



ammoTM
ammo

I N C O R P O R A T E D

FEBRUARY 2022

SAFE HARBOR / FORWARD-LOOKING

This document contains certain “forward-looking statements”. All statements other than statements of historical fact are “forward-looking statements” for purposes of federal and state securities laws, including, but not limited to, any projections of earnings, revenue or other financial items; any statements of the plans, strategies, goals and objectives of management for future operations; any statements concerning proposed new products and services or developments thereof; any statements regarding future economic conditions or performance; any statements or belief; and any statements of assumptions underlying any of the foregoing.

Forward looking statements may include the words “may,” “could,” “estimate,” “intend,” “continue,” “believe,” “expect” or “anticipate” or other similar words, or the negative thereof. These forward-looking statements present our estimates and assumptions only as of the date of this report. Accordingly, readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the dates on which they are made. We do not undertake to update forward-looking statements to reflect the impact of circumstances or events that arise after the dates they are made. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" and elsewhere in the prospectus included in Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and Current Reports filed on Form 8-K.

In our filings with the Securities and Exchange Commission, references to “AMMO, Inc.,” “AMMO”, “the Company”, “we,” “us,” “our” and similar terms refer to AMMO, Inc. and its wholly owned operating subsidiaries.

COMPANY SNAPSHOT

Market Statistics¹

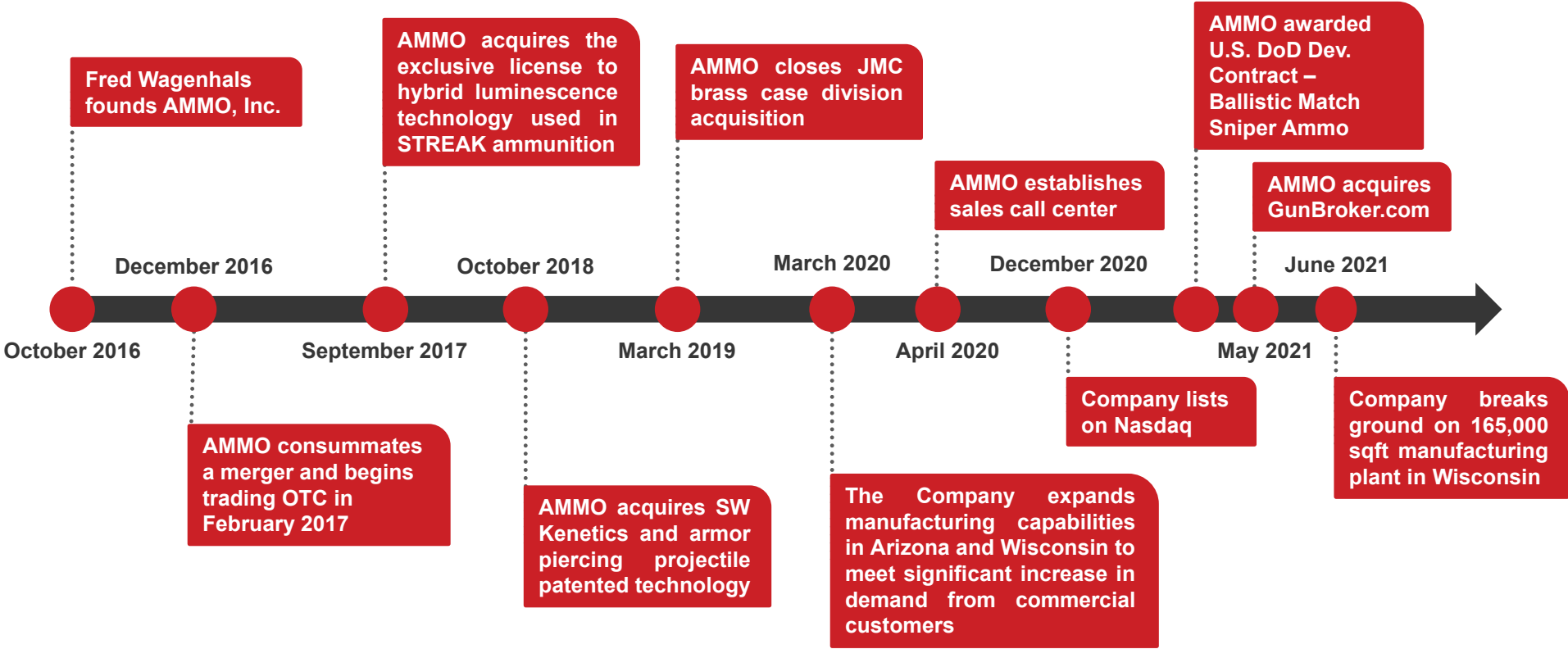
Share Price	\$4.85	Diluted Shares Outstanding ²	117.2 million
52 Week High	\$10.37	Market Capitalization	\$558.3 million
52 Week Low	\$3.95	Debt (as of 12/31/2021)	\$0.0 million
Avg. Daily Volume (3 Months)	2,234,500	Cash (as of 12/31/2021)	\$27.4 million
Insider Ownership	24.5%	Enterprise Value	\$534.1 million

