



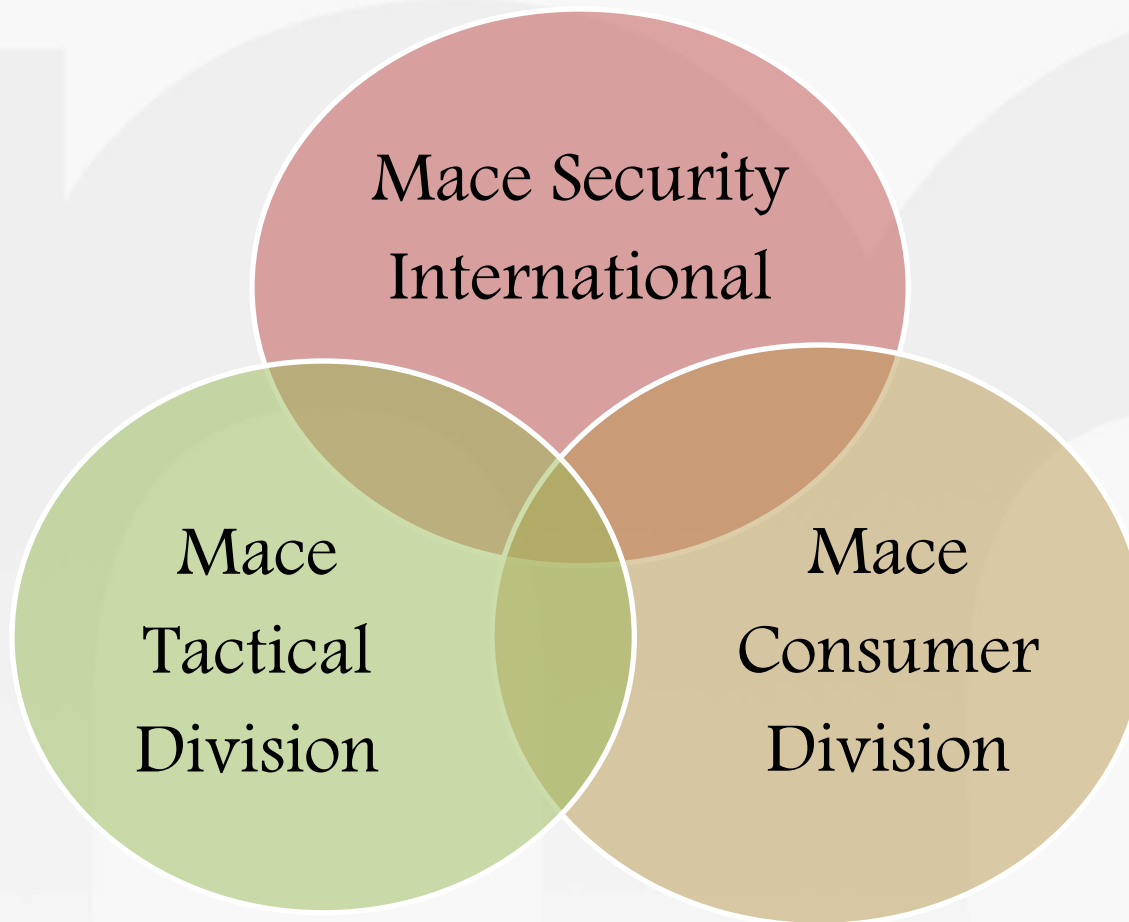
2014
First Quarter Analysis

OTCPINK: MACE



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

Mace Means Security





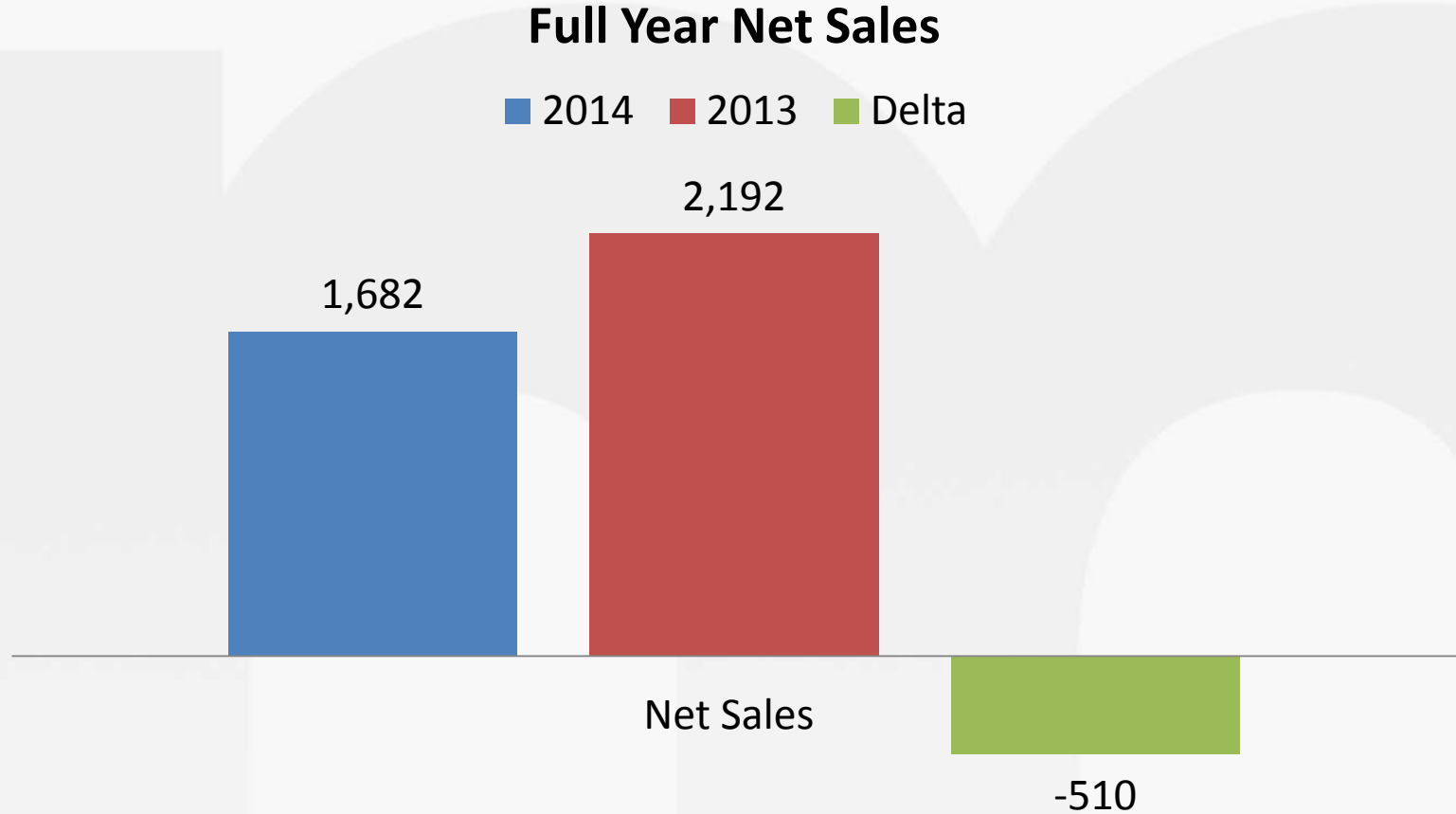
2014 1st Quarter:

- Re-launched Take Down product line at 2014 Shot Show
- Launched – Secure My Campus – school initiative
 - Participated in 2 school trade shows
- Secured orders from several school systems in Q1
 - King's local School System – Ohio
 - Texas Local – Texas (pepper guns)
- Managed increases in the following categories:
 - Tactical Division
 - TG Guard Products
 - Grocery Channel

