

Mace Security International

3rd Quarter 2015 Analysis
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3rd Quarter 2015 Analysis

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3rd Quarter YTD Key Takeaways -

Continued to build significant positive momentum; 3Q15 versus 3Q14 comparison strictly the result of shipment timing.

- Delivered meaningful improvement in all key metrics YTD15 versus YTD14
- Remains on track to deliver sustainable, profitable growth in the near term

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3rd Quarter YTD Key Takeaways -

3rd Quarter new distribution in all Channels:

Channel of Distribution	Number of Accounts
Sporting Goods	6
Consumer	5
Tactical	7
International	2
Totals	20

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3rd Quarter YTD Key Takeaways -



The Cleveland Cavaliers / Q
Arena parking crew -

Also the Tupelo MS Police
Department

Both organizations are now
wearing Mace Nite Beams Vests

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3rd Quarter YTD Key Takeaways -

3rd Quarter new distribution - Tactical:

New Tactical Accounts -Q3 2015	
Hazelwood Gun & Tackle, Inc.	SENTRY UNIFORM & EQUIPMENT
LAST STAND TACTICAL, INC.	SPARTAN TACTICAL GEAR
MERRIMACK KNIFE & TOOL	UNIFORM GEAR
MISSOURI STATE TROOPERS ASSOC.	BOB BARKER COMPANY
NATIONWIDE UNIFORM GROUP INC.	CRAIGS FIREARM SUPPLY
NORTH COAST DEFENSE ACADEMY	JAMES H. DUTTON
SECURITY PRO USA	PREMIER IMAGE CORP.
TOWN OF HAMPSTEAD POLICE DEPT.	Tactical Defense Training Inc.
ECC INTERNATIONAL, LLC.	

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3rd Quarter YTD Key Takeaways -



Mace Brand has signed an exclusive licensing deal with Kourt/Select Security to develop a Do It Yourself Home Security System.

Kourt/Select Security will develop, market, sell and distribute directly to consumers through direct advertising and its extensive dealer network

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3rd Quarter YTD Key Takeaways -



Brand Extension

Yard signs

Sales collateral

Window and door decals

Privately labeled products

Return on investment

Equipment sales revenue

Opportunity to up sell with other mace products

Ongoing revenue stream

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Supporting the Growth Strategy through Strategic Communications

