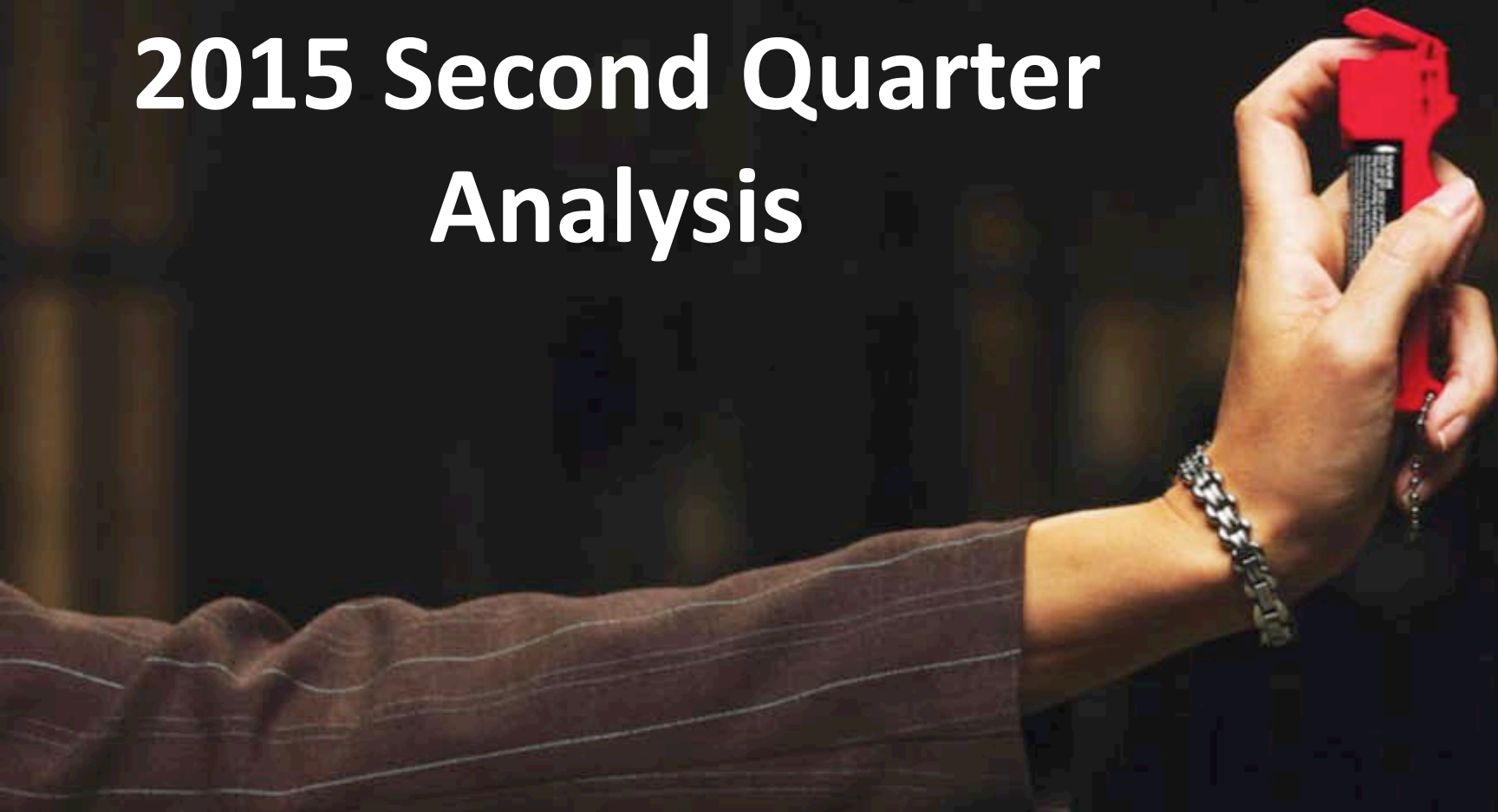




2015 Second Quarter Analysis





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.





Strategic Focus & Plans

Strategic Focus

- Management is striving for profitability in the near term
- Management team is continuing to review overhead costs to create value and gain profitability
- Company has implemented programs to focus company on Safety & Security for consumers and law enforcement
- Company is working on new products and opportunities in safety and security – partnerships or organic opportunities



