



# INVESTOR PRESENTATION

[VIEW REPORT](#)

AUGUST — 2025





# 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, including statements related to our user base and customer profiles; the impact of pending litigation; strategies and trends relating to subscription plan programs and revenues; statements related to recently completed acquisitions; our anticipation that contracts with governmental customers will be fulfilled; our expectations about the future implementation of new strategies related to artificial intelligence; the timing and realization of future contracted revenue; the fulfillment of bookings; strategies and trends, including the amounts and benefits of R&D investments; the sufficiency of our liquidity and financial resources; 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 2025 full year revenue, stock-based compensation expense, Adjusted EBITDA, Adjusted EBITDA margin 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 Annual Report on Form 10-K for the year ended December 31, 2024 and our Quarterly Report on Form 10-Q for the quarter ended June 30, 2025. 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: our exposure to cancellations of government contracts due to non-appropriation clauses, exercise of a cancellation clause or non-exercise of contractually optional periods; the ability of law enforcement agencies to obtain funding, including based on tax revenues; our ability to design, introduce and sell new products, services or features; our ability to defend against litigation and protect our intellectual property, and the resulting costs of this activity; our ability to win bids through the open bidding process for governmental agencies; our ability to manage our supply chain and avoid production delays, shortages and impacts to expected gross margins; the impacts of inflation, macroeconomic conditions and global events; the impact of catastrophic events or public health emergencies; the impact of stock-based compensation expense, impairment expense and income tax expense on our financial results; customer purchase behavior, including adoption of our software as a service delivery model; negative media publicity or sentiment regarding our products; the impact of various factors on projected gross margins; defects in, or misuse of, our products; changes in the costs of product components and labor; loss of customer data, a breach of security or an extended

outage, including by our third-party cloud-based storage providers; exposure to international operational risks; delayed cash collections and possible credit losses due to our subscription model; changes in government regulations in the United States 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 integrate acquired businesses; the impact of declines in the fair values or impairment of our investments, including our strategic investments; our ability to attract and retain key personnel; litigation or inquiries and related time and costs; our ability to remediate the material weakness in our internal controls; and counterparty risks relating to cash balances held in excess of federally insured 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. These factors are intended as cautionary statements for investors within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and Section 27A of the Securities Act of 1933, as amended. Readers can find them under the heading "Risk Factors" in our Annual and Quarterly Reports, 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 8-K, 10-Q and 10-K reports to the SEC. Our filings with the SEC may be accessed at the SEC's website at [www.sec.gov](http://www.sec.gov).



# OVERVIEW



# OUR MISSION IS TO PROTECT LIFE

Axon is building the technology ecosystem for **public safety**.



- Technology platform revolutionizing public safety

- Mission-driven to protect life, capture truth and accelerate

- Market leader in cloud-powered integrated hardware and software for public safety

- Attractive financial profile with high revenue growth, attractive gross margins and significant profitability

**\$129B**

total addressable market

## BY THE NUMBERS

**1M+**

software users

**1M+**

TASER devices sold



## OUR MOONSHOT

**CUT GUN-RELATED  
DEATHS BETWEEN  
POLICE AND PUBLIC  
BY 50% BY 2033**



# OUR LEADERSHIP

We are led by our founder and a leadership team with a track record of **scaling innovative products and driving sustainable growth.**

**RICK SMITH**

Chief Executive Officer  
& Founder

**JOSH ISNER**

President

**BRITTANY BAGLEY**

Chief Operating Officer  
& Chief Financial Officer

**JEFF KUNINS**

Chief Product Officer  
& Chief Technology Officer

**CAMERON BROOKS**

Chief Revenue Officer



# WE SERVE AND PROTECT OUR CUSTOMERS EVERY DAY

## U.S. STATE & LOCAL



Trusted by over 17,000 state and local public safety agencies

Supporting U.S. public safety across law enforcement, corrections, justice and fire & EMS

## U.S. FEDERAL



FedRAMP High cloud services

Growing applications across U.S. federal civilian and Department of Defense

## INTERNATIONAL



Deployed in more than 85 international countries

Large international police forces globally investing in new technologies

## ENTERPRISE



Workplace safety is a top priority investment area for frontline retail workers

Private security is tangential to law enforcement

# RESULTS AND OPPORTUNITIES

**Our mission drives** our results and opportunities.



**\$2.1B**

2024 annual revenue

**\$1.2B**

annual recurring revenue\*

**\$129B**

total addressable market

**25.0%**

2024 annual Adjusted EBITDA margin\*

**124%**

net revenue retention\*

**\$10.7B**

future contracted bookings\*

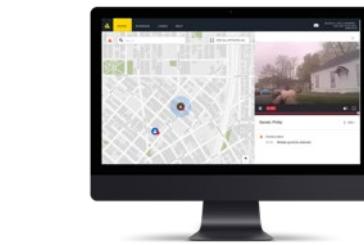


# OUR ECOSYSTEM





# OUR TECHNOLOGY ECOSYSTEM POWERS CONNECTED HARDWARE DEVICES AND SOFTWARE & SERVICES



PROTECT  
LIFE



CAPTURE  
TRUTH



ACCELERATE  
JUSTICE

# HARDWARE & DEVICES

## TASER DE-ESCALATION & TRAINING



## CONNECTED VIDEO & SENSORS



## DRONES & ROBOTIC SECURITY



**TASER devices** are the proven, life-saving tools that empower public safety professionals to de-escalate with effective, less-lethal force. Our TASER platform is supported by advanced virtual reality solutions to enhance performance-based officer training while being cost-efficient.

Axon is a market leader in connected **body cameras, in-car cameras and sensors** for real-time situational awareness, providing mission critical transparency in real-time.

Our **drone & robotic security** products provide public safety agencies with scalable end-to-end solutions that enhance situational awareness, optimize resources and improve operational efficiency while seamlessly integrating with our ecosystem.

# SOFTWARE & SERVICES

## DIGITAL EVIDENCE MANAGEMENT



**Axon Evidence** is used in every state in the U.S. and 90 countries worldwide. Axon Evidence is a secure, cloud-based platform that enables law enforcement and enterprises to efficiently store, manage and share critical evidence while ensuring chain of custody and compliance.

## REAL-TIME OPERATIONS



**Axon Respond and Fusus** is a real-time operations platform that enhances situational awareness by enabling live video streaming, interactive mapping and critical alerts to help first responders make faster, more informed decisions.

## AI & PRODUCTIVITY



Our **AI solutions and productivity suite** harnesses the power of artificial intelligence to transform public safety by boosting efficiency and increasing decision-making, while empowering officers and safeguarding communities.

# ECOSYSTEM AT A GLANCE

## ACQUISITIONS

 **Dedrone**

 **FOUNDRY 45 fusus**

 **-iINPUT-ACE**

 **my90**

 **SKY-HERO**

## TRAIN & PREPARE

-  TREND
-  TASER Master Instructor School
-  Axon Training Pod
-  Axon Academy
-  Axon VR Training
-  BWC Certification

## COMMUNICATE & ACT

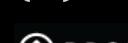
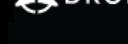
-  Axon Body
-  TASER
-  Axon Signal
-  Axon Fleet
-  Dedrone by Axon
-  Axon Air
-  Axon DFR
-  Axon Robotics
-  Axon Fusus

Community Request

-  Axon Standards
-  Axon Investigate
-  Axon Performance
-  Axon Interview
-  Axon Evidence
-  Axon Records
-  Axon Justice
-  Draft One
-  My90 by Axon

## ANALYZE & REPORT

## PARTNERSHIPS

-  **AT&T**
-  **Auror.**
-  **CITIZEN**
-  **DRONESENSE**
-  **FOTOKITE**
-  **Microsoft**
-  **ring**
-  **Skydio**
-  **verizon**

## AXON ECOSYSTEM

# AXON PRODUCTS DELIVER RESULTS FOR OUR CUSTOMERS

What customers are saying:



“Decrease time spent redacting evidence by **75% with Redaction Assistant.**”

*Rowlett Police Department*



“Decrease time spent writing incident reports by **67% through Draft One.**”

*Fort Collins Police Department*



“**Fleet 3 ALPR** covers equivalent to **five officers in the field.**”

*Fairfax County Police Department*



“Over **400+** unauthorized drone detections with **Dedrone.**”

*Tulsa State Fair*



“**TASER 10** was a no-brainer.”

