

Mace Security International

4th Quarter 2015 and Full Year 2015 Analysis

OTCPINK: MACE

4/18/2016

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Forward looking statements

Certain statements and information included in this presentation constitute “forward-looking statements” within the meaning of the Federal Private Securities Litigation Reform Act of 1995.

When used in this presentation, the words or phrases “will likely result,” “are expected to,” “will continue,” “is anticipated,” “estimate,” “projected,” “intend to” or similar expressions are intended to identify “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995.

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4th Quarter & Full Year Key Takeaways

Significant positive momentum continues

- Delivered meaningful improvement in all key metrics in 2015 versus 2014
- Delivered revenue growth in all major sales channels
- Expanded channels of distribution for all products
- Increased core product sales by double digits

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4th Quarter & Full Year Key Takeaways

2015 New Distribution of Mace Branded Products in all channels of distribution:

Channel of Distribution	Number of New Accounts
Sporting Goods	22
Consumer	21
Tactical	28
International	12
Totals	83

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4th Quarter & Full Year Key Takeaways

- Company grew top line, improved results and cost structure in 2015
- Launched several new products and marketing initiatives
- Invested in the new packaging and new pepper spray housings
- Merlin Partners LP exercised 1,178,929 warrants in 2015 and expects to exercise all remaining warrants in 2016
- All directors are now shareholders in the company

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4th Quarter & Full Year Key Takeaways

Successfully launched 6 new Mace Branded stun guns



Gained new customers for stun guns such as Turners Sports, Cabela's and International distributors

Increased placement and distribution in sporting goods, consumer and direct channels

Enhanced brand appeal and expanded our customer base

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4th Quarter & YTD Key Takeaways

Extended core product line exclusivity



Negotiated exclusivity – Mace Brand
Mini Key Guard Products

Increased its placement/distribution
and distribution – Auto Zone, Lowes
Home Improvement and many
others

Enhanced brand appeal and
expanded customer base

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4th Quarter & Full Year Key Takeaways

Launched new core product line extensions



Successfully launched the Exquisite line of products

Negotiated exclusivity – Mace Brand Exquisite line of products

Increased placement/ distribution of these products at Auto Zone, Lowes and Meijer

Enhanced brand appeal and expanded customer base

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4th Quarter & Full Year Key Takeaways

New and improved Pepper Spray Handle Designs

**New
Housing -**

**2015 -
tooling and
testing**

**2016-
Successful
Launch**



New improved Flip top lid -
increased radius for larger fingers

Housing now stamped Mace®
Brand and Made in the USA

Improved plastic in all areas -
especially assembly of the product

Increased radius of opening for key
chain

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4th Quarter & Full Year Key Takeaways

Innovative New Packaging

- Innovative packaging designs
- Environmentally friendly
- Improved marketing appeal
- Cost effective materials
- Cost effective assembly
- Award winning design



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4th Quarter & Full Year Key Takeaways

Improved social media awareness and penetration

Social
Media

Facebook

Twitter

Pinterest

Instagram

2015
Success

Double-
digit
increases
in “Likes”

Active and
increased
re-tweets

Increase in
marketing
assets

Active in posting
& growing
participation

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4th Quarter & Full Year Key Takeaways

