



MR

MISSION READY
SERVICES INC.

MRS TSX-V

LEADING PERSONAL PROTECTION SOLUTIONS

MILITARY | LAW ENFORCEMENT | FIRST RESPONDERS

Investor Presentation
March 10, 2018

Forward-looking Statements

This presentation contains "forward-looking information" within the meaning of applicable Canadian and US securities legislation. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "anticipate", "believe", "plan", "expect", "intend", "estimate", "forecast", "project", "budget", "schedule", "may", "will", "could", "might", "should" or variations of such words or similar words or expressions. Forward-looking information is based on reasonable assumptions that have been made by Mission Ready Services Inc. as at the date of such information and is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of Mission Ready Services Inc. to be materially different from those expressed or implied by such forward-looking information.

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Mission Ready Services INC.

Protection is in our **DNA**

**SAVE
LIVES**

**PREVENT
INJURIES**

**ENHANCE
PERFORMANCE**

Mission Ready was established to provide technologically-advanced, cost-effective solutions that save lives, prevent injuries and enhance the performance of those who serve to protect us by ensuring that they are equipped with the best personal protective technologies.

Business Overview

Mission Ready innovates and manufactures an array of highly-specialized, proprietary products for the domestic and international Military, Law Enforcement and First-Responder markets.

Mission Ready was listed on the TSX Venture Exchange in December 2013 under the symbol MRS.

Mission Ready is committed to its goal to be a global leader in Personal Protective Equipment technologies, and is comprised of four synergistic business segments, all designed to meet the needs of the global defense, security and first-responder markets. This:

- 1) **Innovation & Development**
- 2) **Prototyping & Manufacturing**
- 3) **Sales**
- 4) **Cleaning, Decontamination & Repair**

Mission Ready is headquartered in Vancouver, British Columbia, Canada, with manufacturing facilities in a HUB Zone in Jacksboro (TN); a research and development lab in Boston (MA); and an equipment decontamination, repair and refurbishing facility in Fayetteville (NC).

In mid-2017, experienced new senior management were recruited to develop new, unique tech-centric products, streamline operations, and expand the Company's sales and marketing team globally.

Mission Ready continues to build a rapidly expanding franchise with SOCOM, U.S.M.C., and Federal Law Enforcement agencies.

The Company has achieved significant acceptance among fire & rescue, tactical distributors, and GSA support companies.

Mission Ready signed a 5-year exclusive distribution agreement to manufacture and supply Flex9Armor and No-Contact Tactical Shield Covers for a large foreign military.

Mission Ready management are keenly focused on creating shareholder value through organic growth and the acquisition of complimentary companies and technologies to increase the Company's manufacturing capability, and significantly expand its global footprint.

MRS has strategic relationships with Office of Naval Research, Department of Homeland Security, Natick Soldier Research Development & Engineering Center (NSRDEC), Program Executive Office Soldier (PEO Soldier), United States Marine Corps – Program Manager Infantry Clothing Equipment (ICE), and Special Operations Command (SOCOM).

The U.S. Army and Mission Ready have co-developed and co-patented the Flex9Armor technology.

Mission Ready has the exclusive authority to manufacture, distribute and license the Flex9Armor technology globally.

Management

Experienced Management Team with Significant Industry Success and Extensive Market Knowledge

Jeffery Schwartz

President & CEO | Director

Mr. Schwartz has served in director level positions for both privately-held and publicly-traded companies, most recently as President of LC Industries, a \$380million manufacturing and distribution business that grew from \$50million during his tenure.

With a strong focus on new business development and team building, Mr. Schwartz has developed several companies within the tactical armor industry and has a history of achievements in elevating similar-stage companies to great success in the defense industry.

Francisco Martinez

Chief Technology Officer

Mr. Martinez was formerly a Product Development Engineer and Project Officer at the United States Army Natick Soldier Research, Development & Engineering Center in Natick, MA. Mr. Martinez has led development of an impressive number of new, life-saving products for the US Army and the Special Operations Forces. Mr. Martinez was the Chief Technology Officer and co-founder of Protect The Force, LLC when it was acquired by Mission Ready in 2012.

Mr. Martinez has developed and maintains close relationships with key U.S. government, military, and academic research facilities.

Marcus Treiber

VP, Sales

Mr. Treiber, an industry veteran with over 20 years experience in the US armor and protection markets, is a former U.S. Marine and Project Officer for the United States Marine Corps. After his service, Mr. Treiber joined Protective Products International as sales and marketing manager where he improved revenues by over 500% and personally executed the largest body armor contract in the history of the U.S. Marine Corps.

