
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

Form 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

October 7, 2018
Date of Report (Date of earliest event reported)

Axon Enterprise, Inc.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation)

001-16391
(Commission File Number)

86-0741227
(IRS Employer
Identification No.)

**17800 N. 85th St.
Scottsdale, Arizona 85255**
(Address of principal executive offices, including zip code)

(480) 991-0797
(Registrant's telephone number, including area code)

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§ 230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§ 240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 7.01 Regulation FD Disclosure

On October 7, 2018, Axon Enterprise, Inc. (the “Company”) posted an investor presentation on the Company’s website at www.investor.axon.com, a copy of which is furnished as Exhibit 99.1 hereto.

The investor presentation was presented by the Company to analysts and investors on October 7, 2018 at the International Association of Chiefs of Police annual conference in Orlando, FL.

In accordance with General Instruction B.2 of Form 8-K, the information furnished pursuant to this Item 7.01, including Exhibit 99.1 furnished herewith, shall not be deemed “filed” for purposes of Section 18 of the U.S. Securities Exchange Act of 1934, as amended (the “Exchange Act”), nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in any such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

Exhibit Number	Exhibit Description
99.1	Investor Presentation

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

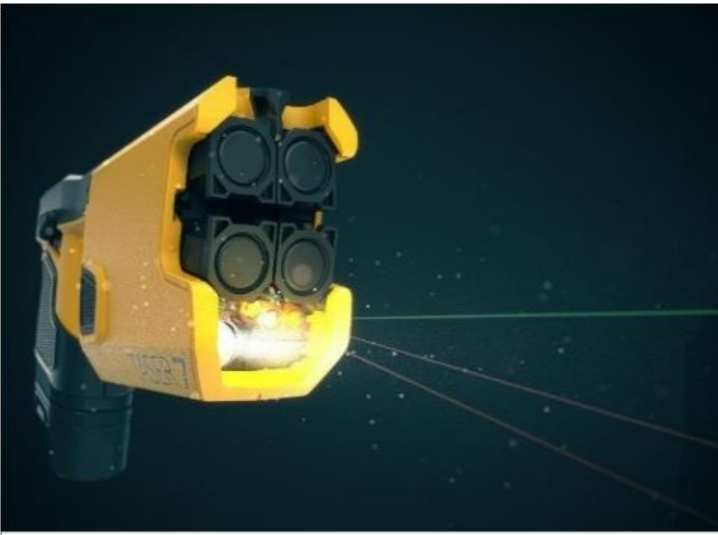
Dated: October 9, 2018

Axon Enterprise, Inc.

By: /s/ JAWAD A. AHSAN

Jawad A. Ahsan

Chief Financial Officer



IACP 2018 Investor Presentation

Safe-harbor statement

Statements made during today's presentation will include forward-looking statements, including statements regarding our expectations, beliefs, intentions or strategies regarding the future, including statements around projected pricing and profitability. We intend that such forward-looking statements be subject to the safe-harbor provided by the Private Securities Litigation Reform Act of 1995. The forward-looking information is based upon current information and expectations regarding Axon Enterprise, Inc. These estimates and statements speak only as of the date on which they are made, are not guarantees of future performance, and involve certain risks, uncertainties and assumptions that are difficult to predict. All forward-looking statements that are made in this presentation are subject to risks and uncertainties that could cause our actual results to differ materially. These risks are discussed in greater detail in our Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q under the caption "Risk Factors." You may find these filings, as well as our other SEC filings, on our website at www.axon.com or at www.sec.gov.

