



Force for Good

2021–2023

Responsibility Report



Axon's mission is to **Protect Life.**

Our vision is a world where bullets are obsolete, where social conflict is dramatically reduced, and where everyone has access to a fair and effective justice system.

We are publishing Axon's third responsibility report to share our ever-deepening commitment to being a force for good. We approach corporate social responsibility both qualitatively and quantitatively. This report accounts for our progress from 2021 to 2023. All of Axon's business operations worldwide are in scope.



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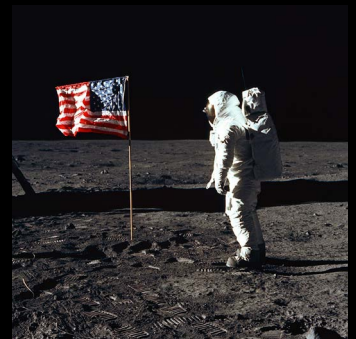
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The big picture

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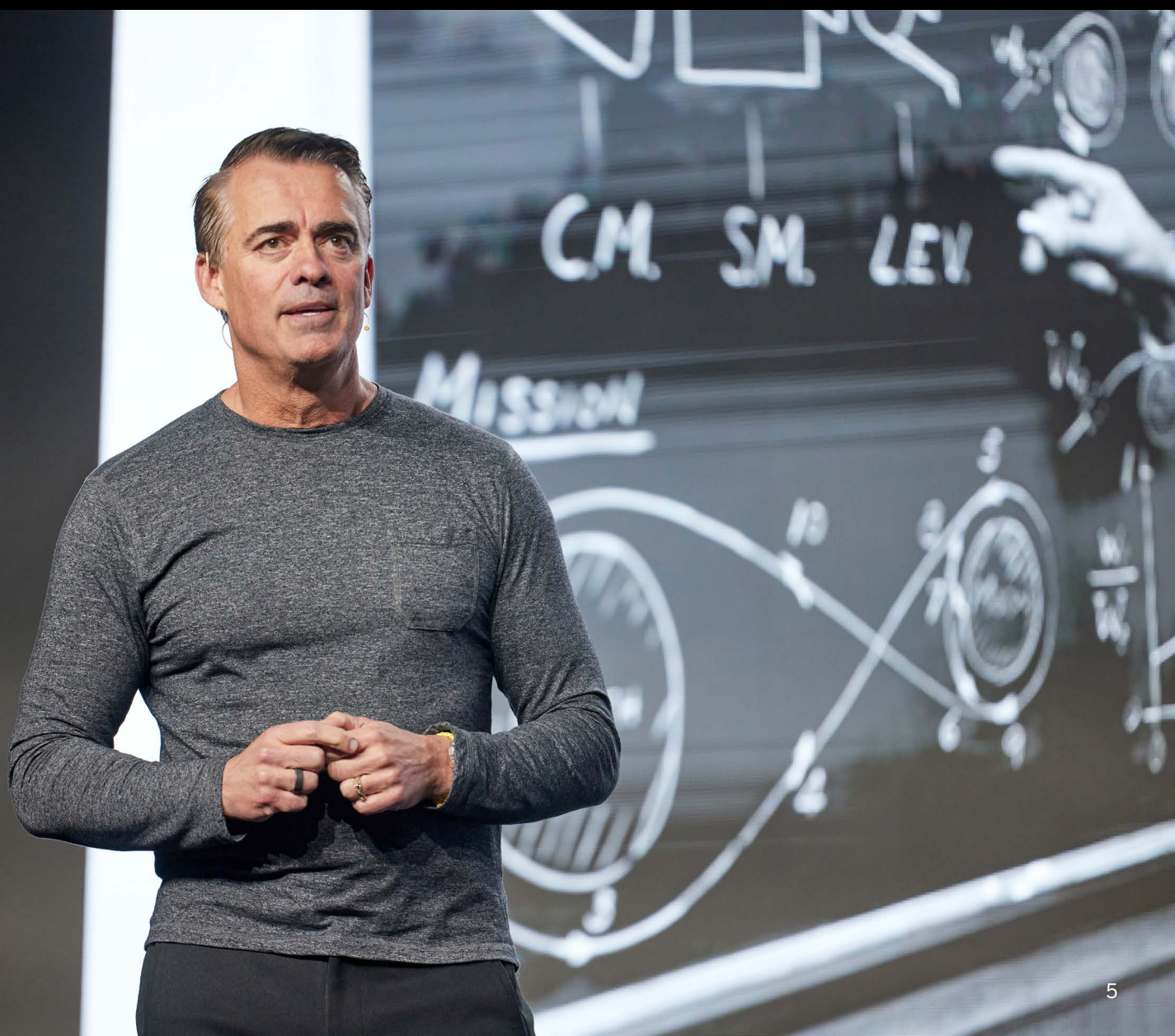
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From our founder and CEO

Fellow Stakeholders,



First annual TASERCON 2023.

Rick Smith at the unveiling of the TASER 10 device, the next step toward our moonshot goal to cut gun-related deaths between police and the public by 50% in 10 years.

Humanity hungers for an epic story. Violence often satiates that hunger as the exemplar of struggle, perseverance and triumph.

Culturally, whether in art, books, film or movies, we celebrate violence as if medieval trial by combat were the ultimate expression of human achievement. We may no longer gather in stadiums to watch gladiators fight to the death, but violence easily fulfills movie plot lines seeking conflict and meaning—from sword fights to gun fights to starfighters.

In the real world, it is tempting to let violence draw us in. Even as we detest it, we are captivated. We celebrate when the good guys win, but we do not ask if there could be a better way. Instead, like a movie, we focus on the plotline and the victory: Why did the bad guy act badly? How did the good guys overcome? In the real world, life is more complex than a storyline. Was the bad guy really evil?

Many times, we learn he was a veteran with severe mental health issues, or a teen with addiction. Every person is someone's child, relative or friend, and the storylines are so much more complex than they are in the arts. This is not to excuse violent behaviors or accept them. But violence leads to sadness and loss. This is our real world.

At Axon, we constantly ask if there's a better way. We question why, when someone shows up to kill, the heroes who run in to stop the attack have to risk their own lives to save others. Today, the only way to stop a gunman

is with a gunfight. We don't dispute that is the state of the world as it exists today. But we can equally imagine a world where we have advanced technologies that don't require sending our sons and daughters in uniform into harm's way to stop a deadly threat. It's not philosophically inconsistent to celebrate their sacrifice and heroism today while looking to give them better capabilities that keep everyone safer tomorrow.

How can we remove the struggle, stop the sacrifice? How can we ease the journey? Can we tip the scales and defeat violence in such a dominant fashion that violence becomes, dare I say, no longer interesting?

We are seeing some of this occur already. A few years back, I talked to a sheriff who told me that, in previous years, inmates were assaulting corrections officers multiple times per month in his jail. He explained that many inmates came from violent backgrounds. Within that jail community, it was seen as a badge of honor to get into a fight with officers, and if you injured them, it was a mark of achievement. You were one of the strongest warriors who stood up against the system and inflicted pain and suffering on your captors.

However, the introduction of TASER devices in the jail changed the dynamic. It was one thing to get into fisticuffs with correctional officers where you may land some blows and "score some points," but a TASER exposure led to an inglorious surrender. The user deploys the probes from a safe distance, which causes the subject's muscles to lock up involuntarily,

despite how much they want to resist or fight. Assaults on officers fell from multiple per month to only a few per year. Everyone is now much safer and the environment less violent. We made violence less interesting.

If we are to truly change the nature of violent encounters, we need to remove the risk of sending human beings directly into harm's way. One key area we are pursuing with significant promise is robotic security. If we can send a robotic system into high-risk areas, we create more distance and time, two critical factors that can drastically change outcomes for the better. We can create innovative new capabilities that are far safer for everyone than sending in a team of heavily armed people, who are subject to their own fears and impaired by their own fight-or-flight biological reactions.

We understand the initial reservation around utilizing robotics in a public safety landscape, given the potential for misuse. However, as we have proven with our TASER devices and body camera products, misuse of good technology can often be mitigated with better technology and policy controls. We intend to lead the world not only in robotic security but in the development of ethical frameworks and technology controls in this important space.

Now, let's turn our attention to our type of epic story. Stories that lift humanity and drive us forward. Stories that celebrate the best of humanity—our love, care, innovation and adventure into new possibilities. The stories of space programs going to the moon, of curing diseases, of people seeking to contribute positively during their time on this Earth.

We are writing one such epic story. We envision a future where attempted violence elicits no more than a yawn—not because we're numb

to this plague, but because every single time it happens, the outcome is predictably and dominantly neutralized. Rather than going down in their own ill-conceived blaze of glory, violent actors are unceremoniously and ingloriously incapacitated and arrested — without struggle— taken to jail, put on trial and judged by peers.

I'd like to make it so violence in the modern world is no longer something that's worthy of a movie plot. Violence is not the ultimate expression of human struggle. It's simply bad and foolish; we should do everything we can to squeeze it out of our society.

I am not naive about removing deadly violence from human nature—this tale is as old as time. The deeper conflict is not with other people or changing their instinct, but with technology that has not progressed far enough to displace violence as the best solution to stop violence. We may not be able to stop a passionate dispute, but we can endeavor to remove violence from the human transaction between our governments and the governed.

We are joining forces with law enforcement and community leaders in a moonshot goal to cut gun-related deaths between police and the public in half over the next 10 years. Axon's part in accomplishing this moonshot goal will primarily be to approach killing as a technology problem. Gene Roddenberry, creator of "Star Trek," envisioned a future where technology elevated humanity, resolving interpersonal violence by "setting phasers to stun," where real-time video communication is ubiquitous, and where computers, software and robots assist people to resolve dangerous and uncertain situations. That is the future we are creating—with life imitating the better side of the arts.

From left to right:

Jeff Kunins, Chief Product Officer and CTO; Rick Smith, Founder and CEO; Josh Isner, President; Brittany Bagley, Chief Operating Officer and CFO

Commemorating the launch of our moonshot goal at Axon HQ in Scottsdale, Arizona.





Rick Smith at Axon HQ in Scottsdale, Arizona.

We know technology alone is not going to solve problems that involve complex social dynamics. It is going to require technology, training, policy, public acceptance and oversight. In this area, we are fortunate, because stakeholders from diverse parts of society share our mission and seek to solve it, together.

WHY AXON?

We often get asked why we are the right people to be writing this story, why a cause so universally supported is being spearheaded by a for-profit business. While we are proud to have built a profitable, growing business, profit is not our mission; our profit is an outcome we must achieve to support our mission. Revenue growth, profitability and cash flow are all hallmarks of running a strong enterprise, and a healthy business model is the most powerful means to our ultimate end: to protect life.

When you see a problem that you can wrap a business model around, that forces you to think about focusing on developing products that are so valuable people will buy them. When I decided I wanted to focus my life on reducing violence, I could have started a non-profit. But, in practicality, that would mean I would spend the majority of my time calling people asking for donations. By focusing on technologies that address the problems I care about and wrapping a successful business model around our solutions, our mission became self-funding and could move with speed and impact unthinkable in any other organizational model. Today, we have 3,000 employees working on our mission. We have generated over \$15 billion in wealth for our shareholders, and our products have successfully saved hundreds of thousands of people in high-risk situations that could have otherwise escalated to deadly outcomes.

I believe with every fiber of my being that mission-driven capitalism works. Capitalism writ large has done more to lift humanity out of poverty over the past two centuries than any other approach. And we now have the ability to focus more of our time and energy solving higher-level problems. Our mission mindset is what took us from a literal startup in a garage to where we are today, and we have even bigger problems (yielding even greater value) in our sights going forward.

You might recall that in 2020, we made the strategic decision to accelerate our investment in further advancing TASER technology to better serve public safety and communities. Over the course of 2021 and 2022, we invested nearly \$100 million in TASER segment research and development. We are incredibly proud of the results: On January 24, 2023, Axon unveiled TASER 10, a

game-changing, lifesaving weapon that is a feat of human ingenuity and engineering.

TASER 10 represents a giant leap in innovation, with several step-function improvements compared to previous versions, including double the range and much greater capacity. TASER 10 is the most sophisticated, accurate and effective TASER energy weapon to date.

Future generations may simply take for granted the existence of this less-lethal technology—as if it had always existed—and like with all technological advancements that drive society forward, that is our aim. We are proud to be innovative category creators.

Shareholder investment in our company and mission is an important element of the broader story. We're proud that our mission and focus work for shareholders, too. We are a "both/and" company—we don't believe one party must win at the expense of another. We believe true value creation helps everyone. By investing in and striving to accomplish our mission, we are building the value of our company, our products, and our people. We leave all of our stakeholders—our employees, our shareholders, and both our customers and the communities they serve—better off when they join our ecosystem.

WHAT'S NEXT?

Looking forward, our efforts are focused on continuing to deliver strong financial results while we drive toward our moonshot. We plan continued investment in our existing products, our sales force, and expansion into newer product areas that can further improve the life experience for the stakeholders we serve.

We aim to pioneer, create, and invent. We believe we are the best positioned to drive the next wave of technology adoption within public safety and beyond.

As we embark further on our journey, we thank you for your unrelenting support and empowerment. Over the next decade, our epic story will bear fruits and new breakthroughs, and we are proud that you have chosen to be a part of it. We will not let you down. In fact, we will elevate together.

Here's to the next exciting chapters in our story,

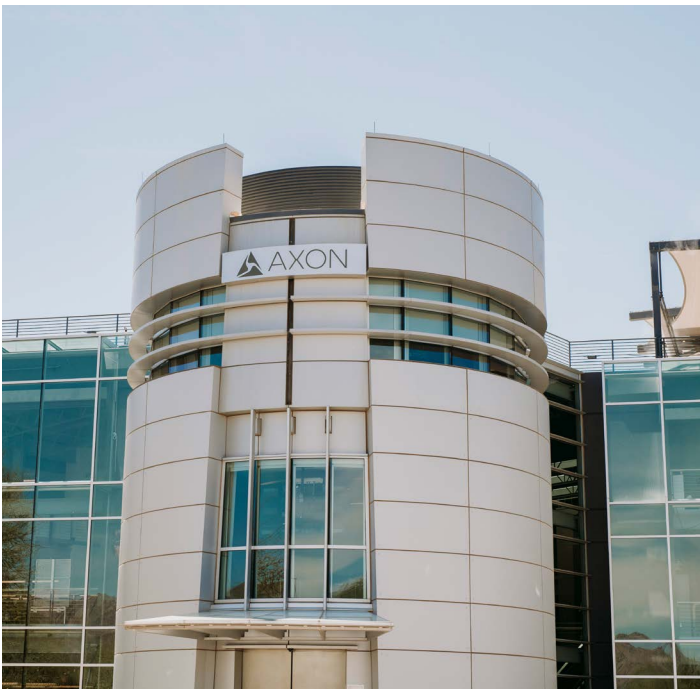
Rick Smith
Founder + CEO, Axon

What we are all about

Our mission is to Protect Life. We envision a world where bullets are obsolete, where social conflict is dramatically reduced, and where everyone has access to a fair and effective justice system.

Six core values serve as guiding principles:

- + **Be Obsessed.** Immerse yourself completely to transform the world.
- + **Aim Far.** Think big with a long-term view.
- + **Own It.** Commit, take action and deliver.
- + **Win Right.** Win with integrity and honor.
- + **Join Forces.** Act as one global team.
- + **Expect Candor.** Deliver with respect. Assume positive intent.



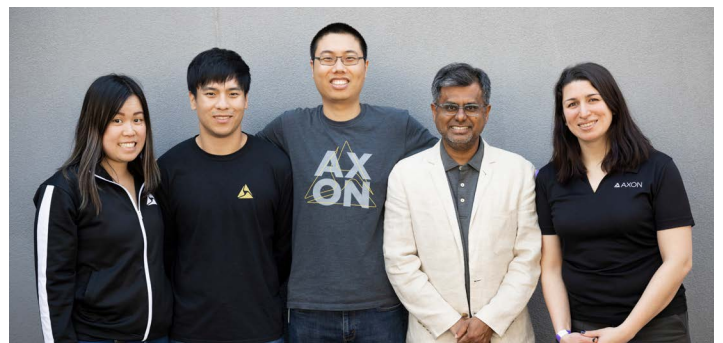
Our people create societal value. With over 3,000 employees worldwide, we are leading the way in creating a work environment where employees can maximize happiness and productivity. We're proud to offer competitive benefits and remote-hybrid options that allow us to attract diverse top talent to our mission. Solving deeply entrenched challenges means investment and focused attention from the world's best and brightest minds to stay sharp, adaptable and unstoppable.

We are a mission-driven, founder-led organization that operates with purpose to protect life, capture truth and accelerate justice.

We focus on innovating to solve deeply entrenched societal challenges.

We deliver a leading technology platform that is revolutionizing public safety through cloud-enabled, integrated hardware and software.

We create more value for society than we capture. What we do capture—that is, 100% of Axon revenues—is tied to promoting social good.

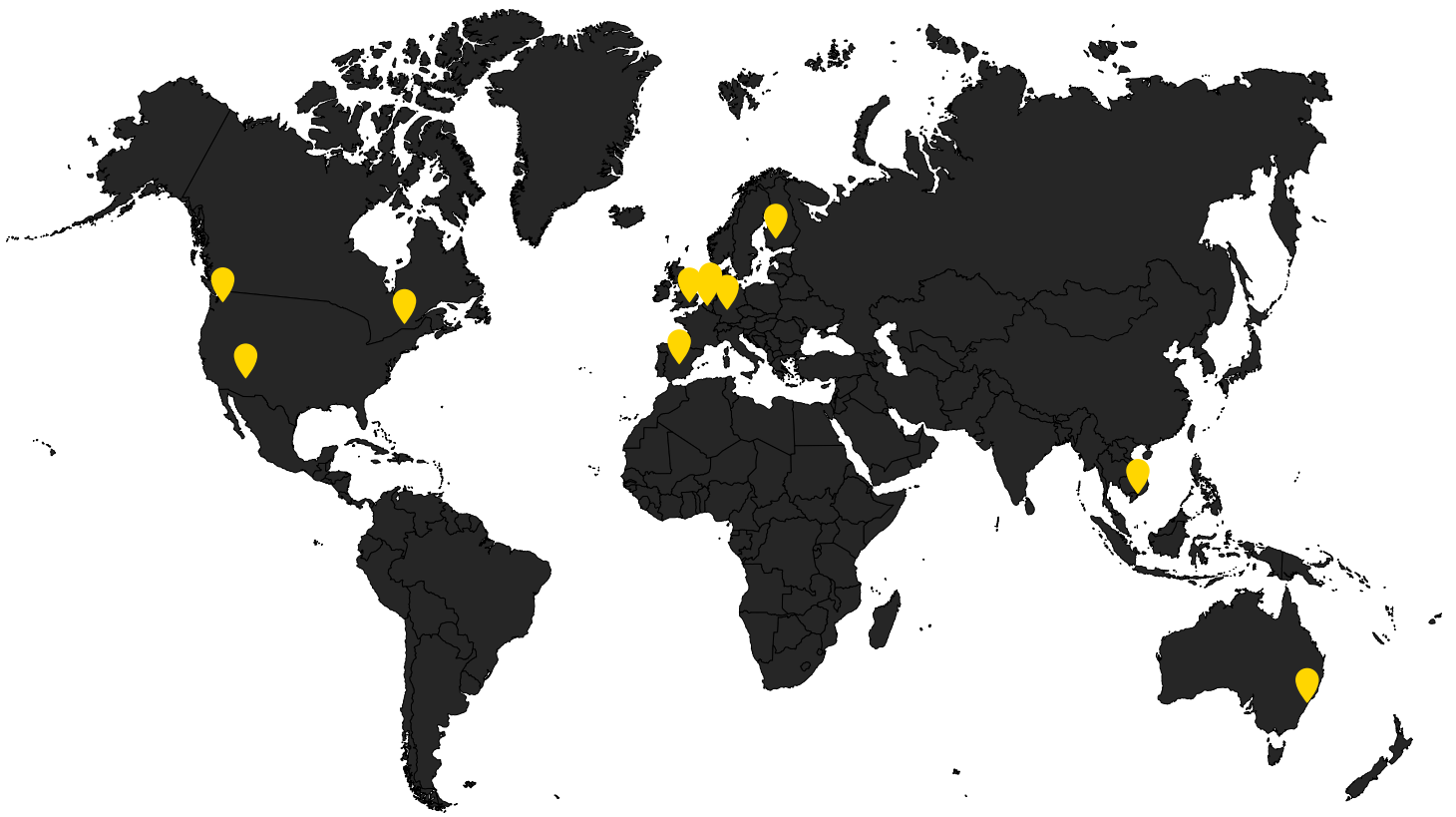


Axon is a technology leader in global public safety, building the public safety operating system of the future by integrating a suite of hardware devices and cloud software solutions.

Axon has 550 employees from 13 nations outside of the U.S.; we also work with professionals from 16 additional nations helping contribute to Axon’s mission. Axon works with 2,076 customers, including law enforcement, enterprise, and federal customers who come from 97 countries and territories.

