

September 25, 2025



Wrap Appoints Internationally Recognized Strategic Communications and Technology Expert Braden Frame as Chief Commercial Officer

Frame joins at a pivotal moment as Wrap expands beyond its flagship BolaWrap® to deliver integrated public safety subscription services and advanced counter-UAS tech to law enforcement and defense agencies

MIAMI, Sept. 25, 2025 (GLOBE NEWSWIRE) -- **Wrap Technologies, Inc. (NASDAQ: WRAP) ("Wrap" or the "Company")**, a global leader in public safety and counter-drone technologies, today announced the appointment of **Braden Frame** as Chief Commercial Officer (CCO) of the Company.



This appointment comes as the Company evolves beyond its flagship BolaWrap® device and introduces integrated subscription-based services and counter-unmanned aircraft system (C-UAS) solutions. These advancements are expected to position Wrap to serve law enforcement, private security, and the U.S. Department of Defense through scalable, recurring offerings designed to meet the complex demands of modern public safety and national security.

Frame brings two decades of experience in public safety and technology, including frontline service as a Texas firefighter and paramedic, crisis communications leadership, and strategic brand-building across the U.S. and Canada. His understanding of both operational challenges and technological innovation uniquely qualifies him to lead Wrap's next phase of commercial growth.

As CCO, Frame is expected to oversee marketing, product, pricing strategy, training, and go-to-market execution. He is expected to play a key role in productizing Wrap's solutions by taking measures to deliver measurable value to agencies, while aiming to expand Wrap's

reach into defense and high-security markets with offerings such as its patent-pending 1KC Kinetic Anti-Drone Cassette.

"Braden joins Wrap at what we believe to be a defining moment," said Scot Cohen, Chief Executive Officer of Wrap. "We believe his vision on pre-escalation, coupled with his experience in public safety, corporate leadership, and strategic communications, uniquely qualifies him to advance Wrap as we transition to a subscription revenue model of products and expand into counter-UAS technology solutions. With Braden's experience at the intersection of public safety and advanced technology, we expect to continue to meet the needs of our customers today and in the future."



Frame's career reflects a commitment to public service and innovation. After a career-ending line-of-duty injury, he transitioned from frontline operations to shaping public safety strategy, leading national campaigns, and advancing technology-driven solutions to protect communities. He has also served as an adjunct professor in Emergency Medical Services, while maintaining his status as a nationally registered paramedic and certified EMS

instructor.

"Wrap is expanding its mission from delivering a leading non-lethal, pre-escalation, hands-on tool to providing an integrated suite of solutions, including subscription-based training and advanced counter-UAS technologies, that seek to address the most urgent challenges in public safety and defense," said Braden Frame, Chief Commercial Officer. "We are aiming to equip agencies worldwide with innovative, potentially life-saving tools and develop next-generation technological advances that we expect to save lives here and abroad. I am honored and excited to bring my extensive experience to help guide Wrap in this next chapter of growth and innovation."

With Frame's leadership, Wrap intends to continue the pursuit of recurring revenue growth by increasing market share, and redefining modern public safety through scalable innovation and global partnerships.

About Wrap Technologies, Inc.

Wrap Technologies, Inc. (Nasdaq: WRAP) a global leader in innovative public safety technologies and non-lethal tools, delivering cutting-edge technology with exceptional people to address the complex, modern day challenges facing public safety organizations.

Wrap's BolaWrap® 150 solution leads in pre-escalation intended to provide law enforcement with a safer choice for nearly every phase of a critical incident.

This innovative, patented device deploys a multi-sensory, cognitive disruption that leverages sight, sound and sensation to expand the pre-escalation period and gives officers the advantage and critical time to manage non-compliant subjects before resorting to higher-force options. The BolaWrap 150 is not pain-based compliance. It does not shoot, strike, shock, or incapacitate, instead, it helps officers strategically operate pre-escalation on the force continuum, reducing the risk of injury to both officers and subjects. Used by over 1,000 agencies across the U.S. and in 60 countries, BolaWrap® is backed by training certified by the International Association of Directors of Law Enforcement Standards and Training (IADLEST), reinforcing Wrap's commitment to public safety through cutting-edge technology and expert training.