Marcus Treiber was a founder of Renegade Armor and served as Chief Operating Officer, growing it from a startup to over \$17MM in annual sales before accepting a buy-out offer from Propper International. Earlier, After serving in the Fleet Marine Force, Mr. Treiber was selected to be an instructor at The Basic School in Quantico, VA. where he rewrote the entire Military Operations Urban Terrain package taught to every Marine officer.

Roland VanSkiver

VP, Marketing & Product Development

Mr. VanSkiver brings over 15 years of senior management and strategic consulting experience to Mission Ready. Prior to MS2 Group, Roland VanSkiver served as Vice President of Sales, Marketing and Product Development for two industry leading brands; Diamondback Tactical and High Ground Gear. In addition to his extensive corporate leadership experience, Mr. VanSkiver served the United States of America at home and abroad as a former Marine and Narcotic Officer.

Competitive Advantages

- ▶ **Superior Proprietary Technologies:**
 - Strong patent and IP protection
 - Unique product portfolio with superior performance and delivery capabilities
 - Extensive new product Research & Development Program
- ▶ **Advanced technologies and products designed for large and growing markets:**
 - U.S. Military / Department of Defense
 - International Military and Law Enforcement
 - Domestic Law Enforcement and Homeland Security
 - First-Responders and Private Security
- ▶ **Management Team has extensive operating experience and significant commercialization expertise** with well established relationships and strong network of domestic and international distributors.
- ▶ **Opportunistic sales and contract management.** Mission Ready is currently reviewing a range of new 'intelligent textile' products for advanced body armor and other protective applications and has **developed strong license potential for its patented technologies.**
- ▶ **Scalable operations.** Fully operational manufacturing facilities, strategically located for state and local government incentives and significant scalability. The Company utilizes predominantly domestic suppliers for nearly all components of the Company's products.
- ▶ **Strong relationships with government and academic research and development programs.** Mission Ready assisted with the development of the Department of Homeland Security's new 'Amber' uniform and continues to collaborate with highly-regarded academic organizations and industry experts to help redefine the standards of defense and tactical protection.
- ▶ **Highly regarded brand attracts valuable innovation contract awards:** US Army Natick Soldier Research Command - Next Generation Body Armor | Ballistic Combat Shirt; US Marine Corp – Next Generation Body Armor | Ballistic Base Layer; Department of Homeland Security-Advanced Multipurpose Base Ensemble for Emergency Responders (AMBER).

