



The company in brief

- **Legal status:** Joint-stock company under Swiss law
- **Share Capital:** CHF 589,513.00
- **Shareholder Structure:** 8 Private Investors, 2 PE Firms, 1 Foundation
- **Fields of Business:** Development, Manufacturing, Distribution of
 - Non-lethal weapons
 - Area Denial Systems
 - Fire Suppression Systems
- **Core technology:** Pyrotechnic launching of liquids
- **IP Position:** Core technology is protected through granted patents in the most important target markets.

Company History



January 01, 2000: Start of Operations

2000: W.A. de Vigier Award for a leading business idea.

2001: Introduction of the Guardian Angel self defense unit.
Technology Award for this product.

2002 - 03: Expanding business from Switzerland to other European markets. Approvals in Germany, France, Austria.

2003: Swiss Technology Award for a novel fire extinguishing system based on our core technology.

2004 - 06: Development on a reloadable product for law enforcement use.

2005: International patent granted to protect the core technology in key markets.

2006: Launch of the JPX Jet Protector.
Establishing of an US distribution.

2006 - 09: Expanding the distribution network to more than 40 countries.

Global Security Challenge Competition 2009



Technology



Global Security Challenge Competition 2009



Products



JPX JET PROTECTOR	GUARDIAN ANGEL I	GUARDIAN ANGEL II
Inception: 2006	Inception: 2001	Inception: Q4/2009
Products sold: 10,000+ frames 60,000+ reloads	Products sold: 400,000+	
State-of-the-art non-lethal weapon for professional users, 2-shots, reloadable. Range: 7 meters	The most effective personal defense unit available today. Small, light-weight and easy to conceal. Range: 4 meters	Improvements: Open sights for better accuracy and improved ergonomics through mini-grip.
User Groups: Law Enforcement Correction, Military, Private Security, (Civilians).	User Groups: Civilians, Private Security, International Organizations.	

Global Security Challenge Competition 2009



Competition/Business Model

- **Competition:** (i) Taser and (ii) Pepper spray canister
- **Unique Selling Proposition:** We provide a non-lethal technology for individual carry more effective than a regular pepper spray canister and safer than a Taser.
- **Business Model per Product:**
 - **Jet Protector JPX:** Gillette business model. The JPX frame is sold at very attractive conditions to establish an installed basis. The subsequent revolving business is on the reloads.
 - **Guardian Angel:** One-time sales. Consumer product.
 - **Area Denial/Fire Suppression:** On project basis.

Global Security Challenge Competition 2009



Markets

- **Law Enforcement and Corrections**

- Market Size: \$ 3.15 billion
- Sales Potential: 600,000 JPX units and subsequent revolving business on the consumables.

- **Private Security Services**

- Market Size: \$ 120 billion
- Sales Potential: 250,000 units and subsequent revolving business on the consumables.

- **Consumer Market**

- Market Size: \$ 0.5 billion
- Sales Potential: 500,000 units/y disposables (Guardian Angel)

Global Security Challenge Competition 2009



References

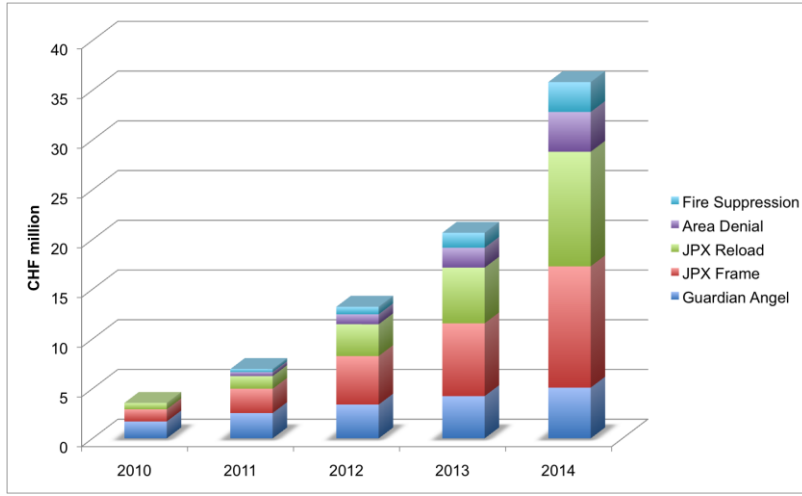
- **Some Important References:**

- National Police Agency, Japan
- Bavarian Ministry of Justice, Germany
- Ministry of Interior, Saudi Arabia
- Royal Thai Army, Thailand
- National Prison Services, Singapore
- Guardia Civil, Spain
- WHO & WTO, Switzerland
- Quebec Police, Canada
- Maricopa County Sheriff's Office, Arizona, USA
- Peoples Police, China

Global Security Challenge Competition 2009



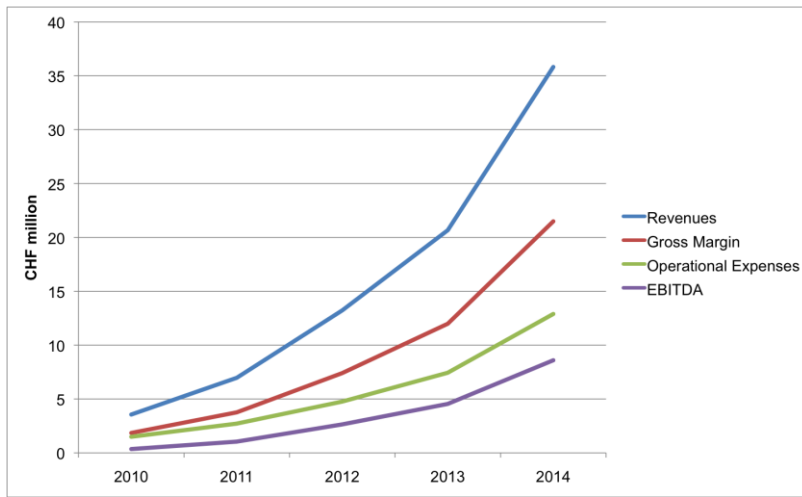
Financial Forecast



Global Security Challenge Competition 2009



Financial Forecast



Global Security Challenge Competition 2009



Thank you!

Global Security Challenge Competition 2009

