### 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 8, 2017

### **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, CONNECTICUT06890(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))

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#### Item 5.03 Amendments to Articles of Incorporation or Bylaws; Change in Fiscal Year.

At its meeting on May 8, 2017, the Board of Directors (the "Board") approved an amendment to Article 4, Section 5 of its bylaws to (i) change the title of the current Vice-Chairman of the Board to the "Lead Vice-Chairman" and (ii) permit the Board to appoint a second Vice-Chairman to assist the Chairman of the Board and the Lead Vice-Chairman. This amendment is effective immediately.

The description above of the amendment to the Company's bylaws does not purport to be complete, and is qualified in its entirety by reference to the full text of Article 4, Section 5 of the bylaws as amended, as set forth in Exhibit 3.1 to this Form 8-K and incorporated in this Item by reference.

### Item 8.01 Other Events.

The Company is furnishing its presentation delivered at its 2017 Annual Meeting of Stockholders on Tuesday, May 9, 2017 (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 www.ruger.com/corporate. The Company reserves the right to discontinue that availability at any time.

### Item 9.01 Financial Statements and Exhibits.

### Exhibit No. Description

- 3.1 Amended and Restated Bylaws of the Company, as of May 8, 2017
- 99.1 The Annual Meeting Presentation, delivered at the Company's Annual Meeting of Stockholders on May 9, 2017.

#### 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: <u>/S/ THOMAS A. DINEEN</u> Name: Thomas A. Dineen

Name: Thomas A. Dineen Title: Principal Financial Officer, Principal Accounting Officer, Vice President, Treasurer and Chief Financial Officer

Dated: May 9, 2017.

EXHIBIT 99.1



STURM, RUGER & CO., INC. | 1 LACEY PLACE | SOUTHPORT, CONNECTICUT 06890 USA

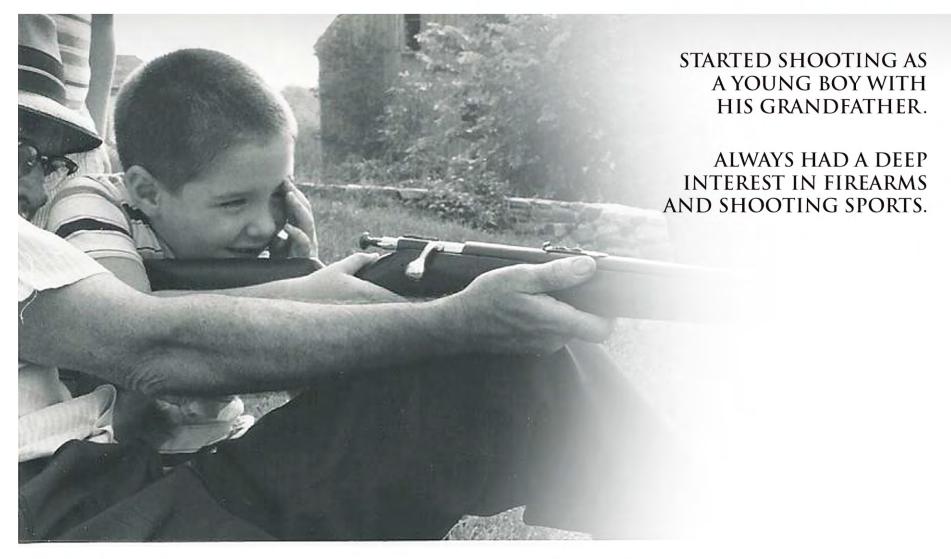
# **Caution: Forward Looking Statements**

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, 2016 and Form 10-Q for the fiscal quarter ended April 1, 2017. 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, 2016 and our Form 10-Q for the guarter ended April 1, 2017, which are also posted on our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.



# OVERVIEW







GRADUATE OF THE United States Military Academy at West Point.

SUBSEQUENTLY SERVED IN A VARIETY OF ARMOR AND INFANTRY ASSIGNMENTS IN THE U.S. ARMY.



1

### ALMOST 30 YEARS OF EXPERIENCE IN THE FIREARMS INDUSTRY. PRIOR TO JOINING RUGER, MR. KILLOY WAS VICE PRESIDENT OF SALES AND MARKETING FOR SMITH & WESSON.



### SERVED AS VICE PRESIDENT OF Sales and Marketing Since November 2006.

NAMED PRESIDENT AND COO OF THE COMPANY ON JANUARY 1, 2014.



### WHO WE ARE

WE MAKE RUGGED, Reliable firearms for Responsible citizens.

INNOVATIVE FIREARMS THAT THE AVERAGE PERSON CAN AFFORD.

# 1949



### WHAT SETS US APART

OVER 600 AMERICAN-MADE FIREARM MODELS IN 10 PRODUCT CATEGORIES...

> SOLD THROUGH OUR 2-STEP PROCESS TO INDEPENDENT DISTRIBUTORS:

> > 18 DOMESTIC DISTRIBUTORS

24 LAW ENFORCEMENT DISTRIBUTORS

> 42 EXPORT DISTRIBUTORS



### WHAT SETS US APART





### WHAT SETS US APART





### A CONSISTENT GAME PLAN

WE HAVE DEMONSTRATED CONSTANCY OF PURPOSE IN BOTH GROWING AND CONTRACTING MARKETS.

