

1st Quarter Analysis 2013

Mace Security International

1st Quarter 2013

This document contains forward-looking statements that involve risks and uncertainties, as well as assumptions, that if they never materialize or prove incorrect, could cause the results of the Company to differ materially from those expressed or implied by such forward-looking statements. Forward-looking statements generally are identified by the words “expects,” “anticipates,” “believes,” “intends,” “estimates,” “should,” “would,” “strategy,” “plan” and similar expressions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements. The risks, uncertainties and assumptions include developments in the marketplace for our products, competition, related products and services and general economic conditions, as well as other risks and uncertainties.

Accordingly, we cannot give assurance that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of the Company.



*To empower your world through
safety & security*



*Live and Be the Brand !
Inspire creativity, confidence, passion, optimism,
peace & security*

Customers

- Deliver best in class products & services for our partners & customers.

Employees

- Be a great place to work where people are inspired to be their best and achieve their goals.

Shareholders

- Be a disciplined, forward-thinking brand driven to maximize shareholder value



1st Quarter Analysis 2013

Mace Security International

2012 Notable Achievements Year to Date 1st Quarter

- Grew core business by 9%
- Non aerosol products grew 35%
- Core business margins improved slightly
- EPA issue completely resolved
- Expanded distribution in Mexico

2012 Notable Achievements Year to Date

1st Quarter

- Finalized Eagle Car wash sale (received)
- Actively selling last car wash
- Mace.com migrated to a robust platform
- Sales team integration & transformation

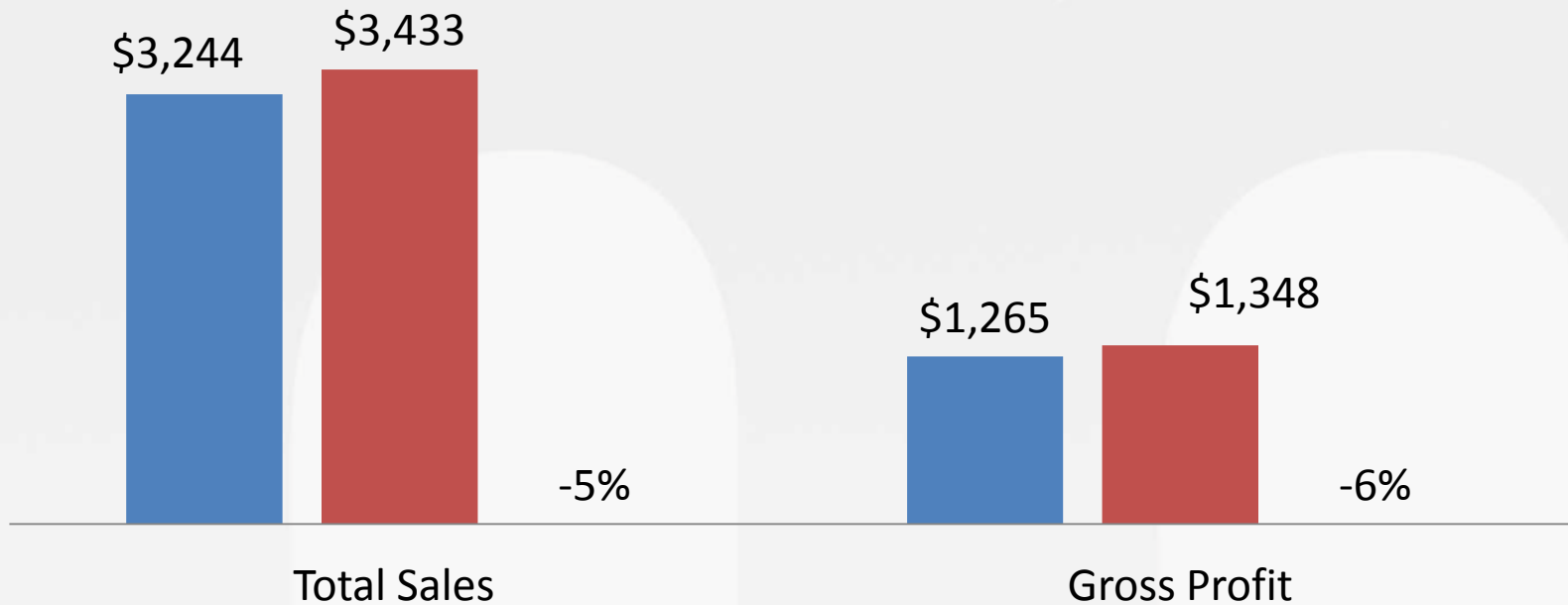
2012 Notable Achievements Year to Date 1st Quarter

