

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): **September 9, 2021**

BYRNA TECHNOLOGIES INC.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

333-132456	71-1050654
(Commission File Number)	(IRS Employer Identification No.)

100 Burt 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))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of exchange on which registered
Common Stock, \$0.001 par value	BYRN	Nasdaq Capital Market

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. ☐

Item 7.01. Regulation FD Disclosure.

On September 9, 2021, the Company held a live audio call for Analyst Day. In connection with the call, the Company's management will provide an analyst presentation, which is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in Item 7.01 and Item 9.01, including 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 [Analyst Presentation, dated September 9, 2021.](#)

104 Cover Page Interactive Data File (embedded within the Inline XBRL document)

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.

Date: September 9, 2021

BYRNA TECHNOLOGIES INC.

By: /s/ Bryan Ganz

Name: Bryan Ganz

Title: Chief Executive Officer

ANALYST DAY
September 9, 2021

READ MANUAL
BEFORE USE

byrna SD

SAFE
FIRE

byrna | **LIVE SAFE**
Technologies Inc.

SAFE HARBOR STATEMENT

Cautionary Note Regarding Forward-Looking Statements

In addition to historical information, this presentation and other written reports and oral statements made from time to time by us may contain forward-looking statements. All statements, other than statements of historical fact, included herein that address activities, events or developments that we expect or anticipate will or may occur in the future, are forward-looking statements. Generally, these forward-looking statements can be identified by the use of forward-looking terminology such as "estimate", "plan", "anticipate", "expect", "imply", "intend", "believe", "project", "target", "budget", "may", "can", "will", "would", "could", "should", "seeks", or "scheduled to", or other similar words, or negatives of these terms or other variations of these terms or comparable language or any discussion of strategy or intentions. Forward-looking statements address activities, events or developments that the Company expects or anticipates will or may occur in the future and are based on current expectations and assumptions. Forward-looking statements expressed or implied in this presentation include our growth, hiring and retention plans, production, sales and market expectations including final financial results for Q3, the full year and future periods, our models, margin projections and targets, timing and success of new product introductions and expansion of distribution channels and customer base. These statements involve known and unknown risks, uncertainties, assumptions and other factors which may cause our actual results, performance or achievements to be materially different from any results, performance or achievements expressed or implied by such forward-looking statements.

Although the Company has attempted to identify important factors (including in the Risk Factors referenced below) that could cause actual results to differ materially from those described in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended. Although these forward-looking statements were based on assumptions that the Company believes are reasonable when made, you are cautioned that forward-looking statements are not guarantees of future performance and that actual results, performance or achievements may differ materially from those made in or suggested by the forward-looking statements expressed or implied in this presentation. Risks that could cause actual results to differ from those anticipated include disruption to production or the supply chain due to the ongoing pandemic, particularly new strains or otherwise that could disrupt product development or introduction, our production or distribution or those of our suppliers and negatively impact prices, production, profit, and revenues, our successful transition to managing production and sales of multiple products, our successful execution of plans to enter into new and potentially higher volume distribution channels, market response to our existing and new products, and our competitors' introduction of new products or execution of competing marketing strategies. In addition, even if Company results, performance, or achievements are consistent with the forward-looking statements contained in this presentation, those results, performance or achievements may not be indicative of results, performance or achievements in subsequent periods. Given these risks and uncertainties, you are cautioned not to place undue reliance on these forward-looking statements. Any forward-looking statements made in this presentation speak only as of the date of those statements, and the Company undertakes no obligation to update those statements or to publicly announce the results of any revisions to any of those statements to reflect future events or developments. Comparisons of results for current and any prior periods are not intended to express any future trends or indications of future performance, unless expressed as such, and should only be viewed as historical data.