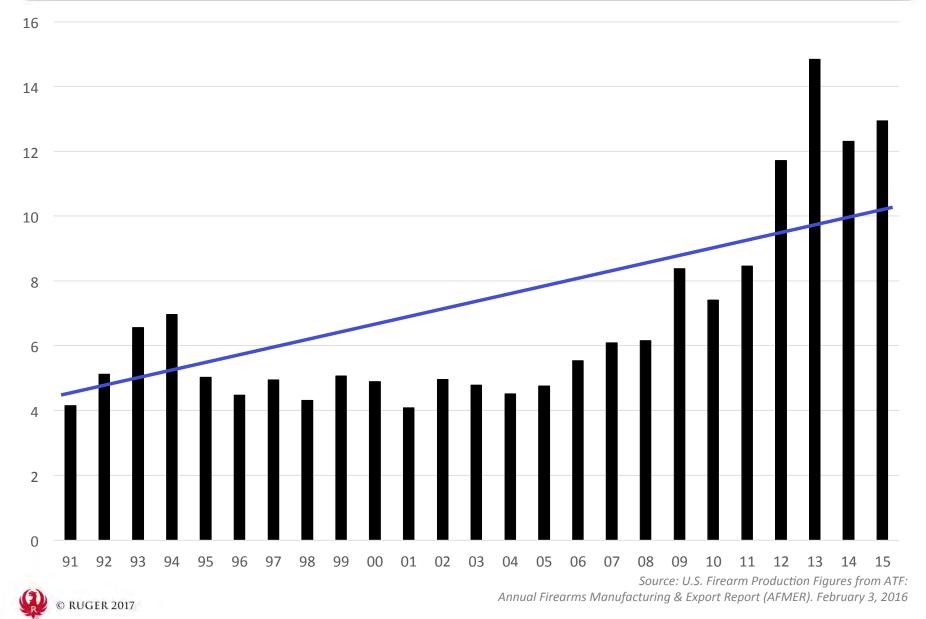
OUR GAME PLAN IS DESIGNED FOR SUCCESS IN A VOLATILE INDUSTRY.



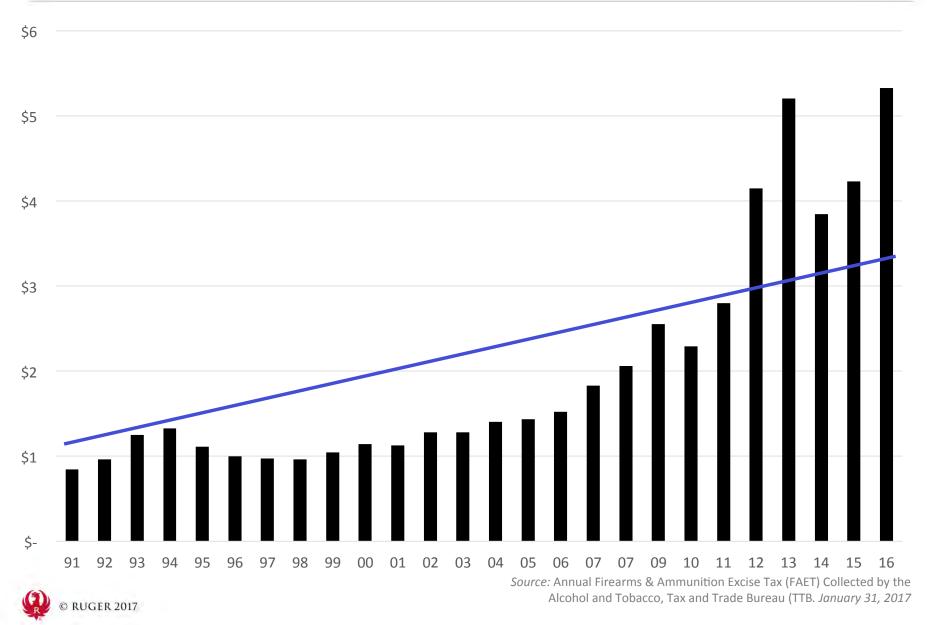
# MARKET CONDITIONS



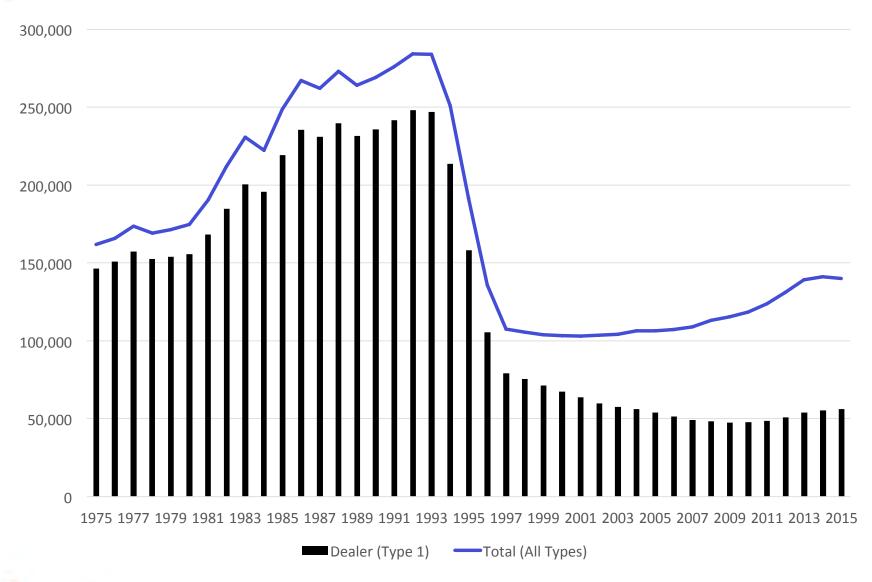
# New Firearms Available for Sale in U.S. (In Millions of Units)



