



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.



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*

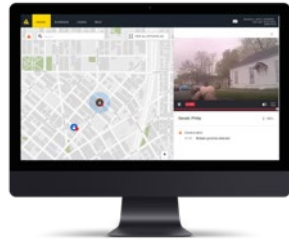


OUR ECOSYSTEM

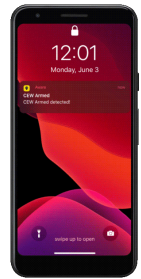




OUR TECHNOLOGY ECOSYSTEM POWERS CONNECTED HARDWARE DEVICES AND SOFTWARE & SERVICES



**PROTECT
LIFE**



**CAPTURE
TRUTH**



**ACCELERATE
JUSTICE**



HARDWARE & DEVICES

TASER DE-ESCALATION & TRAINING



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.

CONNECTED VIDEO & SENSORS



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.

DRONES & ROBOTIC SECURITY



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



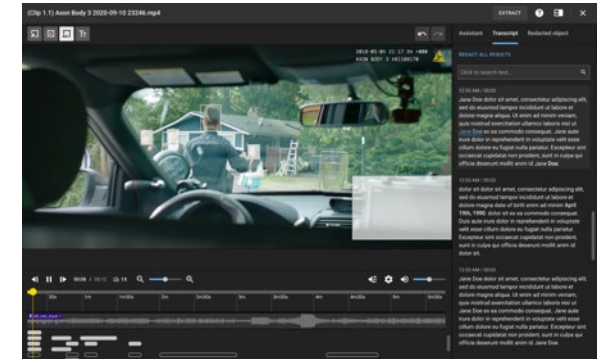
Axon Evidence is used in every state in the U.S. and 90 countries worldwide. Axon Evidence is a secure, cloud-based platform that enables law enforcement and enterprises to efficiently store, manage and share critical evidence while ensuring chain of custody and compliance.

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



PARTNERSHIPS





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.



\$129B

Total Addressable
Market

*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



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

**CUSTOMERS UPGRADE
TO LATEST PRODUCTS
OVER TIME**

CREATE NEW CATEGORIES



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

**INNOVATION DRIVES
NET NEW PRODUCT
INTRODUCTIONS**

MODERNIZE ANTIQUATED TECHNOLOGIES



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.

**OPTIMIZED PRODUCTS
HELP PRIOTIZE EXISTING
RESOURCES**

SOLVE UNIVERSAL PROBLEMS



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

**SAFETY NEEDS
EXPAND BEYOND
LAW ENFORCEMENT**

EXPAND GLOBALLY



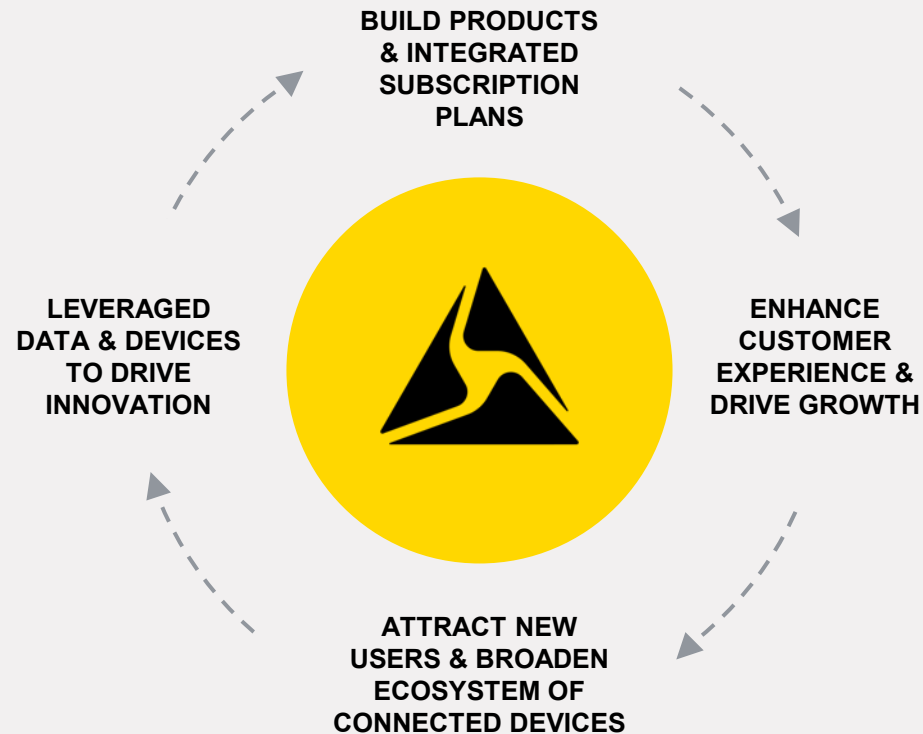
Our products have universal global applications, allowing us to expand our reach and connect with customers across the world.

