

# Strong currency effects on sales

January- March 2009

Ray Mauritsson, CEO & President

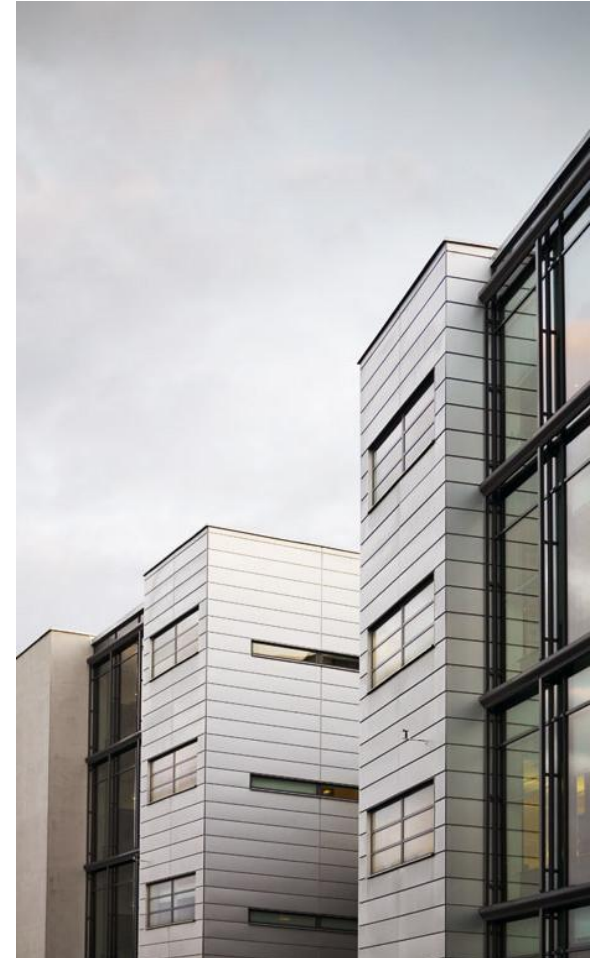
Fredrik Sjöstrand, CFO



# This is Axis

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- > Founded in 1984, 25 years ago
- > IT company driving the network video market
- > Worldwide presence in more than 20 countries, 754 employees\*
- > Product areas:
  - Network Video Solutions
  - Network Print Servers
- > Global partnerships through distributors, resellers and system integrators
- > Listed on NASDAQ OMX, Nordic under the ticker AXIS



\* March, 31

# Today's agenda

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- > Financials
  - Sales
  - Operating expenses
  - Currency effects
- > Market & Product update
- > Outlook
- > Questions & Answers