*Scottsdale Police Department*



“Increase the recovery of a stolen vehicle by **32 minutes with Fusus.**”

*Cobb County Police Department*



# MARKET OPPORTUNITY

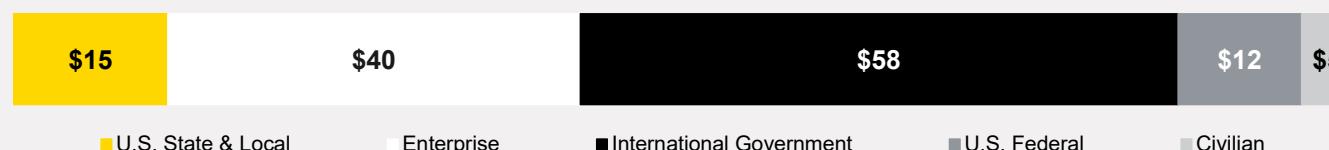




# MASSIVE MARKET OPPORTUNITY

## BY END CUSTOMER (\$B)

Law enforcement use cases across our end customers account for approximately 50% of our Total Addressable Market (TAM). Within U.S. State & Local, our law enforcement opportunity is approximately \$11 billion.



**U.S. State & Local Law Enforcement TAM is under 15% penetrated\***

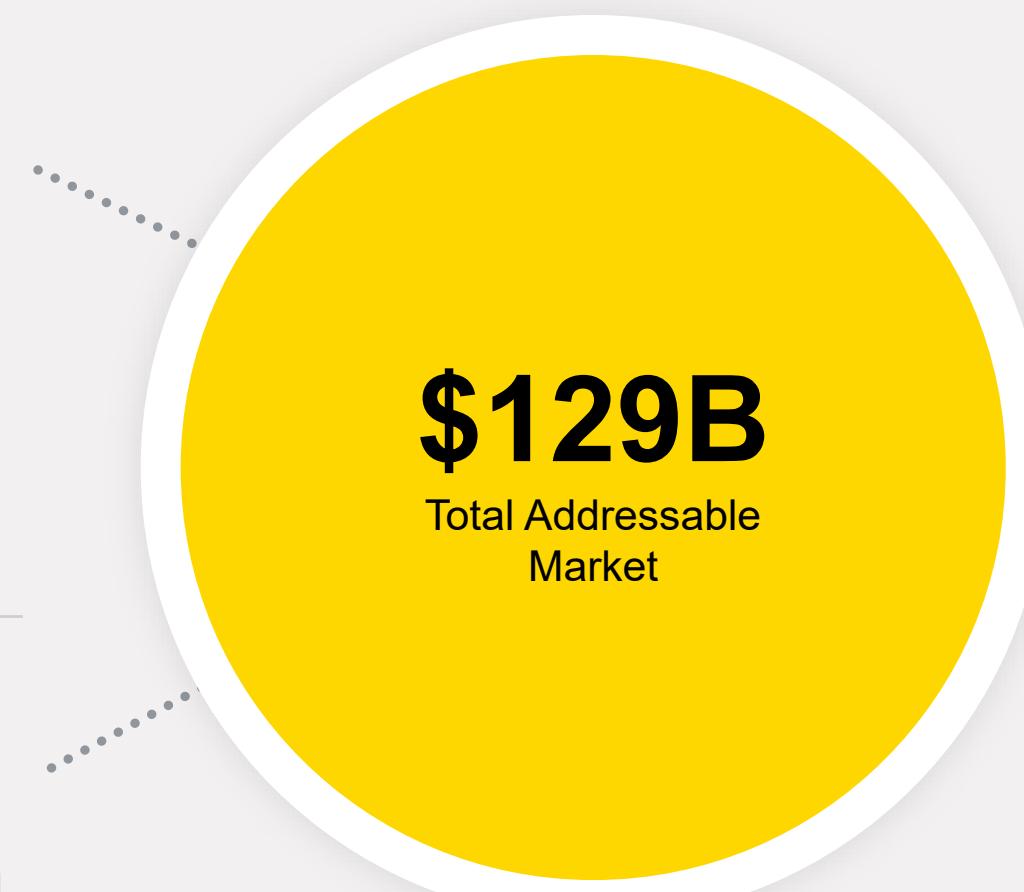
## BY PRODUCT AREA (\$B)

Digital evidence management (DEMS), associated software add-ons, TASER, training and body camera products are primarily sold on a per-user basis in various subscription plans, including Officer Safety Plan (OSP). These user solutions account for approximately 50% of our TAM.



■ U.S. State & Local law enforcement accounted for approximately 75% of company revenue in 2024 vs. TAM of \$11 billion.

Note: Our TAM estimates are based on publicly available data on user counts, our assessment of in-scope users of our products based on current applications and sales channels, using the latest data published by national governments, surveys, studies and proprietary information. Note that under ASC 606, product revenue is recognized upon shipment to the customer and service revenue is recognized over time as a time-based obligation to the customer. The TAM reflects potential annual subscription spending — revenue recognized over the life of a multi-year contract — even though spending and revenue may not align in the same year due to timing differences. Due to rounding, the sum of the individual vectors may not equal our total TAM estimate of \$129 billion.



# MULTI-FACETED GROWTH DRIVERS

## UPGRADE PRODUCTS



## CREATE NEW CATEGORIES



## MODERNIZE ANTIQUATED TECHNOLOGIES



## SOLVE UNIVERSAL PROBLEMS



## EXPAND GLOBALLY



Axon relentlessly innovates and improves existing products. Public safety adoption is typically gradual and durable over many years.

Axon's ecosystem provides a seamlessly integrated experience for customers exploring emerging product categories such as AI, drones and robotic security.

Legacy technology solutions are implemented for decades and see little investment. This provides Axon with the opportunity to grow with existing customers without incremental funding.

Safety challenges span beyond law enforcement into corrections, fire, EMS and enterprise use cases. Axon products deliver results and drive clear ROI.

Our products have universal global applications, allowing us to expand our reach and connect with customers across the world.

