

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **March 19, 2021**

**BYRNA TECHNOLOGIES INC.**

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction of incorporation)

333-132456  
(Commission File Number)

71-1050654  
(IRS Employer Identification No.)

**100 Burtt Road, Suite 115  
Andover, MA 01810**  
(Address and Zip Code of principal executive offices)

**(978) 868-5011**  
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Securities registered pursuant to Section 12(b) of the Act: None

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**Item 7.01. Regulation FD Disclosure.**

On March 19, 2021, Bryan Ganz, the Chief Executive Officer of Byrna Technologies, Inc. (the “Company”), provided a virtual presentation titled “Building a Secure Lifestyle.” Pursuant to Item 7.01 of Form 8-K, a copy of the presentation is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in Item 7.01 and Exhibit 99.1 shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, or otherwise subject to the liability of such section, nor shall it be deemed incorporated by reference in any filing of the Company under the Securities Act of 1933 or the Securities Exchange Act of 1934, regardless of any general incorporation language in such filing, unless expressly incorporated by specific reference in such filing.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

[99.1](#) [Presentation of Chief Executive Officer, dated March 19, 2021](#)

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**BYRNA TECHNOLOGIES INC.**

Date: March 22, 2021

By: /s/ Bryan Ganz

Name: Bryan Ganz

Title: Chief Executive Officer

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**Byrna Technologies Inc.**

OTCQB: **BYRN**, CSE: **BYRN**

www.byrna.com

## Building a Secure Lifestyle

Live Safe™

Zooming with LD: March 19, 2021

### Safe Harbor Statement



#### Disclaimer

We are not making any representations or warranties, express or implied, with respect to the information (financial, business, legal or otherwise) contained in this presentation. No person has been authorized to give any information other than that contained in this presentation.

#### Forward-Looking Statements

This presentation, as well as other written or oral communications made from time to time by us, contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act. Forward-looking statements refer to our current expectations and projections relating to our financial condition, results of operations, plans, objectives, strategies, future performance, and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. Forward-looking statements include statements containing words such as "anticipate," "assume," "believe," "can," "have," "contemplate," "continue," "could," "design," "due," "estimate," "expect," "forecast," "goal," "intend," "likely," "may," "might," "objective," "plan," "predict," "project," "potential," "seek," "should," "target," "will," "would," and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operational performance or other events. All statements made relating to growth strategies, estimated and projected costs, expenditures, and growth rates, plans and objectives for future operations, growth, or initiatives, or strategies are forward-looking statements. These forward-looking statements are made based upon detailed assumptions and reflect management's current expectations and beliefs as of the date hereof. While we believe that these assumptions underlying the forward-looking statements are reasonable, we caution that it is very difficult to predict the impact of known factors, and it is impossible for us to anticipate all factors that could affect actual results. The regulation of our products is also subject to changes in federal, state, local and international laws and new interpretations of such laws and regulation.