**WITH A
MASSIVE GLOBAL
USER BASE**



PRODUCT LED FLYWHEEL OF GROWTH

Subscription offerings grow as Axon releases new products:



*Refer to the appendix for statistical definitions.

OSP 1.0 (2017)

\$99

Package includes ...

- ✓ TASER
- ✓ Body camera
- ✓ Digital evidence management

OSP 10 PREMIUM

\$350

Everything in OSP 1.0 plus ...

- ✓ VR training
- ✓ Respond
- ✓ Performance
- ✓ Auto-tagging
- ✓ Redaction
- ✓ Citizen
- ✓ Records
- ✓ Standards
- ✓ My90
- ✓ Fusus
- ✓ Dedrone

OSP 10 PREMIUM WITH AI ERA PLAN

\$549

Everything in OSP 10 + Premium plus ...

- ✓ Transcription
- ✓ Draft One
- ✓ Live translation
- ✓ CAD Q&A
- ✓ Policy chat
- ✓ and more...

124%

 net revenue retention*

60+

 net promoter score

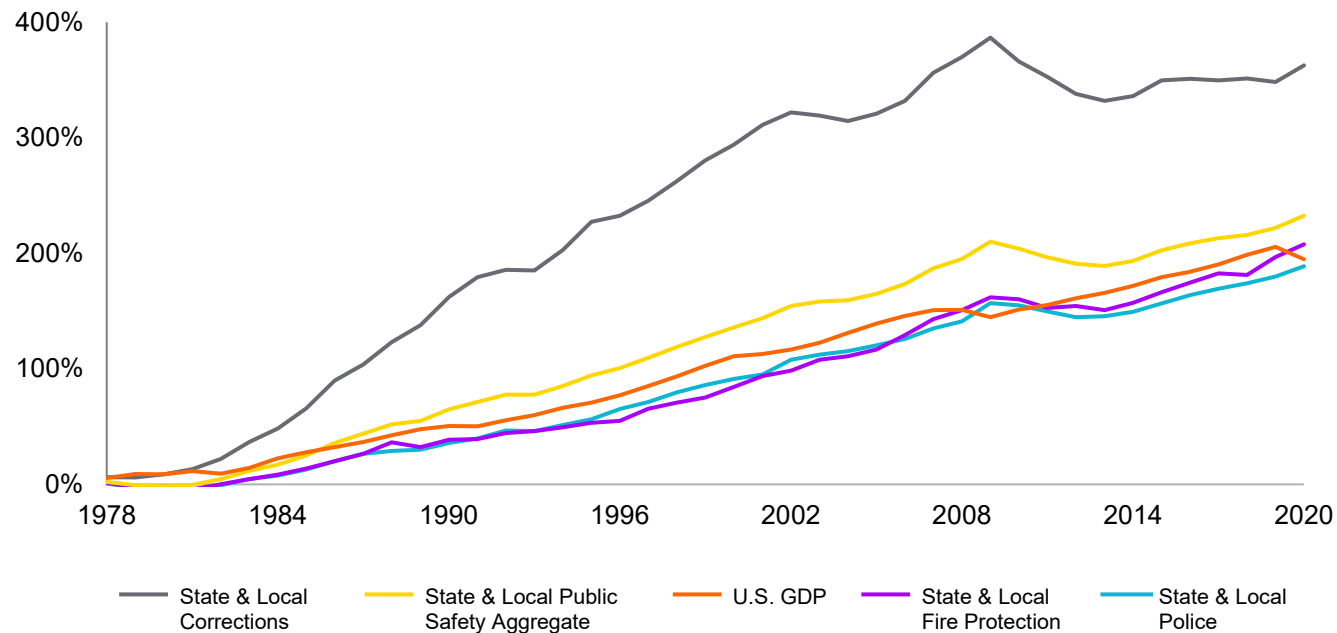
95%+

 of revenue tied to customers on subscription plans



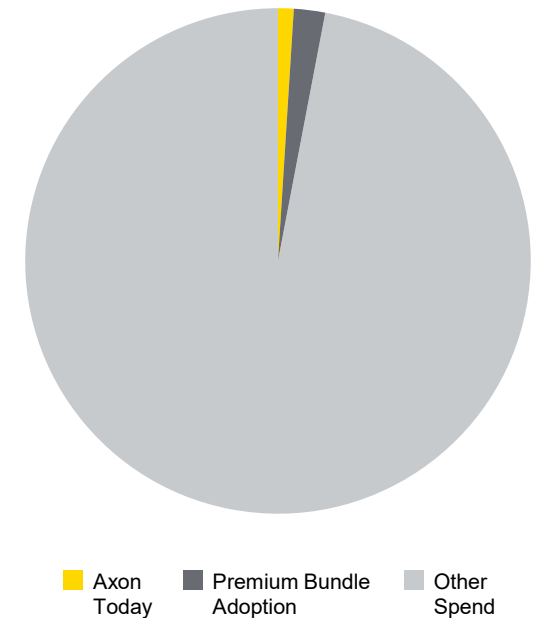
HEALTHY STATE & LOCAL BUDGET TAILWINDS

U.S. PUBLIC SAFETY SPEND IS RESILIENT & GROWING



OPPORTUNITY FOR EFFICIENCY WITH TECHNOLOGY SPEND

Not dependent on budget growth



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

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



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.