CUSTOMERS UPGRADE  
TO LATEST PRODUCTS  
OVER TIME

INNOVATION DRIVES  
NET NEW PRODUCT  
INTRODUCTIONS

OPTIMIZED PRODUCTS  
HELP PRIORITIZE EXISTING  
RESOURCES

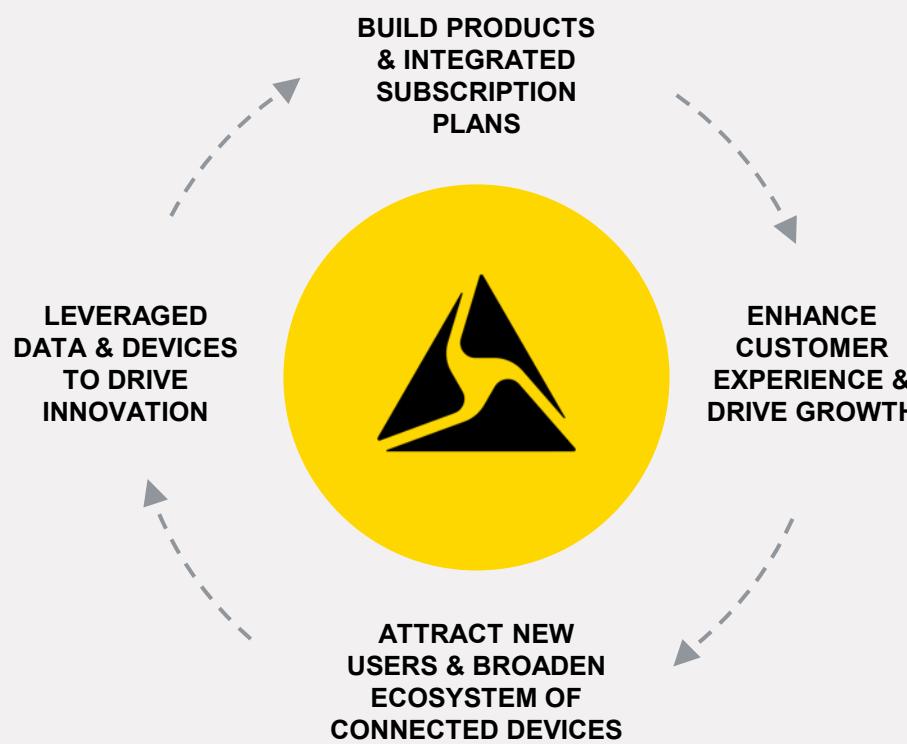
SAFETY NEEDS  
EXPAND BEYOND  
LAW ENFORCEMENT

WITH A  
MASSIVE GLOBAL  
USER BASE



# PRODUCT LED FLYWHEEL OF GROWTH

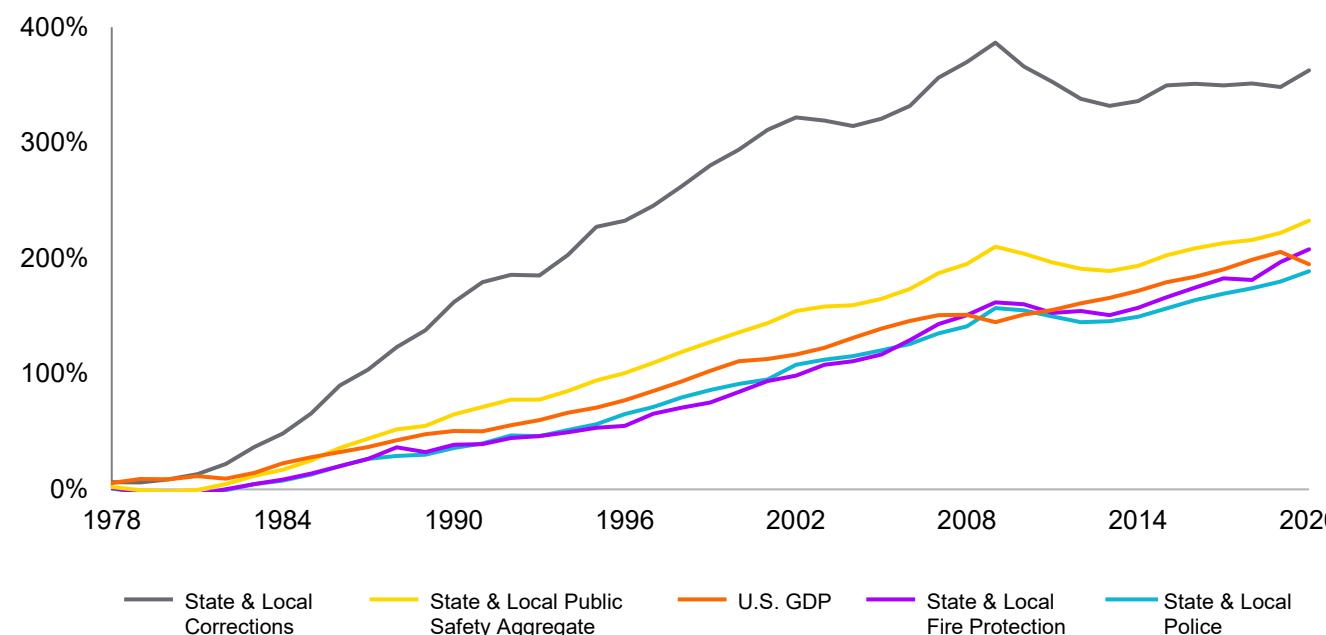
Subscription offerings grow as Axon  
Axon releases new products:



OSP 1.0 (2017)	OSP 10 PREMIUM	OSP 10 PREMIUM WITH AI ERA PLAN
<b>\$99</b>	<b>\$350</b>	<b>\$549</b>
Package includes ...	Everything in OSP 1.0 plus ...	Everything in OSP 10 + Premium plus ...
<input checked="" type="checkbox"/> TASER <input checked="" type="checkbox"/> Body camera <input checked="" type="checkbox"/> Digital evidence management	<input checked="" type="checkbox"/> VR training <input checked="" type="checkbox"/> Respond <input checked="" type="checkbox"/> Performance <input checked="" type="checkbox"/> Auto-tagging <input checked="" type="checkbox"/> Redaction <input checked="" type="checkbox"/> Citizen <input checked="" type="checkbox"/> Records <input checked="" type="checkbox"/> Standards <input checked="" type="checkbox"/> My90 <input checked="" type="checkbox"/> Fusus <input checked="" type="checkbox"/> Dedrone	<input checked="" type="checkbox"/> Transcription <input checked="" type="checkbox"/> Draft One <input checked="" type="checkbox"/> Live translation <input checked="" type="checkbox"/> CAD Q&A <input checked="" type="checkbox"/> Policy chat <input checked="" type="checkbox"/> and more...
124% net revenue retention*	60+ net promoter score	95%+ of revenue tied to customers on subscription plans

# HEALTHY STATE & LOCAL BUDGET TAILWINDS

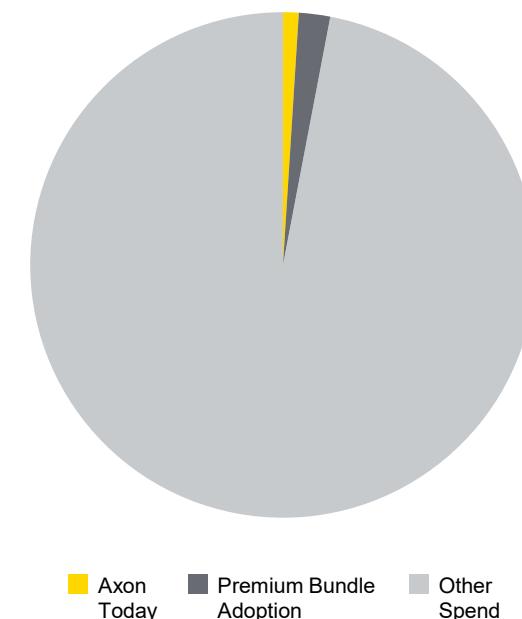
## U.S. PUBLIC SAFETY SPEND IS RESILIENT & GROWING



Durable State & Local budget growth over the last 40+ years

## OPPORTUNITY FOR EFFICIENCY WITH TECHNOLOGY SPEND

*Not dependent on budget growth*



Axon captures less than 1% of the average customer budget with the potential to reach 3% with premium product adoption

# GROWING PRIORITY IN EMERGING CUSTOMER VERTICALS

## INTERNATIONAL LAW ENFORCEMENT



## U.S. FEDERAL



## ENTERPRISE



## CORRECTIONS



## JUSTICE



**8 in 10**

police officers in the United Kingdom stated body-worn cameras make officers feel safer, make their jobs easier and improve trust in the public.

**DHS**

Enterprise-wide IDIQ allowing body-worn cameras and software licenses.

**60%**

of CEOs have increased their budgets in support of technology software and solutions to prevent theft and crime.

**70%**

reduction in excessive force upon implementing body-worn cameras and TASER devices in correctional facilities.

**\$3M**

savings across the state of Tennessee upon implementing Axon Justice to help with evidence management and discovery compared to legacy methods.



# FINANCIALS



# HIGH VISIBILITY REVENUE MODEL

Subscription plans support high-visibility with annual recurring software revenue and regular hardware upgrades.

