



MACE SECURITY INTERNATIONAL, INC.
INVESTOR CONFERENCE CALL



FORWARD LOOKING STATEMENTS



Certain statements, projected financial information, and information included in this Memorandum constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Federal Private Securities Litigation Reform Act of 1995. When used in this Memorandum, 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 such "forward-looking statements". All statements other than statements of historical fact, including projected financial information, are subject to certain risks, known and unknown, and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, including but not limited to economic conditions, dependence on management, our ability to compete with competitors, dilution to shareholders, and limited capital resources. The information contained in this presentation does not constitute or form part of, nor should it be construed as, an offer for sale or subscription of or solicitation or invitation of any offer to buy or subscribe for any securities, nor shall it or any part of it form the basis of or be relied on in connection with any contract, commitment or investment decision in relation thereto. By reviewing this presentation, you acknowledge that you will be solely responsible for your own assessment of the Company, including its business and market position, and that you will conduct your own analysis and due diligence and be solely responsible for forming your own view of the existing and future performance of the Company's business.



MACE SECURITY INTERNATIONAL, INC.
THREE AND SIX MONTH ENDING JUNE 30TH 2018

COMPANY UPDATE

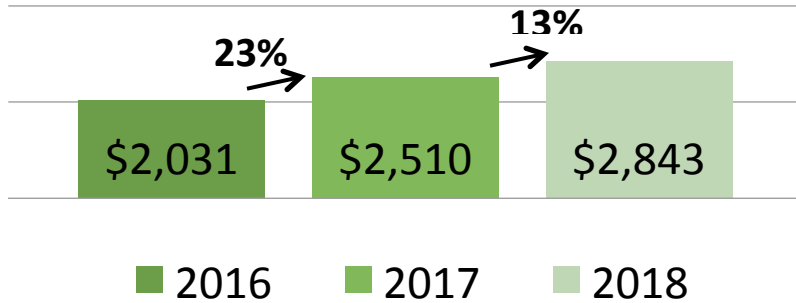


FINANCIAL UPDATE- THREE YEAR TREND 3 MONTHS

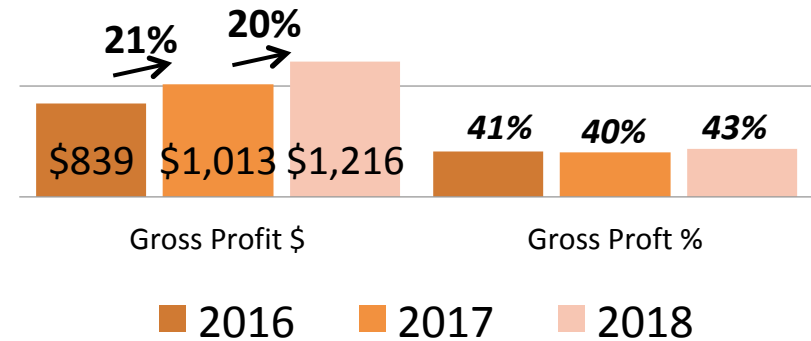
ENDING JUNE 30TH, 2018 (\$ IN '000s)