- Reduced corporate costs dramatically
- Implemented consolidation plan

2013 1st Quarter Financial Performance

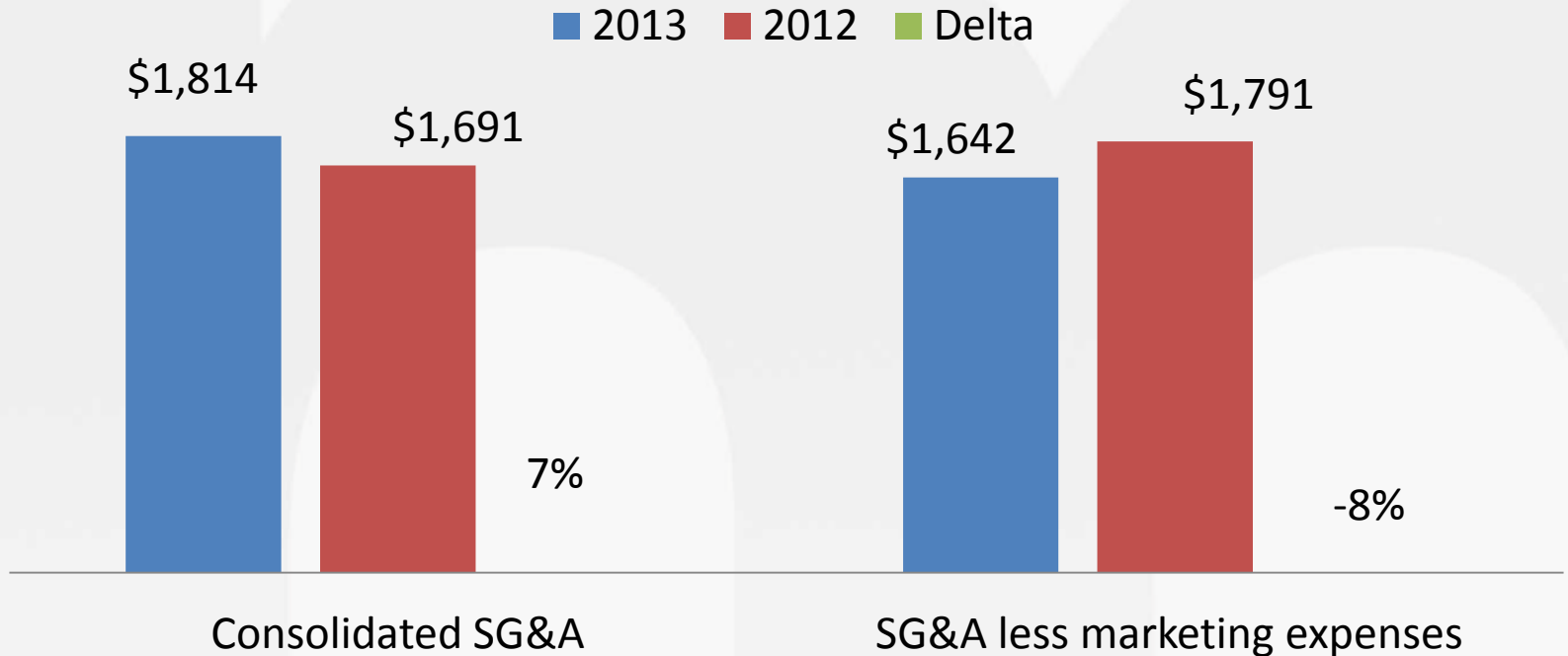
1st Quarter Sales & Profit Analysis (In Thousands)

■ 2013 ■ 2012 ■ Delta



2013 1st Quarter Financial Performance

1st Quarter Expense Analysis (In Thousands)



2012 Comments on Expenses Year to Date 1st Quarter

- Trade shows had an effect on expenses (+\$28 K)
- Product development & Analysis is 6% of total
- Corporate expenses was reduced by 47% in total
- MPDSI after adjustments was flat in the period
- MPDSI was adjusted for IVS & Marketing expenses
- MCS expenses were up 22% after adjustments