LTM Share Price Performance¹



- 1) As of 2/10/2022, except as otherwise noted.
- 2) Treasury stock method.
- 3) Source: Public filings, Bloomberg, Capital IQ and management.

COMPANY HISTORY



INVESTMENT HIGHLIGHTS

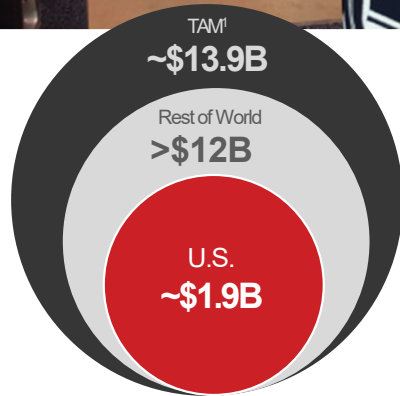
We operate the world's **largest online marketplace** for firearms and related accessories and are a premier American ammunition manufacturer with products that emphasize **innovative technologies**



- 1 Large & growing addressable markets
- 2 GunBroker.com – leading shooting sports marketplace platform
- 3 Multi-Channel distribution
- 4 Vertically integrated, scalable model / innovative, patented technology
- 5 Strong financial performance
- 6 Significant military opportunities
- 7 Experienced management

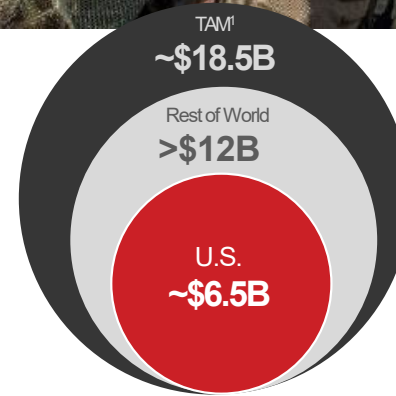
1 LARGE & GROWING ADDESSABLE MARKETS

Commercial / Retail / GunBroker.com



Big Box Retail Stores
Distributors
Shooting Ranges
E-Commerce

Military & Law Enforcement



U.S. Military
 Special Operations & Conventional Forces

U.S. Law Enforcement
 Federal, State & Local

Foreign Allies
 Military & Law Enforcement

Source: 2018 DOD Budget Proposal and NSSF 1) Total addressable market.

2 GUNBROKER.COM ACQUISITION

Highlights

- ✓ Leading online marketplace for the legal sale of firearms, ammunition and accessories with 6+ million registered users
- ✓ 20+ year heritage of innovation
- ✓ Vertical integration diversifies AMMO's revenue base with high profit-margin business offered through an online platform deploying best-in-class secure transactional technology
- ✓ Acquired 100% ownership in GunBroker.com business by cash payment of \$50.0 million, \$50.0 million of debt assumption & repayment at close, and the issuance of 20.0 million shares of Common Stock, subject to approvals and clawbacks.