U.S. FEDERAL



DHS

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

ENTERPRISE



60%

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

CORRECTIONS



70%

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

JUSTICE

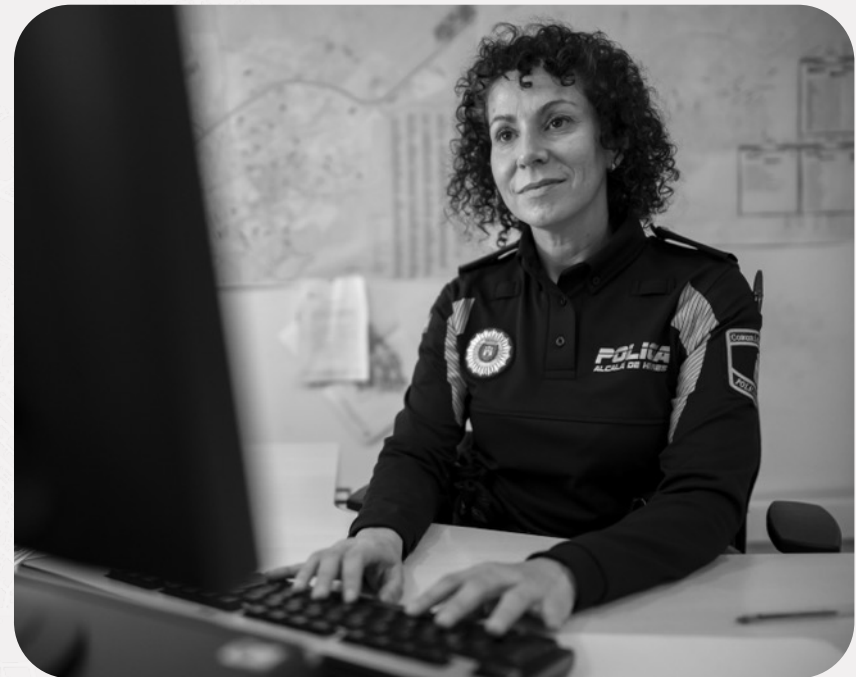


\$3M

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

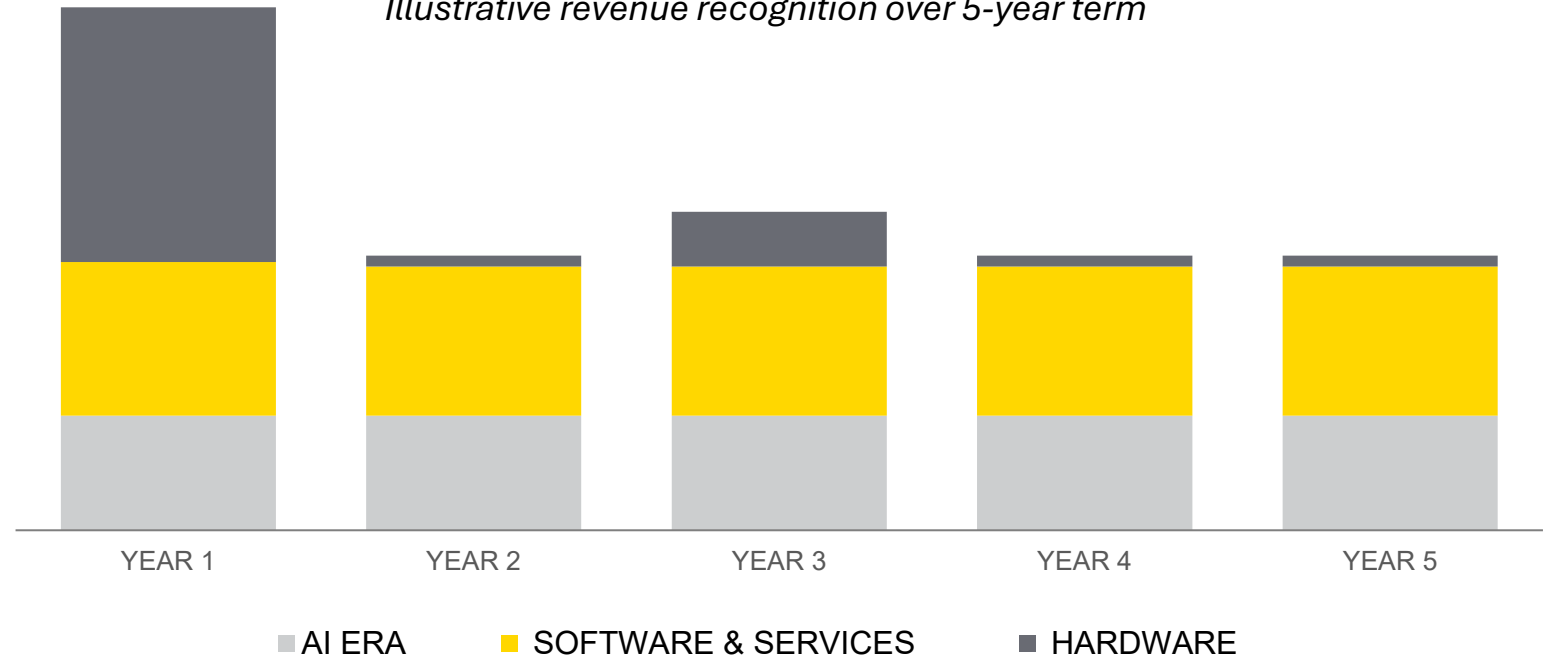