Axon strategic RMS competitive advantages

Integrated
consumer-
inspired user
design

Video at the
heart of the
incident
record

Value-added
software
bundled
with proven
hardware

Unrivaled
channel and
marketing
presence in
law
enforcement

Innovation supports new pricing structure

TASER 7

- Rapid arc outperforms all previous CEWs
- More kinetic energy for loose clothing
- Connected to the Axon network
- Axon Academy empathy-based training

Axon Body 3

- LTE-connected to AT&T FirstNet and Verizon's networks
- Live-streaming to command
- Embedded GPS
- Edge AI such as gunshot detection & alerts
- Improved low-light capture, image clarity and audio
- Software updates improve hardware functions

Axon Records

- Workflow reports for instant collaboration
- Video evidence at the heart of the record
- Case management



*\$199 leader pricing. Effective January 1, 2020, OSP 7+ will be priced at \$229.

Bundling disrupts how the industry buys & prices RMS

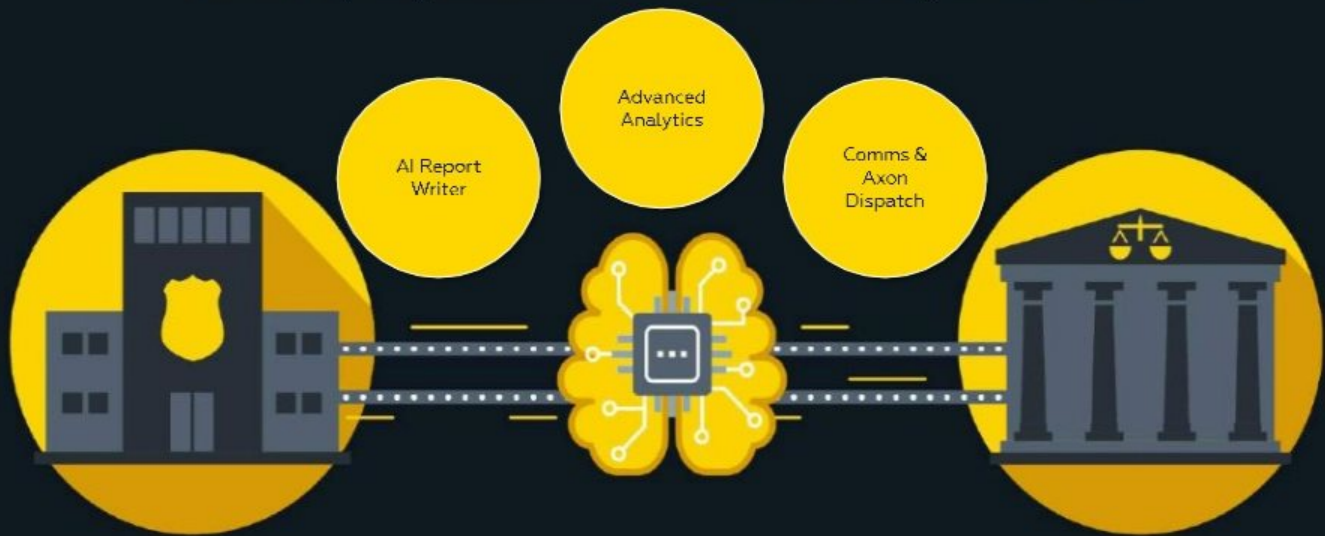
Officer Safety Plan*	Legacy	OSP 7 Promo	OSP 7 Full	OSP 7+ Promo	OSP 7+ Full
Monthly per officer	\$109	\$149	\$179	\$199	\$229
Annual recurring cash flow	\$1,308	\$1,788	\$2,148	\$2,388	\$2,748

Illustrative revenue allocation

TASER Weapons	\$32	\$54	\$66	\$53	\$60
TASER X2, X26P Unlimited duty cartridges		TASER 7 Unlimited duty cartridges Annual training TASER 7 Dock CEW Evidence.com integration		TASER 7 Unlimited duty cartridges Annual training TASER 7 Dock CEW Evidence.com integration	
Sensors + Other	\$26	\$28	\$33	\$29	\$34
Axon Body 2, Axon Flex 2 upgrades Axon Dock upgrades		Axon Body 3 upgrades Axon Dock upgrades		Axon Body 3 upgrades Axon Dock upgrades Signal Sidearm	
Axon Cloud	\$51	\$67	\$80	\$117	\$135
Evidence.com license Unlimited device storage Video management tools		Evidence.com license Unlimited device storage Video management tools Axon Aware (LTE light) Axon Records		Evidence.com license Unlimited device storage Video management tools Axon Aware+ (LTE live streaming) Axon Records Axon Auto Tagging Axon Performance Axon Redaction Assistant Axon Citizen for Communities	

