



Welcome!

Investor Summit Conference

March 8th, 2022

Sanjay Singh, Chairman and CEO
Mike Weisbarth, CFO



*The #1 recognized brand in non-lethal
personal safety products*

Introduction to Mace Security International, Inc. (OTCQX – MACE)

- Mace® Security International, Inc., located in Cleveland, Ohio, is a provider of personal safety and security products and is the owner of Mace® Brand
- Mace® Brand is the original manufacturer and market leader in the defense spray segment for over 40 years
- The Company also markets products through other well-known brands namely Vigilant®, Tornado®, and Takedown® brands for alarms and pepper sprays
- Mace® distributes its products through retailers, wholesale distributors, independent dealers, e-commerce channels, and its website, www.mace.com

We are a mission driven company

Mission Statement

Provide Community & Family Safety through Individual Empowerment

Vision Statement

To be the most customer-centric company providing uniquely better products to keep our customers safe all the time and be the expert in the non-lethal product segment

Financial Stats through 3Q21

Income Statement (\$MM)									
	FY 18	FY 19	2020				2021		
			1Q	2Q	3Q	4Q	1Q	2Q	3Q
Sales	\$ 11.5	10.5	2.8	3.4	4.8	4.4	3.3	3.4	3.8
Sales Change YOY	15.1%	(8.6%)	3.0%	16.0%	94.0%	86.0%	18.4%	(1.1%)	(19.7%)
Gross Margins	36.7%	36.2%	38.7%	40.8%	41.1%	39.9%	38.6%	39.0%	39.8%
SG&A	\$ 4.8	5.1	0.9	0.8	1.2	1.2	1.1	1.2	1.3
EBITDA	(1.5)	(1.2)	0.2	0.6	0.8	0.6	0.3	0.8	0.3
Margin %	(13.3%)	(11.5%)	8.6%	17.2%	17.3%	13.4%	7.6%	24.0%	6.7%

Note: 2Q21 EBITDA includes \$0.6 gain on forgiveness of PPP loan

Treasury (\$MM)									
	FY 18	FY 19	2020				2021		
			1Q	2Q	3Q	4Q	1Q	2Q	3Q
CASH	\$ 0.2	0.3	0.4	1.6	0.5	0.8	0.8	0.8	0.4
DEBT	\$ 1.0	1.1	1.0	1.6	1.0	0.9	0.9	0.0	0.0
MARKET VALUE	\$ 17.7	15.8	8.9	17.3	28.8	25.0	36.0	40.1	20.0

Economic conditions

- ❖ Revenue growth slowed in '21 vs. '20 as the POS traffic slowed, relatively speaking
- ❖ Riots died down and inflation of basic necessities changed buying patterns
- ❖ Lost business (see next slide)
- ❖ Supply chain disruptions lead to an increase in inventory levels
- ❖ Raw material and component prices increased by double digits in '21
- ❖ Raised selling prices across all selling channels in Q1 '22
- ❖ Reduced advertising and SG&A wages that were longer-term investments
- ❖ Current Base Costs are running 30% lower than Q1 '21
- ❖ Our break-even point is now \$12MM in annual revenues
- ❖ Every incremental sales dollar generates an approx. incremental 34% EBITDA