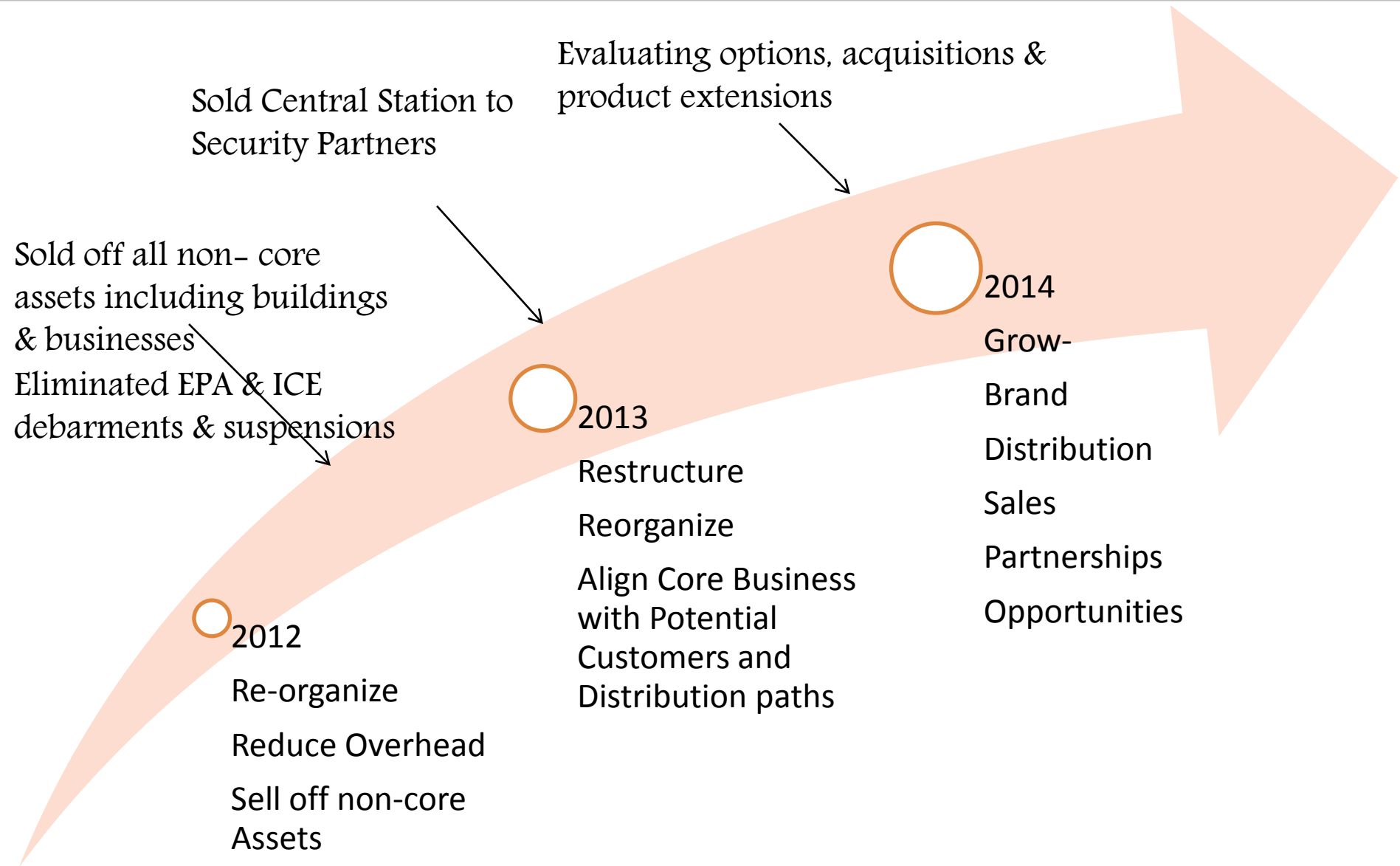
Customer Focus

Customer Focus

- A wide array of customers drove 2nd Q and year to date results including but not limited to the following:
 - DSG
 - Auto Zone
 - Amazon
 - TSA
 - Lowes
 - WR Grace
 - Meijer
 - Cabela's
 - **Big 5 Sporting Goods**



Tracking success and next steps



Launched Mace Tactical as well as Mace Nite Beams and Mace 911 Help Now

Evaluating options and acquisitions & product extensions – safety & security focused

2015

Promote brand through strategic use of PR and Marketing
Initiate IR program to capitalize on growth in sector and company

2016

Continue to expand product range both organically & through acquisitions
Use Improved profitability to build volume through product development, expanded distribution and smart marketing expenditures

2016 & Beyond

Mace will be the #1 brand in Safety and Security – both for Consumers and Law Enforcement



2015 Second Quarter Results & Analysis



2015 2nd Quarter Financial Results

Year	2015		2014	Variance
Net Sales	\$ 2,241	↔	\$ 1,817	+ 23.3%
Gross Profit	\$ 974	↔	\$ 598	+ 43.5%
GP %	43.0%		32.9%	+ 10.0%
SG&A Expenses	\$ 1,062	↔	\$ 1,185	+ 10.4%
SG&A Exp %	47.4%		65.2%	
Operating Loss	\$ (126)	↔	\$ (630)	+ 80.0%
Net Loss	\$ (59)	↔	\$ (192)	+ 69.3%