Awards

Mission Ready has received **innovation contract awards**



Next
Generation
Body Armor
**Ballistic
Combat Shirt**



Next
Generation
Body Armor
**Ballistic Base
Layer**

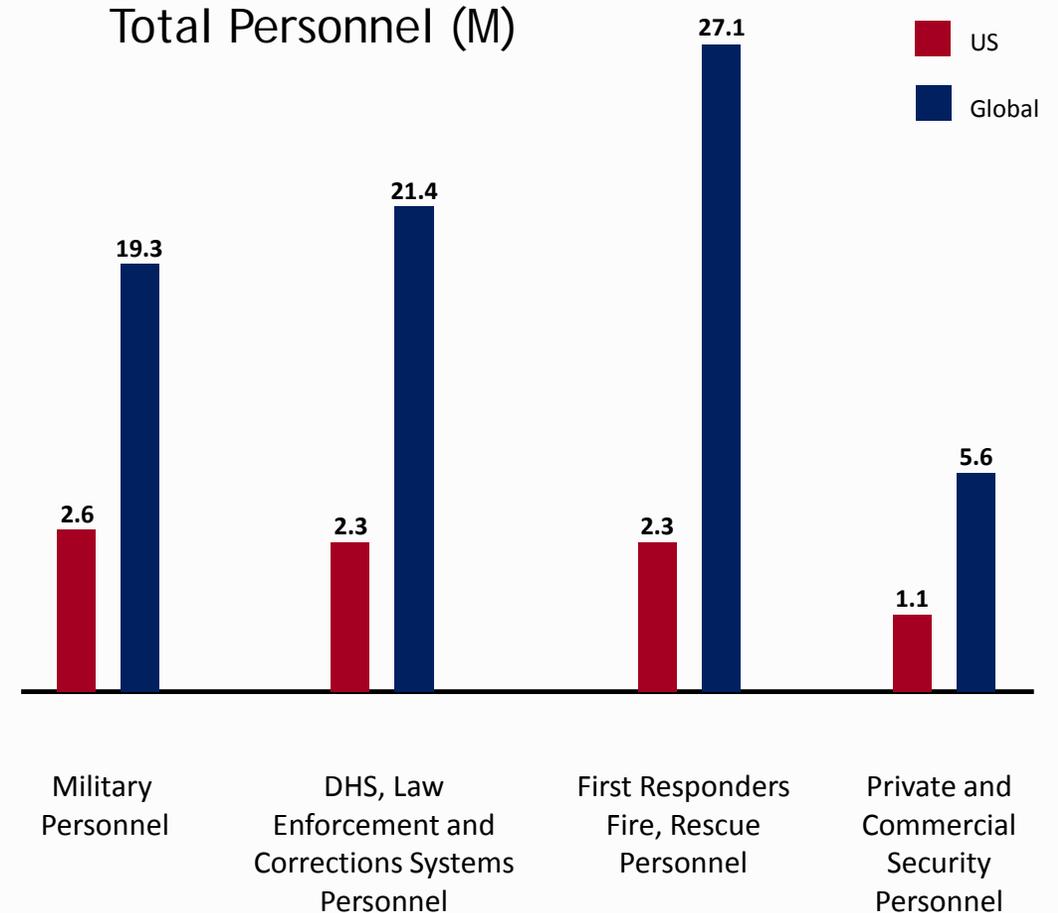


**Advanced
Multipurpose Base
Ensemble for
Emergency
Responders
(AMBER)**

Addressable Market Opportunity

Mission Ready operates in a market sector which is **highly fragmented and absent of recognized technology leaders**

- The body armor and related products market is set to explode as old equipment is proving inadequate, new life-saving technologies are being introduced, and federal, state, and local budgets are significantly increasing due to the heightened focus on public and professional security
- Both domestic and foreign budget allocations have increased exponentially in the face of terrorist threats and the unsettled state of public safety
- While Mission Ready's brand is well known and highly regarded by both domestic military and law enforcement decision makers, the Company has also recently established important new relationships with a number of foreign governments
- Mission Ready's proven product development and R&D capabilities are driving significant new domestic and offshore sales opportunities
- There is a significant amount of 'white space' for commercialization of personal protection technologies into the individual protection markets



Technology & Products

Innovative Array of Tech-Centric Products

Mission Ready pioneers the development, testing, and constant improvement of proprietary, disruptive, new and advanced tech-centric wearables and other protective products for military, law enforcement, first-responder and public safety personnel.

MRS has 21 NIJ 0101.06 certifications and 43 NIJ approved products



Concealable Armored Shirts – Flex 9
Armor



Electrically Conductive Products –
No Contact



Armor Plate Carriers



Concealed Armor Carriers



Tactical Armor Carriers



K-9 Armor Carriers



Gear Cleaning Solutions



Soft and Hard Armor Ballistics

Growth Drivers

▶ Capitalize on Department of Defense and Homeland Security spending increases.

Mission Ready is comprised of highly-skilled team of industry veterans with extensive government contracting and sales experience.

Partnering with multiple prime vendors.

▶ Global Extension.

Mission Ready continues scale-up preparations to meet the manufacturing demands of a well-advanced large-scale foreign military opportunity.

Additional foreign opportunities currently being advanced.

▶ New technology acquisitions and partnerships that expand contract ownership.

Multiple opportunities being explored with significant government contract holders – Primary focus on those with multi-year IDIQ contracts.

▶ Product extensions.

Integral component to Next Generation Body Armor systems

New developments of Flex9Armor and No-Contact product line.

▶ Leverage licensing agreements with major recognized market leaders.

▶ The Company has a rich product pipeline of new tech-centric products:

- Next Generation body armor products
- Microclimate heating and cooling products
- Chem-Bio Gext Generation products
- Homeland Security and First-Responders advanced uniforms and technologies
- Personal protective wearables – Physiological sensing products
- Less-than-lethal 'No Contact' products for self-defense
- Electrical stimulus (E-Stim) products
- Head-impact smart technologies

▶ Increased focus on targeting and inserting our technology into worldwide NGO efforts and contracts.

