



Investor Relations Day

April 2024



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Market for Personal- Self Defense: *Investment Outlook*

- **Market Overview**

- The self-defense market totaled \$5.6 billion in 2023
- The market is expected to grow at a CAGR of 4.7% through 2032 according to global research firm Global Market Insights
- As Homeland Security fears increase, personal safety concerns are highlighted

- **Self-Defense Products Market Projections**

- Parallel to the pepper spray market, the broader self-defense products sector is seeing significant growth
- 40% of Americans say they're afraid to walk alone at night near home (Source: Gallup)
- Personal safety fears among Americans are at a 3-decade high (Source : Gallup)
- According to a 2023 Adidas survey, 92% of women runners are concerned about their safety while running

***Innovation
During a
Period of
Inflation and
Lower Foot
Traffic***

- Learning about customers' needs
- Testing ideas and collection of evidence
- Selective choice of opportunities
- Introducing new products and services
- Low cost of capital framework
- Introduced 5 new ventures in the last 120 days
- 6th venture targeted for end of Q2, '24

2024-2025 Priorities

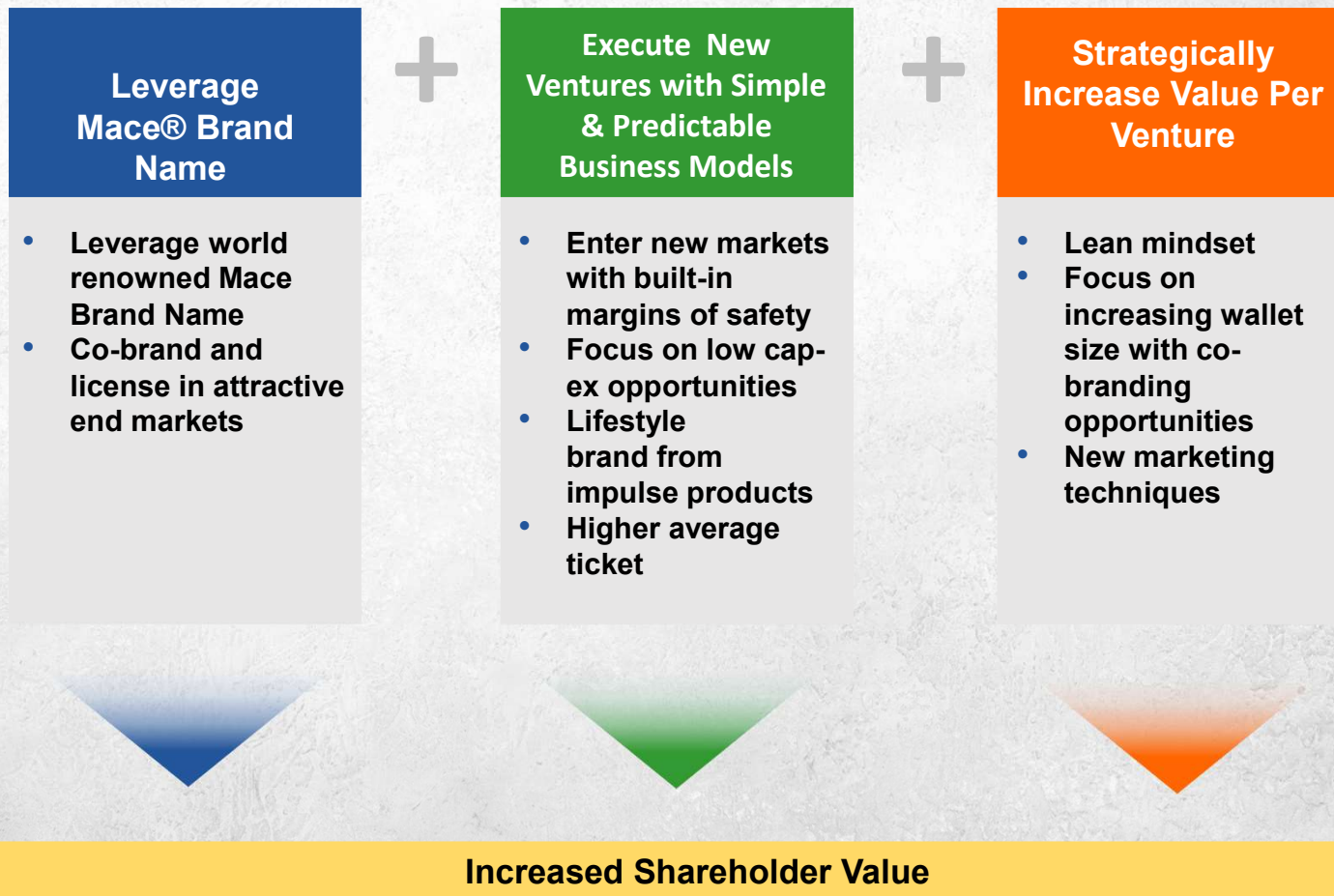
- **Cost containment**
- **Enhance manufacturing efficiencies**
- **Improve marketing techniques**
- **Land 1-2 new retailers**
- **Focus on DTC and marketing efficiency**
- **Execute on most promising new ventures**

