



MACE SECURITY INTERNATIONAL, INC.
OTCQX: MACE

4TH QUARTER AND FULL YEAR 2018 INVESTOR CALL

Gary Medved, President & CEO
Mark Barrus, SVP & CFO

FORWARD LOOKING STATEMENTS



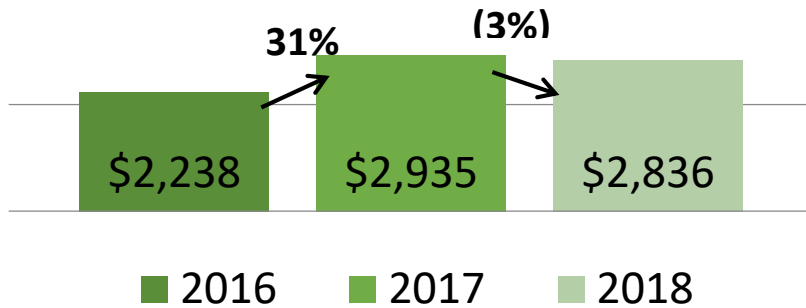
Certain statements, projected financial information, and information included in this Memorandum constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the 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.

FINANCIAL UPDATE- THREE YEAR TREND 3 MONTHS

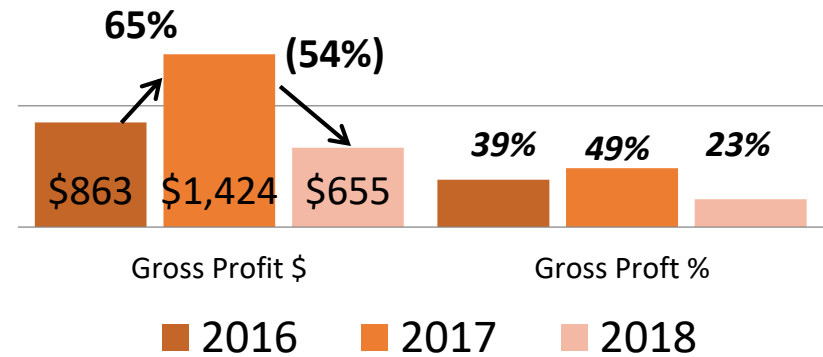
ENDING DECEMBER 31ST, 2018 (\$ IN '000s)