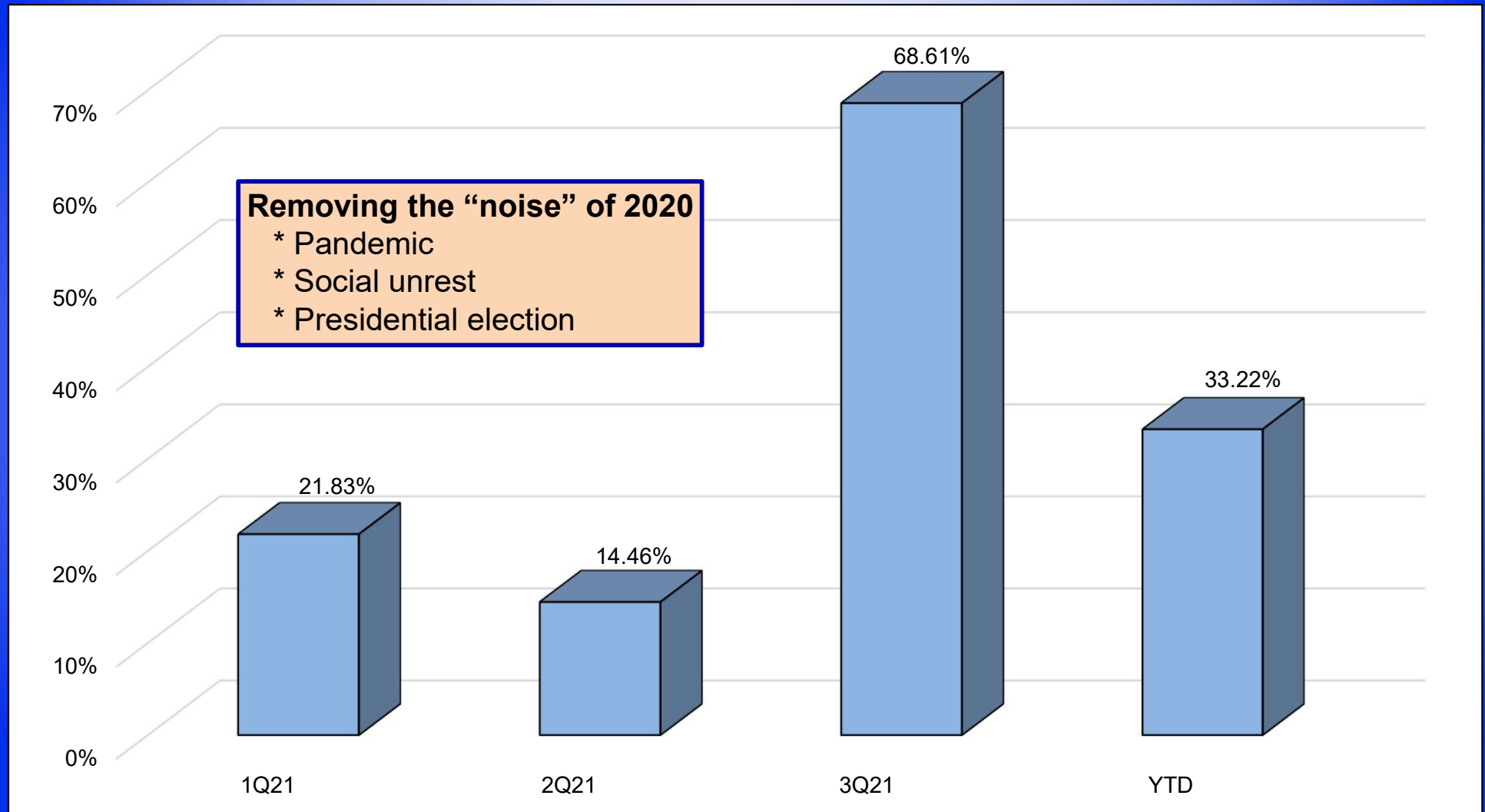
□ Addressing 2021 Lost Business

- Private Label channel losses of almost \$2MM vs '20
- Walmart exited Mace Stun Guns (as part of their overall exit from guns and ammo as a company) resulting in lower revenues of \$0.4MM vs. '20 (offset by other product sales resulting in a net increase of \$0.2MM for Walmart)
- Increased Retail and Direct to Consumer revenues by \$1.6MM vs. '20

Top Line and the Mace[®] Brand

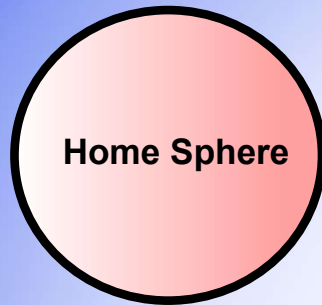
- ❑ Future revenue from **NEW business**
 - Advanced Auto - 1SKU x 4,000 locations
 - CarQuest – 1 SKU x 1,000 locations (min)
 - AutoZone - 2 additional SKUs x 3,300 locations
 - Lowes.com - 40+ SKUs
 - Target.com - 1 SKU
- ❑ Multiple **new retailers** currently under discussion
- ❑ Increasing existing dealer & distributor business with **uniquely better new products**

Q3 YTD '21 vs Q3 YTD '19 Revenues



15.5% Annual Growth in '21 vs '19 vs 35% in '20 vs '19 (3Q YTD)