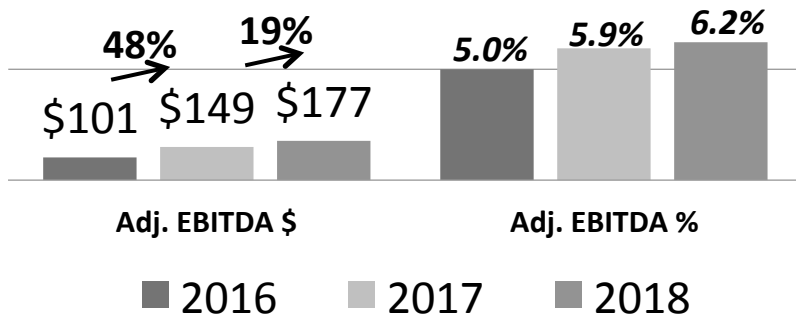
Net Revenues



Gross Profit



Adj. EBITDA



Comments and Drivers

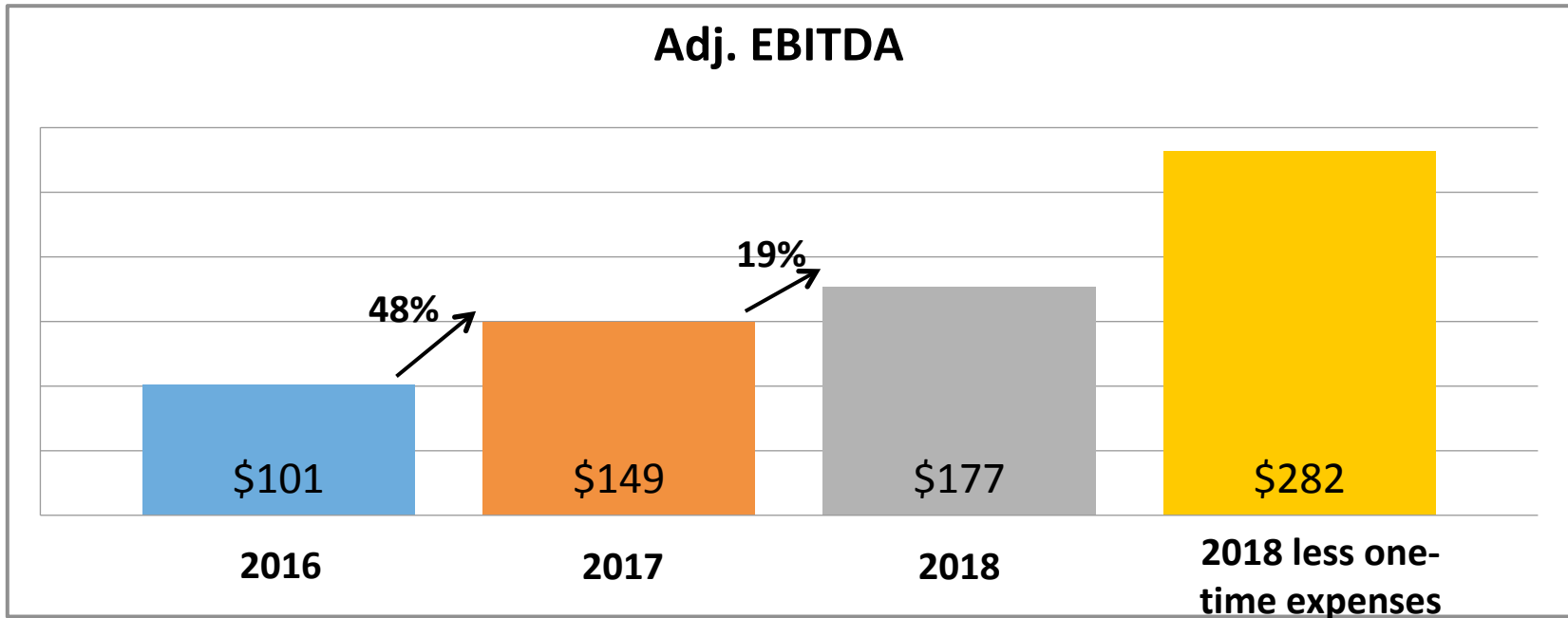
1. Consumer segment, plus custom manufacturing and Vigilant acquisitions more than offset weakness in international, sporting goods and tactical;
2. Mace.com (company-owned e-commerce platform) grew significantly and now generates cash;
3. Added 17 new customer accounts;
4. Gross Margin increased by 200 basis points; and
5. Monthly EBITDA run rate is now 10%.

FINANCIAL UPDATE- THREE YEAR TREND 3 MONTHS

ENDING JUNE 30TH, 2018 (\$ IN '000s)



Mace made investments in marketing (including advertising and trade shows) and had some one time additional fees (legal, consulting, and personnel) in the Quarter. These one-time expenses amount to \$105k.



Adj. EBITDA %			
2016	2017	2018 A	2018 E
5.0%	5.9%	6.2%	9.9%

ACTION ITEMS: FOCUS OPPORTUNITIES AND CONTINUOUS IMPROVEMENTS



Sales

- Expected initiatives underway which could produce \$2m to \$4m in top line revenues growth
- SKU Optimization
- Significant push on digital growth
- Narrower focus on personal safety
- Restructuring of resources
- Focus on ecommerce which generates higher gross margins, but requires more direct advertising/marketing

Focus on Growth & Opportunities

Marketing

- Branding Strategy
- Brand Story
- Promote, promote, promote
- Engage consumers at a higher level