2013 1st Quarter Financial Performance

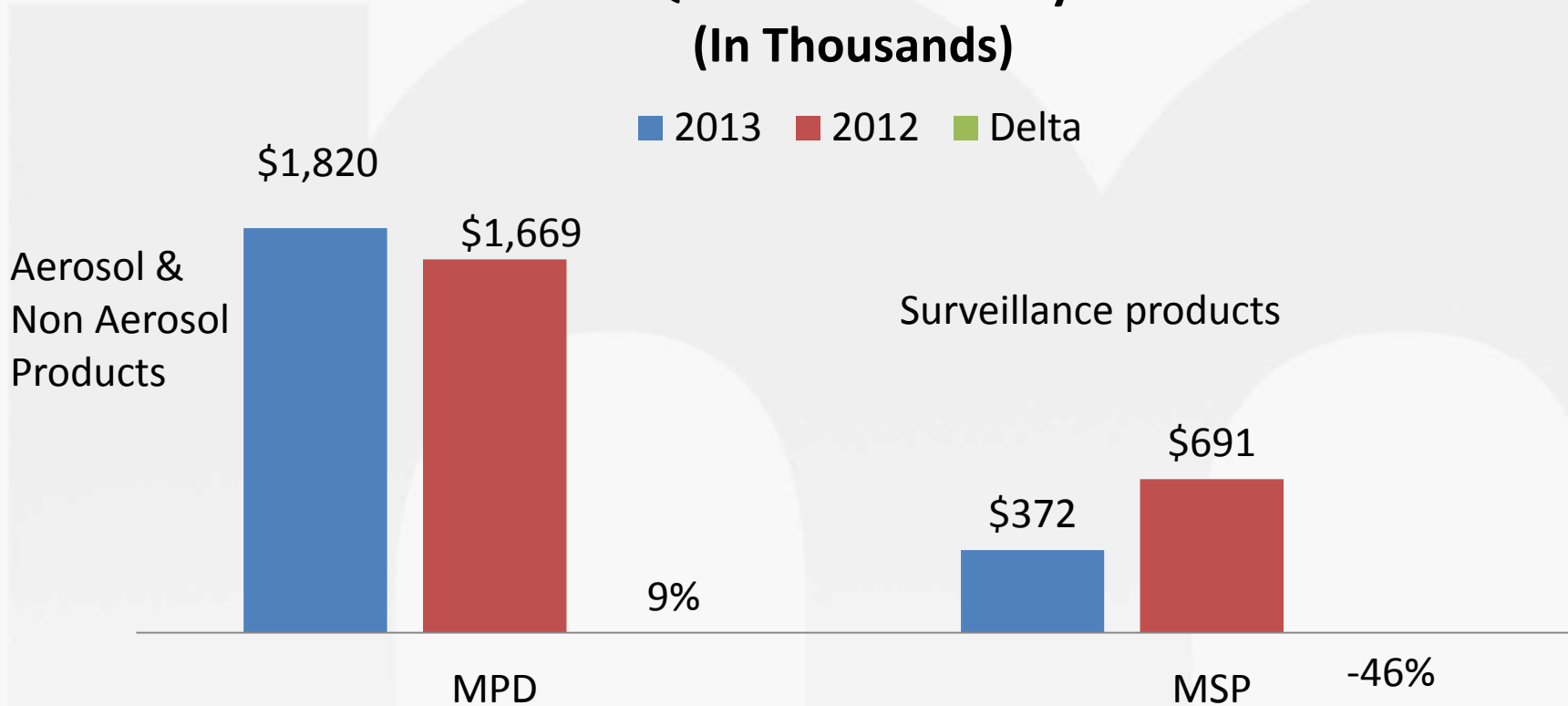
1st Quarter Analysis 2013 Mace Security International



2013 1st Quarter Financial Performance

1st Quarter Sales Analysis (In Thousands)

■ 2013 ■ 2012 ■ Delta



2013 1st Quarter Financial Performance

1st Quarter Gross Profit Analysis (In Thousands)