You should review "Risk Factors" contained in our Annual Report on Form 10-K for the year ended November 30, 2020, our Quarterly Report on Form 10-Q for the quarter ended May 31, 2021, and our other reports filed with the Securities and Exchange Commission for more information about these and other risks. These risks may include the following and the occurrence of one or more of the events or circumstances alone or in combination with other events or circumstances, may have a material adverse effect on the Company's business, cash flows, financial condition and results of operations. Important factors and risks that could cause actual results to differ materially from those in the forward-looking statements include, among others risks related to Byrna's limited operating history on which the business can be evaluated; risks related to Byrna's history of operating losses; risks related to Byrna's potential need for additional capital in the future to support operations and growth plans; risks related to whether Byrna can successfully implement its business plan for the sale of the Byrna HD; risk that revenue growth could be slower than expected and that the business, operating results and financial condition could be adversely affected; risks related to Byrna depending on the sale of the Byrna HD and on maintaining and strengthening the Byrna brand; risks related to Byrna depending on third-party suppliers including sole source providers for certain components and for chemical irritant projectiles; risks related to Byrna being subject to extensive regulation, non-compliance with which could result in fines, penalties and other costs and liabilities; risks related to the potential delivery of products with defects, which may make Byrna subject to product recalls or negative publicity, harm credibility, reduce market acceptance of Byrna products, and expose the Company to liability; risks related to potential product liability lawsuits and other litigation against Byrna which could cause Byrna to incur substantial liabilities and to limit commercialization of any products that may be developed in the future; risks related to the markets for security products and defense technology, which are in a state of technological change which could have a material adverse impact on Byrna's business, financial condition and results of operations; risks related to macroeconomics, such as general economic conditions and epidemic and pandemic diseases (including the COVID-19 pandemic), could have a material adverse effect on Byrna's business, financial condition, results of operations, cash flows, and ability to comply with regulatory requirements; risks related to Byrna's performance being influenced by a variety of economic, social and political factors; risks related to whether Byrna is able to protect its intellectual property, which may cause it to lose a competitive advantage or incur substantial litigation costs to protect its rights; risks related to Byrna's trading market being limited, and the trading market for its common stock may not develop or be sustained; risks related to Byrna's stock price, which may be volatile or may decline, including due to factors beyond Byrna's control.

Non-GAAP Financial Measures

In an effort to provide additional and useful information regarding Byrna's financial results and other financial information as determined by generally accepted accounting principles (GAAP), certain materials presented include non-GAAP information. A reconciliation of that information to GAAP and other related information is available in the supplemental material attached as an appendix to this presentation. These non-GAAP financial measures are presented solely for informational and comparative purposes and should not be regarded as a replacement for corresponding GAAP measures.

Industry and Market Data

In this presentation, Byrna relies on and refers to information and statistics regarding Byrna and certain of its competitors and other industry data. The information and statistics are from third-party sources, including reports by market research firms.



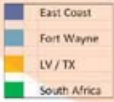
BRYAN GANZ, CEO



EXECUTIVE TEAM



Staff Position



THE BYRNA MISSION

To provide civilians and law enforcement professionals with a safe and effective alternative to lethal firearms that will enable them to safely and effectively protect themselves, their family and their community.

LIVE SAFE!

EXPANDED MANAGEMENT TEAM TO SUPPORT GROWTH



Bryan Ganz
CEO, President & Chairman
30+ years experience



Mike Gillespie
Chief Operating Officer
30+ years experience



David North
Chief Financial Officer
30+ years experience



Luan Pham
Chief Marketing & Revenue Officer
25+ years experience



Lisa Wager
Chief Legal Officer & General Counsel
20+ years experience



Michael Wager
Chief Strategy Officer
30+ years experience



André Buys
Chief Technology Officer
15+ years experience



Sandra Driscoll
Chief People Officer
20+ years experience



David Schultz
Chief Supply Chain Officer
20+ years experience



Victor Eng
Chief of Staff
15+ years experience

From **10** employees in Jan 2019 to **175** in June 2021

SELF-DEFENSE HAS A NEW HERO



I have to say, after last night I absolutely love my Byrna HD Grey. I was at the local Walmart in Newport, Oregon, buying a few items for our family. Luckily I was alone and they were safe at home. I noticed a man glaring at me from across the way as I pulled into a parking spot. I calmly masked up and went into the store. After entering, I kept an eye over my shoulder and noticed him following me.