# Total Annual U.S. FAET Collected (In Billions)

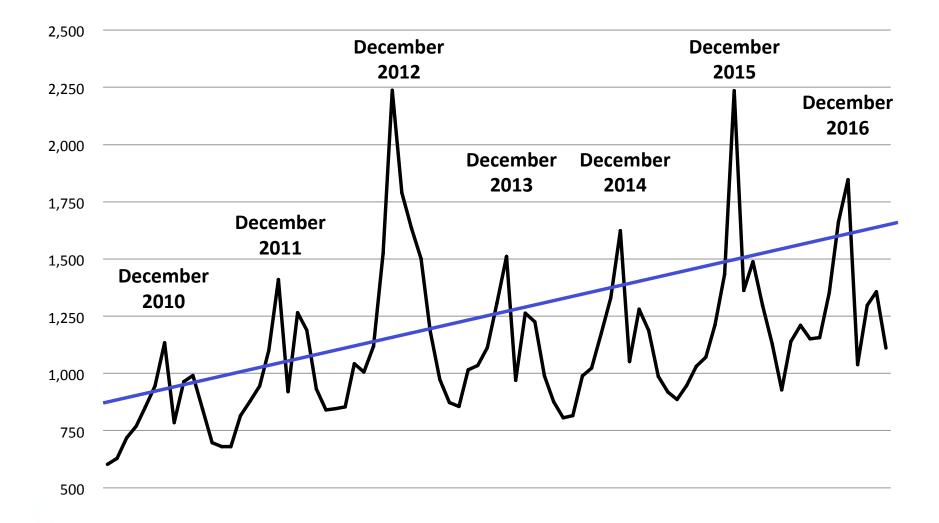


# Number of FFLs



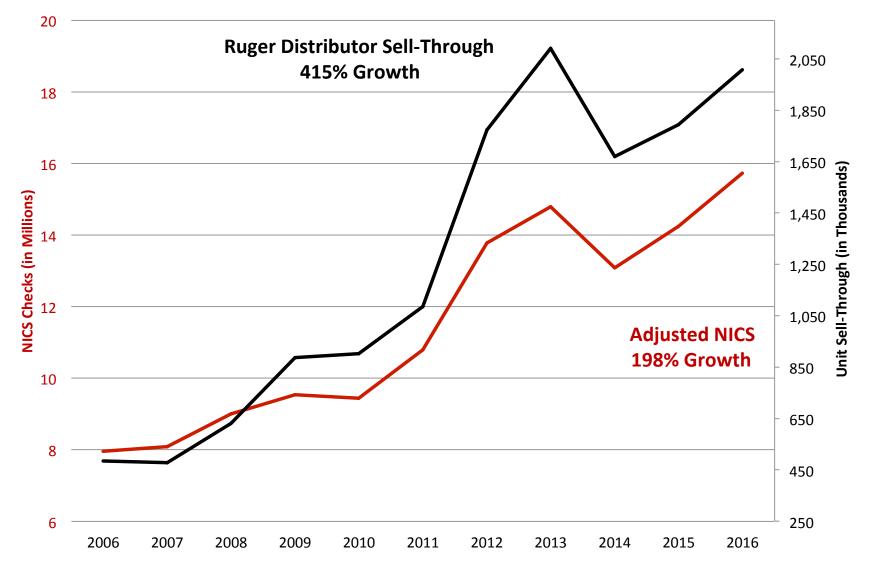


# Monthly Adjusted NICS (In Thousands)



© RUGER 2017

# Trends in Retail Demand



The adjusted National Instant Criminal Background Check System data presented above was adjusted by the National Shooting Sports Foundation to eliminate background checks associated with permit checks rather than firearm sales.