- Amsterdam, Netherlands**
- Frankfurt, Germany**
- Ho Chi Minh City, Vietnam**
- London, England**
- Brussels, Belgium**
- Madrid, Spain**

- Seattle, United States**
- Scottsdale, United States**
- Sydney, Australia**
- Tampere, Finland**
- Toronto, Canada**
- New Delhi, India**
- Rome, Italy**



**Spotlight Award
for Best Culture**



**Top Five Best Places to
Work in Phoenix Metro**



**Certified with an 87%
Overall Satisfaction Rate**

A wide-angle, fisheye photograph of the interior of a space station, looking out through several large, irregularly shaped windows. The view outside shows the Earth's blue oceans, white clouds, and brown landmasses. The interior of the station is dark, with various pieces of equipment, cables, and structural elements visible. The text is overlaid on the top left portion of the image.

This is our moonshot

Cut gun-related deaths between police and the public by 50% in the next 10 years.

This is our moonshot

Every year in the United States, about 1,000 people and several dozen police officers lose their lives in gun-related incidents between police and the public. While these losses reflect a complex set of issues, the impact on families and loved ones, communities, and our country as a whole is felt deeply and daily.

WE MUST DO SOMETHING.

In response to this distressing trend, on October 20, 2022, Axon announced that it is joining forces with law enforcement and community leaders in a moonshot goal to cut gun-related deaths between police and the public in half by 2033.

Achievement won't be measured in miles traveled but in lives saved. Data regarding 2022 formed the baseline number of 1,201 deaths. We will track progress against that figure until December 31, 2032.



IT WILL NOT BE EASY, BUT THIS IS WITHIN OUR REACH.

In 1961, President Kennedy set us on a course to put a person on the moon. It was a historic moment; a mission many thought would be impossible, but one that he knew would organize the "best of our energies and skills" at a time when our nation needed it most.

This isn't something Axon intends to do alone. We will need new technologies, new ways of training, new policies, and even new regulations to guide the way. We have called on our own team members, leaders of the law enforcement profession, community organizations, elected officials and others representing the best ideas to support and achieve this goal.

A MOVEMENT BEHIND THE MISSION HAS ALREADY BEGUN.

This complex challenge will require commitment, change and solutions from all angles. Axon was founded in 1993 with a vision to obsolete the bullet and a mission to Protect Life. Since then, we have strived to break the historical link between injuries and weapons by emphasizing less-harmful and less-lethal product development. We believe Axon is uniquely situated to drive improvement through our product ecosystem of TASER energy weapons, body cameras, VR training and software. We estimate that TASER energy weapons alone have saved more than 290,000 lives from potential death or serious bodily injury to date. We are committed to providing technology, training, insights and data that will help achieve better outcomes and deepen trust between law enforcement and the communities they protect and serve. By launching this effort, we are also dedicated to convening diverse perspectives and facilitating open dialogue to collectively develop realistic and responsible solutions that are rooted in insights to achieve this important goal.



Additionally, Axon has enlisted the Institute for Intergovernmental Research (IIR), a private nonprofit research organization, to track gun-related deaths between police and the public in the U.S. This includes all jurisdictions and all shooting deaths involving an officer(s) and civilian(s) in the U.S. IIR will release semi-annual and annual reports funded by Axon, which we will use to measure progress and uncover learnings.

TOGETHER, WE CAN PROTECT LIFE.

We encourage anyone with relevant insight, expertise and influence to join the movement, including leaders in the law enforcement profession, tacticians and trainers, community members, leaders and organizations, elected officials, and other partners and organizations.

JOIN THE MOVEMENT.

Cutting gun-related deaths between police and the public in half by 2033 is an important step toward a future without killing, and a journey that will impact the lives of millions.

Join us in this effort.

axon.com/moonshot
moonshot@axon.com
[#thisisourmoonshot](https://twitter.com/thisisourmoonshot)

“

In 1961, President Kennedy set us on a course **to put a man on the moon.**

It was a historic moment; a mission many thought impossible, but one that he knew would organize the 'best of our energies and skills' at a time when our nation needed it the most. Six decades later, we are organizing around a different type of moonshot—one that is vital to protecting life. We must all come together to reduce gun-related deaths between police and the public. If Kennedy taught us anything, it is that even the moon is within our reach when we work together.”

RICK SMITH
FOUNDER AND CEO, AXON

What responsibility means to us

WHO ARE WE? WHAT DO WE STAND FOR?

At Axon, we constantly strive to be a force for good. We believe that everyone deserves to live in safe communities, and people deserve to both feel safe and be safe. **We deliver new technologies to the world that make the right things easier and the wrong things harder** to support public safety in their mandate to protect the public. We develop products that help public safety officials, governments, first responders and more to foster peace, justice and strong institutions. And we innovate with purpose through evidence-based practices and real-world insights.

Serving those who are sworn to protect

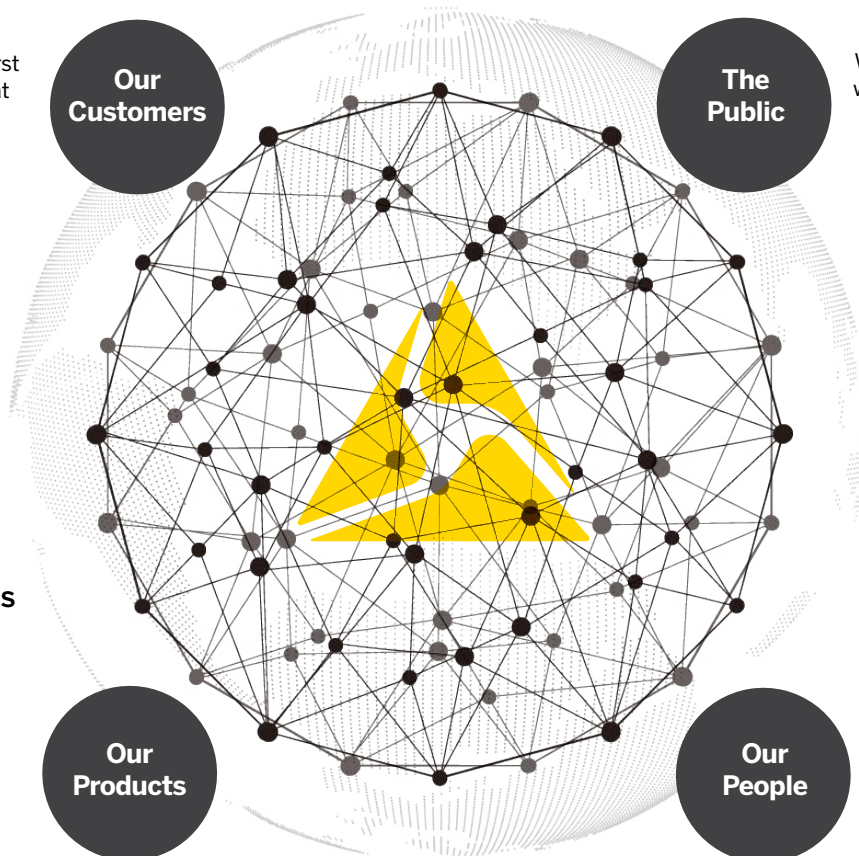
We are responsible for enabling first responders to be more efficient at fostering safe communities with effective justice systems.

Core supporting principle: Technological innovation elevates humanity and helps customers build community trust.

Making the right things easier and the wrong things harder

We are responsible for defying complacency to make the world better.

Core supporting principle: Ethical design allows technology to do its intended good while rigorously addressing misuse concerns.



Leaving a better world to future generations

We are responsible for solving for what is in our control and seeking insights from communities.

Core supporting principle: Everyone deserves to live in safe communities. This includes both being safe and feeling safe.

Cultivating sharp, adaptable, unstoppable talent

We are responsible for attracting the best and brightest to our mission to promote diverse approaches to problem-solving.

Core supporting principle: When inspired people respectfully come together, remarkable things can happen.

Supporting the United Nations Sustainable Development Goals

Axon's efforts support several United Nations Sustainable Development Goals (SDGs). The 17 U.N. SDGs represent a global call to action to address poverty, injustice and inequality; tackle climate change; and spur economic growth. We see 100% of our revenues as generated by products and solutions that support these goals, particularly 3, 5, 8, 9, 11 and 16, which seek to achieve healthy lives; promote gender equality; support economic growth; 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.

DEVELOPMENT GOAL 3: GOOD HEALTH AND WELL-BEING

+ Axon's mission is to Protect Life by building the public safety operating system that leads the future of modern policing. Axon's philanthropic arm, Axon Aid, provides mental health resources to first responders and communities at no cost to them. We have created resources for first responders, their families and communities that cover topics such as mental wellness, establishing support systems and building stronger communities.

DEVELOPMENT GOAL 5: GENDER EQUALITY

- + Axon provides an environment that encourages every employee to flourish. Through various on-site amenities and competitive benefits, we equip our team with the tools and experiences they need to succeed and thrive. As of November 2023, 56% of Axon's independent board of directors was made up of women. As of June 2023, Axon has 22% of women in positions at the director level and above, up from 18% the prior year.
- + Axon's products support and enhance gender equality in the public safety field and in the wider public. Our tools increase public transparency and eliminate factors like body size when determining who can safely approach a suspect. Our products are also used in helping public safety tackle issues such as domestic violence.

DEVELOPMENT GOAL 8: DECENT WORK AND ECONOMIC GROWTH

- + Axon contributes to economic growth in many ways. Whether it's employee professional growth through continuing education, mentorship opportunities and competitive compensation or partnering with our supply partners to build the best public safety technology, we are committed to doing our part to provide economic sustainability for the greater good.

DEVELOPMENT GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

- + Axon is proud to be a global public safety technology leader, with innovation at the core of everything we do. We invest heavily in research and development, with engineering staff in the United States and internationally.

DEVELOPMENT GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

- + We believe everyone deserves to live in safe communities. We are proud to do our part to develop products and solutions that help communities operate at their safest while fostering collaboration and transparency between governments and the public.
- + Our Global Strategic Community Impact team works to align our mission with the needs of local communities to build a safer, more equitable future. This is done in numerous ways, including partnerships with grassroots organizations and community events aimed at product education and connecting community members with public safety leaders.

DEVELOPMENT GOAL 16: PEACE, JUSTICE AND STRONG INSTITUTIONS

- + Our mission is rooted in protecting life and promoting peaceful and inclusive societies for all. Our products foster trust between public safety and communities, accelerate time to justice and alleviate the administrative burdens within public safety systems.



Serving those who have sworn to protect

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Serving those who have sworn to protect

Our responsibility to customers

What we are responsible for

Enabling first responders to be more efficient at fostering safe communities with effective justice systems.

Core supporting principle

Technological innovation elevates humanity and helps customers build community trust.

Where we focus

- + The Axon Ecosystem
 - + Never Miss a Moment
 - + De-escalating with confidence
 - + Giving back and paying it forward
-

The Axon Ecosystem

THE BIG PICTURE

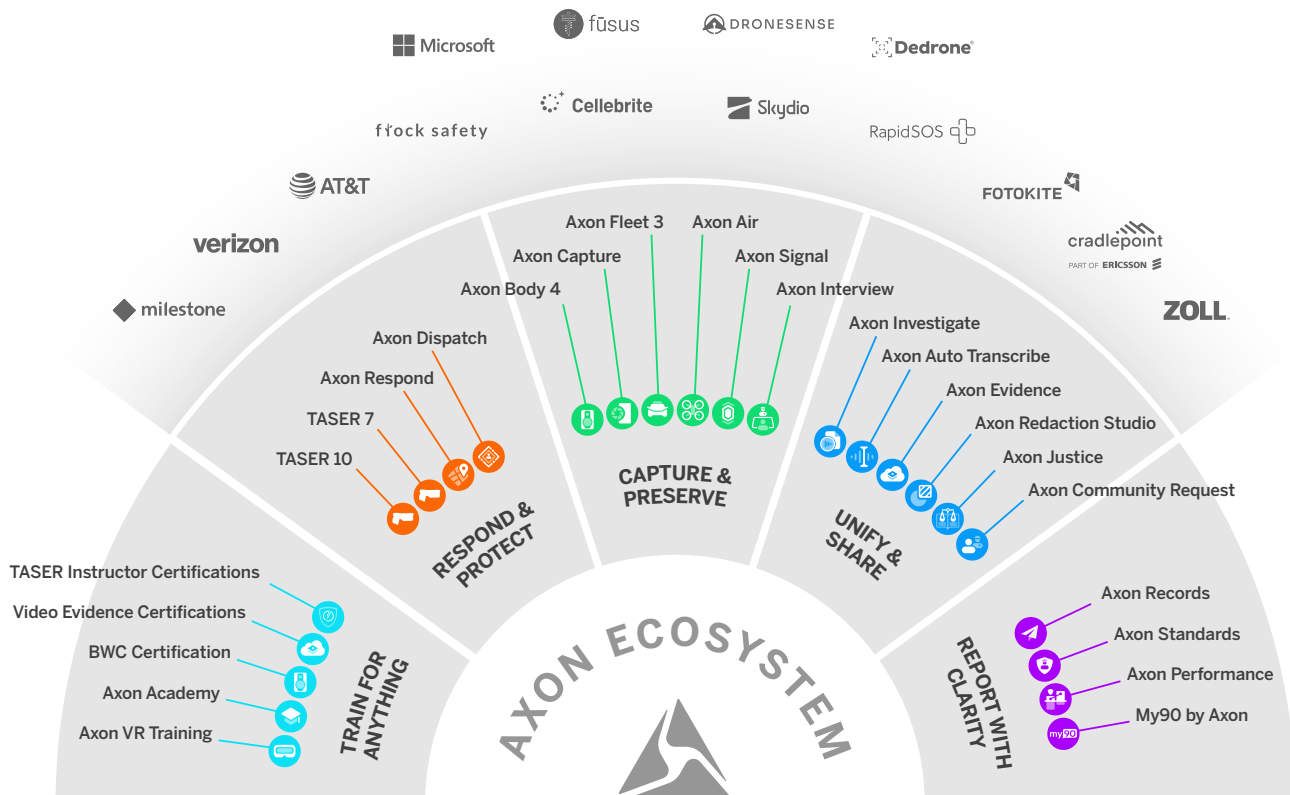
Our products help emergency responders to be more effective and efficient toward creating safer communities. As a technology leader in global public safety, Axon is building the public safety operating system of the future by integrating a suite of hardware devices and cloud software solutions that lead modern policing. Our product network integrates with other leading industry vendors who share our mission and purpose. This is the Axon Ecosystem.

We work to make the right things easier and the wrong things harder for our customers, while challenging the status quo in the spirit of continuous improvement. We believe greater connections across public safety's platform of solutions and products drive better outcomes. Therefore, we constantly work to integrate, partner with and deliver to our customers so they can best understand unfolding situations and act on real-time developments.

APPROACH

The Axon Ecosystem is designed to help our customers train for anything, respond and protect, capture truth, unify and share and report with clarity. Axon's product suite includes TASER energy devices, body cameras, in-car cameras, unmanned air vehicle systems, cloud-hosted digital evidence management solutions, virtual reality training, productivity software and real-time operations capabilities.

In bringing Axon's own network of products and solutions together with our strategic partners across key platforms and devices, we are building an operating system that unifies everything a customer needs at their fingertips to do their job efficiently, effectively and safely. In return, this fosters a greater ability to deliver safer outcomes within communities. Our ecosystem will continue to expand as we also build a suite of tools to enable a fairer and more efficient justice system.



Never Miss a Moment

THE BIG PICTURE

Customers and communities agree that capturing truth improves trust. In support of this sentiment, Never Miss a Moment is a tool set that Axon has introduced to help agencies and communities ensure critical moments are captured and safely stored.

APPROACH

As part of the Axon Ecosystem, the Never Miss a Moment tool set includes four main components: reliable cameras, aided auto-activation capabilities, performance software and stop gaps, ensuring public safety is capturing every moment on a scene. Read on to learn more about these key components.

+ Reliable cameras

Capturing points of view from multiple sources is important in understanding how events unfold. We do this from officers via Axon Body cameras, from vehicles via Axon Fleet in-car cameras, from drones via Axon Air and from fixed cameras through partners across the public safety sector.

+ Auto-activation

Axon designs software and hardware tools to auto-activate cameras, which is useful in myriad situations, especially when officers are too occupied to start recording. The Axon Signal product line offers programmatic integrations with computer-aided dispatch systems and programmable geofencing, so cameras can automatically activate when officers

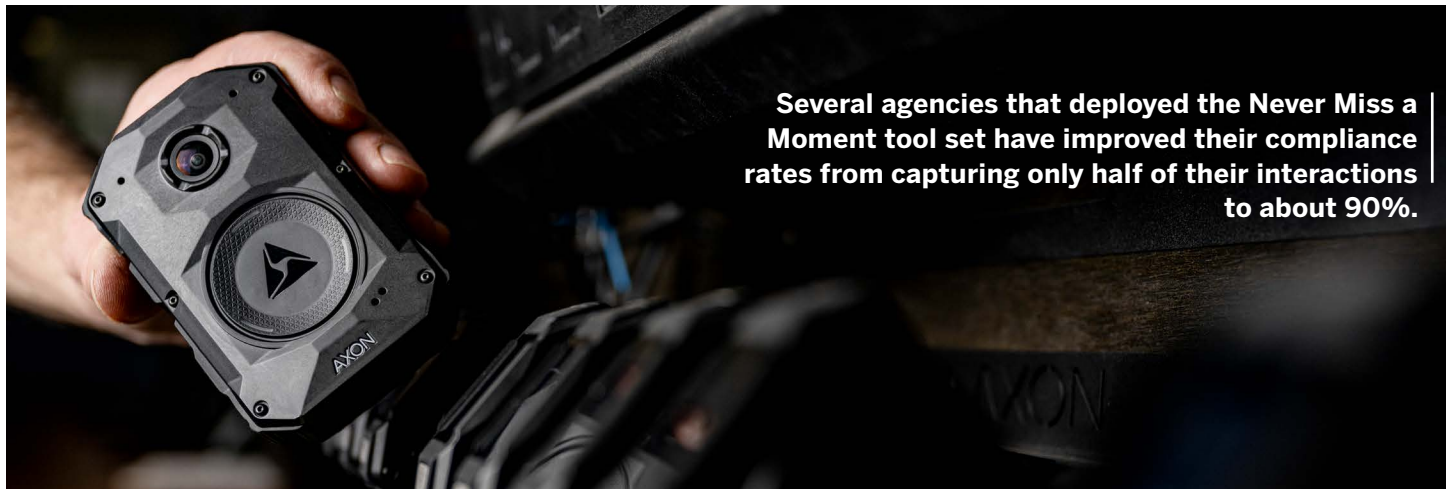
arrive on scene and when certain incidents occur—such as the removal of a firearm from its holster or the activation of a TASER device. These compliance safeguards always come with strict controls to preserve officer privacy and autonomy.

+ Axon Performance software

Agencies set their own policies on camera usage, and Axon develops software to help agencies manage policy compliance. Axon Performance allows agencies to see baseline camera activation rates down to the officer level and incentivizes compliance while also enabling performance coaching, supervisor alerts, and more. In the first year of using Axon Performance, agencies tend to see dramatic improvement in camera usage, ensuring cameras are recording when they are supposed to be. We believe that Axon Performance has helped at least 160 agencies increase their body camera activation rates this year alone.

+ Final fail-safe

In the rare, rapidly unfolding and high-pressure scenarios where all efforts to follow camera activation policies may fail, Axon offers a fail-safe called Video Recall. This function allows the agency to enable a small and specialized set of authorized users to forensically retrieve “missed” video from an Axon Body 3 or Axon Body 4 camera when the setting is turned on. This feature works while providing careful controls and strict privacy protection.



Several agencies that deployed the Never Miss a Moment tool set have improved their compliance rates from capturing only half of their interactions to about 90%.

A deeper dive on body cameras

MISSION CRITICAL TO PUBLIC SAFETY

When Axon began investing in body cameras in 2008, the concept was virtually unheard of—and adoption was low. Axon's investments in research and development have brought body camera usage into the mainstay of public safety, making them an accepted and critical part of modern policing.

Axon began investing in body-worn camera technology to provide transparency, accountability and oversight—and continued to invest for 10 years before making a profit. Today, Axon's body cameras work together with software and other sensor technology to give a real-time look into any unfolding situation, sending live-streaming video and alert signals over cellular networks back to central command.

Studies have shown that body cameras have a positive effect on de-escalation, reducing use of force, and enhancing public trust. U.S. law enforcement agencies have widely adopted body-camera technology as a best practice, mission critical technology, due to these benefits. In turn, the technology is receiving greater interest internationally, as well as in private security, corrections and federal policing.

