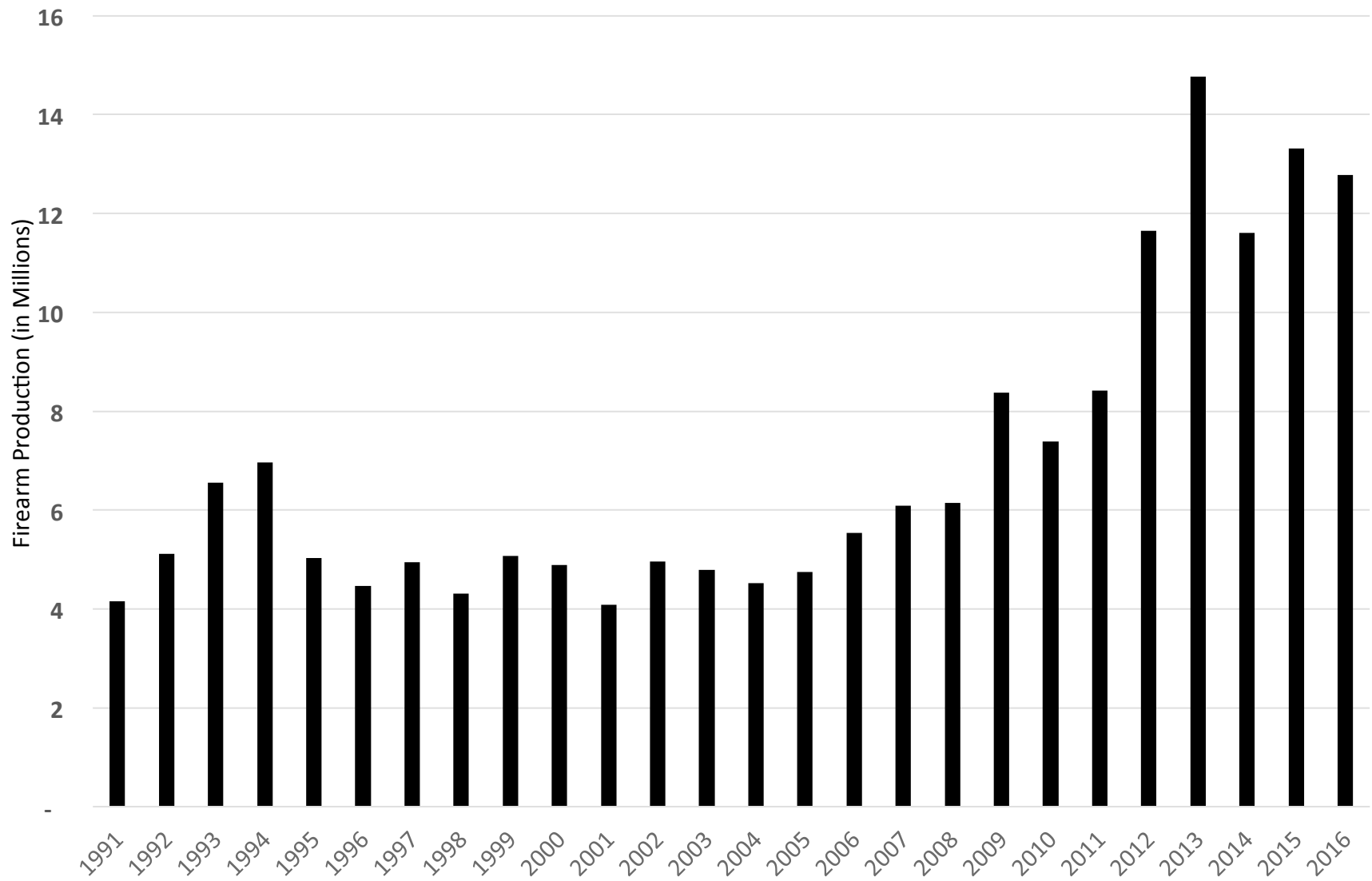
OPENING REMARKS



