Mace Security International, Inc

OTCQX: MACE

1st Quarter 2017 Analysis

Mace Security International, Inc

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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.

Such statements are subject to certain risks, known and unknown, and uncertainties, including but not limited to economic conditions, dependence on management, our ability to compete with competitors, dilution to shareholders, and limited capital resources.

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1st Quarter 2017
Comparable Financial Results

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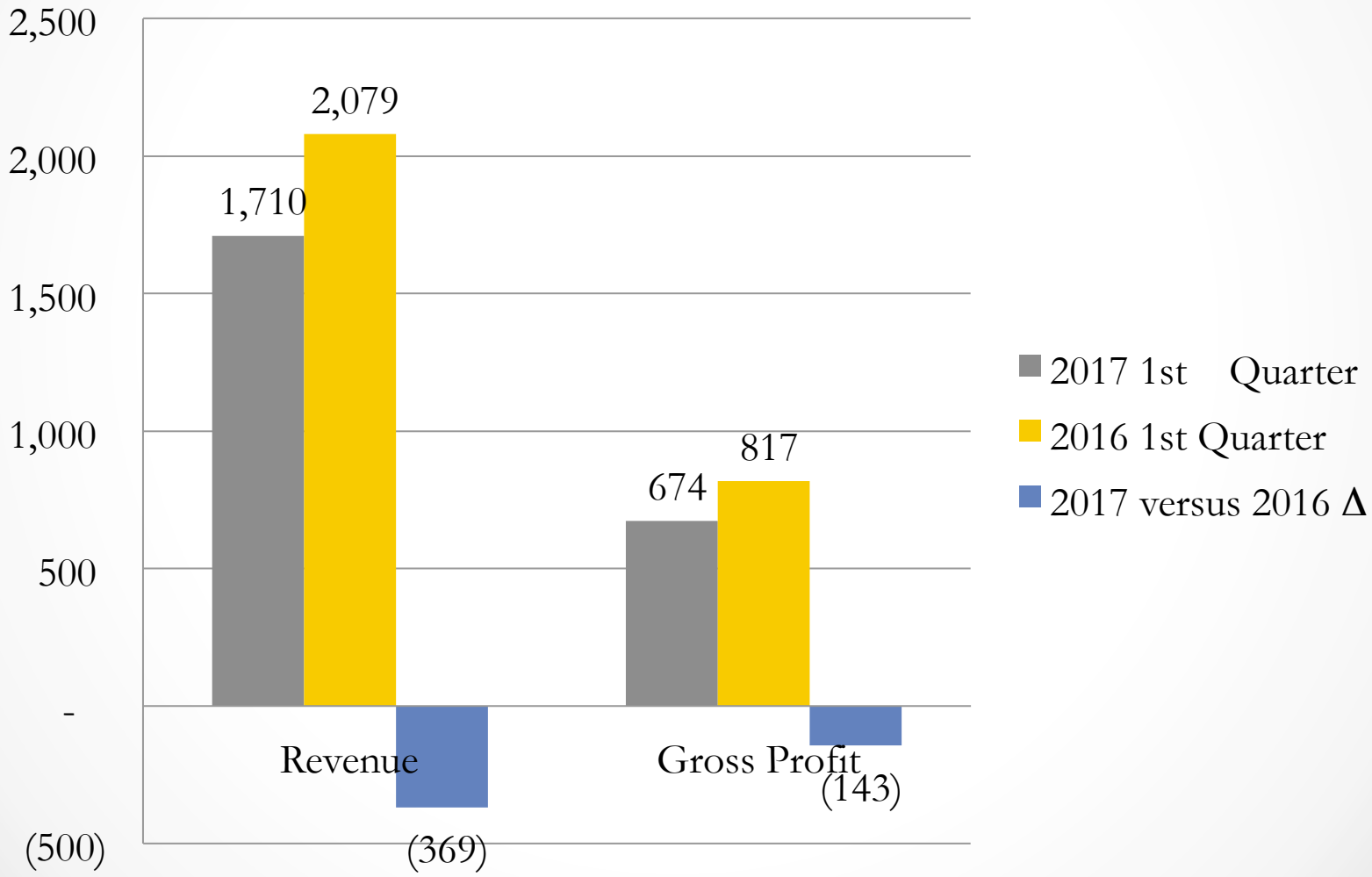
2017 1st Quarter versus 2016 1st Quarter
Sales & Gross Profit