#### Risks and Uncertainties

All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that are expected. These include but are not limited to: (i) uncertainty regarding global economic conditions, particularly the uncertainty related to the duration and impact of the rapidly evolving COVID-19 pandemic; (ii) our ability to maintain and strengthen our brand and generate and maintain ongoing demand for our products; (iii) our ability to successfully design, develop and market new products; (iv) our ability to effectively manage our growth, maintain the necessary supply and prices of raw materials and parts, and control costs and expenses; (v) the ability to obtain and maintain adequate intellectual property protection; (vi) our ability to expand into existing and new markets, and our success in doing so; (vii) our ability to successfully execute plans for our law enforcement program and international expansion; (viii) changes in customer demand for our products and services including those caused by domestic or international events affecting public sentiment, demographic changes or other factors; (ix) US and international legal or regulatory developments related to police reform, civilian rights to less-lethal weapons, or otherwise regulating, limiting or affecting the market for or export of our products or costs associated therewith; (x) our ability to compete effectively in the outdoor, recreational, home and private security and law enforcement markets and protect our brand; (xi) the level of customer spending for our products, which is sensitive to general economic conditions and other factors; (xii) problems with, or loss of, our third-party contract manufacturers and suppliers, or an inability to obtain raw materials; (xiii) fluctuations in the cost and availability of raw materials, equipment, labor, and transportation and subsequent manufacturing delays or increased costs; (xiv) our ability to accurately forecast demand for our products and our results of operations; (xv) our relationships with national, regional, and independent retail partners; (xvi) our ability to retain the independent agents and distributors who market our products; (xvii) our dependence on a limited number of suppliers for key parts and materials; (xviii) regulation of advertising for the company's products or implementation by advertisers of policies that could negatively impact marketing for our products; (xix) the possibility that the anticipated synergies and other benefits from mergers and acquisitions will not be realized, or will not be realized within the expected time periods; (xx) the risks and uncertainties related to our ability to successfully integrate the operations, products, employees and distributors of acquired companies; the effect of the potential disruption of management's attention from ongoing business operations; (xxi) the impact of natural disasters and failures of our information technology on our operations and the operations of our manufacturing partners; (xxii) our ability to obtain and maintain adequate insurance coverage and to attract, retain and motivate continued effort by skilled personnel, senior management and board members; (xxiii) the impact of any future indebtedness or restrictions on use or availability of cash on our ability to invest in the ongoing needs of our business; (xxiv) the success of our quality and operational excellence initiatives, including ongoing and anticipated efforts to build out our infrastructure, eliminate material weaknesses and our going concern opinion, and qualify for ISO certification; (xxv) changes in tax obligations arising from tax reform measures, or examinations by tax authorities; (xxvi) product liability, intellectual property and commercial litigation losses; (xxvii) factors that could negatively impact the price of our stock or other qualifications for listing on exchanges and the liquidity of our stock or credit ratings; and (xxviii) the other risks and uncertainties set forth under the caption "Risk Factors" and elsewhere in reports we file with the Securities and Exchange Commission. Readers of this presentation should consider these factors in evaluating, and are cautioned not to place undue reliance on, the forward-looking statements contained herein. Byrna undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law.



Pre-2018

## THE ORIGINS OF BYRNA – SECURITY DEVICES INTERNATIONAL

Originally incorporated in 2005 as Security Devices International Inc., sole product was the 40mm Blunt Impact Projectile (BIP), which used state of the art technology that allowed it to carry more joule energy more safely and accurately than its competitors. The BIP was (and remains) the gold standard of 40mm less-lethal projectiles. Despite this, the Company was unable to make any headway due to the limited product range and protracted law enforcement sales cycle. Annual sales never exceeded \$350,000.

2018

## THE IDEA

The Company wanted to pivot from selling a highly regulated product exclusively to law enforcement to selling an unregulated product to consumers and private security. In April 2018 Byrna purchased the IP portfolio of Andre Buys and hired Mr. Buys and his team to develop the Byrna HD, a CO2-fired less lethal launcher that fired kinetic and chemical irritant rounds capable of deterring, disarming and disabling a would-be assailant.

2019

## THE LAUNCH OF THE BRAND & SIGNATURE PRODUCT

February 2019: introduced the Byrna HD personal security device at the Daytona 500 and began taking pre-orders. Later that year the Company changed its name to Byrna Technologies. The Byrna HD went into production in South Africa in April 2019 and commercial shipments in the U.S. began on May 31. Byrna started selling through its e-commerce website and quickly added ammo, accessories and apparel to its product offering. Sales for 2019 grew to \$924K from \$250K in 2018.