Financial Profile

CY 2020E Revenue:	Approximately \$60 million
CY 2020E EBITDA:	Approximately \$40 million

Valuation

Enterprise Value:	\$240 million
EV / CY 2020E EBITDA:	6.0x

2 LEADING MARKETPLACE PLATFORM

Unique Capabilities + Strong Barriers to Entry

✓ Proprietary Operating Platform

- GunBroker.com developed its own proprietary source code upon which the marketplace website operates
- The system is highly scalable and easily maintained by the Company's lean team of technical engineers

✓ Authoritative Brand Value

- GunBroker.com benefits from its reputation as “the” online destination to buy and sell firearms online
- The GunBroker.com name drives significant traffic and new users to the website to buy, sell and trade firearms and related products

✓ Air-Tight Compliance Protocols

- GunBroker.com has a spotless record with the ATF and FBI, which are the primary regulatory authorities in the firearms marketplace
- The Company minimizes fraudulent activity through enhanced security measures, such as cell phone verification and additional customer diligence as needed

✓ Unmatched Scale

- GunBroker.com has accumulated a critical mass of users, which allows the business to operate at high levels of profitability
- New market entrants will struggle to operate above breakeven levels at lower transaction volumes

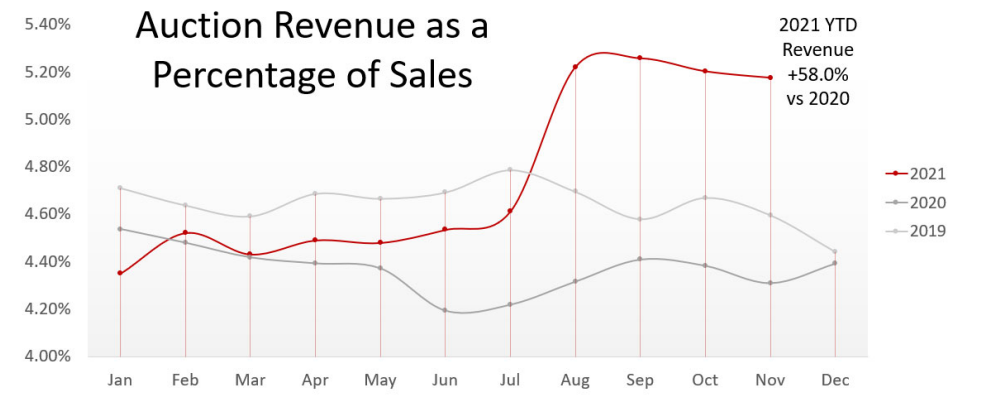
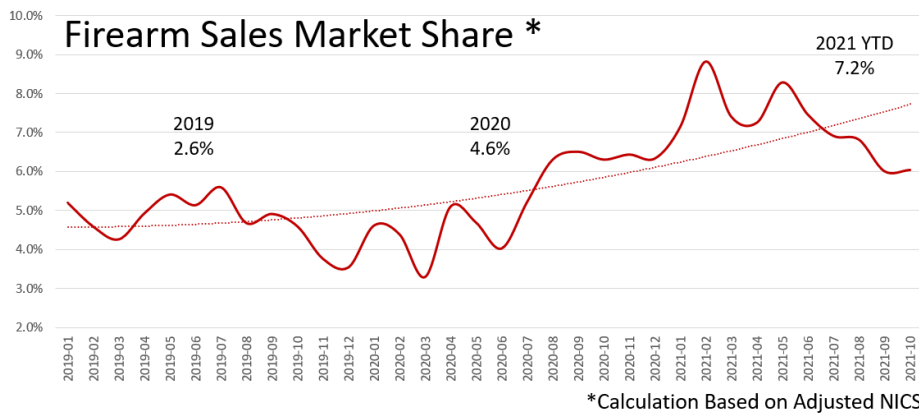
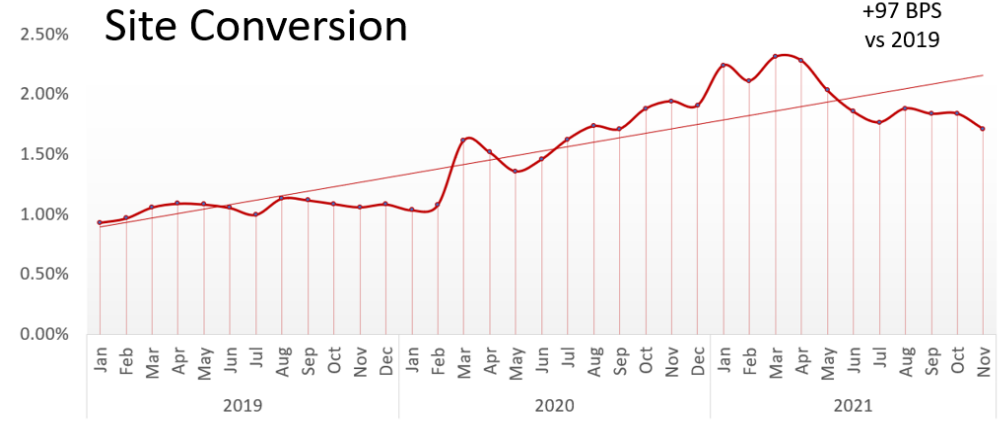
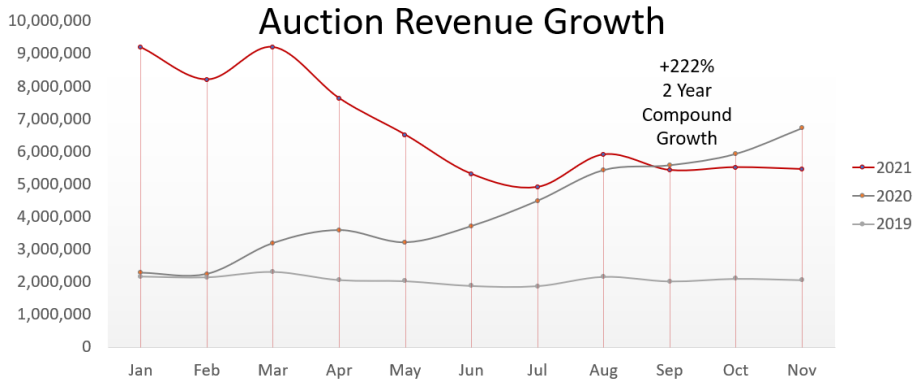
✓ Leading Industry Credibility