Some additional studies underscore this evidence:

+ **Subsample of police departments, United States.** Agencies that acquired cameras had statistically significant decreases in fatal police–citizen encounters after three years, compared with agencies that did not acquire cameras based on a subset of agencies drawn from the Bureau of Justice Statistics Law Enforcement Management and Administrative Statistics Body-Worn Camera Supplement. Read: [Effects of Body-Worn Cameras on Reducing Rates of Citizen Fatalities](#)

+ **Phoenix, Arizona.** On-officer camera implementation through a program that records contacts with civilians during intimate partner violence incidents showed that camera use was statistically significantly more likely to result in arrests, charges filed, cases furthered, and both guilty pleas and verdicts. Read: [Police Body-Worn Cameras](#)

+ **Birmingham, United Kingdom.** Deploying body cameras resulted in a statistically significant reduction in citizen injury and officer use of force. Read: [Police Body-Worn Cameras](#)

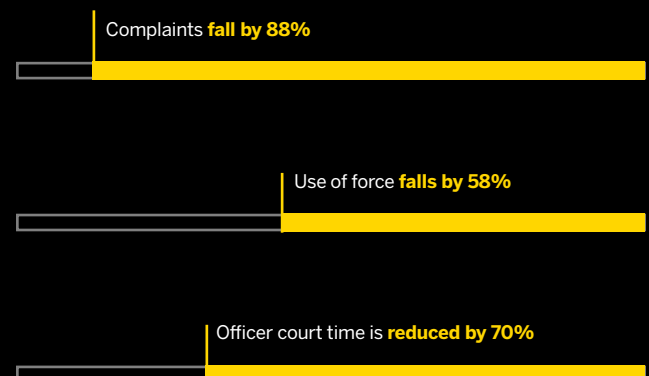
+ **Chicago, Illinois.** Benefits to society from using cameras are about five times higher than the costs, and the biggest benefit of using cameras in policing is a reduction in use of force. Read: [Body-Worn Cameras in Policing: Benefits and Costs](#)

+ **Queensland Police Service, Australia.** Body Camera implementation in courtrooms when dealing with cases of domestic violence contributed to a 60% to 70% decline in policy summary hearings and an increase in the number of guilty pleas. Read: [Fighting Domestic Violence with Body-Worn Cameras](#)

+ **Phoenix, Arizona.** On-officer camera implementation through a program that records contacts with civilians during intimate-partner violence incidents showed that camera use was statistically significantly more likely to result in arrests, charges filed, cases furthered, and both guilty pleas and verdicts. Read: [Police Body-Worn Cameras for Intimate-Partner Violence Cases](#)

+ **Queen's University, Kingston, Canada.** Members of the public that were exposed to positive body camera footage showed significant increases in their trust in police and their willingness to cooperate with police, indicating that continued transparency of footage can support trust between police and the public. Read: [Body-worn camera videos and public perceptions of police](#)

When body-worn cameras are deployed, mutual trust is strengthened.



As the global leading provider of body cameras,

Axon technology is providing more transparency and accountability to communities than ever before. The role of the body-worn camera goes far beyond capturing footage. It's been proven to help establish trust and ensure the public is treated fairly and justly, as footage recorded and captured on body cameras is frequently used to review actions in complex situations. The public demands this transparency in a highly complex world, and public safety is equally supportive of the technology. Body cameras provide a lens into instances that have driven societal movements over the past decade.

Video evidence and transparency is just one part of the body camera story—when combined with Axon's other technologies, including empathy and de-escalation training, as well as software through the Axon network, body cameras help connect the dots to not only show the full picture of what happened, but improve emergency response through features like Axon Respond. We also invest in artificial intelligence (AI), especially in areas such as redaction, which preserves the right to freedom of information for the community while also protecting the right to privacy of individuals in body camera videos.



Technological innovation can't solve all problems, but it does play a critical role. Axon acknowledges body cameras alone are not a panacea and do not obviate the need for good policies, training and community policing efforts; however, along with other technological innovations, they are an important key in the complex puzzle of unlocking greater mutual trust between public safety and communities.

We also know our responsibility extends beyond the design and development of cameras. Axon is dedicated to fostering broader efforts in community engagement and laying the groundwork for less-lethal use of force. Axon's Never Miss a Moment tool set is a step forward in furthering our commitment to being a force for good.

PROVIDING MORE AT THE CORE

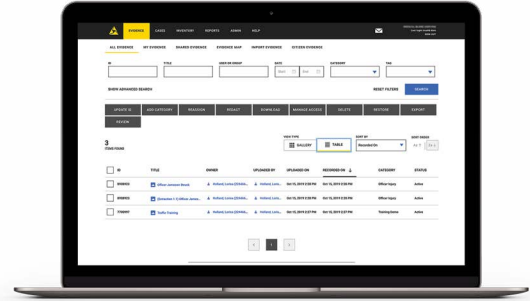
Our latest body camera model, Axon Body 4, brings far more value than just a camera.



- + **Expanded communications ability.** Axon Body 4 introduces bi-directional communications between officers and their support teams by enabling multiple viewers who have access to the livestream to communicate in real time with the camera wearer. A new "Watch Me" button empowers officers to signal for additional support, with location and critical alerts displayed on Axon Respond. This enables real-time options to connect to other decision-makers and communicators in the moment, such as dispatchers, supervisors, translators, or even mental health experts or physicians.
- + **More points of view.** Axon Body 4 offers the option to easily connect an additional point-of-view (POV) camera module. This camera can be attached to an officer's head or shoulder, held in the hand, or affixed to the brim of a hat or an arm of a pair of sunglasses to allow for alternative perspectives that more closely mirror the officer's own point of view.
- + **Upgraded camera features.** Sharper images, improved visibility, a larger field of view and better camera capabilities enable the wearer to capture more of every moment.
- + **More streamlined operations.** Axon Body 4 improves the officer user experience and enables agency administrators to more easily manage their body camera programs.

Combined with body camera hardware, our software solutions are designed to:

- + **Promote mutual trust.** Tools in the ecosystem, like [Axon Signal](#), help ensure that body cameras are always recording when they need to be. This technology automatically activates all body cameras within a 30-foot radius when an officer conducts actions such as [unholstering their service weapon](#), [unholstering their TASER device](#), [turning on patrol vehicle sirens](#) and many other actions. Features also enable publishing to social media, allowing authorized users the opportunity to post redacted videos directly from Axon Evidence, which can help build community trust through greater transparency.
- + **Support backup.** Our devices offer a pre-event buffer, which can act as backup, providing up to two minutes of footage prior to when the record button is pressed. We have expanded activation signals to include dispatch activations and geofencing so agencies can ensure cameras are turned on when they are assigned to a call or enter a critical location. Finally, our cameras offer video recall, where the camera can save up to 18 hours of footage in an encrypted on-camera system in the event an administrator needs access. This is designed to protect officer privacy while providing ultimate insurance to never miss a critical moment.
- + **Optimize reviews and secure sharing.** Transcription within [Axon Evidence](#) streamlines the process of providing video and audio transcriptions for court use and report-writing. Agencies can select files and receive transcripts within 24 hours from Axon's Criminal Justice Information Services-compliant third-party provider. [Priority-Ranked Video Audit](#) allows supervisors to use key words from the transcribed video text and specific events (like unholstering a TASER device or firearm) to prioritize the videos that should be reviewed first. Agencies can seamlessly and securely share encrypted evidence with [prosecutors and public defenders](#) directly from Axon Evidence.



- + **Facilitates comprehensive evidence collection.** Axon's suite of connected services includes [Axon Respond](#), which provides real-time location data and livestream video feeds from Axon devices, and Axon Evidence provides a complete digital audit trail for all videos, photographs, audio recordings, documents and more to be stored in one platform.
- + **Encourage continuous improvement and identify trends.** All of these resources allow for more opportunities to capture footage, which enables better officer self-review. Agencies can then review footage, recognize good performance, and continue to grow and improve training. Additionally, Axon Standards provides data-driven incident, outcomes and investigation workflows—allowing agencies to better mitigate risks and understand agency trends.

De-escalating with confidence

THE BIG PICTURE

De-escalating is an essential skill for saving lives and building trust. We heavily invest in the research and development of technologies that reduce the need for lethal force and equip officers with the right tools and resources to de-escalate safely.

APPROACH

Axon Founder and CEO Rick Smith formed the company in a Tucson garage in 1993 after two of his friends were shot and killed. His motivating idea started with simple questions:

- + Why is it that the best option to stop a threat is to put a metal bullet through a human being?
- + Where are the less-lethal weapons that sci-fi promised us?
- + Can we innovate enough to separate lethality from stopping power?

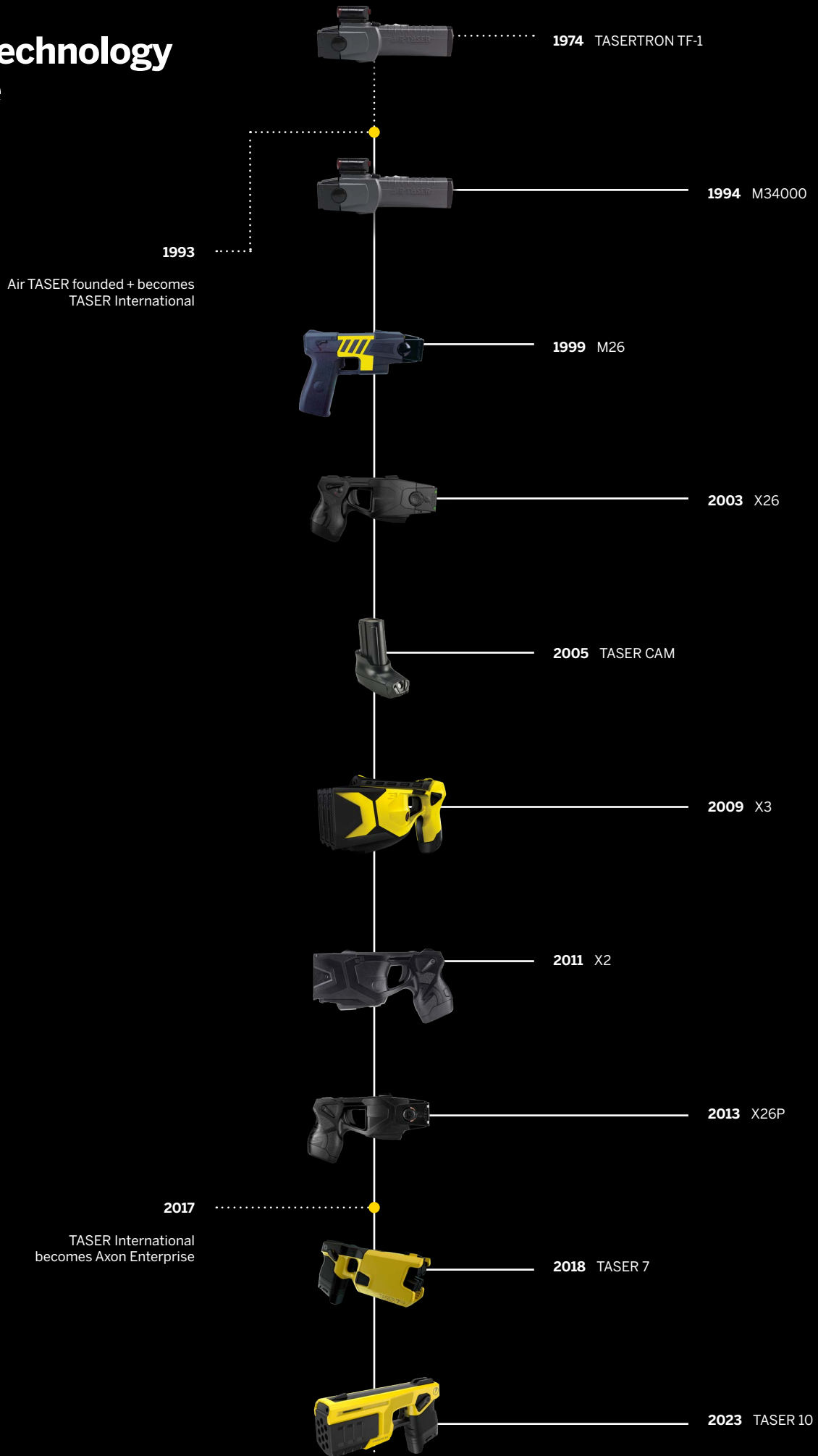
From the beginning, Rick approached the fatalities as a technology problem, and this outside-the-box thinking has carried the company ever since. It remains part of our culture— and is also how TASER devices were born.

As the exclusive producer of the TASER device, the safest and most effective less lethal force option used in public safety today, we are proud of our 30-year legacy of less-lethal innovation. We work relentlessly toward our mission to protect life, and our goal is to one day make the bullet obsolete.

We estimate that more reliable and effective hand-held TASER weapons, advanced drones and robotics can dramatically reduce lethal force.



TASER Technology Timeline



How safe are TASER energy weapons?

PUBLIC SAFETY AND COMMUNITIES BENEFIT FROM TASER DEVICES: A LOOK AT TASER SAFETY

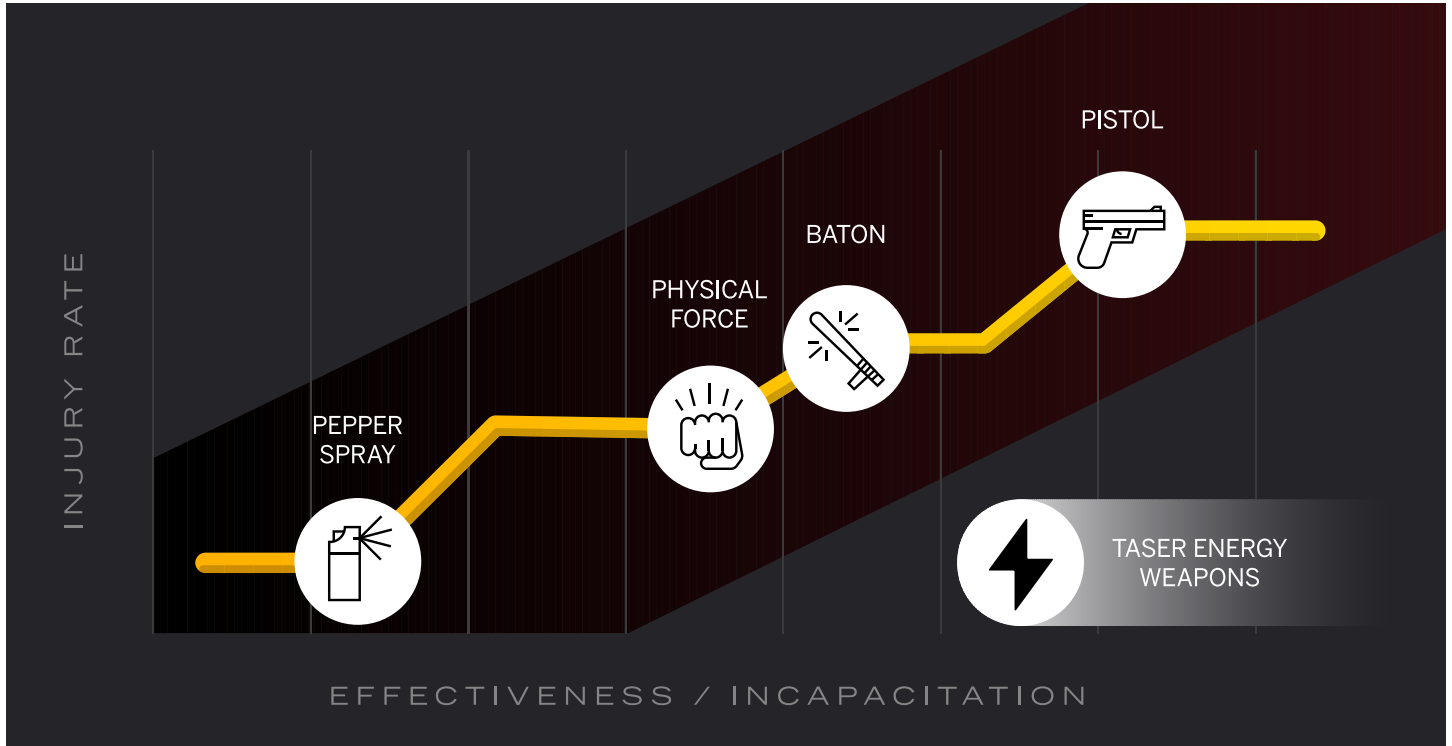
TASER energy weapons are the most studied use of force tool available to law enforcement today. With over 850 reports, abstracts, letters, studies and resource materials and more than 5 million field deployments in the past 30 years, TASER energy weapons are proven to be the most safe and effective less-lethal tool on an officer's belt.

With TASER devices, public safety agencies better de-escalate intense situations and reduce the rate of injuries to civilians and officers. Agencies even save taxpayer money and see a drop in workers' compensation claims after implementing a TASER device program.

A United States Department of Justice (DOJ)-funded study by the Wake Forest University Baptist Medical Center looked at injury reports per 1,000 instances between police and the public. It found that less than 1% of all TASER energy weapon incidents end in injury, a drastically fewer number than any other use of force option.

TASER technology injury rates compared with other force options:





TASER energy weapons offer the highest level of effectiveness with the lowest levels of injury rates compared with other leading less-lethal force options.

A small sampling of research and data backing up **TASER safety:**

+ In ~60,000 uses of force in the U.K., TASER energy weapons were only discharged 18% of the time as their mere display can support compliance. In the event of deployment, there were fewer injuries than in cases where other de-escalation options were employed.¹

“It is accepted by the police that no use-of-force option is risk free, however, data provided showed a greater incidence of injury to both officers and subject, as a proportion of use, when baton, irritant spray or physical confrontation was used.”

+ In an agency comparison of the use of energy weapons policies, it was found that agency policies that allowed wider use of energy weapons were substantially associated with decreases in the number of fatal police shootings.²

+ In 504 use-of-force incidents in large agencies, TASER energy weapons were 90.2% effective, while oleoresin capsicum (OC) spray, or "pepper spray," was 73.8% effective at the time. This indicates that TASER energy weapons were substantially more effective.³

“Given the research that has been conducted, it is safe to say that TASER [energy weapons] have inherent advantages over OC spray in their ability to incapacitate subjects.”

+ A four-year study performed by the Police Executive Research Forum (PERF) found that with the use of conducted energy weapons (CEWs), the odds of a suspect needing medical attention for an injury are reduced by 79%, and the odds of an officer needing medical attention are reduced by 87%.⁴

1 STEVENSON, R., & DRUMMOND-SMITH, I. Medical implications of Conducted Energy Devices in law enforcement. *Journal of Forensic and Legal Medicine*, 101948 (2020).

2 FERDIK FV, KAMINSKI RJ, COONEY MD, SEVIGNY EL. The Influence of Agency Policies on Conducted Energy Device Use and Police Use of Lethal Force. *Police Quarterly* (2014) 17: 328-358.

3 BRANDL, S. PR. OC & CEWs A Comp of Factors Predicting Use & Effectiveness. *Crim Just Pol.* (2015).

4 TAYLOR, B. AND WOODS, D. Injuries to Officers and Suspects in Police Use-of-Force Cases: A Quasi-Experimental Evaluation. *Police Quarterly*, (2010)13: 260-289.



Ushering in a new era of less-lethal technology

THE LATEST MODEL UNVEILED

In 2020, Axon accelerated investments in advancing less-lethal technology to better serve public safety and communities. TASER 10 is a result of that commitment and a giant leap in innovation, bringing forth several step-function improvements compared to prior TASER models.

TASER 10 ushers in a new era in this technology and provides public safety with the most sophisticated energy weapon to date, giving them more opportunities to save a life.

Key de-escalation features of TASER 10 include a 1,000-lumen pulsing light, loud audible alerts and laser painting, a technique in which a laser points at and bounces off the target, scattering in all directions. These features can help warn a subject to comply before having to deploy the device.

Our insights gather that ineffective TASER deployments can result in an escalation to lethal force and that over 80% of officer-involved shootings occur within a 40-foot range. In the event that an officer must deploy their TASER device, TASER 10 provides almost double the range of our previous energy weapons, with a maximum distance to reach a subject of 45 feet (13.7 meters), providing more time and space to de-escalate and resolve conflicts.

We will continue to advance game-changing de-escalation technology in service of our mission and moonshot.

We estimate that more reliable and effective hand-held TASER weapons with a longer range have the potential to avert up to 40% of officer-involved shootings before they escalate to lethal force outcomes. If we add in advanced drones and robotics, the number of avoidable shootings jumps to over 70%. While shootings may not have been avoidable with the technology of yesterday, we are determined to deliver better tools to reduce the need for fatal shootings today and tomorrow.

“

As public servants, **our goal is never** to bring harm to **anyone** in a difficult situation.

TASER 10 adds a new level of confidence for our deputies when intervention is required to ensure that they can de-escalate with accuracy and enhanced safety. I believe that TASER 10 will play a key role in reducing situations where our deputies may otherwise have to resort to lethal options, and we believe that TASER 10 will serve as a key tool to continue to keep our communities safe.”