■ 2013 ■ 2012 ■ Delta

Aerosol &
Non Aerosol
Products

\$790

\$649

22%

MPD

Surveillance products

\$190

\$332

-43%

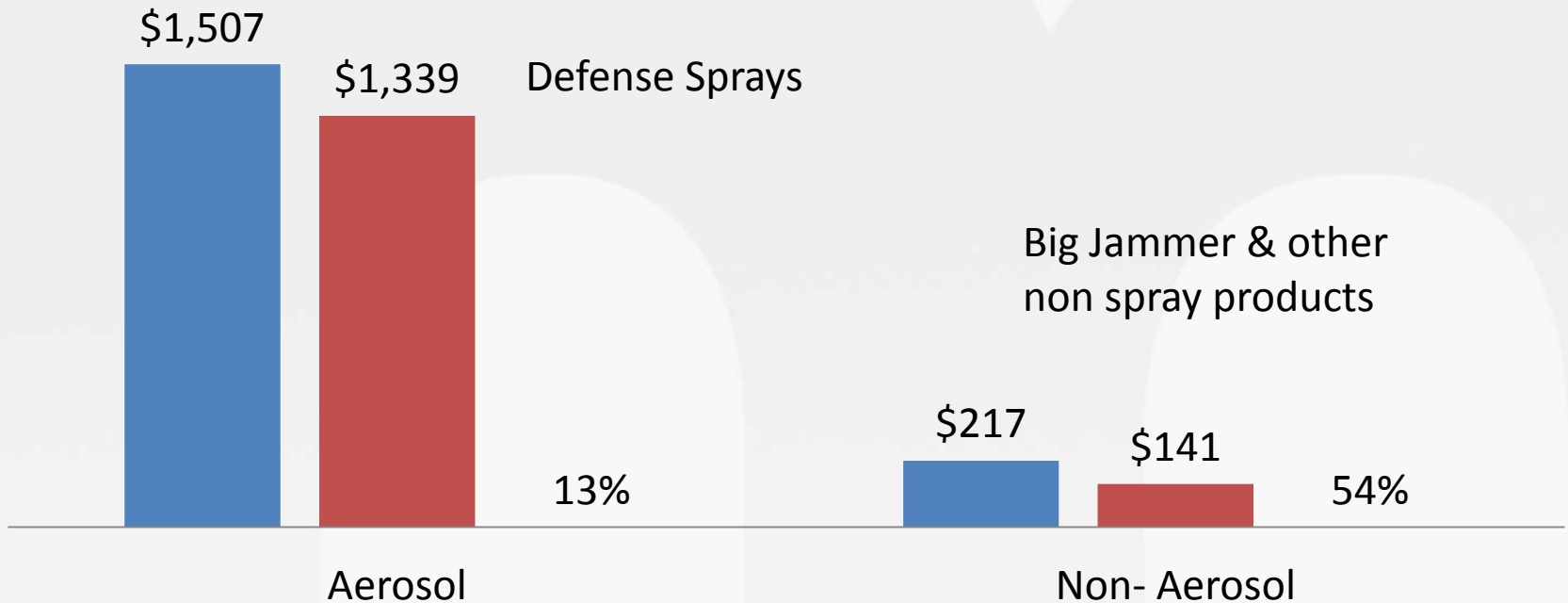
MSP



2013 1st Quarter Financial Performance

1st Quarter Sales Analysis (In Thousands)