- GunBroker.com has earned decades of credibility across the firearms community as the authoritative online auction marketplace with strict compliance to relevant regulatory protocols
- Potential competitors would struggle to gain the same level of trust and customer stickiness as an unproven service provider

✓ Deep Network of FFL Partners

- GunBroker.com has amassed a network of more than 25 thousand FFL partners and has entrenched its service as an integral part of these dealers' marketing platforms
- It would take a new market entrant decades to cultivate the depth and breadth of GunBroker.com's relationships across the U.S.

2 LEADING MARKETPLACE PLATFORM



3 MULTI-CHANNEL DISTRIBUTION

CURRENT AMMUNITION DISTRIBUTION CHANNELS

Online / Retail



Shooting Ranges



Distributors



Buying Groups



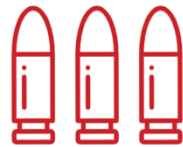
4 VERTICALLY INTEGRATED, SCALABLE MODEL

EXISTING & NEW MANUFACTURING CAPABILITIES



50,000 sq.ft

Brass casing and ammunition manufacturing facility in Manitowoc, WI



750M+ rounds

Current combined capacity being produced per year



95%

Utilization rate – scaled quickly to support recent industry growth



Currently Under Construction

165,000 sq.ft

\$24M+ state-of-the-art ammunition and brass case manufacturing plant in Manitowoc, WI

Expected to triple current manufacturing output

Up to a potential \$1M of operational efficiencies and cost cutting

Est. Completion: Summer 2022



Among the top manufacturers in the country with state-of-the-art test labs



Manitowoc facility supplies many leading ammunition manufacturers

4 DIFFERENTIATED AND PATENTED AMMUNITION PRODUCTS

AMMO, INC. VS. COMPETITION

AMMO, Inc.