2020

## THE STRATEGY TAKES SHAPE; THE GROWTH BEGINS

Byrna began aggressively advertising the Byrna HD, employing banner ads, social media and influencers. Web traffic began to grow, as did sales. Web sessions grew from 500/day in January to 7,000/day by June. In Q2 2020, Byrna reported \$1.2M in sales, eclipsing all of 2019. On June 9, the Byrna was mentioned on a national nightly news show, driving hundreds of thousands of visitors to Byrna's website, resulting in sales of \$4.2M for Q3'20. In Q4 Byrna opened its second manufacturing facility in Ft. Wayne, IN as it announced its entry into the law enforcement market with the opening of its International Law Enforcement training center in Las Vegas. It announced record Q4 sales of \$11.0M and record FY20 sales of \$16.6M.

2021  
& BEYOND

## THE FUTURE IS BRIGHT

Byrna projects FY21 sales between \$33 - \$38 million, based on YTD sales, existing backlog, current order rates, plans to launch multiple new promotional campaigns, its new product launch schedule and the production capacity in place.



**Byrna® is a secure lifestyle brand.**

★★★★★

"Wow! This thing is awesome! Extremely fun to shoot and very accurate. At first I was a little skeptical about using it as a home self defense weapon, but after seeing what it can do and how powerful it is, I have totally changed my mind. I would highly recommend anyone looking for a non-lethal self defense weapon to purchase the Byrna. You will not be disappointed."

Tony C., verified Byrna HD buyer

## Introducing our flagship self-defense product, the Byrna HD...

The premier, safe and effective less-lethal self-defense weapon for adults of all ages and abilities.







## BYRNA PROVIDES CONFIDENCE & CONTROL

The Byrna HD (Home Defense) is a powerful and effective less-lethal self-defense weapon that can be taken virtually anywhere. Powered by compressed air (CO<sub>2</sub>), it shoots .68 caliber spherical kinetic and chemical irritant projectiles that can disable a threat from up to 60 feet.

Saves lives without the risk of taking one.

## Broad Brand & Product Appeal

The Byrna HD is compact, ergonomically designed, and easy to use, and appeals to civilians and law enforcement professionals alike. **It provides serious threat neutralizing force without deadly consequences.**



### CIVILIANS

Homeowners,  
Outdoor Enthusiasts, Boaters,  
Truckers, Real Estate Agents,  
Store Clerks & Others



### PROFESSIONALS

Law Enforcement,  
Military, & Private  
Security

Appeals to both gun owners and non-gun owners.

A much-needed addition to the toolbox of law enforcement officers globally – nearly 1M in the US alone and 11M in top 30 countries<sup>(1)</sup>.

## Broad Accessibility



NO WAITING  
PERIOD



NO BACKGROUND  
CHECK



NO LICENSE OR  
PERMIT



## PROTECTION WHEN YOU NEED IT MOST

People throughout the world are seeking less-lethal security solutions. The less-lethal market is projected to grow from \$5.1 billion in 2019 to \$10.3 billion in 2025<sup>(2)</sup>.

### PROTECTION WITHOUT HESITATION

Carrying a firearm is an enormous responsibility. Once a gun owner pulls out their weapon, they must be prepared to pull the trigger. Any hesitation can prove fatal. Acting too fast, however, can lead to a fatal mistake.

120  
MILLION

Households in US alone<sup>(3)</sup>  
195 million households in Europe<sup>(4)</sup>  
and 16.7 million in South Africa<sup>(5)</sup>

A violent crime occurs  
every

26 SECONDS

A property crime  
occurs every

4 SECONDS<sup>(6)</sup>

20  
MILLION

Boaters and truckers in the US

Even when justified, taking a life will change your life forever – legally, financially and emotionally. With the Byrna there is no need to hesitate. There are no fatal mistakes.