AI ERA PLAN

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



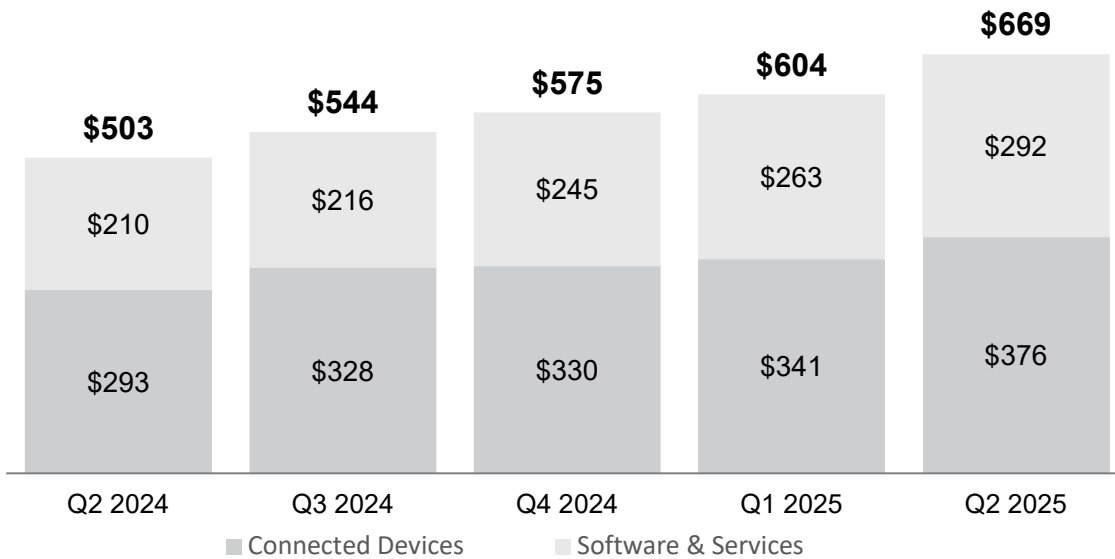
75%+ software revenue over 5-year term

95%+ of revenue tied to customers on subscription plans

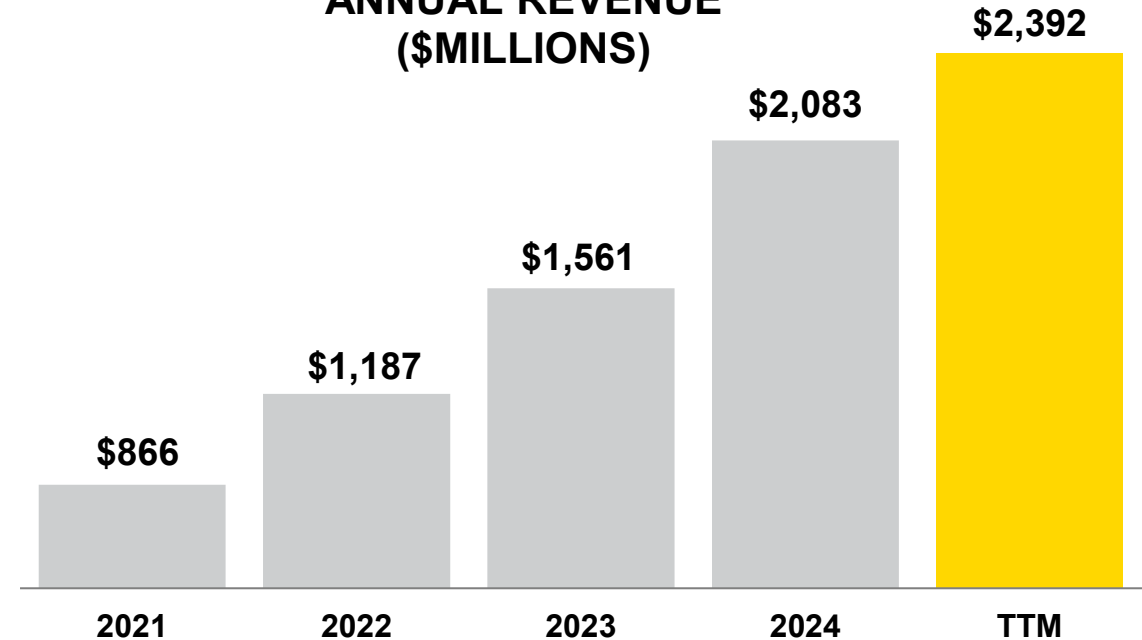


STRONG, CONSISTENT GROWTH WITH ATTRACTIVE GROSS MARGIN PROFILE

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.