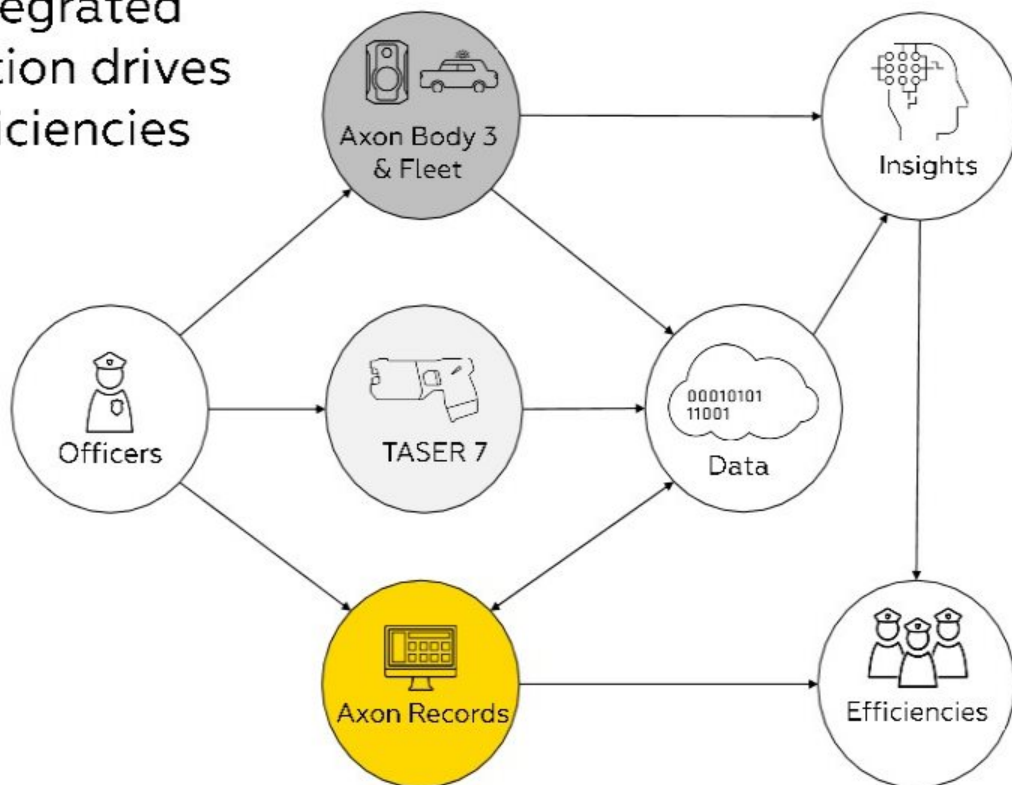
*Pricing represents listed bundled pricing. Axon contracts may include discounts to list prices. Elements listed as included in the OSP tiers are not comprehensive. Other elements in OSP bundling, for example, include extended hardware warranty. The initial camera hardware and initial docks related to Axon Body 2 and Axon Body 3 are a one-time separate purchase and not captured in the monthly recurring fee. Revenue allocation per element may differ materially per customer, depending on the scale of the contract, bundled options included and other customizations. Promo pricing in effect until Jan. 1, 2020.