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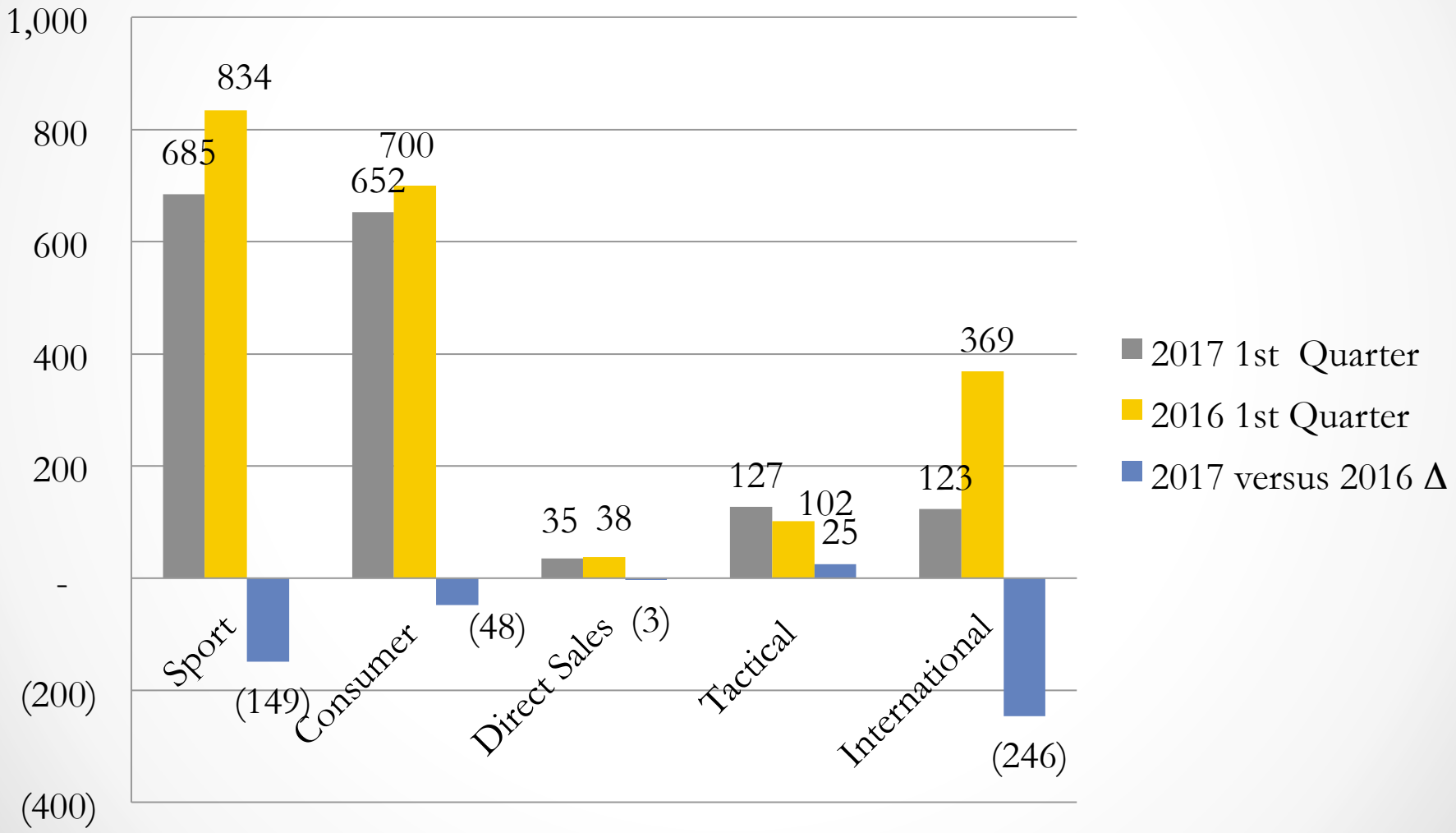
2017 1st Quarter versus 2016 1st Quarter
Sales Key Channels



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1st Quarter 2017 Commentary

- Completed acquisition of Washington Labs and shipped several customers at the end of March
- Added 50 new accounts across all channels
- Added additional sales support to facilitate growth
- Partnership with investment bank to explore all strategic opportunities available to the company
- Working capital line of credit commitment from Chemical Bank to fund anticipated revenue growth