2014 First Quarter Financial Results

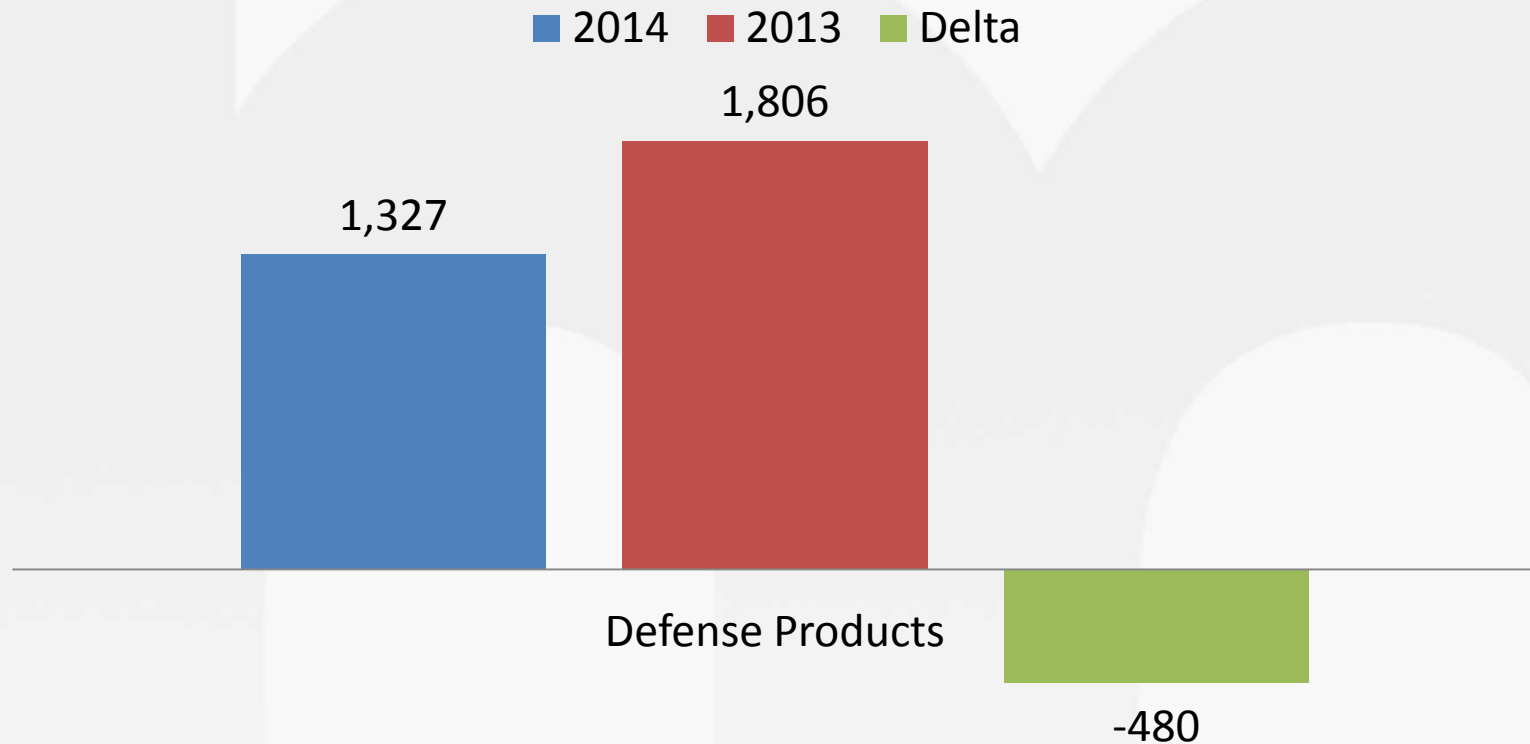
Year	2014		2013	Variance
Revenues	\$ 1,682 M	↔	\$ 2,192 M	- 23%
Gross Profit	\$ 563 M	↔	\$ 981 M	- 42%
GP %	33.5%		44.8%	- 3%
SG&A Expenses	\$ 1,405 M	↔	\$ 1,460 M	- 3.8%
Oper Exp %	83.5%		64.9%	
Net Loss	\$ (794) M	↔	\$ (649) M	+ 22%
EBITDA				
Less notable expenses	\$ (651) M	↔	\$ (466) M	+ 40%