DENNIS LEMMA

SHERIFF, SEMINOLE COUNTY
SHERIFF'S OFFICE IN SANFORD, FLORIDA

A key agency in Axon's TASER 10 evaluation program

A real-world look

THE DETERRENT EFFECT OF TASER ENERGY DEVICES AROUND THE WORLD

In the realm of law enforcement and public safety, the growing importance of technology in reducing the reliance on lethal force and promoting safe de-escalation cannot be overstated. Conducted energy devices (CEDs), with the TASER energy device being a prominent example, have not only transformed how incidents are managed but have also emerged as powerful deterrents. Remarkably, they often accomplish their intended objectives without ever needing to be physically deployed.

The design of TASER energy devices has followed a meticulous approach, resulting in devices with distinctive appearances and a recognized value as vital tools for public safety. Their influence extends not only to potential offenders but also to the behavior of law enforcement officials. TASER energy devices have demonstrated their ability to promote conflict resolution and prevent escalation in various policing scenarios worldwide. In this real-world exploration, we delve into key examples that highlight the crucial role TASER energy devices play in reducing violence, minimizing injuries, and upholding the principles of community policing in multiple countries.

One of the most noteworthy examples of TASER energy devices' role in violence reduction can be found in the United Kingdom. The U.K. has set high standards for establishing appropriate energy device policies for its officers, ensuring that every TASER energy device deployment is documented with careful categorization. Four out of seven categories focus on de-escalation moments when no electrical discharge occurs, shedding light on the TASER energy device's role as a deterrent. Official statistics on officer use of force in England and Wales from April 2021 to March 2022 reveal that energy devices were used in 34,276 incidents. Remarkably, more than 90% of these incidents were categorized as nondischarge use types, with only 3,212 cases involving actual TASER energy device discharges (10%). Furthermore, there was a slight increase in nondischarge uses (2%) and a slight decrease in discharge uses (3%) in 2022 compared to previous years.

As we witness the continued global adoption of TASER energy devices, we hear anecdotes and real-time accounts of how they provide law enforcement with the time and space needed to handle high-impact situations safely. These devices also offer reassurance that situations can be de-escalated in a controlled and effective manner. In Italy, the state police in Rome faced a series of complex incidents, and the TASER energy device has proven invaluable in neutralizing criminal activities without resorting to firearms or physical contact. Notably, since the deployment of TASER devices, most incidents were neutralized simply by presenting the device without deploying any cartridges. Inspector Adamo Tombolillo, serving at the state police headquarters in Rome, emphasizes how the TASER energy device was warmly embraced by personnel during training, recognizing its enormous potential, which was later confirmed in real-life situations.

The Carabinieri Mobile Radio Unit in Rome, Italy, has also witnessed the positive impact of equipping officers with TASER energy devices. As a first-responder unit, they commonly deal with petty crimes, including street theft and robberies. The introduction of TASER energy devices has been a step in the right direction, with the intended deterrent effect observed in real-world scenarios. In most cases, merely showing the TASER energy device has eliminated the need to deploy it, effectively and safely mitigating situations. While the introduction of new technology naturally provokes differing opinions from the public, curiosity has been the most common response. However, it has become evident that much of the public recognizes the utility of TASER energy devices for police officers and their role in enhancing safety.

Alessandro Dominici, commander of the Rome Carabinieri's Mobile Radio Unit, highlights two critical objectives achieved since introducing TASER energy devices into their operations: the success of ground operations and enhanced safety. He describes the TASER energy device as achieving the optimal balance for officers confronted with challenging situations, resulting in successful outcomes. In sum, TASER energy devices have become indispensable tools for defusing tension, upholding community policing principles, and making communities safer worldwide.

Virtual reality has the power to transform training for effective de-escalation

Safer outcomes for everyone start with better training. Pilots have used flight simulators for decades and this concept is expanding to public safety. Virtual reality (VR) is uniquely suited to transform training across a multitude of fields by creating an immersive real-world experience from anywhere, increasing engagement and reducing training costs.

Through VR, we are bringing forth officer training that is more effective and efficient and therefore more likely to be deployed. Training in law enforcement today can be highly inefficient, as it is primarily conducted through a classroom format that is time-consuming with low retention rates. Alternatively, scenario-based training requires expensive facilities, actors and complex technology systems. VR creates highly scalable and immersive experiences that can be replicated at a much lower total cost. Studies show that VR is much more effective with retention rates seven times higher than traditional training when compared directly.

In 2019, Axon launched VR Training, and the platform has now grown to include community engagement training, simulator training and a new area of VR, gamification. This is an emerging area of interest for us as we know that it is through play and competition

that people can learn at a much faster and more comprehensive rate. Gaming can make learning more engaging and productive. In our own smaller-scale research, we have looked at gamification strategies around training for TASER energy devices and have seen tremendous success in the results.

We continue advancing technologies to make the VR simulation experience even more immersive, enabling better connection between the user and the device, introducing in October 2023 new infrared tracking technology in a custom true-to-life TASER controller that makes the experience even more accurate.

We also look beyond the mechanisms of VR training to the experience and content for our customers. Today, situations that require de-escalation can have many different factors, requiring an officer to know and understand the different tools they can leverage in the moment. Our VR training provides a diverse set of opportunities in several key areas that focus more on community engagement. This type of training gives officers the ability to experience scenarios from multiple perspectives. As an example, the trainee can view a scenario from the officer's perspective before switching over to experiencing from a community point of view. This builds greater empathy and increases understanding of complex scenarios.



Our VR community engagement training provides diverse perspectives to safely de-escalate several different scenarios, including those that involve:

- + Domestic violence
- + Mental health conditions
- + Hard of hearing
- + Aging disorders
- + Peer interventions
- + Officer in crisis
- + Substance use disorder
- + English as a second language
- + Corrections facilities
- + Veterans with post-traumatic stress (PTS)



Axon is leading the way in VR training

250+

senior law enforcement trainers, command staff, crisis intervention specialists, and patrol officers support content development

100+

community leaders, clinicians, and educators make up our VR advisory network

1,500+

agencies use Axon VR Training

275+

hours of expert research, collaboration, and review go into the development of every VR scenario

100%

of VR productions include a law enforcement training advisor on set



We believe in generating training that can be as close to real-time experiences for officers as possible, so as we develop, we look to senior law enforcement trainers, command staff and crisis intervention specialists to support content development. We receive counsel from community leaders, clinicians and educators through our VR advisory network and conduct extensive research, collaboration and review in the development of every VR scenario. Today, over 1,500 agencies benefit from Axon VR training. We continue to innovate and diversify our VR capabilities so they can continue to support real-time, cost-effective options that can increase productivity and build ongoing acumen in law enforcement.

Giving back and paying it forward

THE BIG PICTURE

We seek to be a true partner to public safety—both in and out of uniform. We care deeply for those who selflessly protect and serve, and we constantly seek ways to lend a helping hand. Studies have shown that occupational stress in first responders is associated with increased risk of mental health issues, including anxiety, depression and post-traumatic stress disorder (PTSD). We recognize the sacrifices public safety makes every day and offer support to police officers through philanthropic endeavors.

APPROACH

Axon has a commitment to ensure that everything we do is in service of driving forward our mission to Protect Life. As a purpose-driven organization, this goes beyond our responsibility to provide technology. We see an opportunity to support the well-being of first responders and help them do their jobs more effectively. We also believe that it is through the nonprofit organizations that have a mission to provide support to public safety that we see the greatest impact, and we continually aim to join forces to help advance their mission in line with ours. We extend our hand in several ways, including through direct support, as well as assistance through Axon Aid, our philanthropic arm, which collaborates with organizations devoted to fallen officers, officer mental health and wellness, and emergency response. These services are provided to first responders at no cost to them.

There are three primary ways we seek to support those who have sworn to protect:

- + Partnering with shared purpose
- + Providing philanthropic resources
- + Recognizing heroism



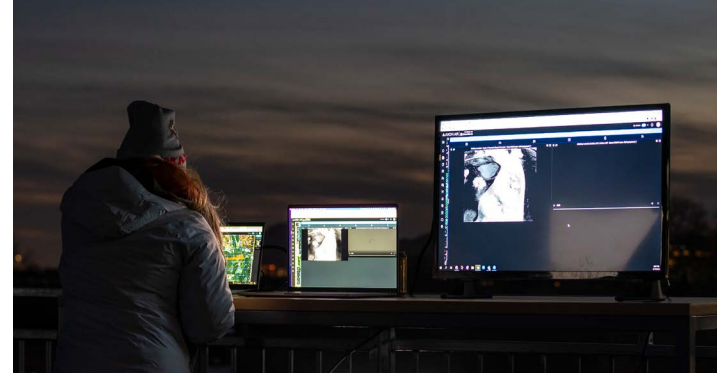
PARTNERING WITH SHARED PURPOSE TO ELEVATE OUR MISSION

Axon partners across the sector with like-minded organizations that feel deeply committed to a similar purpose and mission to Protect Life. We recognize that to truly support law enforcement, we must put ourselves in their shoes. We do this in a series of ways, and most notably through our ongoing partnerships with key law enforcement and emergency first-responder nonprofit organizations. We partner to advance various initiatives and garner insights that ensure we are constantly improving our practices, so those on the front lines can focus on doing their jobs and feel supported.

We see incredible value in collaborating with law enforcement leaders and staying up to date on the latest industry trends and challenges. Our work in partnership with these organizations has helped Axon to better understand the needs of our customers and develop solutions that are tailored to bring greater efficiency, safety and support to this critical industry. These relationships are paramount to driving our mission forward, and we feel privileged to be able to come to the table to identify solutions focused on making communities safer and improving the effectiveness and emotional and physical safety of law enforcement agencies.



Left: Donation event in Arizona.
Right: Axon Air team providing situational awareness.



AXON IS HONORED TO PARTNER WITH AND SUPPORT:



We provide support to these organizations, while obtaining insight from them in various ways, whether through research forums, CEO-level insight roundtables and opportunities to share their voice to a broader audience, or through direct support through charitable contributions, sponsorships and various initiatives that help progress each of their individual missions. Every investment in these organizations directly advances our mission and, in turn, offers ways in which we can have a greater positive impact on society. Axon also works on initiatives with these organizations to help improve police–community relations, promoting diversity and inclusion in law enforcement, advancing the use of technology and educating on solutions in policing. These relationships have helped us gain valuable insights into the unique challenges faced by law enforcement professionals and the communities they serve and helps ensure we develop products and services that are tailored to the needs of this industry.

PROVIDING PHILANTHROPIC RESOURCES

The Axon Aid program has three main pillars: emergency response, mental health and wellness, and philanthropy.

+ EMERGENCY RESPONSE

Following natural disasters such as flooding, hurricanes, and earthquakes, it can be difficult for a city to gain visibility into exactly where the damage has occurred and what fixes are needed to get infrastructure back up and running. In some cases, this can also include the need for critical search-and-rescue needs post-disaster. One of Axon Aid’s major efforts is to deploy an emergency response team to cities following large-scale disasters at no cost to citizens or agencies.

The Axon Aid Response team is fully self-sufficient and consists of over 30 volunteer Axon employees across several departments who are certified and trained drone pilots. Collectively, the team brings extensive experience in fire, emergency medical services, drone and emergency response operations and is equipped with the full suite of Axon public safety technology. The team is ready to deploy at a moment’s notice to assist public safety before, during and after a crisis.

Drone technology offered through the Axon Aid program assists emergency management in quickly gathering situational awareness through Axon's digital evidence management system, Axon Evidence. Search-and-rescue efforts, which are often done on foot, also benefit. A drone's aerial livestream can help identify victims in need of help and guide first responders to quickly bring aid.

In the aftermath of Hurricane Ian in October 2022, the Axon Aid team deployed by request to assist local departments in immediate response and recovery needs.

The teams went into the areas hardest hit to support responders day and night for assisted search-and-rescue and mass damage assessment needs. To further provide assistance, Axon committed financial resources to ensure the volunteer teams had the supplies needed to support officers impacted by this historic storm.

Additionally, Axon joined forces with local agencies and the National Fraternal Order of Police to provide on-the-ground support, including two tractor trailers; one served as a mobile kitchen and the other carried additional supplies.

+ MENTAL HEALTH AND WELLNESS

Working in public safety can be stressful and challenging—both for responders and their families. Axon provides resources for agency leadership, responders, their families, and communities that are grounded in a culturally competent lens. Topics covered include training for mental resiliency, establishing peer support teams, and building wellness programs. Axon Aid's Family First program is a mixture of stories and science designed to educate and prepare the families of law enforcement officers for the realities of the profession's impact on mental health. Healthier responders mean healthier communities, and we believe everyone can benefit from understanding the realities of these professions and learning to support each other.

Axon Aid has also created a series of documentaries that highlights individual first responders as they share their stories about trauma, mental health and resilience in the field. From adapting to paralyzed life to healing wounds both mental and physical, these videos provide both experiences to which law enforcement officers can relate and advice from

seasoned practitioners who have been through the same challenges and found solutions that work.

Axon Aid has delivered mental health and wellness resources to 383,669 first responders and their families. It has grown its email subscribers and increased the available content to these users by 30% in 2022.

+ PHILANTHROPY

Axon Aid pays particular attention to the needs of first responders through cash donations and employee charity events. Law enforcement is dangerous work, and officers can lose their lives in the line of duty. That's why Axon Aid established its Fallen Officer Fund, a donations-based fund that directly supports the families of recently deceased law enforcement agents. The Fallen Officer Fund has supported more than 100 families to date and, in 2022, provided more than \$30,000 in charitable contributions to support families of fallen officers. The fund has coordinated more than 130 hours of employee volunteer work.

In addition to our ongoing philanthropic support of public safety, Axon Aid enables opportunities for employees in our headquartered cities to get involved and contribute back in their communities. One example of these efforts is our partnership with the Salvation Army in their annual effort to ensure every child has a gift during the holidays. We are entering our third year of supporting these efforts and contributed to supporting over 50,000 children during the last holiday season in 2022.

380,000+

First responders and families received mental health and wellness resources

50,000+

Children supported during the 2022 holiday season through donations in partnership with the Salvation Army in Central Phoenix



Recognizing heroes

SPOTLIGHTING THOSE WHO BRAVELY RISE UP FOR THEIR COMMUNITIES.

It is important to recognize the individuals who bravely serve our communities every day. It is a privilege to hear the amazing, heroic stories of first responders—and we seek to honor those stories by amplifying the voices of our customers. The many positive outcomes in policing help to build trust between police and the public, and we are committed to ongoing storytelling as well as recognizing key individuals for their standout actions.

- + **International Association of Chief of Police (IACP)/Axon Police Officer of the Year Award.** Axon joins forces with the IACP each year to honor a selection of heroes who work tirelessly and selflessly in their profession. These individuals represent the best of the best and truly embody Axon's mission to Protect Life. Each year, the program selects five finalists and highlights to the public these brave individuals' critical contributions to society. A finalist is selected as the recipient of this prestigious award, named Police Officer of the Year at the IACP's national meeting. These stories are just a few examples of the countless acts of selflessness and bravery that happen around the world in public safety daily.

We honor these individuals and all who work tirelessly every day to make communities around the world safer.

2023 RISE award finalists were selected by more than 18,000 votes from community members in a two-week voting period.

- + **The RISE Awards.** These awards are designed to shine a light on the heroic stories of first responders in public safety who go above and beyond the call of duty to protect their communities. This honor is awarded annually and is given to officers who have saved a life or shown exemplary performance in a high-stress situation. The recipients are selected from a pool of 10 finalists who are identified by a community vote. Each recipient attends the Axon Accelerate conference with all expenses paid. They also receive a cash reward of \$1,000, a TASER Pulse energy device, a trophy and an Axon Roadshow celebration at their agency.
- + **Visionary Leadership Award.** In 2023, we introduced a new recognition inspired by former Axon board member Dr. Richard Carmona. This award honors people-first leaders who have made groundbreaking progress toward building community, safety, and a sustainable future in public safety. It is given to a single public safety leader demonstrating a quantitative improvement to the local community or their agency. They are to be recognized at Axon's annual Accelerate conference and receive a trophy and a monetary donation to a program or charity of their choosing.
- + **Jack Cover "Save of the Year" Award.** This award is named for the original inventor of the TASER technology, Jack Cover, who envisioned the preservation of life through nonlethal force. It recognizes public safety officials who use a TASER energy weapon to save a life through less-lethal force. Each recipient attends the Axon Accelerate conference with all expenses paid and receives a trophy and a TASER 7 CQ.

Leaving a better world to future generations

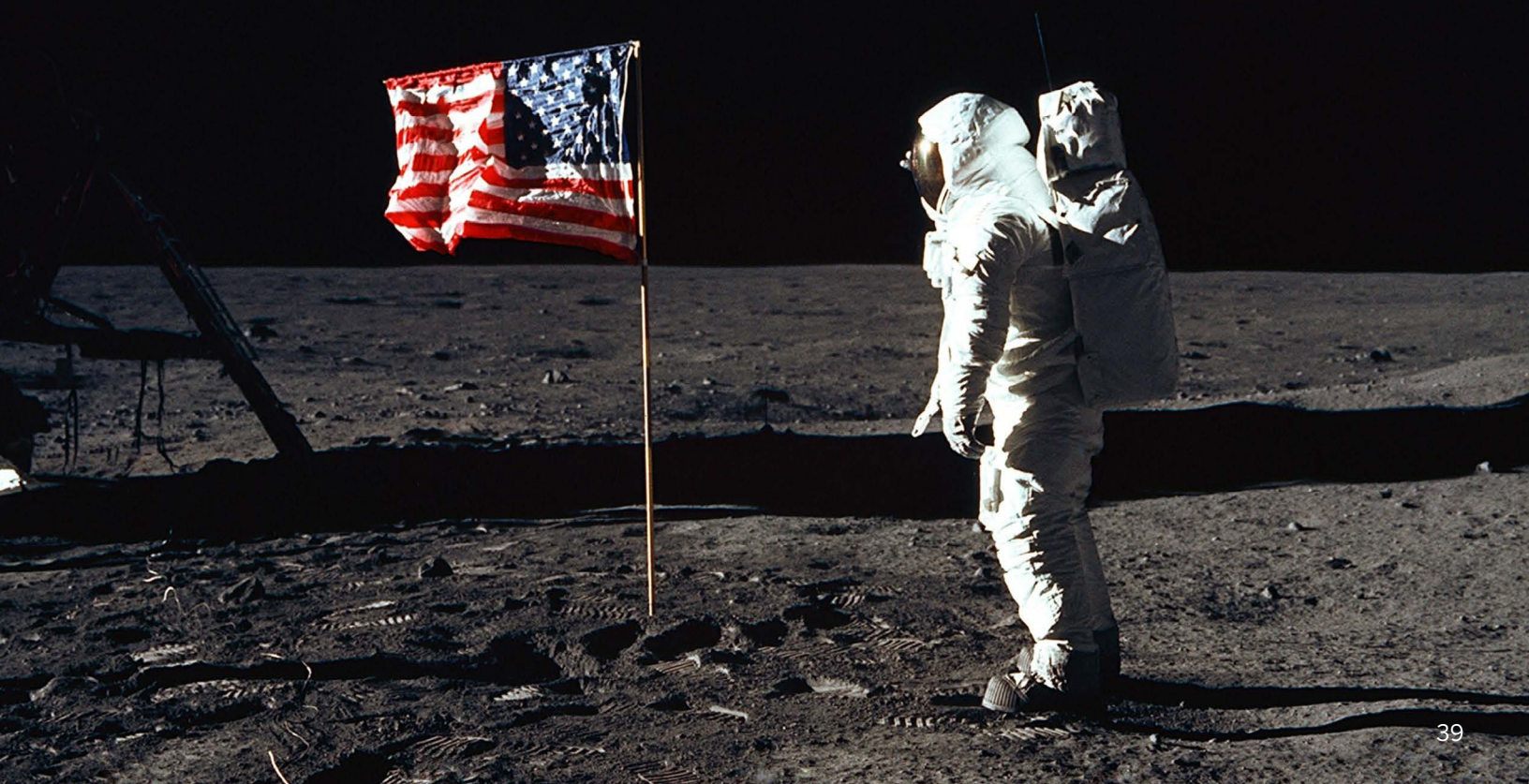
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Investing in the ecosystem: partnerships and strategic investments 50



Leaving a better world to future generations

Our responsibility to the public

What we are responsible for

Solving for what is in our control and seeking insights from communities.

Core supporting principle

Everyone deserves to live in safe communities. This includes both being safe and feeling safe.