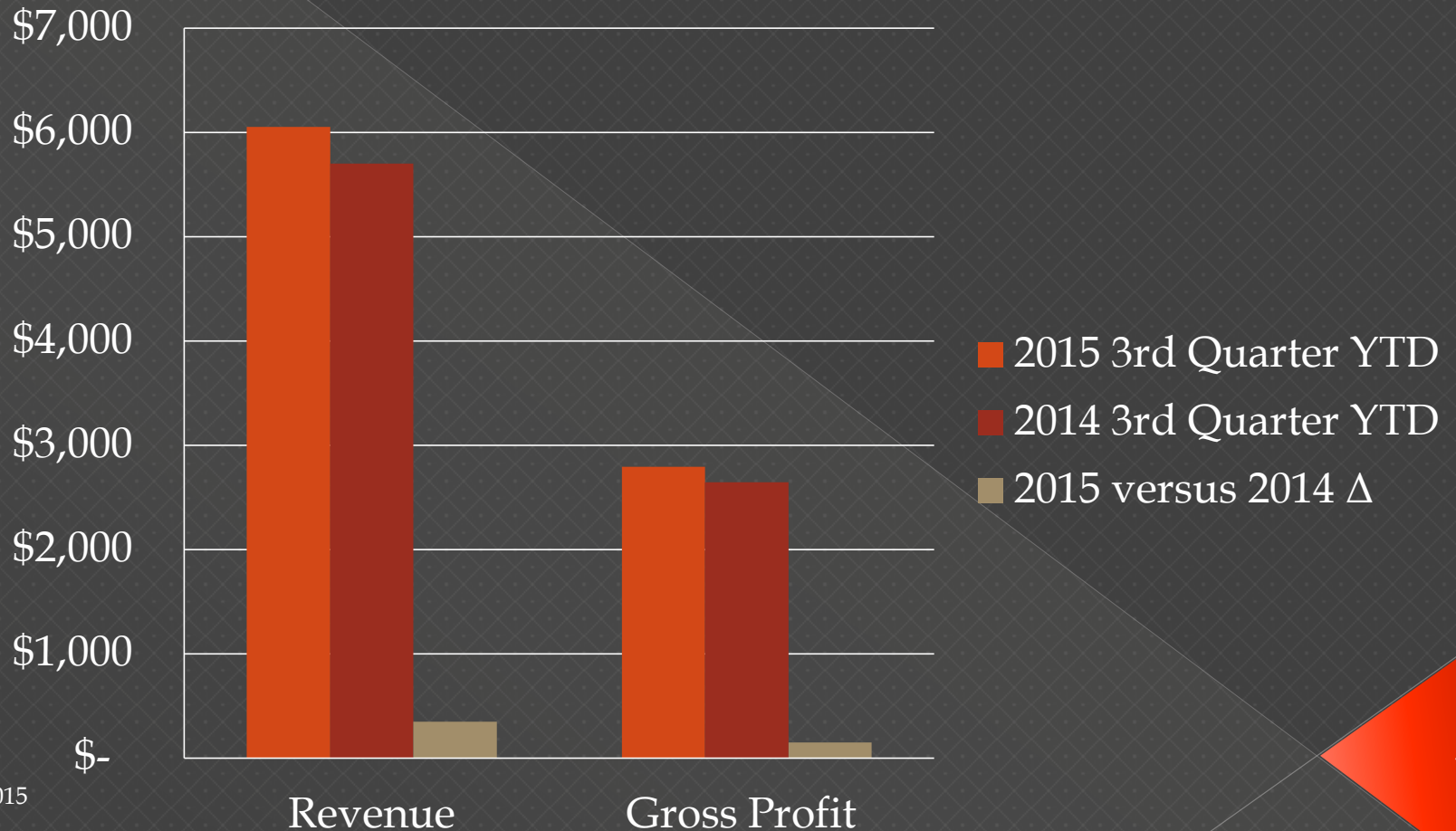
- Mace is synonymous with less lethal personal safety and security
- Driving engagement through social media (Twitter, You Tube) <https://www.youtube.com/watch?v=xZfri-7WN3g>
- Maximizing the effectiveness of our website
- Further raising our profile through targeted media relations and expanded PR initiatives (Falls Communications)

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YTD 15 and 3Q 2015 Financial Results and Comparable Analysis

