



MACE SECURITY INTERNATIONAL, INC.

OTCQX: MACE

1ST QUARTER 2019 INVESTOR CALL

Gary Medved, President & CEO

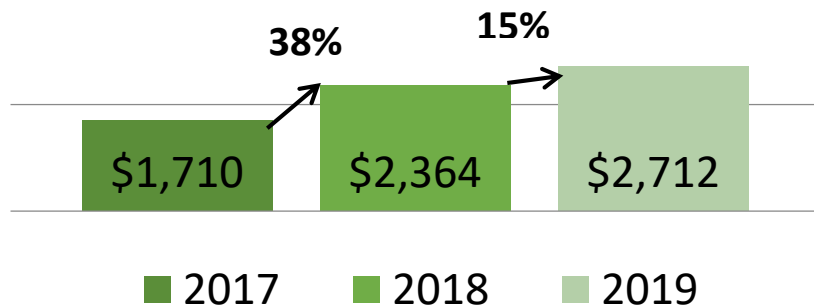
Mark Barrus, SVP & CFO

FORWARD LOOKING STATEMENTS

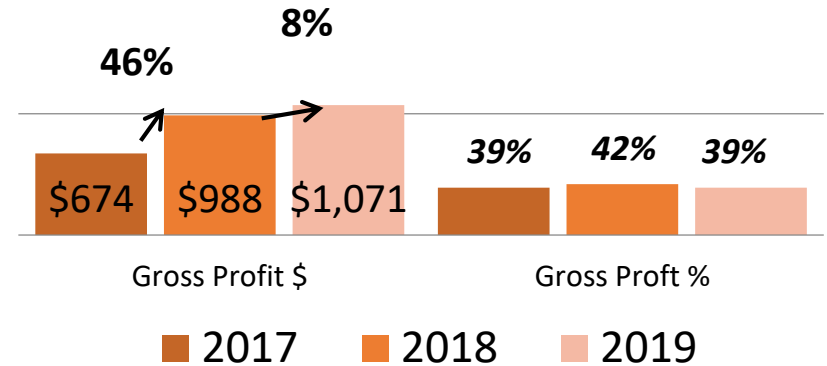
Certain statements, projected financial information, and information included in this Memorandum constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the 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- 1ST QUARTER COMPARISON – 19-18-17

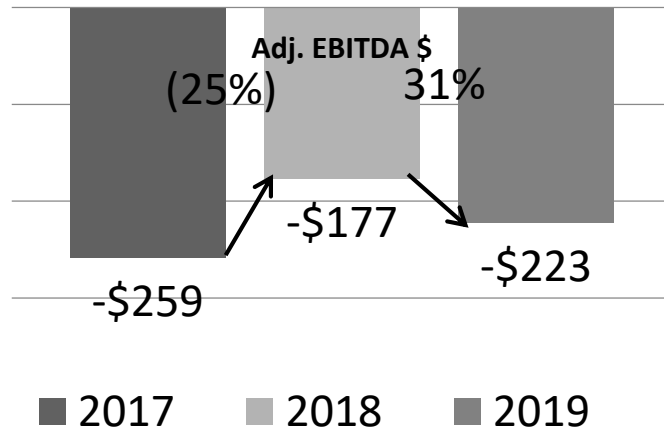
Net Revenues



Gross Profit



Adj. EBITDA



Comments and Drivers

1. Quarterly sales grew 14.7% year over year led by custom and international sales.
2. SG&A increase quarter over quarter was caused primarily by spend on one-time legal expenses relating to employee matters, as well as investment in brand building and advertising, recruiting, and software upgrades.

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

EBIDTA Walk from Q1 2018 to Q1 2019 (000)

EBIDTA, Q1 2018	-223
Severance	-277
Increase in non-cash stock comp.	-190
Increase in gross profit	83
Increase in SG&A	<u>-129</u>
EBIDTA, Q1 2019	-736

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.