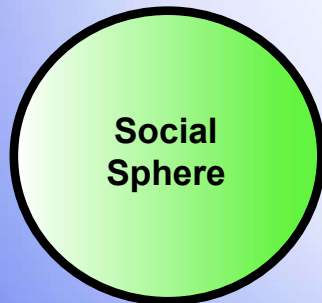
Total Addressable Market



128MM households in America



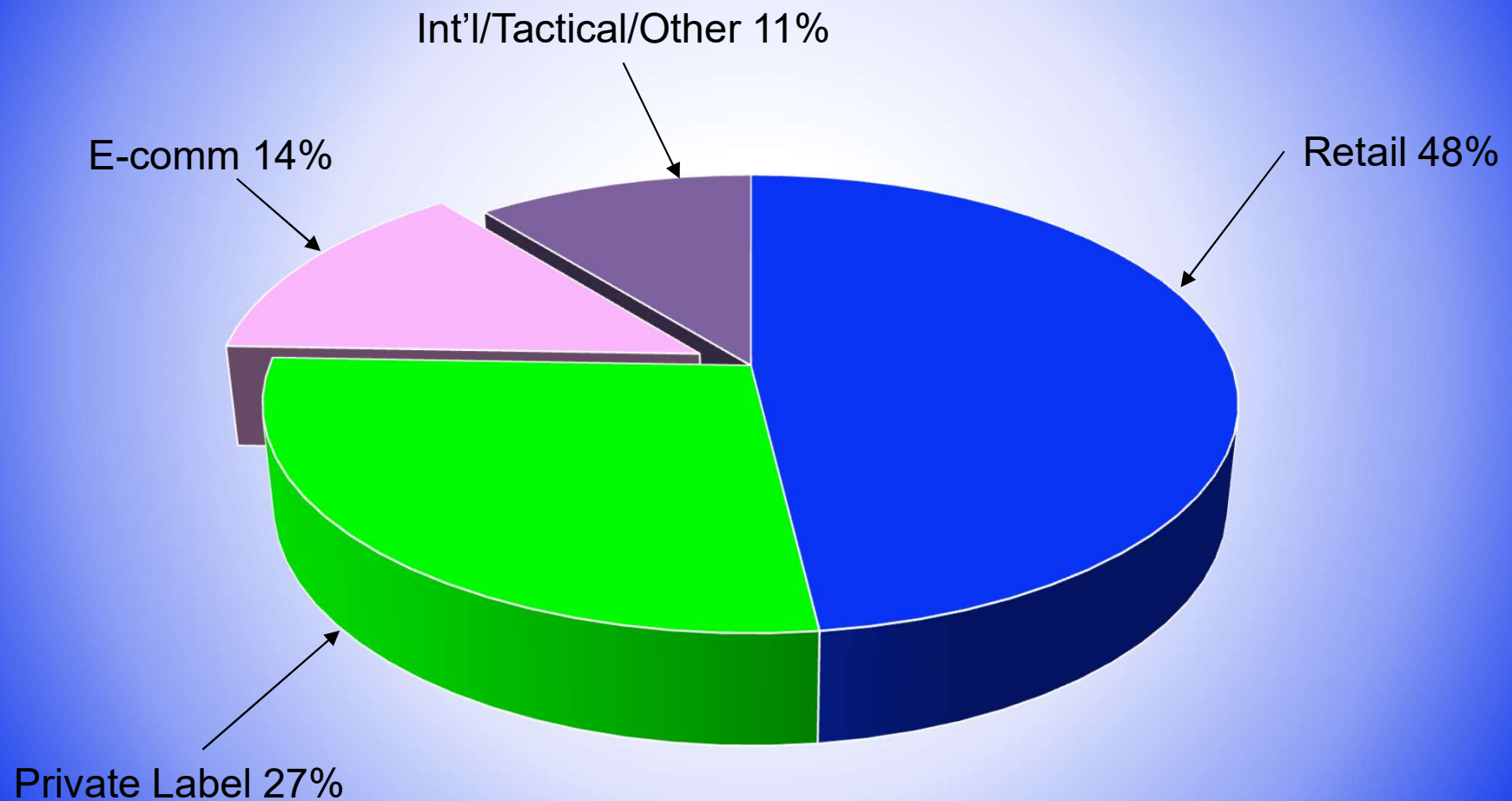
5.6MM employer firms in USA
99.7% are less than 500 employees