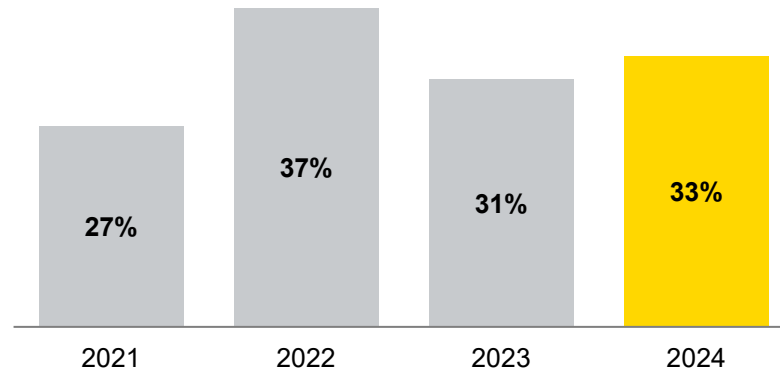
Note: We have realigned our business segments from previously reported "TASER" and "Software & Sensors" to "Connected Devices" and "Software & Services" to provide increased transparency and distinction between our hardware, software and services components. Connected Devices includes the development, 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

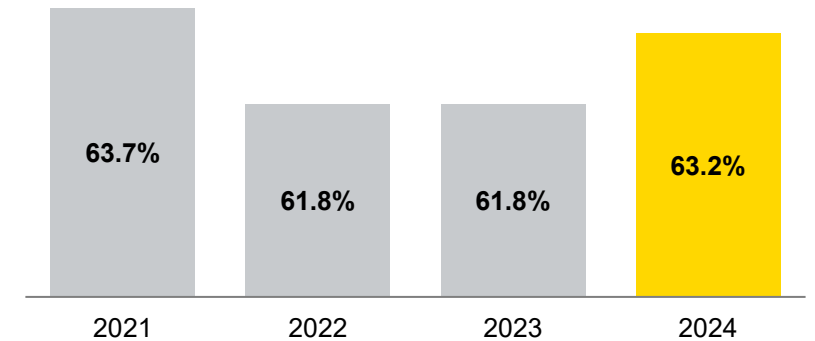
Revenue growth %

33%
in 2024



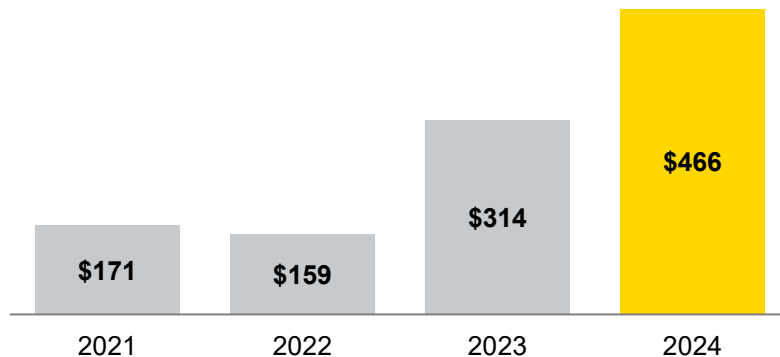
Adjusted gross margin*