Mace® Brand New Ventures Organizational Chart

Mace Security International, Inc. a US-based company that specializes in producing personal safety and security products. Our product line includes popular items such as Mace® Brand pepper spray, stun devices, personal alarms, and private security equipment. Recently, Mace has entered 5 select ventures as shown on the org chart below:



Strategic Growth Model



s2 SALT plus Mace® Brand Pepper Launcher Kit

What?

- Partnered with pioneers in the industry
- Developed a co-branding relationship between s2 and Mace pepper x tear gas ammo
- Leverage synergy between both brands

Why?

- Entry into brand new market
- Large TAM of \$92B
- Increased concerns about personal safety
- Increase in community concerns about gun violence
- Education gap filled by peer company, allowing for leveraging for Mace Brand name with zero CapEx

How?

- Co-branding opportunity allows for multiple cross-selling opportunities including instructors
- Access to thousands of instructors
- Opportunities on multiple platforms including training
- High margin accessories
- High margin DTC
- Organic inbound interest from civilians, gun enthusiasts, and existing customers

Increased Shareholder Value

s2 SALT plus Mace® Brand Pepper Launcher Kit vs Competitor

S2

Competitor

Muzzle Velocity
Magazine Capacity
Shot Capacity per CO2
Effective Range
CO2 Size
Pistol Size
Price

320 fps
5 rounds
18-22 shots
150 ft
12 grams
Larger
\$299.95

280 fps
5 rounds
18-20 shots
60 ft
8 grams
Standard
\$379.99



S2 Competitive Advantages

- Superior build quality
- Stronger kinetic energy
- Higher tested muzzle velocity
- Significantly less deterioration in velocity over the course of multiple shots
 - **Main competitor's devices lose on average roughly 30-50 FPS per shot, reducing your stopping power dramatically in situation that require multiple shots**
- Stronger tested "chilled" muzzle velocity at temperatures below 45 Fahrenheit
- Easier degassing of CO2
- Larger pistol size, CO2 capacity, and picatinny rail
- Simple CO2 puncture – load and fire
- Spring-loaded magazine

s2 US Consumer Target Market Opportunity

- Targeting gun owners and non-gun owners equal to 200MM adults
- Penetration of 1%
- Average Order Value for the s2: \$299.95



Amazon.com Venture

What?

- Pivot to seller central
- Exclusive offers only offered here
- SKU blowouts
- SKU optimization
- New Ad bidding strategy
- Reduction in freight and shipment costs

Why?

- We control pricing/margins
- Scalable with optimized ad spend vs being a vendor
- Leverage millions of glance views
- Social climate is in our favor
- Capitalize on organic search volume

How?

- New agency announced in Q1 2024
- Focused on P&L analysis by SKU
- Optimization before increasing ad spend

Increased Shareholder Value

Amazon Optimization

- **Focus on P&L analysis - Early opportunities identified to improve the bottom line & Margin optimization**
- **Advertising**
- **Freight and shipping efficiencies that have been identified as volumes increased by 10% MOM**

Amazon Storefront Revamp

Mace Storefront Optimization Progress

- Revamp of Mace Storefront to align with our catalog content refresh
- Store design to follow catalog design to create a stream-lined customer experience

Sales velocity increase on specific ASINS has begun

- Exclusive offers
- Using this opportunity to kickstart the flywheel on our seller central channel
- Increasing sell-through on seller central will make Amazon give us higher inventory allowances
- Averaging a sell-through of 75-100 units/day on exclusive offers
- Proven ability to pivot and move overstocked ASINS with new strategy

S2 Mace Pepper Gun Opportunity

- Historical search trends favor "Mace® Brand Pepper Gun" Peer Group

Mace.com

What?