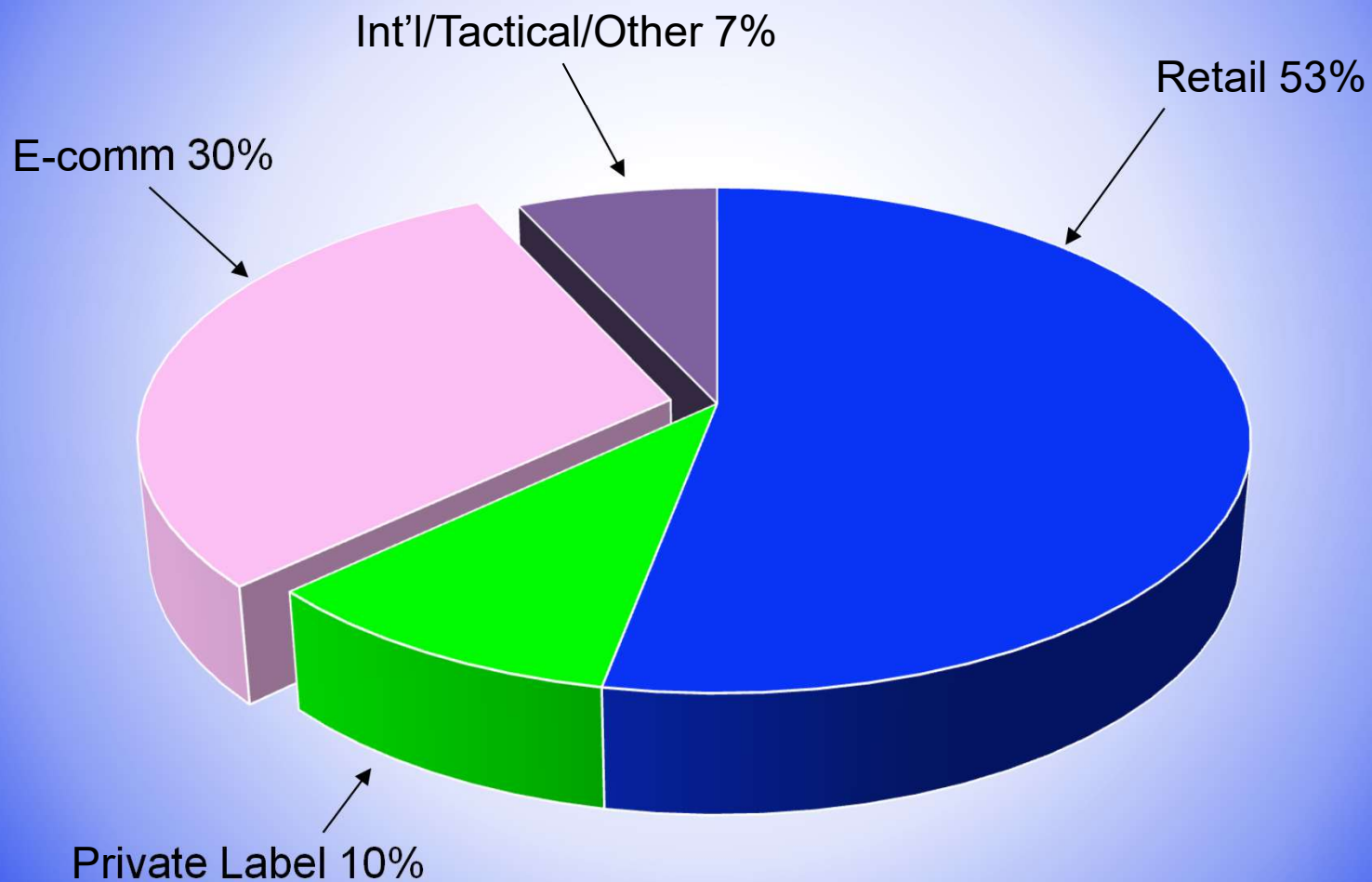
209MM+ citizens over the age of 18

*Targeting an incremental 500,000 consumers or \$25MM (\$50 AOV)
in the next 3 years*