I gathered my items and proceeded to the checkout lane. He was three people behind me. Once I checked out, I noticed that he put all his items down, exited the line, and followed me out of the store. When I got to my car I popped my trunk and unlocked the doors. I placed the cart by the trunk and walked around to the driver's side so I'd be facing my would-be attacker. As he approached, he did not know I had my Byrna on me. I lifted my shirt, placed my hand on it, and asked if he needed help. "I noticed you following me," I said. I also noticed he had a knife in his left hand. I drew my Byrna and asked again, "Can I help you, Sir?" He saw my Byrna and withdrew. I placed my items in the trunk while holding my Byrna, got in, and drove off. Then I called the Newport police to report the incident in detail. They thanked me for being safe and told me the Byrna saved my life. Later he was arrested at the Fred Meyers store for assaulting and stealing a wallet from another man. I cannot thank Byrna enough for the tools to live safe and be prepared.

THE BYRNA HD is my favorite Every-Day-Carry item.



SANDRA DRISCOLL, CPO



HUMAN RESOURCES



East Coast
Fort Wayne
LV / TX
South Africa



HIRING PHILOSOPHY

FOCUS: Attract and retain the top 5%

Our brand attracts employees that are passionate about our mission and products.

This allows us to have a selective talent pool.

KEY GROWTH AREAS:

- Operational
- Manufacturing

WHAT WE LOOK FOR WHEN HIRING:

- Experience
- Knowledge
- Aptitude
- Diversity
- PASSION

= Create a deep & strong bench prepared for growth

KEY FUNCTIONAL HIRES

In the Last 12 Months

C-LEVEL

- CMRO: Luan Pham
- COO: Michael Gillespie

OPERATIONS

- SR. SUPPLY CHAIN MANAGER
- BUSINESS UNIT FINANCIAL MANAGER (SA)
- CONTROLLER AND ASST. CONTROLLER
- PROJECT MANAGERS
- QUALITY CONTROL

SALES AND MARKETING

- CREATIVE DIRECTOR
- DIRECTOR OF E-COMMERCE, DIGITAL
- MULTI-MEDIA MANAGER/PRODUCER

R&D

- Engineering Team Expansion

KEY FUNCTIONAL HIRES

In the Last 12 Months

MANUFACTURING

- QUALITY CONTROL US & SA

CUSTOMER SERVICE

- CUSTOMER SERVICE MANAGER

LAW ENFORCEMENT

- DIRECTOR OF LAW ENFORCEMENT
AND PUBLIC SAFETY
- TRAINING COORDINATORS

IT/COMPLIANCE

- IT DIRECTOR

HOW DO WE ATTRACT AND RETAIN THE TOP 5%?

BUILDING THE CULTURE AND INVESTING IN OUR FUTURE

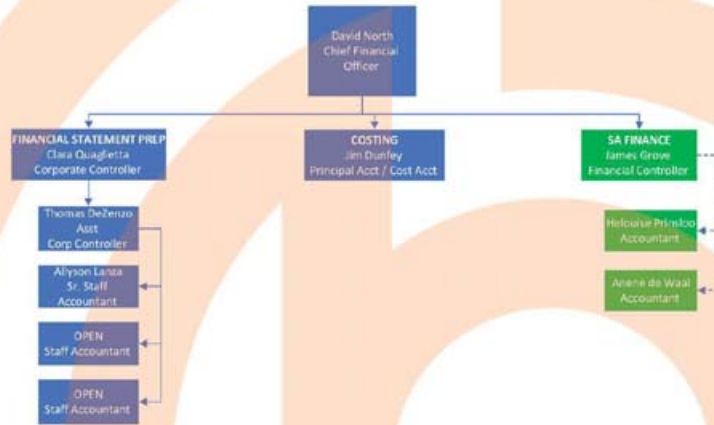
- Employees share a mission
 - Rewarding work environment
 - Focus on quality over quantity
 - Opportunity for career growth
 - Cross-functional training
 - Competitive compensation and incentive plans
-



DAVID NORTH, CFO



FINANCE



East Coast
Fort Wayne
LV / TX
South Africa



Q3 REVENUES // Sales by Market Channel

Q3 Preliminary Sales - \$8.7 million / \$9.0 million (non-GAAP) adjusted

	GAAP (000)	Adjusted* (000)	
Website	\$ 5,667	\$ 5,947	66.2%
Dealer/Distributor	1,250	1,250	13.9%
International	1,564	1,564	17.4%
Law Enforcement & Private Security	153	153	1.7%
Amazon	49	49	0.5%
Schools	20	20	0.2%
	<u>\$ 8,703</u>	<u>\$ 8,983</u>	

