



INVESTOR DECK

| AXON ENTERPRISE |

August 2022

Safe-harbor statement

Forward-looking statements in this letter include, without limitation, statements regarding: proposed products and services and related development efforts and activities; expectations about the market for our current and future products and services; strategies and trends relating to subscription plan programs and revenues; strategies and trends, including the benefits of, research and development investments; the timing and realization of future contracted revenue; expectations about customer behavior; statements concerning projections, predictions, expectations, estimates or forecasts as to our business, financial and operational results and future economic performance, including our outlook for 2022 full year revenue, stock-based compensation expense, adjusted EBITDA, adjusted free cash flow, and capital expenditures; statements of management's strategies, goals and objectives and other similar expressions; as well as the ultimate resolution of financial statement items requiring critical accounting estimates, including those set forth in our Form 10-K for the year ended December 31, 2021. Such statements give our current expectations or forecasts of future events; they do not relate strictly to historical or current facts. Words such as "may," "will," "should," "could," "would," "predict," "potential," "continue," "expect," "anticipate," "future," "intend," "plan," "believe," "estimate," and similar expressions, as well as statements in future tense, identify forward-looking statements. However, not all forward-looking statements contain these identifying words.

We cannot guarantee that any forward-looking statement will be realized, although we believe we have been prudent in our plans and assumptions. Achievement of future results is subject to risks, uncertainties and potentially inaccurate assumptions. The following important factors could cause actual results to differ materially from those in the forward-looking statements: the potential global impacts of the COVID-19 pandemic or other catastrophic events; our ability to manage our supply chain and avoid production delays, shortages and impacts to expected gross margins; changes in the costs of product components and labor; our ability to attract and retain key personnel; the impact of product mix on projected gross margins; our ability to defend against litigation and protect our intellectual property, and the resulting costs of this activity; the impact of stock compensation expense, impairment expense, and income tax expense on our financial results; changes in government regulations in the U.S. and in foreign markets, especially related to the classification of our products by the United States Bureau of Alcohol, Tobacco, Firearms and Explosives; our ability to design, introduce, sell and deploy new products or features; customer purchase behavior, including adoption of our software as a service delivery model; delayed cash collections and possible credit losses due to our subscription model; exposure to international operational risks; our exposure to cancellations of government contracts due to appropriation clauses, exercise of a cancellation clause, or non-exercise of contractually optional periods; defects in our products; loss of customer data, a breach of security, or an extended outage, including by our third party cloud-based storage providers; our ability to integrate acquired businesses; negative media publicity regarding our products; and counter-party risks relating to cash balances held in excess of FDIC insurance limits. Many events beyond our control may determine whether results we anticipate will be achieved. Should known or unknown risks or uncertainties materialize, or should underlying assumptions prove inaccurate, actual results could differ materially from past results and those anticipated, estimated or projected. You should bear this in mind as you consider forward-looking statements. The Annual Report on Form 10-K that we filed with the Securities and Exchange Commission ("SEC") on February 25, 2022 lists various important factors that could cause actual results to differ materially from expected and historical results. These factors are intended as cautionary statements for investors within the meaning of Section 21E of the Exchange Act and Section 27A of the Securities Act. Readers can find them under the heading "Risk Factors" in the Report on Form 10-K, and investors should refer to them. You should understand that it is not possible to predict or identify all such factors. Consequently, you should not consider any such list to be a complete set of all potential risks or uncertainties.

Except as required by law, we undertake no obligation to publicly update forward-looking statements, whether as a result of new information, future events or otherwise. You are advised, however, to consult any further disclosures we make on related subjects in our Form 10-Q, 8-K and 10-K reports to the SEC.

PROTECT LIFE

CAPTURE TRUTH

ACCELERATE JUSTICE



Set TASERs to stun.

Axon is building the future envisioned by Star Trek creator Gene Roddenberry, where technology helps elevate humanity. TASER devices were directly inspired by Captain Kirk's Phaser.



Axon's mission is to protect life



1. OBSOLETE THE BULLET



~270,000 LIVES SAVED FROM DEATH OR SERIOUS INJURY¹



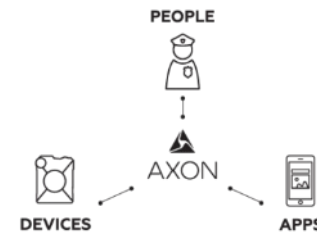
2. REDUCE SOCIAL CONFLICT



COMPLAINTS DOWN 88%² USE OF FORCE DOWN 58%²



3. ENABLE A FAIR & EFFECTIVE JUSTICE SYSTEM



GUILTY PLEAS UP 20%³
OFFICER COURT TIME REDUCED BY 70%⁴

ESG is a core competency

1/03 COMMON QUESTION: HOW SAFE ARE TASER DEVICES?

Axon is relentlessly working toward our mission of making the bullet obsolete. A critical component of that journey is advancing the technology of our TASER devices.

TASER devices protect life. They are the most studied less-lethal use-of-force option available to officers today, with more than 800 published studies evaluating safety and effectiveness.

The conclusions of these studies are clear: public safety agencies and communities benefit from the adoption of TASER devices. They de-escalate intense situations and reduce the rate of injuries to civilians and officers—and as a result, agencies often save taxpayer money and see a drop in workers' compensation claims after implementing a TASER device program.

For over a decade, Axon has sought to understand why TASER device probe deployments may have been ineffective in some instances. We have taken that data to build our most effective device yet, the **TASER 7** device.

The TASER 7 achieves better connection at close distances, where most deployments occur, and is making clothing barriers a problem of the past.

Agencies that purchase a TASER 7 program can also get access to innovative **VR training** that builds officer empathy and enhanced in-person training with new live scenarios.

246,000+
LIVES SAVED
from potential death
or serious bodily injury
SOURCE

4,500,000+
USES IN THE FIELD
by officers around the world
SOURCE

100%
RESULTED IN
NO SERIOUS INJURY
in 504 field cases
of TASER use*



*Additional sources for injury rates in reference section on page 11

2/01 DIVERSITY & INCLUSION

Axon is committed to fostering an environment where employees feel a sense of community and can engage with one another on a variety of commonalities. We have committed to prioritize diversity, equity and inclusion, and, as such, created a strategic **JEDI Plan** to be part of our regular business decisions, processes, products, and actions.

JEDI stands for Justice, Equity, Diversity & Inclusion. In 2021, we are focusing our efforts to the foundational pieces of JEDI that will allow us to establish a baseline to measure against year over year and build a foundation to support future scale and innovation. We will continue to assess our progress, test new ideas, and have difficult conversations about complex issues.

One way we see the JEDI strategy at work is through the creation of affinity groups, such as:

WOMEN AT AXON	AXON ALLIES	AXON VETERANS	MOSAIC
MISSION Increase employee engagement by providing opportunities for its members to join forces through networking, development opportunities and community service activities, which strengthens our brand and support Axon's strategic initiatives.	MISSION Help build awareness, provide guidance, mentorship and support for the LGBTQ+ community. Axon Allies provides professional development opportunities, networking, and social events.	MISSION Provides support and inclusion for military, military spouses/domestic partners, veterans, veteran spouses/ domestic partners, and military/veteran advocates across the organization.	MISSION Fosters community and connection among Axon's black and brown employees to help Axon achieve a more culturally diverse and inclusive environment.

Axon focuses on ensuring equal opportunity and diversity in the workplace. We are proud to see the following results and will continue to drive progress:

- There has been a **16% year-over-year increase in women at the director level and above**. In December 2019, Axon had approximately 15% women in director-level positions and above. One year later, Axon had approximately 18% women at director level and above.
33% of Axon's full-time salaried employees identify as women
- There has been a **26% year-over-year increase in people of color at the director level and above**. In December 2019, Axon had approximately 15% people of color in director-level positions and above. One year later, Axon had approximately 19% people of color at director level and above.
35% of Axon's full-time salaried employees identify as non-white

Axon is an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, natural origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

1/01 SUPPORTING THE U.N.'S SUSTAINABLE DEVELOPMENT GOALS

We see **100% of our revenues** as generated by products and solutions that support the United Nations Sustainable Development Goals, particularly goals 5, 9, 11 and 16. These goals seek to achieve gender equality, build resilient infrastructure and foster innovation, promote safe living conditions in urban areas, reduce violence and death rates, promote the rule of law to ensure equal access to justice, and develop effective, accountable and transparent institutions.

Following the social unrest of 2020, Axon became one of the first companies to announce a public **action plan**, including a commitment to help public safety agencies in their work to address systemic inequity, racism, and injustice. As part of this commitment, Axon added a new strategic goal to our mission — **to build for racial equity, diversity, and inclusion**.

In October 2020, we unveiled our first eight product features developed in direct support of this goal, which we built through a company-wide initiative led by our product teams. The features focus on transparency, truth and officer accountability with multiple features such as automatically prioritizing body camera videos selected for random audits (based on events such as unholstering a TASER device or spoken keywords from the AI-powered transcription of the audio), a use of force dashboard, virtual reality training to assist in handling high-stakes situations like peer intervention, and replay coaching to revisit body camera footage and promote ongoing learning and development.



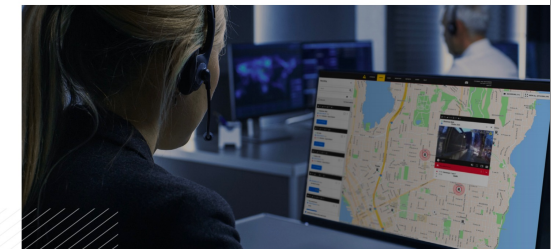
Axon is proud to have formed the industry's first and most predominant AI ethics board, which helps to establish best practices to protect privacy and ensure safeguards to avoid bias and other potential risks associated with AI. Axon was the first major technology player to implement a policy to restrict the use of facial recognition in our body cameras, until biased accuracy and privacy risks have been addressed. This policy leadership was a direct result of the work of our AI ethics board and has now been followed by many technology providers. We discuss this board in greater detail later in this report.

When body cameras are deployed:



SOURCES: (1) The Effect of Police Body-Worn Cameras on Use of Force and Citizens' Complaints Against the Police: A Randomized Controlled Trial (2016); (2) Queensland Police Domestic Violence Case Study (2017)

Our products also help emergency responders of all kinds — from fire and EMS, to dispatchers at public safety answering points (911 call centers in the US) — be more effective, more efficient and create safer communities.