FY2019 Sales Distribution

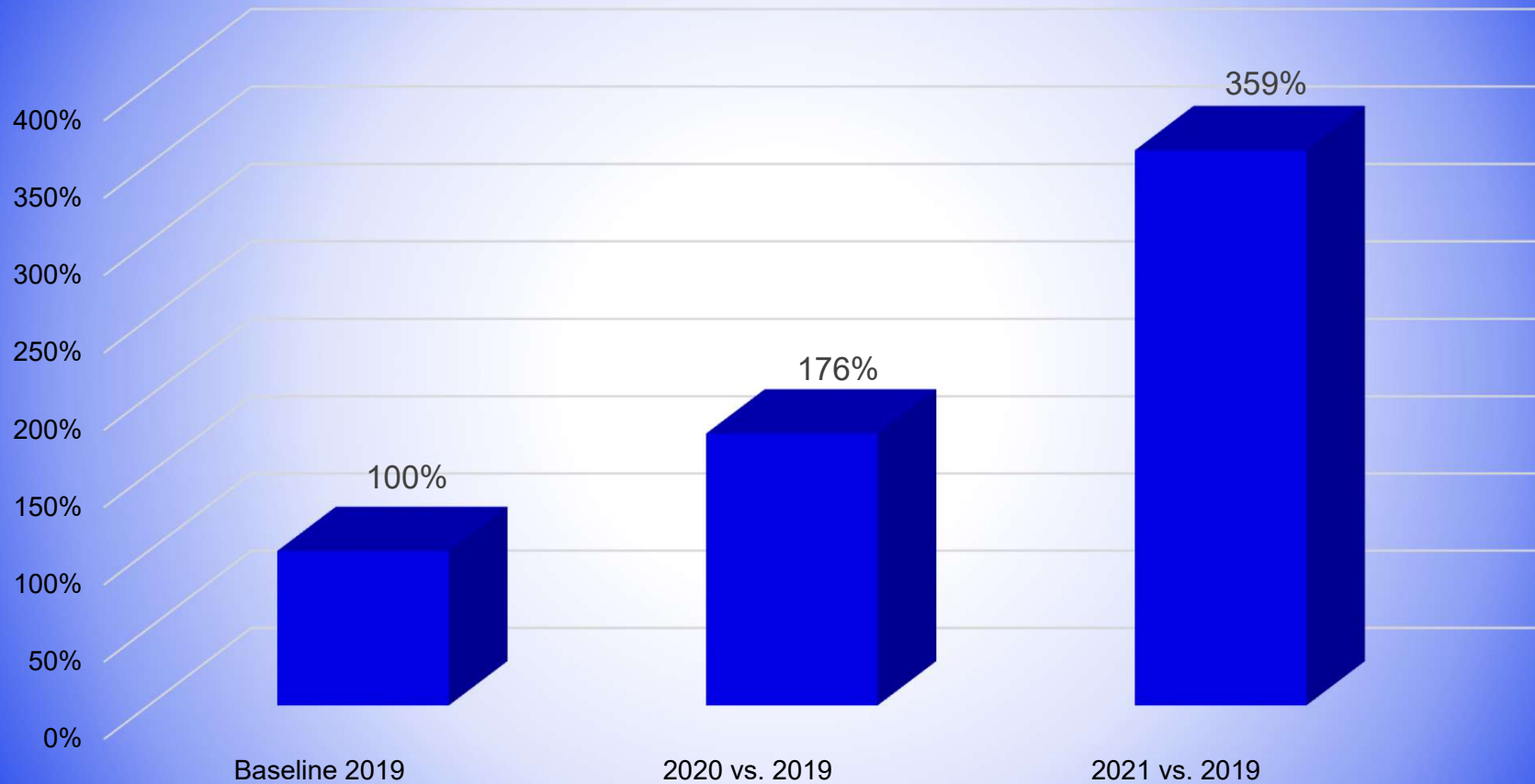


YTD 3Q21 Sales Distribution



Amazon Growth 2019-2021

POS data from Amazon for Sales of Mace Products



Significant increase in sessions resulting in a 300%+ increase in POS since 2019 and a best-in-class, double-digit conversion rate

Our Focus in '22

- ❑ Acquisition of new accounts in retail and dealers/ distributors
- ❑ Achieve best in class customer interaction process
- ❑ Develop uniquely better products by Q2 (2) and Q4 (2) '22
- ❑ Accelerate the growth of direct-to-consumer revenues
- ❑ Increase cash reserves by improving working capital

Direct To Consumer Action Plans

- ❑ Conducted deep-dive study and identified personas that need to be safe
- ❑ Invested in outside agency expertise who is acting as our CMO
- ❑ Content and campaign rich social media and blog actions to increase engagement and top of the funnel
- ❑ Invest in programmatic advertising to deliver a minimum of 2.5X ROAS
- ❑ Rigorous A/B testing of campaigns
- ❑ Participation in media coverage and community efforts to promote our promise

New Product Introductions



Palm Stun Device in 2021
#7 YTD at mace.com



Guard Alaska Bear Spray in 2021
Sales UP 769% YTD
Featured as Amazon Best Seller



Neon Triple Action Pepper Spray in
2020
Top 20 at mace.com

Pending New Product Launches '22

- 2 new pepper spray models Q1/Q2
- 2 additional new products for Q3-Q4

Thank You For Your Participation!

Check out our efforts to stop hate crimes :

<https://corp.mace.com/2022/02/mace-chairman-and-ceo-sanjay-singh-on-fox-news-cavuto-coast-to-coast/>