- Optimize ad strategy
- Launch new ad and organic driven platforms to drive new customer journey
- Focus on Sales, MER and ROAS



Why?

- Become exclusive destination for value packs, coupons and specials
- Increase average order value
- Unusually high organic sessions from searches
- Customer centric focused destination
- Leverage "1000 fans" and customer loyalty



How?

- Daily optimization of ad spend
- New marketing strategy
- New low-cost platforms to drive organic growth
- UGC content to drive organic traffic further
- Further keyword optimization



Increased Shareholder Value

Mace.com Strategy

New Customer Focused Approach

24/7 customer service chat feature

SMS personal shopper

Bundling on cross-related products for further discounting

Social evergreen and paid strategies to drive traffic and increase sales

Implementation on New Social Platforms - new content, creatives, and tactics

(Instagram, Reddit, Pinterest, Snapchat, TikTok, and YouTube)

Newly launched TikTok venture (Store) with mother/daughter promos to begin 2H 2024

Implementation of funnels and beneficiary cross-promotional campaigns

Shadow Ban lifted from Instagram after 3+ years

Push to User Generated Content (UGC) with new Mace Rate Card to attract top talent and micro influencers

Building Mace.com to be a destination for customers

Exclusive destination for new product launches

New bundle deals and kit offerings

Special promotion sales and email marketing offers

(Lisa Hiker Example Video – Broke company records for views, comments, likes and shares)

Power of UGC (User Generated Content)



macebrand and next_perihelion Original audio

macebrand Thank you for the review @next_perihelion! ❤️ And yes, we have been in business a while 😊

#mace #pepperspray #peppergel #customerreviews #womensselfdefense #womenssafety

1w

1w 1 like Reply

— View replies (1)

1w 1 like Reply

— View replies (7)

1w Reply

— View replies (1)

1w 1 like Reply

— View replies (3)

1w 2 likes Reply

View insights Boost reel

👍 🗨️ 📌

👤👤 Liked by 887 others

April 1

Mace® Aerosol Self-Defense Training

What?

- Strategically partnered with US Lawshield and Legal Heat
- Online on-demand courses
- In person training
- Creating dealer distributor network for Mace products

Why?

- Achieve two main goals- educate and train
- Become the foremost leader personal safety
- Leverage brand name and instructors to create brand dealer network
- Create comprehensive training system

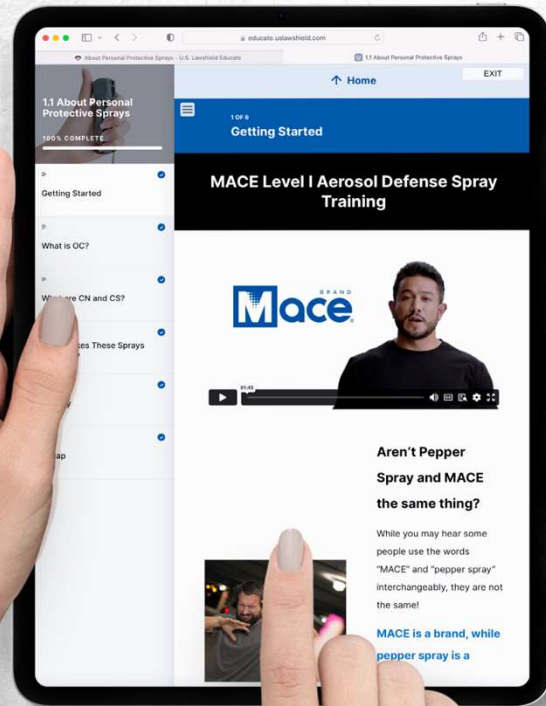
How?

- Engaged leading agency for lead gen for large enterprises and corporations
- Leveraging Mace Brand name with our partners in advertising self-defense training on different platforms
- Landed 2 deals in '24 to train 30,000 employees

Increased Shareholder Value

Mace® Aerosol Self-Defense Training

Online or In-Person Courses



Mace® Brand has partnered with U.S. LawShield® and Legal Heat to help families and businesses across the nation keep themselves safe through a new catalog of Aerosol Defense courses.