# PRODUCT DEVELOPMENT PROCESS



### VOICE OF THE CUSTOMER RESEARCH



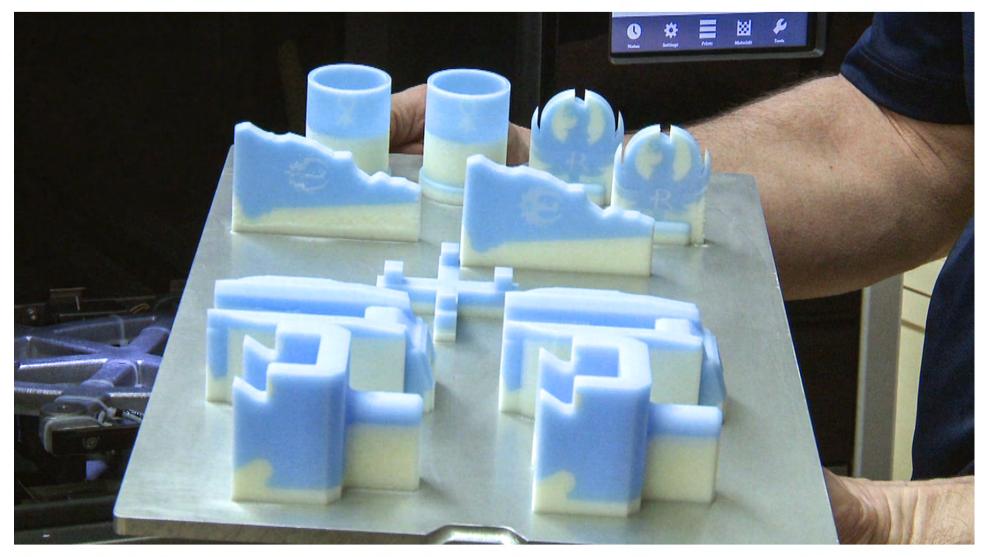


### NEW PRODUCT ENGINEERING & DEVELOPMENT





### RAPID PROTOTYPING & TESTING





### PRODUCT TESTING IN FIELD CONDITIONS



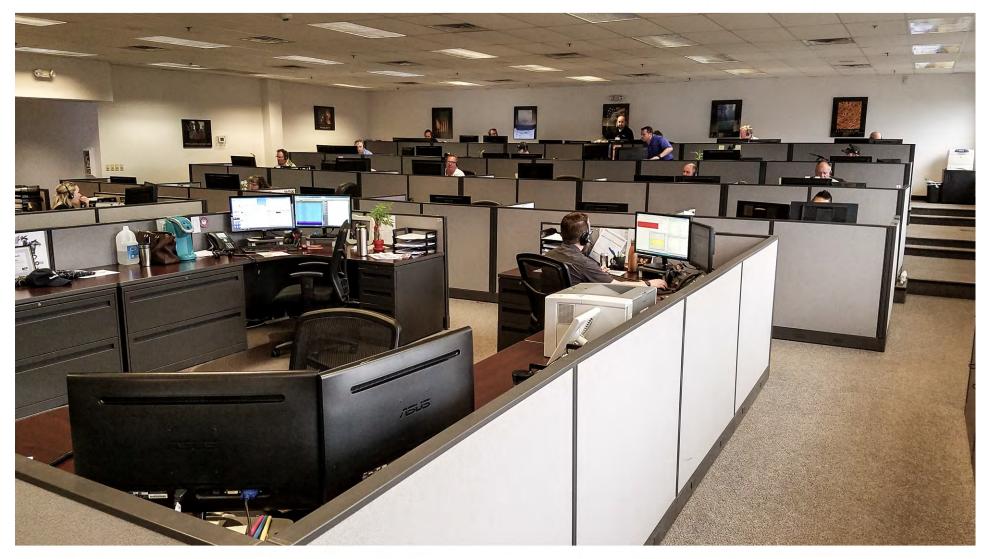


### TWO-STEP DISTRIBUTION



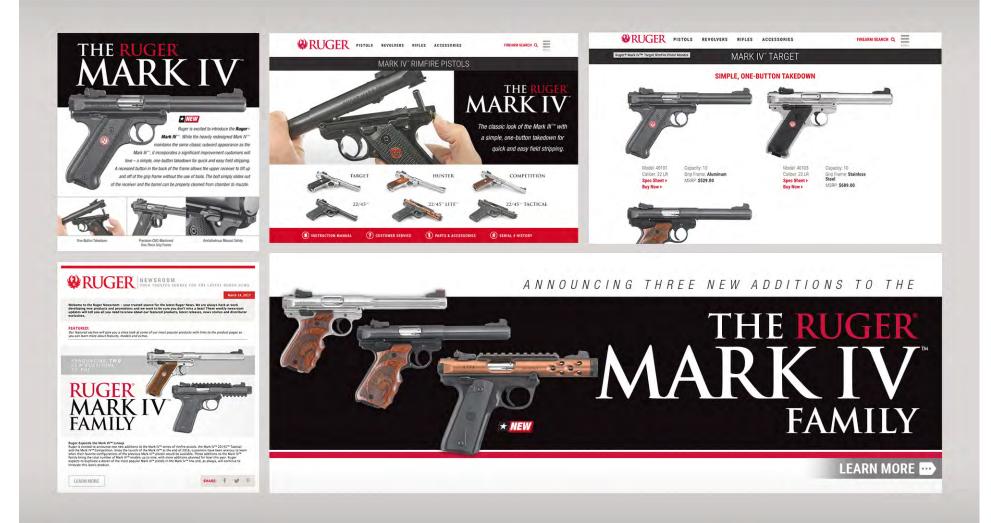


### DISTRIBUTOR SALES





## NEW PRODUCT LAUNCH





























#### MEDIA COVERAGE



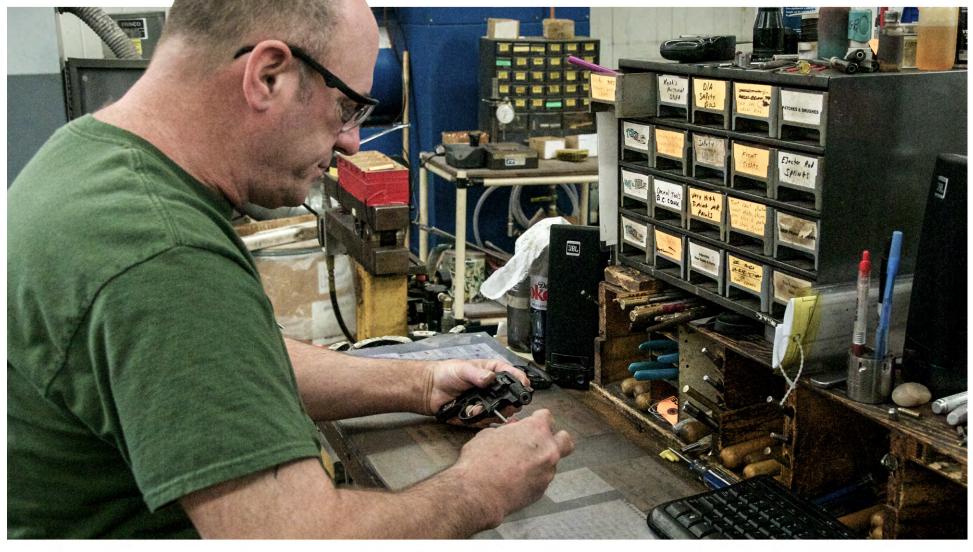


#### **RETAIL PROMOTIONS**





#### **BEST-IN-CLASS CUSTOMER SERVICE**





# NEW PRODUCTS



2 NEW PRODUCT PLATFORMS OVER 30 NEW PRODUCT LINE EXTENSIONS OVER 300 DISTRIBUTOR

**EXCLUSIVES** 



ARG

#### **2 NEW PRODUCT PLATFORMS**

MARK IV<sup>TM</sup> PISTOLS

SILENT-SR<sup>®</sup> SUPPRESSORS























# 

WGEL

COMPACT MODELS















11111

#### 22 CHARGER WITH POLYMER STOCK (IN BOTH STANDARD & TAKEDOWN MODELS)







2-0

### **AR-LOWER RECEIVERS**



















## RUGER AMERICAN RIFLE® PREDATOR **IN 6MM CREEDMOOR** 22 3 RUGER AMERICAN RIFLE® RANCH **IN .450 BUSHMASTER** Ittellelle RUGER AMERICAN RIFLE® PREDATOR







### RUGER AMERICAN RIMFIRE® TARGET











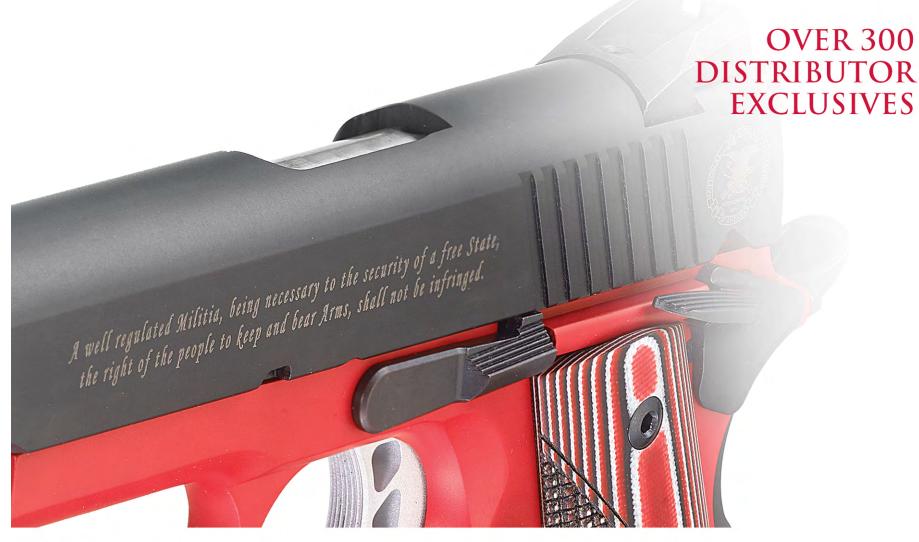




