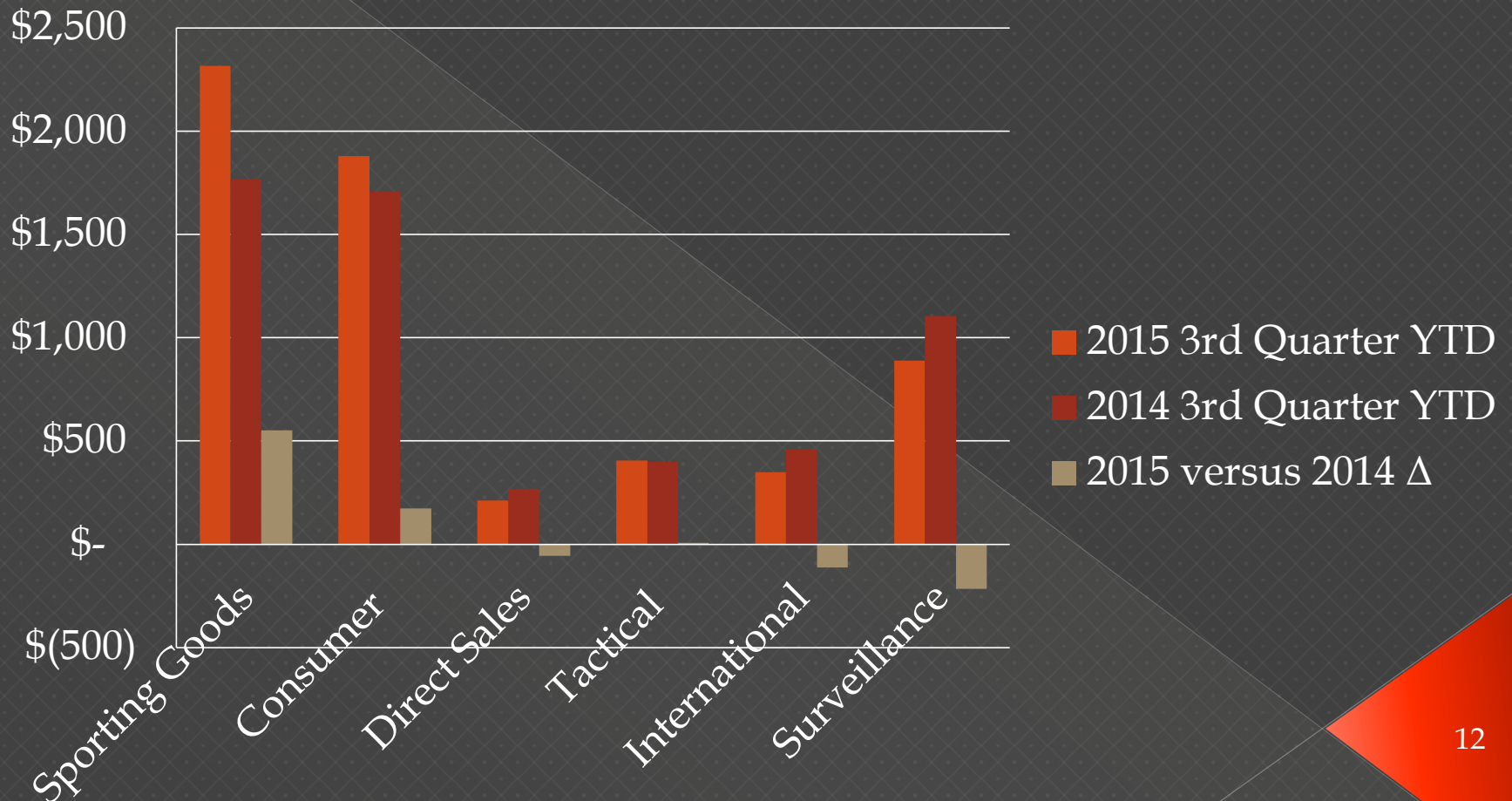
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2015 YTD versus 2014 YTD Sales & Gross Profit