Major Improvement in net results year to year

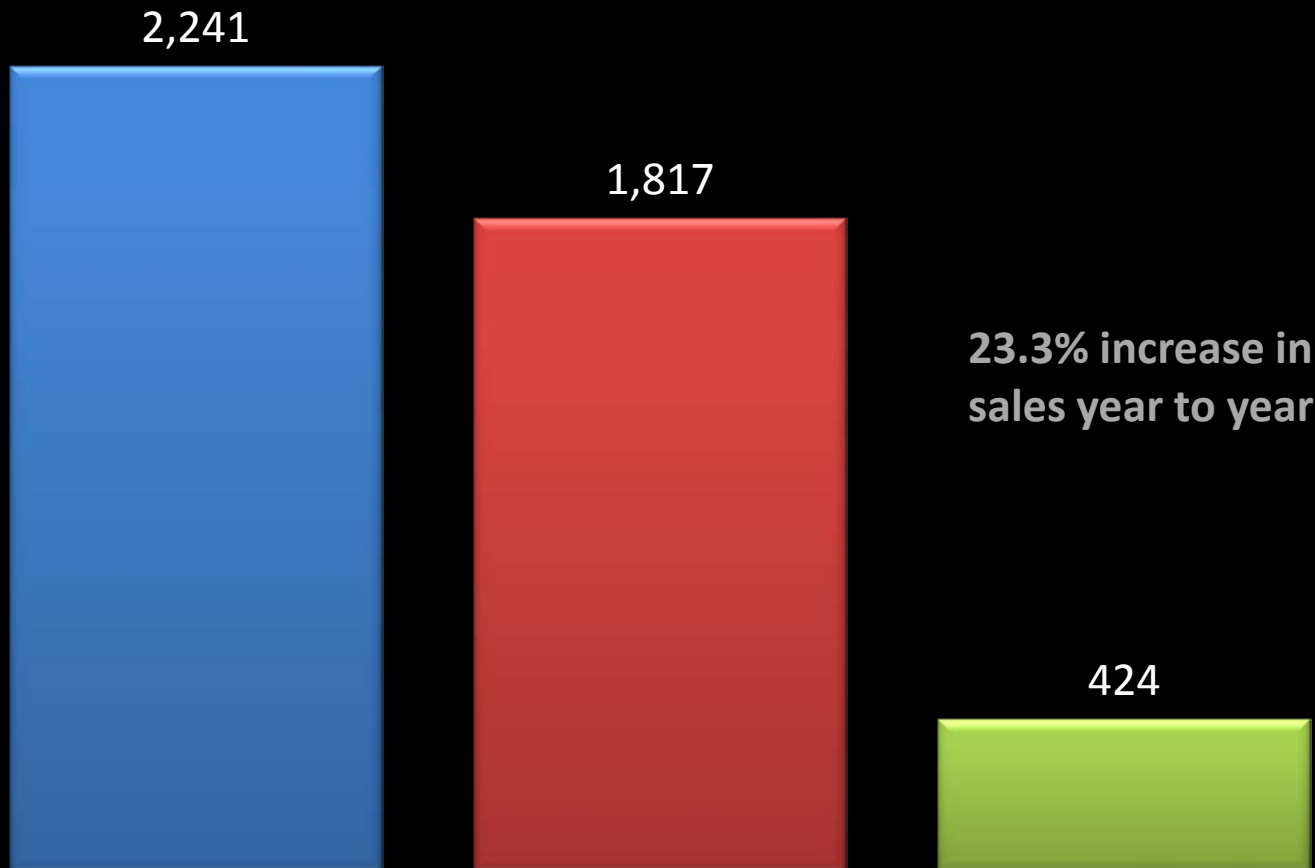


Sales, SG&A Analysis



2nd Quarter 2015 Net Sales Comparison