63.2%
in 2024



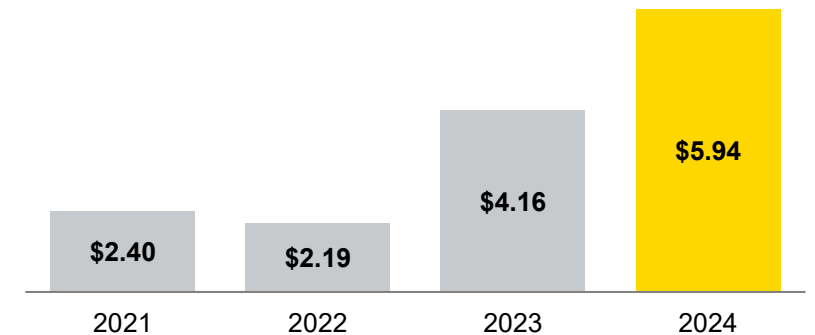
Non-GAAP net income (\$M)*

\$466
in 2024



Non-GAAP EPS*

\$5.94
in 2024



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



HEALTHY MARGINS AND INCREASING FREE CASH FLOW

ADJUSTED FREE CASH FLOW*

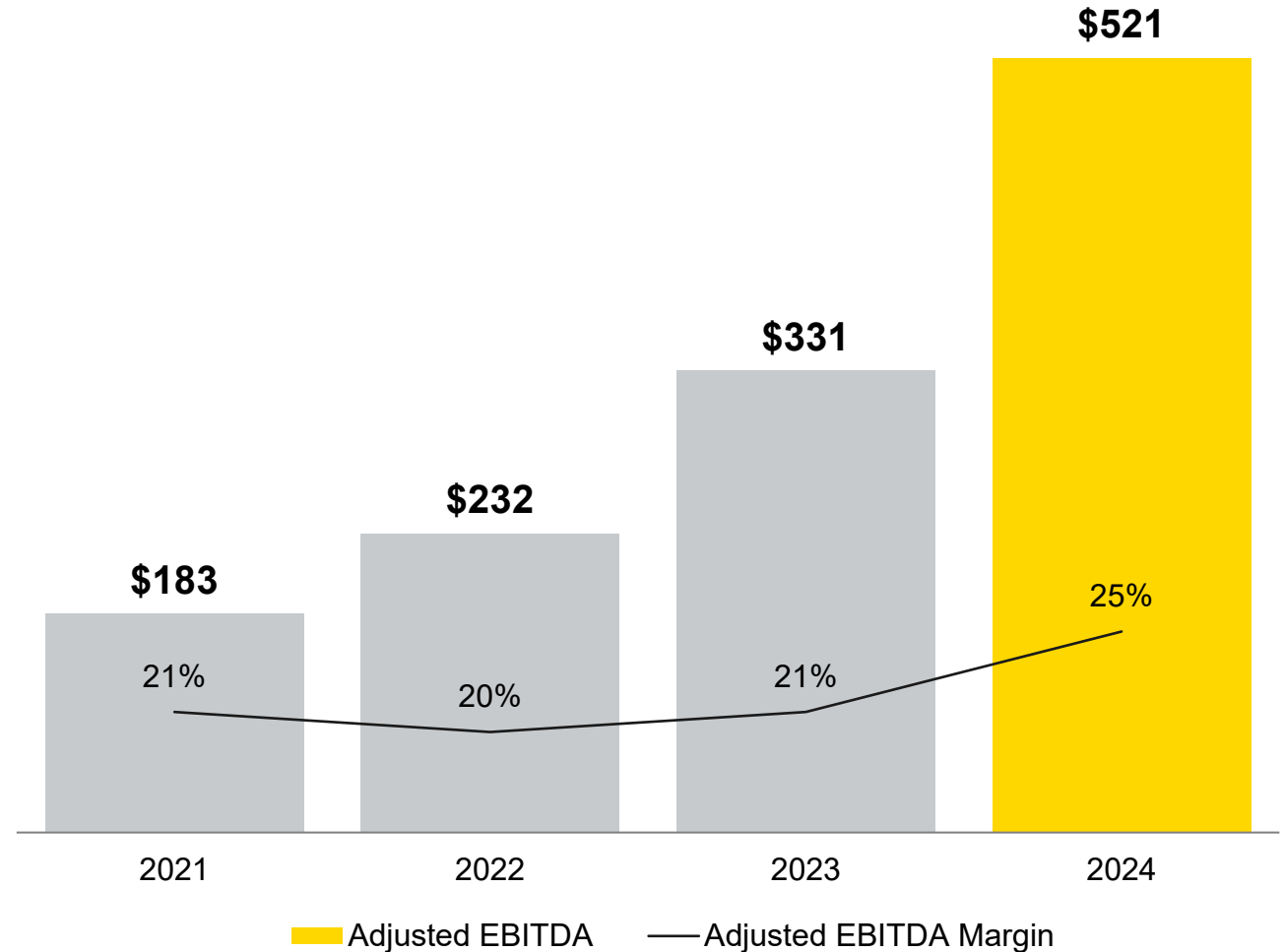
| 2021 | 2022 | 2023 | 2024 |
|------|-------|-------|-------|
| \$79 | \$197 | \$148 | \$344 |

ADJUSTED FREE CASH FLOW CONVERSION

| 2021 | 2022 | 2023 | 2024 |
|------|------|------|------|
| 43% | 85% | 45% | 66% |