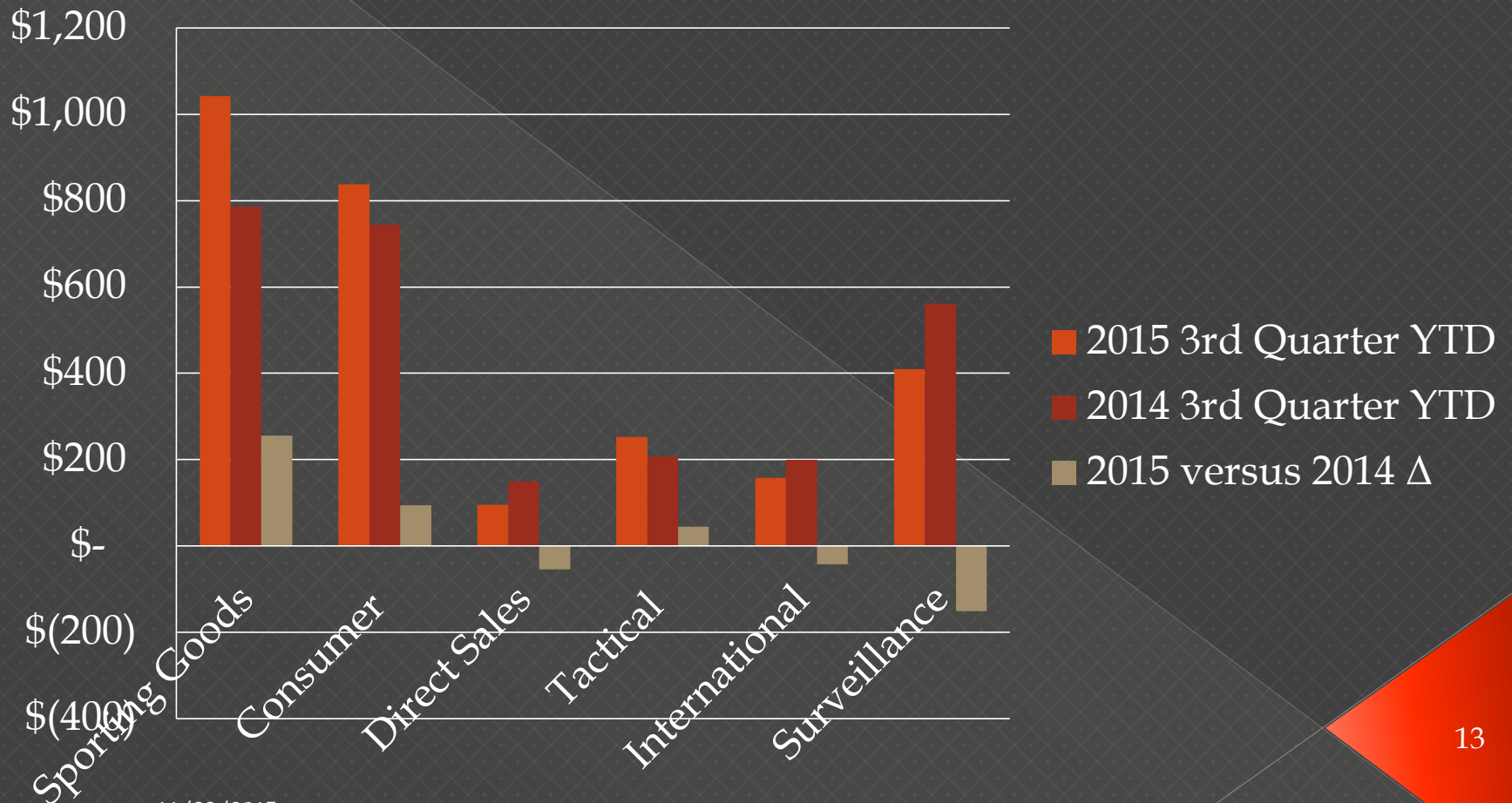
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2015 YTD versus 2014 YTD Sales Revenues



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2015 YTD versus 2014 YTD Gross Profit