Patented / Non-commodity

Branded / Licensed

Premium

30%+ Target

Young, Active, New Shooters

Product

Marketing

Quality / Price Point

Product Margins

Target Customer

Industry

Commoditized

Characterized by Use / SKU

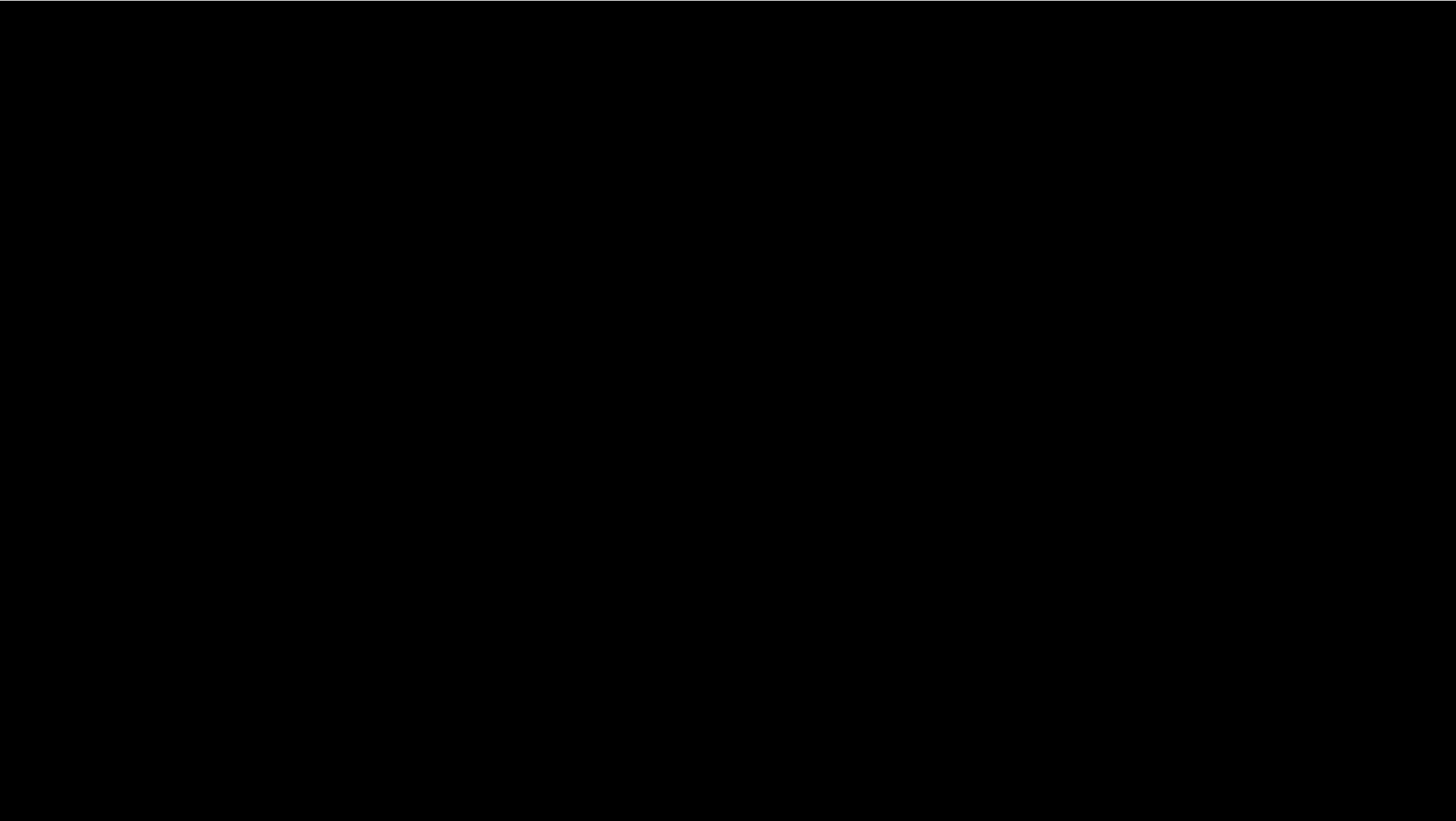
Value

10-20% Average

Established, Older Generations

4 **STREAK VISUAL AMMUNITION**
EXCLUSIVE PATENTED TECHNOLOGY

Hover pointer for PLAY options



4 INNOVATIVE, PATENTED TECHNOLOGY COMMERCIAL



AMMO, INC. Signature Line

- ✓ Superior ball and hollow point ammunition loaded for extreme accuracy and reliability
- ✓ Balanced velocity and recoil with HyperClean powder to shoot more and clean less



STREAK VISUAL AMMUNITION®

- ✓ Exclusive patented technology allows shooter to see projectile's path¹
- ✓ Non-incendiary and does not generate heat allowing the rounds to be used in environments where traditional tracers are prohibited (i.e. shooting ranges)
- ✓ STREAK product info and videos: <https://ammoinc.com/product-category/product-family/streak-ammunition/>



/stelTH/ Subsonic Ammunition

- ✓ Designed specifically for superior performance in suppressed firearms, reducing decibel levels while improving accuracy and cleanliness
- ✓ Utilizes HyperClean technology with a total metal jacket slowing suppressor corrosion and reducing build-up of lead emissions
- ✓ /stelTH/ product info and videos: <https://ammoinc.com/product-category/product-family/stelth-subsonic-ammunition/>



AMMO, INC. Signature Blackline

- ✓ Superior hollow point ammunition loaded for extreme accuracy and reliability
- ✓ Balanced velocity and recoil with HyperClean powder to shoot more and clean less
- ✓ Plated Brass for enhanced performance and corrosion resistance

1) AMMO has an exclusive license agreement relating to the patent supporting the marketing and sale of STREAK VISUAL AMMUNITION®.