Axon leadership has generated a powerful financial profile

960K+

TASER devices in place
today globally

80%

2021 revenue from recurring bundles

~119%

Net dollar retention

\$368mm

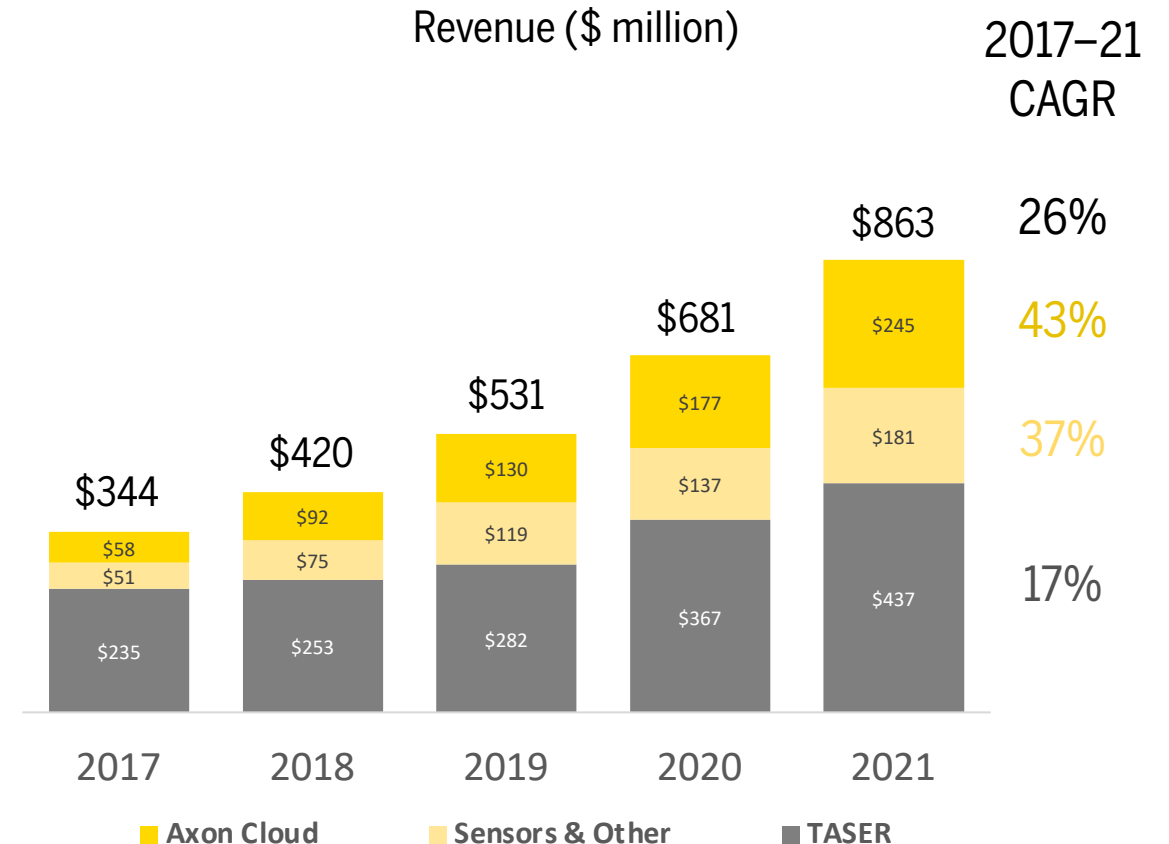
Annual recurring software revenue

75%

2021 cloud gross margin

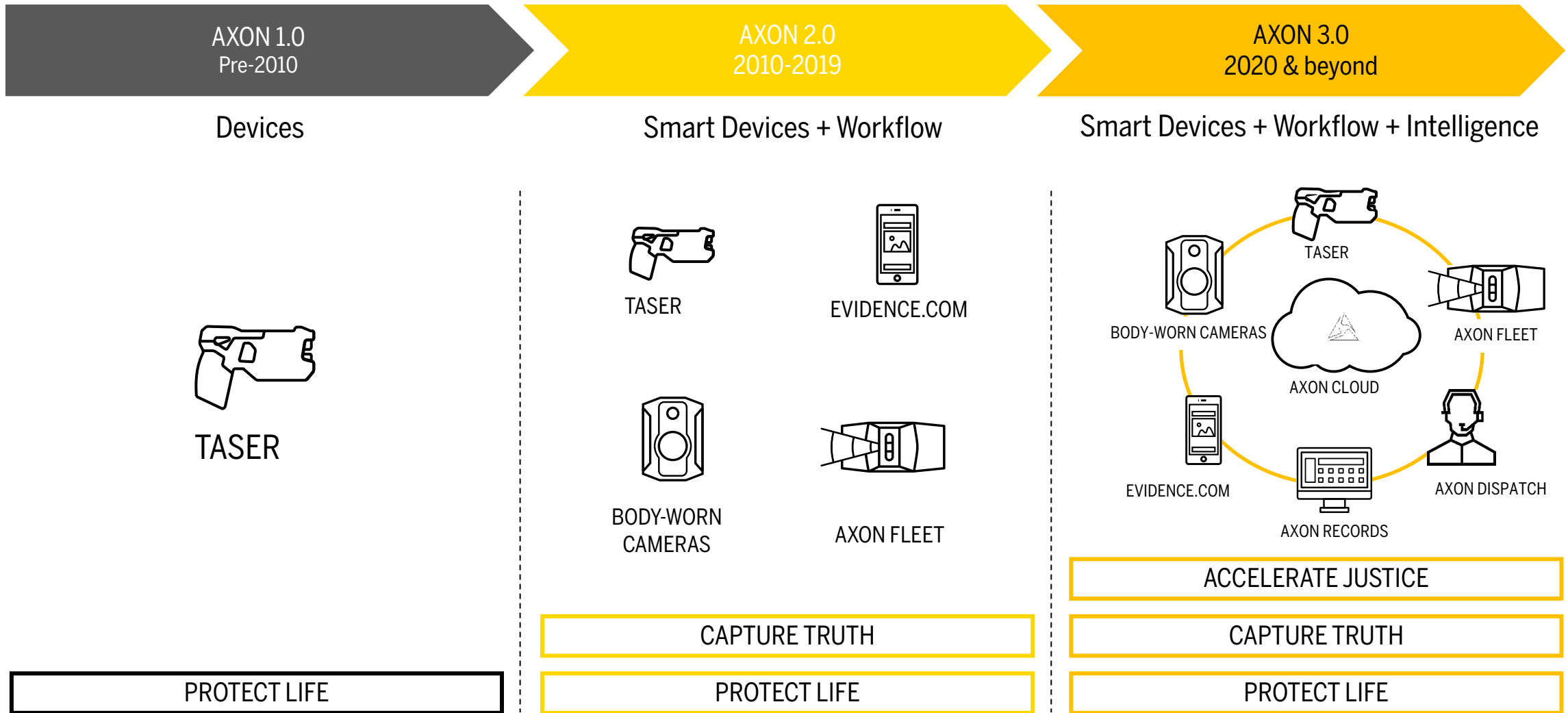
21%

2021 Adjusted EBITDA margin



Note: TASER devices in place today globally represents total number of units sold in the last 5 years and excludes Consumer devices. Annual recurring revenue is as of Axon's latest quarterly report. Refer to quarterly shareholder letters, filed on form 8-K, for Non-GAAP reconciliations

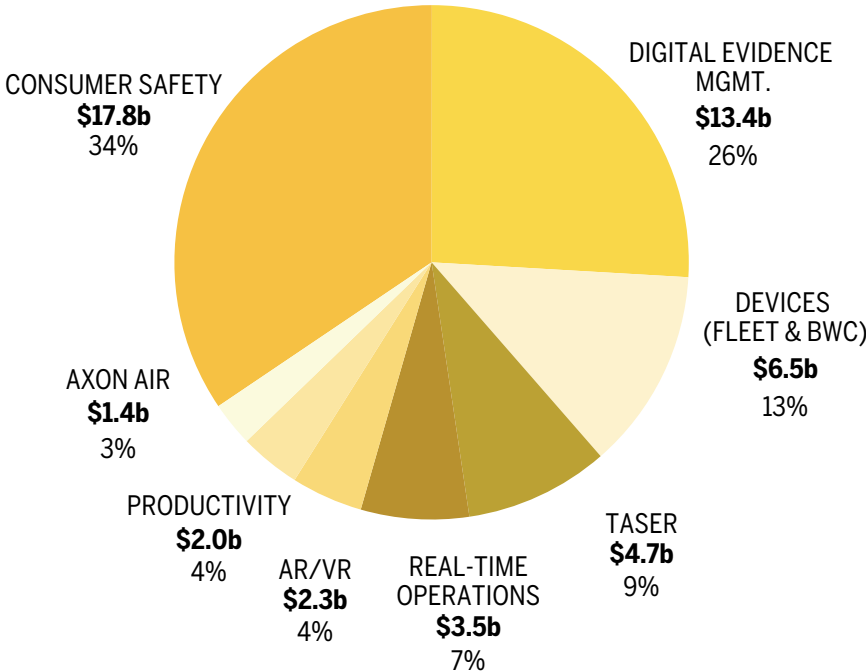
Evolving public safety ecosystem



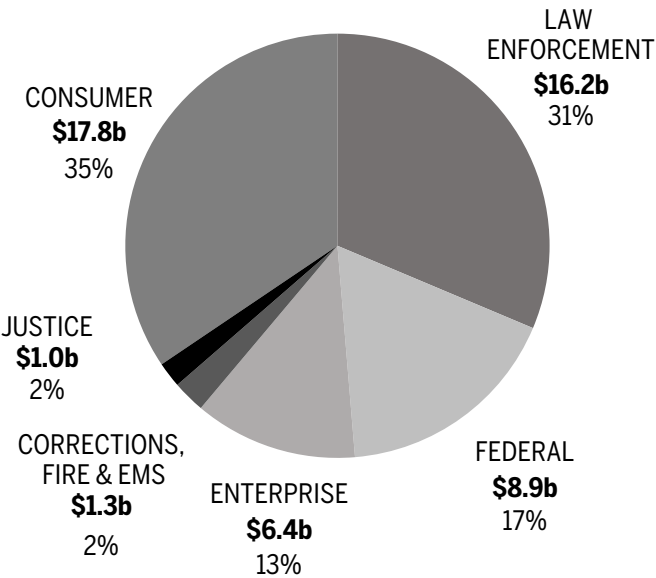
Large & growing TAM through value-added new products and markets