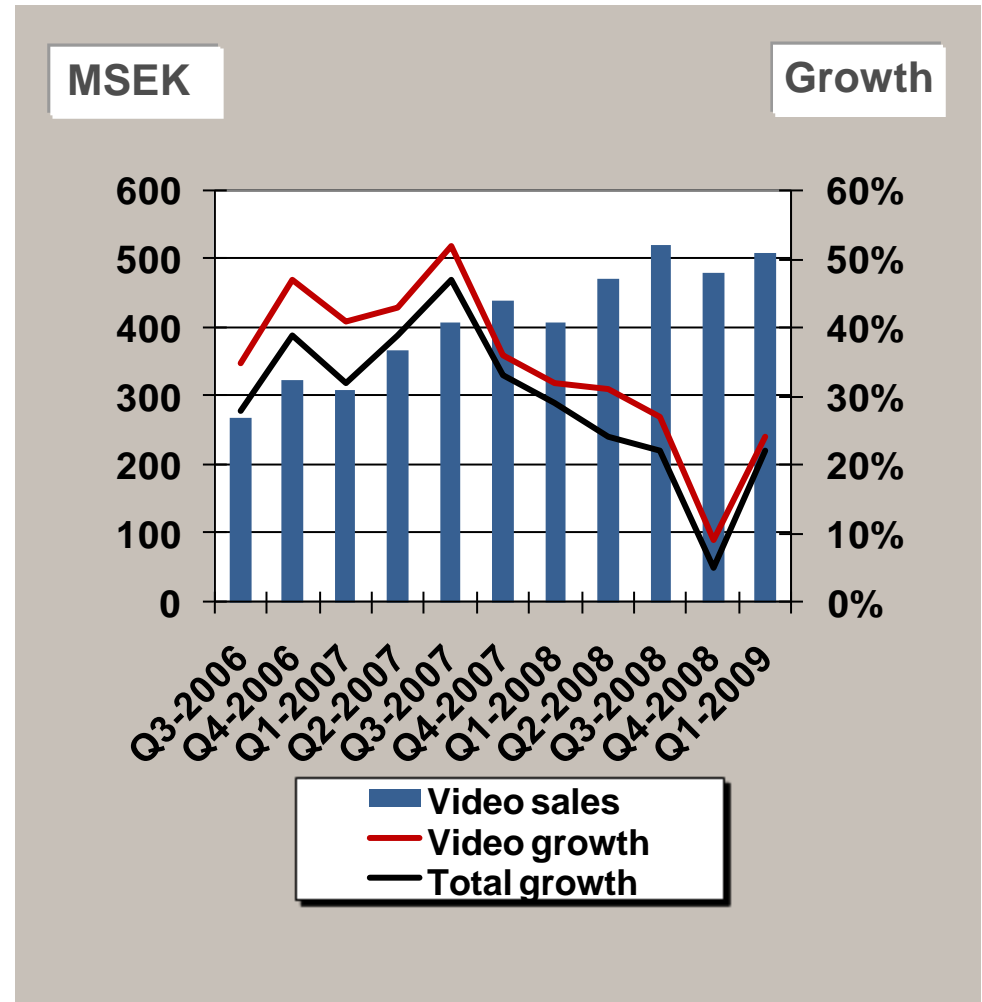
# Sales January – March 2009

## > Total sales

- 532 MSEK (438)
- Growth 22%
- Currency effects - 114 MSEK

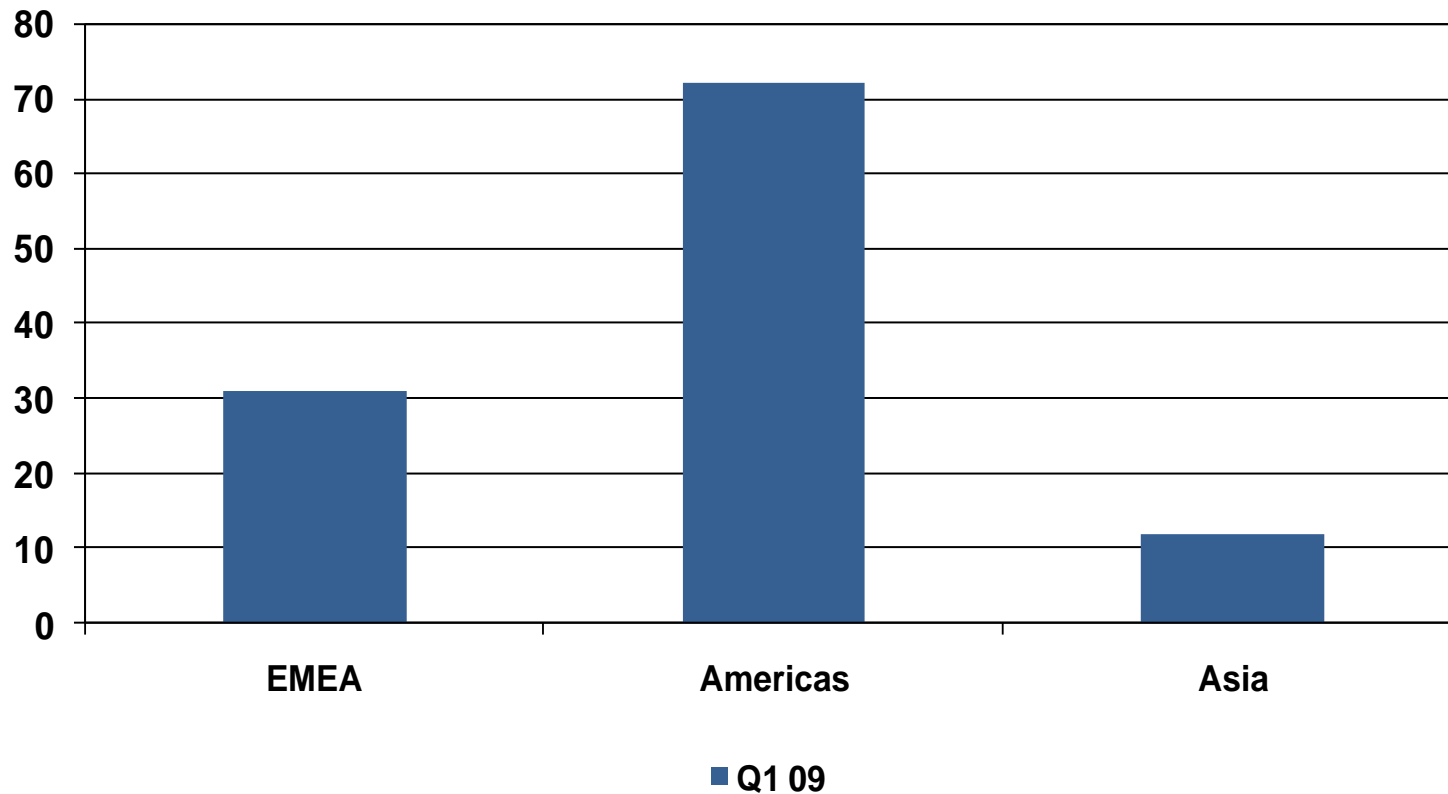