*Before \$280K correction for prior periods

Q3 REVENUES // Sales by Product Type

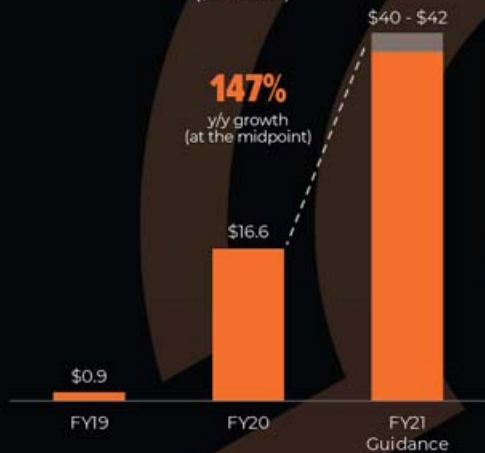
Q3 Preliminary Sales - \$8.7 million / \$9.0 million (non-GAAP) adjusted

Byma HD Launchers & Kits	\$	5,985	66.6%
Accessories		1,407	15.7%
Ammo		936	10.4%
Mission 4 Shoulder Fired Launcher		305	3.4%
Byma Banshee		107	1.2%
Byma SD Launchers & Kits		51	0.6%
Byma Shield (Ballistipax)		41	0.5%
Other		151	1.7%
	\$	<u>8,983</u>	

COMPELLING GROWTH PROFILE

Annual Revenue

(\$ in millions)



Growth Strategy



New Products



New Channels



New Markets



Leverage the Byrna brand



Strategic Acquisitions

LONG-TERM TARGET MODEL

	FY20	1H FY21	FY21	Target Model
Gross Margin	45.3%	55.2%	53 – 56%	60% - 65%
Adj. EBITDA Margin	N.M.	16.8%		30% - 35%

Note: Byrna's fiscal year ends November 30th. Byrna's first half year periods end May 31st. See appendix for a reconciliation of GAAP comprehensive income to adjusted EBITDA and definition of adjusted EBITDA. 21



LUAN PHAM, CMRO



MARKETING

Luan Pham
Chief Marketing Officer

CREATIVE
Lou Flores
Creative Director

Creative

Reginaid Houghton
Marketing
Coordinator

DIGITAL / E-COMMERCE
Brendan Stevens
Director, Digital / E-
Commerce

Website Management
Outsourced: Chase

RETAIL

Las Vegas Retail
OPEN

TRADESHOWS /
CONVENTIONS

Jarwan Major
Admin / Office Mgr

PUBLIC RELATIONS
OPEN

MULTI-MEDIA /
PRODUCTION
Brenda Yahn
MM Mgr/Producer

Social Media

Influencers

East Coast
Fort Wayne
LV / TX
South Africa



SALES & MARKETING

Q3: TRANSFORMATIVE

Game-changing Product Introductions + New Markets + New Sales Channels

Banshee Personal Safety Alarm



Eco-Kinetic Projectiles



SD Launcher



*Byrna Shield
Ballistic Backpack*



Mission-4 Launcher



NEW PRODUCTS

BANSHEE

Personal Safety Alarm

- » Entry-level price point product
- » Allows Byrna to freely advertise
- » Introduces the Byrna brand to a new customer demographic
- » Byrna's first forward-facing product (attaches to backpacks, purses, etc)

**2,000+ UNITS
SOLD IN FIRST
36 HOURS**



Launch date: 07.22



ECO-KINETIC

Training Projectiles

- » The only eco-friendly training ammunition
- » Cost-efficient at .25 cents per round
- » Convenient cleanup: rinse off or let Mother Nature take its course

**NEARLY
1,000,000
ROUNDS ORDERED**



Launch date: 08.01

MISSION-4

High-Capacity Rifle

- » Expands Byrna's portfolio for Law Enforcement and Private Security
- » Identifies our most most-engaged customers willing to pay the MSRP: \$899.00
- » Accelerates the "razor + razor blade" model

**BYRNA SOLD 4X
SINCE LAUNCH THAN
MISSION LESS LETHAL
SOLD IN ALL OF 2020**



Launch date: 08.13

SHIELD

Ballistic Backpack

- » Quick-Draw patent-technology
- » Front and back bullet-resistant protection with first-aid kit + front Molle System to conceal a Byrna Launcher
- » Robust offering Byrna Learn Safe school initiative
- » DEA among first customers

**OVER 100 UNITS
SOLD IN FIRST WEEK**



Launch date: 08.20



SD LAUNCHER

Level Up.