\$52B TAM

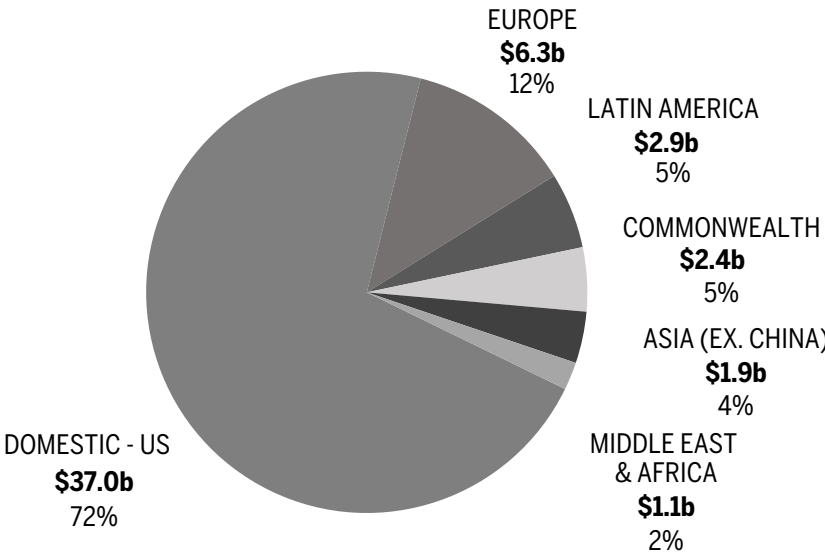
Total TAM by product



Total TAM by Market



Total TAM by Region



Our TAM methodology estimates annual potential spending on Axon products by considering total possible users in regions and markets we are selling into, based on publicly available user data by job category from U.S. Bureau of Labor Statistics and other public sources, or Axon intends to sell into in the near term, as well as current annual subscription pricing for existing products and estimated annual pricing for future products, based on an analysis of market-supported pricing. Note that with Axon's integrated bundles, under ASC 606, product (hardware) revenue is recognized upon shipment to the customer and service (software) revenue is recognized over time as a time-based obligation to the customer. The TAM, as presented, shows potential annual subscription spending, which will equal revenue recognized over the life of a multi-year contract, but spending and revenue do not always match up in the same year due to the timing difference between subscription-based payments and revenue recognition.

Growth drivers: Cloud-connected products and services

Axon products are generally cloud-connected and sold via mutually reinforcing integrated bundles. Our key revenue drivers belong to three broad categories:

TASER

TASER devices

Virtual reality & training

De-escalation tools

Software

Digital evidence management

Productivity

Real-time operations

Sensors

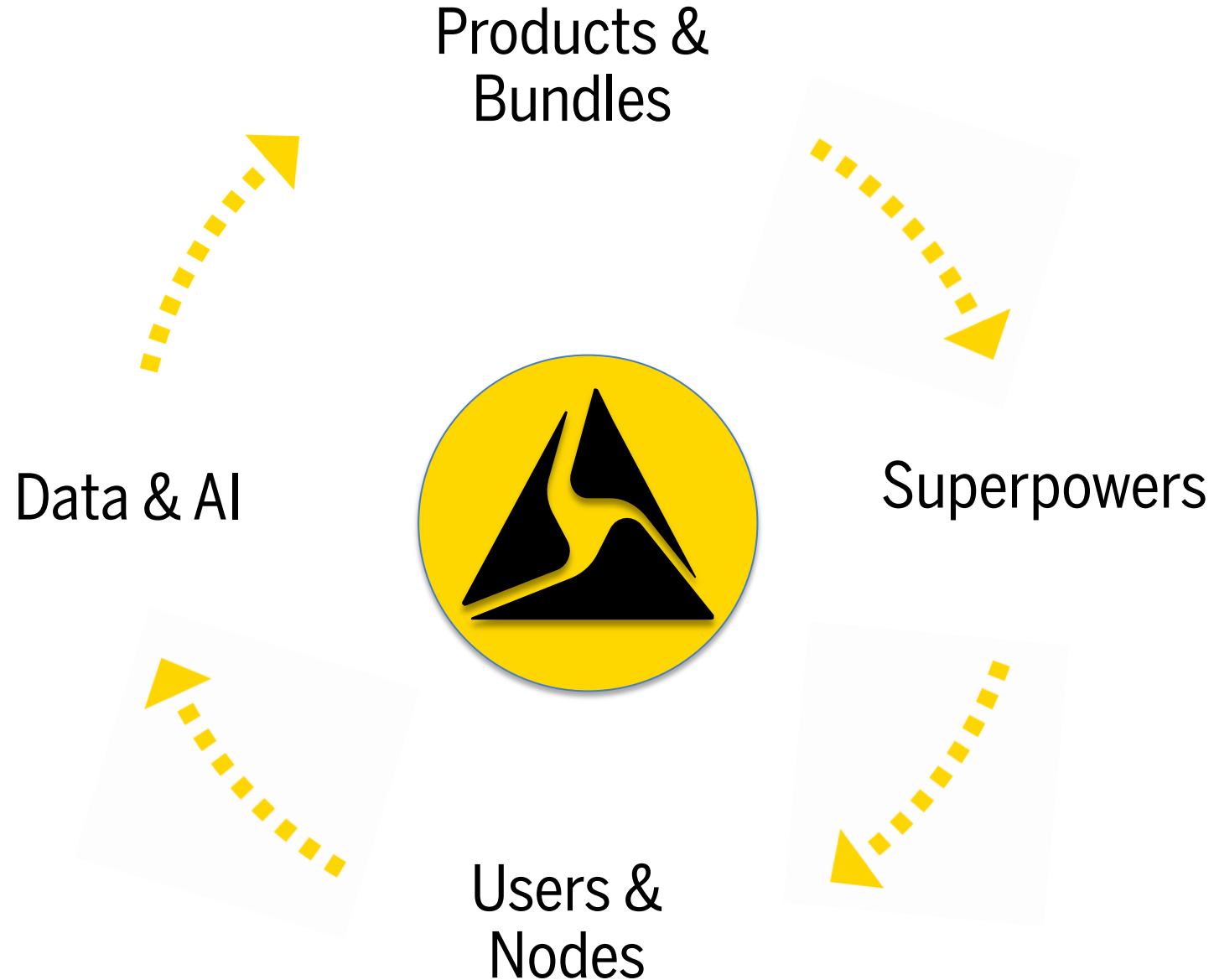
Body cameras

Fleet in-car cameras

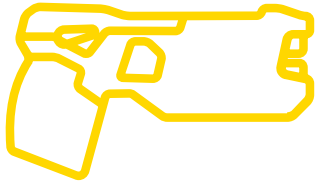
Axon Air drones



Axon flywheel:
Build products and bundles that give our customers superpowers to ensure everyone gets home safe. This creates more users (aka people) and nodes (aka devices) on the Axon network that then creates more data that we can unlock more value from with machine learning and AI. We use that to create even more great products and bundles.

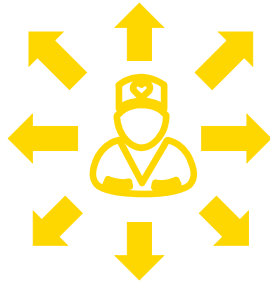


Growth driver: TASER & de-escalation has become eminent



TASER product leadership

Numerous agencies adopted cloud-connected TASER 7



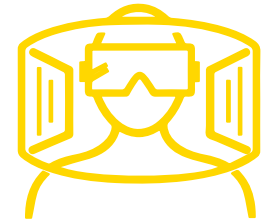
Expansion beyond public safety

Recent wins include U.S. DoJ, DHS and Corrections



Expansion into new geographies

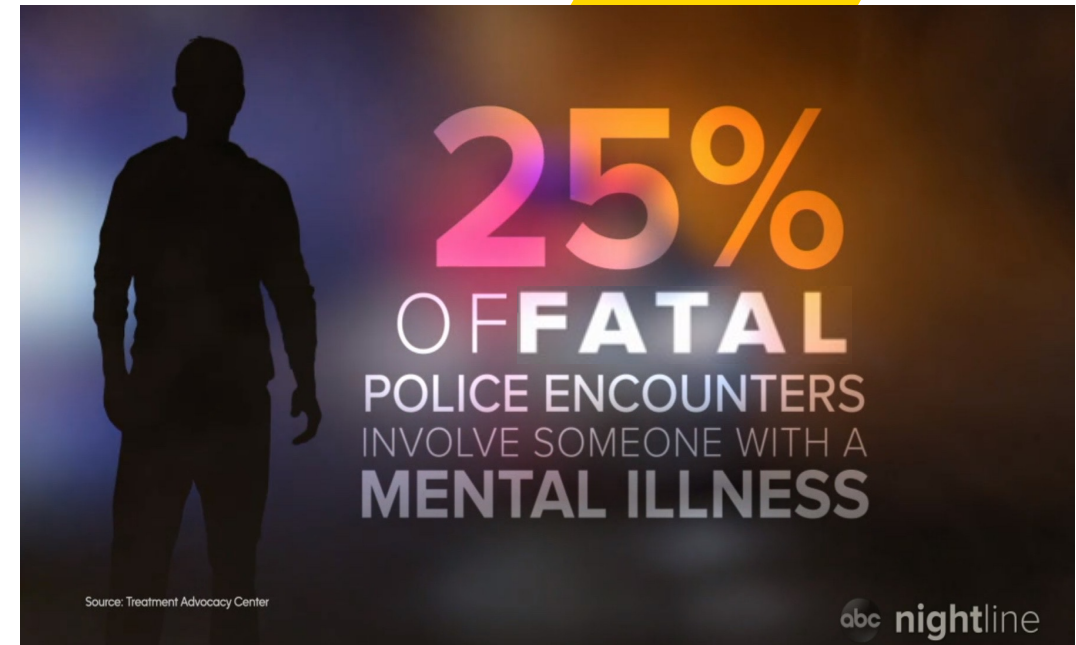
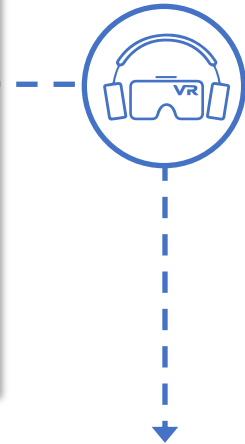
EU, EMEA, South America, etc.