## > Video sales

- 510 MSEK (410)
- Growth 24 %
- Growth -2% (local currency)



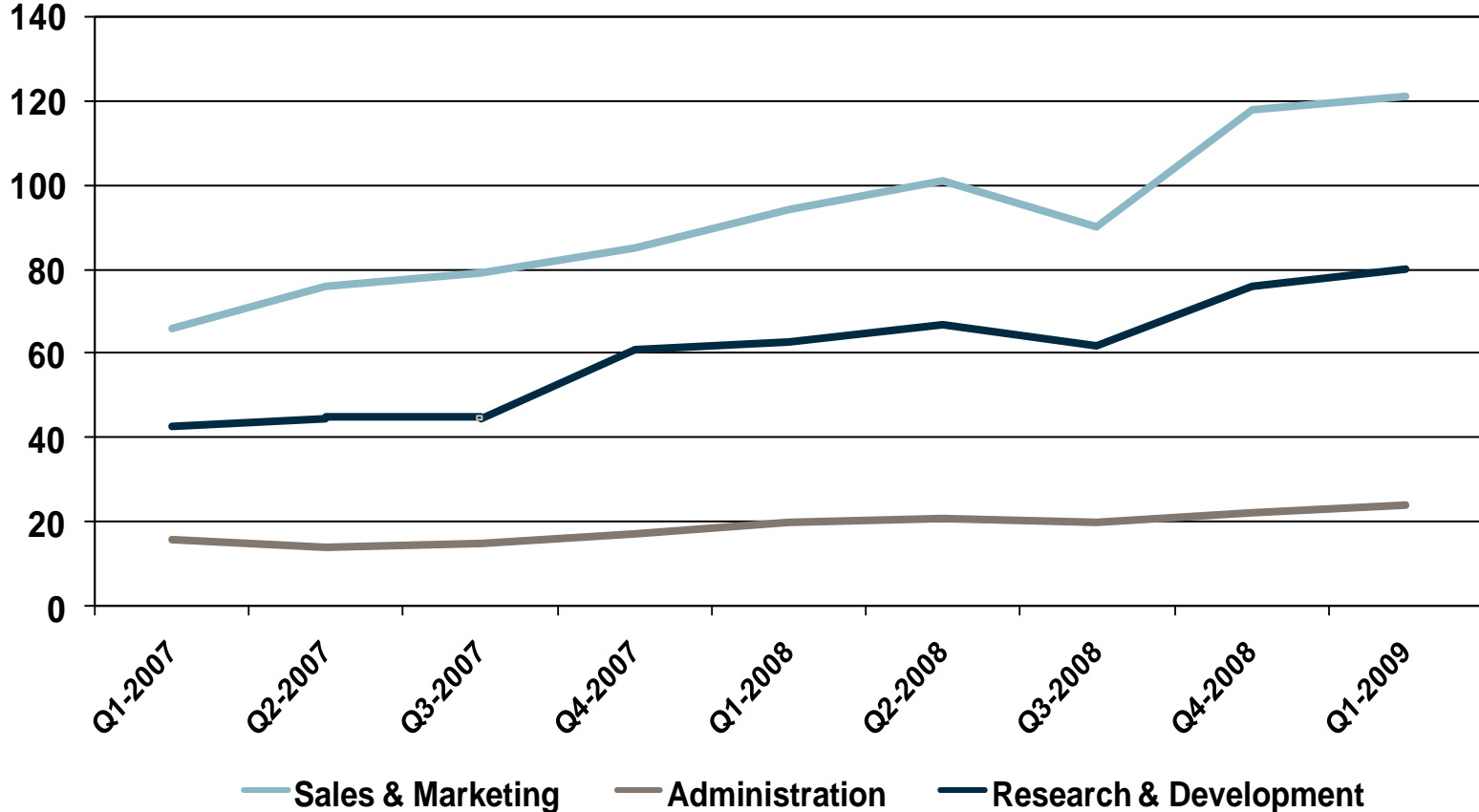
# Currency effects on total sales by region