Summary of Marketing Efforts



Path to Market

Market / Customer	Path to Market
U.S. Military/Department of Defense	<ul style="list-style-type: none">• Senior marketing personnel located in the Washington, D.C. area provide requirement documentation and programmatic support to all levels of the DOD purchasing process• Mission Ready's Washington, D.C. presence provides access to user community across all Services
International Military/Law Enforcement	<ul style="list-style-type: none">• Mission Ready's marketing personnel work with strategic advisors and distributors with focus on foreign sales opportunities• Mission Ready has a contracted distribution partner in charge of existing and future foreign opportunities• Mission Ready maintains significant in-country distributors focused on sales into specific government agencies
U.S. Law Enforcement, Department of Homeland Security & U.S. First Responders	<ul style="list-style-type: none">• Internal salespeople with established relationships with dealers and distributors• Building a strong and effective presence across the United States with domestic dealers and distributors
Commercial Market	<ul style="list-style-type: none">• During 2017, the Company developed consumer distribution channels across the U.S. consumer market and is actively working to leverage patented and protected products into the commercial civilian market.

Strategic Relationships

Mission Ready is a recognized leader in the research and development of personal protective technologies. The Company interfaces with government R&D labs working on requirement-based initiatives to identify new and improved emerging solutions.

Government

- Office of Naval Research
- DHS – First-Responder Technologies
- Natick Soldier Research Development and Engineering Center (NSRDEC)
- Program Executive Office – Soldier
- USMC – Program Manager Infantry Clothing Equipment
- Special Operations Command
- NATO – Combat Clothing Committee

Mission Ready products won awards in 2016 from the **United States Army, Dept. of Homeland Security and Texas A&M Engineering Extension Service – Product Development Center.**

Academia

- Cornell University – Textiles Nanotechnology Lab
- MIT – AeroAstro Department
- MIT – Electrical Engineering Department
- North Carolina State University – Textile Protection and Comfort Center
- Florida State University – Product Development Department
- Texas A&M Engineering Extension Service (TEEX) - Product Development Center
- University of Massachusetts – Photovoltaic Textiles

Foreign Military Distribution Agreement

Mission Ready signed a 5-year, multi-million dollar exclusive distribution agreement with a US-based contracting partner to manufacture and supply Flex9Armor and No-Contact Tactical Shield Covers – among other products – for a large foreign military.

The Agreement includes **annual minimum purchase** volumes:



Distributor agrees to pay Mission Ready (the “Manufacturer”) a down payment equal to forty percent (40%) of the purchase order amount within 10 days of submitting the purchase order.



Innovations

Innovations Efforts

Protection is in Our DNA

▶ **Flex9Armor**

▶ **No-Contact**

▶ **Advanced Multi-Threat Ensemble for
Emergency Responders (AMBER)**

▶ **Product Development Contracts**

- Navy Electricians Impact Vest
- Naval Surface Warfare Maritime Ballistic Vest
- Cold Temperature Arctic Protective System
- Army Pelvic Protection Funded Effort

Flex9Armor

Protection is in Our DNA



- Received United States Patent No. 9,823,050
- Awaiting EU Patent – Expected Q2-Q3 2018
- Developing list of enhancements
- Developing a Law Enforcement Shirt in partnership with Blauer Inc.
- Working with ADS Tactical on Project PETREL for the United Kingdom Ministry of Defense.
- Multiple global opportunities emerging

No-Contact

Protection is in Our DNA



- Final maintenance fee paid on U.S. Patent No. 6,961,227 (No-Contact Jacket)
- Provisional Patent for No-Contact Shield Cover in final stages of completion
- Growing interest for corrections items to include prisoner transport jacket

Advanced Multi-Threat Ensemble for Emergency Responders (AMBER)

- ▶ Provisional Patent Filed February 2018
- ▶ Ongoing user evaluations and focus groups in US, UK and Sweden
- ▶ SHOT Show 2018 demonstrations garnered significant adoption interest from target demographic; Fire Fighters, EMT-Paramedics, and Law Enforcement
- ▶ Developing commercialization plan
- ▶ Identifying go-to-market strategy. VF Corp, 5.11 Tactical, Blauer Inc, Flescheimer LE, and ADS Tactical among the candidates to partner.