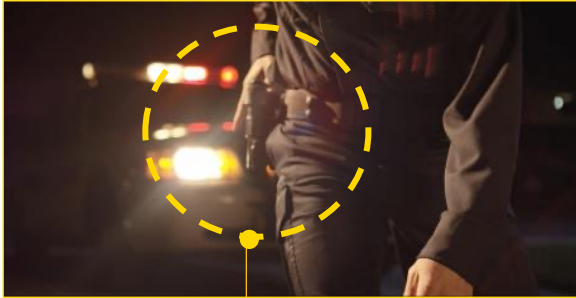
AR / VR

AR / VR empathy training delivered via Axon Cloud

Growth driver: VR training helps with unbiased and empathetic public safety



Growth driver: Cameras = transparency and trust



SIGNAL
SIDEARM



APPS



FLEX



FLEET

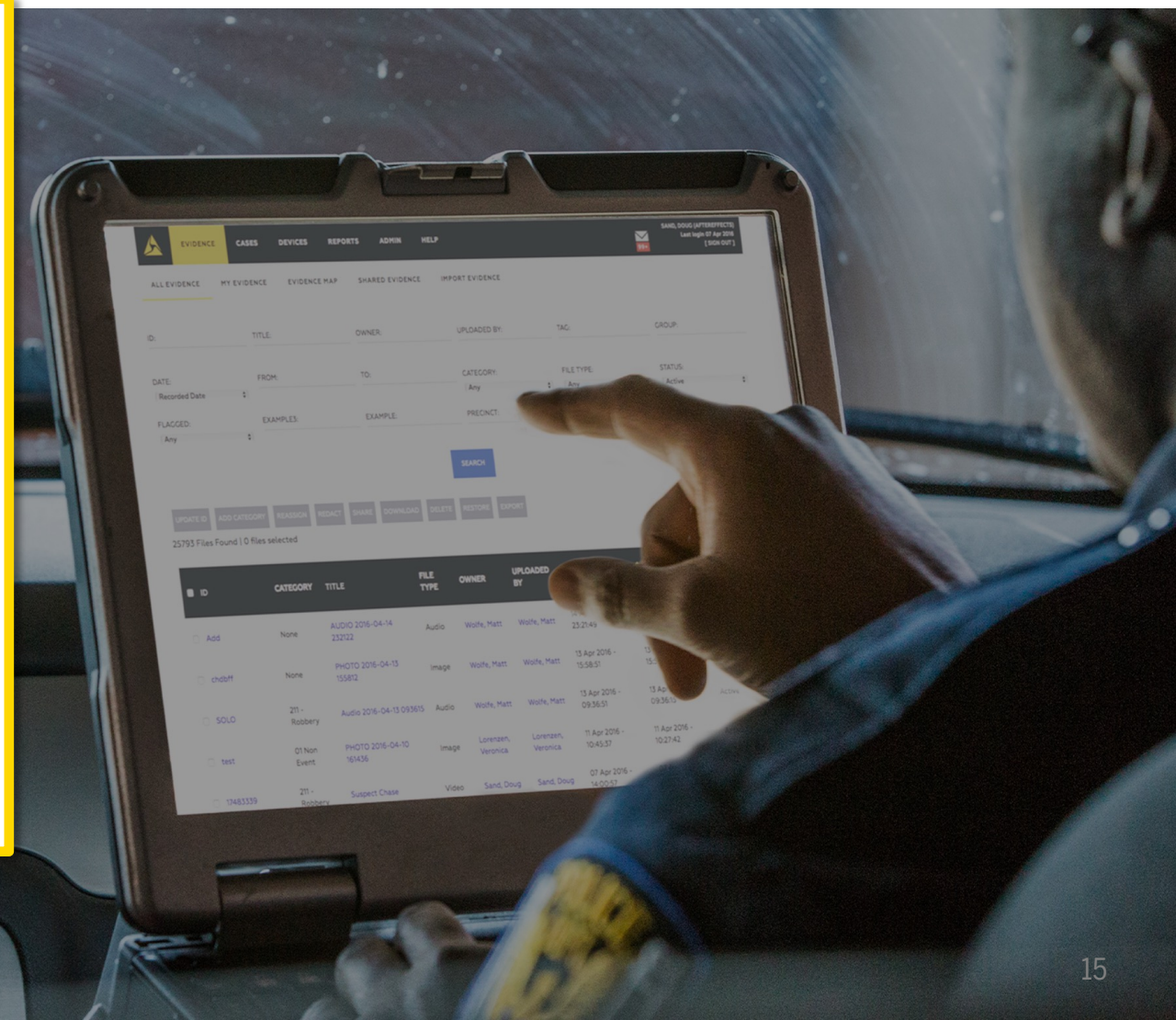


BODY

Axon Body 3
with LTE-live streaming and GPS
began shipping Sep. 2019

Body camera programs address a **transparency** and **accountability** problem.
They create a giant **data management** and **storage** problem.
Axon's camera + software solution solves all.

Growth driver: Helping agencies manage digital evidence



Understand the major digital evidence challenges Axon solves for agencies:
<https://vimeo.com/427422866>

Growth driver: Productivity solutions to unlock efficiencies in public safety

Legacy

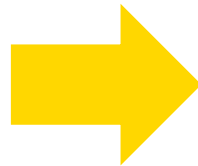


Fragmented point solutions

Bloated and expensive

Complex and stale UI

Slow, manual and reactive



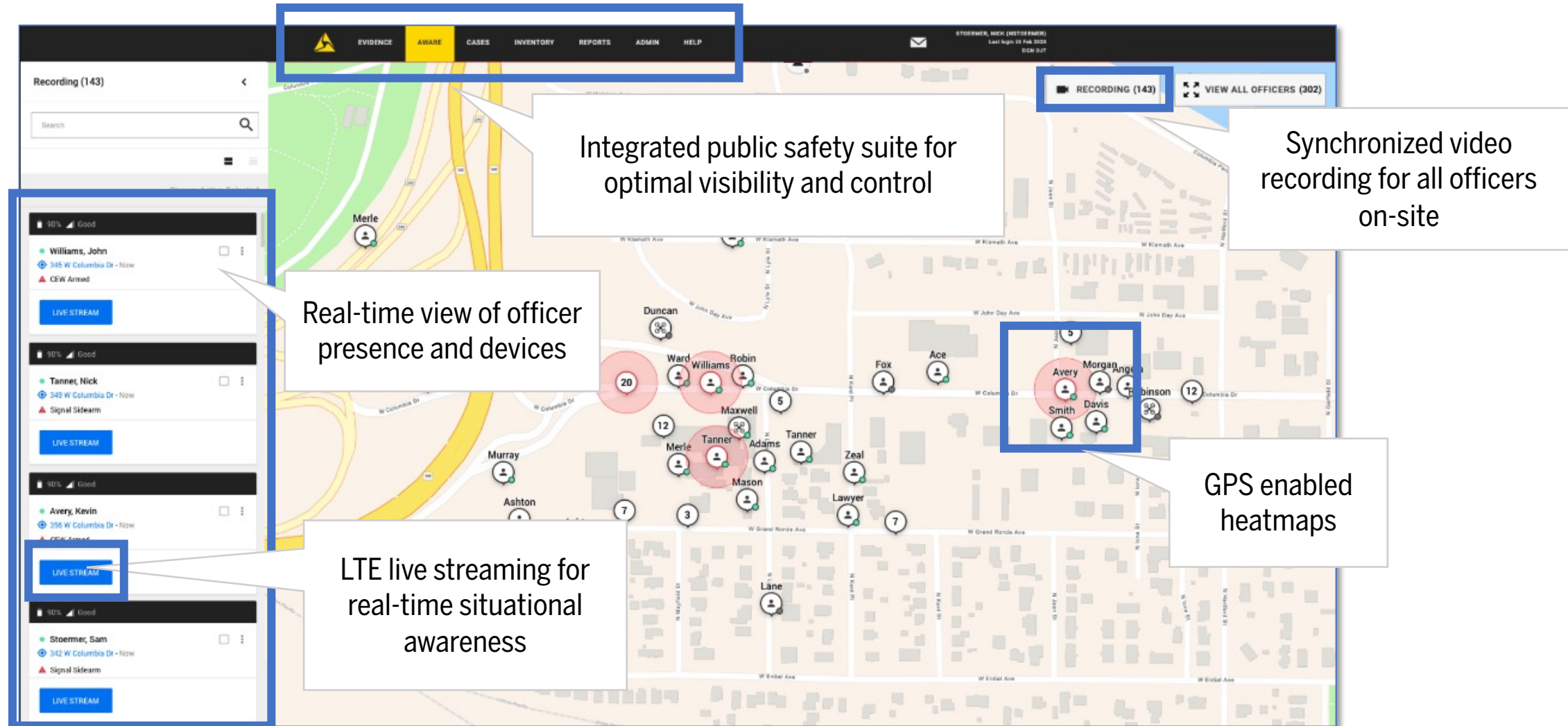
Cloud-based integrated software platform

Efficient and cost effective

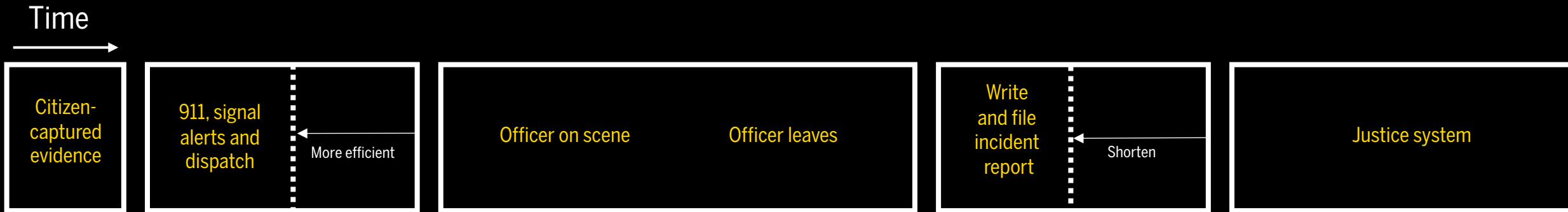
Simple and consumer-grade UI

AI-driven proactive public safety

Growth driver: Real-time operations transforms communications beyond radios



The role of Axon's strategic growth areas during a public safety incident



Axon software makes it easy to capture digital evidence, including CCTV video and citizen mobile evidence



Axon's dispatch solution enables officers to arrive knowing critical information



A TASER device may or may not be deployed when responding to an incident. If deployed, all use of force data is logged in Evidence.com, and real-time alerts are sent back to dispatch and command



Axon body cameras and Fleet cameras capture video evidence, which is safely stored in Evidence.com. Live-streaming provides real-time situational awareness back to dispatch and command



Axon Records incorporates video into the incident log and uses AI to save officers' time. All use of force is tracked using Axon Standards software.