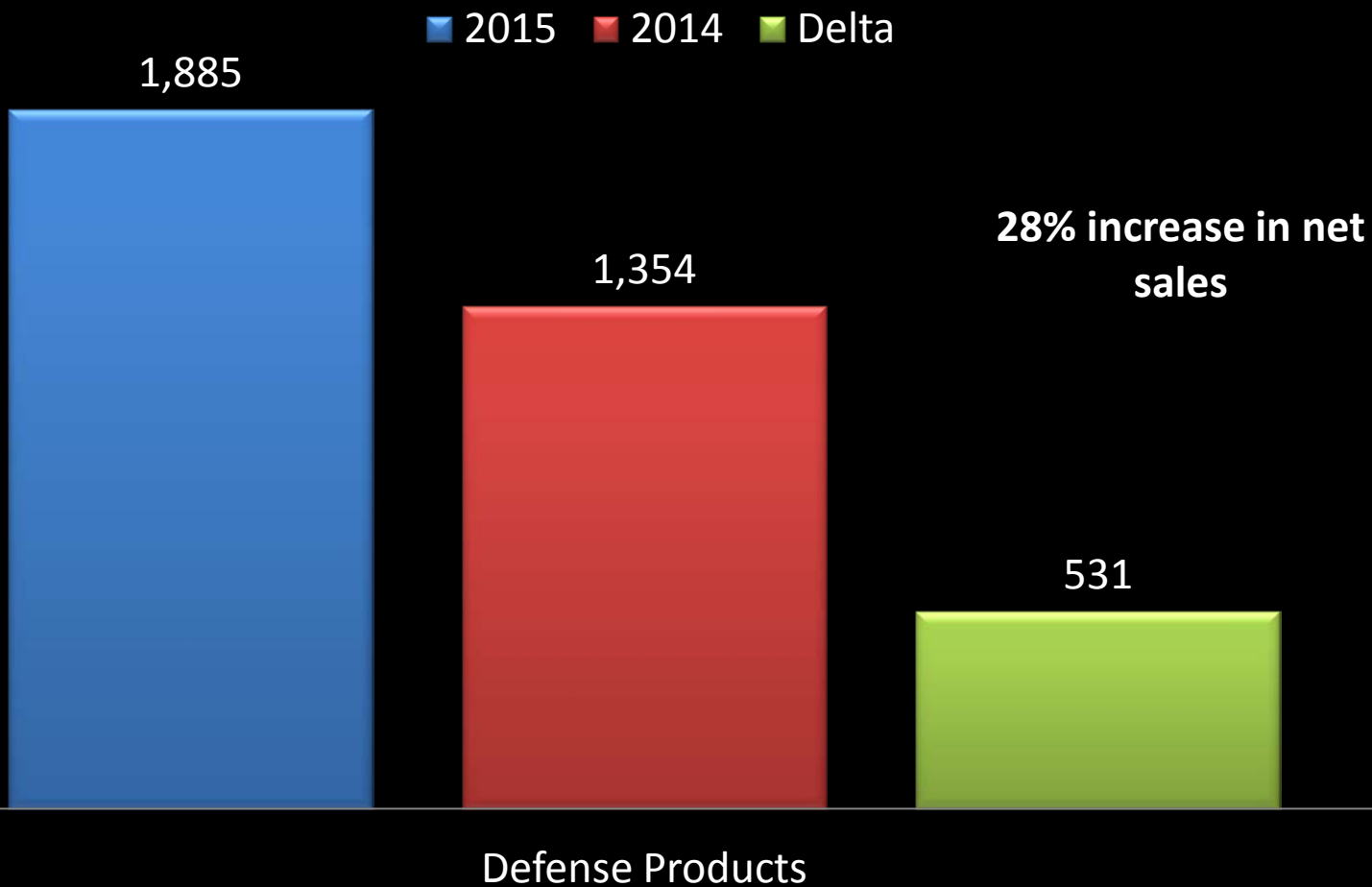
■ 2015 ■ 2014 ■ Delta



Net Sales



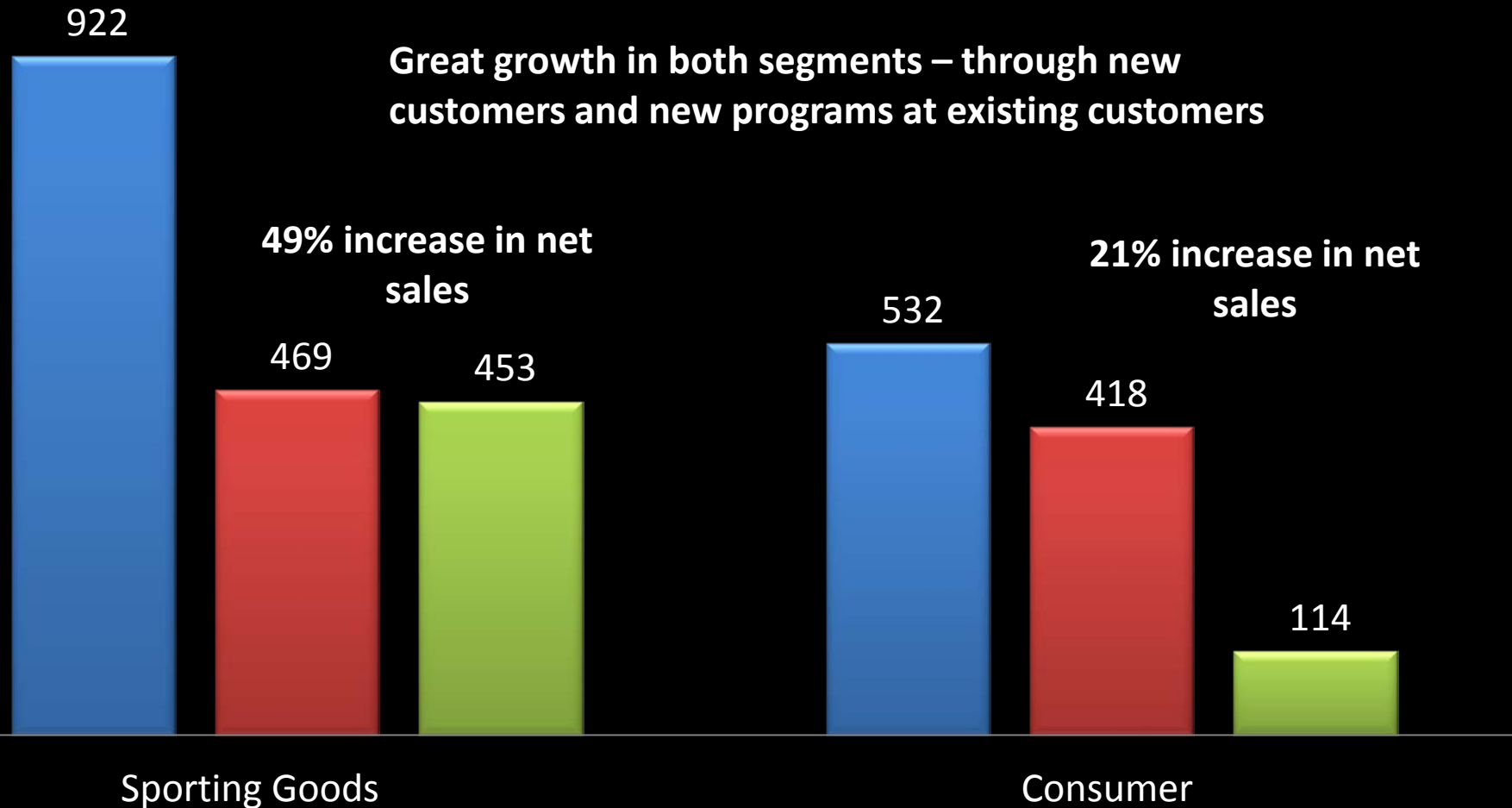
TRADITIONAL DEFENSE PRODUCT NET SALES 2nd Quarter 2015