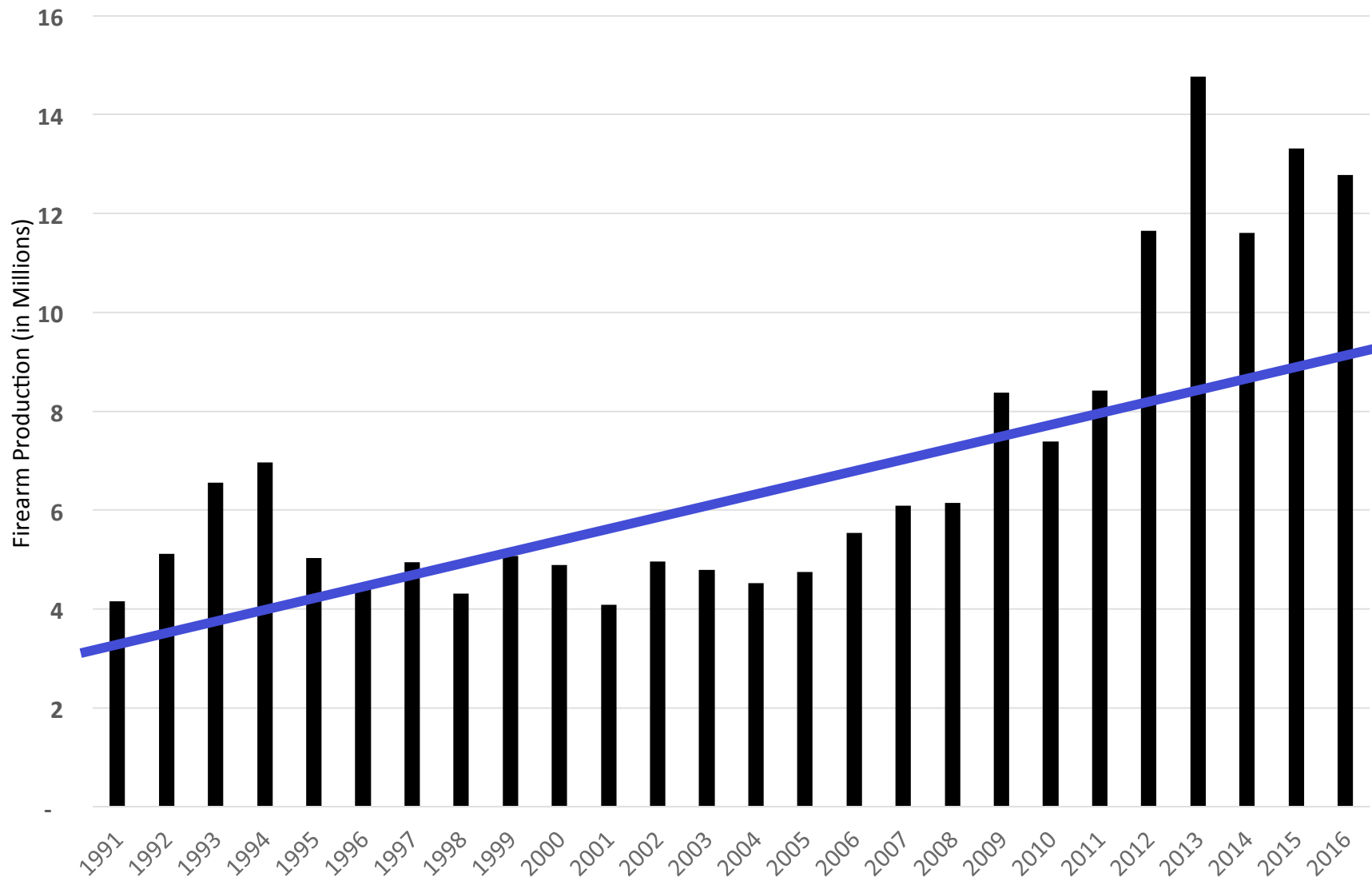
MARKET CONDITIONS