Incident data and post-arrest interview video are used and viewed by prosecutors, defense attorneys, media, the community and the public

Video: How Axon products work together to empower public safety



<https://vimeo.com/333871354>

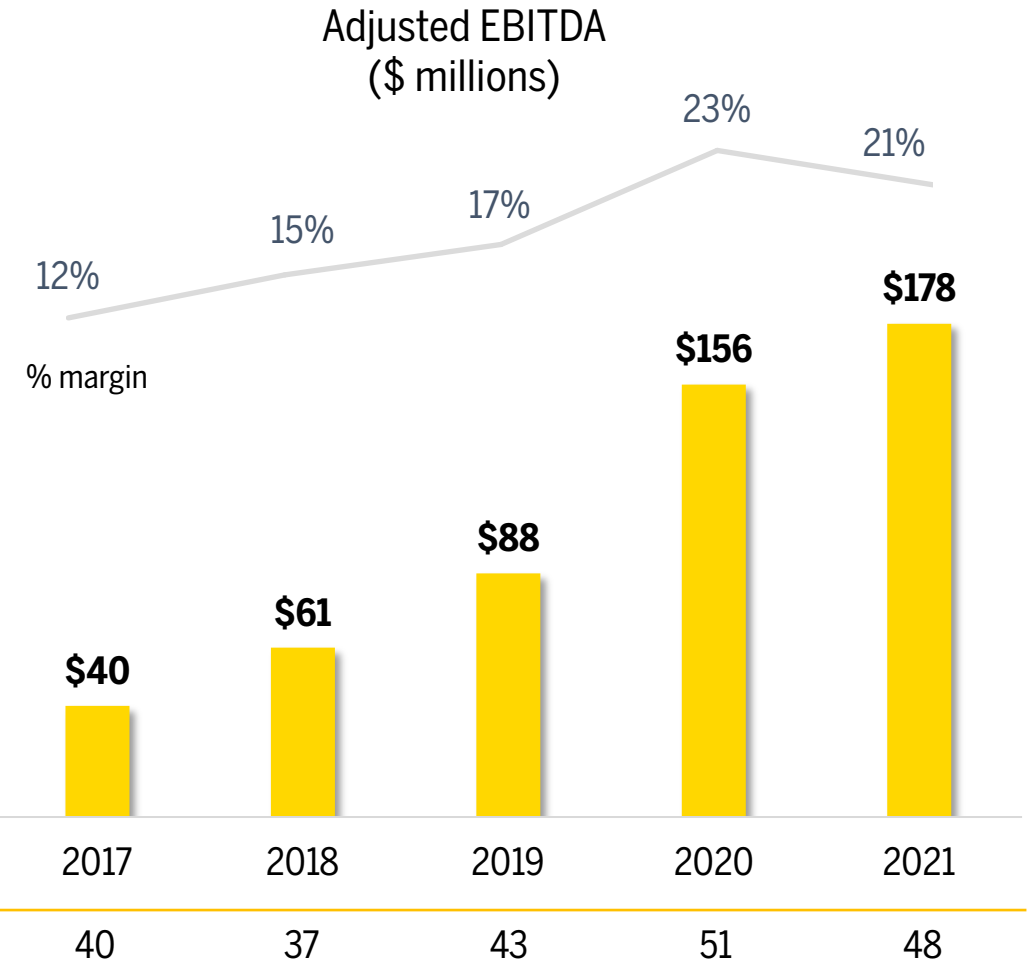
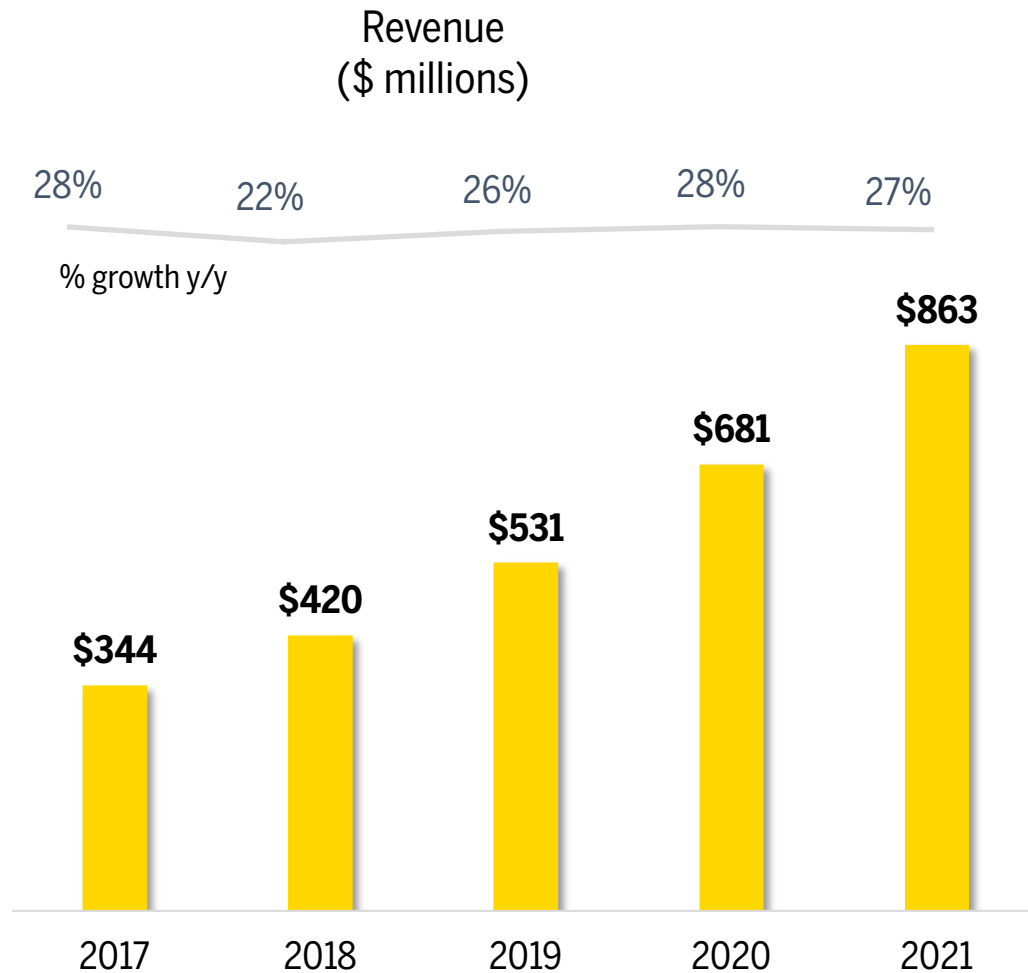
FINANCIAL OVERVIEW



Powerful long-term growth engine

- 1 Strong growth and profitability at scale, early innings of global expansion
- 2 High visibility with significant revenue from recurring bundles
- 3 Strategic R&D driving to 70%+ target gross margins and robust operating leverage
- 4 Strong cash generation and abundant operating flexibility