Traditional Channels - 2nd Quarter 2015

■ 2015 ■ 2014 ■ Delta

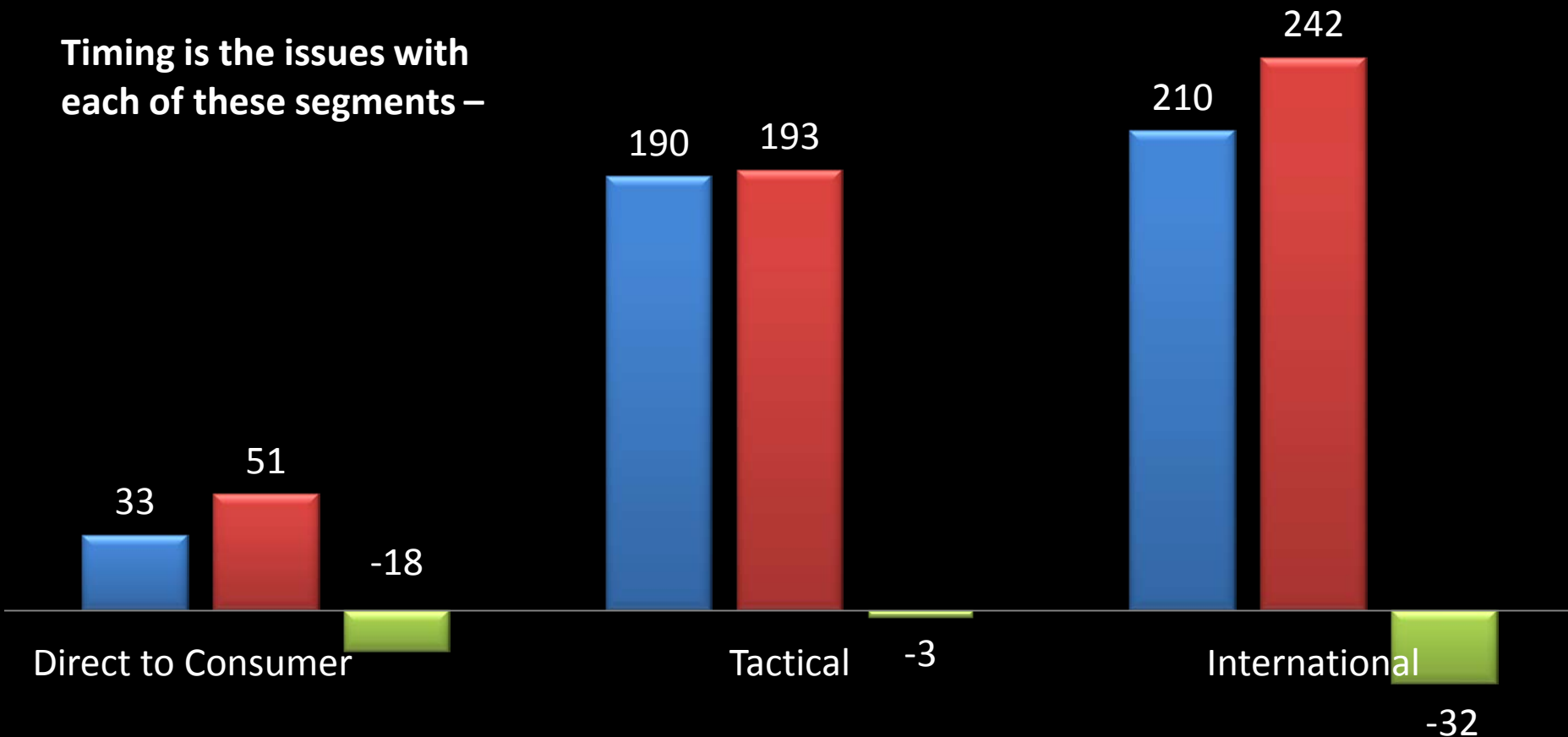




NET SALES BY CHANNEL- 2nd Quarter 2015