# FINANCIAL & OPERATING HIGHLIGHTS



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

	2017	2016			
	Q1	Q4	Q3	Q2	Q1
Revenues	\$167.4	\$161.8	\$161.4	\$167.9	\$173.1
Gross Margin	\$55.8	\$53.5	\$50.3	\$56.7	\$59.1
<b>Operating Profit</b>	\$33.9	\$31.7	\$30.1	\$36.5	\$36.2
	20%	20%	19%	22%	21%
EPS	\$1.21	\$1.10	\$1.03	\$1.22	\$1.21
EBITDA	\$43.6	\$42.5	\$39.1	\$45.1	\$44.8
	26%	26%	24%	27%	26%



### Current Events: Q1 2017 Financial Highlights

- 2017 is off to a Solid Start
- Sales Increased 3% from Q4 2016
- EPS Increased 10% from Q4 2016
- Cash Generated from Operations was \$18.9 million
- Distributor Inventory Decreased during Q1 2017



### Current Events: Q1 2017 Financial Highlights

- During Q4 2016 and Q1 2017;
  - We Repurchased 1.4 Million Shares of Our Stock
  - Representing 7.2% of the Outstanding Shares
  - At an Average Cost of \$49.67/Share
  - A Total of \$67.4 Million was Returned to Shareholders
- Our Q1 2017 Ending Cash Balance was \$35.1 Million
- Currently Cash of Approximately \$50 Million



