

Security Devices International, Inc.



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Security Devices Int'l (OTCQB: SDEV)

Share Price ¹	\$0.16
Market Cap ¹	\$15.1M
Shares Outstanding	101.9M
Legacy 40mm Revenues (TTM) ²	\$328K
Headquarters	Wakefield, MA
Sector	Industrials (Defense)

1) As of November 13, 2018
 2) At June 30, 2018

Byrna Product Line Growth Opportunities

Long Range Non-Lethal Weapons and Ammunition

Animal Husbandry Delivery Systems



Byrna PE Non-Lethal Personal Security Device



Byrna HD Personal Security Device

Security Devices International Inc. (CSE: SDZ) (OTCQB: SDEV), or ("SDI"), is a defense technology firm specializing in the development, production, procurement and sale of innovative non-lethal technologies and products to the consumer, military, law enforcement and private security end markets. The Company has two main product lines: (1) Byrna Personal Security Devices and (2) 40MM non-lethal projectiles

Company Highlights

- Achieved adoption of its 40MM non-lethal BIP projectile for use in U.S. Department of Justice, Federal Bureau of Prisons
- Targeting the non-lethal weapons market, which is expected to grow to \$11.9B by 2023, with its Byrna HD personal security device, launching late 2018
- Partnered with Rick Ware Racing to promote the Byrna HD to consumer end markets during 2018 and 2019 NASCAR Monster Energy Cup Series
- Rapidly scalable e-commerce platform to streamline direct sales to consumers and enhance product-level margins
- Extensive portfolio of patents and designs for non-lethal technologies
- Experienced management team with deep industry experience
- Received 3,000 unit Byrna HD purchase order from South African Distributor for December 2018 delivery

Customer Base



Product Offering



Byrna HD—Contains 60+ custom parts, leveraging 3 patents, to achieve an incredibly compact size (7.3" x 5.6") and a unique "point & shoot" capability

- NOT a firearm—No firearm license required
- Mass marketed to consumers, homeowners, gun enthusiasts, boaters, truckers and RV's/campers for personal defense
- Go-to market: E-commerce, social media/traditional press & distributors



Byrna PE—High end personal security device capable of delivering larger payloads at longer range with greater accuracy as compared to Byrna HD

- Increased ergonomic design—7.5" by 5.5" + 1.3" grip
- Enhanced accuracy with patented stabilized finned projectile technology
- Marketed towards private security and law enforcement
- Go-to market: Distributor channels, e-commerce, government/local agencies and established 40MM BIP customer network



40MM Projectiles —SDI's flagship product for law enforcement is the 40MM blunt impact projectile (BIP) using patented collapsible gel head technology

- Fired using .38 blank propulsion charge from a 40MM launcher
- Marketed towards law enforcement, military, and correctional units
- Go-to market: Building on existing distributor network and military sales

Non-Lethal Security Device Landscape

Byrna HD

- Accurate up to 60 feet
- Semi-Automatic with 5 round magazine
- Shoots .68 caliber pepper filled round balls causing respiratory distress and the assailants' eyes to involuntarily shut
- Familiar handgun style safety enables rapid adoption for police officers and gun owners
- Can be carried in a concealed fashion

Byrna Product Line



VS

Byrna PE

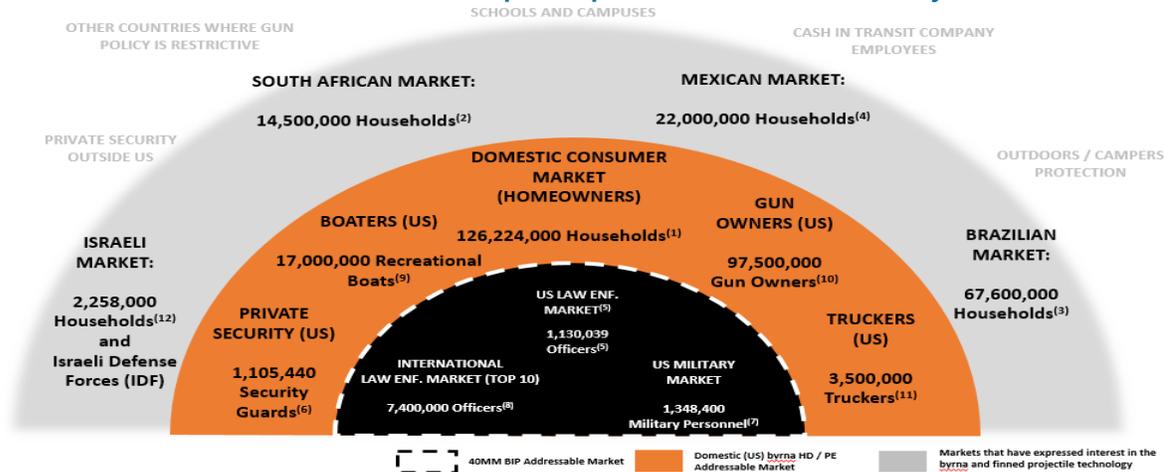
- Accurate up to 100 feet
- Semi automatic with 12 round magazine
- Shoots .49 caliber pepper filled, patented FINNED round—more accurate at range
- Incorporates all of Byrna HD Technology
- Marketed towards LE/Private Security
- Can be carried in concealed fashion

Traditional Non-Lethal Security Devices

BolaWrap	Reflex Protect	Batons	Pepper Spray	Taser/Stun Gun	Pistol (Glock 19)
<ul style="list-style-type: none"> • Short Range • Shoots tether at legs • Single use • Risk of retaliation • Ineffective mid/long range 	<ul style="list-style-type: none"> • Short Range • Disperses OC/CS further than pepper spray • Single use • Ineffective mid-long range 	<ul style="list-style-type: none"> • Short Range • Used to induce pain for compliance • Extremely short range • Risk of retaliation 	<ul style="list-style-type: none"> • Short Range • Shoots pepper irritant at eye • Single use • Very short range • Ineffective mid—long range 	<ul style="list-style-type: none"> • Short Range • Single use • Electrical shock delivery • Chance of tangling • Potentially lethal • Limited range 	<ul style="list-style-type: none"> • Mid-long range • Lethal force • Either excessive force or too little force resulting in death on either side • Requires license

Addressable Market Opportunities

Global market for non-lethal weapons expected to reach \$11.9 billion by 2023⁽¹⁾



(1) Statistics MRC. Non-Lethal Weapons – Global Market Outlook (2017-2023)

Note: In-chart footnotes and references can be found in the Company's September 2018 Investor Presentation, available on ir.securitydii.com

News Releases

[Nov. 14, 2018] Security Devices International Receives 3,000 Unit Purchase Order for its 'Byrna™ HD' Non-Lethal Personal Security Device from Leading Firearms Distributor in Africa

[Nov. 1, 2018] Security Devices International Partners With Rick Ware Racing in the NASCAR Monster Energy Cup Series to Launch its 'Byrna™ HD' Non-Lethal Personal Security Device

[Oct. 31, 2018] SDI Announces Closing of USD\$1.275 Million Financing

[Oct. 31, 2018] SDI Announces Listing on the CSE and Proposed Delisting from the TSX-V

[Apr. 15, 2018] SDI Signs Definitive Agreement for Acquisition of New Technology

[Sept. 11, 2017] Security Devices licensee wins tender with Royal Canadian Mounted Police



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