

CHARTING THE NEXT WAVE OF GROWTH—TOGETHER

A new strategy to accelerate long-term industry growth.

To Achieve Greater Market Impact:



Clarify Discover Boating's mandate



Establish measurable framework

What Discover Boating Is (and is not)

Discover Boating is an **industry-wide movement** to attract new people to boating.

Discover Boating **IS**

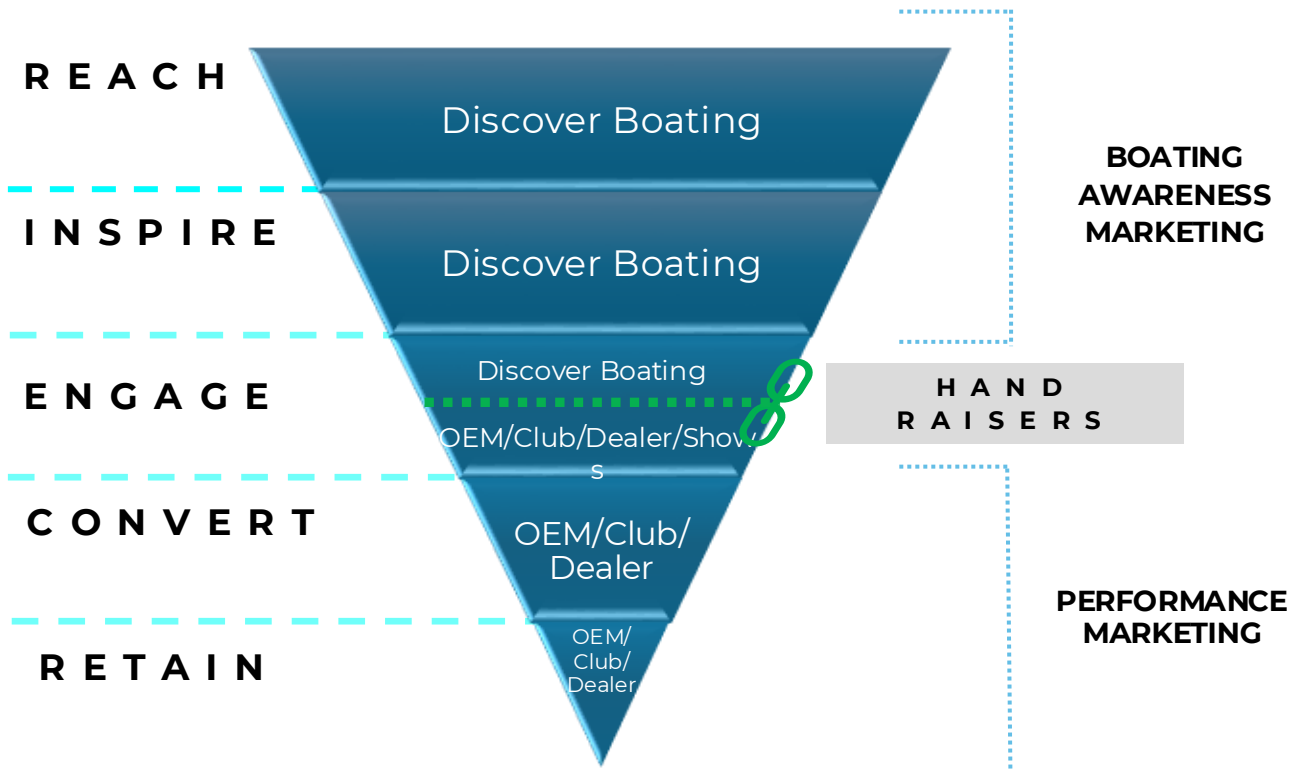
- ✓ The industry's **pooled investment** to build awareness and aspiration
- ✓ A consumer-facing, brand-agnostic **promoter** of boating as a lifestyle
- ✓ A **catalyst** to attract new consumers to boating—boats, rentals, clubs

Discover Boating **IS NOT**

- ✗ A **lead broker** or short-term **sales driver**
- ✗ A **replacement** for OEM or dealer marketing
- ✗ **Solely responsible** for industry growth

How The Industry Works Together

Distinct Roles. Connected Efforts. **From Awareness to Ownership.**

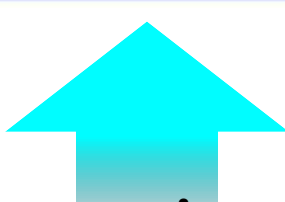


How To Measure Success

Track & Optimize Industry Impact

HEALTH SCORE INDEX

DISCOVER BOATING **Health Score Index (HSI)**



If the Health Score goes up, it means more people are discovering boating, engaging with it, and becoming “hand raisers”, and when that happens... **WE WILL GROW BOATING, TOGETHER.**