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

ADJUSTED EBITDA & ADJUSTED EBITDA MARGIN

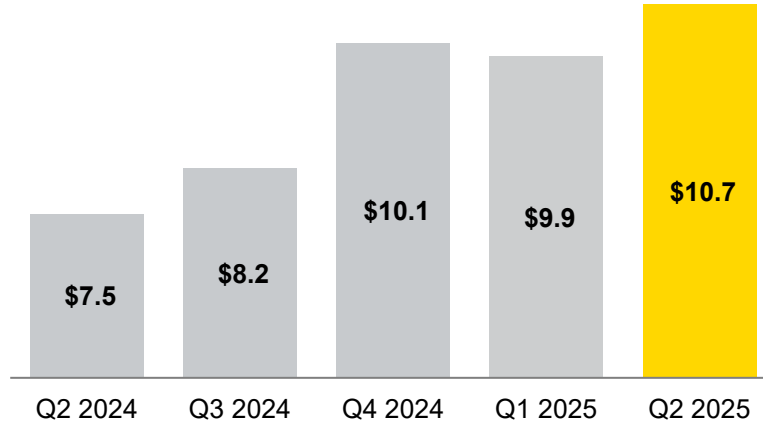




FORWARD-LOOKING OPPORTUNITIES

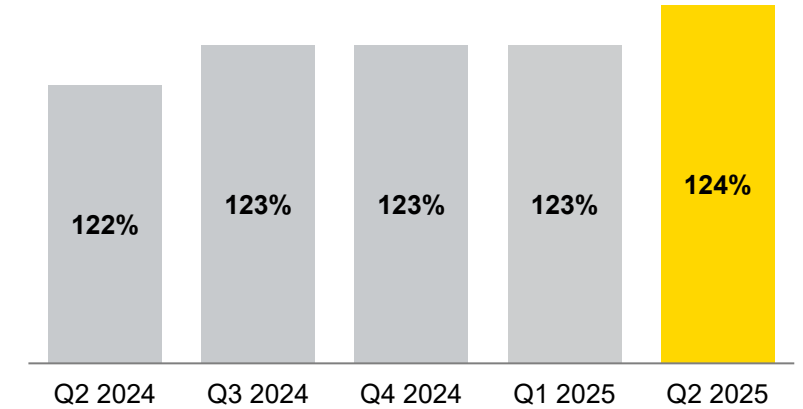
Future contracted bookings (\$B)*

\$10.7B
as of Q2 2025



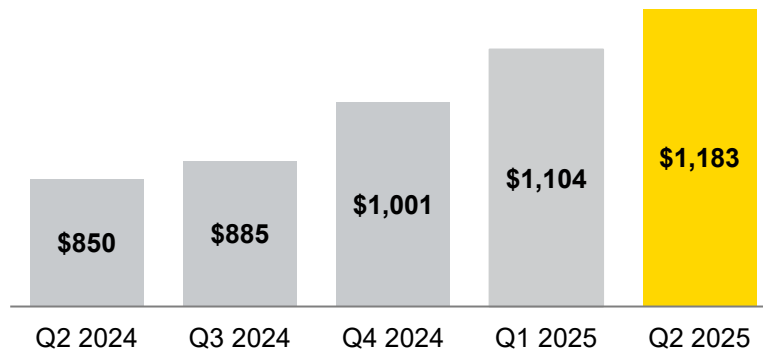
Net revenue retention*

124%
as of Q2 2025



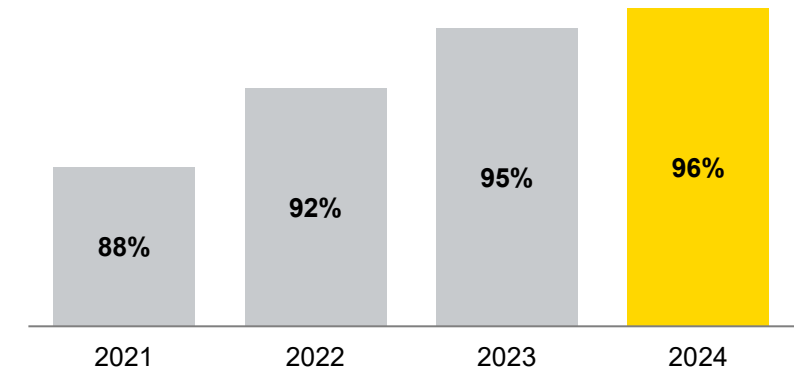
Annual recurring revenue* (\$M)