LEGAL HEAT



LEGAL DEFENSE®
FOR
SELF DEFENSE



Customer Acquisition Profile for the TRAINING venture

- Target middle management to upper management at mid-cap to large-cap organizations
- New Landing Page
- Create and post compelling social media content
- Balance between engagement and conversion
- Build a strong database of customers, organizations and larger enterprises
- **Early Success:**
 - Large service facility (publicly announced)
 - Largest city RTA in the United States
 - Consistent daily lead flow on mace.com from organic search
 - Strong CPC data

SmartMace (TM)

What?

- Develop best in class connected pepper spray
- Partnering with top talent in product, app, and software dev
- Building the most reliable connected smart spray on the market



Why?

- Enter into the Bluetooth-GPS enabled connected device market
- First technologically driven Mace product of its type
- Appeal to new customers and new demographic



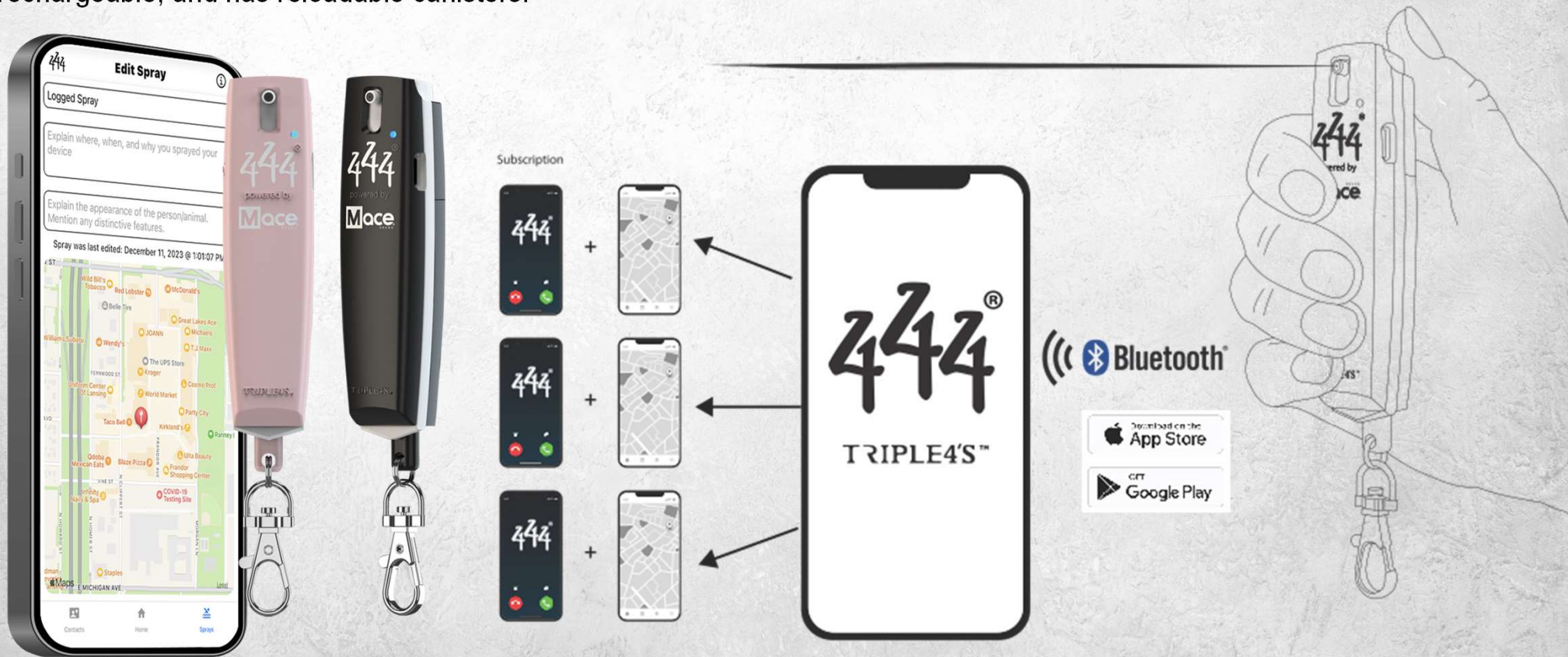
How?