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1st Quarter 2017 Commentary

- Benefits of the acquisition:
  - Acquired new customers both domestic and international
  - New EPA registrations for animal repellents
  - New formula's of OC
  - Equipment – potential of increased efficiencies and capacity
  - Guard Alaska Brand
  - Dual brand strategies for good, better, best assortments at retail
  - Dual brand strategies in LE/Tactical

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1st Quarter 2017 Commentary

- Grew Tactical revenues by 24.9%
- Decline in International sales was anticipated but the company is well positioned to deliver solid results in 2017
- Sporting Goods channel sales declined due to consolidation - we are well positioned with the largest customers in the industry
- Consumer channel declines in revenue is a short term timing issue
- Web is helping assist the company educate consumers and drive on line sales with other e-commerce accounts

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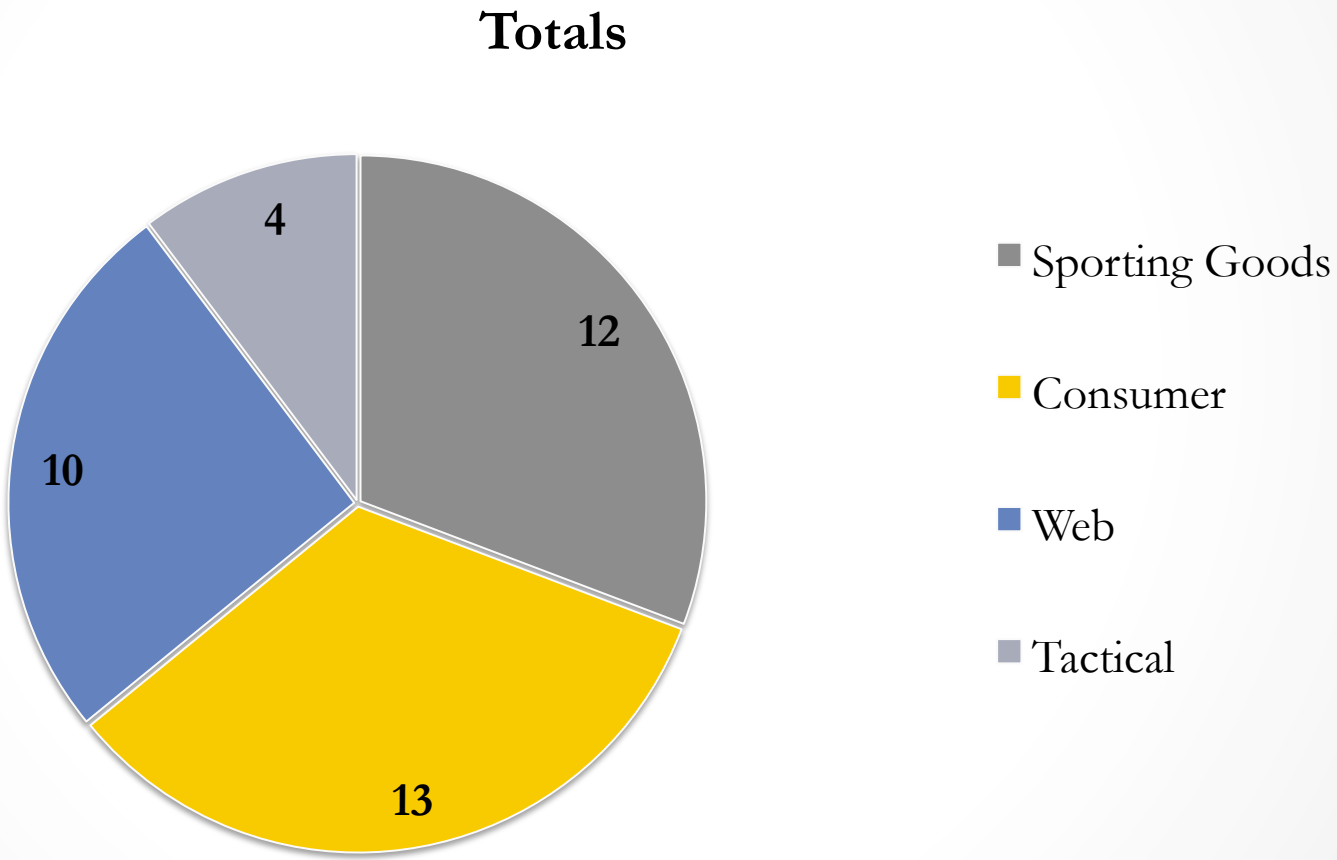
New Distribution by Channel –3 Months, March. 31st , 2017