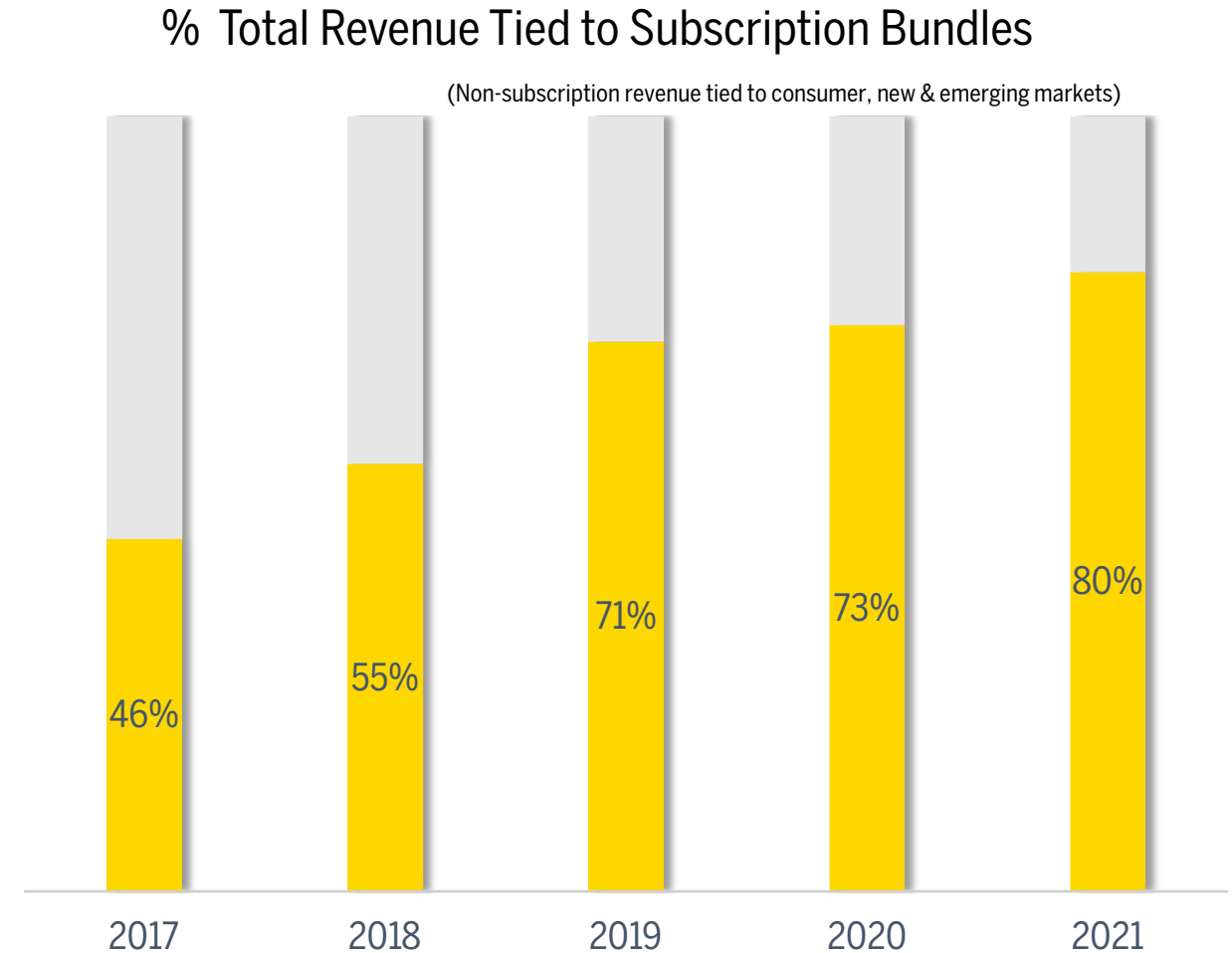
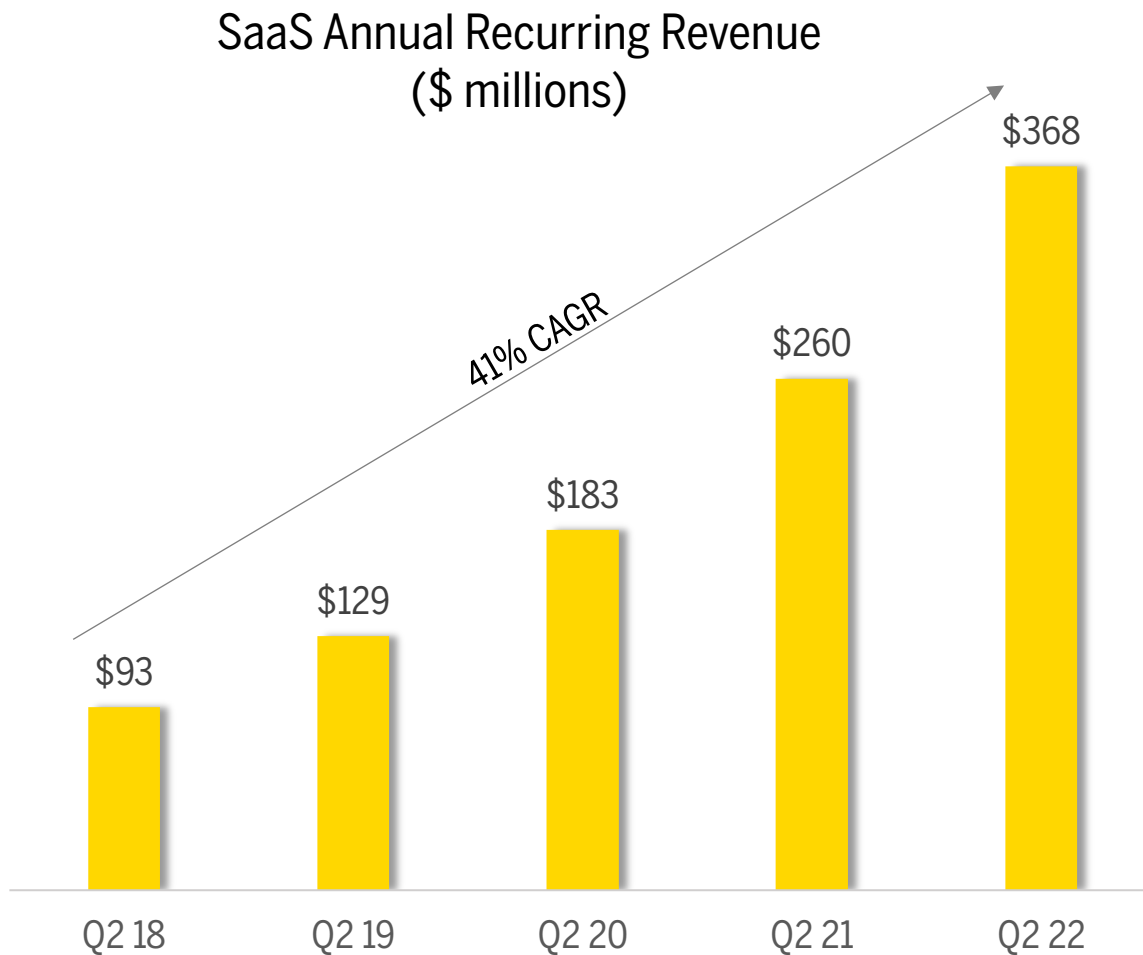
Strong growth with scaling profitability



Note: Refer to shareholder letters, filed on SEC form 8-k, for non-GAAP reconciliations

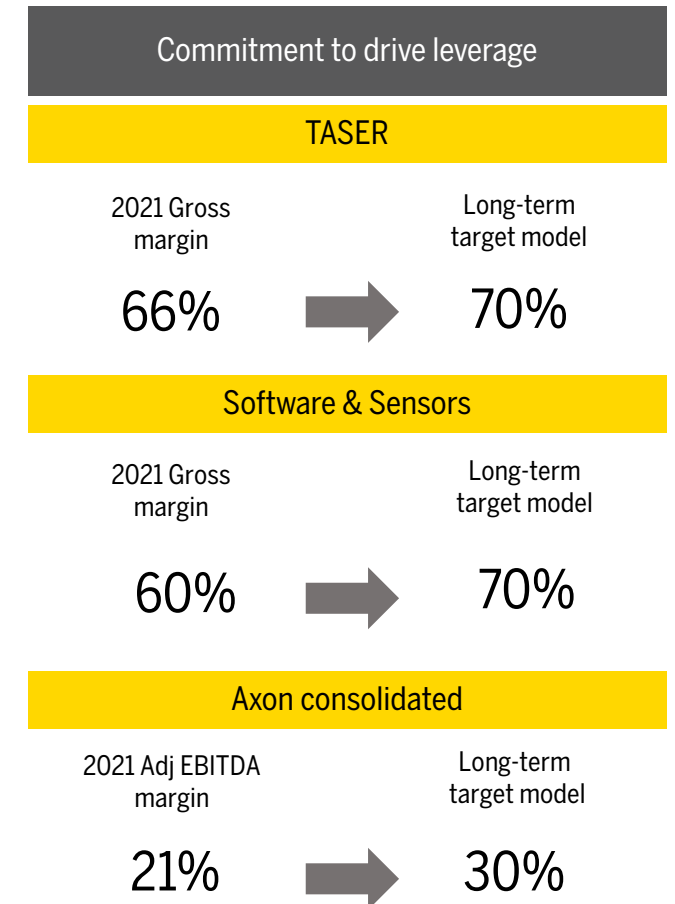
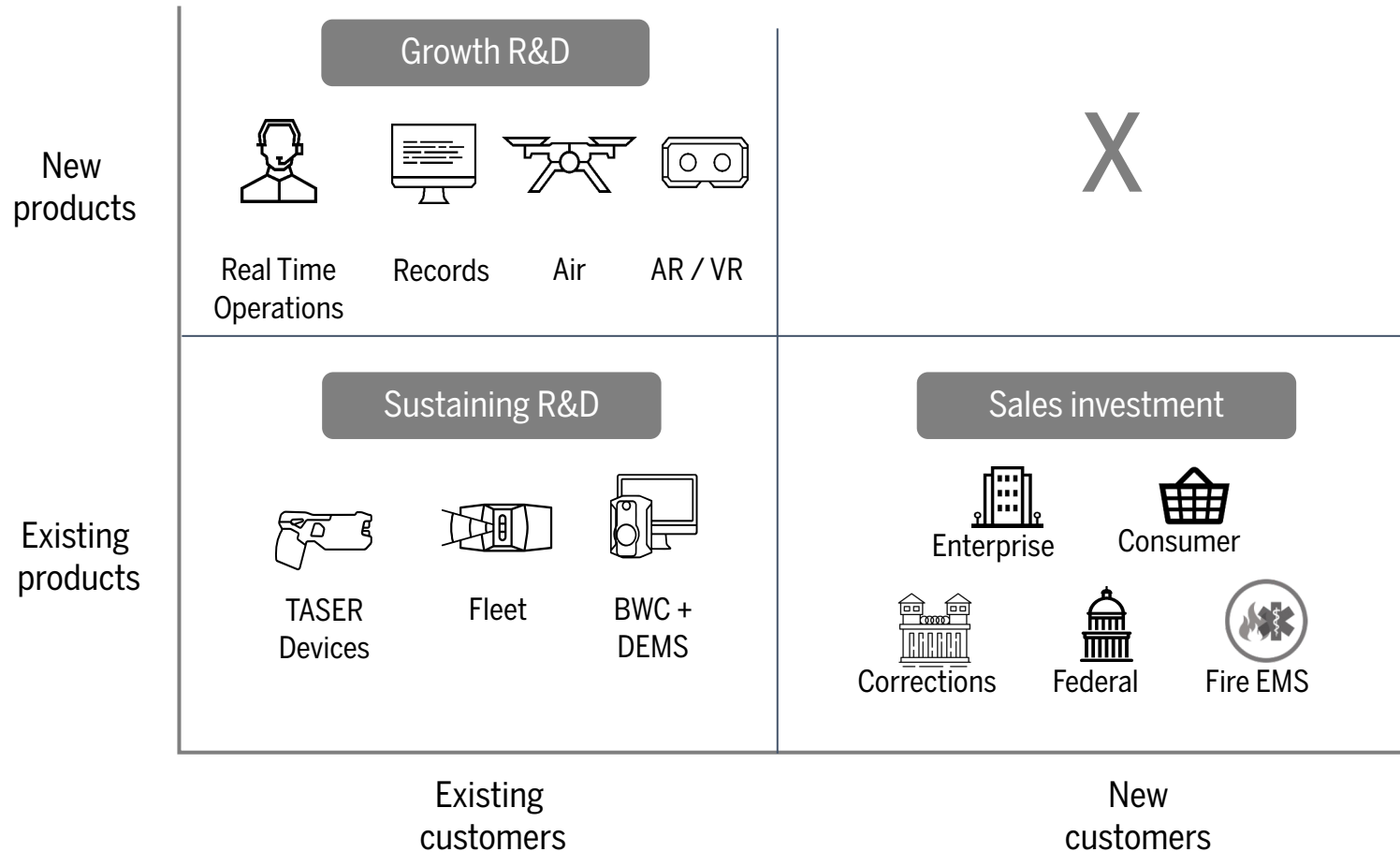
¹ Rule of 40 defined as revenue growth plus adjusted EBITDA margin

High visibility with significant revenue from recurring bundles



Note: Annual recurring revenue includes recurring license, integration, warranty and storage revenue.