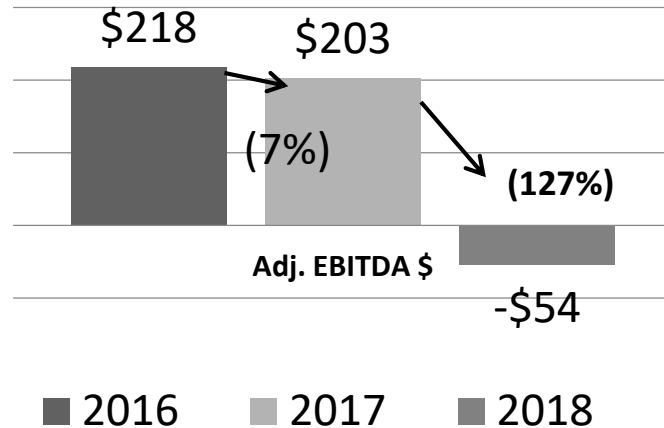
Net Revenues



Gross Profit



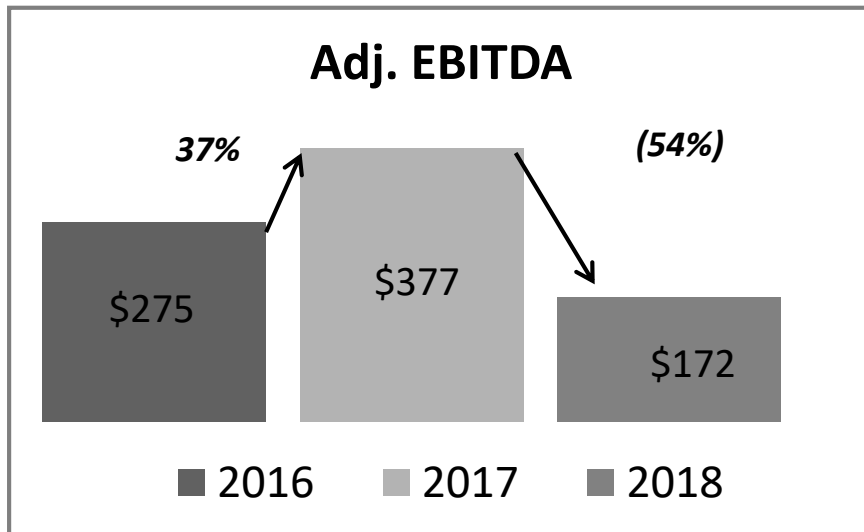
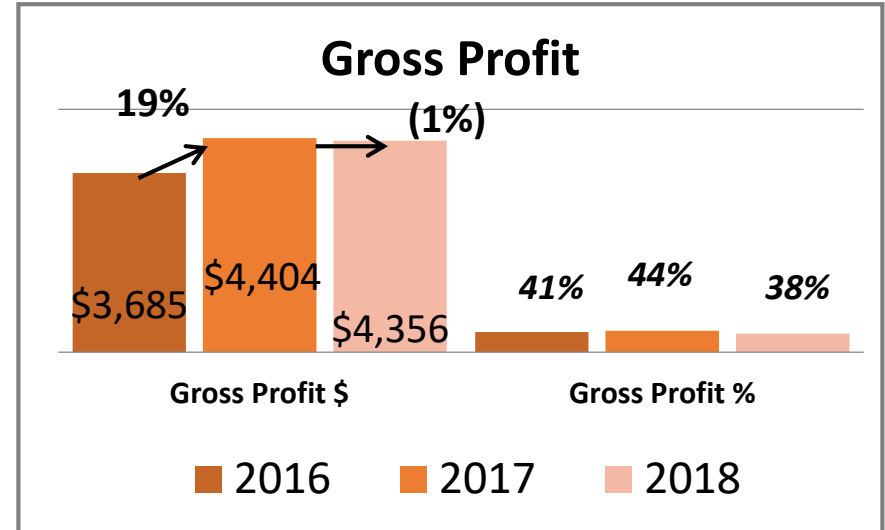
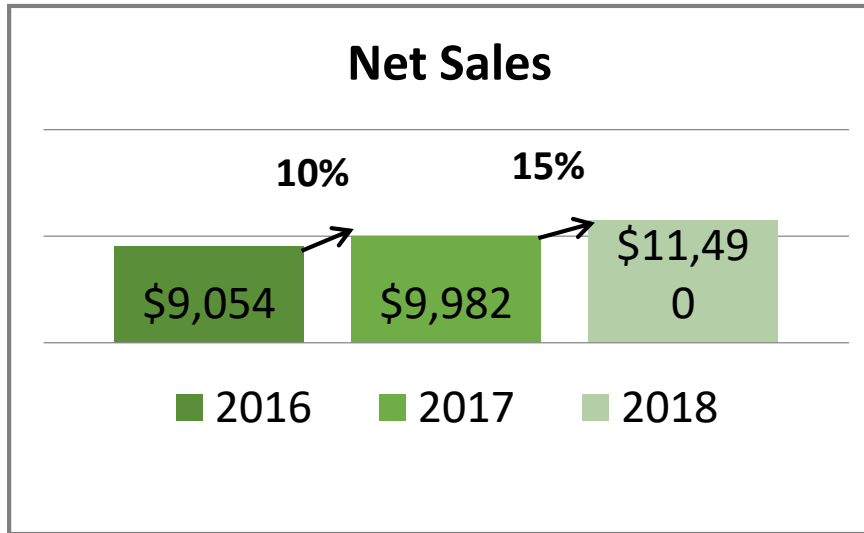
Adj. EBITDA



Comments and Drivers

1. Q4 saw modest declines in brick and mortar consumer, sporting goods and international partially offset by increases in custom.
2. E-commerce as a focused segment experienced quarterly year on year growth as we continued to invest in the channel; increasing role of Amazon.
3. Gross Profit dipped from inventory write-off;
4. SG&A reduced by 3% or 100 BP.
5. Adj. EBITDA in Q4 also impacted by decline in mix and volume.

FINANCIAL UPDATE- THREE YEAR TREND 12 MONTHS ENDED DECEMBER 31, 2018 (\$ IN '000s)



- ### Comments and Drivers
1. Full year of Washington Labs and Vigilant in 2018.
 2. Inventory write downs impacted gross profit in 2018.
 3. Selling expenses increased due to advertising and fulfillment costs in ecommerce.

FINANCIAL UPDATE- GAAP TO NON-GAAP RECONCILIATION – 2017 AND 2018



	Years ended December 31	
	(Amounts in thousands, \$)	
	2018	2017
Net loss	\$ (1,946)	\$ (65)
Adjustments:		
Depreciation and amortization	463	362
Interest income, net	(42)	(51)
Income tax expense	2	2
EBIDTA	\$ (1,523)	\$ 248
Discontinued operations	-	22
Impairment of Security Partners note	706	-
Impairment of SecureCheck note	358	-
Excess and obsolete inventory write down	371	(12)
Other non-cash asset write-downs	79	-
Washington Labs final working capital adj.	25	-
Stock based compensation	156	119
Adjusted EBIDTA	\$ 172	\$ 377

The Company encourages investors to carefully consider its results under GAAP, as well as its supplemental non-GAAP information and the reconciliation between these presentations, to more fully understand its business. Non-GAAP financial results are reported in addition to, and not as a substitute for, or superior to, financial measures calculated in accordance with GAAP

Mace's financial results are provided in accordance with accounting principles generally accepted in the United States (GAAP) and using certain non-GAAP financial measures. Management believes that presentation of operating results using non-GAAP financial measures provides useful supplemental information to investors and facilitates the analysis of the Company's core operating results and comparison of operating results across reporting periods. Management also uses non-GAAP financial measures to establish budgets and to manage the Company's business.