## HARDWARE

*Revenue recognized on delivery following scheduled shipment cycles*

TASER 10, Cartridges, Virtual Reality Headsets, Axon Body 4, Axon Air Hardware, DedroneBeyond Radar

## SOFTWARE & SERVICES

*Ratable SaaS revenue recognition*

Evidence Management, Records Management, Real-Time Operations, Axon Performance, Redaction Assistant, Community Request, Auto-Tagging, VR Training

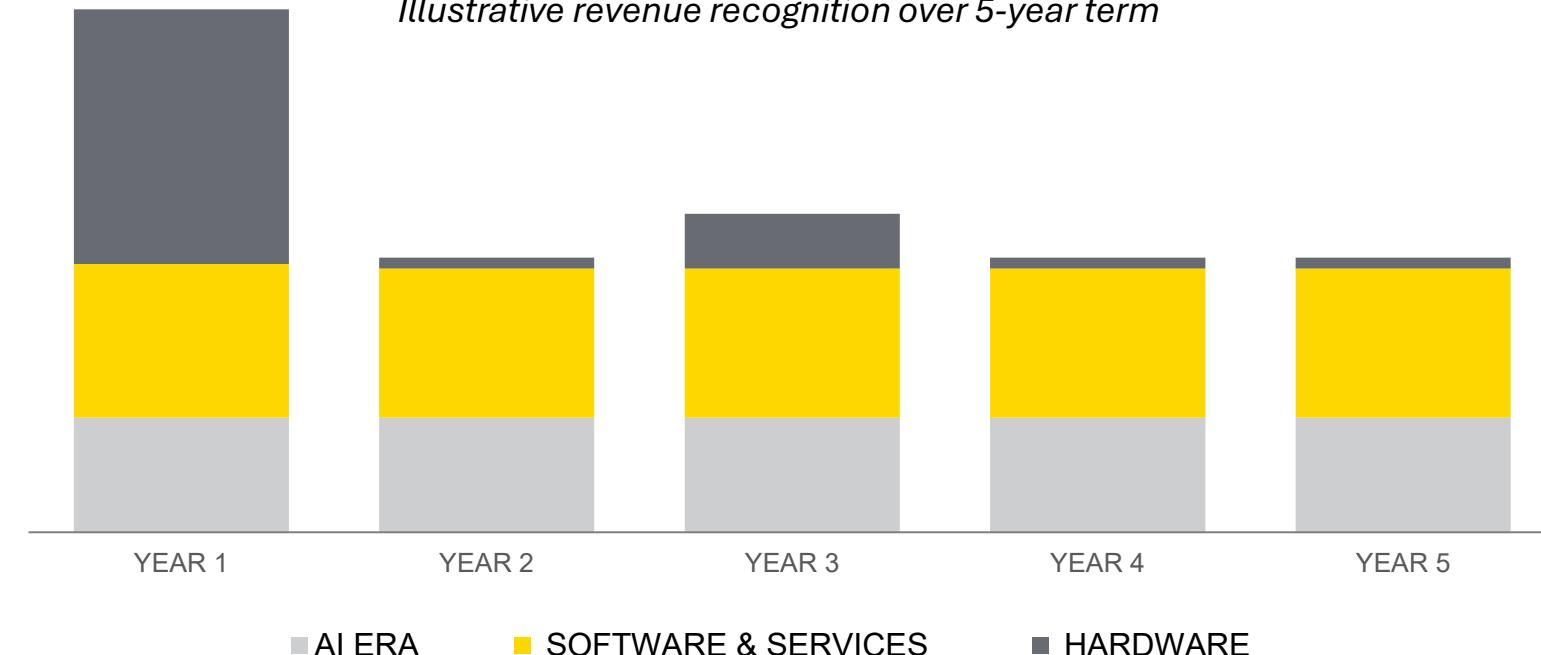
## AI ERA PLAN

*Optional add-on SaaS offering with OSP to take advantage of the latest advances in AI*

Transcription, Draft One, Live translation, CAD Q&A, Policy chat, plus additional over life of contract

## OFFICER SAFETY PLAN 10 PREMIUM WITH AI ERA PLAN

*Illustrative revenue recognition over 5-year term*



**75%+**

software revenue over 5-year term

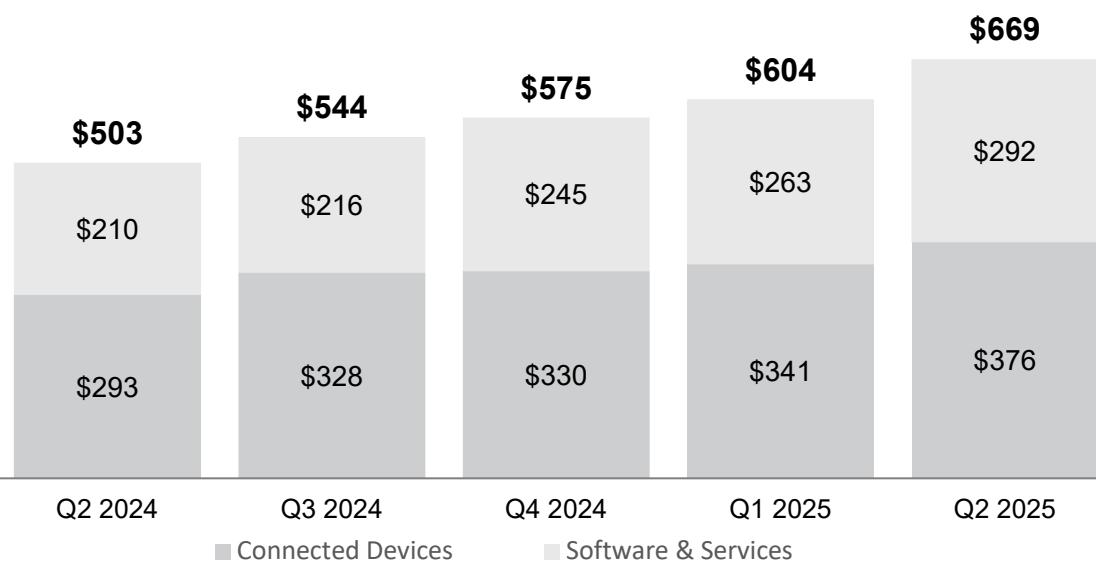
**95%+**

of revenue tied to customers on subscription plans

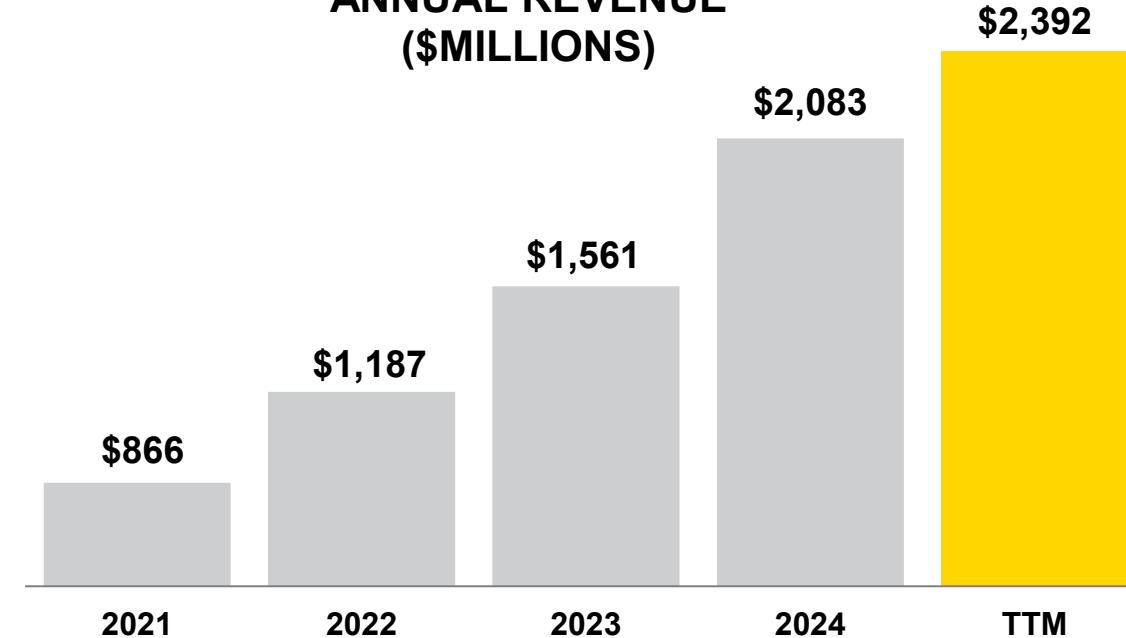


# STRONG, CONSISTENT GROWTH WITH ATTRACTIVE GROSS MARGIN PROFILE

## SEGMENT QUARTERLY REVENUE (\$MILLIONS)



## ANNUAL REVENUE (\$MILLIONS)



### Q2 2025 ADJUSTED GROSS MARGIN\*

Connected Devices	Software & Services	Total
51%	79%	63%

**33%** YoY REVENUE GROWTH

### '24 ADJUSTED GROSS MARGIN\*

Connected Devices	Software & Services	Total
54%	77%	63%

**34%** '21-'24 REVENUE CAGR

\*Refer to the Appendix for the necessary non-GAAP reconciliation.