PERSONAL  
SECURITY



FAMILY  
SECURITY



LESS-LETHAL  
LAW ENFORCEMENT

# CORPORATE SNAPSHOT



## Large Market, Largely Untapped

- *Byrna appeals to gun owners & non gun owners*
- *Strong interest from Law Enforcement Agencies*
- *Global product*

## Proprietary Product

- *114 parts*
- *93 unique parts*
- *65 custom made parts*
- *Multiple patents*

## Unique & Identifiable

- *Strong brand recognition*
- *Lifestyle brand*

## Rapid YoY Growth

FY2019 vs FY2020

- *Sales growth > 1,000%*
- *Market cap > 1,000%*
- *Production > 1,000%*

## Intensifying Demand

- *Recent civil unrest driving demand for a non-lethal means of protection*

## Experienced Team

- *Driving continued innovation & growth*

## Stock Information

OTCQB/CSE: BYRN  
Market cap: \$183M  
Shares outstanding: 147.1M

Market cap and shares outstanding as of 3/18/21

## Experienced Management Team Driving Growth & Innovation



### SIGNIFICANTLY EXPANDED THE BYRNA TEAM IN 2020

*From 10 employees in January to 165 employees in October*



**BRYAN GANZ**  
Chief Executive Officer, President & Chairman

Over 30 years of global business experience in sales, manufacturing, new product design and development, and mergers & acquisitions. Built and sold multiple businesses with combined sales exceeding \$1 billion.



**ANDRE BUYS**  
Chief Technology Officer

Over 14 years of product design, innovation and technology management experience and founded several successful engineering consultant businesses. Has designed multiple systems in use by the US Army.



**DAVID NORTH**  
Chief Financial Officer

Over 35 years of financial management experience between Deloitte & Touche and Velcro Group.



**LUAN PHAM**  
Chief Marketing & Revenue Officer

Over 25 years of experience in marketing and branding with firms such as Ralph Lauren and Condé Nast. Most recently built the Laird Superfood brand from the ground up.



**SANDRA DRISCOLL**  
Director of Human Resources

Previously VP of Global Human Resources at Eze Castle Integration, a managed service and technology company catering to the investment management industry.



**DAVID SCHULTZ**  
Chief Supply Chain Officer

David's most prominent role was 14 years as President and General Manager of Perimeter Brand Packaging, a joint venture with Nypro, Inc. (A Jabil Company) which he co-founded and successfully sold his position in 2014.



**LISA WAGER**  
Chief Legal Officer, General Counsel,  
Corporate Secretary

Previously a partner at Morgan, Lewis, Ms. Wager has more than 20 years of experience representing and advising public companies and their directors and officers.



**ETIENNE ROUX**  
Executive VP of International Sales &  
Marketing

Over 10 years of successful sales and marketing management, business development and brand positioning at Hensoldt Optics and Instacom. Most recently developed markets for military gear in Europe, Asia, Africa, and the Middle East.

# Byrna: Unique Amongst Its Peers



"This is not the first non-lethal self-defense weapon I have purchased but it will be the last. I own a Taser pulse along with the Tippmann TPIX that is sold by Salt Supply. The Tippman has been my home defense item and the Taser I've always carried on myself. I purchased my first Byrna so that I would have more shots on hand when carrying than I had with the Taser pulse. I was so impressed with my first purchase that I now have purchased this second Byrna for my nightstand to replace my Tippman. This launcher goes bang every time I've never had it fail on me. I'd like to say thank you to the Byrna team for producing such a great alternative for those of us who do not want or cannot carry a firearm. You guys definitely got this non-lethal weapon right, keep up the good work!"

**Ron M, verified Byrna buyer**

**MORE INFO**

.68 caliber  
Shown in Gray  
Other projectiles available

# Byrna: Unique Amongst Its Peers



## Comparison to other types of less lethal weapons

Device	Company	Effective Range	Types of Ammunition	Unintended Consequences	Firing Capacity	Effective and Safe in Inclement Weather	Cost	Addressable Market
ByrnaHD	Byrna Technologies (OTCQB: BYRN)	60 ft	.68 caliber kinetic or chemical irritant payload rounds	Very low likelihood	5 projectile magazine + 1 in the chamber	Yes	\$325 - 359 for a kit	Consumer & Law Enforcement
Pepper Spray	SABRE Safety Brand	5-10 ft	Pepper liquid	Ineffectual, small target area, self-harm through improper use	35 bursts	Maybe	\$10 - 15	Consumer & Law Enforcement
Taser	Axon Enterprise (NASDAQ: AXXN)	10-21 ft	Dart-like electrodes	The Taser has caused more than 1,000 documented deaths, can be rendered useless by baggy clothing	1 shot	No	\$450 - 1,100	Consumer & Law Enforcement
BolaWrap	Wrap Technologies (NASDAQ: WRTC)	10-25 ft	Kevlar cord	Target's hands remain free	1 shot	Yes	\$1,000 - 1,300	Law Enforcement