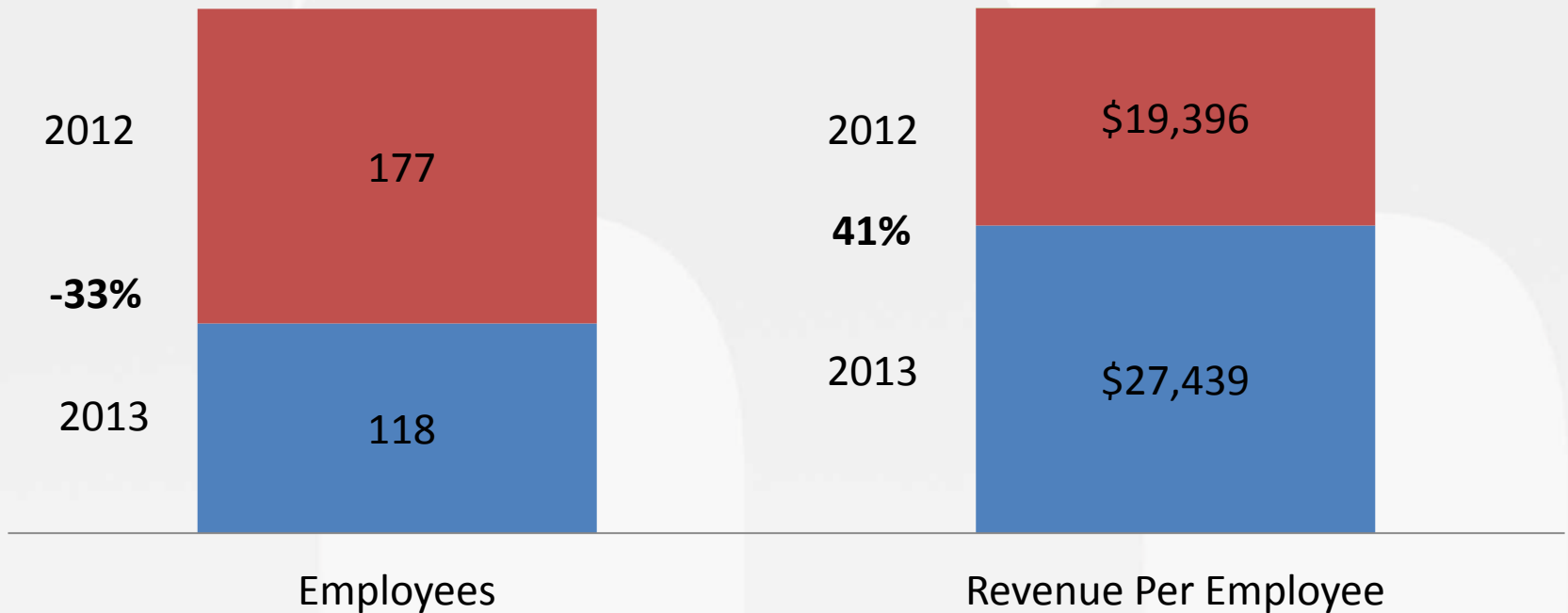
■ 2013 ■ 2012 ■ Delta



2013 1st Quarter Financial Performance

1st Quarter Revenue Per Employee Analysis

■ Employees ■ Revenue Per Employee ■ Delta

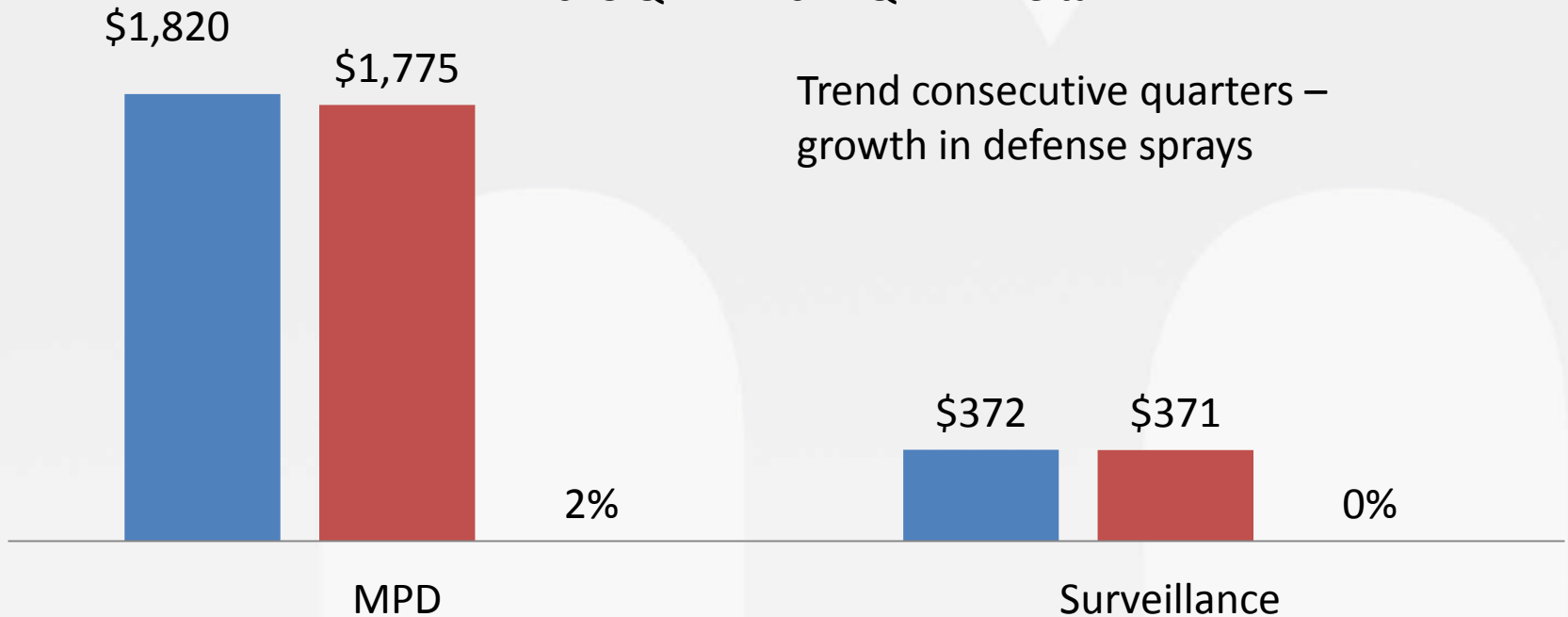


2013 1st Quarter Financial Performance

1st Quarter Sales Analysis (In Thousands)

■ 2013 Q1 ■ 2012 Q4 ■ Delta

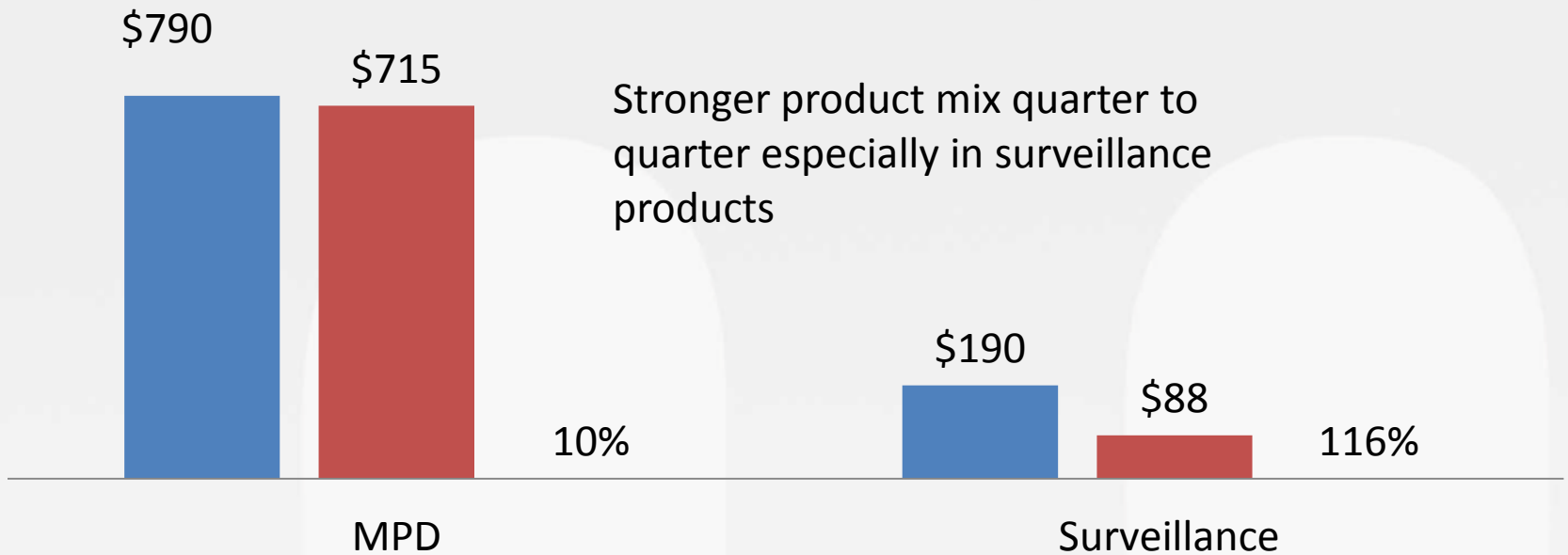
Trend consecutive quarters –
growth in defense sprays



2013 1st Quarter Financial Performance

1st Quarter Gross Profit Analysis (In Thousands)

■ 2013 Q1 ■ 2012 Q4 ■ Delta



2013 1st Quarter Performance Comments



Personal Defense Sprays

- Consumer & Sporting goods sales were strong
- Law Enforcement, TG Guard & OEM were off due to timing but we should be on track by end of the year