Where we focus

- + Our moonshot: a deeper dive
 - + Insights through community engagement
 - + Advancing trust through evidence
 - + Investing in the ecosystem: partnerships and strategic investments
-

Our moonshot: a deeper dive

THE BIG PICTURE

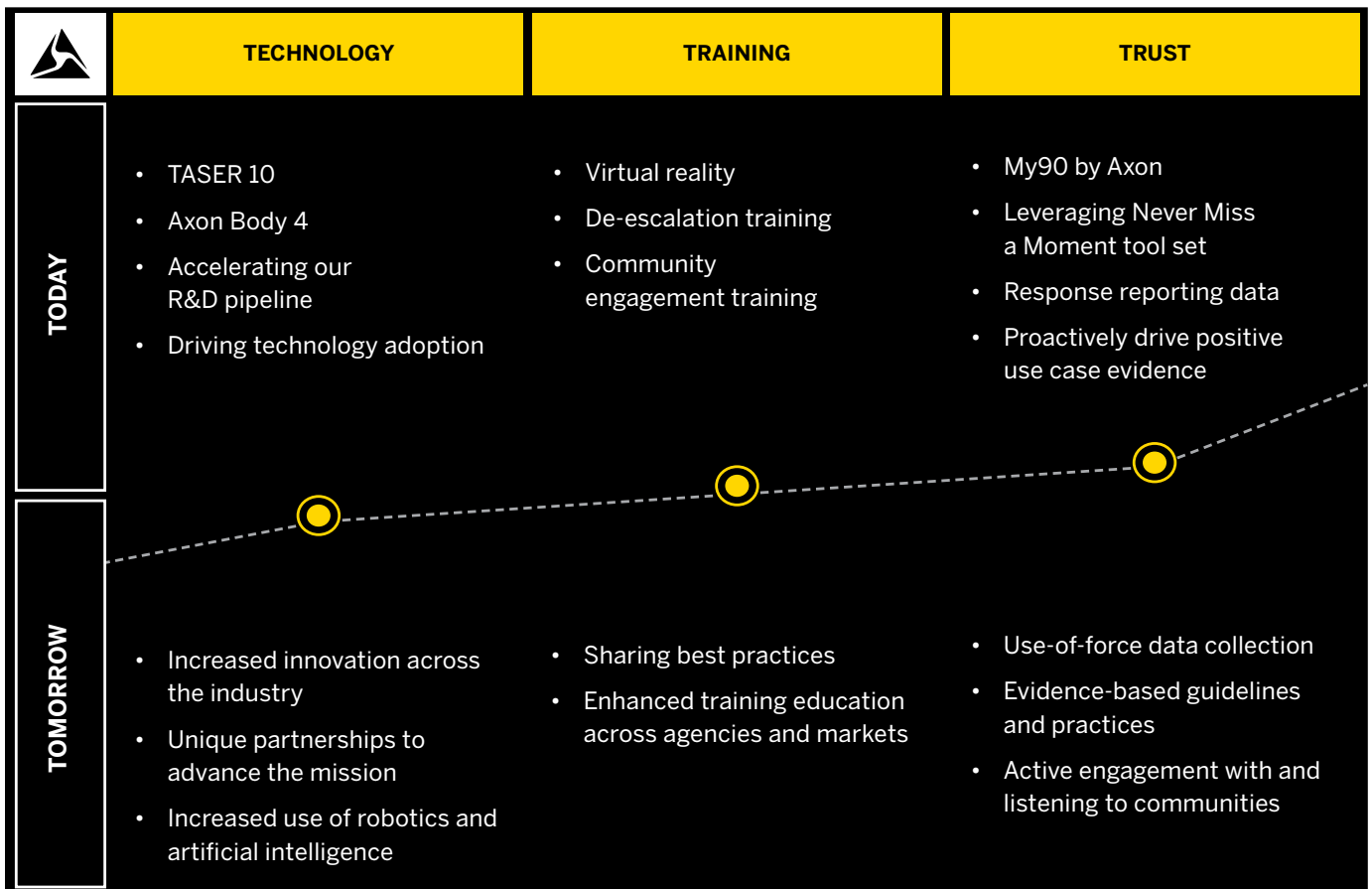
Every year in the U.S., about 1,000 people and several dozen police officers lose their lives in gun-related incidents between police and the public. Although these losses reflect a complex set of issues, their impact on families and loved ones, communities, and our country is felt deeply and daily. We must do something.

APPROACH

Our moonshot goal to cut gun-related deaths between police and the public in the next decade is our collaborative call to action. We are rallying partners around this goal because we feel that, as a technology leader for public safety, we must do something—though we don't intend to do it alone. The goal will require new technologies, new training, new policies, and even new regulations to guide the way. To that end, everything we have shared in this report can contribute in some way to this collective moonshot.

Axon is working with our own team members, leaders of the law enforcement profession, community organizations, elected officials and others representing the best ideas to support and achieve this goal. Axon is committed to providing technology, training and data that will help achieve better outcomes and deepen trust between law enforcement and the communities they serve. By launching this effort, Axon is also committed to developing realistic, research-based and responsible solutions to achieve this important goal.

We didn't pick 50% at random—we have been researching the dynamics of officer-involved shootings for years. We believe we can hit this moonshot to reduce gun-related deaths by 50% through a three-pronged approach that brings better advancements in technology, new approaches to training, and greater trust through data and insights that can inform progress and ultimately save lives.





What is Axon's role?

OUR PARTNERS IN MOONSHOT

While Axon will strive to take giant leaps as a company to play a key role in advancing this goal, it's truly a joint effort that involves industry-leading partners, community members and advocates, law enforcement, and government entities. Through a shared commitment to research, dialogue, innovation and implementation, Axon and our partners believe we can develop responsible, evidence-based solutions to cut gun-related deaths—and ultimately become greater than the sum of our parts to achieve our moonshot goal.

We can't do this alone. We expect and hope this moonshot will be a broad-based coalition of individuals and organizations.

As we build in more partners, we find it instantly lends to bringing bigger, bolder and better ideas to fruition. In just a few months of launching the moonshot, we had eye-opening experiences with several listening sessions, roundtables and forums to spark a greater dialogue about what's possible.

We look forward to continuing these and expanding them to include new and diverse partners, including a public safety technology industry forum.

MEASURING OUR MOONSHOT

In October 2023, we launched the [Axon Public Safety Gun Fatality Database](#), to uncover learnings and track progress against our moonshot goal. It is published in collaboration with the Institute for Intergovernmental Research (IIR), an independent nonprofit research firm. Please refer to [page 49](#) for more information.

INITIAL MOONSHOT PARTNERS



Insights through community engagement

THE BIG PICTURE

We don't develop technology in a vacuum. Engaging with communities brings new insights to the way we design, develop and market our products. Investing in community engagement and activating diverse communities in the shared role of maintaining public safety helps foster and deepen public trust.

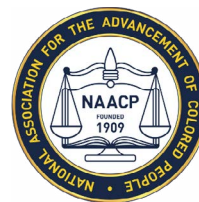
APPROACH

As the public safety technology leader, it is imperative that we stay open to diverse feedback, listen to community members and seek to understand diverse perspectives. The Axon Global Community Impact team leads the way in seeking community feedback and welcoming diverse voices into Axon that can help us develop and apply insights toward new technology and better training.

Global Community Impact, gaining insights through community engagement

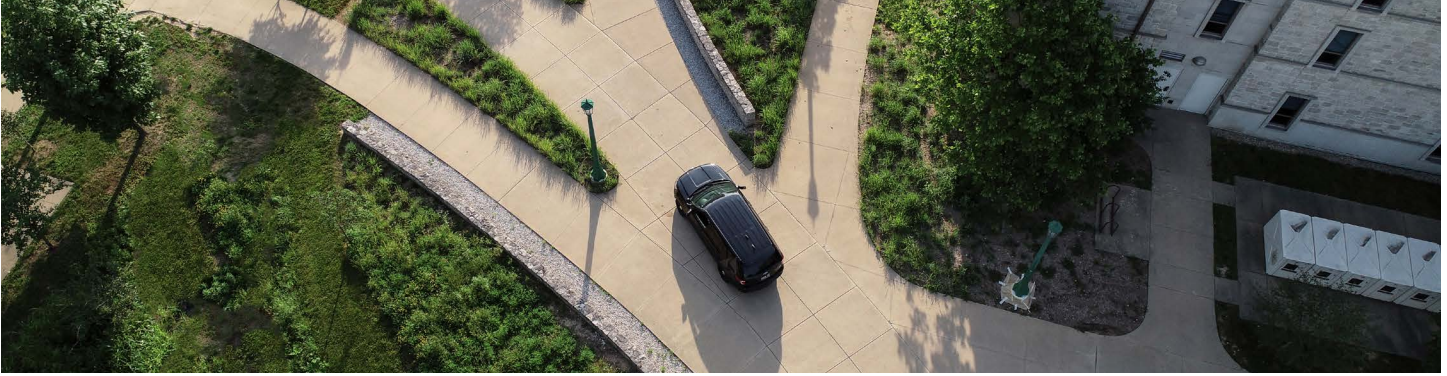
The Axon Global Community Impact team works to align our mission with the needs of local communities to build a safer, more equitable future. The team is building an innovative model of corporate community engagement that includes:

- + **Bringing diverse community voices and ethical expertise into the product development process** to ensure that Axon's products meet the highest ethical and equitable standard in the market. This includes the development and support of Axon's U.S. and U.K. **Ethics and Equity Advisory Council (EEAC)**. Our EEAC also has a direct relationship with our board of directors. For more on the EEAC, please refer to [page 89](#).
- + **Strategically investing in community-led local and national organizations** to further our mutual goals of protecting life and accelerating justice.
- + **Convening public safety agencies and their local communities** to support the co-creation of public safety and build mutual understanding. Axon believes it is necessary to invest in the communities where our products are used. We're proud to advance our mission to Protect Life by working directly with communities.



National Urban League





The Axon Global Community Impact team continues to broaden its reach by investing in partnerships with key community leaders, councils and nonprofit organizations.

In 2022, we accelerated our efforts to get out on the road and into the communities to understand more deeply the real, lived experiences of those who interact with our customers. This included supporting events to educate on our products and encourage the positivity of social events in combating crime, as well as more direct conversations within those communities to get feedback and understand their perspectives as they relate to our products and public safety as a whole.

+ Share the Table. With the growing demand for transparency, accountability and technology, companies like Axon can play a role in closing the tech education gap by providing access and transparency while supporting city leaders when needed. Share the Table is a program designed to empower community members knowledgeable in public safety technology to engage in public conversations to deliver this information to their constituents. So far, Axon has been able to pilot these engagements in cities and with organizations across the country, and we look forward to scaling this program so that cities and agencies can host engagements whenever adopting new technology into their city.

+ African American Mayors Association. Mayors play a central role with Axon and in public safety, working with communities and public safety agencies. The African American Mayors Association (AAMA) was our first community organization to sign on to our moonshot. We're excited to deepen our partnership by collaborating with AAMA mayors and their constituents to serve as the voice of the community for our product teams, roll out product pilots, and provide educational opportunities for stakeholders.

+ Champions of Change. This foundation supports community organizations by sustaining pathways for families toward having stable homes. Champions of Change is intended to supercharge community organizations with funding, awareness, and strategic partnerships. We are excited to partner with Champions of Change to develop experiences and learning opportunities for our teams to serve and connect with the many causes they support.

+ The National Urban League Urban Solutions Council. The National Urban League Washington Bureau created the Urban Solutions Council in 2013 to explore intractable problems in urban America and leverage the best thinking of corporate partners, research and real-life insights to identify policy platforms that are grounded in business practicalities. Axon joined the council as a public safety partner to continue to learn and support national public safety initiatives aligned with our company goals, as well as educate the National Urban League and its members about our ecosystem to discover synergies around racial equity best practices and product inclusion.

+ NAACP NEXTGEN Alumni Council. NEXTGEN is committed to advancing diversity, racial equity, civil rights and social justice locally, nationally and globally by training, developing and maintaining a cadre of well-trained leaders, activists and professional committed to being effective change-agents for equality and justice. Axon has strategically partnered with the council to exercise our education and engagement models. For example, this past summer, Axon was invited to the NAACP Convention by a subgroup, NAACP NEXTGEN, to host a workshop on TASER devices.

“

What's important to our communities? When you talk about public safety, how are cities part of this conversation? We're seeing an uptick in crime everywhere. [The leaders at Axon] are thinking about how our company is relating to

building an ecosystem of leaders that can assist us in **making change**—which is very exciting for us as an organization.”

REGINA HOLLOWAY
VICE PRESIDENT,
GLOBAL COMMUNITY IMPACT, AXON

Bridging the gap between public safety and community

Public safety agencies are investing heavily in building trust and fostering stronger relationships with their communities.

But one of the biggest challenges in this space is identifying how to quantify trust. How can public safety measure trust and community sentiment? How can public safety leaders and frontline officers know if their efforts are working?

In 2021, we acquired a startup now called [My90 by Axon](#) to further commit to fostering public safety's community engagement.

My90 by Axon empowers agencies to analyze their relationships with their own communities for the sake of building trust, improving safety and supporting officers. It bridges the gaps between law enforcement leaders, their employees and the communities they serve using confidential surveys and data dashboards. My90 by Axon sends out over 50,000 surveys a month; survey responses are a new way for departments to make effective, data-driven decisions as they build trust with the public and support officer wellness. Departments around the country use My90 by Axon every month to engage the public and support their staff.

My90 by Axon is currently available in several of Axon's integrated hardware and software bundles, at no extra charge, alongside our Never Miss a Moment tool set and Axon Performance.

MY90 BY AXON IN ACTION

The Aurora, Illinois, Police Department used My90 by Axon to get direct, confidential feedback to increase community engagement and support officer wellness. These efforts are led by Administrative Services Lieutenant Bill Rowley, a 25-year veteran of the Aurora PD.

One of the most valuable findings from the survey data so far is that survey respondents in Aurora wanted more officers on the streets. Overwhelmingly, people said, *"We want to see more police officers. We want to see you hire more police officers. We want to see more police officers on the street, more police officers in our neighborhood."* Lieutenant Rowley was able to leverage these responses and successfully work with the City Council to hire and train more officers.

My90 by Axon has also proven beneficial for those within the Aurora PD. Because the officer surveys are confidential and independently managed, officers can voice their opinions without fear of reprisal. Honest feedback makes it easier for command staff to make sure their efforts to support officers and organizational wellness are on track.



“

My90 by Axon will help shape policy, training and **community dialogue** for the Virginia Beach Police Department in a manner that

far exceeds the speed at which we previously thought possible.”

CHIEF PAUL NEUDIGATE
VIRGINIA BEACH POLICE DEPARTMENT

Pioneering responsible digital evidence collection

COMMUNITY REQUEST OVERVIEW

In 2017, Axon pioneered responsible digital evidence collection with the creation of Axon Citizen, a secure public evidence portal that allows community members to voluntarily help solve specific investigations. This software was developed in response to an emerging trend in public safety: the growing prominence of digital evidence throughout the justice system, particularly with the proliferation of mobile phones in nearly all communities. Axon Citizen pioneered a secure and transparent way for public safety to request digital files from the public while also ensuring that public participation was voluntary and only used in connection with investigations of specific crimes.

To further empower community members to play a more active role in keeping their neighborhoods safe, we have evolved this resource with new features that solidify our commitment to transparency and data privacy under a more inclusive name: [Axon Community Request](#).

Based upon direct feedback from law enforcement and communities, Axon Community Request brings forward new features to make it easier for public safety agencies to use, and for community members to opt in. Now, in one unified workflow, officers can combine the existing Citizen features of inviting individuals to optionally submit evidence, as well as initiating a public portal for the broader community to potentially submit evidence for the same investigation. Additionally, every public evidence submission from a community member is uploaded directly into the agency's digital evidence management system, hosted within Axon's secure cloud. This process ensures compliance with government chain of custody protocols.

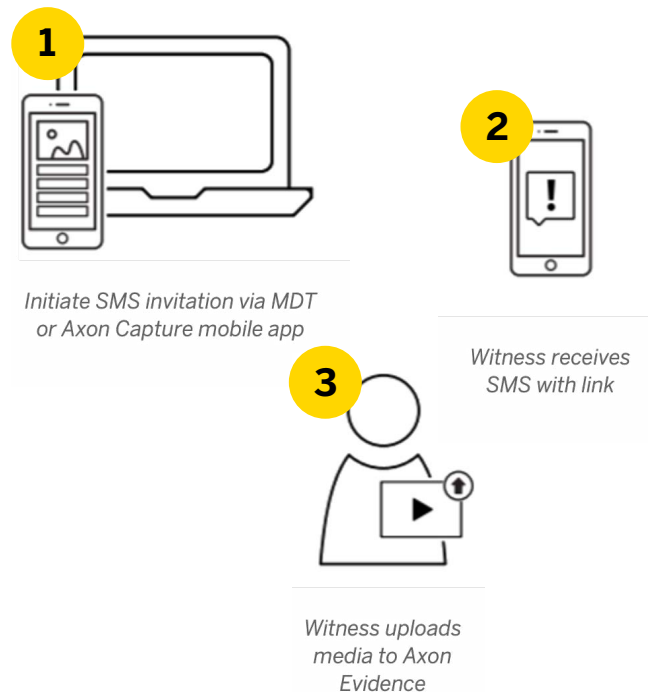
Axon Community Request features a new open and secure application programming interface (API), also known as the Open Request Portal. This vendor-agnostic tool is an auditable two-way service, enabling law enforcement agencies to transparently request and receive evidence directly from members of a community near an active investigation. The service enables community members to opt in at their sole discretion, while also creating reasonable privacy protections and transparency about how the footage will be used.

From 2017 to 2023, this solution has proven to be a responsibly used resource with more than 100,000 users around the world making 2.5 million community requests per year.

Community Request sets a high bar for equitable public evidence submission with its open request portal, ethically designed to:

- + Balance between the need for public transparency and the right to privacy.
- + Enable public safety to gather evidence to solve violent crimes swiftly while preventing erroneous or biased evidence submissions
- + Ensure integrity of evidence, complying with government chain of custody protocols.

Axon Community Request is a great example of our commitment to ethical product design and was developed with feedback from community members. It centers on innovation, equity, transparency, data privacy and security, and we are proud to be leading the way in the development of responsible technologies that help make our communities safer.



Advancing trust through evidence

THE BIG PICTURE

There's nothing wrong with having a theory or a hunch, but when it comes to improving outcomes in policing—saving the lives of both officers and the public—we need a lot more than that. To drive progress, we all need more comprehensive data.

APPROACH

We believe law enforcement needs rigorous, independently assessed data on not only civilians killed in officer-involved shootings but also on officers shot and killed in the line of duty. Gun-related deaths between police and the public are a well-researched subject; each piece of research has its own individual methodology and approach, providing a valuable record on this critical issue. However, a more comprehensive set of metrics not collected in other datasets was needed to provide relevant information to Axon and other organizations who wish to help develop solutions to reduce gun-related deaths between police and the public. The industry needs to approach critical police incidents and use-of-force technology with the same level of rigor the flight industry employs regarding aircraft. We will deliver new insights on these incidents and serve as an additional resource to research, study and explore solutions that move the industry forward to protect life.

Partnership with the Institute for Intergovernmental Research (IIR)

To build an independent database of gun-related deaths in policing incidents, we partnered with the Institute for Intergovernmental Research (IIR). The [Axon Public Safety Gun Fatality Database](#) is available today and is the result of thoroughly researched, collected and analyzed public information related to provide a comprehensive view of gunfire fatalities from 2021 through June 2023 in all U.S. jurisdictions involving officers and civilians. The goal is to, as comprehensively



as possible, provide an impartial view of relevant public information available on each incident, so that law enforcement, government and community leaders, the private sector, researchers, media, and the general public can reference and use the database. The Axon Public Safety Gun Fatality Database brings together both officer and civilian data, which previously was unavailable in a centralized way. Additionally, certain variables in the dataset have not been collected in other datasets and will expand over time:

- + Tier 1 data includes basic information about an incident, along with if a TASER energy weapon was used, the activity prompting law enforcement responses and number of officers involved. This is what's currently available on the public dashboard.
- + Tier 2 data will include additional information such as years of experience of the officer, distance of the incident to a hospital, duration of the incident, if the incident took place indoors or outdoors, and whether officers were carrying a TASER energy weapon. The more comprehensive Tier 2 data (60+ variables) attempts to uncover new opportunities for technology, training, policy or other solutions that Axon and others can pursue.

Gun-related deaths between police and the public represent a complex set of factors that can't be explained by one single issue or input. However, with a centralized database that will only become more robust as research continues, Axon will continue to interpret the data and provide perspective in hopes of identifying new areas of impact to achieve the moonshot goal. We encourage others to use the data to do the same.

Investing in the ecosystem: partnerships and strategic investments

THE BIG PICTURE

Axon is not the only company innovating to drive better and safer outcomes—and we believe we can move faster through strategically partnering with other innovators. We ensure that our partners share our culture of creative problem solving, as well as our commitment to a safer future. To date, we have built a vibrant ecosystem designed to assist public safety. It continues to expand and evolve.

APPROACH

Axon invests in, acquires, and partners with companies or ideas that will transform public safety. We are expanding an ecosystem driven by our focus on customers and their growing needs for an integrated experience across technologies. We maintain a rigorous due-diligence process that includes but is not limited to ensuring we hold our partners to the same values by which Axon abides and aligning with partners that offer a strong cultural fit for our organization.