- Co-branding agreement allows for limited CapEx and strong margins
- Social media push to new generation of pepper spray buyers
- Retail opportunity
- Connected gadgets

Increased Shareholder Value

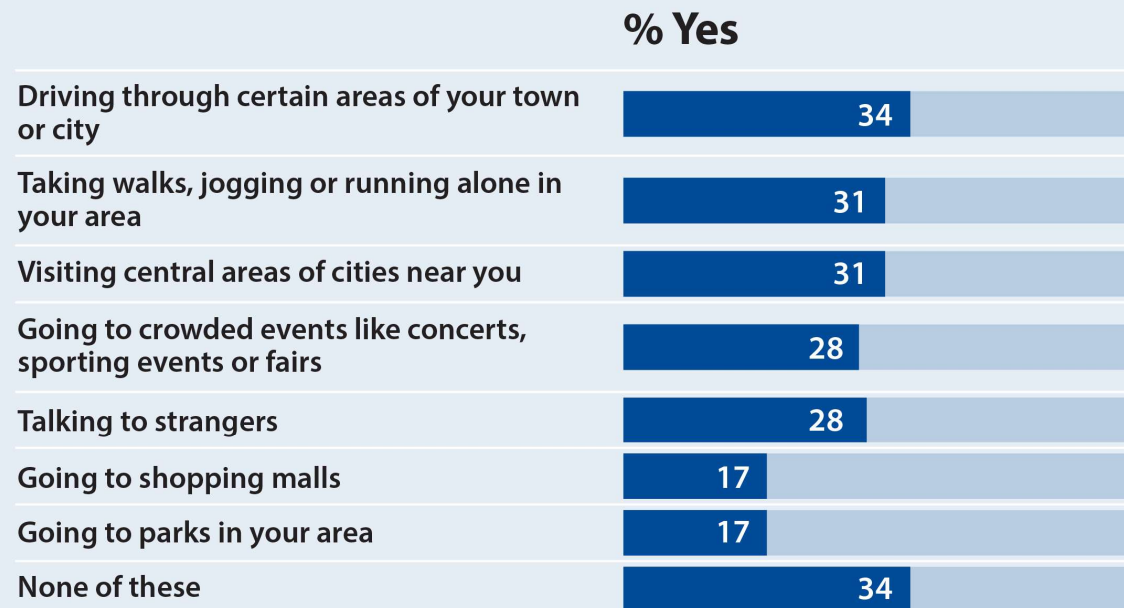
SmartMace (TM)

A location sharing pepper spray device that instantly sends out users' current location when sprayed to their emergency contacts via our mobile app. Our mobile app allows users to connect directly with authorities to monitor their situation and teaches self-defense classes. The Device is equipped with a glass breaker, quick release key chain with clip, is rechargeable, and has reloadable canisters.



Ways Fear of Crime Impedes Going About Daily Life

Does fear of crime or violence against you ever prevent you from doing each of the following?



Oct. 4-16, 2023

GALLUP®

Solving Daily Fear of Crime

- Connected devices empower users at all demographic levels
- Families feel more confident knowing where their loved ones are
- Connected with local authorities nationwide
- Over 33 million currently carry pepper spray
- Connected devices is in its early stages or users are unaware of accessibility to such devices

Investment Thesis

Increasing need for non-lethal
defense

Mace is the most recognized brand
in the non-lethal space

New ventures and co-branding
partnerships provide growth path

Attractive valuation

Path to Breakeven at \$600K in monthly revenues

	\$500K Monthly/\$6MM Annual		\$600K Monthly/\$7.2MM Annual	
	Monthly	Annual	Monthly	Annual
Revenues	\$ 500,000	\$ 6,000,000	\$ 600,000	\$ 7,200,000
Gross Profit	210,000	2,520,000	260,000	3,100,000
G.P.%	42%	42%	43%	43%
Sales Expense	(112,000)	(1,350,000)	(120,000)	(1,450,000)
G&A Expense	(150,000)	(1,800,000)	(150,000)	(1,800,000)
Interest (excluding convertible debt)	(15,000)	(180,000)	(17,000)	(200,000)
Operating loss	(67,000)	(810,000)	(27,000)	(350,000)
Add back non-cash expense	15,000	180,000	15,000	180,000
Eliminate Strategic Alternative professional and legal expenses	20,000	240,000	20,000	240,000
Lower interest expense after capital raise	10,000	120,000	10,000	120,000
Cash earnings	\$ (22,000)	\$ (270,000)	\$ 18,000	\$ 190,000

