



BRAVO! AeroVironment's Recognition Program Guidelines

Objective

BRAVO! is AeroVironment's recognition program designed specifically to support organizational goals, drive business performance and recognize employee contributions. BRAVO! is an important component of our Total Rewards program.

Our desire is to **recognize, acknowledge, and celebrate** employees who are instrumental in driving success for AeroVironment through their actions in support of our purpose, values and business goals.

BRAVO! has been designed to enable the delivery of timely, web-based, meaningful and personalized recognition to the recipient. It enables peer-to-peer recognition that empowers employees at all levels to express appreciation and thanks for a job well done.

In addition, the BRAVO! program enables additional recognition for four primary award reasons that play an instrumental role in our success. These include:

- **Trust & Teamwork**
- **Customer Commitment**
- **Innovate & Simplify**
- **Ownership & Results**

As a nominator, please review the definitions of these success drivers and choose the most appropriate reason for recognizing the employee you are nominating. The BRAVO! program is designed to put the power of recognition in your hands.

Award Reasons

During the nomination process, an award reason (company value) is selected that best fits the accomplishment you are recognizing. The Award Reasons are:

Trust & Teamwork - We demonstrate integrity and ethical conduct in all our actions. We listen attentively, speak candidly and treat others respectfully. We work together as a team to win.

- Deliver on our promises consistently to build trust among each other
- Always be truthful about challenges and deal with conflict openly, fairly and quickly
- Once a decision is made, commit wholly to its success
- Focus our energy on achieving business results
- Put the success of the team above your own interests

Customer Commitment - We work vigorously to earn and keep our customers' trust. We make a positive difference in our customers' lives by understanding, anticipating and responding with agility to their needs.

- Collaborate with our customers, understand and anticipate their needs and develop solutions that create the best outcomes
- Provide solutions and services that deliver the best value to our customers
- Commit to exceeding our customers' expectations through a culture of continuous improvement
- Make it easy for our customers to do business with us



Innovate & Simplify - We are curious and relentless in the pursuit of new innovative solutions and improvements. We look for new ideas from everywhere, and are not limited by "not invented here."

- Embrace change and novel solutions to problems
- Explore, measure, and constantly improve
- Deliver simple and lean breakthroughs
- Invent and integrate great ideas
- Take risk thoughtfully
- Be inquisitive and able to think outside the box

Ownership & Results - We act in the interest of all our stakeholders, beyond that of ourselves or our teams. We take ownership and are accountable for our outcomes.

- Make choices like an owner of the company
- This is your company! If you don't like, change it!
- Focus on results for all stakeholders
- Take a positive and proactive approach to supporting others, instead of "that's not my job"

Eligibility

All full-time and part-time regular employees are eligible to receive awards.

Award Definitions and Levels

Award levels have been established to recognize varying degrees of achievement and contribution. The awards are differentiated by several criteria, including performance relative to expectations and organizational impact. Each award level, except High Five, is accompanied by e-certificate that the employee can redeem on the BRAVO! Website for gift cards, hotel stays, Amazon products, etc. The awards have differing approval levels based on the award. The award will be delivered so that the Company pays applicable taxes and shipping related to the award.

High Five Award

- Criteria: High Fives should be given when you see your coworkers exemplifying our company values in their day to day work. Note a High Five is a non-monetary social recognition. High Fives should be given often!
- Timing: Anytime
- Approval: None
- Award Value: \$0

Applause Award

- Criteria: An achievement of business outcomes exceeding expectations and demonstrating exemplary program values.
- Timing: Anytime
- Approval: Recipient's Department Manager
- Award Value: \$50 e-certificate redeemable through the BRAVO! website

Cheers Award

- Criteria: Higher achievement of business outcomes by exceeding expectations and demonstrating exemplary program values.
- Timing: Anytime



- Approval: Recipient's Department Manager
- Award Value: \$100 e-certificate redeemable through the BRAVO! website

Standing Ovation Award

- Criteria: Highest achievement of business outcomes exceeding expectations and demonstration of exemplary program values.
- Timing: Anytime
- Approval: Recipient's Department Manager
- Award Value: \$250 e-certificate redeemable through the BRAVO! website

Encore Award

- Criteria: The High-level **Encore** award is to recognize and reinforce the achievements of a limited number of employees with notable functional/cross-functional accomplishments. The achievement has significant impact both to the function and to business priorities while demonstrating exemplary program values.
- Timing: Anytime. Typically associated with a high visibility event and/or achievement.
- Approval: Recipient's Department Manager
- Award Value: \$500 e-certificate redeemable through the Bravo! website

Award Tax Impact and Shipping Costs

The e-certificate awards for the Applause, Cheers, Standing Ovation and Encore awards will be delivered so that the Company pays applicable taxes related to the award. All awards are considered income and, therefore, subject to normal withholding tax and will be reflected on the employee's annual W-2 form. Additionally, there will be no shipping cost to the employee for products purchased on Amazon with the e-certificate.

Nominating an Employee

Any AV employee can nominate any other employee for any award through the Bravo! Website.

Message to Recipient

This is your opportunity to express to the nominee your personal appreciation for a job well done. Be sure to detail the nominee's actual achievement and craft a meaningful message that articulates your gratitude and thanks for going the extra mile. Your message will then be seen by the AV Community on the Bravo! website.

Message to Approver

Applause, Cheers, Standing Ovation and **Encore** level awards require management approval before being processed. To assist in the approval process, consider the following criteria to help quantify the achievement. The higher the award level the more exceptional and significant the achievement should be when measured against these criteria.

- To what degree did the employee demonstrate innovation resulting in business impact?
- To what degree did the employee demonstrate leadership?
- What degree of collaboration did the employee display?



- To what degree did the employee's contribution result in productivity gains, cost reductions, or business efficiencies?
- What was the impact on either internal or external customer satisfaction?
- To what degree did the employee exceed your expectations?
- What was the impact to the company, customers, etc. of the employee's contribution?

Note: The Company's Chief People Officer (CPO) will have the full authority, at any time, to terminate the BRAVO! Recognition Program or to delete, modify and/or add to any and all of its terms, conditions, and provisions. The BRAVO! program does not create any obligation on the part of AV's to provide a recognition program in the future. AV reserves its rights to amend or cancel the Bravo! program without thereby incurring any liability or indemnity.