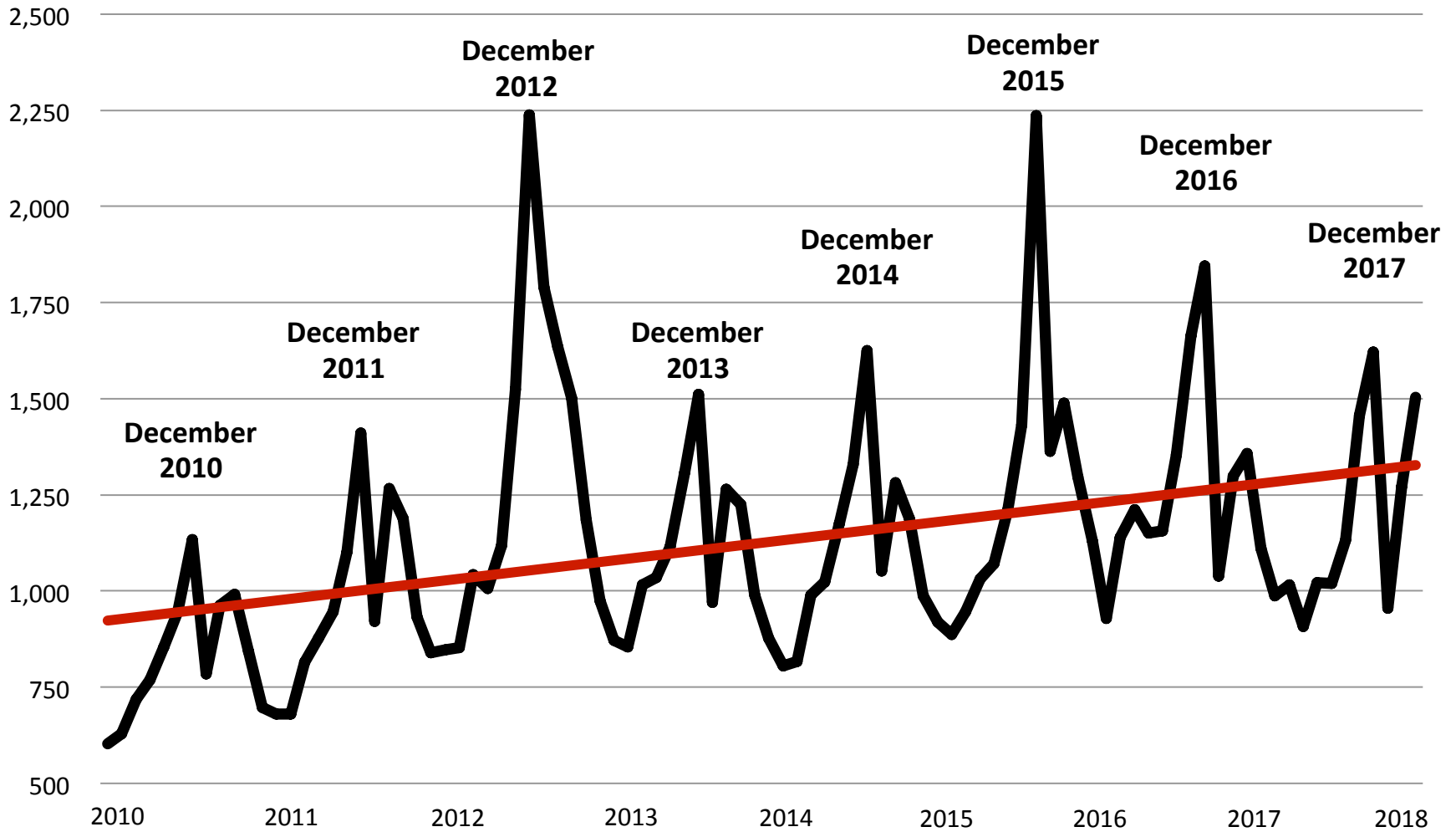
NSSF Firearms Available to Consumer Market