Partnerships that expand the Axon Ecosystem

Within the Axon ecosystem, partners benefit from access to Axon’s products and customers, creating opportunities for better feature functionality, efficiency and efficacy. Axon is a “both/and” company—we don’t believe one party must win at the expense of another. We believe true value creation helps everyone. By investing in and striving to accomplish our mission, we are building the value of our company, our products, and our people.



+ Fūsus

Axon partners with Fūsus to provide market-leading real-time crime center solutions for public safety, presenting a unique opportunity for agencies to unify real-time operations situational awareness, combining public safety infrastructure like cameras, automatic license plate readers, automatic vehicle location, and other data sources on a single agnostic platform.

“We are excited to be joining forces with Axon to build a wider ecosystem that will tie together critical real-time investigative and lifesaving assets across communities, to provide significantly enhanced situational awareness and, ultimately, improve public safety.”

– Chris Lindenau, Fūsus CEO



+ DEDRONE

To maximize the potential of drones to do good, Axon is partnering with DEDRONE to provide an effective way of detecting and mitigating the threats posed by careless, unaware or malicious drone operators. DEDRONE’s platform employs a “sensor fusion” approach that ensures reliable drone detection to protect customers’ airspace and complement drone operations.

“This investment demonstrates clear validation of DEDRONE’s technology and team. Axon is a tremendous strategic partner for delivering airspace security to the public safety sector.”

– AADITYA DEVARAKONDA, DEDRONE CEO

+ DRONESENSE

With a commitment to improving situational awareness and response times for public safety, drones can show immediate value in a variety of use cases. Our partnership with DroneSense enables its drone management software and Axon’s connected devices to integrate and provide real-time video and audio streaming from drones to Axon’s platforms. This can help public safety quickly and easily deploy drones and stream footage directly to officers on the ground, enhancing situational awareness and improving their ability to make informed decisions in the field. Additionally, Axon continues to work with DroneSense on ways to ensure safe and secure flight while expanding opportunities for autonomous flight in a variety of use cases.

“The combination of our platform coupled with Axon’s digital evidence management and real-time communications makes Axon Air Powered by DroneSense the most comprehensive unmanned aircraft system offering available in market.”

– CHRIS EYHORN, DRONESENSE CEO



Making the right things easier and the wrong things harder

04

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- Supply chain 64
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Making the right things easier and the wrong things harder

Our responsibility for our products

What we are responsible for

Defying complacency to make the world better.

Core supporting principle

Ethical design allows technology to do its intended good while rigorously addressing misuse concerns.

Where we focus

- + Our approach to ethical design
 - + Innovating through robotics
 - + Environmental and sustainable practices
 - + Supply chain
 - + Data privacy and security
-

Our approach to ethical design

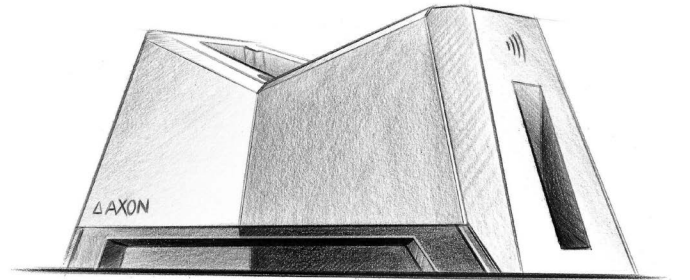
THE BIG PICTURE

We are serious about ethical product design. With everything we ship, Axon aims to improve the status quo in meaningful ways, without regressing or making the world significantly worse. We rigorously address misuse concerns through thoughtful design and continuous innovation.

APPROACH

When we build for the future, we collaborate with our trusted constituencies. We work with governments, city councils, public safety officials, industry partners, legislators and policymakers, and community advocates to garner insight as we innovate. We also engage with our valued Ethics and Equity Advisory Council (EEAC), who routinely provide feedback throughout the product design process, asks hard questions, and helps us ensure that we are investing to build a future we all want to live in.

Axon is committed to developing equitable technology and increasing our competency in this area. The EEAC is an important component of helping Axon to build products ethically and equitably. EEAC members center the needs and perspectives of communities when advising Axon on a host of internal and external issues,



ensuring that key product development teams can view their work through a racial equity and ethics lens. Through our work with the EEAC, we perform gap analyses, and are developing toolkits, training and product review processes to ensure ethical product design.

The EEAC supports our design process in two main ways:

- + **Scalable processes and equitable technology.** Axon Training is developing a curriculum and delivering it to product management. We are also committed to ensuring that all product teams are genuinely engaging with a Racial Equity Toolkit that was co-designed with our EEAC. The EEAC also advises on ethical processes that scale in lieu of reviewing every product.
- + **Ethical and equitable product reviews.** In direct partnership with company management and product leadership, the EEAC reviews and provides feedback on a select number of products every year.

“

We aim to invent and deliver public safety products that progressively

make the right things easier and the wrong things harder every day.”

JEFF KUNINS
CHIEF PRODUCT OFFICER
AND CHIEF TECHNOLOGY OFFICER, AXON



Our entire product suite embodies ethical design

HOW WE ADDRESS MISUSE

Axon rigorously addresses misuse concerns through product design and continuous innovation. Not only do we make the market's leading less-lethal force option (i.e., TASER devices), we are also the leading provider and innovator of technology to help avoid misuse—body cameras. In addition, we provide innovative training, performance monitoring, connectivity, and collaboration tools in an effort to prevent the rise of misuse in any situation.

Axon's newest camera, [Axon Body 4](#), enables a new realm of peer-to-peer communication between public safety professionals in the field and experts not immediately on the scene. With Axon's latest technology, first responders can consult professionals with expertise in navigating situations involving mental health, translation, and empathy challenges. Axon's technology brings new opportunities to better assess and direct interactions between public safety and the public, affording the potential for better outcomes.

Axon began investing in virtual reality (VR) training to better equip public safety professionals to prevent misuse of technology in 2020. Axon's VR training programs foster better familiarity with less-lethal TASER devices, creating more comfort and trust in utilizing less-lethal use-of-force options. Training products also span behavioral and situational training to promote empathy and provide tools for navigating

complex situations with the public, including responding to persons with various mental illnesses and using better tactics for de-escalation where threat is minimal.

When Axon expands into new product areas, accountability is built into use of products from the ground up. With drone technology, for example, Axon has built accountability into the Axon Air product suite that lies with the human controller. When it comes to the usage of robotic security in public safety, Axon has set the standard for ethical practice.

As leaders on the forefront of robotic security and unmanned vehicles for use in public safety, we feel a deep responsibility to help lay the foundation for guiding principles in continuing to foster this technology to be a *force for good*.

While robotic security is just one example of our collective efforts to innovate right, this is the commitment we take on across our entire research and development pipeline. We will continue to innovate to improve the status quo for society as a whole.



Product quality

SAFETY AT THE CORE

Product safety is truly core to Axon's mission, starting with the facilities in which our products are built. To ensure manufacturing employee safety, Axon has implemented a formal management of change program with dedicated safety specialists focused on employee health and the improvement of our safety programs. This includes the monitoring and review of machine guarding, electrical safety, ergonomics, chemical safety and personal protective equipment.

Axon's product lines require internal safety training for all manufacturing employees, which is conducted annually. Axon is ISO 9001:2015-certified and has trackable processes in place to oversee product quality and manufacturing, including assembly aids to reduce variability during the assembly process. In addition to annual training, all assembly areas are clearly marked and require the use of personal protective equipment, and core product lines have visual daily metrics displayed, such as **safety, quality, delivery, inventory and productivity**.

Axon conducts extensive supplier assessments on a regular basis and has several inspection checkpoints including during preshipment with supply partners, upon receipt at Axon facilities and ahead of shipping to customers. Axon is compliant with the supplier First Article Inspection and has a Production Part Approval Process in place.

Medical testing is a critical component to the product development process and is conducted at least one to two years in advance of a product release. This is inclusive of cardiac testing, physiologic and metabolic testing, effectiveness testing and probe wound profile testing, the latter three of which involve human volunteers. We perform other testing on an as-needed basis or when there's a topic we would like studied for educational purposes, and we maintain proprietary raw data that is published through the peer review process.

We have a resource page online that enumerates [TASER safety research and statistics](#). This page details how TASER data is generated and used and includes references to several studies on the safety and effectiveness of TASER energy weapons.

In addition to the safety processes in place, Axon has an emergency response team (ERT) at each operation site that meets monthly, and is trained on first aid, CPR, AEDs and spill response. Should an incident occur, including anything related to medical, property damage and spills, it will be investigated via Axon's formal incident management program and, where possible, have corrective actions put in place. All corrective actions are tracked for completion and effectiveness. The formal process includes corrective actions from internal and external audits, inspections, emergency drills, management of change and course incidents, among others. Specific incidents are separately logged with detailed information inclusive of root causes, corrective actions, target date of completion, and status updates on progress, then validated by Axon's environmental health and safety team.

Innovating through robotics

THE BIG PICTURE

Robotic security saves lives—primarily through extending visibility and communications for first responders during emergencies. We are committed to finding ways to keep first responders out of immediate danger. We are also committed to leading the industry regarding ethical frameworks for the use of these tools, such as through Axon's Laws of Robotics.

APPROACH

The future of policing will be shaped by a complex interplay of technological, social and political factors with the ultimate goal of creating safer, more equitable communities. Axon strives to help public safety serve the communities that they are sworn to protect and believes the future of policing will include more robotic security, so we will continue to innovate. We wholeheartedly support unmanned aerial vehicles (UAVs) and unmanned ground vehicles (UGVs) as a force for good when deployed in an ethical manner, with optimal training and under the right circumstances. Robotic security includes UAVs and UGVs.

Our approach to innovation in robotics is guided by a set of laws to which we govern ourselves. Isaac Asimov famously crafted the three laws of robotics in his writing in the 1950s, which went on to be a mainstay consideration in robotic practices.

Much like Mr. Asimov, as experts in the field of robotic safety, we have solidified our own three laws of first responder unmanned vehicles, which are defining the industry standard.

Axon's Laws of Robotics

- + **Humans must own decisions and remain accountable.** Robots must be controlled by authenticated human operators who accept legal and moral responsibility for any decision that impacts a human subject.
- + **Drones should be used to save lives, not take them.** Operators of drones who are not in immediate danger are duty-bound to de-escalate whenever possible and deploy the minimal force necessary. Only less-lethal force should be used.
- + **Agencies must provide rigorous oversight and transparency to ensure acceptable use.** Institutions operating robots capable of deploying force must develop publicly available policies describing in advance the types of circumstances in which robots should be deployed. Every incident of force deployed from a robotic system should be recorded with audio-video and operational data to be reviewed by an oversight committee.



Building a runway for safe and ethical flight

Axon will never design, produce or ship an armed lethal force drone, or any other technology intended or readily usable for lethal force.

We do, however, wholeheartedly support drones as a force for good when deployed in an ethical manner. Axon views both robotics and drone technology, first and foremost, as a way to extend visibility and communications for first responders. Drones also provide a first line of communication that can start the de-escalation process remotely.

We have thus described drones carrying primarily communications and visibility payloads only, or unarmed drones. When we turn our attention to the current state of the market regarding armed drones, we find that the use of force capabilities today are almost entirely lethal. Much like the existence of firearms, lethal drones already exist, and we did not invent them. However, it is Axon's philosophy that there should be less-lethal alternatives. Axon is working to reduce violence and displace lethal uses of force with less-lethal alternatives that can save — rather than take — lives. We believe making available less-lethal drones is critical to reducing the societal acceptance of the manufacture, sale and distribution of lethal drones.

We also believe we carry an ethical responsibility to explore how longer range and remotely operable robotic systems can advance our moonshot goal to cut gun-related deaths between police and the public. Based on our analysis of the Washington Post's dataset of fatal officer involved shootings, we estimate that a more effective, longer range handheld TASER device has the potential to reduce fatal officer involved shootings by around 40%. When we run this same analysis looking at instances where police could have utilized a less-lethal capable drone, we estimate that a drone could likely have been used instead of lethal force in 57% of these fatal shootings. When we combine an advanced handheld TASER device together with remotely operated drone and robotic capabilities, we estimate that up to 72% of fatal shootings might be averted.

We see it as a moral imperative to find more humane, more effective, and more carefully controlled approaches to stopping acts of extreme violence. When central command observes a highly dangerous event unfolding, what actions can be taken immediately and safely without requiring the time and risk of waiting for heavily armed people with lethal weapons to deploy to the scene?

Today, the only option to stop a person with a gun is to send in more people with more guns and resolve the situation with a gun fight. That is the current state of the world that we aim to improve. And on a longer time horizon, Axon sees opportunities to use robotics to change the nature of not only policing, but also geopolitical warfare — not to industrialize killing, but to industrialize not killing — enabling security operations without loss of life.

That said, the potential harms of new technology must be mitigated, while still allowing society to realize the benefits. As we address throughout this report, we are proud of our history introducing ethical controls and new standards of accountability. We introduced the first weapons with firing logs to hold users accountable. We introduced the concept of body cameras to record the truth of what happens in critical incidents. And we believe there is no organization in the world better suited to lead the development of the right oversight and ethics controls to enable the use of remotely operated less-lethal systems to save lives and reduce the use of killing as a blunt instrument when there can be new, better, and safer approaches.

As of November 2023, Axon has not shipped any product that puts a TASER payload on a drone. It is our position, however, that such technology should be developed, and we believe there is no organization in the world better suited to develop it the right way than Axon.

“

Drones helped rule out several suspects when looking for a violent fugitive

wanted for aggravated assault. This directly reduced the use of force as each instance represented one fewer citizen who would previously have been detained at gun point... Axon Air is the hub of our drone program—we view every other piece of software and hardware through the lens of how well it plays with Axon Air."

ROSS STINSON

SERGEANT, DALLAS POLICE DEPARTMENT



A real-world look

AXON AIR: A FORCE FOR GOOD

Axon has seen tremendous value in its current end-to-end drone solution, Axon Air, which includes drone software, hardware, and training designed to increase operational efficiency and improve outcomes in some of the most challenging use cases in public safety. UAVs and UGVs are already playing an increasingly important role in search and rescue, natural disaster response, and crime and accident scene reconstruction. Robotics also include a new evolving category: [Drone as a First Responder](#) (DFR) programs. DFRs provide unprecedented situational awareness by allowing public safety agencies to remotely operate drones from anywhere, resulting in faster response times and improved decision-making.

We estimate about 20% of US state and local law enforcement agencies have implemented drone programs so far, with more growing interest as we are witnessing firsthand the public benefits of these programs.

“Drones are a huge force multiplier for agencies. 90% of the time, they’ll reach a scene before an officer can. Drones can help us clear a lot of calls and reduce the number of officers needed per call. The future is bright for this technology in law enforcement.”

– Chad Karlewicz, Commander of Special Operations, Renton Police Department

UAVs and UGVs deployed to dangerous scenes are granting public safety improved situational awareness and limiting the need for use of force. Drones are also supplementing officer capacity, providing additional support for sometimes-strained and always-stretched staff members—allowing faster emergency response times. The [Chula Vista Police Department](#), which deployed the nation’s first drone as a first responder (DFR) program, was able to reduce average emergency response time to under two minutes. This is less than half the national average for ground-based units. The agency’s DFR mission count now exceeds 14,000—about 25% of which were resolved without the need to deploy officer units.

Axon also utilizes drones as part of Axon Aid, our charitable disaster recovery program supporting first responders. At no cost to the public, Axon Aid also deploys a team that delivers critical supplies and helps first responders assess damage. We founded Axon Aid in the wake of Hurricane Florence (2018), where Axon-operated drones enabled first responders to survey a wide area and more quickly direct resources to locations in need. After a natural disaster, the ground can become impassable. UAVs and UGVs are increasingly supplementing search and rescue and helping to save lives.

Environmental and sustainable practices

THE BIG PICTURE

Axon's biggest contributions toward global sustainability stem from our innovations for social good. We also seek to be exemplary global citizens, constantly promoting positive environmental and sustainable practices. We are proud of our steady improvements in this area, which include implementing product recycling programs, a new environmental management system and more.

APPROACH

Axon continuously searches for opportunities to promote positive environmental practices, which includes sustainable management of materials during product procurement and end of life.

We also encourage our supply partners to manage manufacturing consumables, which reduces Axon's on-hand inventory and the amount of expired product to be disposed.

Axon disposes of hazardous waste using a Resource Conservation and Recovery Act (RCRA)-permitted incinerator or using fuel blending in RCRA-permitted kilns. These methods reduce pollution compared with traditional disposal methods. Other sustainability measures we have adopted include:

- + Reducing our use of over 30 million cubic inches of foam and over 775 shipping pallets as a result of shipping.
- + Packing Axon Body 3 and Axon Body 4 cameras and Axon Fleet 3 systems in sustainable packaging materials.
- + Retrofitting Axon facilities with LED lighting, where possible.
- + Participating in a wire spool recycling program related to the manufacturing of TASER cartridges.
- + Participating in the Travel Reduction Program sponsored by the Maricopa County Air Quality Department with the overall initiative to reduce air pollution in Maricopa County.

- + Committing to reducing employee air travel and commuting where possible through the use of Zoom video conferencing company-wide.

Our product end-of-life programs are sustainably focused

- + We provide our customers with the ability to recycle their product batteries through Cirba Solutions, a nationwide company that allows customers to recycle with them directly. This also eliminates the need for customers to ship the batteries back to Axon for disposal.
- + To protect customer data, returned products that are not refurbished are shredded on-site to ensure total breakdown and prevent product misuse. This also supports data privacy and security. Once destroyed, all of the shredded materials are recycled.





A continued commitment to enhance our recycling program:

- + All cardboard and paper is recycled.
- + Pallets are reused when possible and recycled by a chosen vendor when they have reached end of life.
- + All of our darts, probes, wiring and other plastic and metal components are recycled.
- + All e-waste is recycled.
- + All off-spec and scrap product is destroyed and recycled.
- + Empty drums are crushed and recycled.

Axon is committed to monitoring environmental impact and has officially **achieved ISO-14001 certification**. We implemented an environmental management system (EMS) in 2023 and rolled out company-wide environmental management system training in Q4 2022.

We encourage you to review our [Environmental Policy](#) to learn more.

Supply chain

THE BIG PICTURE

Axon’s commitment to being a force for good extends to our supply chain approach. Every product we ship is considered mission critical to our customers who serve the public. Our supply chain strategy and operations embody this truth.

APPROACH

Although the supply chain environment has been filled with challenges over the last few years, Axon took actions early to minimize major supply chain disruptions, a common issue among manufacturers during the pandemic. Early in 2020, we diversified our global manufacturing and supply chain footprint due to shifting tariffs and geopolitical uncertainty, which ultimately positioned us well to handle the impact of COVID-19. And in 2022, Axon continued strengthening the global strategic sourcing function by onboarding subject matter experts in key functional roles. As a result, we enhanced our sales and operations planning, supply partner selection, supply partner engagement and supply partner oversight processes to drive an uplift in overall Axon supply chain performance to ensure we remain nimble and continue to be effective and efficient long term.

One of our initial steps was to increase focus on inventory accuracy through the implementation of a warehouse management system. The system provides enhanced visibility from raw materials through finished goods with improved efficiency and accuracy, which reduces waste and thereby reduces environmental impact. We also optimized our purchase volumes of key strategic raw materials and finished goods, which not only streamlined shipping logistics but **lowered our carbon footprint by reducing the number of shipments.**

Additionally, Axon added rigor to the supply partner management process by applying functional best practices and state-of-the-art tools, processes and procedures such as:

- + Enhanced alignment of commodity and category strategies to Axon customer product strategies.

- + Increased focus on supply chain waste reduction, including increased use of sustainable materials in product packaging, a strengthened focus on return and reuse of previously consumable materials and exploration of lower-emissions logistics solutions.
- + Implementation of supply partner performance scorecards to drive more effective and data-based engagement. This includes monitoring supply partner deployment of cost management to maintain pricing and minimize impact, and continuously improving supplier partnership and collaboration.
- + Contracting with an independent international third-party audit agency to provide defensible due diligence of Axon supplier compliance with international ESG regulations and expectations.

Significant investment has been made to ensure Axon and our supply base conform to industry standard and customer expected compliance regulations, both current and expected. This includes but is not limited to:

- + Compliance with U.S. government requirements, such as the Trade Agreements Act, the Buy American Act, cessation of business with Kaspersky Lab and more.
- + Prioritization of small, disadvantaged businesses.
- + Prohibition of modern slavery and human trafficking.

Global supply chain preventative steps regarding modern slavery and human trafficking:

Both adults and children can be victims of modern slavery, forced labor and human trafficking. This is a risk for every company with a globalized supply chain, and one Axon takes seriously. Axon takes preventative steps to ensure our supply chain is free from exploitation for personal or commercial gain. We perform risk assessments and due diligence audits, including recurring site visits and the implementation of a due diligence platform, to ensure that our supply chain is free from threats of modern slavery, forced labor and human trafficking. We also enforce contractual commitments with our supply partners, ensuring they comply with our policies and training requirements and investigate reports of noncompliance or violations. They must implement remediation as applicable or the agreement will be terminated.

