

London, February 7, 2012

Axis' Northern Europe team unveils new UK headquarters

Axis Communications, the global leader in the network video market, has today announced the opening of a new headquarters for its Northern Europe team in the UK.

This move follows a successful 2011 for the business as Axis announces its end of year figures of net sales of over £335 million and 33% growth in local currencies.

With market research company, Key Note forecasting that the UK CCTV market will rise in value by 30.1% between 2012 and 2016 with significant growth from 2013 onwards*, Axis' new headquarters in Watford, Hertfordshire is ideally located to support not only UK-based installers and users of IP-based surveillance but also those throughout the rest of the region and further afield.

One of the main features of the new headquarters is a state-of-the-art demonstration suite designed to showcase the Axis range of video solutions and offer demonstrations and product training in a classroom environment to Axis' partners and customers.

Phil Doyle, regional director, Northern Europe, Axis Communications said: "Following a strong 2011 for the company and a promising start to 2012, this move comes at exactly right time for our team."

"The new premises not only reflect the recent strong growth of IP-based surveillance in the market, but it also provides a fantastic platform for our future plans for expansion. We are already recruiting seven new positions and Watford is an ideal location to support our growth ambitions as it provides excellent national and international transport links. The new headquarters has also allowed us to really focus on educating users of CCTV as they migrate to IP, demonstrating improved image quality and usability in a range of applications. We selected Watford as the location for the new office as it is so easily accessible and we welcome our customers dropping in to take advantage of this investment."

A key feature of the new premises is its purpose-built training facility which will allow Axis to deliver its highly successful partner training and certification courses and which can be adapted to accommodate up to 80 visitors.

Axis puts its success during 2011 not only down to its competitive portfolio but also its global organisation and the new Northern Europe headquarters will further support the company's expansion in 2012 and beyond.

Further details on Axis Year-End report can be found here:

http://www.axis.com/corporate/press/releases/viewstory.php?case_id=2443

*

http://www.keynote.co.uk/market-intelligence/view/product/10521/closed-circuit-television?utm_source=kn.reports.browse

Axis Communications is the global market leader in the network video market. The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14,474 million by 2014 according to industry analyst house IMS Research (www.imsresearch.com) in its latest market report entitled 'The World Market for CCTV and Video Surveillance Equipment 2009 Edition' published in August 2009.

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 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the OMX Nordic Exchange, under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com.