MSEK



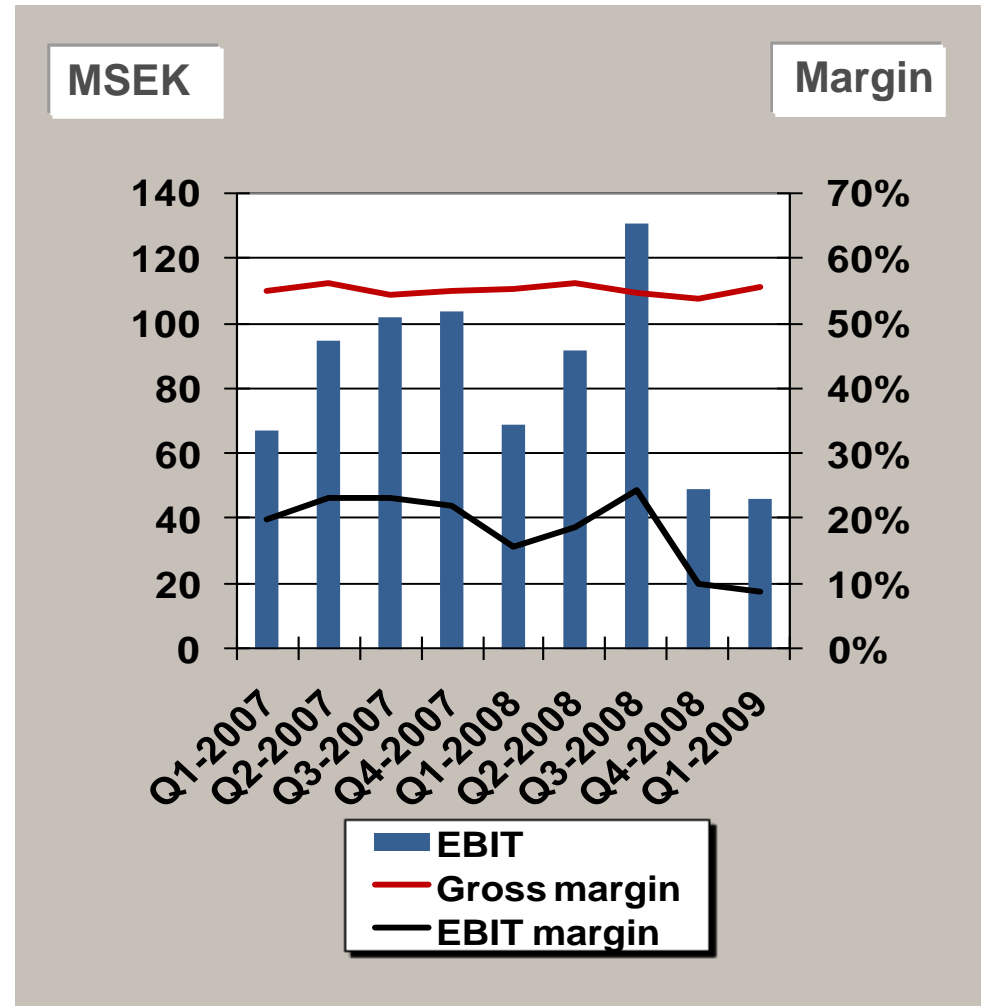
# Operating expenses, Q1, 2007- Q1, 2009