Data privacy and security

THE BIG PICTURE

Axon is a category leader in data privacy and security. Our investments in information security have played a critical role in helping customers choose our solutions over others. The data that our customers collect belongs to them and to the public that they serve. Protecting that data is not only the right thing to do; it is also a core strategy of our software business.

APPROACH

Axon recognizes the paramount importance of security and privacy to our business—and more importantly to the success of our customers and the communities they serve. Axon employs industry-leading security and privacy professionals, implements and optimizes effective security and privacy practices to handle ever-changing risks and threats, and focuses on building products with security at the foundation.

Skilled professionals

Axon recruits and attracts top-level privacy and security professionals to lead our efforts to protect Axon's systems and customer data. We have dedicated and specialized teams for privacy, security compliance, security engineering, product security, and security operations. We also provide regular ongoing and comprehensive security and privacy training to every Axon employee, including rigorous phishing simulations and password strength testing.

Certified security and privacy practices

Axon not only follows established security best practices but also remains agile to adjust practices and protection techniques as the threat landscape evolves. We stand ready to prove ourselves through the widely accepted external certifications, and government authorizations our customers demand, such as ISO/IEC 27001:2013, SOC2+, Cloud Security Alliance Security Trust Assurance and Risk (Level Two), FedRAMP High

Authorization, the U.S. FBI Criminal Justice Information Systems Security Policy and several others. Axon also operates a formal privacy program that works seamlessly with our security efforts to ensure we are aligned with global privacy expectations (such as General Data Protection Regulation) and provide transparency to customers and their communities about our data privacy practices.

Axon is committed to protecting the data, systems, and other assets that have been entrusted to our care. This requires the coordinated effort and commitment of all Axon employees, contractors, and third-party service providers. The Information Security Department, under the direction of the Chief Information Security Officer, is responsible for developing, implementing, and maintaining a comprehensive Information Security Program (ISP), with Board audit committee oversight. The objective of the ISP is to mitigate the negative impacts of a loss of confidentiality, integrity, or availability to Axon data and systems and to provide security expertise and thought leadership in order to achieve a high level of trust with customers and other stakeholders. The ISP provides overall guidance and direction to ensure risks to Axon data and systems are understood and effectively mitigated. The ISP also is consistent with applicable laws and regulations.

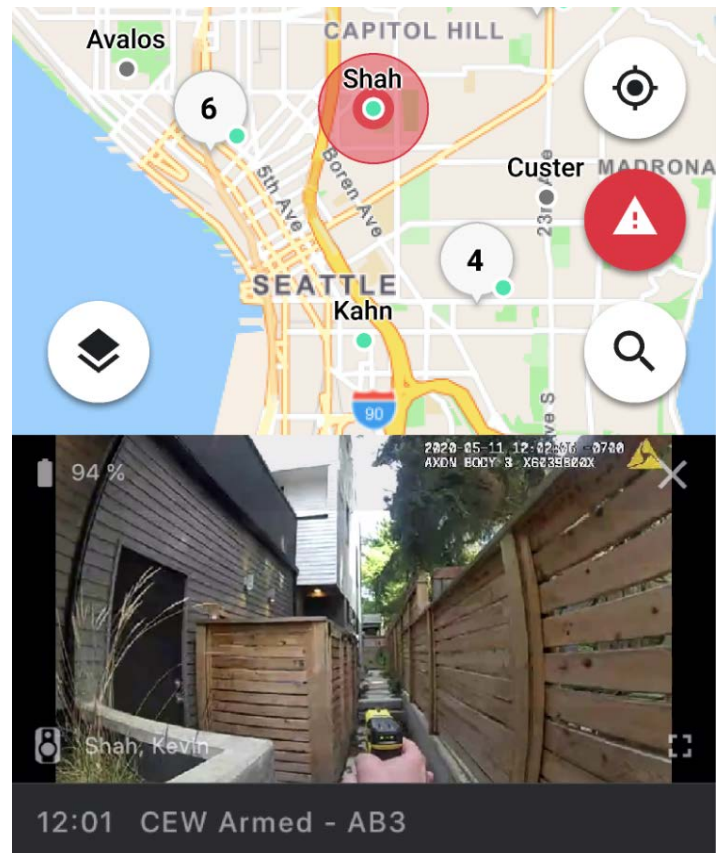


Axon understands that the speed of change in technology and the complex interactions inherent in modern computing environments make it impossible to prescribe specific expectations (or policies) for every possible situation.

Consequently, the Axon ISP is built on a set of **10 security principles** that employees, contractors, and service providers can use as a foundation for making wise decisions, even in complex situations.

- + **Access management.** Access to data and systems is limited to authorized individuals and protected from malicious activity.
- + **Monitoring and response.** Security incidents are identified, reported, investigated, and addressed.
- + **Vulnerability Management:** Security incidents (vulnerabilities) are found and fixed before they are exploited by malicious standards
- + **System Configuration and Management.** Systems are configured and operated according to defined security standards.
- + **Data protection:** Data is classified and handled appropriately while maintaining privacy, confidentiality, integrity and availability.
- + **Personnel:** Employees are qualified, vetted, and educated in sound security practices.
- + **Physical protection:** Physical access to company facilities and assets is limited to authorized individuals and protected from malicious activity.
- + **Risk management.** Security risks are understood and practices are regularly evaluated and tested for effectiveness, and adjusted as necessary.
- + **Third parties:** Third-party service providers, including cloud-computing services, employ strong security practices sufficient for the provided services.
- + **Privacy:** Privacy commitments for managed data are met efficiently and transparently.

The Information Security Department is responsible for the communication, publication, retention, confidentiality, integrity and availability of the ISP documents. On an annual basis, the Axon ISP security principles and supporting documentation are reviewed and updated as necessary with any updates to the ISP requiring approval from the Chief Information Security Officer prior to acceptance and publishing.

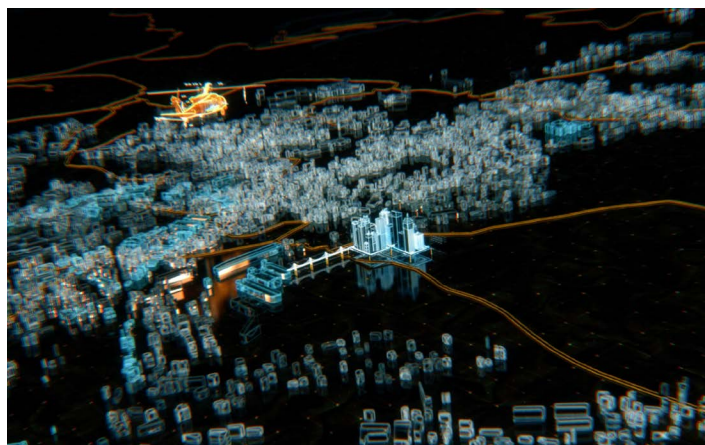


Customers have complete control over their own data

The security of our products

Importantly, **our customers own their own data**. Axon contractually commits that customers control and own all rights, title and interest to and in their customer content. Axon commits to not accessing customer data without explicit authorization from the customer. The only exception to accessing customer data without explicit authorization would be in the event of a system emergency where access may be utilized to ensure the operability and continuity of the service. Only a small team of Axon system administrators have the potential to execute such access and must use multifactor authentication to gain system access. These system administrators have undergone and are continually subject to background check procedures and system usage monitoring. Any customer data access by Axon personnel is closely logged, monitored and correlated to appropriate business needs.

All Axon products undergo rigorous security analysis and assessments during development and throughout their lifecycle. Our cloud products are built on the foundation of security-focused features such as hash verification and audit trails to ensure strict data integrity. We also use formal threat modeling, code testing and reviews, and regular external penetration tests to ensure the highest security standards during product development. Additionally, Axon operates a bug bounty program and regularly interfaces with the security researcher community to stay ahead of the latest attack techniques and mitigation strategies.



+ Vulnerability identification and remediation.

Axon conducts regular vulnerability assessments to improve Axon products, security controls and processes. This includes frequent vulnerability scans and scheduled penetration tests performed by independent firms and contractors. All identified vulnerabilities are evaluated by the Axon Information Security team, assigned clear remediation time frames and tracked through remediation. To maximize our visibility into potential vulnerabilities in our products, Axon operates a Bug Bounty program. Learn more: [Penetration Testing and Vulnerability Disclosure Guidelines](#)

+ Security upgrades and patching.

Because attackers move fast to take advantage of newly disclosed vulnerabilities, Axon regularly and aggressively applies vendor-provided security patches. Importantly, Axon's fully integrated ecosystem allows for security updates and upgrades that rarely require customer interaction and are automatically deployed to all Axon customers.

With the global focus on expansive data protection and privacy regulation, Axon believes the need for secure and thoughtful data collection, management, and sharing functionality within public safety has never been stronger. Axon operates a dedicated Privacy Program to ensure governance over the collection, handling, management and sharing of personal data across the Axon Ecosystem. These efforts are supported by [Axon's Privacy Program](#), including our ISO 27018:2014 certification (code of practice for protection of personally identifiable information [PII] in public clouds) and ISO 27701: 2019 certification (privacy information management system).

“

We understand the **critical trust placed in us** by our public safety customers

and the communities they serve. We are deeply committed to meeting and exceeding those expectations for world-class security and privacy capabilities. The entire information security organization supports Axon’s commitment to being a force for good.”

JENNER HOLDEN
CHIEF INFORMATION SECURITY OFFICER, AXON

Our data stewardship helps customers

Axon's customers rarely specialize in data security, but the content of their data is highly sensitive and requires robust security protections. When leveraging Axon's cloud, customers benefit from the protection efforts Axon has invested in and find value in leveraging the most secure data storage options available on the market today. As a proof point, in November 2022, the U.S. General Services Administration authorized Axon Cloud at the FedRAMP High impact level, its highest level of security certification. This change allows Axon's government customers to store the most sensitive unclassified data handled by federal civilian agencies. The security capabilities that allowed Axon to achieve this certification at the federal level are available to all customers.

Still, Axon continues to innovate and solve data problems for customers. As part of Axon's ongoing research and development work as an industry leader in software and training, Axon recently conducted a digital evidence trends survey. We surveyed customer officers on what keeps them from saving and storing all evidence inside their digital evidence management system, and customers highlighted several common challenges, including that they don't have enough storage or the cost of storage is too high to store everything in one place, that they lacked playback ability for different file types, and that their data upload speeds were too slow. The results of this survey have provided valuable insight to our own research and development, as well as to agencies and organizations as they mature their digital evidence strategies.

Axon's investments in data applications and security go further than security. Axon has partnered with [Hatebase.org](https://hatebase.org) to automatically detect offensive words in body camera video, and agencies can customize additional relevant keywords to their department. Supervisors always have opportunity to review video with their own eyes and make their own assessment.

Axon also uses data and software capabilities to give the public citizens a voice. Growing adoption of private cameras means that police often request evidence from sources such as smart phones and home security cameras. When presented with the idea of public evidence sharing, most people express solid support—provided that sharing is optional, transparent and connected to a specific investigation. To meet the growing need, Axon Citizen is evolving into Axon Community Request, reflecting a more inclusive name and additional capabilities. One of these new capabilities is the API Open Request Portal. This vendor-agnostic tool is an auditable two-way service, enabling law enforcement agencies to transparently request and receive evidence directly from members of a community in proximity to an active investigation. From the community member side, the service enables community members to opt in at their sole discretion while also creating reasonable privacy protections and transparency about how the footage will be used.

Secure, accurate and transparent data practices are imperative to delivering on Axon's moonshot goal.



Cultivating sharp, adaptable, unstoppable talent

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WE
ARE
AXON

Cultivating sharp, adaptable, unstoppable talent

Our responsibility to our people

What we are responsible for

Attracting the best and brightest to our mission to promote diverse approaches to problem-solving.

Core supporting principle

When inspired people respectfully come together, remarkable things can happen.

Where we focus

- + Our people
 - + Professional development and employee recognition
 - + Health, safety and wellness
 - + Justice, equity, diversity and inclusion
-

Our people

THE BIG PICTURE

Being a **force for good** starts with our workforce. Axon’s mission-driven focus attracts great people, and fostering a culture of respect helps us to retain them. We seek to be a prosperous place to work, where people can start or build their careers and contribute to the greater good. When inspired people come together to solve big challenges, remarkable things can happen.

APPROACH

Axon values individual perspectives and creates a workplace culture that promotes equity and belonging. We place a strong emphasis on hiring individuals who are passionate about making a positive impact through their work. Employees at Axon are driven by a shared vision of using technology to create safer communities and improve public safety outcomes. They are dedicated to developing innovative solutions that meet the needs of their customers and are committed to providing excellent service and support. People who work at Axon are talented, motivated, and passionate about making a difference in the world. They are committed to using technology to create positive social impact and are proud to be part of a company that is leading the way in public safety innovation. In short, we expect our employees to be:

+ Sharp

In a world where there can be multiple decisions and avenues to solutions, our people are sharp—they bring intelligence, quick thinking and the ability to understand complex concepts quickly. We think on our feet, adapt to changing circumstances, and come up with creative solutions to difficult problems with sound judgment.

+ Adaptable

In an industry that is constantly presented with new situations, changes or challenges, our people acknowledge the need to be flexible and move with the environment effectively and smoothly. We constantly seek new ways to learn and grow and thrive in a fast-paced, ever-changing environment. It goes beyond coping with change; it’s about spotting the evolution ahead of time and helping others navigate it to identify new opportunities ahead of the trend. We believe that every new opportunity that is in line with our mission should be seized, and we will keep a curious, open mind to constantly ensure that we are progressing our mission.

+ Unstoppable

With a mission as bold as ours, there is no room for slowdown. We believe that our colleagues should be absolutely unstoppable. This is in their actions but also in their behaviors. Being unstoppable at Axon means that you are not only motivated, but you aim to perform consistently at the highest level regardless of the obstacles ahead. We are driven not only because we desire to be but because we have no other choice than to make the mission of Axon a reality.





Six principles all Axon employees live by

A LOOK AT OUR VALUES

+ BE OBSESSED

Walk with the customer as you transform their world. We never want to develop or sell something that customers don't want or need. We're obsessed with creating products that solve real problems and add value. If it doesn't benefit customers, then we rethink what we're doing.



+ AIM FAR

Think big with a long-term view. We want to reinvent the world to be a safer, better place. We've failed spectacularly a few times, but that's what you get when you aim for the stars. That's our final destination.



+ WIN RIGHT

Win with integrity. We are fiercely competitive and have an unquenchable thirst to win, but we don't think winning and doing the right thing are mutually exclusive. Our challenge is to make them synonymous—and never compromise our integrity.



+ OWN IT

Commit, take action, and deliver. We empower individuals to step up and take initiative. Be an owner and see things through to completion. That's the only way we've been able to succeed as a company, and it's the only way we will continue to advance our mission.

+ EXPECT CANDOR

Deliver with respect. Assume positive intent. Candor gets critical issues elevated and the truth on the table—it gets us to the right answer faster. We strive to be the best version of ourselves and the best company we can be, and that means being able to offer and receive critical feedback.

+ JOIN FORCES

Act as one global team. Creating the future is a team sport. When a company scales globally with multiple technology stacks ranging from wearables and cloud to electronic weapons, you need teamwork. We're one global team committed to an audacious vision.

Professional development and employee recognition

THE BIG PICTURE

Axon is passionate about giving employees resources to fulfill their potential. We offer various programs and forums that enable individuals to grow, develop and express their insights. We want our employees to flourish.

APPROACH

Axon management values open communication and transparency with employees. We believe in creating open forums for individuals to have their voice heard, ask tough questions and constantly challenge our leadership to think with our employees in mind.

To ensure regular engagement, Axon holds four formal company-wide town hall events per year, in addition to a series of recurring engagement events known as Axon Connects and Ask Me Anything (AMA) sessions that highlight a specific leader or area of the business and allow all employees to ask open-ended questions anonymously.

We believe that our employees can benefit from lifelong learning. In addition to on-the-job training, Axon recently rolled out LinkedIn Learning, a solution designed to teach new skills aimed at advancing professional development and require that all employees complete at least two courses per year as part of their personal development. Investing in continuous learning and leadership development is foundational to building a strong culture that can sustain rapid growth. Learning and training underscore our culture for development, continuous improvement and compliance. In 2022, the organization invested in continuing to enhance the learning and development function. This work enhanced our standard compliance training to offer various learning opportunities, including through LinkedIn Learning as well as engineering boot camps for research and development professionals, sales training, a new-manager development program, LIIFT, and a Leadership Development Program.

GUIDED BY DIRECT EMPLOYEE FEEDBACK

To ensure we are continuously improving, Axon implemented the following:

- + Designated one-on-one template for managers to actively seek feedback.
- + Company-wide AMA sessions with senior leadership team.
- + Senior leadership-conducted roundtables across teams.
- + Monthly pulse-check surveys to promote continuous employee feedback.



Employee survey results

66% response rate

79% overall satisfaction rate

84% say they would recommend Axon as a great place to work

90% say they are proud to be part of the organization

82% feel their work relationships are based on mutual respect

85% feel it is easy to ask for help from their manager and coworkers

82% feel comfortable giving upward feedback

80% feel the leadership team's behaviors positively contribute to Axon's mission, vision and values

Recognizing an award-winning team

Axon is proud to have built an award-winning work environment, which employees have verified in anonymous third-party surveys. We continue to be named as a top place to work, and we are particularly proud of select 2022 and 2023 achievements:

- + Arizona's Most Admired Companies for 2022 and 2023; Spotlight Award for Best Culture in 2022.
- + Ranked in the top five for Comparably's Best Places to Work in Phoenix Metro.
- + Certified by Great Place To Work with an 87% overall satisfaction rate, 30 points higher than the average U.S. company.
- + Isabella Giannini, Director of Customer Loyalty, was recognized as an award winner in Moxie's 2022 list of 100 women ushering in a new era of tech
- + Recipient of the IJIS Institute's 2022 Corrections Information Technology Recognition for our project, Body-Worn Cameras in Community Corrections at the Georgia Department of Community Supervision.
- + Richard Coleman, President of Axon's Federal business, was named as one of the Phoenix Titan 100, recognizing his efforts to shape the future of the Phoenix business community.



We also offer enhanced reward programs to recognize employees who do great work:

- + Our Aspire Awards recognize employees performing outstanding work company-wide.
- + The President's Club provides recognition for Axon's sales force for meeting and exceeding sales goals.
- + Employees who refer new talent are eligible to receive monetary awards through our enhanced referral program.
- + Axon provides robust manager training company-wide through a program called LIIFT, or Leadership: Innovating and Investing for Tomorrow. All people managers are required to complete a minimum of two sections by year-end.

Our commitment to development and making Axon a great place to work is reflected reflected in our stats:

9%

growth in talent across all functions over the last six months

26%

of employees promoted within the last 24 months

81%

of learning development professionals have graduated into a full-time role as of 2022

Health, safety and wellness

THE BIG PICTURE

We care about the health, safety and wellness of our people and constantly explore new ways to support our employees in a holistic way.

APPROACH

Our well-being focus addresses physical, mental, financial and individual needs, providing benefits and resources to help employees and their families be at their best both personally and professionally. We offer the following to promote overall health and well-being:

- + Axon’s family-friendly leave policies are industry-leading, including up to 20 weeks of paid parental leave.
- + Axon offers unlimited paid time off and work from home flexibility, allowing salaried employees to better manage their lives as well as their jobs.
- + Axon has expanded its adoption of inclusive building design principles across locations.
- + Axon headquarters features an on-site emergency response team, consisting of personnel trained in first aid, CPR and automated external defibrillator usage.
- + Axon pays for Modern Health, a third-party service, to provide employees with on-demand support and coaching to foster emotional and mental health. In locations where Modern Health’s presence is not as prominent, the organization has partnered with local mental health professionals to ensure employees have the resources they need at their fingertips.
- + Axon pays for company-wide Gympass discounts, which provide employees with easy access to over 40,000 gyms and workout studios worldwide.
- + Axon offers competitive salaries and robust benefits programs and provides resources to set employees up for success, including Rocket Lawyer and Quicken Loans.



“

People want more than a paycheck;

they want jobs
where they know
they have **a bigger**
purpose.

Where they are working to solve societal issues and are a part of something that is truly life-changing. As we work toward achieving our moonshot goal, our employees will not only save lives, but they will also have an opportunity to change the fabric and the culture of our country and beyond. Providing our employees the tools and resources to allow them to thrive throughout isn't optional—it is mission critical.”

ELIZABETH HART
EXECUTIVE VICE PRESIDENT, PEOPLE OPERATIONS, AXON

Justice, equity, diversity and Inclusion

THE BIG PICTURE

Our vision is to build a more just, diverse, and inclusive workplace and world where individuals from all walks of life can flourish and thrive, irrespective of their identity, position, or rank.