50 New Accounts were added in 2017



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1st Quarter 2017
Products, Marketing and PR

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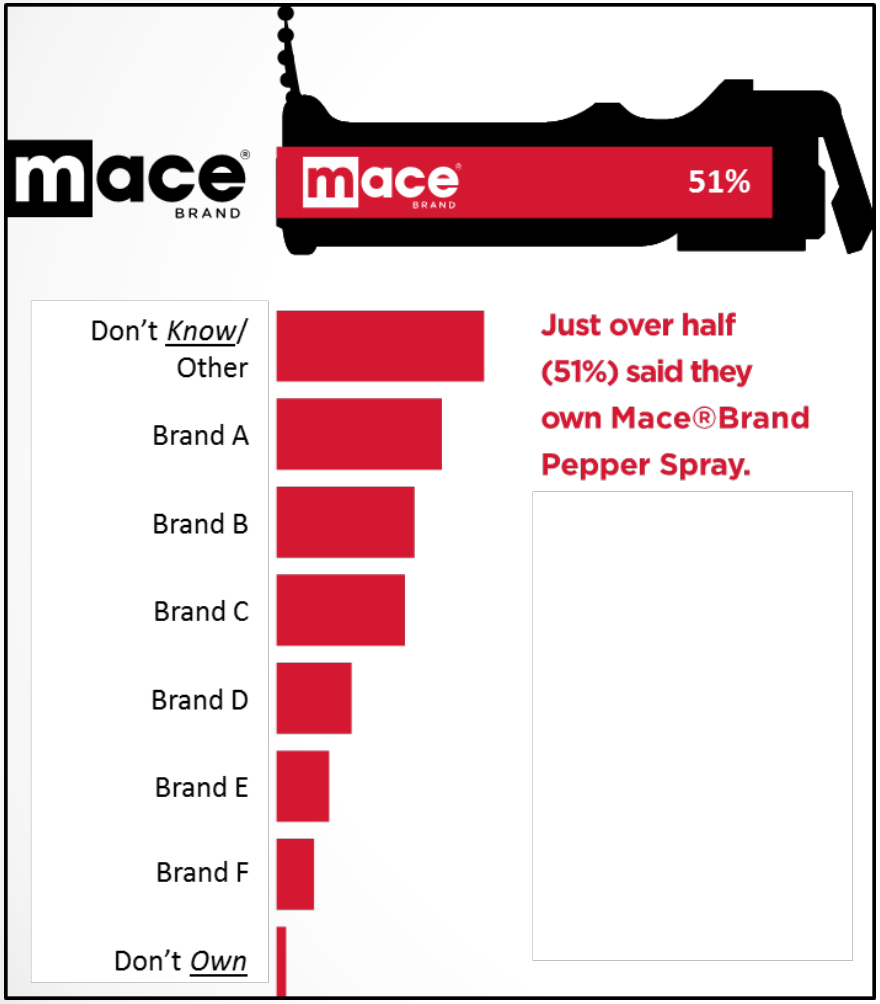
SURVEY OF PEPPER SPRAY OWNERS



Source: 2012 Balance Study

The iconic Mace® brand name is an important asset – according to a 2012 study by Balance Product Development, Mace has earned a 85% brand awareness and a 91% satisfaction rating. The Balance Study independently identifies the Mace® brand as the clear market leader and brand in this personal defense product category.

Over half of pepper spray owners report owning Mace® brand pepper spray, while the next largest category was "Don't Know" the specific pepper spray brand.

The Mace® brand name is a propriety eponym - a brand name that has become synonymous with this general class of product; and it is an exemplary symbol of personal protection.

2012 Balance Study

In 2012, Balance Product Development performed an independent study (the "Balance Study"). This study was conducted with support from Harris Interactive, Inc. and Gallup Company, resulting in the above brand data as well as more detailed customer profile data and intent to purchase information.