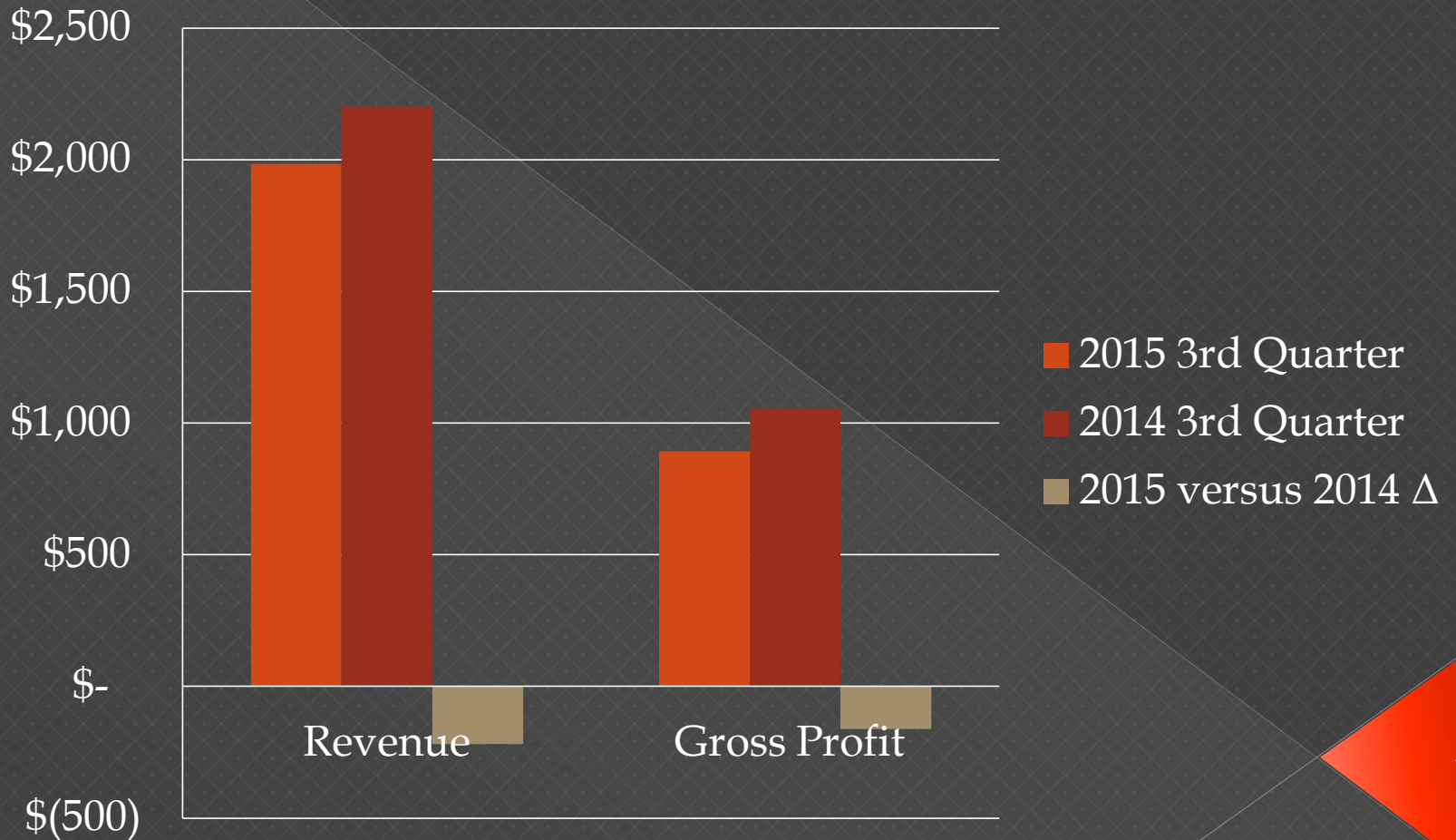
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Year to Date (9 mo)	2015	2014	Percentage
Net Sales	\$6,051	\$ 5,703	6%
Gross Profit	\$2,375	\$ 2,048	16%
GP %	39%	36%	3%
SG&A Expenses	\$3,253	\$ 3,685	-12%
SG&A Exp. %	54%	65%	-11%
Operating Loss	\$ (990)	\$(1,764)	
Net Loss	\$ (577)	\$(1,311)	