## How does Byrna stack up against other 68 caliber launchers?

- Size and style of a compact handgun, and unlike its competitors, fits easily in a handbag or under a jacket and can be taken almost anywhere.
- Appealing design; comes in 5 colors.
- Easy to use ergonomic design that is both light weight and well balanced.
- Effective at deterring, disarming and disabling would be attackers.



Byrna HD vs. Pepperball LifeLite Launcher



Byrna HD vs. Pepperball TCP



Byrna HD vs. SaltSupply, Mission ProTX TPR, Tippman TPX Launcher, and the SABRE Launcher



# Byrna Projectiles



### BYRNA MAX

Use: Self-Defense  
Formulation: OC, CS

Our most powerful proprietary pepper and tear gas blend: OC, CS all in one shot.



### BYRNA PEPPER

Use: Self-Defense  
Formulation: OC

One of the most powerful all natural real pepper projectiles on the market, containing 5% OC.



### BYRNA KINETIC

Use: Practice / Self-Defense  
Formulation: Hard Plastic

Byrna HD Kinetic projectiles consist of hard, solid plastic and can be used for practice and self-defense.



### BYRNA FINNED

Coming 2021

Byrna Fined projectiles are smaller, carry higher payload, are more stable in flight, and are accurate up to 150 ft.



## Byrna: Unique Amongst Its Peers

Byrna is committed to continued innovation and product development to support a secure lifestyle and safer society.

### R&D Pipeline

#### BYRNA HD ELITE LAUNCHER



- Coming to market shortly.
- Includes revised receivers and trigger assembly, stainless steel components, and improved ergonomics.
- Assembled in the USA.

#### BYRNA XL



- Adapter to accommodate longer barrel.
- Allows for 12-gram CO2 cartridge enabling user to fire more rounds at higher speeds.

#### 12-GAUGE PROJECTILE



- Many law enforcement agencies have an established platform of 12-gauge shotguns in their arsenal, which deploy rubber bean bag and rubber ball rounds with little or no accuracy.
- Patented finned projectile will be encased in a plastic wadding, be fired from a standard shotgun shell and be accurate unlike bean bag and rubber balls.
- Immediate self-through to law enforcement agencies that have an existing 12-gauge platform.