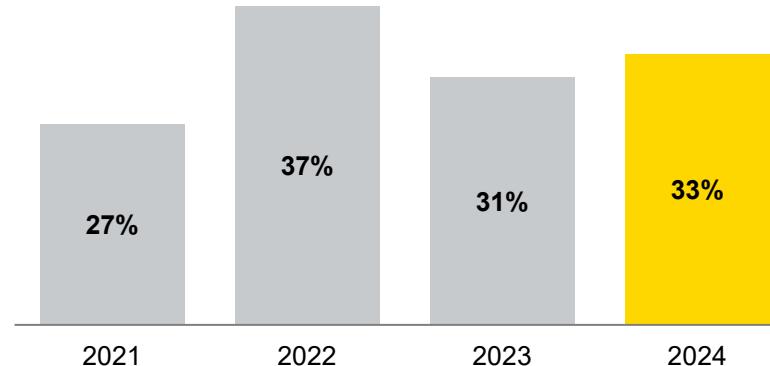
Note: We have realigned our business segments from previously reported "TASER" and "Software & Sensors" to "Connected Devices" and "Software & Services" to provide increased transparency and distinction between our hardware, software and services components. Connected Devices includes the development, manufacture and sale of fully integrated hardware solutions such as conducted energy devices, body, fleet and fixed cameras, drone and counter drone equipment, accessories, extended warranties and other hardware products. Software & Services includes the development and sale of fully integrated cloud-based software solutions and professional services that enable law enforcement to securely store, manage, share and analyze video and manage operations.



# STRONG, CONSISTENT FINANCIAL RECORD

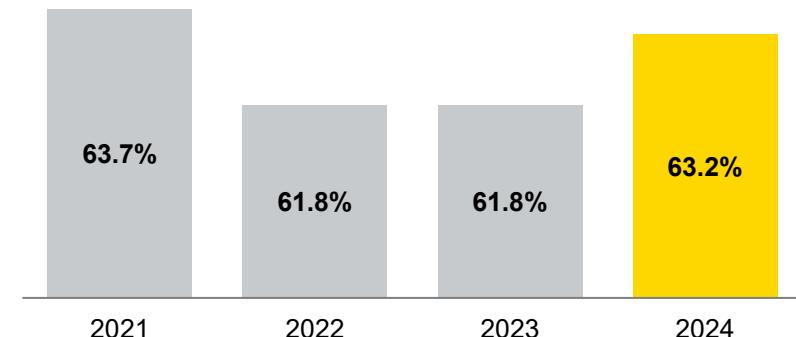
Revenue growth %

**33%**  
in 2024



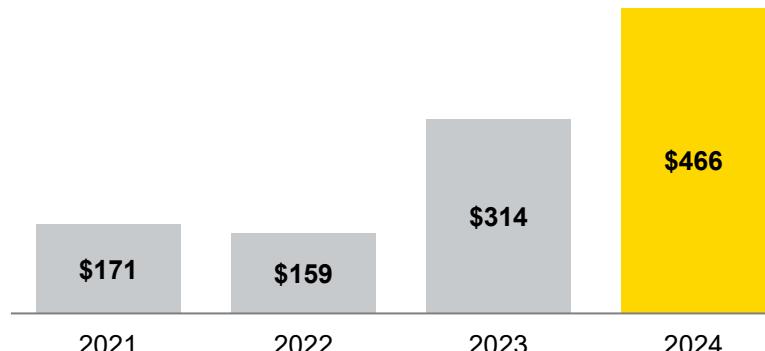
Adjusted gross margin\*

**63.2%**  
in 2024



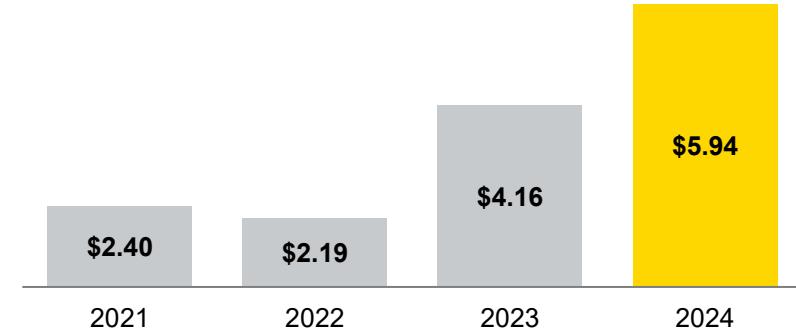
Non-GAAP net income (\$M)\*

**\$466**  
in 2024



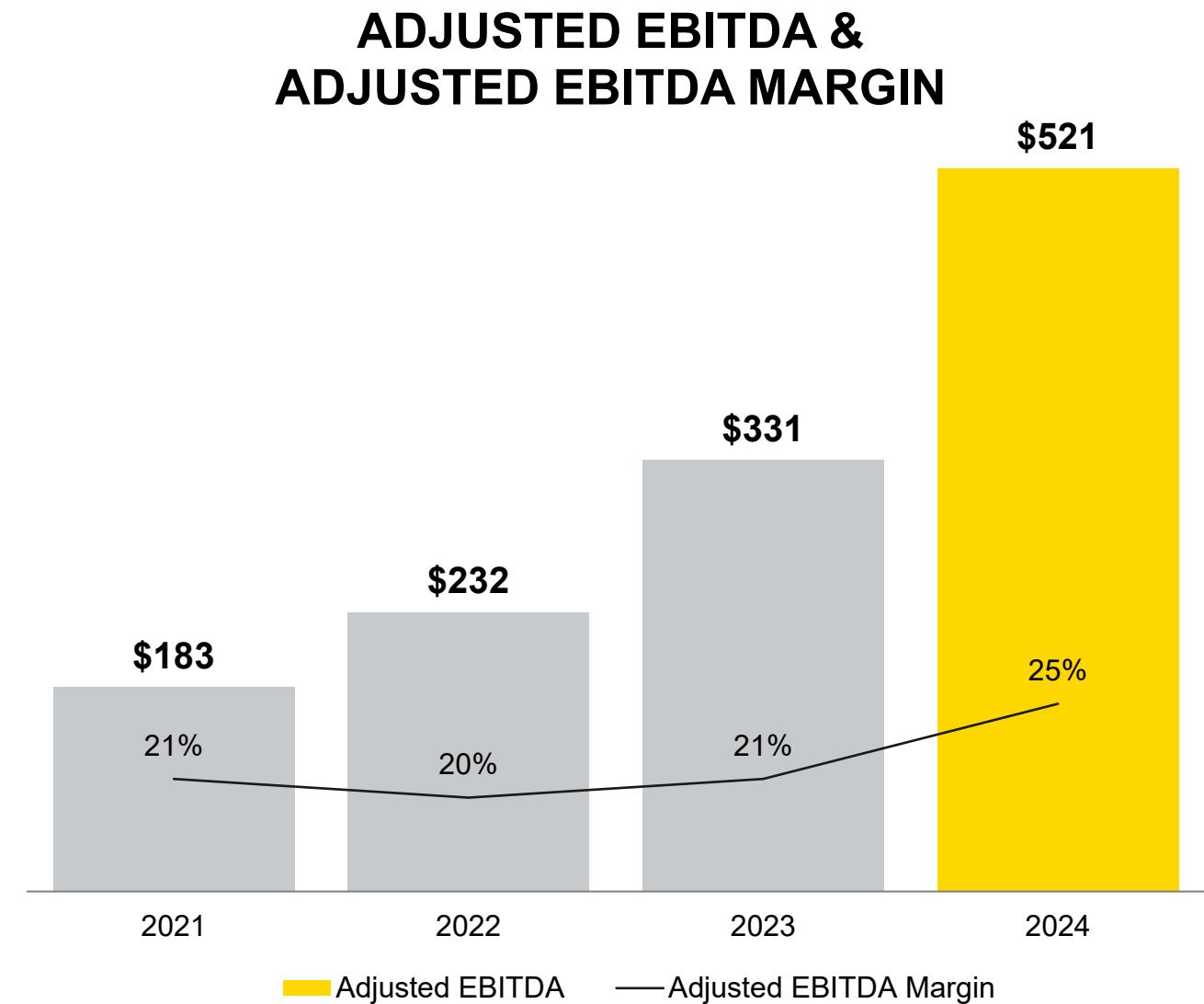
Non-GAAP EPS\*

**\$5.94**  
in 2024



# HEALTHY MARGINS AND INCREASING FREE CASH FLOW

ADJUSTED FREE CASH FLOW*			
2021	2022	2023	2024
\$79	\$197	\$148	\$344
ADJUSTED FREE CASH FLOW CONVERSION			
2021	2022	2023	2024
43%	85%	45%	66%