Revenue Comparison



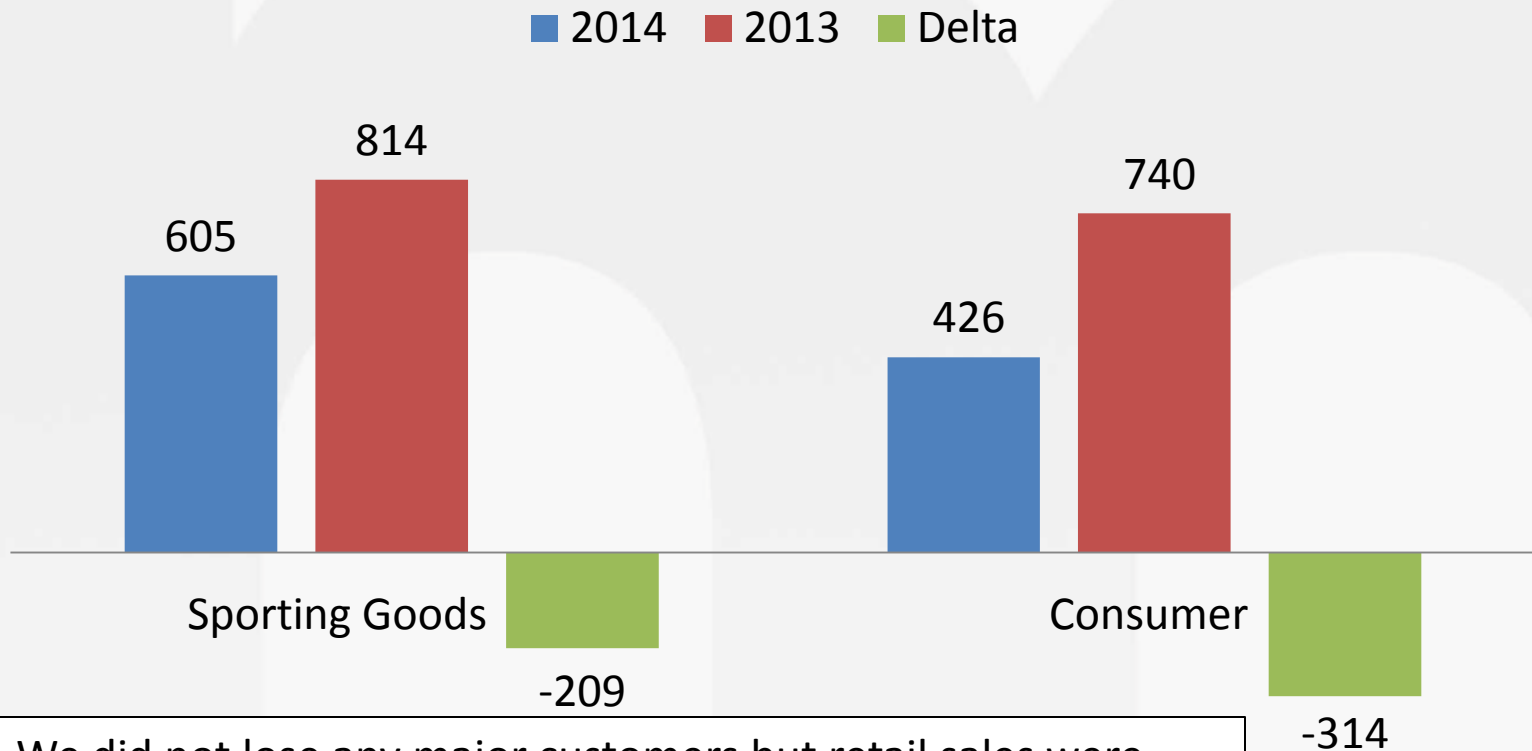
Revenue Comparison

TRADITIONAL PEPPER SPRAY SALES



Revenue Comparison

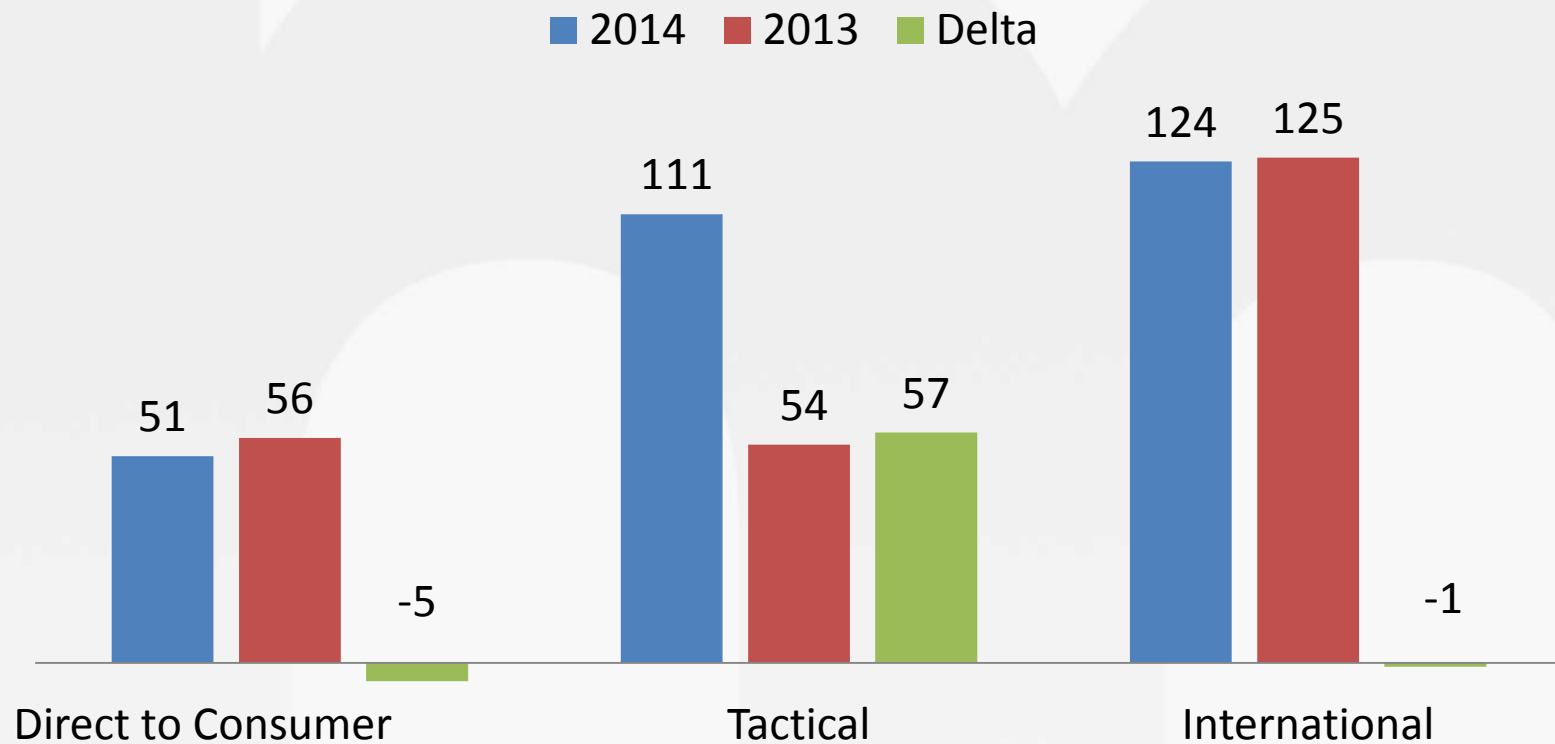
TRADITIONAL PEPPER SPRAY SALES BY SIGNIFICANT CHANNEL



We did not lose any major customers but retail sales were very soft for the quarter due to foot traffic related to the weather