Wrap Reality™ VR is a fully immersive training simulator to enhance decision-making under pressure.

As a comprehensive public safety training platform, it provides first responders with realistic, interactive scenarios that reflect the evolving challenges of modern law enforcement. By offering a growing library of real-world situations, Wrap Reality™ is intended to equip officers with the skills and confidence to navigate high stakes encounters effectively, which we believe leads to safer outcomes for both responders and the communities they serve.

WrapVision is an all-new body-worn camera and evidence management system built for efficiency.

Designed for efficiency, security, and transparency to meet the rigorous demands of modern law enforcement, WrapVision captures, stores, and helps manage digital evidence, ensuring operational security, regulatory compliance, and enhanced video picture quality and field of

view.

The WrapVision camera, powered by IONODES, boasts streamlined cloud integration and adheres to Trade Agreements Act (TAA) compliance requirements and GSA schedule contracts requirements. Crucially, unlike many competitor devices manufactured overseas in foreign, non-compliant, and possibly hostile regions, WrapVision is built right here in North America today, with a critical made-in-America roadmap by the end of 2025. This track helps ensure data integrity and helps eliminate critical concerns over unauthorized access or foreign surveillance risks.

Trademark Information

Wrap, the Wrap logo, BolaWrap®, Wrap Reality™ and Wrap Training Academy are trademarks of Wrap Technologies, Inc., some of which are registered in the U.S. and abroad. All other trade names used herein are either trademarks or registered trademarks of the respective holders.

Cautionary Note on Forward-Looking Statements – Safe Harbor Statement

This release contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. Words such as “expect,” “anticipate,” “should,” “believe,” “target,” “project,” “goals,” “estimate,” “potential,” “predict,” “may,” “will,” “could,” “intend,” and variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Moreover, forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond the Company’s control and include, but are not limited to, statements relating to the expected outcomes of hiring Braden Frame as Chief Commercial Officer, the Company’s transition to a subscription revenue model of products and its expansion into counter-UAS technology solutions. The Company’s actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the Company’s ability to maintain compliance with the Nasdaq Capital Market’s listing standards; the Company’s ability to successfully implement training programs for the use of its products; the Company’s ability to manufacture and produce products for its customers; the Company’s ability to develop sales for its products; the market acceptance of existing and future products; the availability of funding to continue to finance operations; the complexity, expense and time associated with sales to law enforcement and government entities; the lengthy evaluation and sales cycle for the Company’s product solutions; product defects; litigation risks from alleged product-related injuries; risks of government regulations; the business impact of health crises or outbreaks of disease, such as epidemics or pandemics; the impact resulting from geopolitical conflicts and any resulting sanctions; the ability to obtain export licenses for counties outside of the United States; the ability to obtain patents and defend intellectual property against competitors; the impact of competitive products and solutions; and the Company’s ability to maintain and enhance its brand, as well as other risk factors mentioned in the Company’s most recent annual report on Form 10-K, subsequent quarterly reports on Form 10-Q, and other Securities and Exchange Commission filings. These forward-looking statements are made as of the date of this release and were based on current expectations, estimates, forecasts, and projections as well as the beliefs and assumptions of management. Except as required by law, the Company undertakes no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events or

changes in its expectations.

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Photos accompanying this announcement are available at:

<https://www.globenewswire.com/NewsRoom/AttachmentNg/09119e93-d79d-4c9e-8cb7-be1831d052c9>

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Source: Wrap Technologies, Inc.

Braden Frame - Wrap Chief Commercial Officer (1)



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Braden Frame - Wrap Chief Commercial Officer (2)



Braden Frame - Wrap Chief Commercial Officer (2)