INNOVATIVE, PATENTED TECHNOLOGY

DEFENSE

4



Hard Armor Piercing Incendiary (HAPI™) Round

O.W.L. Technology™ Non-Incendiary Visual Ammunition



Extremely effective and accurate alternative to current armor piercing rounds offered by defense contractors – consistently outperform competitor offerings



Optimized incendiary projectile designed to penetrate and defeat hard targets



Manufactured in America to match grade specs to ensure **accuracy and effectiveness**



Utilizes the O.W.L. Technology™ in STREAK VISUAL AMMUNITION® to illuminate the trajectory of the projectile



Leaves visible trace with a non-incendiary round significantly improving accuracy



Optimal ammunition for military and law enforcement tactical engagements – trace is only visible in 30-degree window from shooter's point of view, making the round undetectable from flanks and target's viewpoint

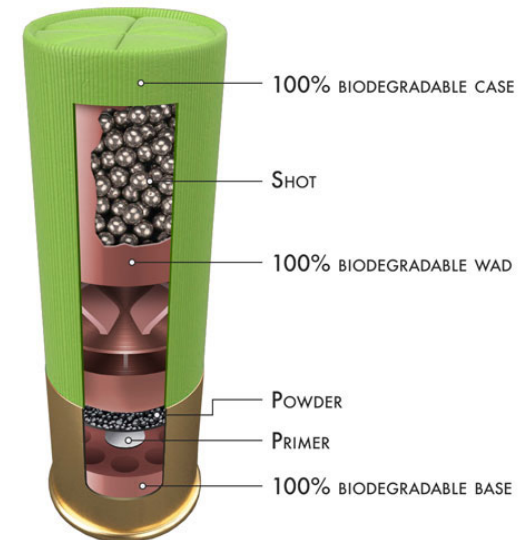
4 INNOVATIVE, PATENTED TECHNOLOGY BIOAMMO EXCLUSIVE US DISTRIBUTION

On March 3, 2021, AMMO entered into an agreement with BIOAMMO, S.L., providing the Company with exclusive U.S. distribution rights to sell BIOAMMO's patented biodegradable shotgun shells

Highlights

- ✓ Patented biodegradable hunting and sport shooting shotgun shells
- ✓ R&D in process to manufacture complimentary biodegradable pistol, small and large rifle ammunition
- ✓ Currently sold in 20 countries outside of the US
- ✓ Tested and certified through TÜV AUSTRIA, a world leader in certification of bioplastics

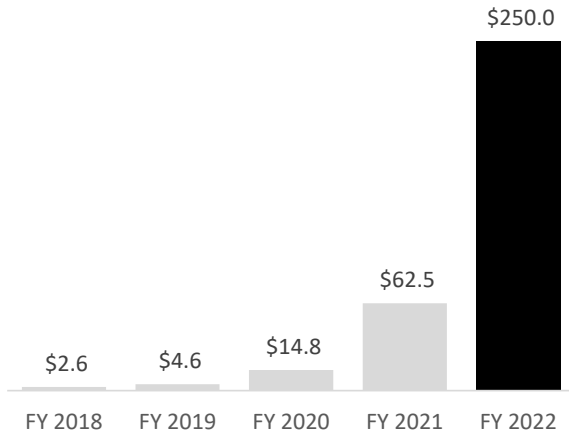
BIOAMMO
Biodegradable Ammunition



5 STRONG FINANCIAL PERFORMANCE

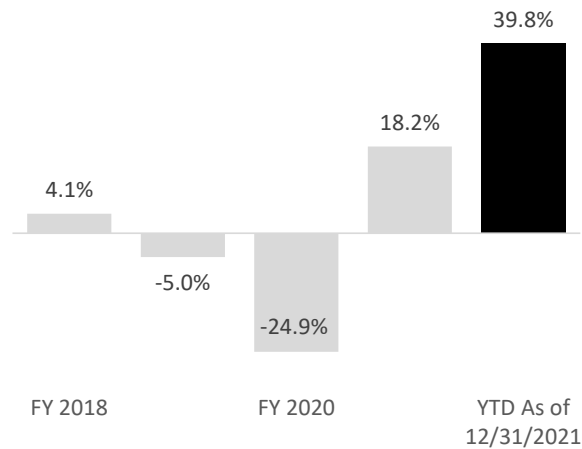
Net Sales

Fiscal Year Ended March 31
(\$ in millions)