ACCOUNTS RECEIVABLE

## 99% CURRENT



# FINANCIAL MANAGEMENT

### CONSERVATIVE BALANCE SHEET DISCIPLINED CAPITAL ALLOCATION

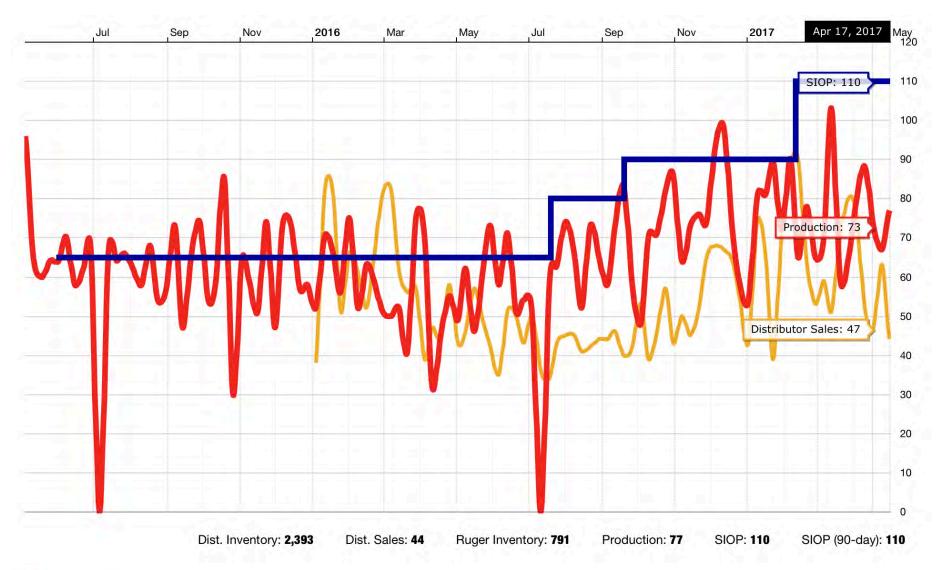


#### **PRODUCTION PLANNING**



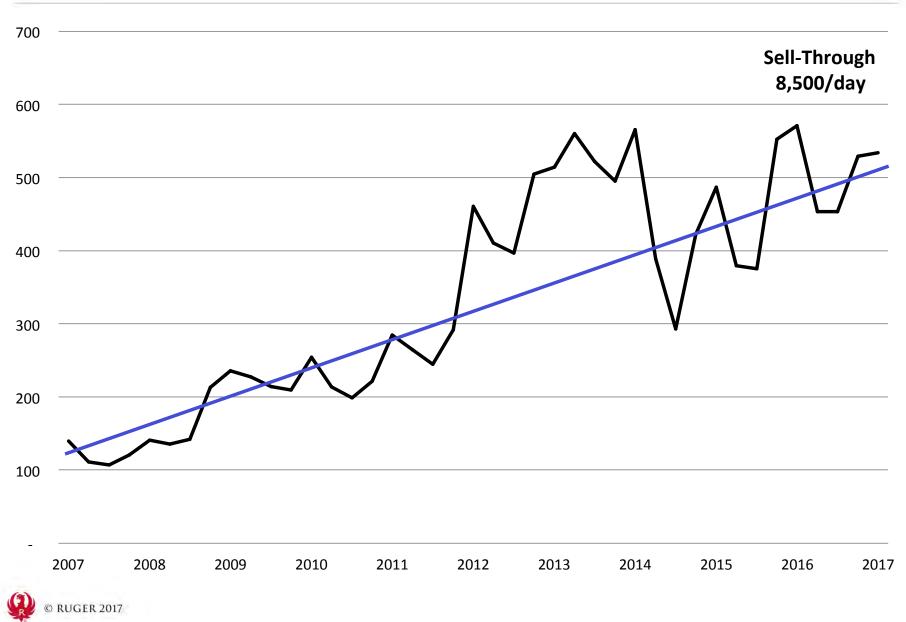


### SIOP: Sales & Inventory Operations Planning

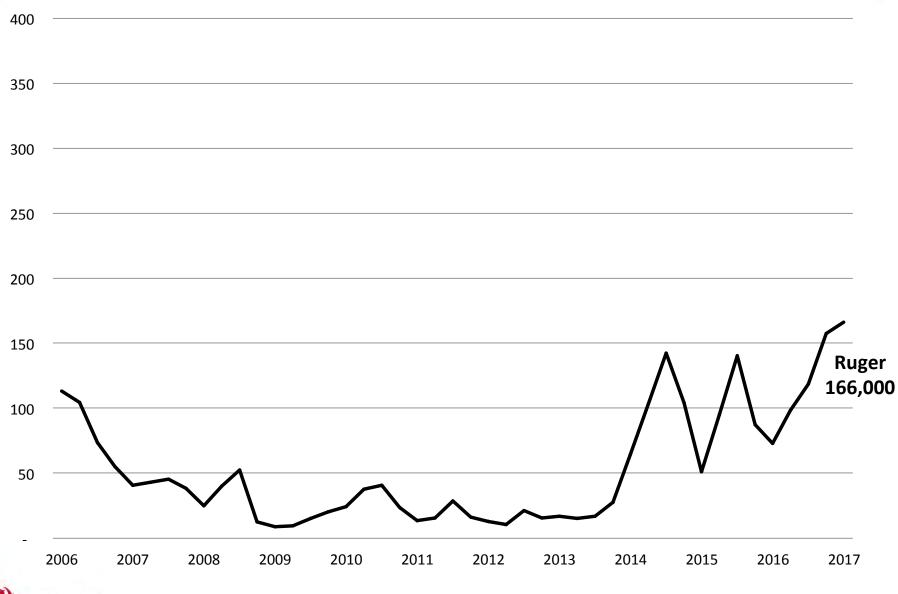




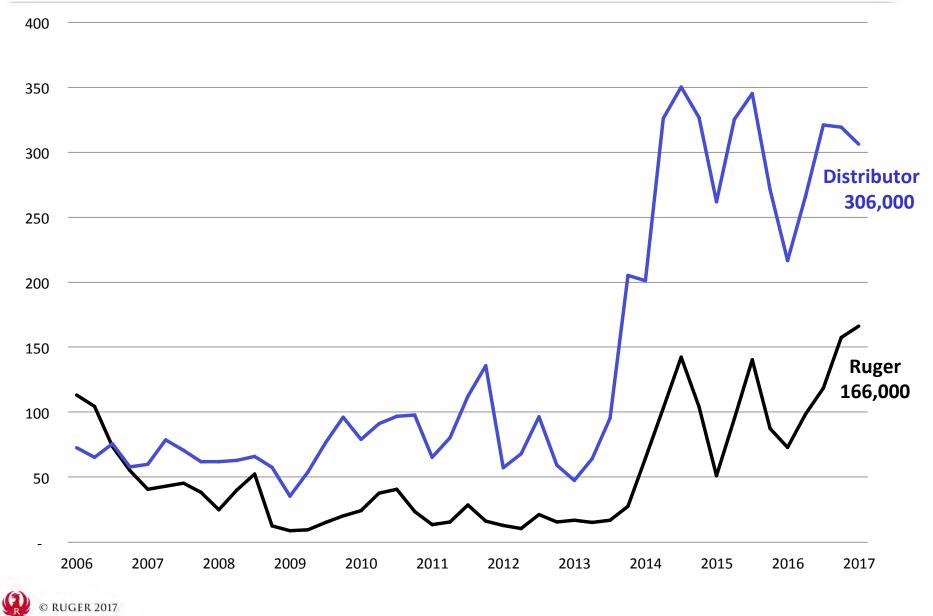
#### Quarterly Sell-Through (in Thousands of Units)