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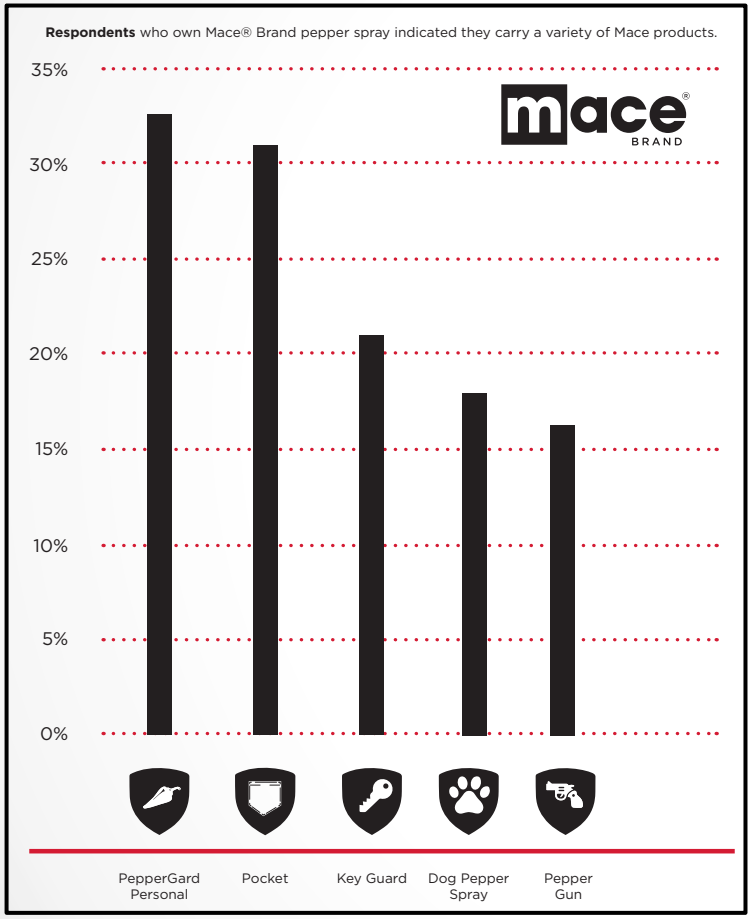
Mace Customer Product Preferences



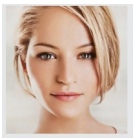
Targeted Mace Customer Profiles

Jennifer | Modern Mom
"I carry pepper spray because I want both my family and myself to be safe."

Ralph | Working Single
"I carry pepper spray because I was mugged once and I now know that sometimes it's better to be smart than macho."

Margaret | Mature Worker
"I carry pepper spray because it gives me peace of mind when I am out and about."

Frank | Urban Dad
"I carry pepper spray because I've had too many close calls. I'm not embarrassed to put my and my family's safety ahead of my ego."



Ashley | Young Professional
"I carry pepper spray because everybody has the right to be safe."

Mace Customer Gender Identification

Male – 39.6%	Female – 60.4%

Source: 2012 Balance Study

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Mace® Products are Well Suited for the Personal Security, Outdoor Recreation and Law Enforcement Markets which are Large and have Positive Trends

- Mace has a unique opportunity to penetrate very large addressable markets
- Americans' direct experience with crime is at 29%, a 16-year high (Gallup, 2016)
- Nearly half of American adults fear walking alone near their homes
- More than 142 million Americans participated in an outdoor activity at least once (Outdoor Participation Report, 2016)
- Proven less-than-lethal means of control and de-escalation of crowd conflict for law enforcement will continue to be required

Mace® is the Personal Security Market Leader with an Iconic, Original, American Brand

- Mace® is synonymous with the personal safety and defense category and has world-wide brand recognition
- The Mace name adds meaningful value and prestige for partners, based on a strong brand image and presence
- 85% brand awareness and 91% satisfaction rating allows Mace to have loyal customers