#### BYRNA LE LAUNCHER



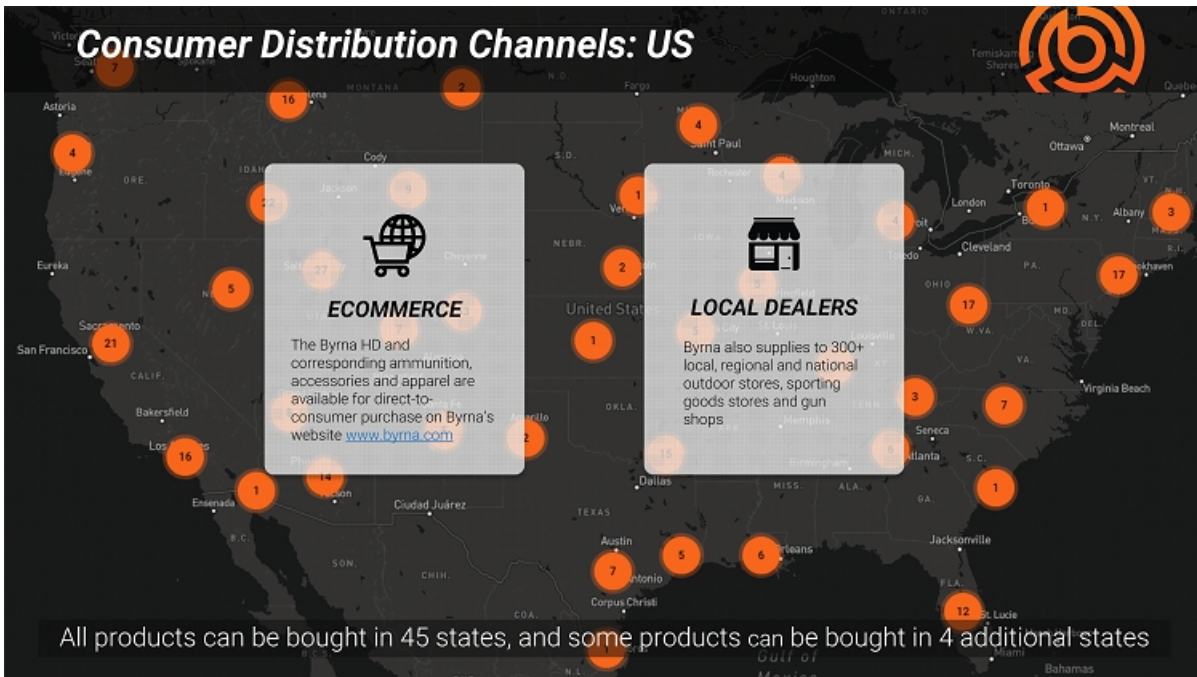
- Designed for law enforcement and private security.
- Will include fiber-optic sights, 7 round magazine and regulator for cold weather use.

#### BYRNA PE LAUNCHER



- Will feature .49 caliber rounds, a smaller round than the Byrna HD and LE.
- More compact than the Byrna HD / LE.
- Increased accuracy up to 150 feet due to the incorporation of the patented stabilized finned technology.
- Will carry 2x as much payload (chemical irritant powder) as Byrna HD and LE.

## Consumer Distribution Channels: US



# Less-Lethal Law Enforcement



PEOPLE THROUGHOUT THE WORLD ARE DEMANDING

LESS-LETHAL LAW ENFORCEMENT

**Police officers and security professionals need a better alternative to using deadly force.**

- Other less-lethal alternatives such as stun guns and pepper sprays have issues with accuracy and range. By the time they are effective the situation has already escalated out of control.
- Most other types of less-lethal solutions are single shot. In the event the officer misses or the device is ineffective there is no second chance.
- Interest in Byrna's solution for law enforcement officials is growing both domestically and internationally as agencies worldwide recognize the versatility and effectiveness the Byrna device adds to an officer's toolbelt.

# Less-Lethal Law Enforcement



LAW ENFORCEMENT PROFESSIONALS FACE CHALLENGING DECISIONS EVERY DAY

**Law enforcement agencies are increasingly embracing less-lethal solutions due to community pressure in the face of rising civil unrest.**

**992** people were shot & killed by US police in the last year<sup>(7)</sup>

**1081** US deaths involving tasers<sup>(8)</sup>







**DRIVES COMPLIANCE WHILE MINIMIZING LIABILITY**

- Municipalities have lost at least 63% of wrongful death suits involving Tasers at a cost of over \$172 million. (9)
- In fiscal year 2019, New York City paid out \$175.9 million in civil judgments and claims for police-related lawsuits. (10)
- Legal costs for defending police are usually paid out of the city's own general funds, or through issuing bonds, either way paid with taxpayer funds. (11)



"As the head of security for a large religious organization I was looking for a non-lethal option to carry on our campus. While we do have armed guards, most of the situations that arise on our campus do not require lethal force and the Byrna is the perfect choice as an additional protection tool. I also like the fact that we can practice with or without having to go to the range. I actually set up a small training area in a fenced in part of my yard and it works great. I have also started training my children (15, 17 & 20) with it which also helps with teaching firearm safety without having to actually use a firearm."

