



STURM, RUGER & COMPANY, INC. ANNUAL MEETING OF STOCKHOLDERS
Wednesday, May 13, 2020
9:00 a.m. EDT

RULES OF CONDUCT FOR THE MEETING

Welcome to the Sturm, Ruger & Company, Inc. 2020 Annual Meeting of Stockholders. To provide a fair and informative meeting, your cooperation in observing the following rules is greatly appreciated.

1. The business of the meeting will follow the order shown in the Agenda.
2. You do not need to vote at this meeting if you have already voted by proxy. However, if you have not yet voted and wish to vote, or if you wish to revoke a previously submitted proxy, you may do so at any time by clicking the “Vote Here” button on the screen and following the voting instructions before the polls are closed.
3. Comments will be permitted **only** with respect to the matters to be voted upon and must be appropriate and germane to those matters. A brief period for comments will be allowed following the presentation of the matters to be voted upon. To submit a comment, you will need to type it into the box provided for questions on the web portal and clicking “submit.”
4. Following the formal business and a presentation by our President and CEO, Chris Killoy, there will be a period during which relevant stockholder questions will be addressed. If you wish to submit a question, please do by typing in the box provided on the web portal and submitting your question. One question per stockholder, please.
5. Questions must be pertinent to meeting matters or the CEO Presentation. The meeting is not to be used as a forum to present general economic, political, or other views that are not directly related to the business of Ruger. We will not consider questions that are: irrelevant to the business of the Company or the conduct of its operations; related to pending or threatened litigation; derogatory references that are not in good taste; substantially repetitious of questions from other stockholders; or related to personal grievances.
6. Our independent auditors at RSM US LLP are available to answer appropriate questions, though they will not be able to answer them live during the meeting. If you have a question for the auditors, please submit it to Ruger investor relations by sending an e-mail to ir@ruger.com. We will forward the question to the auditors and they will respond to you directly.
7. The use of recording equipment or any other similar equipment is prohibited without the written permission of Sturm, Ruger & Company, Inc.
8. The Chairman of the meeting shall have the authority necessary to preside over the meeting and may make any and all determinations with respect to the conduct of the meeting and procedures to be followed during the meeting.