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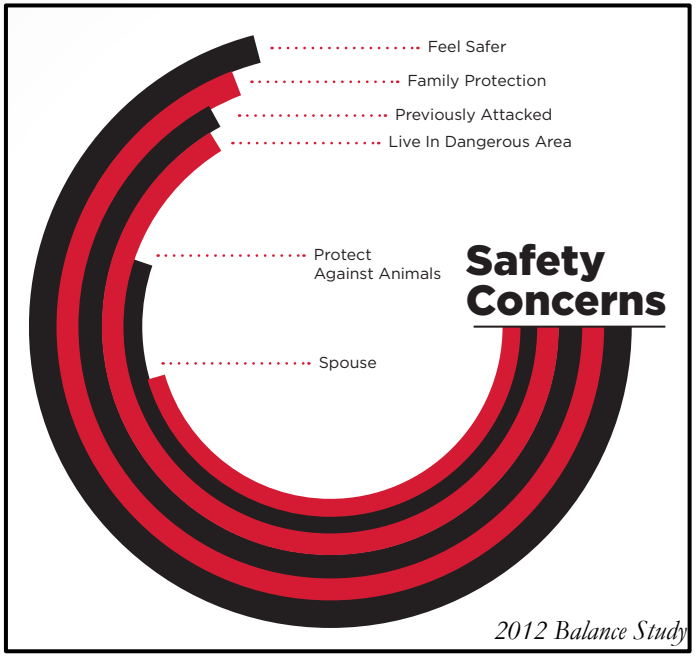
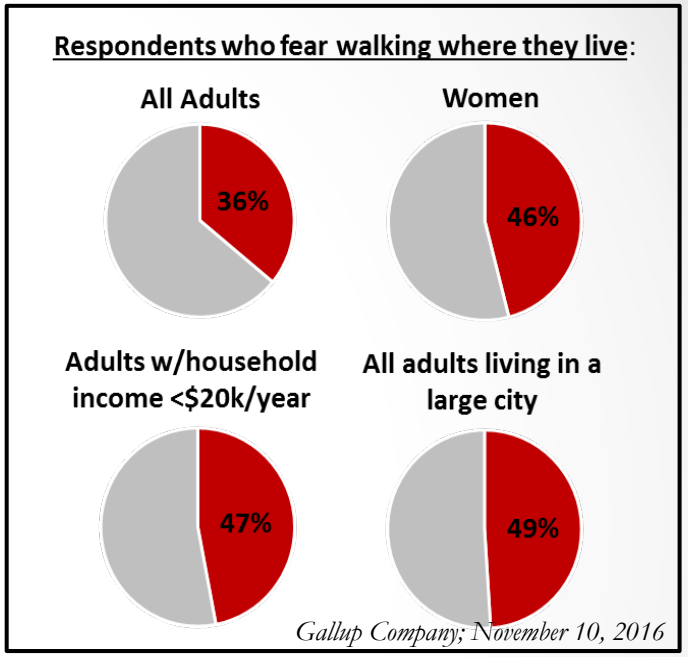
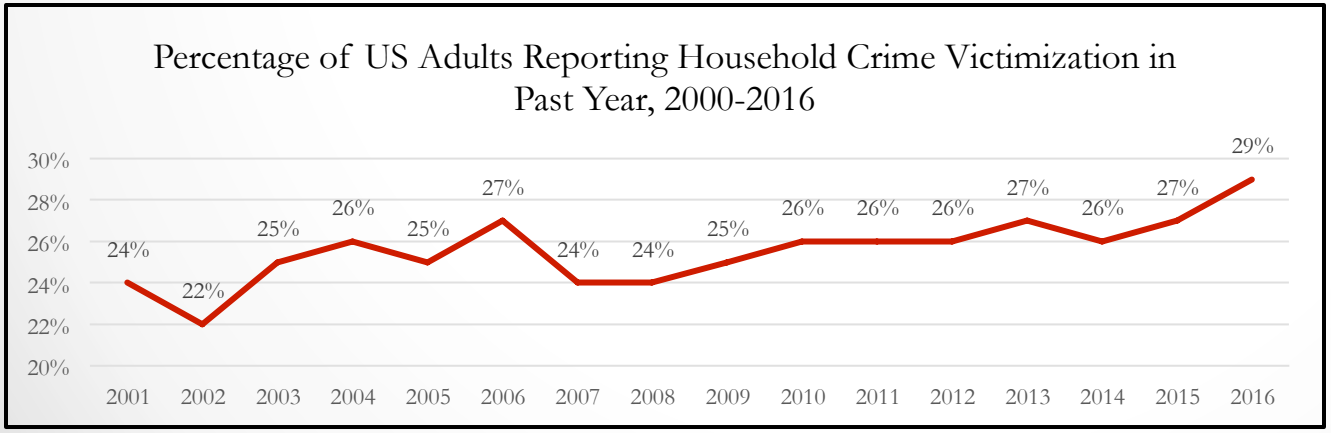
Mace® brand consumer products present a unique opportunity to further penetrate a very large, addressable consumer market with a real and growing need for consumers to provide their own personal security.