2015 New Tactical Accounts

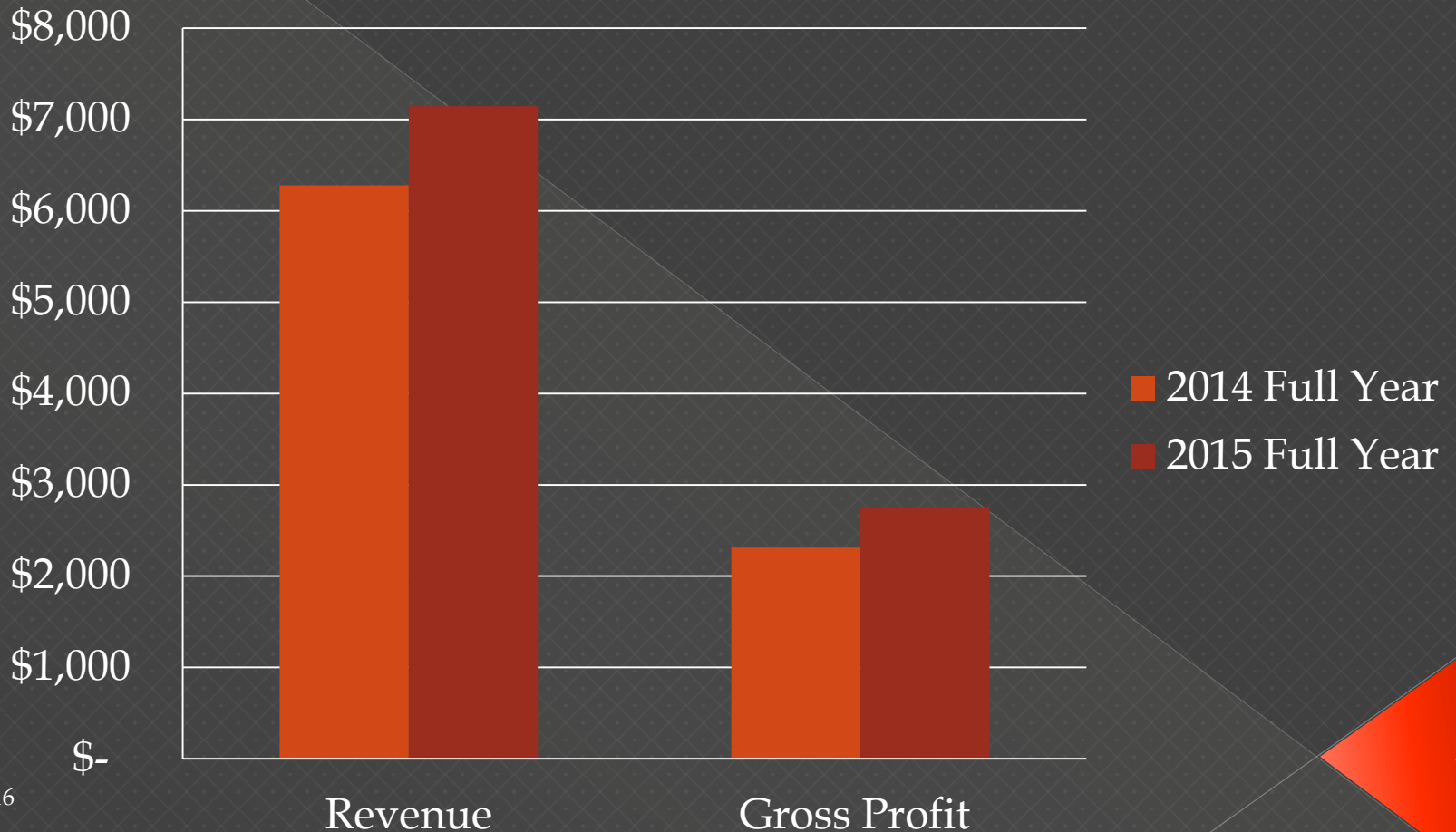
NORTH COAST DEFENSE ACADEMY	911 RAPID RESPONSE
SPARTAN TACTICAL GEAR	SENTRY UNIFORM & EQUIPMENT
UNIFORM GEAR	CRAIGS FIREARM SUPPLY
MERRIMACK KNIFE & TOOL	PREMIER IMAGE CORP.
Hazelwood Gun & Tackle, Inc.	MISSOURI STATE TROOPERS ASSOC.
SECURITY PRO USA	ECC INTERNATIONAL, LLC.
Tactical Defense Training Inc.	TOWN OF HAMPSTEAD POLICE DEPT.
LAST STAND TACTICAL, INC.	PREMIER UNIFORMS
BOB BARKER COMPANY	CLEVELAND UNIFORM
BRAVE DEFENSE INC.	NATIONWIDE UNIFORM GROUP INC.
CUSTOM TACTICAL SOLUTIONS	CITY OF MANCHESTER POLICE
CLYDE ARMORY, INC.	GRENADA GOLD-N-GUN
SECURITY GLOBAL PLUS LLC	OHIO CONCEALED CARRY AND GUNS

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4th Quarter & Full Year Financial Results and Comparable Analysis