■ 2015 ■ 2014 ■ Delta

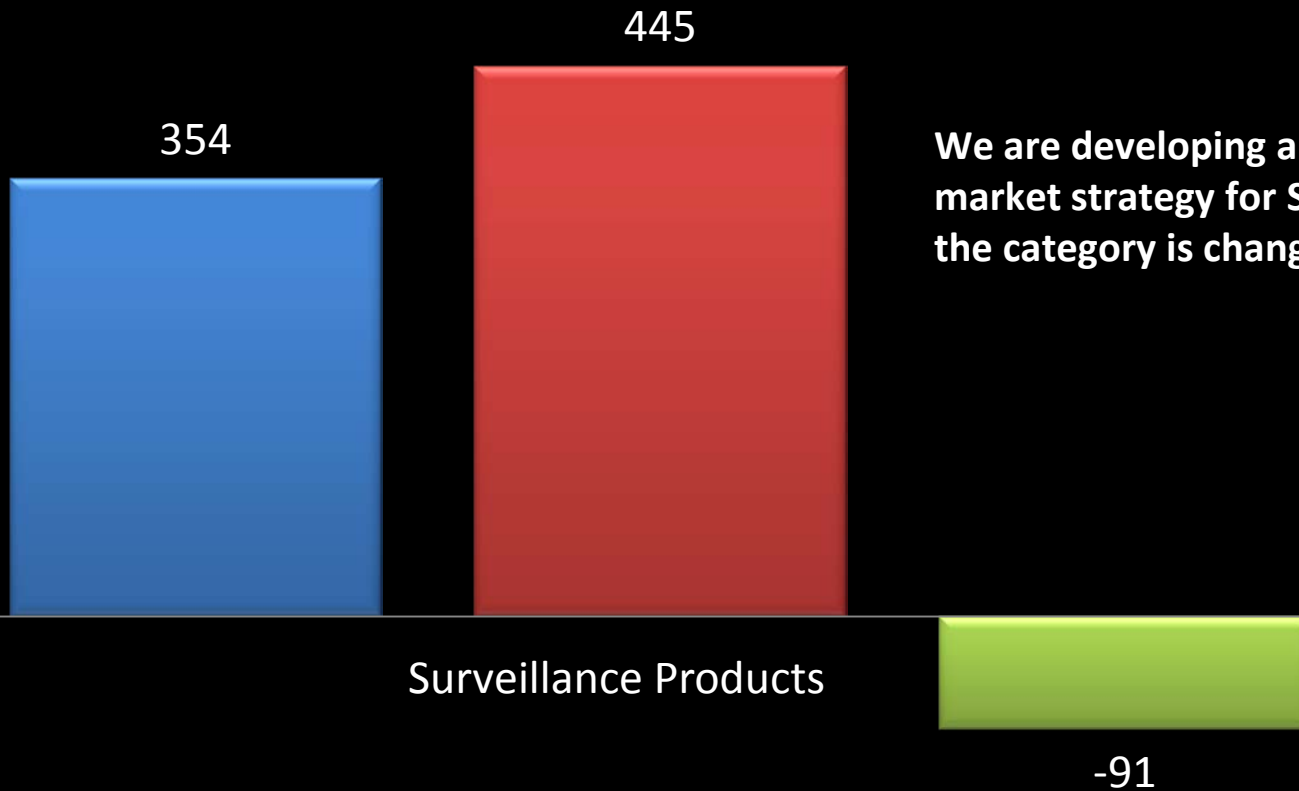
Timing is the issues with each of these segments –