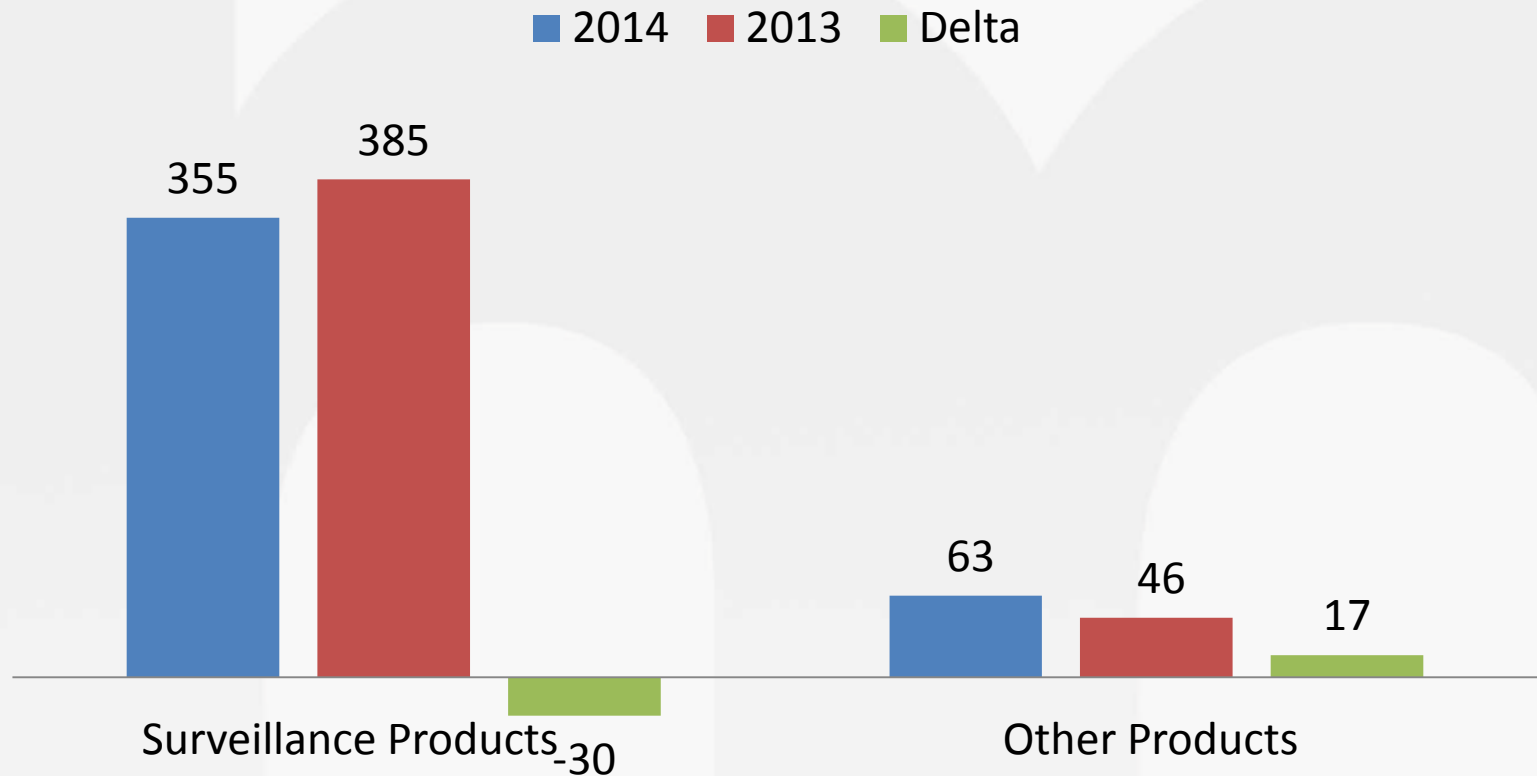
Revenue Comparison

TRADITIONAL PEPPER SPRAY SALES BY SIGNIFICANT CHANNEL



Revenue Comparison

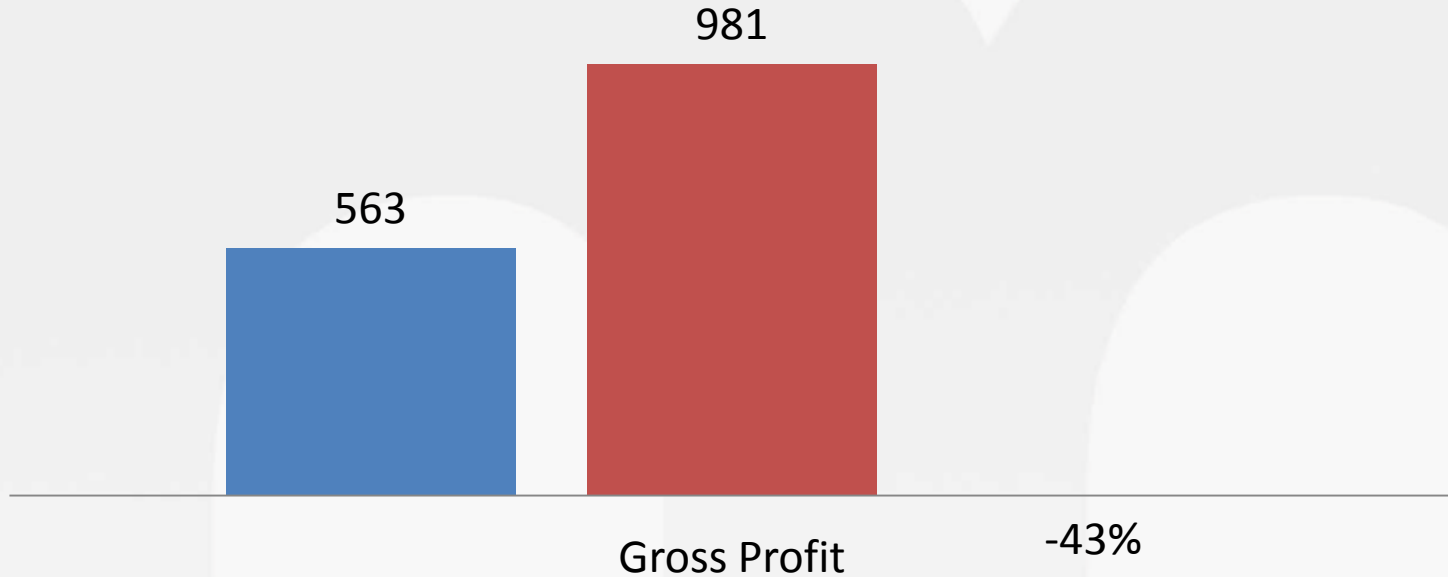
TRADITIONAL SURVEILLANCE & OTHER PRODUCTS



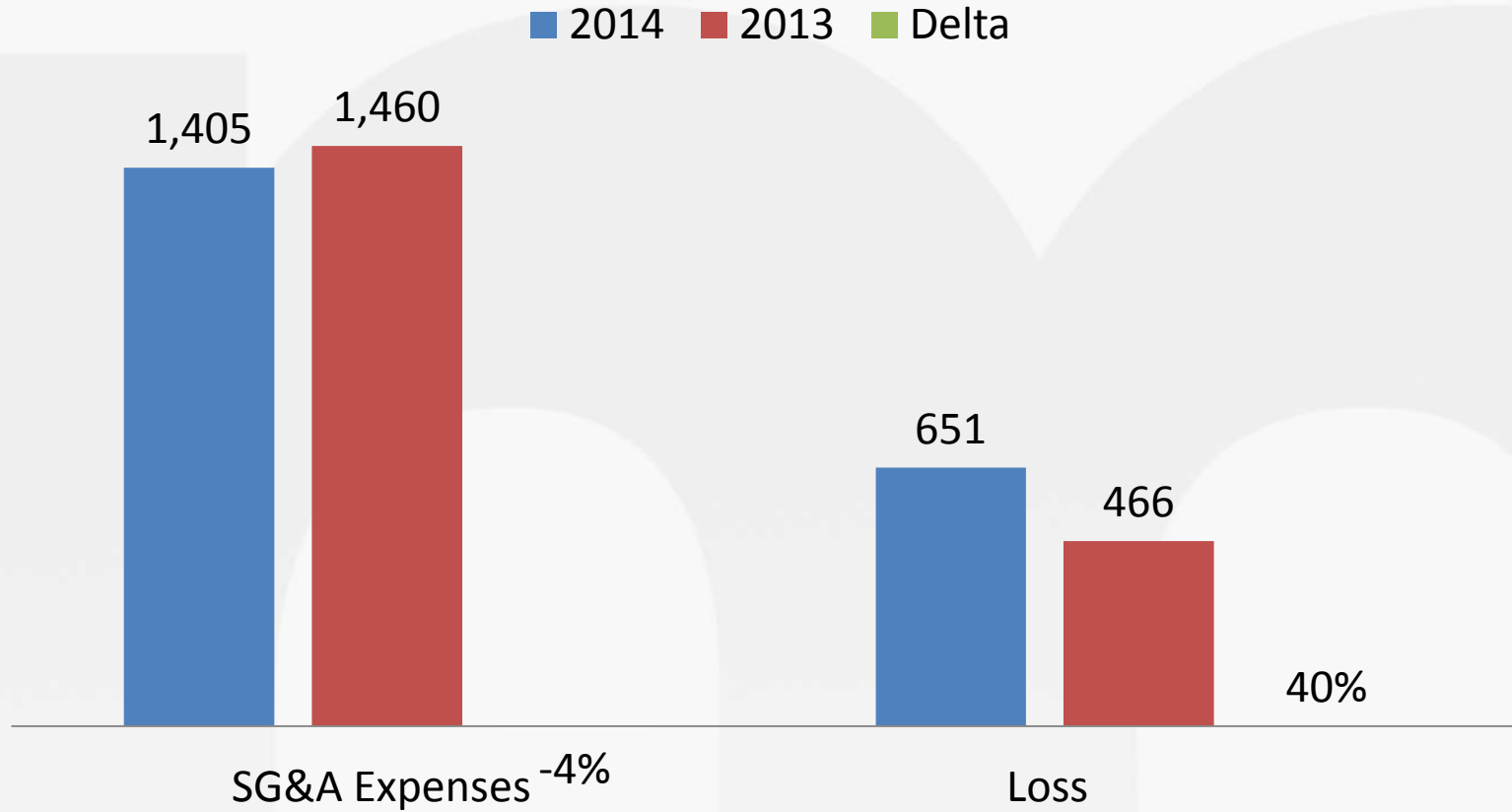
2014 Financial Performance

Gross Margin Comparison

■ 2014 ■ 2013 ■ Delta

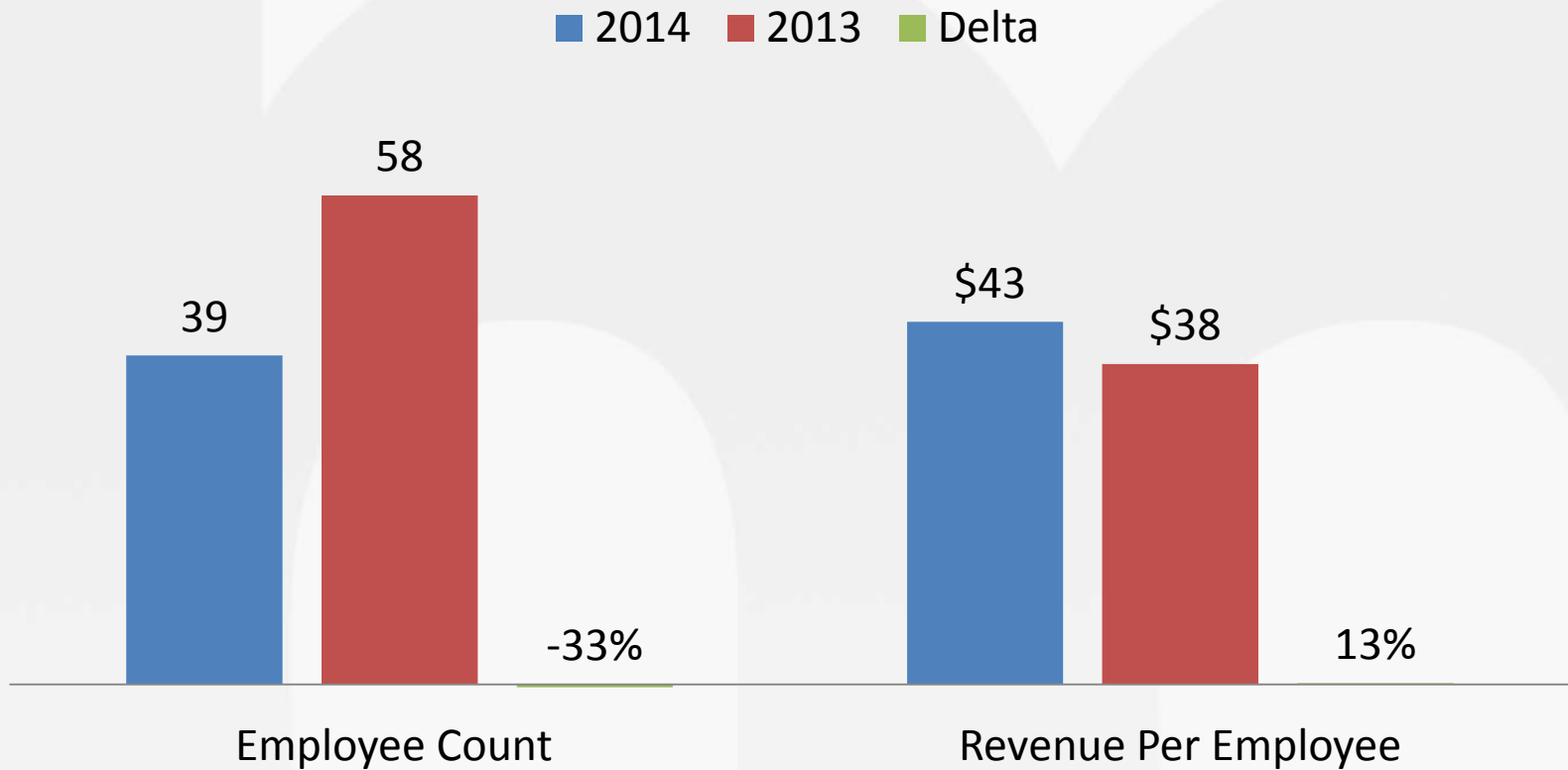


2014 Financial Performance



2014 Financial Performance

Revenue Per Employee Comparison



2014
Notable Events
First Quarter

TG Guard sales
increased 48% year
to year

TG Guard gross
profits more than
doubled in the 1st
Quarter

2014 Notable Events

First Quarter

Tactical sales increased
105% versus prior year
sales

- We continued to open new accounts and territories

Other Products sales