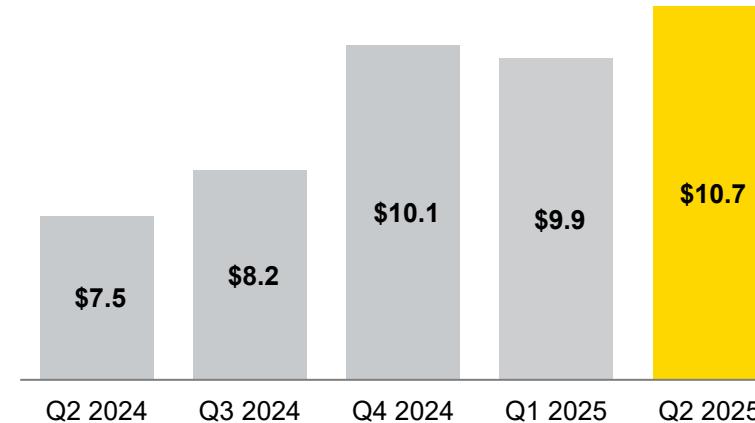




# FORWARD-LOOKING OPPORTUNITIES

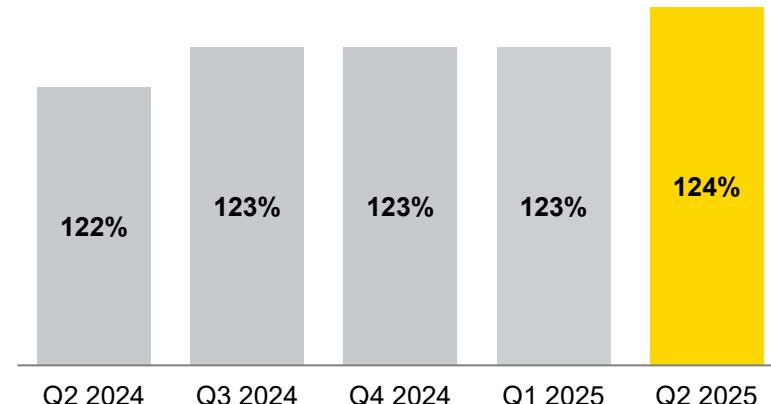
Future contracted bookings (\$B)\*

**\$10.7B**  
as of Q2 2025



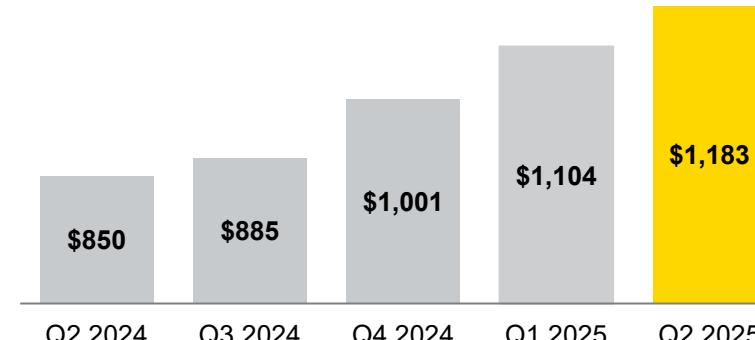
Net revenue retention\*

**124%**  
as of Q2 2025



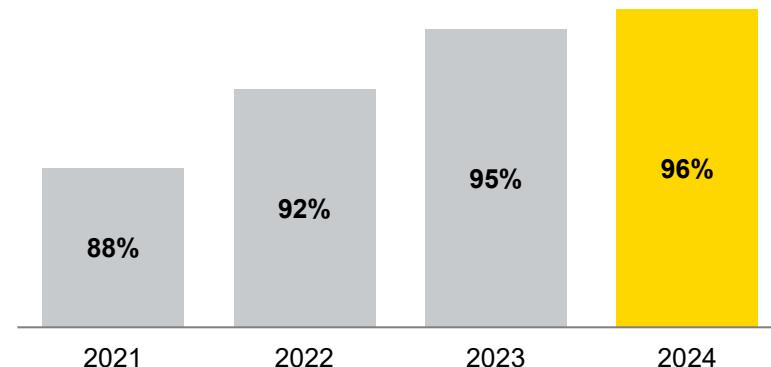
Annual recurring revenue\* (\$M)

**\$1.2B**  
as of Q2 2025



Revenue from customers on subscription plans

**96%**  
as of 2024



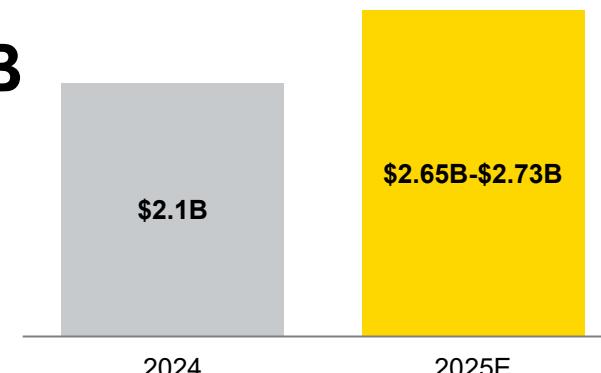


# GUIDANCE FISCAL YEAR 2025

Category	Prior Guidance <i>(May 7, 2025)</i>	Updated Guidance
Revenue	\$2.60 billion – \$2.70 billion (27% growth at midpoint)	\$2.65 billion – \$2.73 billion (29% growth at midpoint)
Adjusted EBITDA	\$650 million - \$675 million (approximately 25% margin)	\$665 million - \$685 million (approximately 25% margin)
Capital Expenditures	\$160 million - \$180 million (6% of revenue at midpoint)	\$170 million - \$185 million (7% of revenue at midpoint)

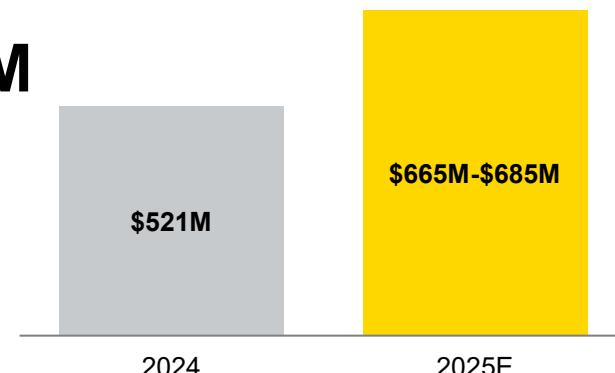
Revenue

**\$2.65B - \$2.73B**  
in 2025E



Adjusted EBITDA

**\$665M - \$685M**  
in 2025E





# APPENDIX





# STATISTICAL DEFINITIONS

## **Annual recurring revenue:**

Annual recurring revenue is a performance indicator that management believes provides more visibility into the growth of our revenue generated by our highest margin, recurring services. Annual recurring revenue should be viewed independently of revenue and deferred revenue because it is an operating measure and is not intended to be combined with or to replace GAAP revenue or deferred revenue, as they can be impacted by contract start and end dates and renewal rates. Annual recurring revenue is not intended to be a replacement or forecast of revenue or deferred revenue. We calculate annual recurring revenue as monthly recurring license, integration, warranty and storage revenue, annualized.