Surveillance Products

- Mix issues are being resolved – as we have closed out low margin products
- Sales will increase as we focus on the category plus add other resources such as tele marketing & reps (variable expenses to drive sales)



Mace Central Station

- We have implemented new pricing & strategies
- Need to grow with current dealers and add new dealers
- Control costs

Mace Security International Product Opportunities



Mace
Defense
Products



Mace
Surveillance
& Security



Mace
Monitoring
& Services



Mace
Licensed
Products



Personal Defense

- Pepper Spray
- Personal Alarms & Home Protection
- Take Down, XPrint, TG Guard

maceview

- SQ Series (Standard Quality Analog Surveillance)
- HD Series (High Definition IP Surveillance)

macealert

- DIY Alarm System (WiFi self install /self monitored)
- DIY Alarm System (GSM/Wi-Fi /Video Verify self install... self or CS monitored)

easywatch

- Amazon cloud based Wi-Fi IP Camera self monitoring

CS Services Pro Dealer Program

- Burg, Fire, Video, PERs monitoring
- Access to service enabled products (Videofied)

Consumer Direct Web/Telemarketing

Consumer Mass Retail

LE

Alarm Dealers / Security System Installers

Mace Security International Product Opportunities



Mace Defense Products

- Direct to Consumer
- Retail
- Law Enforcement & Government
- International



Mace Security International Product Opportunities



Mace Surveillance & Security

- DIY – direct to consumer
- Retail – strategic retailers
- Dealer Network
- Mace Kiosk's & stores



Mace Security International Product Opportunities



Mace Monitoring & Services

- Dealer Network
- PERS
- Licensed Centers
- Products



Mace Security International Product Opportunities



Mace Licensed Products

- Safety
- Security
- Defense
- Deterrent
- PERS



Mace Security International Marketing Efforts



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mace

mace pepper spray ◯ alarms & protection ◯ security cameras & surveillance ◯ other ◯

◯ learn ◯ about us

you are here: [home](#) » story: how mace protected heather



STREET SMARTS

“I carry pepper spray because I want both my family and myself to be safe.”



Mace Hot Pink Jogger
\$18.95

How Mace® Protected Heather

Heather is a marathon runner and young mother living in Denver, who runs while her kids are at school. One warm and sunny morning she was running through City Park, in what is considered a safe area, when a suspicious man suddenly darted towards her from behind a grove of trees. Fortunately, Heather always runs with her **Mace Sport Jogger** Pepper Spray strapped to her hand for protection. When the man approached and began to threaten her, she sprayed a stream of powerful Mace pepper spray directly at his face. He immediately stopped and began coughing and clawing at his eyes, giving Heather time to make her way to a more crowded area of the park where she was able to call for help. The man, who it turns out had a history of violence, was later arrested. What's more important: Heather was still able to pick her kids up from school that day, right on time.

Examples of the Marketing Efforts

HOSPITAL SCHOOL UNIVERSITY
Campus Safety
SECURITY • MANAGEMENT • PLANNING • TECHNOLOGY

Results from *Campus Safety Magazine 2013 Yearbook* survey

1 in 3 Campus Public Safety Officers Need More Less-Lethal Training.

42% of Respondents Believe Campus Police and Security Officers Do Not Have the Right Type of Lethal and Less Lethal Weapons to Appropriately Respond to an Incident.

88% of University and 81% of K-12 Respondents Say Their Sworn Officers Should Carry Pepper Spray.

53% of University Respondents Are Most Likely to Approve of Their Nonsworn Officers Carrying Pepper Spray.

The Campus Safety 2012 Opinion survey was conducted in October 2012, and 632 campus protection professionals participated. Invitations to take the survey were sent via E-mail and were posted on CampusSafetyMagazine.com as well as on various social media platforms.

SAFE SECURE
SCHOOLS

Examples of the Marketing Efforts

HOSPITAL / SCHOOL / UNIVERSITY
Campus Safety
SECURITY • MANAGEMENT • PLANNING • TECHNOLOGY

PUBLIC SAFETY

Less-Lethal Weapon Options

Here's a reminder of the alternatives available when a situation doesn't warrant deadly force.