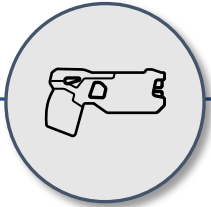
Strategic R&D driving to 70%+ target gross margins and robust operating leverage



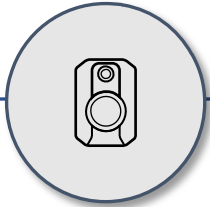
Note: Long-term targets exclude share-based compensation
 Refer to appendix for Non-GAAP reconciliations
 AR / VR – augmented reality / virtual reality
 BWC – body worn cameras
 DEMS – digital evidence management system

Axon's path

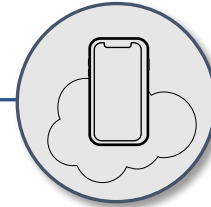
BY 2030, WE BELIEVE



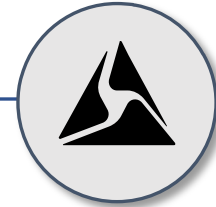
TASER will obsolete
the bullet



AI will eliminate
paperwork








Cloud & IoT will
transform
communications



Axon will reimagine
public safety



Key Considerations

-  Powerful platform revolutionizing public safety and creating societal value
-  High-growth subscription revenue model with track record of significant operating leverage
-  Addressing a \$52 billion market opportunity and millions of users globally
-  Holistic software / AI-based solution for public safety, from incident to judicial process
-  Management team with a proven track record of executing, unlocking new markets

The background features a dark, gradient surface with several glowing, curved lines in shades of blue and orange. These lines are interspersed with numerous small, out-of-focus circular bokeh lights in similar colors, creating a sense of depth and light trails.

APPENDIX

Strong, Engaged Independent Board of Directors



MICHAEL GARNREITER
Chairman of the Board



JULIE ANNE CULLIVAN
Director



HADI PARTOVI
Director



CAITLIN KALINOWSKI
Director



ADRIANE BROWN
Director



DR. MATTHEW R. MCBRADY
Director



MARK W. KROLL, PH.D
Director



Note: Independent directors

Axon's Independent Community Advisory Coalition



Rev. KELVIN
SAULS

New Ministries in the California-Pacific
Conference of the United Methodist Church
Columnist



MICHELLE
VILCHEZ

Peninsula Conflict Resolution
Center



JEFF
TAYLOR

Lobbyist & Legislation Writer



JEFF
EADIE

The Indigenous Institute



BERTHA
PURNELL

Mothers on a Mission 28
Crime Survivors for Safety & Justice
Gun Violence Task Force
Funeral Home Task Force



DEVON
SIMMONS

Incarceration Nations Network



BRODERICK
TURNER

The Flea-Market Lab
Professor at Virginia Tech



TONYA
STROZIER

Tucson Alliance of Black School
Educators
Mayor's Racial Equity & Justice
Advisory Council



LOUIS
FRYE

Movement Thru Hoops
Team First



DESMOND
PATTON

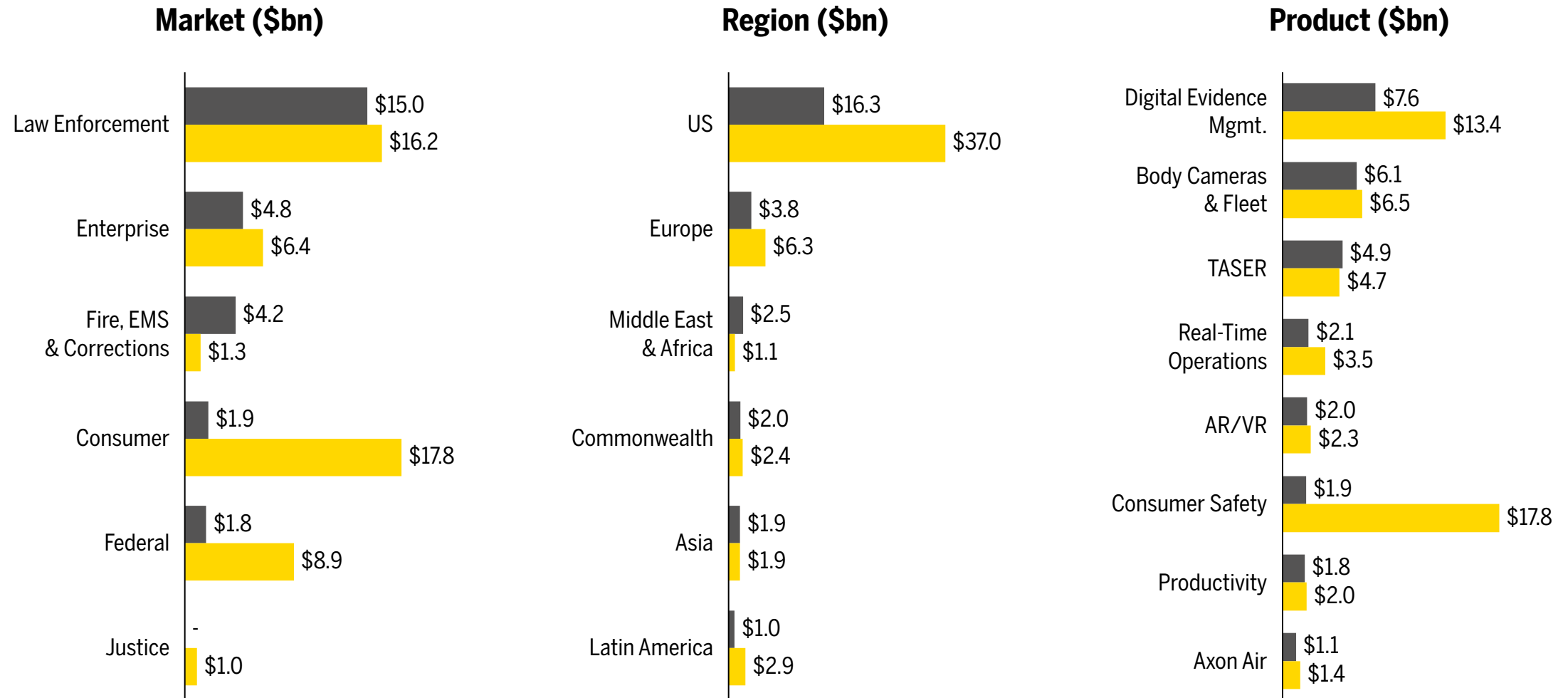
SAFELab
Social Intervention Group
Professor & Associate Dean at
Columbia University



WILNEIDA
NEGRON

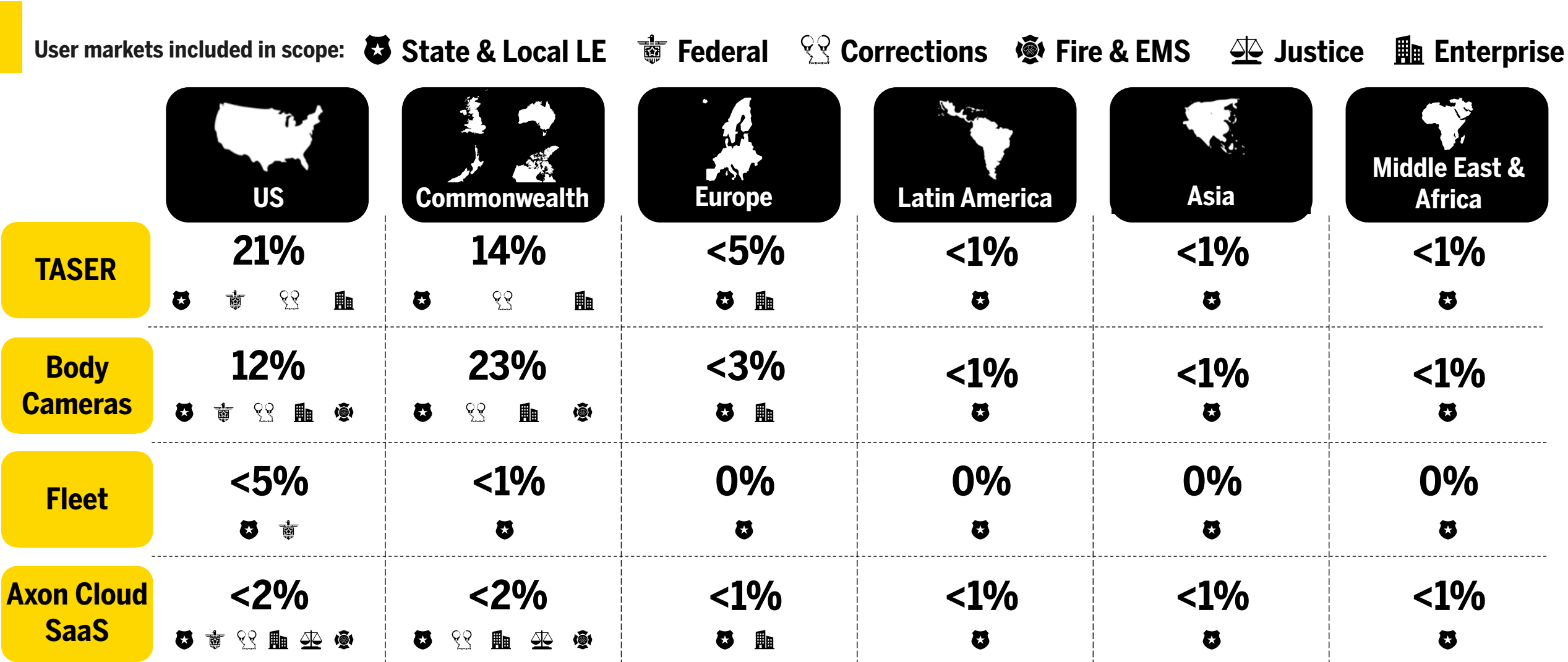
Ford Foundation
Mozilla
Professor John Jay College of Criminal Justice