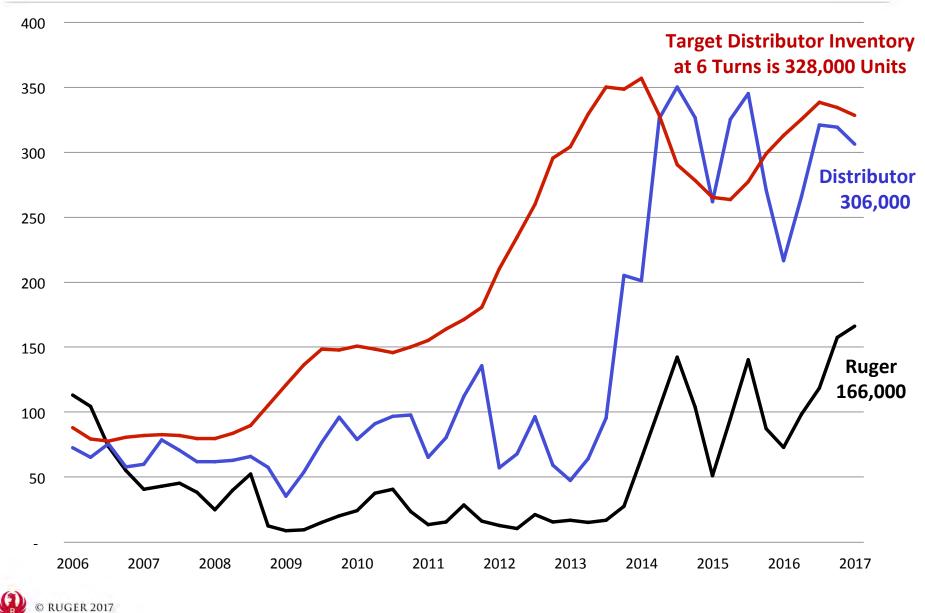
#### Quarterly Finished Goods Unit Inventory (in Thousands)