MSEK



# Margins\*

- > Gross margin\*
  - 55.8 % (55.4%)
- > Operating margin
  - 8.7 % (15.7%)
- > Profit margin
  - 8.7 % (15.6%)



\*Q1 2009

# Sales in the product areas\*

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Video

96%



Print, Scan &  
others

4%

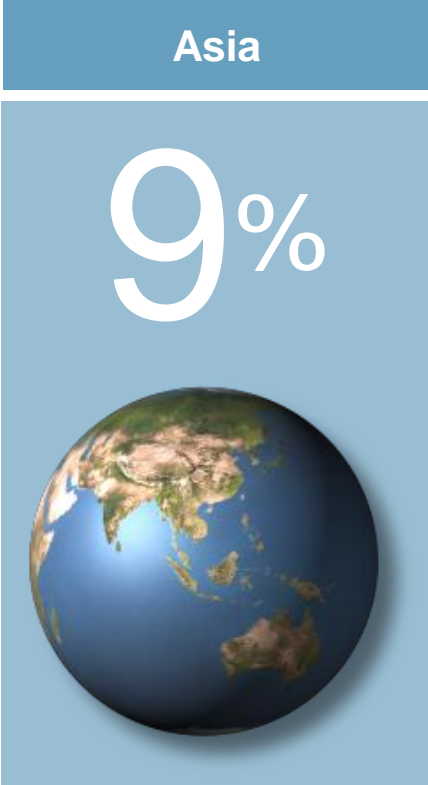
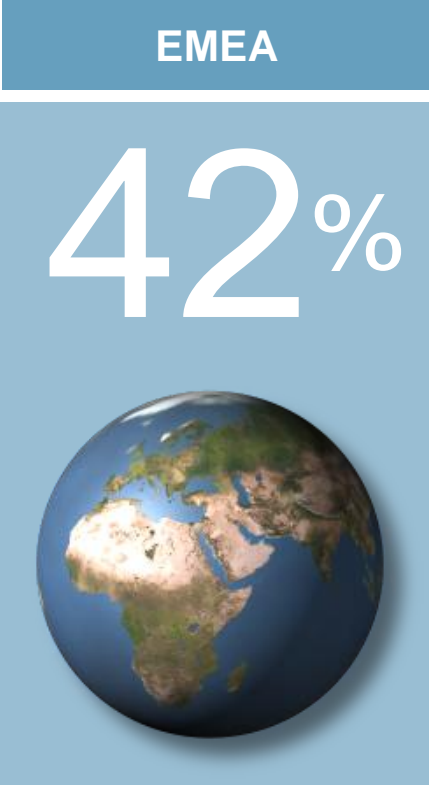
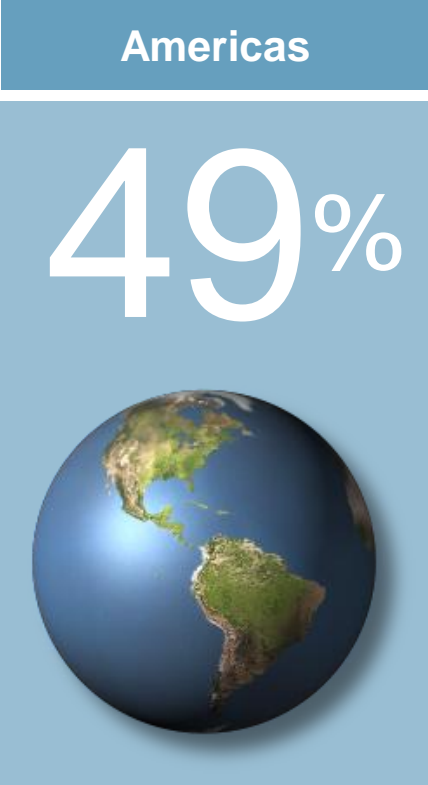