- » Next generation launcher
- » \$40 increase in MSRP
- » Higher gross margin than HD Launcher
- » Initially offered on Amazon...

**20% OF INVENTORY
SOLD IN FIRST WEEK
AMAZON INCREASED
ALLOCATION BY 3X**



Launch date: 08.26

SALES CHANNELS

DTC | Brick & Mortar | Large End-User

BYRNA.COM

AVERAGE DAILY SESSIONS

» FEB 2021: 7,697

» AUG 2021: 18,692

» **+143% GROWTH**

BYRNA NATION EMAIL SUBS

» FEB 2021: ~33,000

» AUG 2021: ~155,000

» **+370% GROWTH**

BYRNA.COM

Pedal to the metal...increasing site sessions, conversion rate, list health

- » Influencer marketing
- » Custom content creation
- » Email marketing campaign blitz
- » Byrna Nation database growth initiatives
- » Mainstream Advertising Strategy: ByrnaSelfDefense.com
- » Deeper bench: Social Media Producer + additional hires

LOUDWIRE



BYRNA IS CHANGING YOUR LUCK THIS FRIDAY THE 13th.



YOUR GOOD FORTUNE RUNS OUT AT MIDNIGHT, AUG 15
*Not applicable to bundles. Cannot be applied with other promo codes and Missouri 4.

NON-LETHAL SELF-DEFENSE ISN'T ONLY FOR YOURSELF.

It's never been easier to share the confidence and security of non-lethal self-defense with friends and family.



PAY IT FORWARD

\$50 OFF ANY \$450 PURCHASE
\$40 OFF ANY \$350 PURCHASE
\$30 OFF ANY \$250 PURCHASE

USE PROMO CODE **HITTFORWARD** AT CHECKOUT.

BYRNA'S NEW ENVIRONMENTALLY-FRIENDLY ECO-KINETIC PROJECTILE IS A GAME CHANGER.

At roughly 25 cents per round, your trigger finger, wallet, and the planet, will thank you.



MAKE YOUR MARK WITHOUT LEAVING A TRACE. |  **byrna**
Environmentally Friendly

LEVEL UP.



PROTECT YOUR CASTLE

And Everyone and Everything in it that's Important.



WANDER CONFIDENTLY

The Byrna SD always has your Back.

BYRNASELFDEFENSE.COM

- » Capability to advertise more freely
 - » Leverage Shopify's enhance payment functionality
 - » Build customer database
-



- » 90 Million Daily Visitors
- » Represents 54% of online commerce
- » FBA (Fulfillment by Amazon) —eligible for Prime status
- » 15% Amazon fee, comparable to byrna.com marketing budget
- » Sales momentum will grow over time as Byrna benefits from Amazon's sales algorithm

amazon **BYRNA STOREFRONT PROMOTES THE “LIVE SAFE” LIFESTYLE**

Byrna Technologies



WANDER CONFIDENTLY The Byrna SD always has your Back.



RECREATIONAL FUN is Part of The Byrna Ownership Experience

TRAIN FROM THE CONVENIENCE OF YOUR OWN BACKYARD
There's No Need to Travel to a Range.



Byrna Technologies

TRAIN FROM THE CONVENIENCE OF YOUR OWN BACKYARD
There's No Need to Travel to a Range.



ZERO RECOIL



The Byrna SD's User-Friendly Design Promotes Safety for the Entire Family.

DESIGNED TO DEFEND LIVES NOT TAKE THEM



DEALER CHANNEL

Advantages of Brick & Mortar

- » New customer acquisition via trusted brick and mortar locations
 - » Building brand awareness
 - » Drive traffic to byrna.com
 - » **Q3 2020: \$439k vs. Q3 2021: \$1.25M | +185%**
-

STRATEGIC PARTNERSHIPS

Growth by association...