Value proposition continues beyond OSP



Axon Records: Platform for the future of public safety

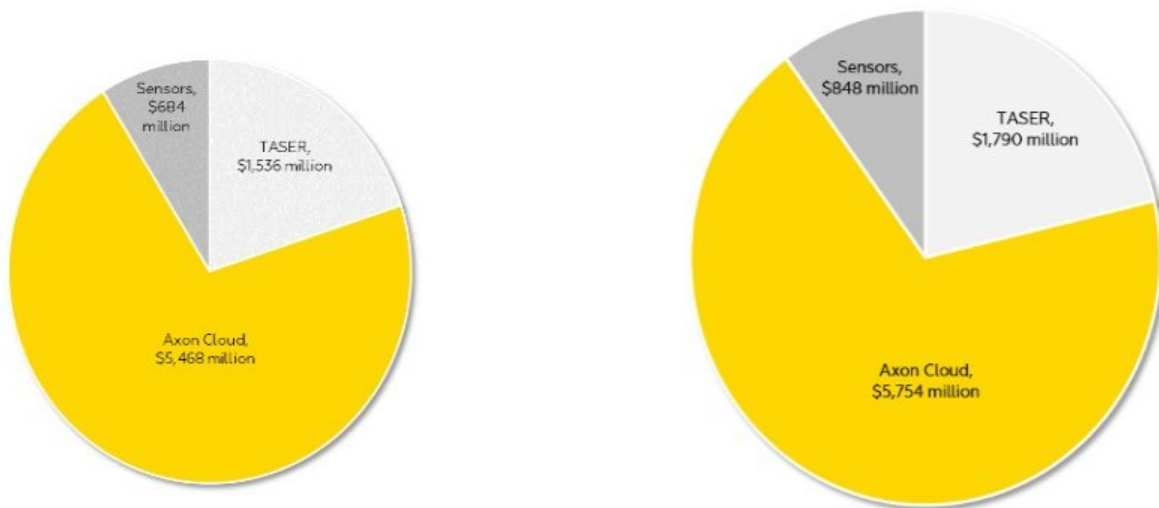
Integrated
solution drives
efficiencies



Axon Records: Executing on a proven strategy



Increasing our total addressable market



\$7.7 billion → \$8.4 billion

Driving the TAM through value-added features

\$7.7 billion

\$8.4 billion

TASER TAM build-up	\$/mo	Users	Annual TAM
Domestic OSP incl. cartridges	\$21	662	\$167
Domestic Enhanced Services	\$29	662	\$230
Int'l Weapons incl. cartridges	\$31	1,824	\$679
Int'l Enhanced Services	\$21	1,824	\$460
			<u>\$1,536</u>

Axon Cloud TAM build-up	\$/mo	Users	Annual TAM
Axon Records (RMS & CAD)	\$125	2,103	\$3,155
Advanced Intelligence & Analytics	\$29	1,076	\$374
Domestic Body Camera Software	\$63	1,076	\$813
Int'l Body Camera Software	\$63	1,000	\$756
Axon Fleet (domestic only)	\$77	400	\$370
			<u>\$5,468</u>

Sensors TAM build-up	\$/mo	Users	Annual TAM
Domestic Body Worn Camera	\$16	662	\$127
Int'l Body Worn Camera	\$19	1,000	\$228
Axon Fleet (domestic only)	\$52	400	\$250
Signal Sidearm (domestic only)	\$10	662	\$79
			<u>\$684</u>

TASER TAM build-up	\$/mo	Users	Annual TAM
Domestic Weapons, Cartridges & Services	\$60	662	\$477
Int'l Weapons, Cartridges & Services	\$60	1,824	\$1,313
			<u>\$1,790</u>

Axon Cloud TAM build-up	\$/mo	Users	Annual TAM
Axon Records & Axon Dispatch	\$100	2,103	\$2,524
Advanced Intelligence & Analytic Add-Ons	\$100	1,076	\$1,291
Domestic Body Camera Software	\$63	1,076	\$813
Int'l Body Camera Software	\$63	1,000	\$756
Axon Fleet (domestic only)	\$77	400	\$370
			<u>\$5,754</u>