\*Q1 2009

[www.axis.com](http://www.axis.com)



# Sales in the regions\*



\*Q1 2009

# AXIS P33 Series – Operation in tough conditions

- > Compact and discreet design
- > Operation in extreme temperatures
- > Easy installation with remote focus and zoom
- > Multiple H.264 streams
- > Typical video surveillance applications:
  - Railway and subway stations
  - City surveillance
  - Retail environments
  - Schools and universities
  - Prisons

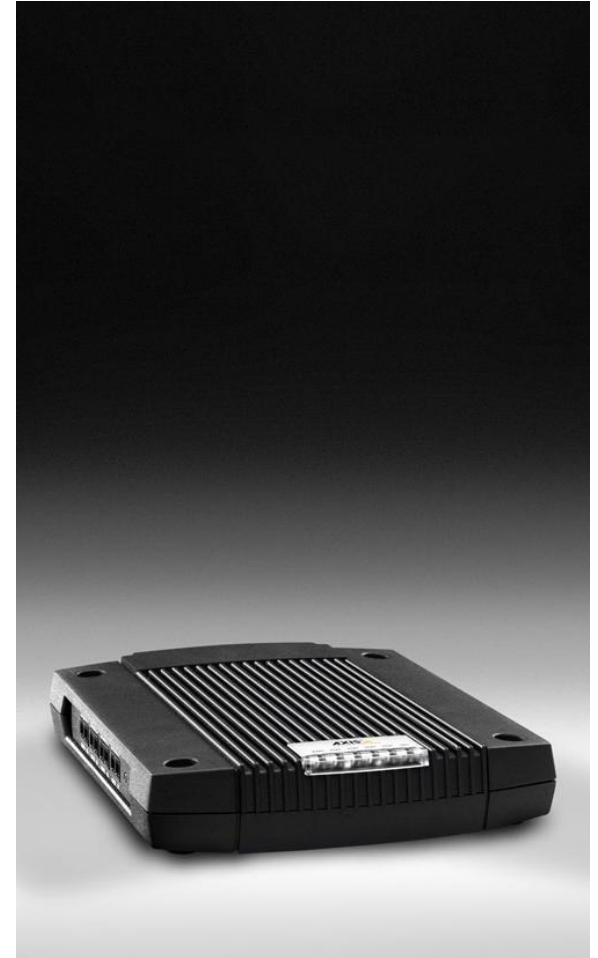


# AXIS Q7404 Video Encoder

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## Four-channel standalone solution

- For connection to four analog cameras that can then share the same network cable
  - Suitable for small and large installations
  - Supports all analog camera types
- > Superb video quality with optimal savings
- H.264 video compression
  - Image setting adjustments



# Axis and ONVIF

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- > A standardized interface supports the shift from analog to digital video surveillance in the security market
- > As the world leader in network video, it is natural to take a leading part in the standardization work
- > 40 member companies
  - Full member list and further information:  
[www.onvif.org](http://www.onvif.org)



Driving network video through global standardization



# Press releases

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- > **Chippewa Valley School District in Michigan**
- > 600 network cameras and video encoders
- > Use the benefits of network video products
  - Superior image quality
  - Centralized storage
  - Remote monitoring
  
- > **Establishment of a new configuration and logistics center, Atlanta, Georgia**
- > Serve customers in the North and South American markets
- > More efficient transportation
- > Reduce the environmental impact



# The market situation today

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## Short-term perspective

- > Continued weak market, positive signs in the US
- > Difficult to predict market development; still many postponed decisions
- > Expansion of product portfolio

## Long-term perspective

- > Continued high growth potential for network video
- > Axis' goals remain unchanged



# What makes the difference

Global reach



Focus



Partner network



# Questions & Answers

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Q&A

