



MOSSY OAK[®]
PROPERTIES

America's Land Specialist



FIND YOUR FAVORITE PLACE

mossyoakproperties.com



FROM A FIST FULL OF DIRT... TO AMERICA'S OUTDOOR BRAND

Many companies can say they started from the ground and worked their way up. Our story goes even deeper-with a



fist full of dirt and the roots of a 200-year old southern oak.

In 1986, Mossy Oak creator Toxey Haas had the vision to take a handful of Mississippi dirt, sticks, and leaves and transform it into a brand new type of camouflage. Since that day, the Mossy Oak brand and family of companies has become a symbol of the outdoor consumers' obsession with getting closer to nature and living their best life outdoors.

For the nearly 40 million outdoor consumers, Mossy Oak's simple yet collective brand mission resonates due to our

corporate values, authenticity, and people. If you love the land and the outdoors, Mossy Oak is the brand that defines that obsession; it is a brand that you are proud to feel connected to.

In a recent survey of outdoor brands, 97% of respondents recognized Mossy Oak, and for 56% of respondents we were the outdoor brand that best represented their lifestyle. Our market share in the camo space is nearly 2-to-1 over our nearest competitor, and we are honored to be dubbed the "Official Camo of Conservation" due to our company-wide commitment to conservation organizations and causes, and efforts such as our Mossy Oak Properties National Day of Conservation.

As our brand approaches its fourth decade as a company, it continues to foster goodwill with consumers and continues to advocate for the goodness of the outdoor lifestyle. The Mossy Oak brands' awareness and strength continues to bring value and a competitive advantage to those associated with it.

We'd be honored for you to be a part of our family tree!



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THE MOSSY OAK PROPERTIES STORY



In 1999, Mossy Oak's founder Toxey Haas and his close friend Chris Hawley, a land broker by trade, decided to open the first Mossy Oak Properties office in Livingston, Alabama, the first of its kind in the land brokerage business. As a result, buyers, sellers, and brokers alike began gravitating to the fledgling company. Haas and Hawley knew they were on to something.

In September 2002, Mossy Oak Properties sold its first franchise, and the growth since then has been nothing short of phenomenal.

To date, the Mossy Oak Properties network encompasses a broad range of independent land brokerage offices across the continental US and Alaska, and we are not slowing down anytime soon. We are the largest land brokerage network of our kind in the country; wherever rural and recreational land is sold, is where we will be.

The strength of the Mossy Oak brand is at the center of the success of the Mossy Oak Properties network. When potential clients see a Mossy Oak Properties ad in a magazine or a for sale sign on a property, it is the Mossy Oak icon-- the most trusted in the outdoor world - that catches their eye and leads to that first contact. As our franchisees can attest, the brand alone creates a plethora of opportunities that simply would not exist if they were an independent broker.

The future is bright, and we are completely committed to creating increasing value for our network of land specialists via our national marketing campaigns, services portfolio, and emphasis on technology. Our growth will be predicated on continuing to associate with quality land specialist that share our vision and values.

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BUY WITH US. SELL WITH US.

For a brand that was birthed from a fistful of dirt, starting a franchised-based real estate network devoted to assisting buyers and sellers of rural and recreational land seemed natural. Since our start in 2002, our goal has been two-fold: provide the consumer access to the finest rural and recreational properties across the country by associating with the best-land brokers in the business.



So why should you utilize the Mossy Oak Properties network? Because by design, our network of land specialists is just like you: folks that understand and have a passion for land and the outdoors. Our brand, network and services create a dynamic program not only for our growing network, but for you as the consumer. We provide tools and training to ensure our land specialists are on the cutting edge of representing and

marketing properties and have the firepower to obtain the finest rural and recreational listings available. We place an emphasis on recruiting quality people that will in turn represent their clients in a fair and honest manner. Our network of land specialists have access to an unparalleled platform for selling rural and recreational properties, starting with our state of the art corporate website, web listing partnerships, national TV, print, social media and multimedia marketing initiatives, and much more.

We encourage you to become familiar with our network of land specialists. Whether you are looking to buy or sell property, contact your local Mossy Oak Properties office to discuss the benefits of buying or selling with them. You will be glad you did!