NSSF Firearms Available to Consumer Market



Monthly Adjusted NICS*



NEW PRODUCT DEVELOPMENT



NEW PRODUCT DEVELOPMENT PROCESS



VOICE OF THE
CUSTOMER RESEARCH

NEW PRODUCT
ENGINEERING &
DEVELOPMENT

RAPID PROTOTYPING

FIELD TESTING

PRODUCTION &
INVENTORY
BEFORE LAUNCH



HIGHLIGHTED NEW PRODUCTS • 2017 AND YTD 2018

64 NEW PRODUCTS

106 NEW MODELS

OVER 300 DISTRIBUTOR
EXCLUSIVES

CURRENTLY OFFERING
OVER 600 VARIATIONS
ACROSS 40
PRODUCT LINES



HIGHLIGHTED NEW PRODUCTS • 2017 AND YTD 2018



PC CARBINE™



HIGHLIGHTED NEW PRODUCTS • 2017 AND YTD 2018



SECURITY-9®



© RUGER 2018

HIGHLIGHTED NEW PRODUCTS • 2017 AND YTD 2018



EC9s™



HIGHLIGHTED NEW PRODUCTS • 2017 AND YTD 2018



RUGER PRECISION RIMFIRE®



HIGHLIGHTED NEW PRODUCTS • 2017 AND YTD 2018



RUGER AMERICAN RIFLE® WITH GO WILD® CAMO



LCRx® WITH 3 INCH
BARREL AND
ADJUSTABLE SIGHT



GP100®
MATCH CHAMPION™
IN 10MM AUTO



MARK IV™
22/45™ LITE



RUGER SP101®
MATCH CHAMPION™



RUGER AMERICAN RIFLE® PREDATOR
WITH VORTEX® CROSSFIRE II® RIFLESCOPE



FINANCIAL & OPERATING HIGHLIGHTS

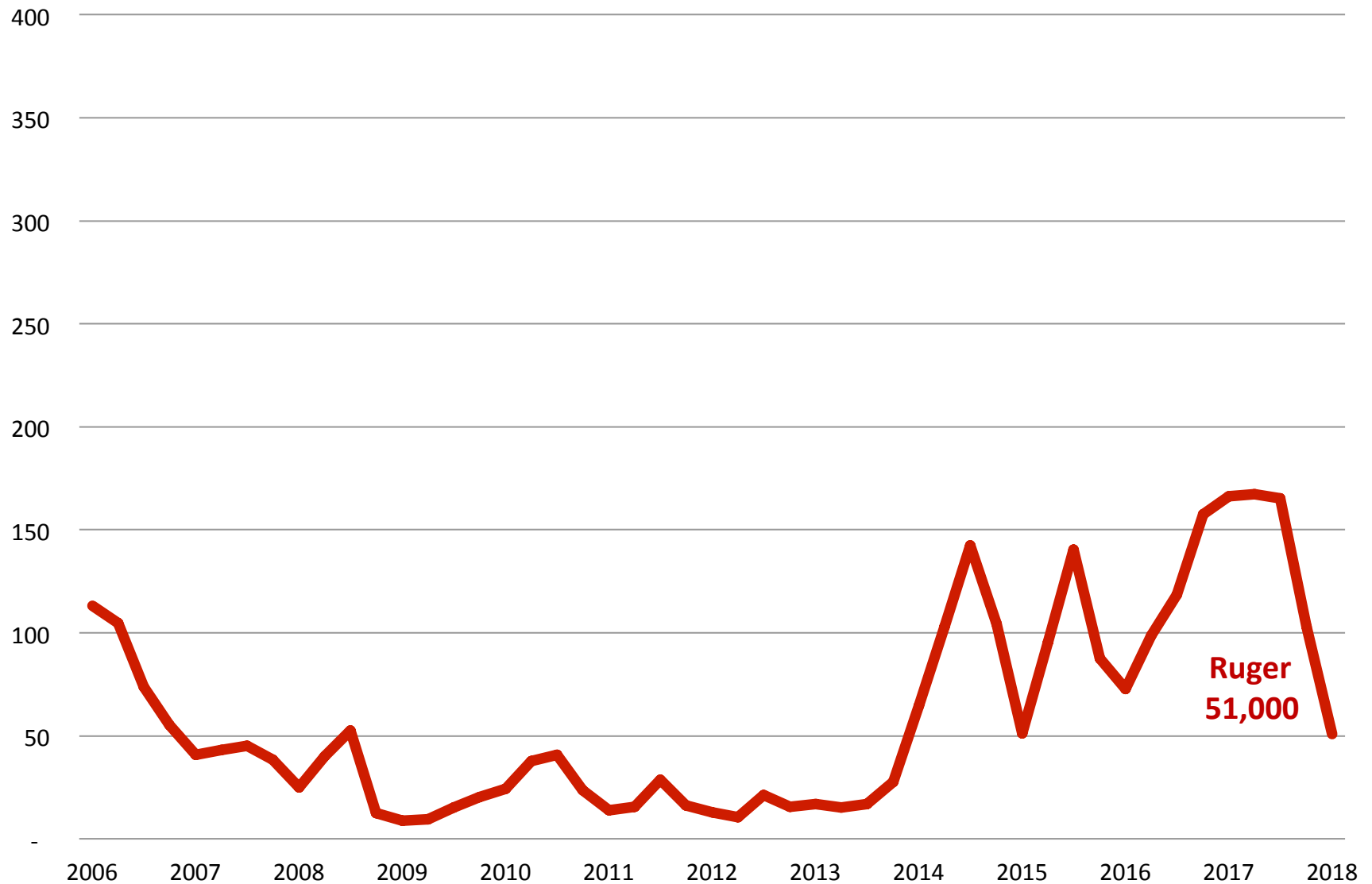


Quarterly Financial Results (in Millions, Except Per Share Data)