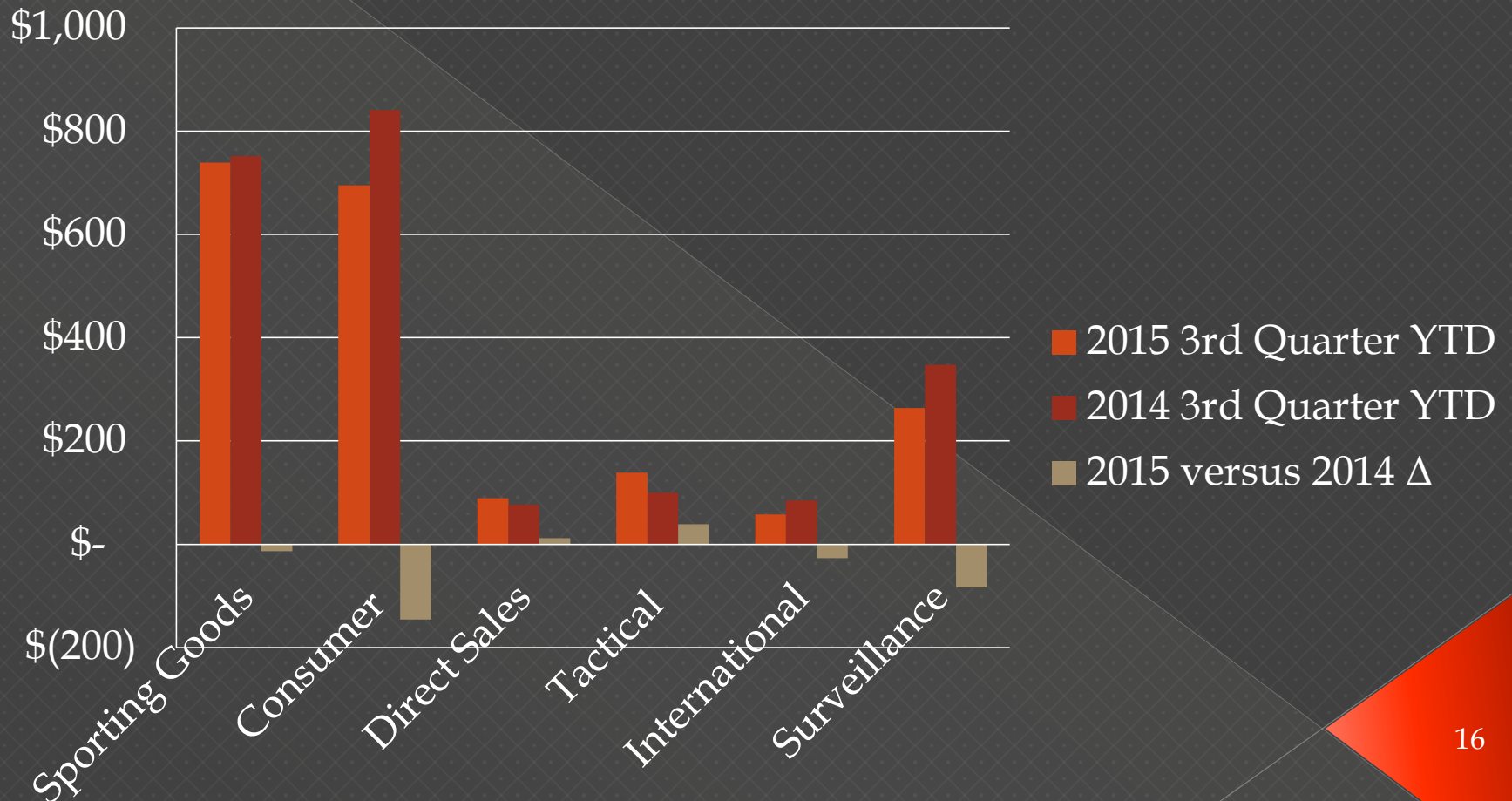
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2015 QTD versus 2014 QTD Sales & Gross Profit