#### Quarterly Finished Goods Unit Inventory (in Thousands)



#### Quarterly Finished Goods Unit Inventory (in Thousands)



CAPITAL ALLOCATION





CAPITAL ALLOCATION



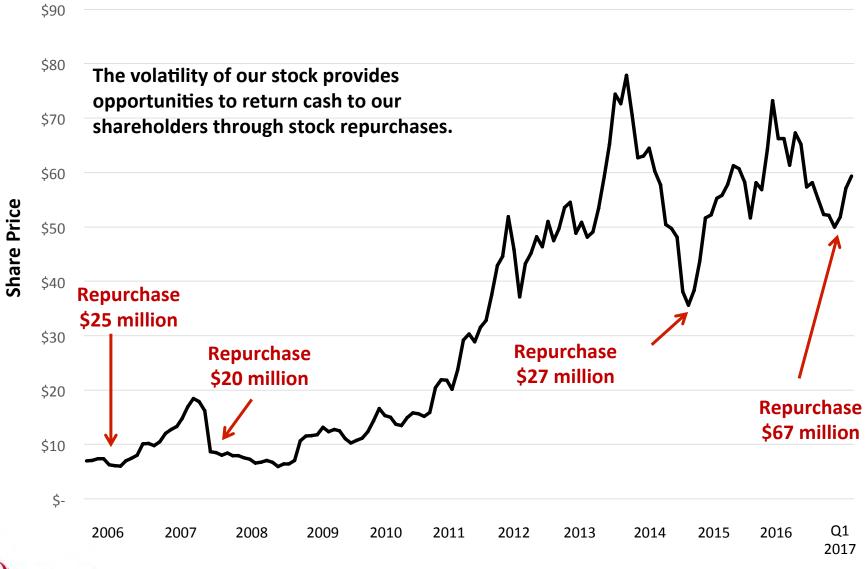


### **Disciplined Stock Repurchases**

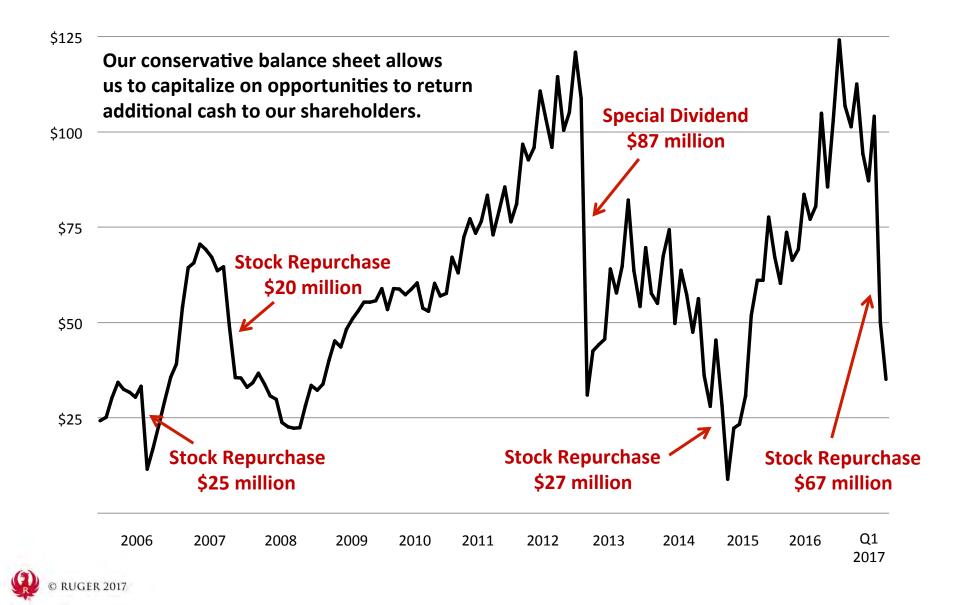
	Total Dollars (In Millions)	Total Shares	Price Per Share
Q3 2006	\$25.2	4,272,000	\$5.90
Q4 2007	\$20.0	2,216,000	\$8.99
Q3 & Q4 2008	\$10.2	1,535,000	\$6.57
Q3 2010 to Q1 2011	\$7.7	545,400	\$14.10
Q4 2014 & Q1 2015	\$26.7	762,900	\$35.15
Q4 2016 & Q1 2017	\$67.4	1,357,600	\$49.67
Total	\$157.2	10,688,900	\$14.71



### Share Price & Repurchase History



#### Cash (in Millions)



CAPITAL ALLOCATION

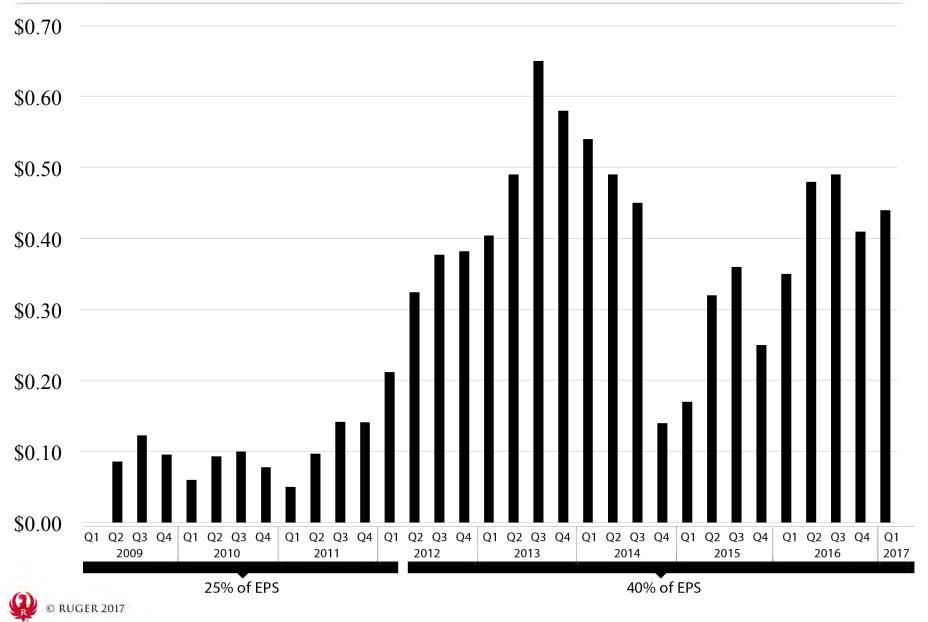
SINCE 2009, WE HAVE Returned \$179 million In Regular Quarterly Dividends,

AND \$87 MILLION In a special dividend.



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### Variable Quarterly Dividends (per Share)



#### SINCE EARLY 2007

WE HAVE RETURNED \$398 MILLION TO OUR SHAREHOLDERS.

> OUR MARKET CAPITALIZATION INCREASED FROM \$220 MILLION TO \$1 BILLION.

OUR APRIL 1, 2017 CASH BALANCE WAS \$35 MILLION AND WE HAVE NO DEBT.



# RGR HISTED NYSE

shares outstanding: 17.7 MILLION

PRICE: \$60.00 (5/5/17)

MARKET CAPITALIZATION: \$1.1 BILLION



We anticipate releasing 2017 quarterly earnings and holding investor conference calls on the following dates:

	Earnings Release	Conference Call	
Q2 2017	August 1, 2017	August 2, 2017	
Q3 2017	October 31, 2017	November 1, 2017	
Q4 2017	February 20, 2018	February 21, 2018	



#### **INVESTMENT HIGHLIGHTS**

#### HIGH VALUE PROPOSITION FOR CONSUMERS

#### SALES DRIVEN THROUGH INNOVATION

SCALABLE PRODUCTION AND MANAGED INVENTORIES THROUGH 2-STEP DISTRIBUTION

DESIGNED FOR SUCCESS



RUGER

#### **INVESTMENT HIGHLIGHTS**

BOTTOM-LINE DRIVEN Through lean Methodologies

CAPITAL ALLOCATION DISCIPLINE

> CONSERVATIVE Balance sheet

VARIABLE DIVIDEND THAT PROMOTES CONSISTENT CAPITAL ALLOCATION

**DESIGNED FOR SUCCESS** 



## ACOMPANY

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.



# QUESTIONS



#### **Caution: Forward Looking Statements**

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