David B., verified Byrna buyer

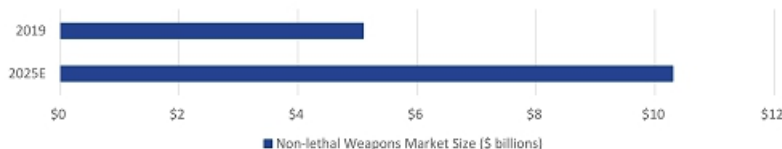
**Substantial & Growing Law Enforcement Market Opportunity**

Police officers in the US  
**910,000** (1)

Police officers in the top 30 countries globally  
**10,600,000+** (1)

Private security officers globally  
**20,000,000+** (12)

**Non Lethal Weapons Market**



Projected 9% annual growth in Law Enforcement segment (2)

## Train the Trainer (T3) Program

- Byrna’s “Train the Trainer” (T3) program was developed for police and security officers, with a focus on education and understanding around proper use, de-escalation, and where the Byrna HD fits in the “Continuum of Force.”
- A key element of its go-to-market strategy for the law enforcement and security market.
- Since September 2020, have been conducting 2-day training sessions attended by dozens of law enforcement and security officers.



## Growth Strategy: United States



### CIVILIAN CONSUMER MARKET

- Continue to build brand awareness.
- Drive e-commerce sales through expanded marketing initiatives.
- Build brand loyalty and strengthen “Byrna nation” through loyalty programs; drive repeat customer sales.
- Anticipated opening of Amazon digital storefront on June 1<sup>st</sup>.
- Launch products under development; continued innovation.



### LAW ENFORCEMENT MARKET

- Domestic: expand T3 Program to drive purchases from Law Enforcement agencies, both foreign and domestic, and improve word-of-mouth marketing.
- Launch products under development; continued innovation.







## LAW ENFORCEMENT MARKET

- 20+ countries' Law Enforcement showing interest in testing Byrna as their secondary weapon.
  - Byrna technology more acceptable to some countries as a de-escalation solution.
  - Declining defense budgets of advanced economies is met with emerging economies increasing their defense expenditures.
- Byrna has now sold product to law enforcement agents in six countries outside of the US: Poland, Chile, Indonesia, Taiwan, Hong Kong, and South Africa.
  - Competitors are falling short in terms of limited range, single use vs multiple rounds, preparation time or readiness of weapon and application that is indiscriminate.
- Hong Kong Police force ordered 1,100 Byrna HD launchers plus ammo and accessories
  - Selected from several competitive products; recognized the need for less-lethal forms of enforcement.
- Speedy delivery and convenience drive customer satisfaction.



International demand is being driven by an increase in political disputes, civil unrest, and a desire for de-escalation tools.



## CIVILIAN CONSUMER MARKET

- Continue to build brand awareness.
- Pursue additional distribution relationships.

## New Production Facility to Support Growth

- October 2020: Commenced production at new, 14,000 square foot facility in Ft. Wayne, IN.
  - Supports domestic demand.
  - Current capacity of 500 launchers/day per shift.
- 10,000 square foot production facility in South Africa.
  - Supports international demand.
  - Current capacity of 600 launchers/day per shift.
- Operate on a human capital-oriented model with highly-skilled manual assembly utilizing precision components.
- Minimal capital expenditures.



## HANNITY HIGHLIGHTS BYRNA HD ON FOX NEWS



### ***Puts Byrna In Spotlight For Non-lethal Protection***

- June 10, 2020: Sean Hannity highlighted the Byrna HD on his nightly segment and suggested that non-lethal weapons such as the Byrna HD personal security device should be part of the solution to the recent events that inspired the protests sweeping the nation.
- By 5:15AM, online orders for Byrna HD, ammo and accessories exceeded \$2.45M, more than 5,000 orders.
- Website visits have persisted at an elevated level.