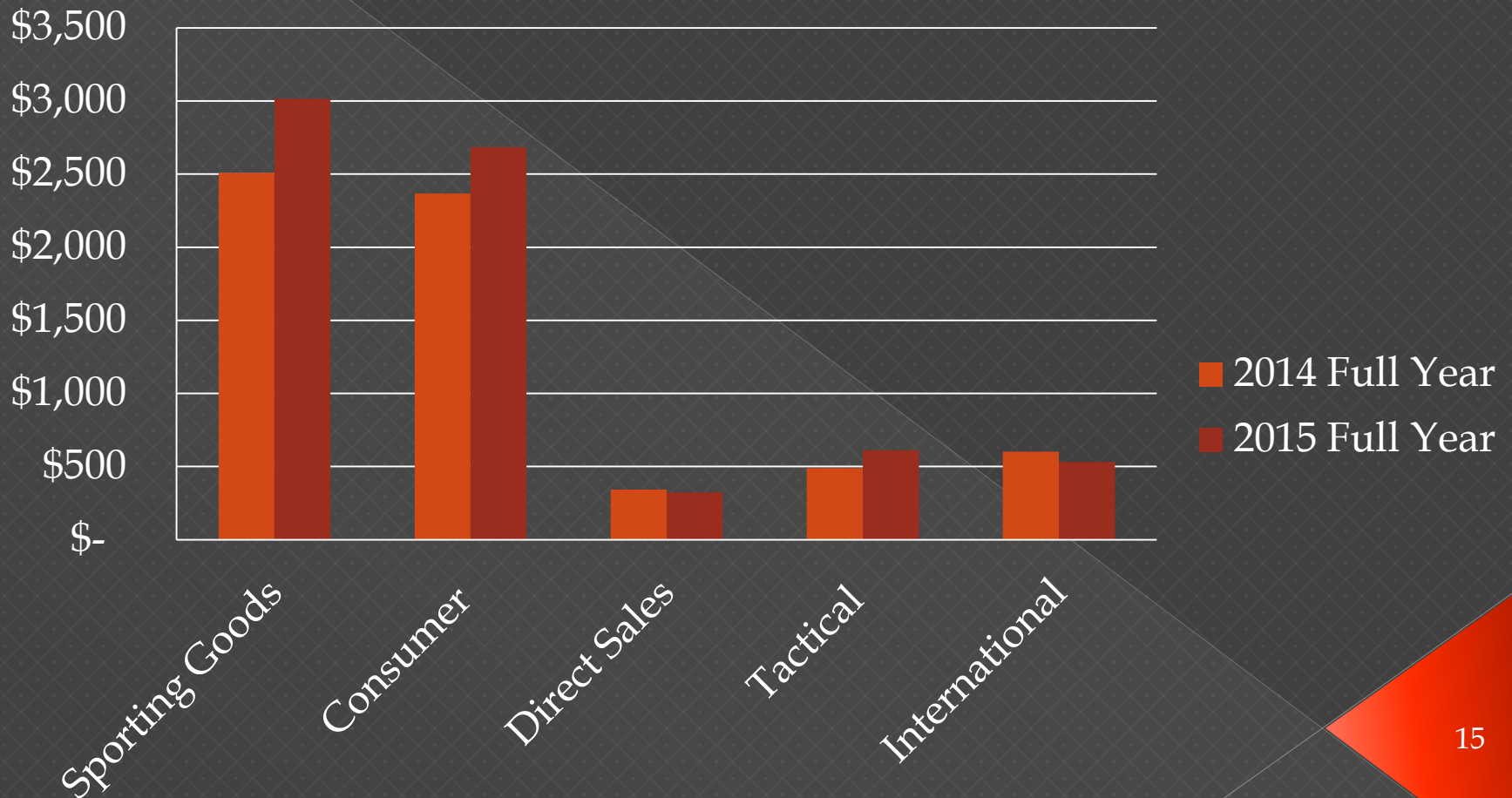
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2015 Full Year versus 2014 Full Year Sales & Gross Profit



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2015 Full Year versus 2014 Full Year Sales Revenues

