

Bangalore, March 31, 2014

Axis Signs Distribution Agreement with Inflow Technologies for the Indian Market

Axis Communications, the global market leader in network video, announced that it has expanded its distribution in India by signing on Inflow technologies, a leading distributor in the security space as their VAD distributor. With this association, customers in India will now have an easier access to complete range of Axis products, accessories and solutions along with an augmented expertise and service from Inflow Technologies.

“Axis is a 100 percent channel driven organisation, and we are aggressively building our channel network in India to meet the evolving needs of our customers across industries,” said Sudhindra Holla, Country Manager, Axis Communications, India. “Through this association, we are confident that we will be able to address the demand of innovative use of the video surveillance solutions. We believe that Inflow Technologies has high competence and expertise to drive the growth of surveillance solutions in the Indian market and will be an important addition to our distributor channel.”

Speaking on this partnership, Rajesh Kumar, Business Head, Inflow Technologies, said “We are delighted to be strengthening our Electronic Security offering with the Axis range of products. This announcement underlines our commitment to work with best of breed of brands/ market leaders. We are confident that IP based security systems will create a huge opportunity for our existing partners who can use their expertise of Ethernet cabling and switching solutions to position the IP range effectively. We are very excited at the prospects this engagement can bring in to our current biz, and look at working closely with the team at Axis to ensure we maximize sales opportunities.”

Byju Pillai, President & CEO, Inflow Technologies, said “At Inflow, we will leverage our expertise in network design and data storage to support our reseller network while introducing benefits of the Axis brand to the marketplace. “

About Axis Communications

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in more than 37 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the NASDAQ OMX Stockholm, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.

About Inflow Technologies

Founded in 2005, Inflow Group is a niche player in IT Infrastructure Distribution & Services providing Value Added Distribution in Information Security, Networking, AIDC, Infrastructure & Application Software, Storage Management, Electronic Security and products & services in South Asia with Rs. 470 crores in revenue. Inflow has a direct relationship with 41 Global Technology vendors & is headquartered in Bangalore with presence in 16 locations and is a large player in Security distribution Inflow Group operates through 5 Business Units with a total team strength of 165 including 20% technical (Pre & Field). The Promoter team members have a collective relevant industry experience of 200+ man-years. Inflow does business through 600+ channel partners & one or more solutions is offered to 5000+ end customers. Please visit website www.inflowtechnologies.com.

For further information, please contact:

Sharon Chong, Marketing Manager, South Asia Pacific, Axis Communications

E-mail: sharon.chong@axis.com

Rajashree Joshi / Vidya Sravanthi

Text 100 Public Relations,

Email: rajashree.joshi@text100.co.in / vidya.sravanthi@text100.co.in

Contact Number: +91 9663330702 / 9663883216