By Amaury Murgado | June 17, 2013


At present, less-lethal weapons are a fact of life. It's hard to find an agency that doesn't use at least one in one form or another. For example, Oleoresin Capsicum (OC) sprays are so commonplace that no one usually questions their use.


Chemical Agents

The most widespread less-lethal weapons are chemical agents dispersed in aerosol form. The three most widely used are CS, OC, or a combination of both. Regardless of what type you use, the effects are about the same; the suspect feels pain, burning, and irritation of exposed mucous membranes and skin. Some agents target the eyes to compromise vision. Others target the suspect's mouth, nose, and throat in order to adversely affect breathing.

It has been my experience that a combination of CS and OC in a water base is the most effective agent to use. The CS affects the suspect's breathing while the OC burns and shuts down vision. The water base helps with faster decontamination and any fears associated with conducted electrical weapons.

It's a good idea to understand the effects of the agent you use. You should find the right balance that will help shut down a suspect's resistance but one that won't incapacitate him or her for more than 15 to 20 minutes.

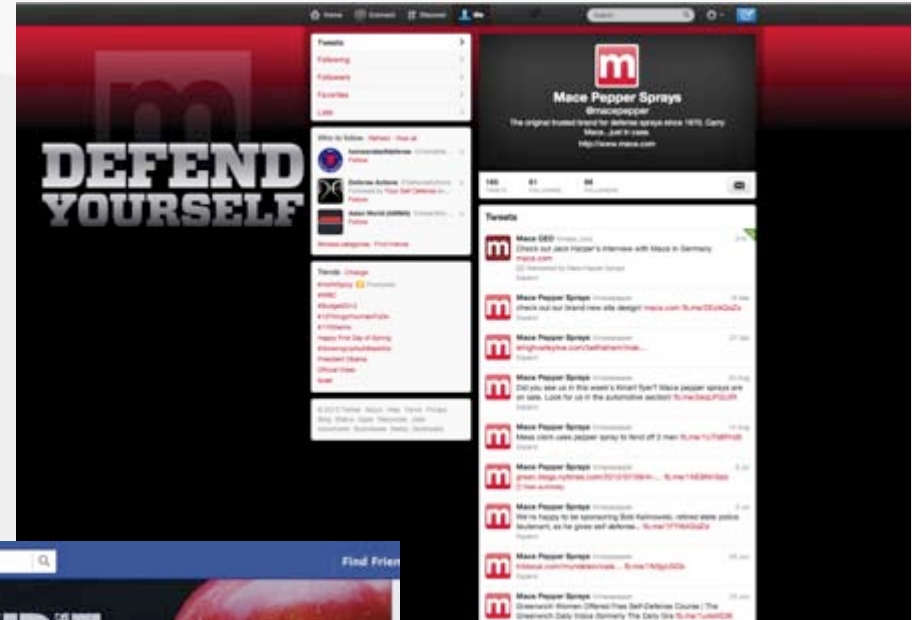


 [facebook.com/SafeSecureSchools](https://www.facebook.com/SafeSecureSchools)

SAFE SECURE SCHOOLS

Marketing

Social Media — Facebook & Twitter



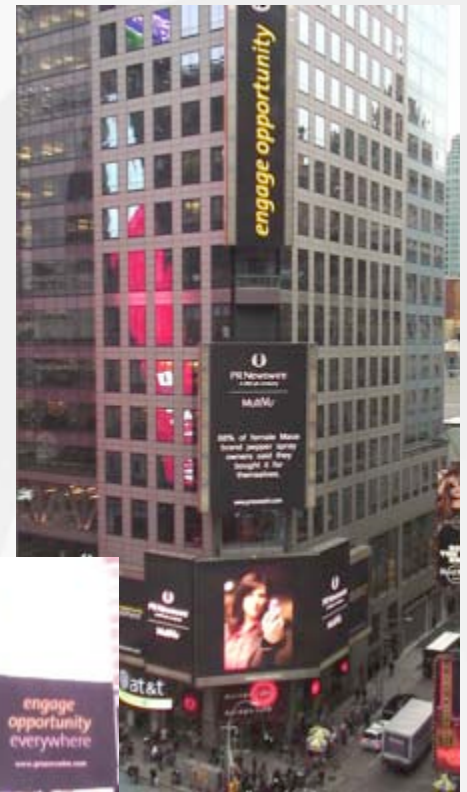
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