2012 Balance Study



Gallup Company; November 10, 2016



Gallup Company, Americans' Reports of Crime Victimization at High Ebb, November 2016

According to Gallup, *"Americans' direct experience with crime is at a 16-year high, consistent with a gradual increase -- from 22% in 2001 to 29% today…"*

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Most Popular Outdoor Activities by Participation Rate

1. Running, Jogging and Trail Running - *18% of Americans Ages 6+ / 51.5 million participants*
2. Freshwater, Saltwater and Fly Fishing - *16% of Americans Ages 6+ / 45.7 million participants*
3. Road Biking, Mountain Biking and BMX - *15% of Americans Ages 6+ / 43.1 million participants*
4. Car, Backyard, Backpacking and RV Camping - *14% of Americans Ages 6+ / 40.0 million participants*
5. Hiking - *13% of Americans Ages 6+ / 37.2 million participants*

The Outdoor Foundation, Outdoor Participation Report, 2016

"Bear spray represents an effective alternative to lethal force…" – The Journal of Wildlife Management

"Preliminary figures indicate… an overall increase of 5.3 percent in the number of violent crimes brought to their attention for the first 6 months of 2016 when compared with figures reported for the same time in 2015." – FBI Crime Reports

1-in-3 American women are sexually assaulted in their lifetime, 80% of which are under age 30.

Law enforcement usage of non-lethal methods to restrain individuals and control crowds will remain strong with protests and civil disobedience in the US and abroad.

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1st Quarter 2017 Products

Updated, improved compact sport models and combo models

NEW Combination unit of Mace Personal Alarms and Mace Branded Pepper Spray

NEW Version of Mace Brand Compact Sport Pepper Spray

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1st Quarter 2017 Products

New models and new category – Mace Branded Knives

Compact Stun Gun

Outdoor, Auto, Utility Knife

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1st Quarter 2017 Products

MACE TACTICAL SOLUTIONS LLC

Handcuffs

Baton

Tactical Knife

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1st Quarter 2017 Marketing

New products media kits shipped to top media professionals in the USA

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1st Quarter 2017 Marketing

Continuing to improve in-store experience for shoppers

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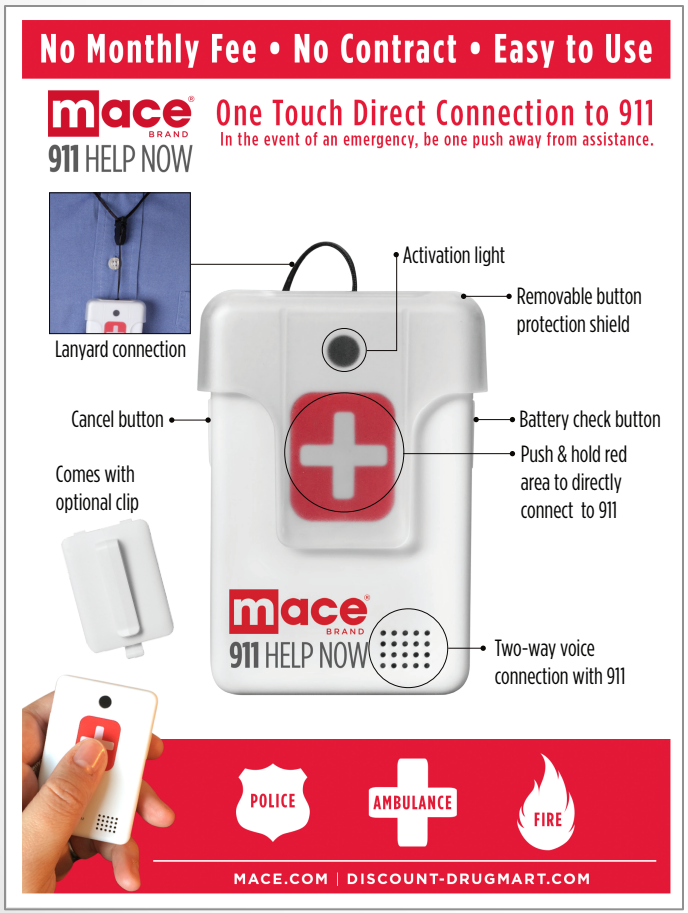
1st Quarter 2017 Marketing