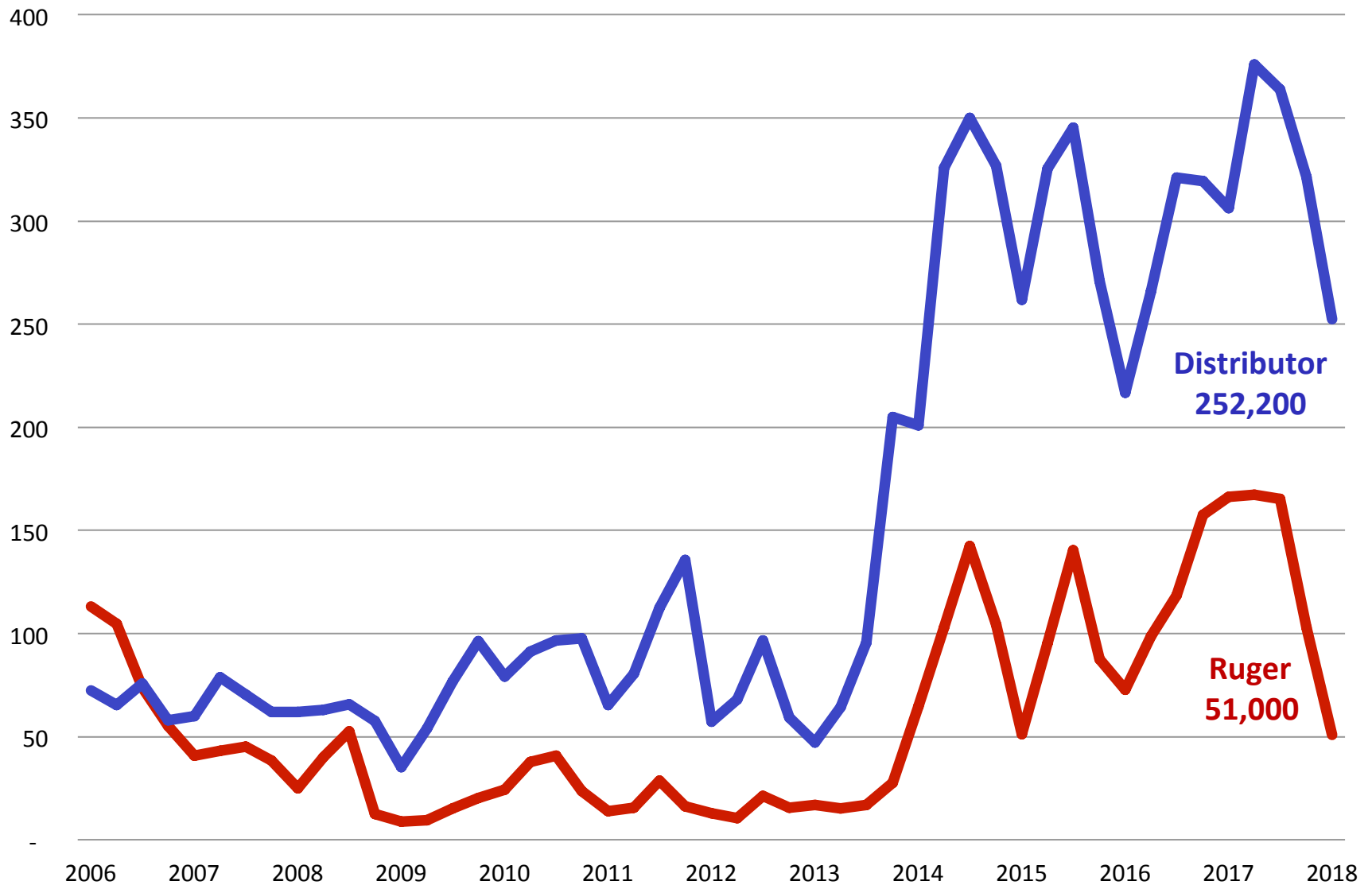
	2018	2017			
	Q1	Q4	Q3	Q2	Q1
Revenues	\$131.2	\$118.2	\$104.8	\$131.9	\$167.4
Gross Margin	\$35.8	\$33.1	\$30.2	\$34.9	\$55.8
Operating Profit	\$18.6	\$13.9	\$13.3	\$15.3	\$33.9
	14%	12%	13%	12%	20%
EPS	\$0.81	\$0.59	\$0.53	\$0.57	\$1.21
EBITDA	\$27.1	\$22.6	\$20.8	\$25.0	\$43.6
	21%	19%	20%	19%	26%



