

SELLMARK EXECUTIVE SUMMARY

2026 YTD (Jan-Jun 2026) · Data as of Jul 20, 2026

YTD NET SALES	PACE TO PLAN	GROSS MARGIN	YOY GROWTH
\$38.9M	64%	23.1%	-23.5%

Net sales \$38.9M, down 23.5% vs 2025, at 64% of the +20% plan and 23.1% gross margin. Biggest drag: Domestic Sales (-\$6.0M) and E-Commerce (-\$4.4M).

By Sales Office

OFFICE	YTD	YoY	GM%
Domestic Sales	\$15.3M	-28%	19%
National Accounts	\$10.7M	+4%	20%
E-Commerce	\$5.8M	-43%	39%
Distribution & OEM	\$2.9M	-23%	31%
Customer Service	\$1.8M	-2%	2%
LE/GOV	\$1.7M	-44%	31%
Marketing	\$363K	+176%	25%
International	\$334K	-13%	33%

By Brand

BRAND	YTD	YoY	GM%
Pulsar	\$29.2M	-26%	18%
Sightmark	\$4.2M	-17%	38%
Firefield	\$1.9M	-21%	36%
Inforce	\$1.6M	-30%	45%
Dark 30	\$1.3M	+44%	47%
BulletSafe	\$542K	-3%	35%
KJI	\$222K	-16%	26%

VP Teams

TEAM	YTD	YoY	GM%	PACE
Thermal Team (Dark 30, Pulsar)	\$30.5M	-24%	19%	63%
Growth Team (rest)	\$8.4M	-20%	38%	67%