Continuing to improve in-store experience for shoppers



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Pin, Like, Tweet – Empower…Mace® Brand is investing in Social Media to drive awareness and sales opportunities

• The top 3 cities our fans are engaging with us on Facebook are from **New York, Los Angeles and Chicago**

• Mace has experienced a **14,700%** increase in Facebook interactions (yes, that number is crazy, but correct) for the quarter ending March 31st, 2017 compared to same period year ago

•Our tweets have an impression of **20,400**, and we have **24** mentions in the past week as we have tweeted out safety tips and advice

•In the quarter, our Social Media reach has **increased 48% c**ompared to the prior period so the message is hitting home and the timing to discuss security has never been higher or better

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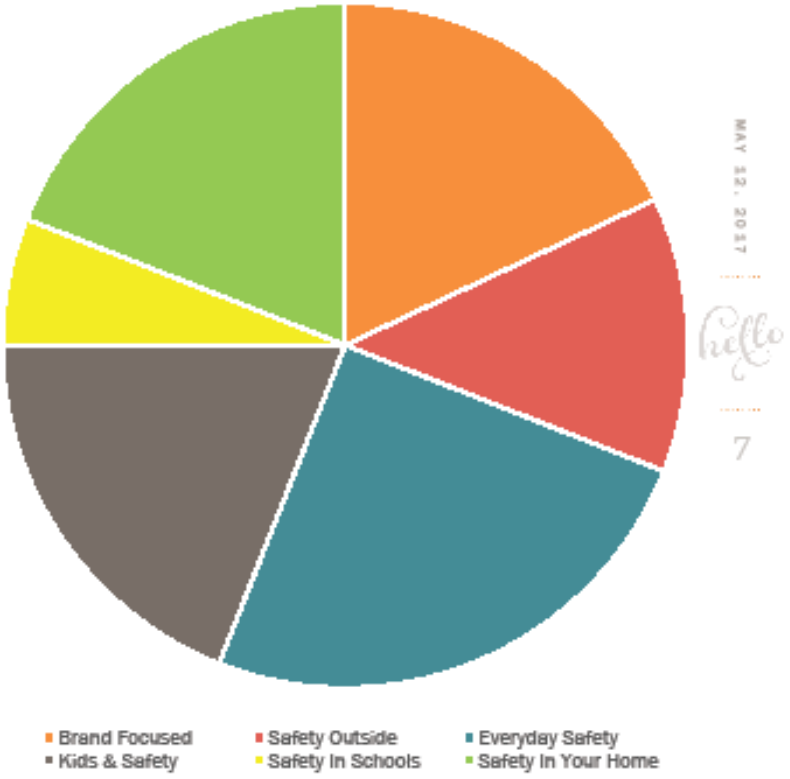
Pin, Like, Tweet – Empower…Mace® Brand is investing in Social Media to drive awareness and sales opportunities

OUR TOPICS

THE CONVERSATION.

- Brand focused content included contests such as Jennifer Cassetta's blog posts, product information, demonstrations and holiday posts (18 percent)
- Safety outside included content sharing information and products specific to hiking, camping and protection against aggressive wildlife (13 percent)
- Everyday safety content included providing tips & education around knowing our surroundings as well as being smart and empowered everyday (25 percent)
- Kids and safety content included how best to talk to our kids and product information (19 percent)
- Safety in schools (6 percent)
- Safety in your home content included tips & tactics to best protect your home & those in it (19 percent)



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Pin, Like, Tweet – Empower…Mace® Brand is investing in Social Media to drive awareness and sales opportunities

PAID POST SUPPORT.

- Paid support included post support, garnering a reach of 19,021 with 4,856 people taking action
- Top performing paid post was a video pertaining to home safety and security, which reached 9,846 people, with 30 likes, comments and shares

TOP PERFORMING POSTS

MOST LIKED.

MOST COMMENTED.

MOST ENGAGEMENT.

Examples of social interaction in Q1

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1st Quarter 2017 Marketing

Mace partnerships to drive the brand and sales opportunities

Mace partnerships to promote empowerment

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Mace® Brand made in the USA
Manufacturing & Shipping out of the USA

Our Mission at Mace Security International, Inc. is empowering your world through safety & security

Customers

Deliver best in class products & services
for our partners and 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