## **Net revenue retention:**

Dollar-based net revenue retention is an important metric to measure our ability to retain and expand our relationships with existing customers. We calculate it as the software, camera and TASER warranty subscription and support revenue from a base set of agency customers from which we generated Axon Cloud subscription and warranty revenue in the last month of a quarter divided by the software and camera warranty subscription and support revenue from the year-ago month of that same customer base. This calculation includes high-margin warranty revenue but purposely excludes the lower-margin hardware subscription component of the customer contracts, as it is meant to be a SaaS metric that we use to monitor the health of the recurring revenue business we are building. This calculation also excludes the implied monthly revenue contribution of customers that were added since the year-ago quarter and therefore excludes the benefit of new customer acquisition. The metric includes customers, if any, that terminated during the annual period, and therefore, this metric is inclusive of customer churn. This metric is downwardly adjusted to account for the effect of phased deployments—meaning that, for the year-ago period, we consider the total contractually obligated implied monthly revenue amount, rather than monthly revenue amounts that might have been in actuality smaller on a GAAP basis due to the customer not having yet fully deployed their Axon solution. For more information relative to our revenue recognition policies, please reference our filings with the Securities and Exchange Commission (SEC).

## **Total future contracted bookings:**

This operational metric tracks our total unrecognized contracted bookings, including remaining performance obligations, in addition to contracts with certain termination or other clauses as a result of which they are not otherwise included in remaining performance obligations. Total future contracted bookings for products and services represent total orders that the company has received and not yet performed. We define future contracted bookings as cumulative bookings, net of cancellations, less product and service revenue recognized to date. This operational metric is subject to change based on future events, including terminations for convenience, the execution of optional periods or other contract cancellations. To the extent future contract bookings become recognized as revenue, it is recognized over a period of multiple years. Further, this operational metric may be unique to the Company, as it may be different from similarly titled operational metrics used by other companies. As such, the presentation of this operational metric may not enhance the comparability of the Company's results to the results of other companies.



# STATEMENT REGARDING USE OF NON-GAAP FINANCIAL MEASURES

To supplement the Company's financial results presented in accordance with GAAP, we present the non-GAAP financial measures of EBITDA, Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted Gross Margin, Non-GAAP Net Income, Non-GAAP Diluted Earnings Per Share, Free Cash Flow and Adjusted Free Cash Flow. The Company's management uses these non-GAAP financial measures in evaluating the Company's performance in comparison to prior periods. We believe that both management and investors benefit from referring to these non-GAAP financial measures in assessing its performance, and when planning and forecasting our future periods. A reconciliation of GAAP to the non-GAAP financial measures is presented below.

Although these non-GAAP financial measures are not consistent with GAAP, management believes investors will benefit by referring to these non-GAAP financial measures when assessing the Company's operating results, as well as when forecasting and analyzing future periods. However, management recognizes that:

- these non-GAAP financial measures are limited in their usefulness and should be considered only as a supplement to the Company's GAAP financial measures;
- these non-GAAP financial measures should not be considered in isolation from, or as a substitute for, the Company's GAAP financial measures;
- these non-GAAP financial measures should not be considered to be superior to the Company's GAAP financial measures; and
- these non-GAAP financial measures were not prepared in accordance with GAAP or under a comprehensive set of rules or principles proposed by a third party.

Further, these non-GAAP financial measures may be unique to the Company, as they may be different from similarly titled non-GAAP financial measures used by other companies. As such, this presentation of non-GAAP financial measures may not enhance the comparability of the Company's results to the results of other companies.

## Non-GAAP Measures

- Adjusted gross margin (most comparable GAAP measure: gross margin) - Gross margin before noncash stock-based compensation expense, amortization of acquired intangible assets and inventory step-up amortization related to acquisitions.
- Adjusted EBITDA (most comparable GAAP measure: net income) - Earnings before interest expense; investment interest income; income taxes; depreciation; amortization; noncash stock-based compensation expense; fair value adjustments related to strategic investments, marketable securities, and mark-to-market on our non-qualified deferred compensation liabilities; debt inducement expense associated with the early repurchase of a portion of our 2027 Notes; transaction and integration costs related to strategic investments and acquisitions, including the change in fair value of contingent consideration arrangements; inventory step-up amortization related to acquisitions; certain litigation costs and recoveries related to (1) antitrust cases we consider to be non-recurring and outside of our core operating results and (2) litigation matters for acquired companies that were unresolved at the date of the acquisition; payroll taxes related to 2024 Employee XSP vesting; and other unusual, non-recurring pre-tax items that are not considered representative of our underlying operating performance.
- Adjusted EBITDA margin (most comparable GAAP measure: net income margin) - Adjusted EBITDA as a percentage of net sales.
- Non-GAAP net income (most comparable GAAP measure: net income) - Net income excluding the costs of noncash stock-based compensation expense; fair value adjustments related to strategic investments and marketable securities; debt inducement expense associated with the early repurchase of a portion of our 2027 Notes; transaction and integration costs related to strategic investments and acquisitions, including the change in fair value of contingent consideration arrangements; inventory step-up amortization related to acquisitions; certain litigation costs and recoveries related to (1) antitrust cases we consider to be non-recurring and outside of our core operating results and (2) litigation matters for acquired companies that were unresolved at the date of the acquisition; payroll taxes related to 2024 Employee XSP vesting; and other unusual, non-recurring pre-tax items that are not considered representative of our underlying operating performance. The Company tax-effects non-GAAP adjustments using the blended statutory federal and state tax rates for each period presented.
- Non-GAAP diluted earnings per share (most comparable GAAP measure: earnings per share) - Measure of Company's non-GAAP net income divided by the weighted average number of diluted common shares outstanding during the period presented.
- Free cash flow (most comparable GAAP measure: cash flow from operating activities) – Cash flows provided by operating activities minus purchases of property and equipment and intangible assets.
- Adjusted free cash flow (most comparable GAAP measure: cash flow from operating activities) - Cash flows provided by operating activities minus purchases of property and equipment and intangible assets, excluding the net impact of investments in our new Scottsdale, Arizona campus and bond premium amortization.



# NON-GAAP RECONCILIATION: ADJUSTED GROSS MARGIN

\$ IN THOUSANDS	THREE MONTHS ENDED			TWELVE MONTHS ENDED			
	30-JUN-2025	30-JUN-2024	31-DEC-2024	31-DEC-2023	31-DEC-2022	31-DEC-2021	
Net sales	\$668,538	\$503,236	\$2,082,526	\$1,560,699	\$1,187,143	\$865,638	
Cost of sales	264,795	197,080	841,146	605,246	461,030	319,916	
Gross margin	\$403,743	\$306,156	\$1,241,380	\$955,453	\$726,113	\$545,722	
Stock-based compensation expense	12,561	8,517	60,089	6,595	4,607	5,844	
Inventory step-up amortization	—	—	609	—	—	—	
Amortization of acquired intangible assets	5,186	2,990	13,369	3,144	2,663	—	
Payroll taxes related to 2024 Employee XSP vesting	1,488	—	—	—	—	—	
<b>Adjusted gross margin</b>	<b>\$422,978</b>	<b>\$317,663</b>	<b>\$1,315,447</b>	<b>\$965,192</b>	<b>\$733,383</b>	<b>\$551,566</b>	
Gross margin %	60.4 %	60.8%	59.6%	61.2%	61.2%	63.0%	
Adjusted gross margin %	63.3 %	63.1%	63.2%	61.8%	61.8%	63.7%	

Note: During the year ended December 31, 2024, we revised our previously issued financial statements from 2021 through the second quarter of 2024 to reflect the impact of corrections of certain errors that we concluded were not material to any previously issued financial statements. For additional information related to this revision, see Note 1 to our consolidated financial statements of the Annual Report on Form 10-K for the year ended December 31, 2024.



