

STURM RUGER & CO INC  
Form SC 13G  
April 23, 2015

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G  
Under the Securities Exchange Act of 1934

(Amendment No. \_\_\_)\*

Sturm, Ruger & Company, Inc.  
(Name of Issuer)

Common Stock, \$1.00 par value  
(Title of Class of Securities)

864159108  
(CUSIP Number)

April 20, 2015

Date of Event Which Requires Filing of this Statement

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 864159108

1 Name of Reporting Person:  
Abdiel Qualified Master Fund LP

I.R.S. Identification No. of above Person  
(entities only) (voluntary)

2 Check the Appropriate Box if a Member of  
a Group

(a)   
(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

Cayman Islands

NUMBER OF	5	SOLE VOTING POWER
SHARES		0
BENEFICIALLY	6	SHARED VOTING POWER
OWNED BY		977,544
EACH	7	SOLE DISPOSITIVE POWER
REPORTING		0
PERSON	8	SHARED DISPOSITIVE POWER
WITH		977,544

9 AGGREGATE AMOUNT BENEFICIALLY OWNED  
977,544

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN  
ROW (11)  
5.2% \*

12 TYPE OF REPORTING PERSON  
PN

\* Based on 18,655,000 shares of Common Stock outstanding as of March 16, 2015, as reported in the Issuer's Definitive Proxy Statement filed with the Securities and Exchange Commission on March 26, 2015.



CUSIP No. 864159108

1 Names of Reporting Person:  
Abdiel Capital LP

I.R.S. Identification No. of above Person  
(entities only) (voluntary)

2 Check the Appropriate Box if a Member of  
a Group

(a)   
(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

Delaware

5	SOLE VOTING POWER
NUMBER OF	0
SHARES	6 SHARED VOTING
BENEFICIALLY	POWER
OWNED BY	52,256
EACH	7 SOLE DISPOSITIVE
REPORTING	POWER
PERSON	0
WITH	8 SHARED DISPOSITIVE
	POWER
	52,256

9 AGGREGATE AMOUNT BENEFICIALLY OWNED  
52,256

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN  
ROW (11)  
0.3% \*

12 TYPE OF REPORTING PERSON  
PN

\* Based on 18,655,000 shares of Common Stock outstanding as of March 16, 2015, as reported in the Issuer's Definitive Proxy Statement filed with the Securities and Exchange Commission on March 26, 2015.



CUSIP No. 864159108

1 Names of Reporting Person:  
Abdiel Capital Management, LLC

I.R.S. Identification No. of above Person  
(entities only) (voluntary)

2 Check the Appropriate Box if a Member of  
a Group

(a)   
(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

Delaware

NUMBER OF	5	SOLE VOTING POWER
SHARES		0
BENEFICIALLY	6	SHARED VOTING POWER
OWNED BY		1,029,800 **
EACH	7	SOLE DISPOSITIVE POWER
REPORTING		0
PERSON	8	SHARED DISPOSITIVE POWER
WITH		1,029,800 **

9 AGGREGATE AMOUNT BENEFICIALLY OWNED  
1,029,800 \*\*

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW  
(9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN  
ROW (11)  
5.5% \*

12 TYPE OF REPORTING PERSON  
OO

\* Based on 18,655,000 shares of Common Stock outstanding as of March 16, 2015, as reported in the Issuer's Definitive Proxy Statement filed with the Securities and Exchange Commission on March 26, 2015.

\*\* Consists of 977,544 shares of Common Stock held by Abdiel Qualified Master Fund LP and 52,256 shares of Common Stock held by Abdiel Capital LP.



CUSIP No. 864159108

1 Names of Reporting Person:  
Abdiel Capital Advisors, LP

I.R.S. Identification No. of above Person  
(entities only) (voluntary)

2 Check the Appropriate Box if a Member  
of a Group

(a)   
(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

Delaware

NUMBER OF	5	SOLE VOTING POWER
SHARES		0
BENEFICIALLY	6	SHARED VOTING POWER
OWNED BY		1,029,800 **
EACH	7	SOLE DISPOSITIVE POWER
REPORTING		0
PERSON	8	SHARED DISPOSITIVE POWER
WITH		1,029,800 **

9 AGGREGATE AMOUNT BENEFICIALLY OWNED  
1,029,800 \*\*

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW  
(9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN  
ROW (11)  
5.5% \*

12 TYPE OF REPORTING PERSON  
OO

\* Based on 18,655,000 shares of Common Stock outstanding as of March 16, 2015, as reported in the Issuer's Definitive Proxy Statement filed with the Securities and Exchange Commission on March 26, 2015.

\*\* Consists of 977,544 shares of Common Stock held by Abdiel Qualified Master Fund LP and 52,256 shares of Common Stock held by Abdiel Capital LP.