Product Development Contracts

Protection is in Our DNA

Navy Electrician Impact Protective Vest

27K Completed

Naval Surface Warfare Maritime Ballistic Vest

20K Completed

Cold Temperature Artic Protective System (CTAPS)

78K In manufacturing

US Army Next Generation Pelvic Protective System

250k At Final Paper Stage/Contracting



Sales

Sales Overview

Mission Ready is a manufacturer and provider of a proprietary array of highly specialized products to the **domestic and international Military, Law Enforcement and First-Responder markets.**

Growing Dealer & Distributor Network

- Currently developing complete dealer network (CONUS)
- Continued effort to develop Dealer/Rep network (OCONUS)

Teaming Efforts

- Facilitates large government and private initiatives
- Facilitates partial participation in awards that would not otherwise be feasible
- Builds Company value-added reputation in the government space

Research & Development

- Increased communication from inside and outside sales representatives to enhance research & development initiatives
- Streamlined Project Selection – Developing processes to quickly identify cost and lead-time to bring product to market

Mission Ready 2.0

- Unify brands and Company's under Mission Ready banner
- Leverage Social Media
- Launch brand-awareness campaign to build market penetration

Sales-driven Leadership

- Utilization of unique efforts to gain market share
- New, expanded, proactive inside sales team

Becoming an industry-leading provider of personal protective solutions

One success at a time.

Sales Highlights

Product improvements

- Refined commercial offering
- Strong brand separation
- Improved user interface
- Designed by former and current users

Improved processes

- New enterprise Accounting, Inventory Management and CRM software
- New internal sales team
- Order processing SOP's
- Improved customer experience and order fulfillment times

Mission Ready's Sales Team has extensive operating experience and significant commercialization expertise with robust connections across the industry and a strong network of domestic and international distributors.

High level Overseas partnerships.

Working with high-level influencers across the spectrum – Developing relationships with key industry decision-makers to grow global sales using a top down approach

Building partnerships.

Mission Ready is working with some of the leading companies in the DoD and commercial Law Enforcement spaces.

Summary of Marketing Efforts

Path to Customer

U.S. Military / Department of Defense

- Personnel located in the Washington, D.C. area provide requirement documentation and programmatic support to all levels of the acquisition process.
- Washington, D.C. presence provides access to the user community across all Services (i.e., action officers, NCO's, leadership, liaisons, etc.).

International Military / Law Enforcement

- Dedicated sales personnel and distributors focused on foreign opportunities.

U.S. Law Enforcement / Homeland Security / U.S. First Responders

- Growing number of in-country distributors that focus on sales into specific government agencies.
- Internal salespeople with established relationships with dealers and distributors - Building a well established presence across CONUS with domestic dealers and distributors.
- Building CONUS sales rep network to service dealer network.

Commercial Market

- During 2017, the Company expanded its distribution channels by 200%.
- Mission Ready is actively working to leverage patented and protected products into the commercial civilian markets.



Rebranding

Marketing/Brand Enhancement Initiatives – Mission Ready 2.0

Mission Ready has engaged a professional marketing firm to rebuild and bolster it's online presence.

▶ Assess current web based efforts

- Establish coordinated, integrated strategy
- Establish strong Social Media presence

▶ Integrate and establish new logo's

- Initial designs being reviewed
- Will incorporate all brands
- Building brand awareness and appeal

▶ Build all of the new web based platforms

- Mission Ready, Protect the Force, PTF Innovations, MS2 Gear, Overwatch Systems

▶ CRM Integration

- Drive web-based sales
- Dealer login and ordering capabilities
- Market-driving web-based experiences

Driving Sales in a Digital Millennium – Clean, Efficient, Streamlined

One click at a time.



Product Growth

Brand Strategy



Verticals

- State & Local Law Enforcement
- First-Responders
- Federal Government
- International/FMS
- Department of Defense

Path To Market

- Dealers/Distributors
- Rep Groups/Authorized Agents



Verticals

- State & Local Law Enforcement
- First-Responders
- Federal Government
- FMS/International
- Department of Defense

Path To Market

- Direct/GSA
- Prime Vendors/TLS Contract Holders



Verticals

- State & Local Law Enforcement
- First-Responders
- Federal Government
- FMS/International
- OEM

Path To Market

- Dealers/Distributors
- Rep Groups/Authorized Agents

Share Structure

Common Shares		123,769,466
Warrants	\$0.50 – 3,484,820	10,521,963
	\$0.15 – 6,637,143	
	\$0.10 – 400,000	
Options		14,182,368
Convertible Debenture Shares (if converted)		
Convertible at:	\$0.10/Unit	2,700,000
Proceeds from Conversions:	\$270,000	
Convertible Debenture Warrants (if converted/exercised)		
Warrant Exercise Price:	\$0.15	2,700,000
Potential Proceeds from Exercises:	\$405,000	
Fully Diluted		153,873,797

Contact

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