

Watford, January 23, 2015

## Axis bolsters retail management team

**Axis Communications, the global market leader in network video has made a positive start to the New Year with a key appointment to its northern European senior management team.**

Andrew Martin, joins Axis as a retail business development manager and will be based in Watford. Following a successful early career with West Yorkshire Police, Andrew has worked in retail security, loss prevention and operations for over 25 years, both in-house and as a consultant, holding senior management posts at Dixons, HMV and Fopp and advising brands such as Apple, Waitrose and Jessops.

Prior to joining Axis, he headed up the loss prevention team at Morrisons supermarkets where he was responsible for the identification of loss throughout the entire supply chain, covering 30 sites and overseeing a team of loss prevention managers, specialists and officers.

Commenting on his appointment, Andrew said: "I have worked with Axis as an end user, in a consultative role in the past and have always been impressed with both its products and its people. Axis is really keen to better understand the end user experience so that's where I see myself adding real value to complement its market leading technology and application expertise.

"It's an exciting challenge to learn about all the technology and how it can really assist the retail process. There's a lot to take in but it's great to know that I will be learning from the best in the business – a company that really invests time and energy in all its staff."

In his new role at Axis, Andrew will be responsible for developing the retail channel business, a key focus for Axis in the year ahead. He will also play a significant part in helping it maintain its market leading position.

Atul Rajput, regional director, northern Europe, added: "We're delighted to welcome Andrew, an extremely experienced retail and security professional, to the team. Axis has always strived to offer 'best in class' support for its partners and to better understand its end users in order to provide the right solutions to retailers.

"The further expansion of the northern European team will help us to continue to achieve this goal, focussing on cost effective solutions that deliver real business value, not only raising the bar for safety and security but also having a positive impact on operations and business processes."

For more information about Axis Communications visit: [www.axis.com](http://www.axis.com).

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***About Axis***

*Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.*

*Axis has more than 1,800 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).*

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