INTERNATIONAL

Developing Global Demand

- » Establishment of EU Distribution Center
- » Eliminates tedious import/export regulations
- » Country Count: 50
- » **Q3 2020: \$510K vs. Q3 2021: \$1.56M | +307%**



LARGE END-USER

LAW ENFORCEMENT + PRIVATE SECURITY + SCHOOLS

» Q3 2020: \$57k vs. Q3 2021: \$172k | +201%





EXPANSION OF LIFESTYLE OFFERINGS

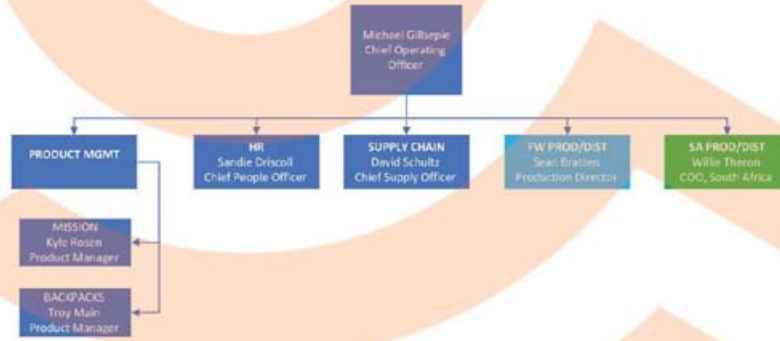
**MEN'S & WOMEN'S
FUNCTIONAL APPAREL**



MIKE GILLESPIE, COO



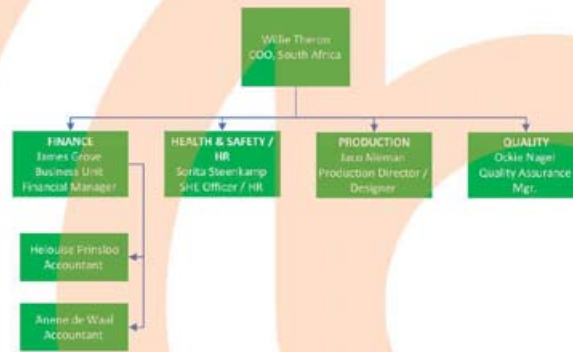
OPERATIONS



East Coast
Fort Wayne
LV / TX
South Africa



OPERATIONS: SOUTH AFRICA



East Coast
Fort Wayne
LV / TX
South Africa



OPERATIONS

Primary Function

To Support Sales by Ensuring a Steady
and Predicable Supply of Product

OPERATIONS

- Quality & Reliability are Paramount
 - Assurance of Supply
 - High-Performance Product Design
 - Operational Excellence & Efficiency
- Yields – Cycle Times – Costs

OPERATIONS



HR

Supply Chain



Assembly

Product Mgmt

R&D



Byrna's Operations Leaders and
Lieutenants are a Passionate Group
Dedicated to these Principles

OPERATIONS

Chief Operating Officer - Mike Gillespie

- B.Sc. Electrical Engineering (1989 UC San Diego)
- 30+ Years in Technology / Sales / General Management
 - Managing Director - Linear Technology Corp.
Worldwide Assembly Operations - Penang, Malaysia (2k Emp / \$1B Revenue)
 - General Manager
Wafer Fab Operations - Camas, Washington (300 Emp / \$1.2B Revenue)
 - Director of Sales
USA / Canada - Silicon Valley / Portland, Oregon (30 Emp / \$100M Ann. Sales)
 - + Design, Product Eng, Process Eng, Product Marketing, Field Applications

OPERATIONS

Manufacturing

Ft. Wayne, IN

Pretoria, SA

Human Resources

Supply Chain

Research & Development

OPERATIONS

Manufacturing

Ft. Wayne, IN

Built For Growth

Facility

- 16,500 ft² - Expandable to ~25,000 ft²
- 5,000 ft² (Production) - Expandable to 12,500 ft²