CUSIP No. 864159108

1 Names of Reporting Person:  
Colin T. Moran

I.R.S. Identification No. of above Person  
(entities only) (voluntary)

2 Check the Appropriate Box if a Member  
of a Group

(a)   
(b)

3 SEC USE ONLY

4 Citizenship or Place of Organization

United States

NUMBER OF	5	SOLE VOTING POWER
SHARES		0
BENEFICIALLY	6	SHARED VOTING POWER
OWNED BY		1,029,800 **
EACH	7	SOLE DISPOSITIVE POWER
REPORTING		0
PERSON	8	SHARED DISPOSITIVE POWER
WITH		1,029,800 **

9 AGGREGATE AMOUNT BENEFICIALLY OWNED  
1,029,800 \*\*

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW  
(9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN  
ROW (11)  
5.5% \*

12 TYPE OF REPORTING PERSON  
IN

\* Based on 18,655,000 shares of Common Stock outstanding as of March 16, 2015, as reported in the Issuer's Definitive Proxy Statement filed with the Securities and Exchange Commission on March 26, 2015.

\*\* Consists of 977,544 shares of Common Stock held by Abdiel Qualified Master Fund LP and 52,256 shares of Common Stock held by Abdiel Capital LP.



CUSIP No. 864159108

SCHEDULE 13G

- Item 1(a) Name of Issuer: Sturm, Ruger & Company, Inc.  
Item 1(b) Address of Issuer's Principal Executive Offices:  
  
One Lacey Place, Southport, CT 06890
- Item 2(a) Name of Persons Filing:  
Abdiel Qualified Master Fund LP  
Abdiel Capital LP  
Abdiel Capital Management, LLC  
Abdiel Capital Advisors, LP  
Colin T. Moran
- Item 2(b) Address of Principal Business Office, or if None, Residence:  
  
410 Park Avenue, Suite 540, New York, NY 10022
- Item 2(c) Citizenship:  
  
Abdiel Qualified Master Fund LP – Cayman Islands  
  
Abdiel Capital LP - Delaware  
  
Abdiel Capital Management, LLC - Delaware  
  
Abdiel Capital Advisors, LP - Delaware  
  
Colin T. Moran – United States
- Item 2(d) Title of Class of Securities: Common Stock, \$1.00 par value  
Item 2(e) CUSIP Number: 864159108  
Item 3 If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c),  
check whether the person filing is:  
Not Applicable.
- Item 4 Ownership:  
  
(a) through (c):  
  
The information set forth in Items 5 through 9 and 11 of the cover pages to this Schedule 13G is incorporated herein by reference thereto. Ownership is stated as of April 20, 2015 and ownership percentages are based on 18,655,000 shares of Common Stock outstanding as of March 16, 2015, as reported in the Issuer's Definitive Proxy Statement filed with the Securities and Exchange Commission on March 26, 2015.  
  
Abdiel Capital Management, LLC and Abdiel Capital Advisors, LP serve as the general partner and the investment manager, respectively, of Abdiel

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Qualified Master Fund LP and Abdiel Capital LP. Colin T. Moran serves as managing member of Abdiel Capital Management, LLC and Abdiel Capital Partners, LLC, which serves as the general partner of Abdiel Capital Advisors, LP. Each of the Reporting Persons disclaims beneficial ownership of the shares reported herein except to the extent of its or his pecuniary interest therein.

- Item 5 Ownership of Five Percent or Less of the Class: Not Applicable.
- Item 6 Ownership of More Than Five Percent on Behalf of Another Person: Not Applicable.
- Item 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company: Not Applicable.
- Item 8 Identification and Classification of Members of the Group: Not Applicable.
- Item 9 Notice of Dissolution of Group: Not Applicable.
- Item 10 Certification:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having such purpose or effect.

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CUSIP No. 864159108

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: April 21, 2015

ABDIEL QUALIFIED MASTER FUND LP

By: Abdiel Capital Management, LLC,  
its General Partner

By: /s/ Colin T. Moran  
Colin T. Moran, Managing Member

ABDIEL CAPITAL LP

By: Abdiel Capital Management, LLC,  
its General Partner

By: /s/ Colin T. Moran  
Colin T. Moran, Managing Member

ABDIEL CAPITAL MANAGEMENT, LLC

By: /s/ Colin T. Moran  
Colin T. Moran, Managing Member

ABDIEL CAPITAL ADVISORS, LP

By: Abdiel Capital Partners, LLC,  
its General Partner

By: /s/ Colin T. Moran  
Colin T. Moran, Managing Member

COLIN T. MORAN

By: /s/ Colin T. Moran  
Colin T. Moran, Individually



CUSIP No. 864159108

EXHIBIT 1

JOINT FILING AGREEMENT

The undersigned hereby agree that the statement on Schedule 13G to which this Agreement is annexed as Exhibit 1, and any amendments thereto, is and will be filed on behalf of each of them in accordance with the provisions of Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended.

Date: April 21, 2015

ABDIEL QUALIFIED MASTER FUND LP

By: Abdiel Capital Management, LLC,  
its General Partner

By: /s/ Colin T. Moran  
Colin T. Moran, Managing Member

ABDIEL CAPITAL LP

By: Abdiel Capital Management, LLC,  
its General Partner

By: /s/ Colin T. Moran  
Colin T. Moran, Managing Member

ABDIEL CAPITAL MANAGEMENT, LLC

By: /s/ Colin T. Moran  
Colin T. Moran, Managing Member

ABDIEL CAPITAL ADVISORS, LP

By: Abdiel Capital Partners, LLC,  
its General Partner

By: /s/ Colin T. Moran  
Colin T. Moran, Managing Member

COLIN T. MORAN

By: /s/ Colin T. Moran  
Colin T. Moran, Individually