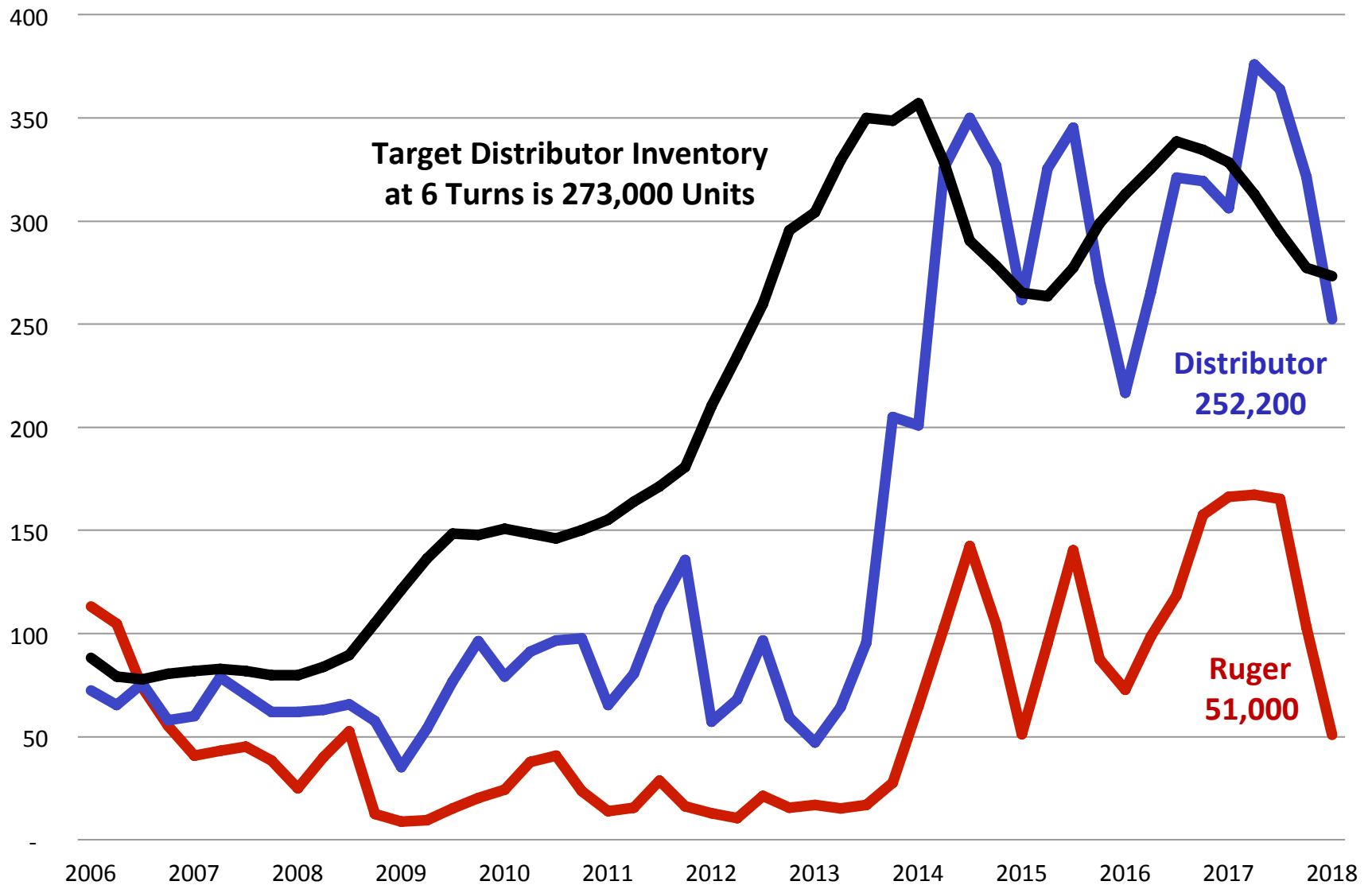
Quarterly Finished Goods Unit Inventory (in Thousands)