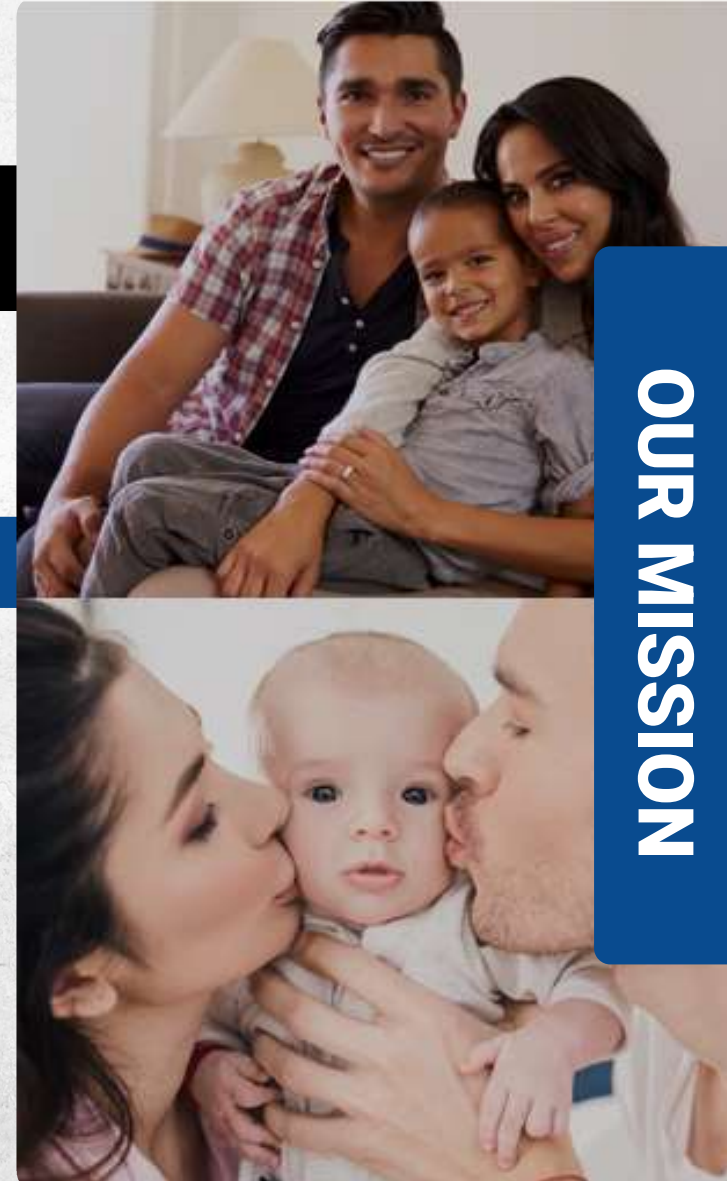
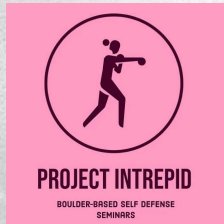
Mace® Brand in the Community

Provide family and community safety through individual empowerment

HOW DOES MACE® LIVE THIS MISSION?

We consider safety a fundamental human right and a crucial element of strong communities. Identifying the most vulnerable in our community, we are exploring ways Mace can offer assistance.

EXAMPLES OF PLACES WE HAVE HELPED:



OUR MISSION

Thank You!



U.S Federal NOL's - Schedule

On December 31, 2023, the Company had U.S. federal net operating loss carryforwards ("NOLs") of approximately \$49mm of which \$42mm expire as follows:

Fiscal Year 2024	\$ 5K
Fiscal Year 2025	\$ 862K
Fiscal Year 2026	\$ 68.2M
Fiscal Year 2027	\$ 15K
Fiscal Years 2028 – 2032	\$ 29.1M
Fiscal Years 2033 – 2037	\$ 5.97M
TOTAL	\$ 42.74M

On December 31, 2023, the Company had \$6.8M of non-expiring NOLs which may be carried forward indefinitely until the loss is fully recovered, but which are limited to 80% of the taxable income in any one tax period.