APPROACH

In 2021 and 2022, we embarked on a transformative journey to shape the future of Axon through our commitment to JEDI: Justice, Equity, Diversity and Inclusion. We set out to build a solid foundation for JEDI, defining its significance for Axon and envisioning a brighter future. During this period, we laid the groundwork, establishing a baseline against which we could measure our progress. The birth of our Affinity Groups (AGs) marked a pivotal part in our journey.

Axon's unwavering commitment to JEDI aligns seamlessly with our audacious moonshot objective to cut gun-related deaths between police and the public by 50% in the next 10 years. Our JEDI vision and strategy will serve as a catalyst for developing an inclusive mindset and high-performance work culture, and will permeate various aspects of our organization beyond our workplace, including learning and development, corporate social responsibility, community engagement, supplier diversity, and more.

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 prioritizing diversity, equity and inclusion and, as such, created a strategic JEDI plan to be part of our regular business decisions, processes, products and actions.

Women at Axon, founded in 2018 was our pioneering group, blazing the train for our ongoing JEDI initiatives. As we transition from Affinity Groups (AGs) to Employee Resource Groups (ERGs), we recognize the profound impact our AGs have had in shaping our workplace culture and nurturing a vibrant global community. We're committed to retaining the remarkable aspects of our AGs while introducing a more structured approach, defined objectives and alignment with Axon's corporate mission.

Axon is an equal opportunity employer with a focus on ensuring equal opportunity and diversity in the workplace. Axon does not discriminate on the basis of race, religion, color, natural origin, gender, sexual orientation, age, marital status, veteran status or disability status.



WOMEN AT AXON



Mission—Increase employee engagement by providing opportunities for members to join forces through networking, developmental opportunities and community service activities, which strengthens our brand and supports Axon's strategic initiatives.

AXON ALLIES



Mission—Help build awareness and provide guidance, mentorship and support for the LGBTQ+ community. Axon Allies provides professional development opportunities, networking and social events.

AXON VETERANS



Mission—Provide support and inclusion for military, military spouses/domestic partners, veterans, veteran spouses/domestic partners and military/veteran advocates across the organization.

MOSAIC



Mission—Foster community and connection among Axon's Black and Brown employees to help Axon achieve a more culturally diverse and inclusive environment.

ASIAN PACIFIC ISLANDER ALLIANCE (APIA)



Mission—Cultivate a safe environment for API-affiliated employees and allies to share experiences and discuss ideas. We aim to empower API-affiliated employees by providing career development opportunities, celebrating accomplishments, educating the broader community about API culture, and serving as advocates for the API community.

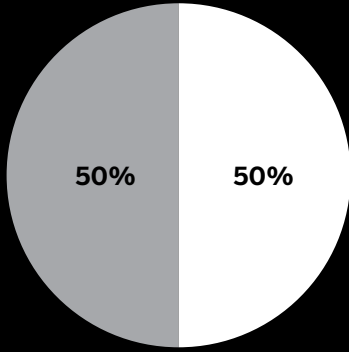
HISPANIC ORIGIN AND LATIN AMERICAN GROUP (HOLA)



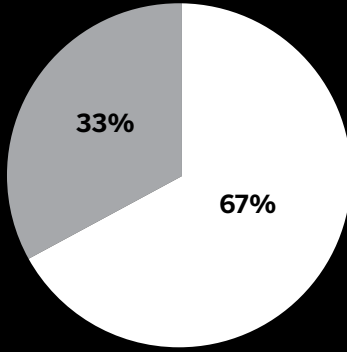
Mission—Create development opportunities and awareness of the experiences and contributions of the Hispanic/Latinx employees at Axon.

Global workforce statistics

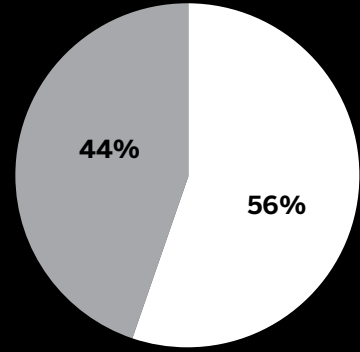
Gender – Board of Directors



Gender – Total Workforce



Gender – Leadership



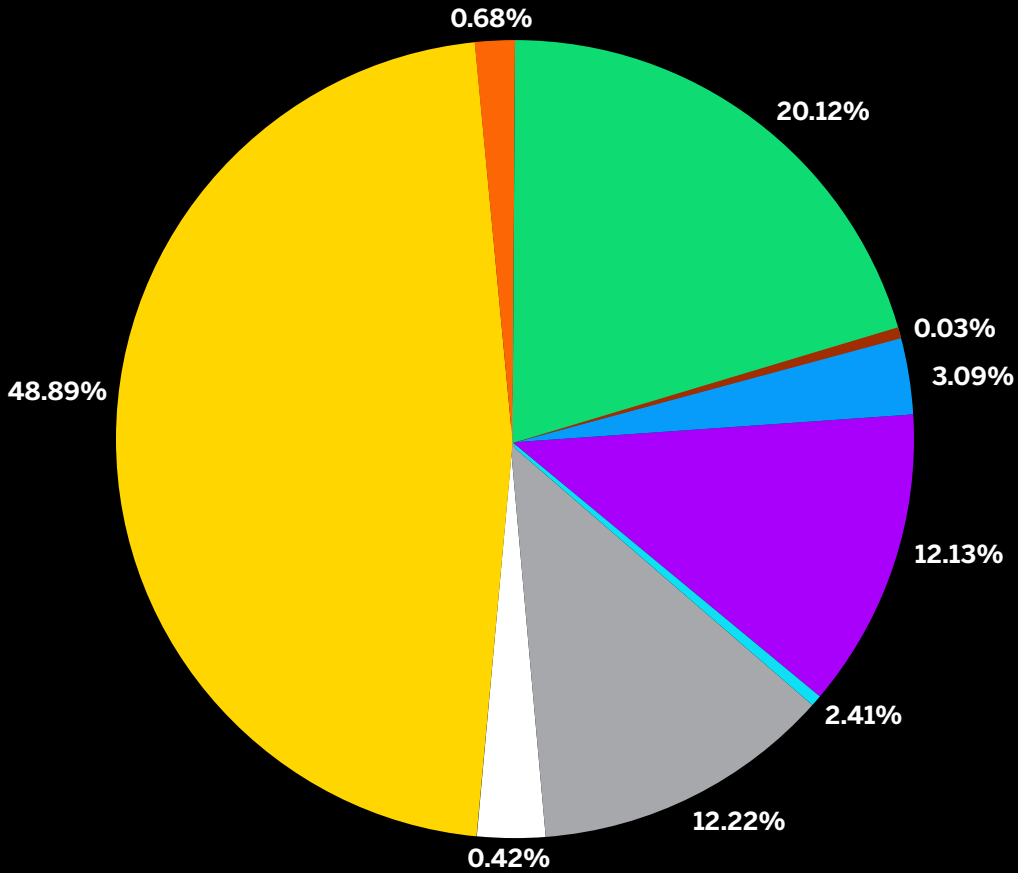
■ Women ■ Men

■ Women ■ Men

■ Women ■ Men

*Excluding Rick Smith

Race/Ethnicity – Total Workforce



| | | |
|---|---------------------|---------|
| ■ American Indian or Alaska Native | ■ Hispanic/Latino | ■ Other |
| ■ Black or African American | ■ Not Specified | ■ White |
| ■ Native Hawaiian or Other Pacific Islander | ■ Two or More Races | ■ Asian |



How JEDI plays into our workforce

In 2023, we doubled down on our commitment to Justice, Equity, Diversity and Inclusion by welcoming a Vice President of JEDI and People Experience. Their role is to lead the development of our JEDI strategy, one that harmonizes with our aspiration to cultivate a performance-driven and inclusive culture. This culture, rooted in our values and characterized by respect, results, and accountability, is integral to our pursuit of the audacious moonshot goal we've set.

Our starting point to JEDI success includes several strategic initiatives, beginning with the implementation of an employee data metrics dashboard. This tool will enhance our ability to monitor workforce diversity, rectify disparities, and reduce turnover. Additionally, we're expanding our outreach and access programs to connect with diverse talent pools, such as women in tech and underrepresented minorities in leadership roles. Our commitment to proactively source diverse applicants, foster relationships with community-based organizations, and enrich our talent pipeline remains steadfast as we build a workplace that fosters inclusivity and retains top talent.

As we continue our JEDI journey, we pledge to focus on measurable outcomes that reflect our ability to attract, develop and retain top talent. Through these initiatives, we are taking firm steps toward achieving our ultimate vision, bringing us closer to our moonshot goal, and creating a workplace that embodies the values of justice, equity, diversity and inclusion.



“

Our JEDI vision and strategy will serve as a catalyst for **developing an inclusive mindset, high-performance culture, and will extend beyond our workplace,**

permeating various aspects of our organization, including learning and development, corporate social responsibility, community engagement, supplier diversity and more."

YEMI AKISANYA
VICE PRESIDENT OF JUSTICE EQUITY DIVERSITY
INCLUSION AND PEOPLE EXPERIENCE

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Governance, oversight and accountability

Critical stakeholder guidance

What we are responsible for

Welcoming and adopting strong governance principles, with appropriate levels of oversight and accountability.

Core supporting principle

Checks and balances are crucial for good corporate governance as they help ensure accountability, transparency, and fairness by preventing concentration of power, promoting ethical decision-making, and safeguarding the interests of shareholders and stakeholders.

Where we focus

- + Axon's board of directors
 - + Shareholder engagement
 - + Beyond the boardroom
-

Axon's board of directors

THE BIG PICTURE

Axon's board of directors represents a diverse and experienced group of individuals who possess a strong sense of fiduciary duty, strategic vision, independent thinking, and a commitment to upholding the interests of shareholders while providing effective oversight and guidance to the management team.



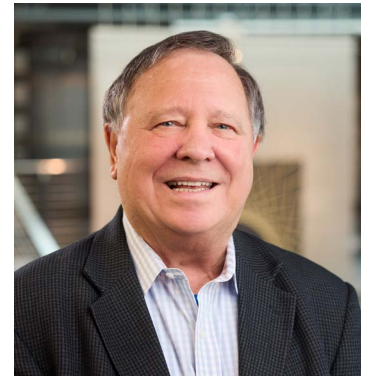
Erika Ayers
Director



Adriane Brown
Director



Julie Anne Cullivan
Director



Michael Garnreiter
Chairman of the Board



Caitlin Kalinowski
Director



Mark W. Kroll, Ph.D.
Director



Matthew R. McBrady, Ph.D.
Director



Hadi Partovi
Director



Graham Smith
Director



Rick Smith
Director, CEO and Founder



Chief Jeri Williams
Director

APPROACH

To demonstrate Axon's commitment to strong corporate governance and further align the interests of our board of directors and executive officers with the interests of our shareholders, Axon's board has implemented stock ownership and board tenure guidelines as follows:

- + **Directors should hold a minimum of 8,000 shares** ("shares" being defined as Axon common stock plus vested and unvested Axon stock options and restricted stock units), after receiving sufficient grants to add up to 8,000 Shares.
- + **Named Executive Officers should hold a minimum of 50,000 shares** ("shares" being defined as Axon common stock plus vested and unvested Axon stock options and restricted stock units, including unvested performance-based restricted stock units), after receiving sufficient grants to add up to 50,000 shares.
- + **Board tenure.** Each nonexecutive director of the company shall submit a letter of resignation from the board of directors upon reaching 20 continuous years of service as a director of the company or age 72, whichever occurs first. Then and each year thereafter, the letter of resignation may be accepted or rejected by the board of directors at its sole discretion.

Axon directors and management met virtually with shareholders via an ESG roadshow from October 2021 through January 2022. The company received feedback from institutions representing about 30%⁽¹⁾ of shares outstanding, as well as institutions that have not yet taken meaningful positions. As a result of shareholder feedback, in 2022, Axon moved forward with the following initiatives that aim to lead in corporate governance:

- + **Proposal to declassify the board, ratified by shareholders in 2022:** Previously, shareholders elected Axon directors to serve three-year terms. Declassifying, also known as de-staggering, allows shareholders to vote annually on each board member. Axon recommended that shareholders vote to approve an amendment to Axon's charter to declassify the board at its 2022 annual shareholder meeting, which shareholders adopted.

- + **Majority voting standard:** Axon's board amended its bylaws to move from a plurality voting standard to a majority voting standard in uncontested elections. Under the new standard, an uncontested director nominee must receive a majority of the votes properly cast for and against such nominee, and if they do not, they must tender their resignation for board consideration.
- + **Grant proxy access to shareholders:** Axon's board approved a proxy access provision that will allow up to 20 shareholders who aggregate 3% of Axon shares for 3 years or longer, to be able to run their own board candidates for shareholder approval during Axon's annual proxy season, without having to draft and issue their own separate proxy. This provision was adopted after shareholder approval of a declassified board.
- + **Lower ownership threshold to call special shareholder meeting:** Axon's board has amended its bylaws to reduce the ownership threshold for shareholders to call a special meeting, to 25% of shares outstanding. Previously, the threshold required a majority of shares outstanding.

BOARD DIVERSITY

At Axon, we honor and celebrate the diversity of human experiences and identities, which, when put together for a common purpose, make us stronger and more resilient. First and foremost, we have a highly qualified board with diverse professional qualifications and areas of expertise.

Among the specific qualifications, attributes, skills and experience represented, our board members bring technology expertise, medical and scientific expertise, high levels of financial literacy, relevant political backgrounds, law enforcement and military expertise and expertise in risk oversight and management.

While recognizing that any group of people is more than the sum of its parts, that biography does not always define identity and that attempting to quantify diversity is an imperfect exercise in a world of unique individuals, we also acknowledge and celebrate that our board intentionally reflects a wide range of human experiences and identities.

On our board, **five** identify as women and **six** identify as men, **one** identifies as Iranian American, **two** identify as Black, **eight** identify as White or Caucasian, and **one** identifies as a member of the LGBTQ+ community.

(1) Based on shares of Axon common stock beneficially owned as of September 30, 2021 or December 31, 2021, as reported by the filer on the most recent Schedule 13G/A or Schedule 13F filed with the Securities and Exchange Commission, and Axon's most recently reported outstanding share count of 68.5 million as of November 10, 2021.

Shareholder engagement

THE BIG PICTURE

Maintaining strong relationships with shareholders and exhibiting good corporate governance are priorities for Axon's management and board of directors. Axon strives to be as helpful as possible to our shareholders and values their input.

APPROACH

Each year, Axon publishes four in-depth shareholder letters to outline management's strategy and augment our quarterly filings with the SEC and hosts four investor earnings conference calls via Zoom video teleconferencing technology. Immediately after each earnings call, our team makes all content, including the transcript, available on investor.axon.com, so all shareholders and interested investors can access the content at no cost.

Axon actively maintains investor.axon.com with a calendar of events and easy access to all relevant documentation and maintains special FAQ pages for topics about which investors might have questions. In 2022 and 2023, Axon hosted several investor events, including inviting investors to the Axon Accelerate user conference, the TASERCON conference, the International Association of Chiefs of Police (IACP) conferences each October, and virtual Annual Meetings of Shareholders in May. Over the course of each year, Axon participated in more than 100 investor events, directly interacting with shareholders representing approximately 25% of shares outstanding.

Axon is proud to have won numerous awards for maintaining strong relationships with our shareholders and we look forward to continuing that trend in the coming years.

Beyond the boardroom

THE BIG PICTURE

Beyond the boardroom, Axon seeks expert guidance and advisory services from many professionals who are at the top of their respective fields. Such counsel maximizes our accountability and effectiveness.

APPROACH

As a leading technology company focused on public safety, we believe we have the obligation to conduct business in a responsible way—one that promotes transparency and accountability. We believe that bringing the outside into our business planning, idea generation and innovations can only make us deliver better for both our customers and society. From holding customer-centric webinars and CEO roundtables with public safety leadership, to hitting the road to gather insights, our team recognizes the value of bringing real-world evidence to the table as we continue to innovate. In addition to the informal ways we receive counsel, we also hold ourselves accountable with built-in mechanisms in specific focus areas to ensure we have the expert guidance to develop new products and services.

+ Corrections Advisory Board

Axon assembled the Corrections Advisory Board to provide guidance to the organization on the development of its services, with a focus on its impact on corrections officials. The board is made up of individuals from varying fields in corrections and community supervision, encouraging robust conversations about how Axon can support the work of those across the corrections community.

+ Scientific and Medical Advisory Board

Axon’s Scientific and Medical Advisory Board (SMAB) is an independent board comprising many of the world’s leading medical and scientific experts in the areas of electrical engineering, cardiac electrophysiology, emergency medicine and forensic pathology as they relate to TASER electrical weapons. The SMAB provides feedback to the company on the design, safety and effectiveness of TASER electrical weapons. Outputs are reported to the board to help oversee TASER weapon-related risks.

+ U.S. and U.K. Ethics, Equity and Advisory Councils

Since our inception, we’ve been committed to the responsible development and deployment of new technology with both law enforcement and communities across the country. To ensure our commitment is just as strong as our mission, we established the Ethics and Equity Advisory Council (EEAC), an independent body that ensures ethics and equality are weaved into everything we do. The EEAC advises Axon on a host of internal and external issues through a racial equity and ethics lens, centering the needs and perspectives of communities in the creation of future products. The EEAC reviews and provides feedback on a select number of products every year.

2023 | UNITED STATES EEAC



Devon Simmons



Bertha Purnell



Wilneida Negron, Ph.D.



Louis Frye



Desmond Upton Patton, Ph.D.



Jeff Taylor



Broderick Turner, Ph.D.



Michelle Vilchez



Dr. Tonya Strozier



Kevin Sauls

2023 | UNITED KINGDOM EEAC



Maya Mate-Kole



Alex Homes



Desmond Brown



Prof. Vassilios Papalois



Prof. Allyson Macvean



Karen Graham, Ph.D.



Giles Herdale



Delano Gournet-Moore

Appendix



Sustainability Accounting Standards Board (SASB) Index

| Topic | Metric | Results | Code |
|--|---|--|----------------------------------|
| DATA SECURITY | Description of approach to identifying and addressing data security risks in (1) company operations and (2) products | Please refer to page 65 for a description of our data security practices | RT-AE-230a.2 |
| PRODUCT SAFETY | Number of counterfeit parts detected, percentage avoided Number of Airworthiness Directives received, total units affected | None have been identified None have been identified as we are not an Aerospace supplier | RT-AE-250a.2 RT-AE-250a.3 |
| FUEL ECONOMY + EMISSIONS IN USE-PHASE | Description of approach and discussion of strategy to address fuel economy and greenhouse gas (GHG) emissions of products | Please refer to page 62 for a description of our environmental management practices | RT-AE-410a.2 |
| MATERIALS SOURCING | Description of the management of risks associated with the use of critical materials | Please refer to page 3 in Axon's 2022 Annual Report, which provides this information in detail - LINK | RT-AE-440a.1 |
| BUSINESS ETHICS | Discussion of processes to manage business ethics risks throughout the value chain | Please refer to Axon's Code of Business Conduct and Ethics, which provides this information in detail - LINK | RT-AE-510a.3 |
| PRODUCTION BY REPORTABLE SEGMENT | | Please refer to page 39 in Axon's 2022 Annual Report, which provides this information in detail - LINK | RT-AE-000.A |
| NUMBER OF EMPLOYEES | | Please refer to page 13 in Axon's 2022 Annual Report, which provides this information in detail - LINK | RT-AE-000.B |

Legal and Trademarks

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FORWARD LOOKING STATEMENTS

Forward-looking statements in this report 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; expectations about customer behavior, including with respect to body camera activation rates; expectations about the effects of certain current and proposed products and services, including body cameras and VR training; statements concerning projections, predictions, expectations, estimates or forecasts as to our business, financial and operational results and future economic performance; as well as statements of management's strategies, goals and objectives and other similar expressions. 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 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 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; customer purchase behavior, including adoption of our software as a service delivery model; negative media publicity or sentiment regarding our products; 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; 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 integrate acquired businesses; our ability to attract and retain key personnel; and litigation or inquiries and related time and costs. 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. More information about potential risks and uncertainties and other factors that could affect our business and financial results is included from time to time in our filings with the SEC, including our current reports on Form 8-K, quarterly reports on Form 10-Q and annual reports on Form 10-K filed with the SEC, including in Part II, Item 1A under the heading "Risk Factors" in our Quarterly Report on Form 10 Q for the quarter ended June 30, 2023, which is available on the SEC's web site at www.sec.gov. These factors are intended as cautionary statements within the meaning of Section 21E of the Exchange Act and Section 27A of the Securities Act. 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. All such forward-looking statements should be read as of the time the statements were made and with the recognition that these forward-looking statements may not be complete or accurate at a later date. The inclusion of information in this report is not an indication that Axon deems such information to be material or important to an understanding of the business or an investment decision with respect to Axon securities.

Thank you for your interest in Axon.

We are committed to serving as a force for good
and advancing our mission to Protect Life.

Join us on our mission.

[axon.com/careers](https://www.axon.com/careers)



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