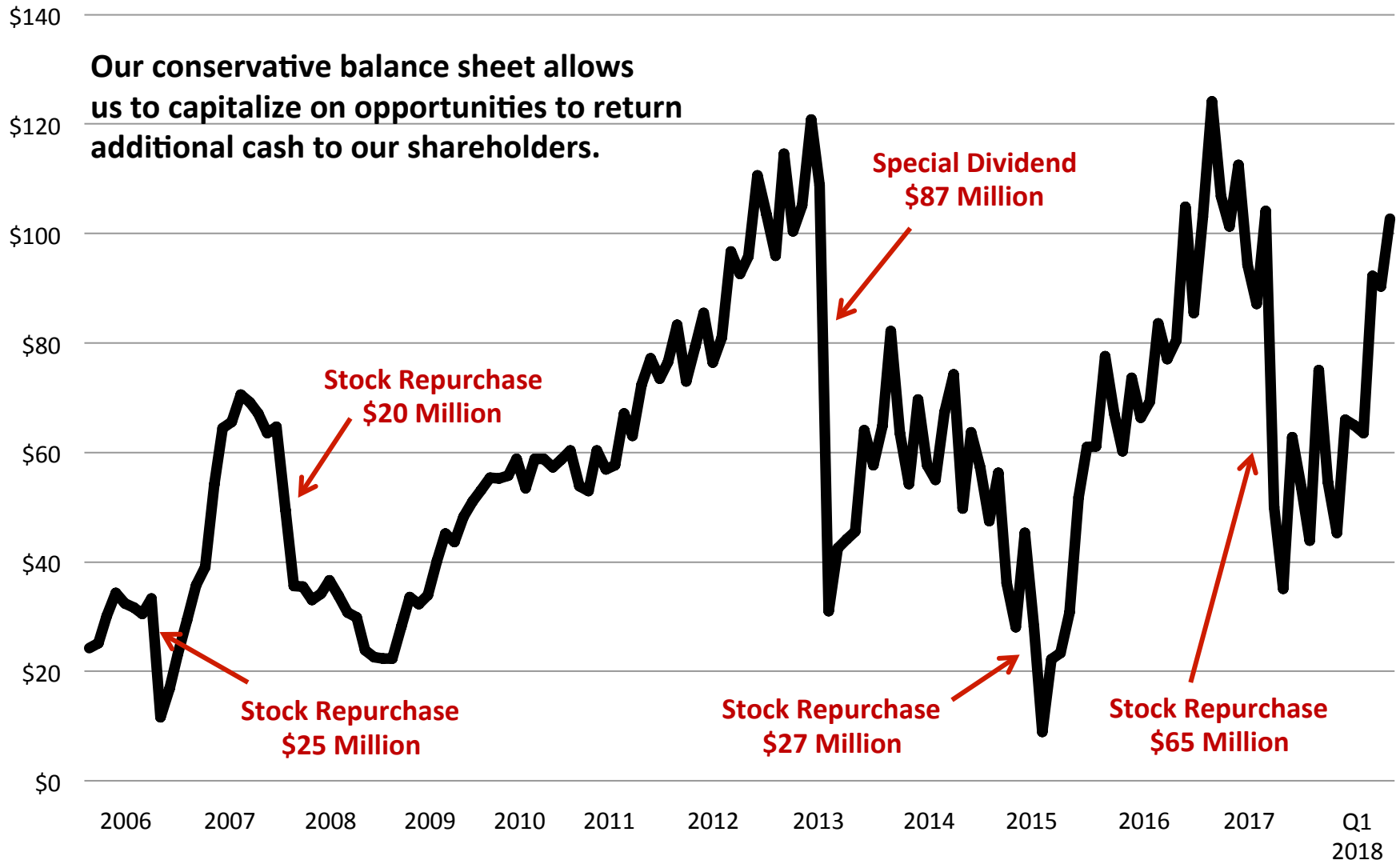
Quarterly Finished Goods Unit Inventory (in Thousands)



Quarterly Finished Goods Unit Inventory (in Thousands)



Cash Returned to Shareholders (in Millions)





RGR
LISTED
NYSE

SHARES OUTSTANDING:
17.4 MILLION

PRICE:
\$58.10 (5/5/18)

MARKET CAPITALIZATION:
\$1.0 BILLION



Investor Communications

We anticipate releasing 2018 quarterly earnings and holding investor conference calls on the following dates:

	<u>Earnings Release</u>	<u>Conference Call</u>
Q2 2018	August 1, 2018	August 2, 2018
Q3 2018	October 31, 2018	November 1, 2018
Q4 2018	February 20, 2019	February 21, 2019



QUESTIONS



A person wearing a camouflage jacket, an orange vest, and an orange cap is walking away from the camera through a field of tall, dry grass. The person is carrying a black bag or equipment. The background is a hazy, open landscape under a bright sky.

A COMPANY

THAT OUR CUSTOMERS ARE **EXCITED** TO BUY FROM,
THAT OUR ASSOCIATES ARE **PROUD** TO WORK AT, AND THAT
OUR INVESTORS **SEEK** FOR LONG-TERM RETURNS.