(schools and new
venues)

Increased by 38% versus
prior year sales

2014 Notable Events First Quarter

Sporting Goods net sales decreased 26% – due to slow retail sales and weather related closings

Consumer Channel sales decreased 42.5% due to weather, store mergers and store closings (office channel was specifically down due to the OM/OD merger)

2014 Notable Events First Quarter

Operations Update

- Manufacturing is continuing to improve and we anticipate increased efficiencies in the year

Sales Update

We did still open several new accounts including –

Brookshire Brothers Grocery

MS Distributors

Sales Update

We have maintained exclusives with

Sears/ K Mart

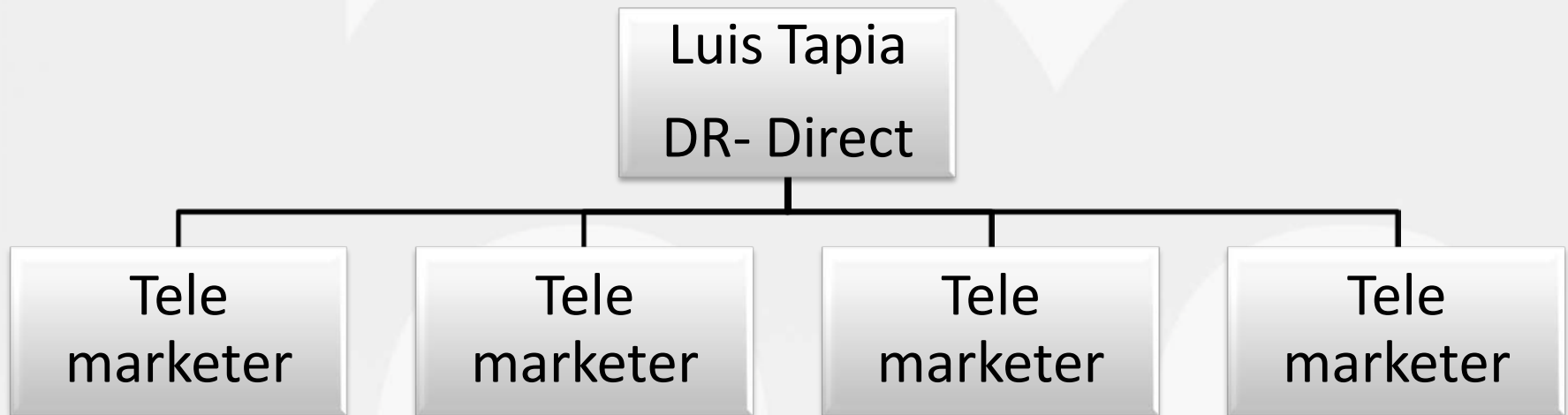
DSG

TSA

ACE

AutoZone

We have created an inside sales group to improve our surveillance sales by directly working with small business and new business ventures



We have had success mining current customers who have purchased from Mace in the past and new business owners

Direct to consumer campaign – we have launched several email blasts directed at small business and new business ventures



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MaceView™ SQ Series surveillance cameras and DVRs are value-engineered for business or home security.



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Our easy to install equipment is plug and play. Need help? Call our toll-free USA-based support team. All of our equipment is backed by a Mace® direct 24-month warranty.



photo: Michal Marcol

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mace® cameras
BRAND

Remotely Monitor Cameras

Watch over your home or business from any web browser, smart phone or tablet. Mace® Brand makes it affordable to constantly keep an eye on your business or home.



maceview™ **SQ**
series

Personal Defense

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

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/WiFi /Video Verify self install... self or CS monitored)

easywatch

- Amazon cloud based Wifi IP Camera self monitoring

CS Services Pro Dealer Program

- Burg, Fire, Video, PERs monitoring
- Access to service enabled smart products

Consumer Direct Web/Telemarketing

Consumer Mass Retail

Tactical

Alarm Dealers / Security System Installers

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4/29/2014