Staffing

53 Total (~63% Production)

- Trends:
- * Increase Assembly Staff to Support Growth of New Products
 - * Transfer select Pkg/Kitting Tasks to SA (Favorable Labor Costs)
 - * Prepared to Move Quickly to React to Surges in Demand

Shift Structure

- 8 Hr x 5 Day - Expandable to 24 Hr x 7 Day (+320%)



OPERATIONS

Manufacturing

Ft. Wayne, IN

Capabilities

- Precision IQA for improved Quality & Reliability (cd ~2um)
- Enhanced Tooling Assembly results in high first-pass Yield (~95%)
- Tight R&D Coordinated NPI ensures First-to-Market advantage
- Optimized Pack/Ship system delivers up to 1,000 DTC ships/shift
- World-Class Customer Service dept results in high customer satisfaction
- On-site machine-shop allows for quick-turn repairs and fixture improvements

Capacities

- 400 HD/SD Launchers/shift
 - 400 Longrifle Launchers/shift
- } ~8K/week ~400K/yr



OPERATIONS

Manufacturing

Pretoria, SA

Facility

- 8,500 ft² - Expandable to ~15,000 ft²
- 4,100 ft² (Production)

Staffing

70 Total (~83% Production)

Trends: * Cross-Training: Production Flexibility, Coverage & Satisfaction

* Incentive Program Implemented resulting in <3% Turnover

* Prepared to Move Quickly to React to Surges in Demand

Shift Structure

- 8 Hr x 5 Day - Expandable to 24 Hr x 7 Day (+320%)



OPERATIONS

Manufacturing

Pretoria, SA

Capabilities

- Manufacturing expertise with Launchers, Magazines, and Projectiles
- Precision Production Jigs resulting in high first-pass Yield (~90%)
- Strong Relationships w/ Local Mfg Vendors for New Product Development
- Cross-national capability for global regulatory compliance
- Projectile Packaging and Labeling - up to 100K rounds per day
- Local R&D Team ensures seamless handoff of new product designs

Capacities

- 400 Launchers/shift 8K/week ~400K/yr
- 1,800 Magazines/shift 37K/week ~1.8M/yr



OPERATIONS

Manufacturing

FY22 Initiatives:

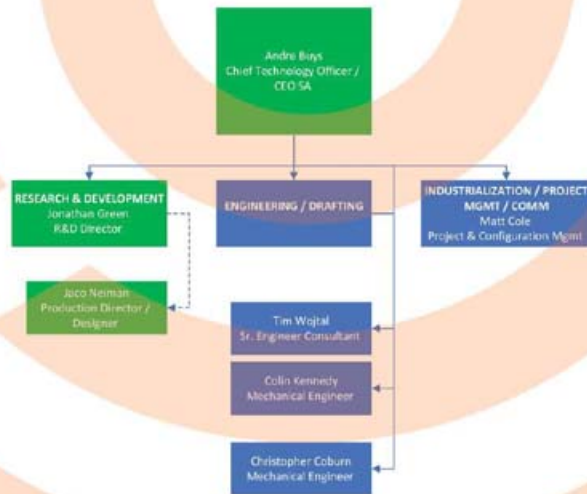
- Ensure Mirrored Capabilities for Key Products and Services at Ft Wayne and SA
- Fully Automate Manufacturing Inventory Control, In-line Quality, and Reporting Processes
- Develop Capabilities to perform Payload Projectile Manufacturing In-House
- Secure Qualified Second-Source Vendors for 100% of Custom Components (Currently @ 80%+)
- Implement MRP through SAP for Manufacturing Facilities



ANDRE BUYS, CTO



RESEARCH & PRODUCT DEVELOPMENT



East Coast
Fort Wayne
LV / TX
South Africa



RESEARCH & DEVELOPMENT

DRIVING INNOVATION & BRAND DISTINCTION

- Entrepreneurial spirit
- Passion to Innovate
- Engineering Excellence
- Save Lives



SUCCESSFUL PRODUCT LAUNCHES

- Byrna HD
- Byrna Boost
- Byrna HD XL
- Byrna SD
- Level 1 & 2 holsters
- Projectiles
- Magazines
- Byrna Banshee, Ballistapax, Mission Launchers