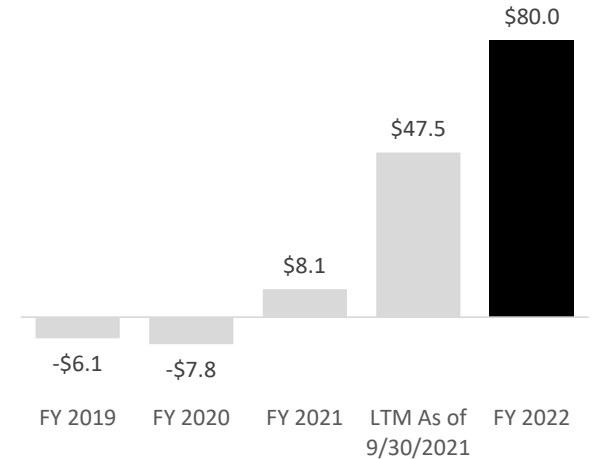
Gross Margin

Fiscal Year Ended March 31



Adjusted EBITDA²

Fiscal Year Ended March 31
(\$ in millions)



1. FY 2022 guidance provided 11/15/21.
2. Company did not report Adjusted EBITDA prior to FY 2019.

6

SIGNIFICANT MILITARY OPPORTUNITY

CURRENT PROGRESS IN THE GLOBAL DEFENSE MARKET



Next Generation ammunition AP/HAPI™, O.W.L. Technology™, Ballistic Matching Sniper and Signature-on-Target (SoT) Ammunition for U.S. Military

Awarded contract by Irregular Warfare Technical Support Directorate (IWTSD) to design and manufacture Signature-on-Target (SoT) rounds in support of military operations.

Awarded contract by Irregular Warfare Technical Support Directorate (IWTSD) to design and manufacture Ballistically Matched Multi-Purpose Rounds (BM-MPR) rounds in support of military operations.



Compliant with current U.S. State Department and Department of Commerce statutes and regulations governing the lawful export of ammunition and munition components

6 SIGNIFICANT MILITARY OPPORTUNITY

MARKET PENETRATION STRATEGY

Launched in 2019 with Mission to Deliver High-Quality, Precision Rounds for Military & Defense Operations Across the World

Introduce Proprietary Technologies



Strong demand for our patented Armor Piercing (AP) and Hard Armor Piercing Incendiary (HAPI™) rounds



Our patented One-Way Luminescent Technology (O.W.L. Technology™) utilized in our STREAK products provides competitive advantage in tactical and defense scenarios



Our Ballistic Match Multi-Purpose Round (BM-MPR) is being developed to provide snipers with the ability to switch from standard issue match-grade ammunition without re-zeroing their weapons



Our Signature-on-Target (SoT) ammunition is being developed to provide warfighters with the ability to see the impact of rounds fired on a wider variety of targets in both day and night

Penetrate and Expand Market Share



Prove increased performance through demonstrations of lethality and accuracy



Offer lower-cost, made in America product lines by controlling component manufacturing costs



Ability to better meet increased market demands allows AMMO, Inc. to capture sales opportunities



Partner with strategic players and weapon manufacturers to expand product lines

7 EXPERIENCED MANAGEMENT TEAM

<p>Fred Wagenhals Chairman & Chief Executive Officer</p>	<p>Rob Goodmanson President</p>	<p>Rob Wiley Chief Financial Officer</p>
<p>Steve Urvan Chief Strategy Officer</p>	<p>Steve Verska President, GunBroker.com</p>	<p>Susan Lokey CFO, GunBroker.com</p>
<p>John Flynn Vice President</p>	<p>Tod Wagenhals Executive Vice President</p>	<p>Mark Hanish President, Global Marketing</p>



INVESTMENT HIGHLIGHTS

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