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Byrna Technologies Expands Presence in Argentina, Landing 10,000 Launcher Order

ANDOVER, Mass., March 11, 2024 /PRNewswire/ -- **Byrna Technologies Inc. ("Byrna" or the "Company") (Nasdaq: BYRN),** a personal defense technology company specializing in the development, manufacture, and sale of innovative less-lethal personal security solutions, today announced that the Córdoba Provincial Police force in Argentina has committed to purchasing 10,000 Byrna launchers, augmenting the 5,000 launchers previously purchased by the police force last year through Bersa S.A., Byrna's distributor in the region. To date, over 10,000 officers in the force have been trained to use the less-lethal launchers, which are now actively employed by various specialized units within the Córdoba Provincial Police. The Ministry of Security has also committed to having 100% of the force trained with Byrna launchers by the end of 2024.

This initiative includes a recently completed training session for 300 officers through Byrna's T3 (Train-The-Trainer) training program. The T3 program equips officers to effectively teach the use of Byrna's less-lethal launchers, ensuring safe and effective deployment in line with international standards. The training underlines Byrna's commitment to enhancing law enforcement capabilities with less-lethal solutions.

"Since the first order with the Córdoba Provincial Police force last year, we have received incredible support that led to this latest commitment," said Byrna CEO Bryan Ganz. "This large-scale deployment proves that the adoption of less-lethal weapons for law enforcement is accelerating, particularly in Argentina. We look forward to continuing to work with the Córdoba Provincial Police force as well as others throughout South America to promote the use of less-lethal security solutions."

The police departments of Lanus, Tigre, and Ezeiza, municipalities near Buenos Aires, Argentina have also been using Byrna launchers and ammunition in their units. While sales through Bersa S.A., are not directly reflected in Byrna's reported numbers, these recent deployments highlight the broader shift towards less-lethal weapons throughout the region.

About Byrna Technologies Inc.
Byrna is a technology company specializing in the development, manufacture, and sale of innovative less-lethal personal security solutions. For more information on the Company,

please visit the corporate website here or the Company's investor relations site here. The Company is the manufacturer of the Byrna® SD personal security device, a state-of-the-art handheld CO2 powered launcher designed to provide a less-lethal alternative to a firearm for the consumer, private security, and law enforcement markets. To purchase Byrna products, visit the Company's e-commerce store.

Forward- Looking Statements

This news release contains "forward-looking statements" within the meaning of the securities laws. All statements contained in this news release, other than statements of current and historical fact, are forward-looking. Often, but not always, forward-looking statements can be identified by the use of words such as "plans," "expects," "will," "anticipates," and "believes" and statements that certain actions, events or results "may," "could," "would," "should," "might," "occur," "be achieved," or "will continue to." Forward-looking statements in this news release include, but are not limited to, statements regarding preliminary revenue for the first fiscal quarter of 2024, Byrna's plans to continue to implement its revised marketing strategy, the expected benefits of celebrity endorsements, the likelihood of repeat orders from new customers, and Byrna's ability to expand its market reach or increase sales. Forward-looking statements include descriptions of currently occurring matters which may continue in the future. Forward-looking statements are not, and cannot be, a guarantee of future results or events. Forward-looking statements are based on, among other things, opinions, assumptions, estimates, and analyses that, while considered reasonable by the Company at the date the forward-looking information is provided, inherently are subject to significant risks, uncertainties, contingencies, and other factors that may cause actual results and events to be materially different from those expressed or implied.

Any number of risk factors could affect our actual results and cause them to differ materially from those expressed or implied by the forward-looking statements in this news release, including, but not limited to, potential cancellations of existing or future orders including as a result of any fulfillment delays, introduction of competing products, negative publicity, other factors, changes in the markets for security products and non-lethal defense technology could have a material adverse impact on our business, financial condition and results of operations. The order in which these factors appear should not be construed to indicate their relative importance or priority. We caution that these factors may not be exhaustive; accordingly, any forward-looking statements contained herein should not be relied upon as a prediction of actual results. Investors should carefully consider these and other relevant factors, including those risk factors in Part I, Item 1A, ("Risk Factors") in our most recent Form 10-K, should understand it is impossible to predict or identify all such factors or risks, should not consider the foregoing list, or the risks identified in our SEC filings, to be a complete discussion of all potential risks or uncertainties, and should not place undue reliance on forward-looking information. The Company assumes no obligation to update or revise any forward-looking information, except as required by applicable law.

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