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THE NETWORK

The Mossy Oak Properties network is comprised of the best groups and individuals in the land brokerage business, all unified under the Mossy Oak brand and committed to recruiting quality people who understand the value in long-term relationships, cooperation and client focus. As a result, our network members have cohesion, and deal-flow continues to rise. With every office we open, and every agent that joins our team, it creates more opportunities for our land specialists to network and co-broker. Independent brokers simply do not have that resource at their fingertips.



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MOSSY OAK PROPERTIES BY THE NUMBERS

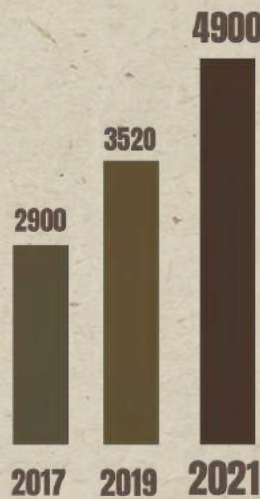
The old saying is that there is strength in numbers. If that is the case, the numbers below will show the strength of the Mossy Oak Properties program. A stronger program equals more opportunities for you as a Land Specialist.



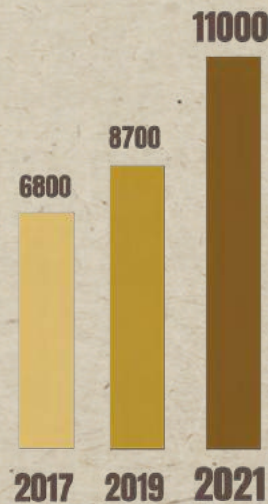
SALES VOLUME



ANNUAL TRANSACTIONS



AVERAGE DAILY WEB SESSIONS



Total Offices at Year End

100

Annual Sales Volume Growth

50%

Unique Annual Web Visits

4,000,000

Mossy Oak Properties Sells a Property Every

1 Hour 45 Minutes



Mossy Oak Properties Inc. does not double count transactions

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INDUSTRY LEADING EXPOSURE

In addition to the local and regional advertising executed by our network, Mossy Oak Properties executes a myriad of marketing campaigns aimed at building brand awareness for our network and their listing database, as well as driving consumers interested in buying or selling land to MossyOakProperties.com. Our state of the art corporate website averages 11,000 unique visitors per day.

We engage in traditional avenues such as outdoor TV (Drury Outdoors' Thirteen and Gamekeepers TV) and print publications (The Land Report and Gamekeepers), as well as emerging avenues such as our Fist Full of Dirt with Cuz Strickland podcast. We also invest heavily in expanding our digital footprint through platforms such as Facebook and Google Ads. In 2021, our social

media campaigns yielded over 2M unique website visitors, and we have steadily increased that budget in 2022, placing an emphasis on local and regional exposure for listings as well as our network offices.

We also utilize Google paid search and display/retargeting ads to reach consumers in the active search phase, and average over 80K unique website visits per month from these initiatives, and experience an average of an 9% click-through rate, well above

the industry standard of 3%. This is largely due to our overwhelming brand strength.

Our organic search engine optimization efforts enable us to be extremely competitive in searches surrounding land for sale. We complement that by feeding listings to LandFlip, LandSearch, LandHub, Land Broker Co Op, AcreBin, and The Land Market.

Our focus is on giving our network and their listings the maximum amount of exposure. With a new corporate website launched to give consumers and network members alike a more streamlined and impactful experience, Mossy Oak Properties has a comprehensive strategy at maximizing value for anyone that chooses to enlist the help of America's strongest outdoor brand and America's Land Specialist!



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FIND YOUR FAVORITE PLACE.



LOOKING FOR LAND?

At Mossy Oak Properties, we understand what you are looking for and how to find it. Trust our network of dedicated land professionals to help you find the perfect place. Whether it's rolling agricultural fields, open drifting plains or buck-filled bottomland, Mossy Oak Properties agents understand what you are looking for and why.

With over 3.5 billion dollars in listings across the country, the Mossy Oak Properties network of land specialists is the best source for finding your own favorite place.

LOG ON TO **MOSSYOAKPROPERTIES.COM** TO VIEW OUR VAST COLLECTION OF LAND FOR SALE OR TO FIND A LOCAL OFFICE.
FOR MORE INFORMATION CALL 866-667-2289 | Each office is independently owned and operated.