\$1.2B
as of Q2 2025



Revenue from customers on subscription plans

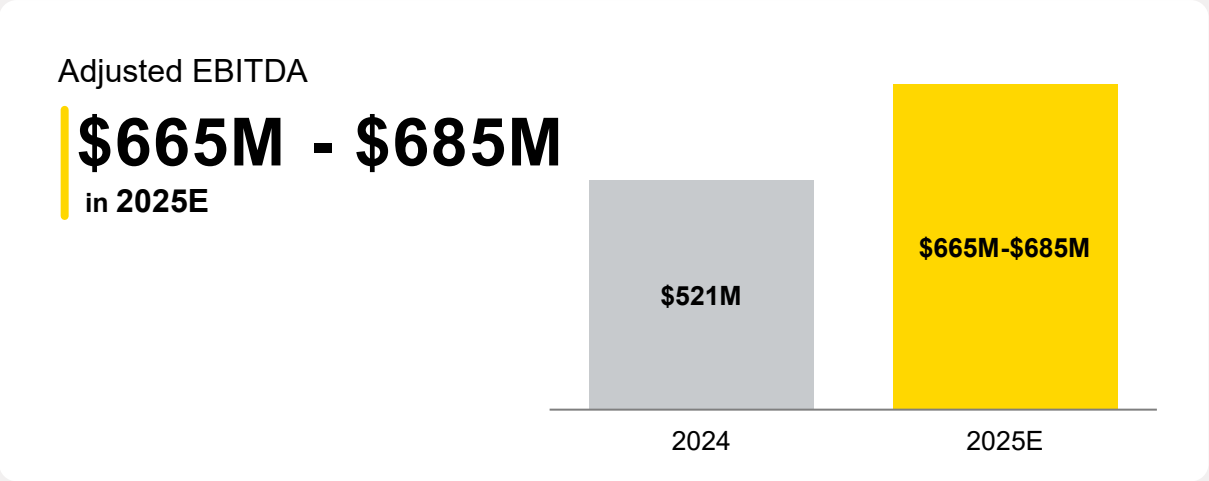
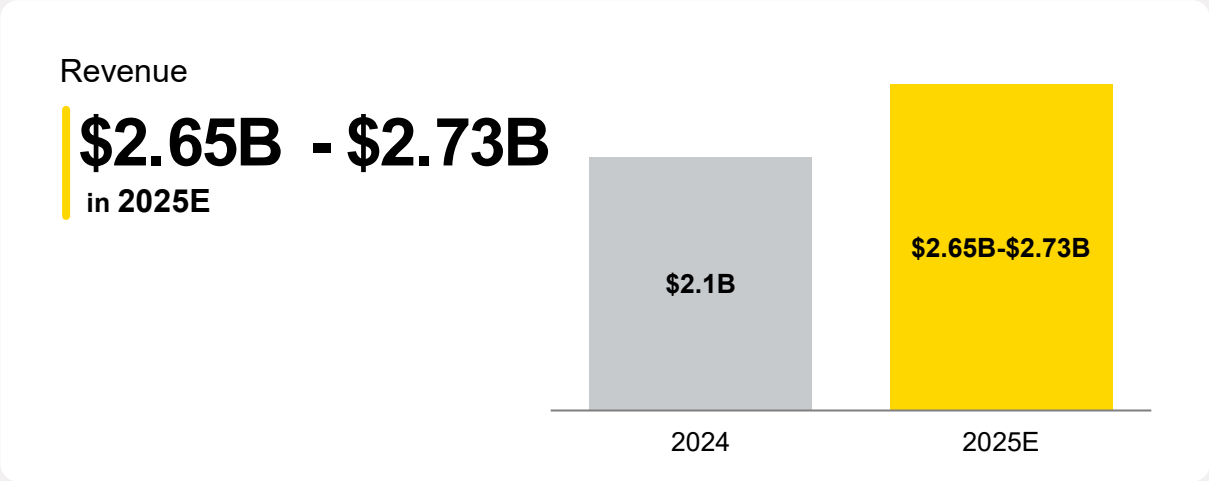
96%
as of 2024





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) |



The following forward-looking statements reflect Axon's expectations as of our most recent quarterly update and are subject to risks and uncertainties.



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

| | 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 |
| 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 | — | — | — | — | — |
| Adjusted gross margin | \$422,978 | \$317,663 | \$1,315,447 | \$965,192 | \$733,383 | \$551,566 |
| 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 |
|---|-------------------|------------------|------------------|------------------|------------------|--------------------|
| Net income (loss) | \$36,117 | \$41,473 | \$377,034 | \$175,783 | \$146,930 | \$(56,339) |
| 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) |
| EBITDA | \$(14,126) | \$54,692 | \$401,724 | \$147,587 | \$216,325 | \$(119,190) |
| 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 |
| Adjusted EBITDA | \$171,632 | \$125,661 | \$521,375 | \$331,396 | \$232,033 | \$183,086 |
| Adjusted EBITDA margin | 25.7% | 25.0% | 25.0% | 21.2% | 19.5% | 21.2% |

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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 |
|---|------------------|-----------------|------------------|------------------|------------------|------------------|
| Net income (loss) | \$36,117 | \$41,473 | \$377,034 | \$175,783 | \$146,930 | \$(56,339) |
| 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) |
| Non-GAAP net income | \$173,735 | \$94,911 | \$466,275 | \$313,640 | \$158,702 | \$170,661 |
| 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 |

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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

FIRE/EMS \$134

- Body-Worn Camera
- Unlimited Storage
- Pro E.com License
- Redaction Assistant
- Respond
- Auto Transcribe
- Draft One

JUSTICE \$149

- Pro E.com License
- Redaction Assistant
- Community Request
- Investigate
- Unlimited Storage

AI ERA PLAN \$199

- Transcription
- Draft One
- Live Translation
- CAD Q&A
- Policy Chat
- & more

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

