

London, October 26, 2010

Axis Communications strengthens Northern European team

Axis Communications (www.axis.com), the global leader in the network video market¹, has strengthened its sales and business development teams with four key appointments in response to the demand for network video.

Axis announced the expansion of its global sales and marketing team back in May this year, and since then has created a number of openings within Northern Europe, including the appointment of Fredrik Thor as sales manager for the region; Shaun Southall as a Key Account Manager for the UK and Ireland and Ross McMurray as Inside Sales, UK and Ireland. In addition, Atul Rajput has been promoted to business development manager for retail across Northern Europe.

Phil Doyle, regional director, Northern Europe, at Axis Communications said: “The demand for network video solutions is continuing to gather speed and as a business, we recognise that our organisation must meet the requirements of our customers and partners. These appointments will ensure that we have the right skills and are agile enough to respond at both the local and regional level.”

With more than 20 years experience in technology, Fredrik Thor is well qualified to lead the Northern Europe region’s sales team. Fredrik joins from global technology company, Cognex where he held the position of district sales manager for the Nordic and Baltic regions and has also held positions at Sensor Control AB and the ABB Group. Also joining the sales team are Shaun Southall and Ross McMurray as a Key Account Manager and Inside Sales respectively who will both focus on the UK and Irish markets.

Axis is also investing heavily in regional industry segment expertise, and as a result has promoted Atul Rajput to business development manager for retail, Northern Europe. In his new position, Atul will be responsible for implementing Axis’s business development strategy as well as maintaining key customer and partner relationships. Having been with Axis for 13 years, Atul has extensive experience within the UK and Irish markets and was also responsible for designing the framework for the original Axis training academy launched in the UK.

For more information about Axis’ range of network video cameras and applications, please visit www.axis.com. Follow us on Twitter at <http://twitter.com/AxisIPVideo>

Notes to editors

1 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

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 analogue 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 NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at www.axis.com

For all media enquiries, please contact:

Fiona Whyatt, Insight Marketing & Communications

Phone: + 44 (0) 1625 500800, E-mail: axis@insightmkt.com