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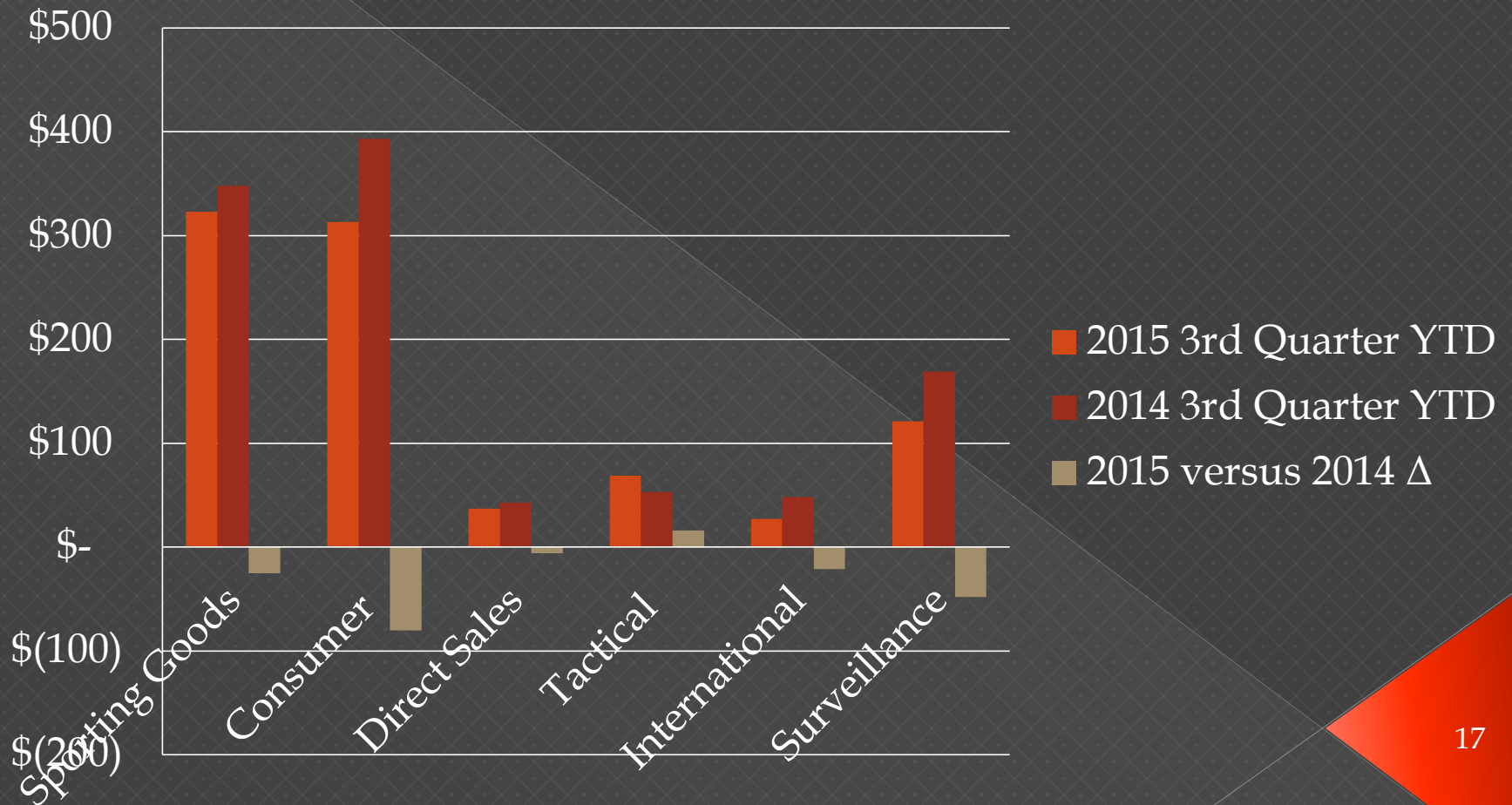
2015 QTD versus 2014 QTD Sales Revenues



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2015 QTD versus 2014 QTD Gross Profit



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Quarter to Date (3 mo)	2015	2014	Percentage
Net Sales	\$1,985	\$ 2,203	-10%
Gross Profit	\$ 730	\$ 887	-18%
GP %	37%	40%	-3%
SG&A Expenses	\$1,056	\$ 1,095	-4%
SG&A Exp. %	53%	50%	3%
Operating Loss	\$ (363)	\$ (248)	
Net Loss	\$ (335)	\$ (325)	

Our Mission at Mace® Brand is empowering your world through safety & 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