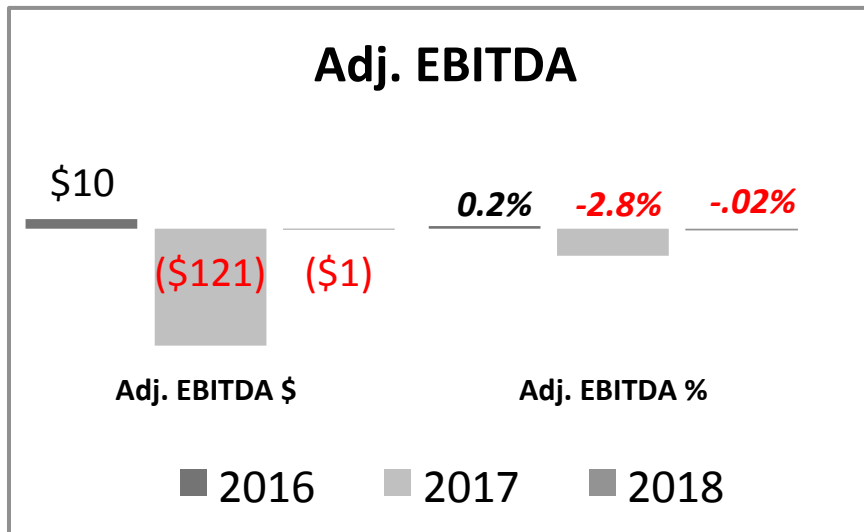
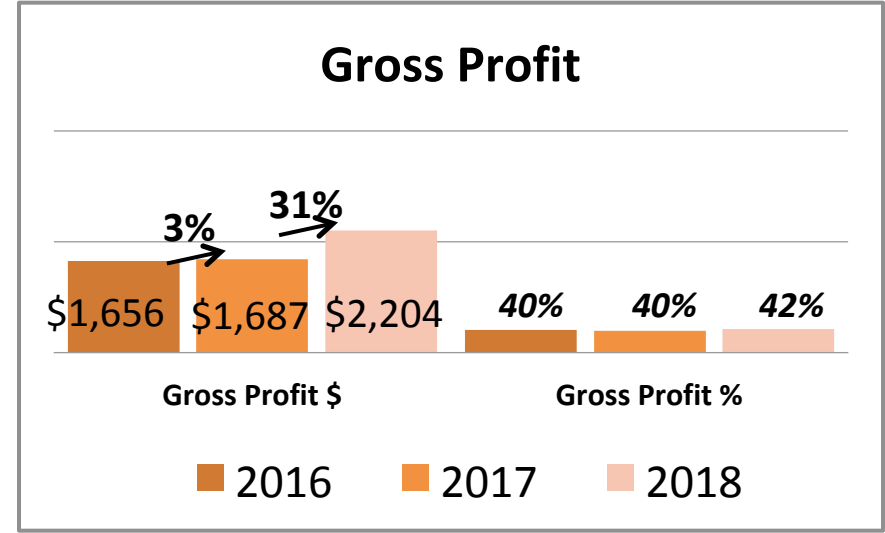
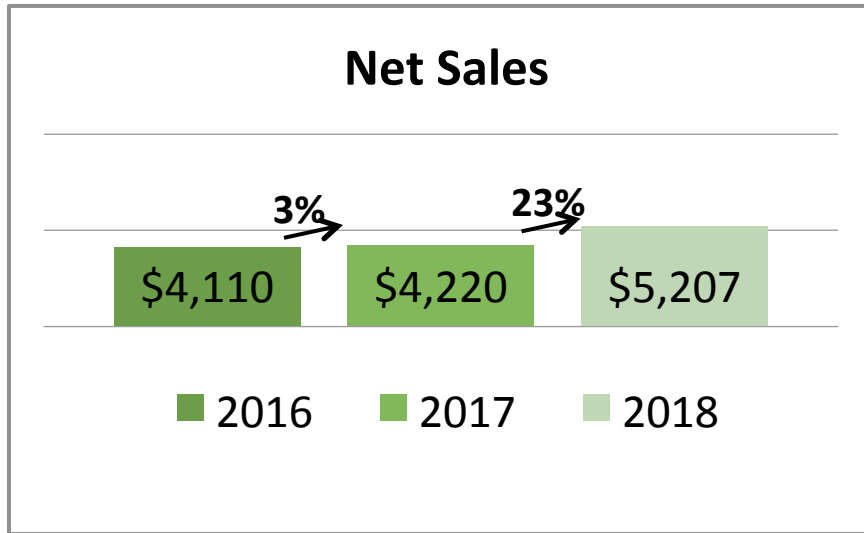
Focus on the Brand & Direct Consumer Interaction

Operations

- Order to ship processes under review
- Focus on working capital / inventory
- On time delivery and product accuracy
- Focus on **EBITDA**

Operating Margin Improvement

FINANCIAL UPDATE- THREE YEAR TREND 6 MONTH ENDING JUNE 30TH, 2018 (\$ IN '000s)



- ### Comments and Drivers
1. Sales to consumer retail channels and integration of acquisitions;
 2. Consumers love our products!;
 3. E-commerce is up double digits in revenue;
 4. 43 new customer accounts;
 5. Gross Margin is up 300 basis points driven by e-commerce and operational improvements; and
 6. EBITDA run rate is 10%.

MACE OPPORTUNITIES



Positive Achievements in Q2:

- 10% EBITDA run rate
- Strong Operating performance/ GM%
- Diversified distribution

Targeted Areas for Improvements:

- LE/LLM performance YTD
- Sporting Goods Challenges
- Operational process efficiencies

Action Items underway or in process:

- Complete review of allocation of resources – OPS/SG&A
- SKU analysis / rationalization
- Promotion / Awareness – Digital / Social Media / Ecommerce
- Direct Sales / Lead Generation / Focus on End Consumer
- Marketing and Branding Story / Strategy

Q3 Expectations:

- 15-20% Revenue Growth
- 45-47% Gross Margin range
- 10% + EBITDA



NOL Analysis:

- Company has *less than \$1m* expiring in 2018;
- \$59m expiring from 2019 to 2037.

Inventory:

- Total inventory is roughly 129 days on hand, which is a 33% improvement versus year end;
- Total inventory represents an opportunity to improve but also represents an opportunity to respond to market needs.