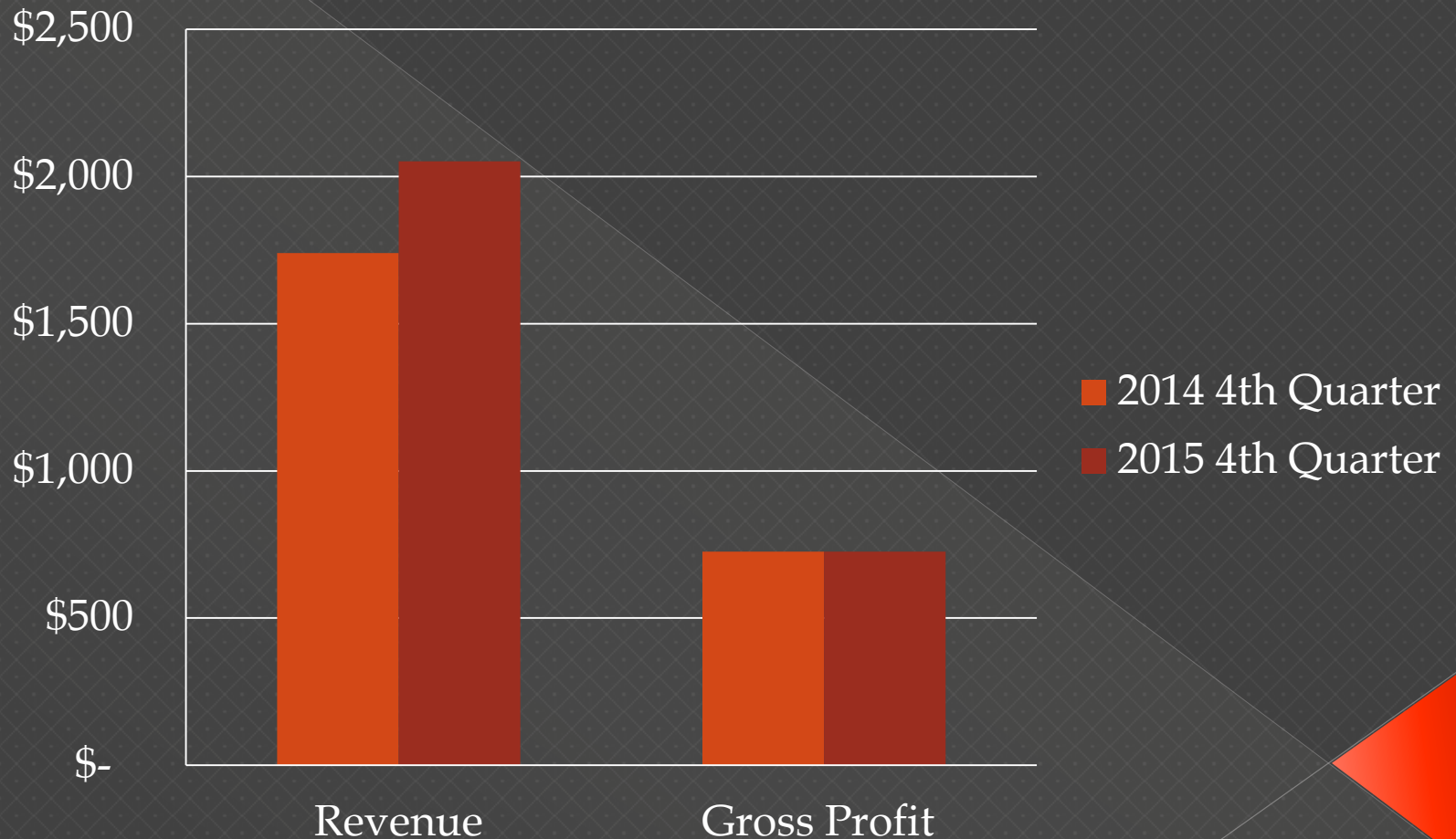


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2015 Full Year	2014		2015	Percentage
Net Sales	\$6,280		\$ 7,145	13.8%
Gross Profit	\$2,312		\$2,755	19.2%
GP %	37%		39%	
SG&A Expenses	\$4,162		\$3,838	-7.8%
SG&A Exp. %	66%		54%	
Operating Loss from Continuing Ops.	\$ (1,988)		\$(1,223)	-38.5%