BYRNA SD

- Re-Engineered Receiver
 - Honeycomb grip
 - Low profile safety lever
 - Flush mount magazine
- Straight trigger - improved trigger feel and control
- White dot sights, optional fiber optics



BYRNA LE – NEXT GENERATION

- 325+ fps
- Fiber optic sights for easy target acquisition
- 7 - round magazine
- Regulator for cold weather performance
- Efficiency - more shots from an 8 -gram CO2
- Redesigned trigger feel



ACCESSORIES

- Holsters
- 7 round magazine
- Red dot sights



BYRNA TCR – COMPACT, TACTICAL

- 12 round Magazine, with 7 round backup
- Convenience of readily available 12g CO2
- 300+ FPS
- Pop up sights
- Top Rail for Red dot sight



BYRNA MISSION 4 – HIGH CAPACITY

- 50 – 60 rounds per 88g CO2
- 325 average FPS
- Pop up sights
- Top Rail for optics
- Under 32" long
- Opens new markets:
SWAT teams, law enforcement,
security, military



BYRNA MLR –FULL RANGE PERFORMANCE

FOR LAW ENFORCEMENT ONLY

- 200 shots per fill
- Patented air feed system
- 325+ FPS
- Fully automatic rapid fire



71

PAYLOAD PROJECTILE DEVELOPMENT

- Increased accuracy in Production
- Increased performance
 - Projectiles form a better seal with the barrel
 - Stronger and more uniform break pattern
 - Shot capacity and speed
- Improved Manufacturability
 - Quality, throughput, supply



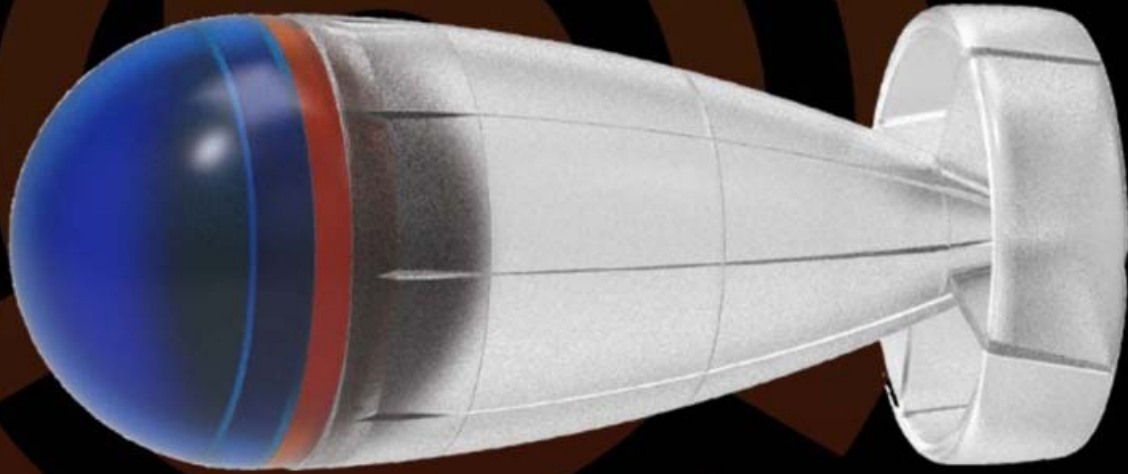
ECO-KINETIC

Cost Effective, water-soluble training round



REVOLUTIONARY: PATENTED HELIX PROJECTILE

- Greatly increased range, accuracy and payload



PUMP ACTION LAUNCHER

- 325+ fps
- Utilizes helix projectile



EFFECTIVE RANGE: 265 FT.



BYRNA PE – SIZE COMPARISON WITH THE ALREADY COMPACT BYRNA LE



BYRNA PE – THE REVOLUTION

- 350 - 400 fps
- Fiber optic sights
- 6 -12 round magazine
- Regulated for cold weather performance
- High Efficiency – 25+ shots from a 8 gram CO2
- A revolution in terms of Accuracy and range and small form Factor.



12 GAUGE ROUND

- 350 - 450 fps
- Utilizes traditional 12-gauge shotgun
 - Enormous installed user base
- Safer than current less lethal 12-gauge rounds