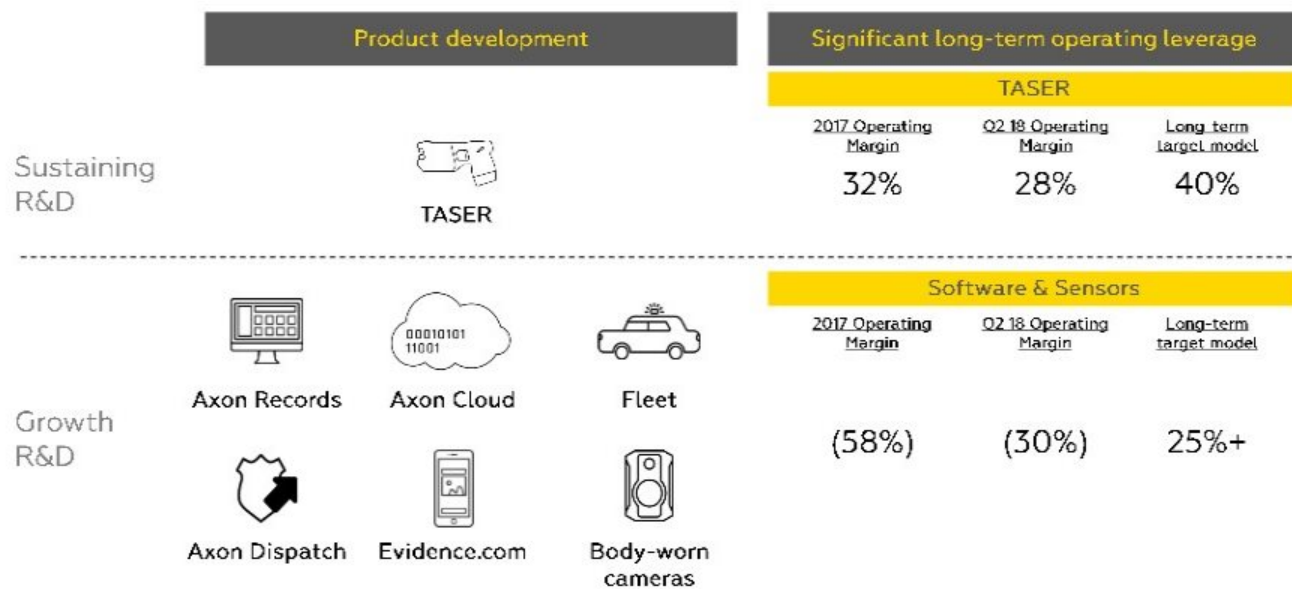
Sensors TAM build-up	\$/mo	Users	Annual TAM
Domestic Officer Worn Sensors	\$30	662	\$238
Int'l Officer Worn Sensors	\$30	1,000	\$360
Axon Fleet (domestic only)	\$52	400	\$250
			<u>\$848</u>

Potential users in thousands (000s) and Annual TAM in millions (\$mm).

Sources: U.S. Department of Justice (2017), Department of Homeland Security (2017), Bureau of Justice Statistics (2003, 2013, 2016), Bureau of Labor Statistics (2016, 2017), Federal Jobs (2013), National Fire Protection Association (2017), Australian Institute of Criminology (2006), New Zealand Police Association (2016), Statistics Canada (2019), Eurostat (2019), Company estimates.

Note: Prior TAM OSP, Fleet and Sidearm market size based on pricing prior to October 2018; Enhanced services, RMS & CAD and AI & Analytics market size is an estimate based on existing police tech pricing contracts and management estimates. New TAM Weapons, Fleet, Body Camera Software and Sensors market size based on 2018 pricing; Analytics includes add-ons that are soon to be available, including Reception Assistant, Axon Performance, Axon Auto Tagging, and Axon Awareness (TPI), and items under development, including transcription and automated report writing. Overall RMS and CAD market size is an estimate based on duration of existing RMS/CAD pricing contracts and management estimates.

Compelling long-term target model



Note: Long-term targets exclude share-based compensation

IACP 2018

Rick Smith, CEO

Jawad Ahsan, CFO

Q&A