# NON-GAAP RECONCILIATION: ADJUSTED EBITDA

THREE MONTHS ENDED

TWELVE MONTHS ENDED

\$ IN THOUSANDS	30-JUN-2025	30-JUN-2024	31-DEC-2024	31-DEC-2023	31-DEC-2022	31-DEC-2021
<b>Net income (loss)</b>	<b>\$36,117</b>	<b>\$41,473</b>	<b>\$377,034</b>	<b>\$175,783</b>	<b>\$146,930</b>	<b>\$(56,339)</b>
Depreciation and amortization	19,324	13,000	56,815	32,638	24,381	18,694
Interest expense	28,686	1,871	7,098	6,995	488	28
Investment interest income	(23,253)	(11,653)	(43,693)	(49,107)	(4,782)	(1,511)
Provision for (benefit from) income taxes	(75,000)	10,001	4,470	(18,722)	49,308	(80,062)
<b>EBITDA</b>	<b>\$14,126</b>	<b>\$54,692</b>	<b>\$401,724</b>	<b>\$147,587</b>	<b>\$216,325</b>	<b>\$(119,190)</b>
Stock-based compensation expense	139,244	74,821	382,604	131,358	106,176	303,331
Unrealized and realized losses (gains) on investments and marketable securities, net	33,728	(7,967)	(192,067)	41,785	(98,943)	(23,035)
Realized gains on previously held minority interests acquired in business combinations, net	–	(21)	(91,150)	–	–	–
Transaction costs related to strategic investments and acquisitions	2,230	4,136	15,249	4,501	2,368	2,068
Loss on disposal, abandonment, and impairment of property, equipment and intangible assets, net	–	–	–	317	5,562	238
Loss recoveries	–	–	–	(3,404)	–	–
Inventory step-up amortization	–	–	609	–	–	–
Litigation costs and related recoveries	774	–	1,761	241	545	741
Payroll taxes related to XSP vesting and CEO Performance Award option exercises	9,782	–	2,645	9,011	–	18,933
<b>Adjusted EBITDA</b>	<b>\$171,632</b>	<b>\$125,661</b>	<b>\$521,375</b>	<b>\$331,396</b>	<b>\$232,033</b>	<b>\$183,086</b>
Adjusted EBITDA margin	25.7%	25.0%	25.0%	21.2%	19.5%	21.2%

Note: During the year ended December 31, 2024, we revised our previously issued financial statements from 2021 through the second quarter of 2024 to reflect the impact of corrections of certain errors that we concluded were not material to any previously issued financial statements. For additional information related to this revision, see Note 1 to our consolidated financial statements of the Annual Report on Form 10-K for the year ended December 31, 2024.



# NON-GAAP RECONCILIATION: NON-GAAP NET INCOME

**THREE MONTHS ENDED****TWELVE MONTHS ENDED**

\$ IN THOUSANDS	30-JUN-2025	30-JUN-2024	31-DEC-2024	31-DEC-2023	31-DEC-2022	31-DEC-2021
<b>Net income (loss)</b>	<b>\$36,117</b>	<b>\$41,473</b>	<b>\$377,034</b>	<b>\$175,783</b>	<b>\$146,930</b>	<b>\$(56,339)</b>
Stock-based compensation expense	139,244	74,821	382,604	131,358	106,176	303,331
Unrealized and realized losses (gains) on investments and marketable securities, net	32,167	(7,967)	(192,067)	41,785	(98,943)	(23,035)
Realized gains on previously held minority interests acquired in business combinations, net	–	(21)	(91,150)	–	–	–
Transaction costs related to strategic investments and acquisitions	2,230	4,136	15,249	4,501	2,368	2,068
Loss on disposal, abandonment, and impairment of property, equipment and intangible assets, net	–	–	–	317	5,562	238
Loss recoveries	–	–	–	(3,404)	–	–
Inventory step-up amortization	–	–	609	–	–	–
Litigation costs and related recoveries	774	–	1,761	241	545	741
Payroll taxes related to XSP vesting and CEO Performance Award option exercises	9,782	–	2,645	9,011	–	18,933
Income tax effects	(46,579)	(17,531)	(30,410)	(45,952)	(3,936)	(75,276)
<b>Non-GAAP net income</b>	<b>\$173,735</b>	<b>\$94,911</b>	<b>\$466,275</b>	<b>\$313,640</b>	<b>\$158,702</b>	<b>\$170,661</b>
Weighted average number of diluted common equivalent shares outstanding	82,062	77,550	78,558	75,456	72,534	71,066
Non-GAAP EPS	\$2.12	\$1.22	\$5.94	\$4.16	\$2.19	\$2.40



# NON-GAAP RECONCILIATION: ADJUSTED FREE CASH FLOW

\$ IN THOUSANDS	THREE MONTHS ENDED			TWELVE MONTHS ENDED			
	30-JUN-2025	30-JUN-2024	31-DEC-2024	31-DEC-2023	31-DEC-2022	31-DEC-2021	
Net cash (used in) provided by operating activities	\$(91,704)	\$82,763	\$408,312	\$189,263	\$235,361	\$124,494	
Purchases of property and equipment	(22,953)	(11,318)	(78,785)	(59,635)	(55,802)	(49,886)	
Purchases of intangible assets	—	—	—	(635)	(307)	(392)	
Free cash flow, a non-GAAP measure	\$(114,657)	\$71,445	\$329,527	\$128,993	\$179,252	\$74,216	
Bond premium amortization	3,289	3,397	12,186	16,449	1,463	(5,217)	
Net campus investment	653	458	2,591	2,669	15,899	10,297	
Adjusted free cash flow, a non-GAAP measure	\$(110,715)	\$75,300	\$344,304	\$148,111	\$196,614	\$79,296	

Note: During the year ended December 31, 2024, we revised our previously issued financial statements from 2021 through the second quarter of 2024 to reflect the impact of corrections of certain errors that we concluded were not material to any previously issued financial statements. For additional information related to this revision, see Note 1 to our consolidated financial statements of the Annual Report on Form 10-K for the year ended December 31, 2024.



# USER PLAN PRICING DETAILS

## OFFICER SAFETY PLANS

**OSP 10**  
\$210

- TASER 10
- Extended Warranty
- Unlimited E.com
- Third-Party Storage
- Signal Sidearm
- Respond
- Standards
- Fusus Tier 1

**OSP 10+**  
\$310

- OSP 10 Plan
- VR
- Records
- Channel Service
- Redaction Assistant
- Performance
- Auto-Tagging
- Community Request
- Fusus Tier 2
- Dedrone UAS Sensor

**OSP 10 PREMIUM**  
\$350

- OSP 10+ Plan
- Unlimited Third-Party Storage
- My90
- Fusus Tier 3
- Drone as First Responder Dock

**OSP 7**  
\$205

Replace TASER 10 with TASER 7 in above plan

**OSP 7+**  
\$305

Replace TASER 10 with TASER 7 in above plan

**OSP 7 PREMIUM**  
\$335

Replace TASER 10 with TASER 7 in above plan

## FLEET PLANS

**FLEET 3 BASIC**  
\$149

- Unlimited Storage
- Camera Kit
- Axon Signal Vehicle

**FLEET 3 ADVANCED**  
\$235

- Fleet 3 Basic Plan
- Camera Refresh
- Respond
- Automated License Plate Reader

## TASER PLANS

**T10 CERT**  
\$80

- TASER 10
- TASER E.com License
- Axon Academy Online Training

**T10 CERT PRO**  
\$100

- TASER 10
- TASER E.com License
- VR Package
- Axon Academy Online Training

**T7 CERT**  
\$74

Replace TASER 10 with TASER 7 in above plan

## ENTERPRISE PLANS

**ENTERPRISE T7**  
\$90

- TASER 7
- Extended Warranty
- Pro E.com License

**ENTERPRISE PRO+**  
\$154

- Body Worn Camera
- Unlimited Storage
- Pro E.com License
- Redaction Assistant
- Third Party Video Service
- Performance
- Community Request
- Auto Transcribe

## CAMERA PLANS

**UNLIMITED**  
\$145

- Unlimited E.com License
- Third-Party Storage
- Signal Sidearm
- Respond
- Standards
- Fusus Tier 1

**UNLIMITED + VR**  
\$255

- Unlimited Plan
- Virtual Reality
- Records
- Channel Service
- Redaction Assistant
- Performance
- Auto-Tagging
- Fusus Tier 2
- Dedrone UAS Sensor

**UNLIMITED PREMIUM**  
\$295

- Unlimited + VR Plan
- Unlimited Third-Party Storage
- My90
- Fusus Tier 3
- Drone as First Responder Dock



# THANK YOU