2020 to 2021 TAM Walk-up from \$27bn to \$52bn



Our TAM penetration methodology factors in Axon's internal estimates for unit sales to date and software revenue to date, as well as potential users based on publicly available data. Commonwealth includes UK, Canada, Australia and New Zealand. Europe excludes UK. Asia excludes China and Russia. TASER, body camera and Axon Fleet percentages represent user penetration, while Axon Cloud SaaS represents dollar penetration. Consumer TASER not included within TASER TAM penetration. Consumer TASER penetration is less than 1% in the US. Axon Cloud SaaS includes Digital Evidence Management, Productivity and Real-Time Operations. Axon Air & AR/VR are not shown given estimated TAM penetrations of about 0%.
 Note: TAM figures may not foot due to rounding

TAM Penetration by Product Category and Region



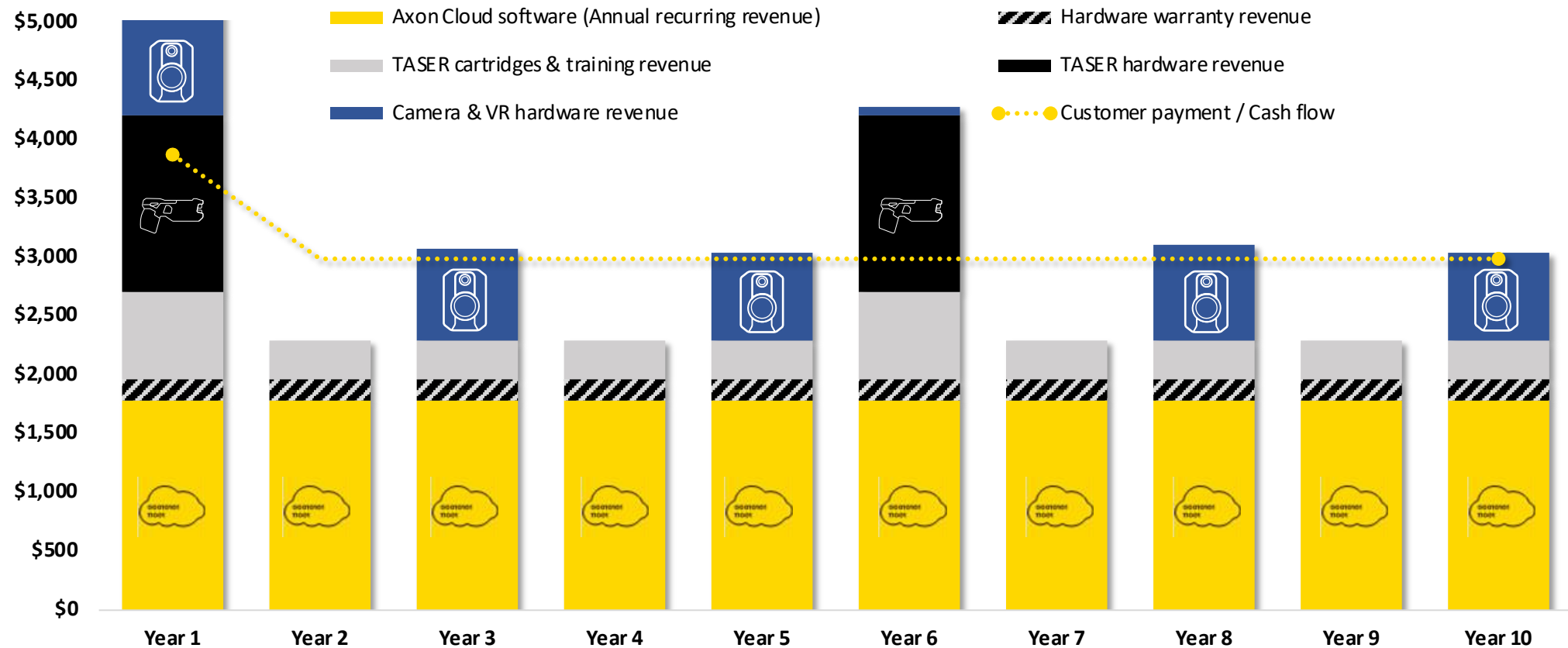
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	TASER WEAPON BUNDLES							CAMERA + DEMS BUNDLES								WEAPON + CAMERA + SOFTWARE BUNDLES			
	Taser 60 Basic (X2)	Taser 60 Unlimited (X2)	Taser 7 CQ Budget	Taser 7 CQ Dock	Taser 7 Basic	Taser 7 Cert	Taser 7 Cert + VR	Unlimited Body Camera	Basic License	Pro License	Pro + License	Fleet 2 Unlimited	Fleet 3 Basic	Fleet 3 Basic + TAP	Fleet 3 Advanced	OSP Standard	OSP 7	OSP 7+	OSP 7+ Premium
Monthly Price	\$35	\$48	\$39	\$49	\$42	\$60	\$78	\$89	\$15	\$39	\$79	\$129	\$129	\$169	\$208	\$109	\$159	\$209	\$249
Additional Required Purchase	Cartridges	n/a	n/a	n/a	Cartridges	n/a	n/a	Upfront Camera HW	n/a	n/a		n/a	n/a	n/a	n/a	Upfront HW + Cartridges	Upfront Camera HW	Upfront Camera HW	Upfront Camera HW
Legacy Weapon (X26P or X2)	✓	✓														✓			
Taser 7 CQ			✓	✓															
Taser 7					✓	✓	✓										✓	✓	✓
Unlimited Duty Cartridges		✓				✓	✓										✓	✓	✓
Limited Duty Cartridges			✓	✓															
Training Cartridges			✓	✓		✓	✓										✓	✓	✓
Rechargeable Batteries + Dock				✓	✓	✓	✓									✓	✓	✓	✓
Weapon E.com License				✓	✓	✓	✓										✓	✓	✓
VR Training + HTC Vive Headset							✓												✓
Basic E.Com License									✓										
Professional E.com License								✓		✓	✓					✓	✓	✓	✓
Unlimited Storage								✓				✓	✓	✓	✓	✓	✓	✓	✓
Camera HW upgrade every 2.5 years								✓								✓	✓	✓	✓
Year 5 Camera Upgrade												✓		✓	✓				
3rd Party Storage								✓			✓					✓	✓	✓	✓
Respond for Devices																	✓	✓	✓
Respond for Devices+															✓			✓	✓
Axon Signal Sidearm												✓	✓	✓	✓		✓	✓	✓
Axon Signal Vehicle																		✓	✓
Axon Performance										✓								✓	✓
Channel Services																		✓	✓
Auto-Tagging										✓								✓	✓
Axon Redaction Assistant										✓								✓	✓
Third Party Video Support										✓								✓	✓
ALPR															✓				
Axon Citizen for Communities										✓								✓	✓
Axon Records																		✓	✓
Records Lite										✓							✓	✓	✓
Axon Auto-Transcribe																			✓

Right-sized
& custom
bundles for
any agency

Officer Safety Plan 7+ Premium Integrated Bundle

Customer payment & cash flow = \$249 / officer / month over 5 years + program startup fee
Illustrative GAAP revenue allocation per officer



TASER hardware revenue recurs every 5 years. Camera and VR hardware revenue recurs approximately every 2.5 years.. >90% of cash flows are reoccurring. Chart assumes no upsell upon contract renewal for illustrative purposes.

Non-GAAP reconciliation

	Six months ended		Twelve months ended		
	30-Jun-2022	30-Jun-2021	31-Dec-2021	31-Dec-2020	31-Dec-2019
EBITDA and Adjusted EBITDA					
Net income (loss)	\$ 105,833	\$ (95,034)	\$ (60,018)	\$ (1,724)	\$ 882
Depreciation and amortization	11,965	8,582	18,694	12,475	11,361
Interest expense	11	22	28	55	46
Investment interest (income) expense	930	(1,035)	(1,511)	(4,086)	(7,040)
Provision for (benefit from) income taxes	35,097	(6,487)	(81,357)	(4,567)	1,188
EBITDA	\$ 153,836	\$ (93,952)	\$ (124,164)	\$ 2,153	\$ 6,437
Adjustments					
Stock-based compensation expense	\$ 46,250	\$ 227,159	\$ 303,331	\$ 133,572	\$ 78,495
Net realized and unrealized gains on strategic investments and marketable securities ¹	(103,836)	(40,855)	(23,035)	(2,055)	–
Transaction costs related to strategic investments and acquisitions	1,835	495	2,068	1,032	–
Loss on disposal and abandonment of intangible assets	48	130	146	320	67
Loss on disposal and impairment of property and equipment, net	189	43	92	1,722	2,542
Costs related to FTC litigation	295	380	741	19,064	240
Payroll taxes related to XSPP vesting and CEO Award option exercises	–	3,669	18,933	–	–
Adjusted EBITDA	\$ 98,617	\$ 97,069	\$ 178,112	\$ 155,808	\$ 87,781
Adjusted EBITDA margin	18.2%	23.5%	20.6%	22.9%	16.5%

(1) Includes unrealized gains of \$28.6 million and realized gain of \$12.3 million for the three and six months ended June 30, 2021.