## ***Byrna: The Secure Lifestyle Brand***

POWER

CONFIDENCE

SECURITY

ADVENTURE

EMPOWERMENT



**byrna**

*Live Safe*

CONTROL

COURAGE

MOBILITY

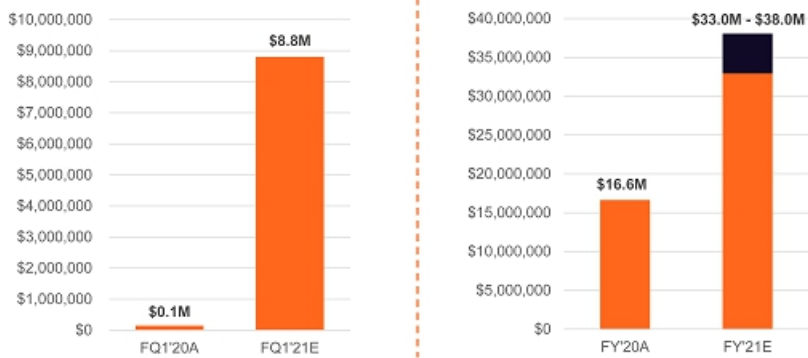
LIFESTYLE

SAFETY



**Byrna Experiencing Record Demand for Byrna HD**

**Net Revenues**



FY21E represents guidance range between \$33 million and \$38 million

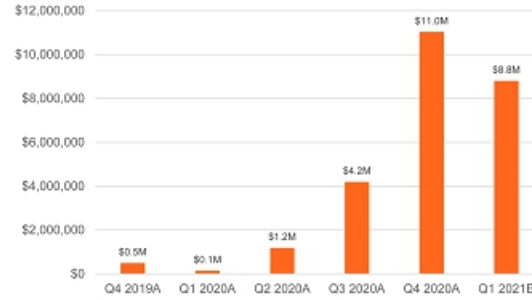




### Daily Average Web Sessions (Quarterly)



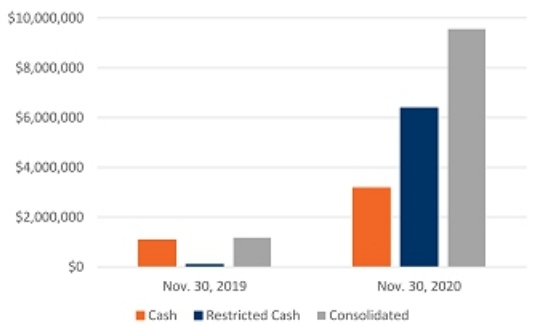
### Net Sales (Quarterly)



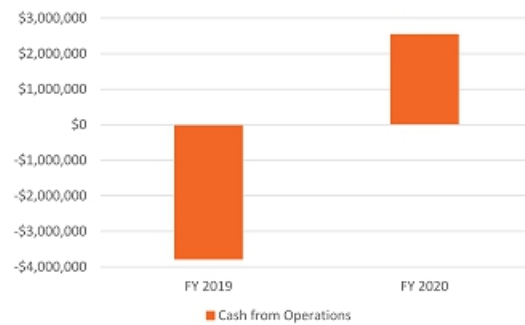
## Well Capitalized with Strong Cash Flow



### Cash Position



### Cash Flow from Operations



**Total Assets**  
**\$21.2M**

**Total Debt**  
**\$190,300**

**Current Ratio**  
**1.40**

\*Assets, Debt & Current Ratio as of 11/30/20



### BYRNA WELL-POSITIONED FOR CONTINUED GROWTH

*Experienced Management Team Driving Growth and Innovation*

*Building Strong Lifestyle Brand Based on Superior Product*

*Capitalizing on Significant Demand in Consumer and Law Enforcement Markets*

*Substantial Opportunity in US & Abroad*



## Contact Us



#### CORPORATE OFFICES

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OTCQB: BYRN, CSE: BYRN





- (1) <https://www.worldatlas.com/articles/list-of-countries-by-number-of-police-officers.html>
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