TRADITIONAL SURVEILLANCE & OTHER PRODUCTS NET SALES – 2nd Quarter 2015

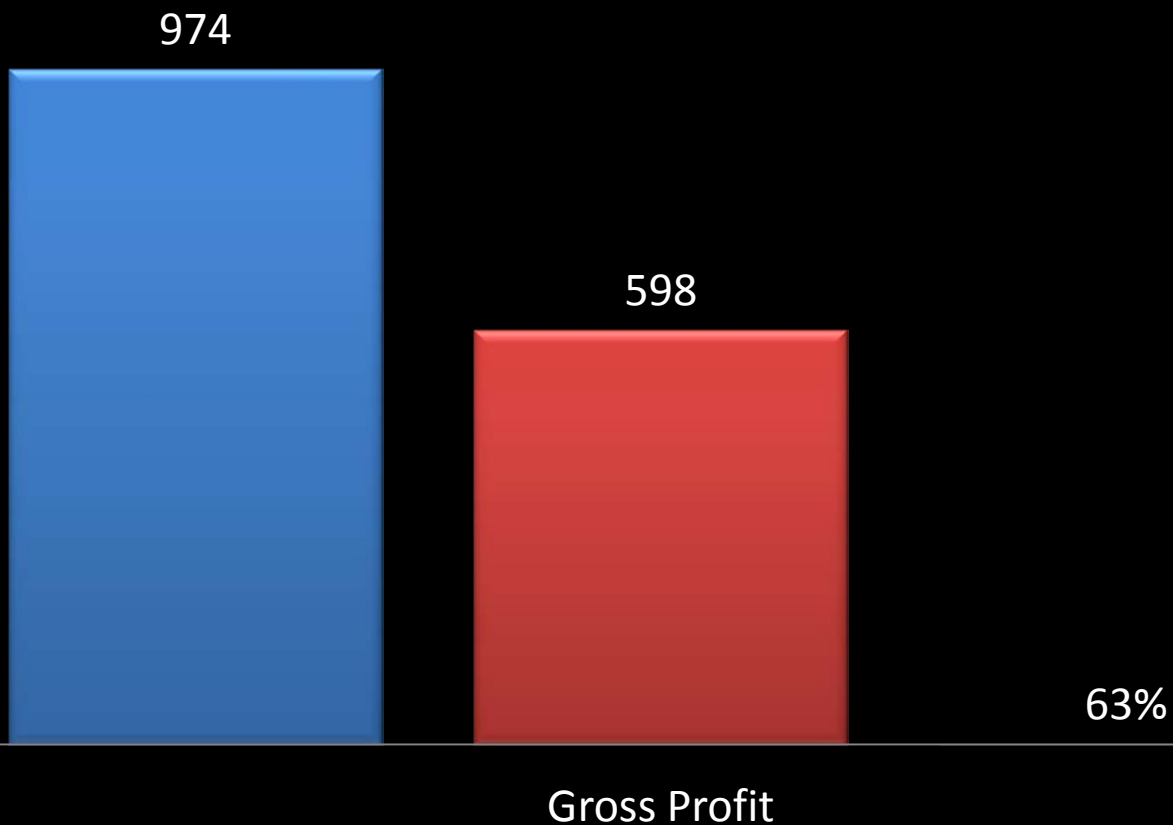
■ 2015 ■ 2014 ■ Delta





Gross Profit Comparison – 2nd Quarter 2015

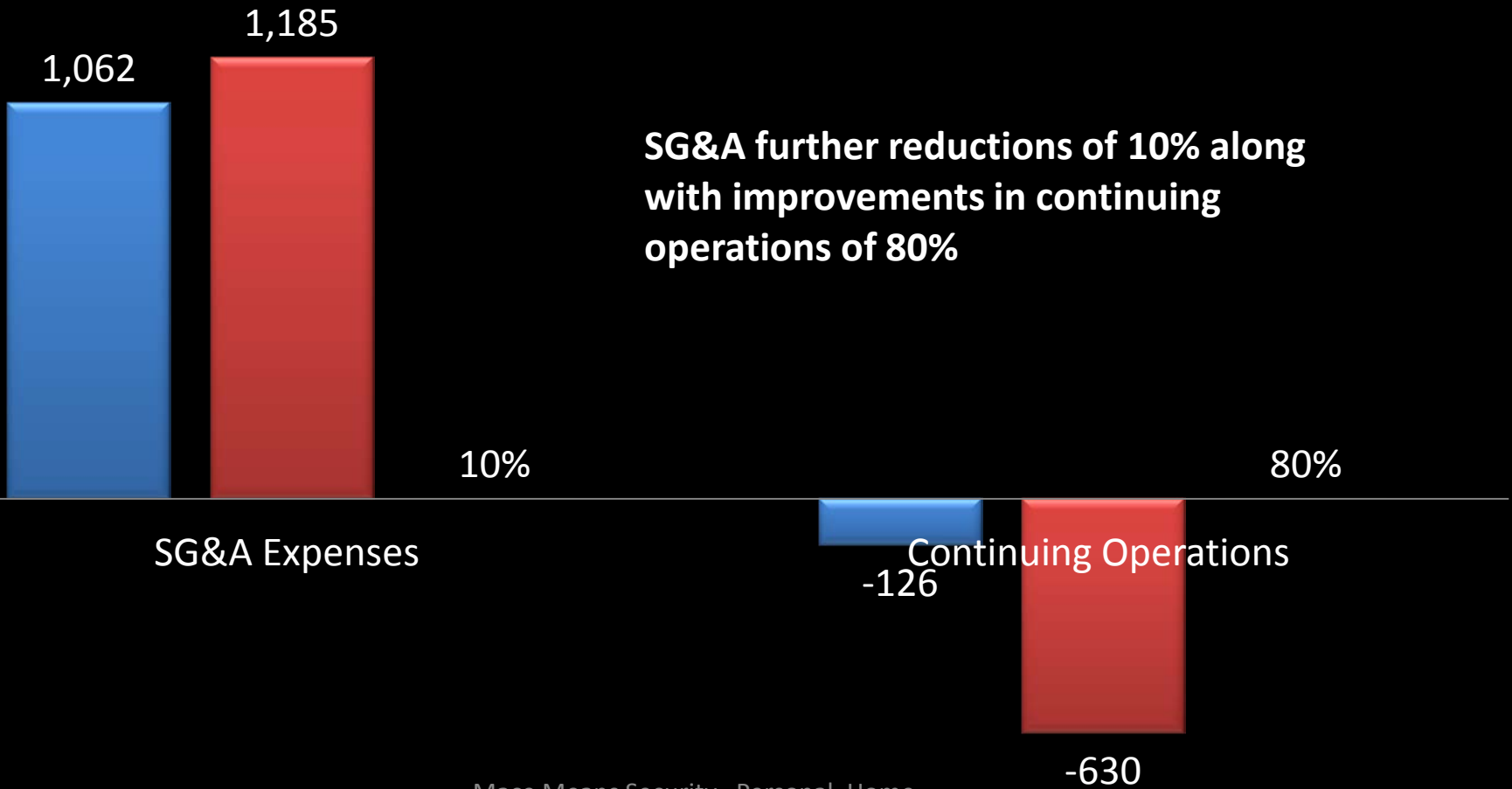
■ 2015 ■ 2014 ■ Delta





SG& A Comparison & Operating Loss from continuing operations – 2ndQuarter 2015

■ 2015 ■ 2014 ■ Delta

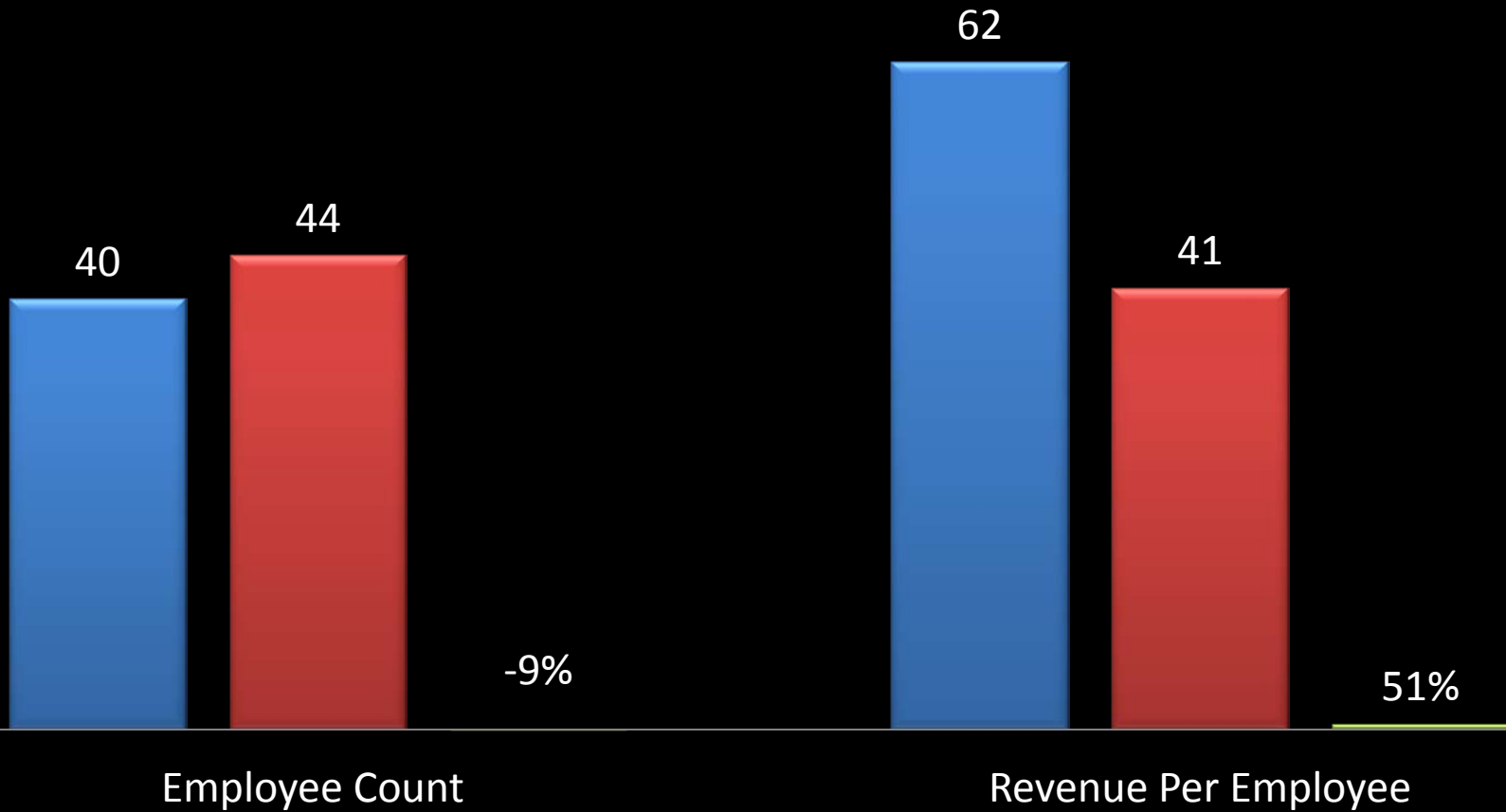


SG&A further reductions of 10% along with improvements in continuing operations of 80%



Revenue Per Employee Comparison – 2nd Quarter 2015

■ 2015 ■ 2014 ■ Delta



Our Mission at Mace® Brand is empowering your world through safety & security. We have a diverse, high quality product line that fits any type of lifestyle and environment.



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