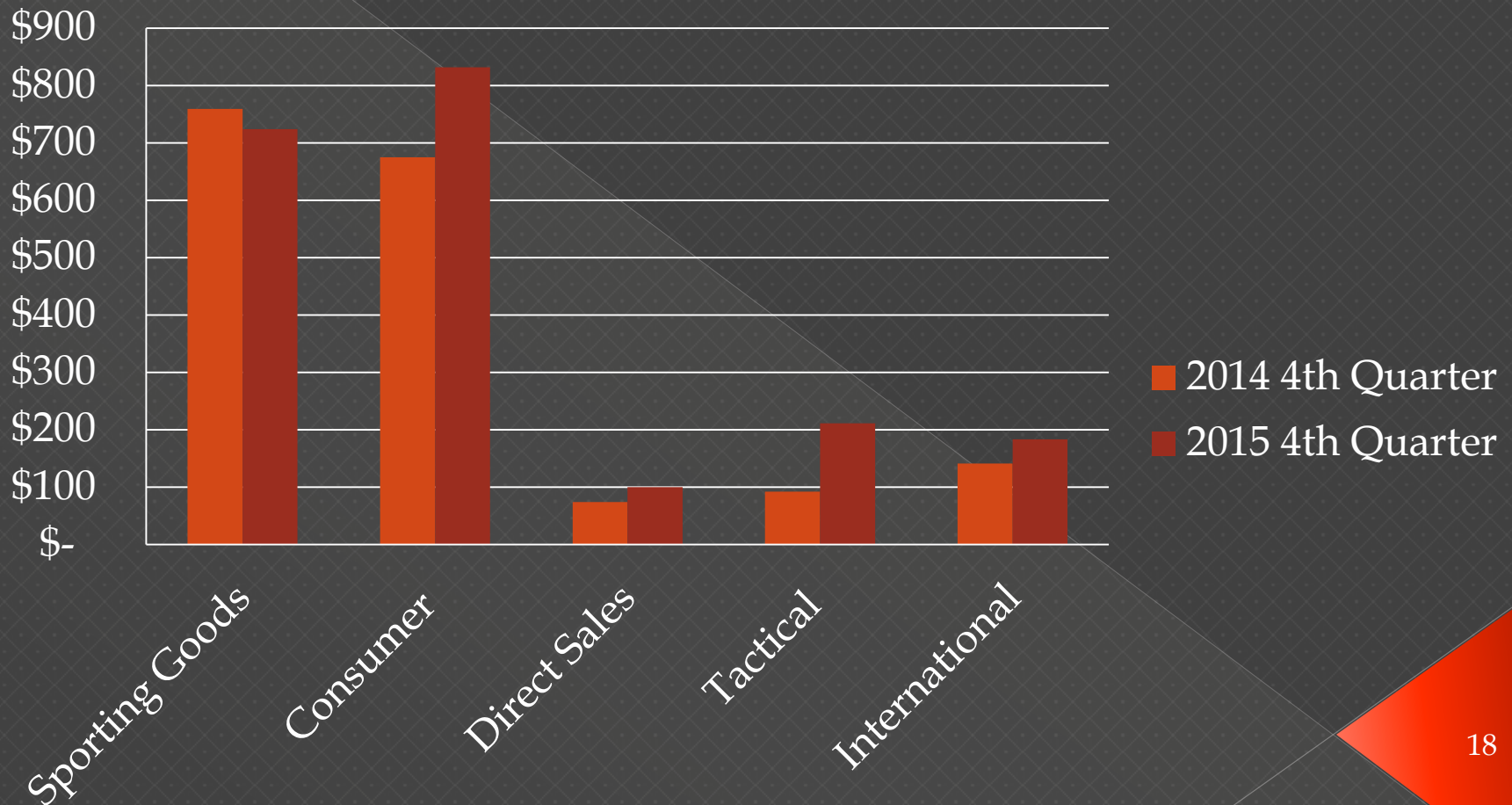
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2015 4th Quarter versus 2014 4th Quarter Sales & Gross Profit



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2015 4th Quarter versus 2014 4th Quarter Sales Revenues



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4 th Quarter Analysis	2014 4 th Quarter		2015 4 th Quarter	Percentage
Net Sales	\$1,740		\$ 2,051	17.9%
Gross Profit	\$672		\$726	8.0%
GP %	38%		35%	
SG&A Expenses	\$1,024		\$1,022	-0.2%
SG&A Exp. %	69%		50%	
Operating Loss from Continuing Ops.	\$ (388)*		\$(330)	-14.9%

* 2015 includes \$88K of one time expenses in the 4th Quarter

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
company to maximize shareholder value

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4th Quarter & Full Year Key Takeaways

Significant positive momentum continues

- Delivered meaningful improvement in all key metrics YTD15 versus YTD14
- Delivered revenue growth in all major sales channels
- Expanded channels of distribution for all products
- Increased core product sales by double digits